34% of Americans Admit to Driving When Potentially Impaired

**ToGetThere** is MADD’s new campaign to reduce risks on the road this holiday season.

With more than 21 million instances of drunk driving on U.S. roads expected for the holiday period between November 1 and January 1, Mothers Against Drunk Driving (MADD) today launched **ToGetThere**, a new campaign urging Americans to take action against impaired driving. Drunk driving related crashes are expected to surge as much as 40% during the holidays.

45% of Americans
Nearly half of Americans have been involved in a crash that involved an impaired driver, or know someone who was.

84% of Americans
worry that they or someone they love could be hit by an impaired driver.

There is no statistical differences across race, region of the country, or parental status.

Survey Method
This survey was conducted online within the United States by The Harris Poll on behalf of MADD from October 12-16, 2023, among 2,073 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.7 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes,

Please Contact: Kim Pucci
ph: 469-420-4526 email: Kim.Pucci@madd.org

21% of Gen Z would not feel comfortable trying to stop an impaired person from driving (vs. 12% of Boomers).

43% have ridden with a potentially impaired driver despite concerns about personal safety.

59% of men ages 35-44 have ridden with a potentially impaired driver.

There are no statistical differences among generations: