

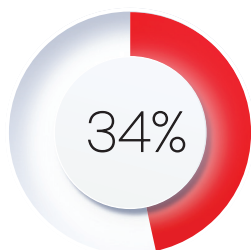
# 34% of Americans Admit to Driving When Potentially Impaired

**TOGETHERE™**  
— MOVING FORWARD —  
TO A SAFER HOLIDAY SEASON

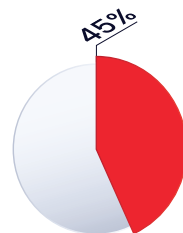
**ToGetThere** is **MADD's** new campaign to reduce risks on the road this holiday season

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.

A new survey released today conducted by The Harris Poll on behalf of Mothers Against Drunk Driving® (MADD) underscores the need for action:

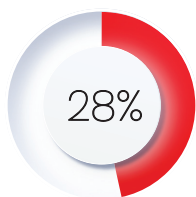


**34% of Americans** admit to having driven a car after consuming alcohol or other drugs when they weren't entirely sure it was safe for them to get behind the wheel.

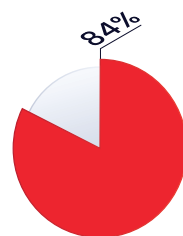
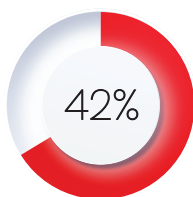


**45% of Americans** Nearly half of Americans have been involved in a crash that involved an impaired driver, or know someone who was.

**28% of women**



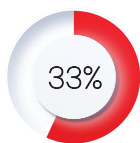
**42% of men**



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

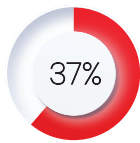
*There is no statistical differences across race, region of the country, or parental status.*

There are no statistical differences among generations:



GEN Z

**33% of Gen Z**



GEN Y

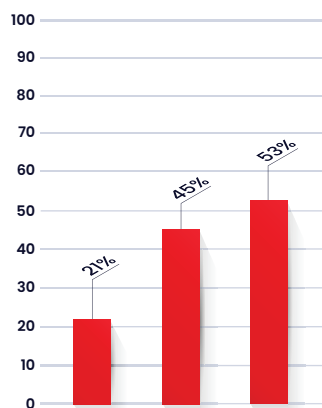
**37% of Gen Y (Millennials)**



GEN X

BOOMERS

**34% of both Gen X & Boomers agree**

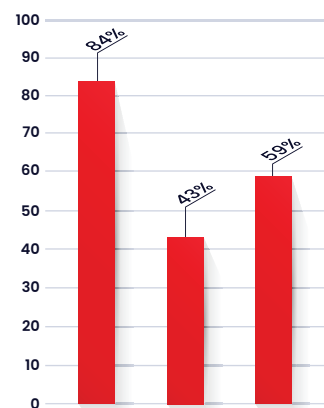


**21% of Gen Z** would not feel comfortable trying to stop an impaired person from driving (vs. 12% of Boomers).

**48%** have ridden with a potentially impaired driver despite concerns about personal safety (vs. 37% of Boomers).

**53%** have been in a crash that involved an impaired driver or know someone who has (vs. 39% of Boomers).

**84%** of Americans would feel comfortable trying to stop an impaired person from driving.



**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.

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## 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,

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