# 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:
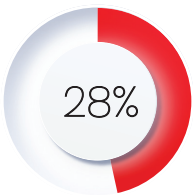
34%
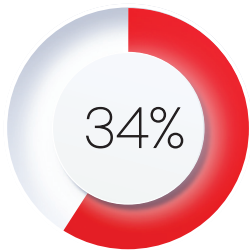
34% of Americans admit to having driven a car after consuming alcohol or other drugs when they weren't entirely sure it was safe for them to get behind the wheel.
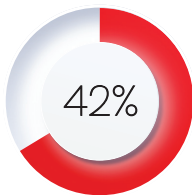
28% of women

28%

42% of men

42%

45%
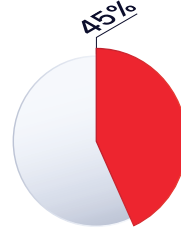
45% of Americans Nearly half of Americans have been involved in a crash that involved an impaired driver, or know someone who was.
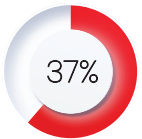
84%

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.

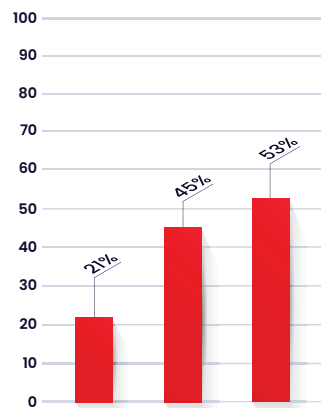*There are no statistical differences among generations:*

33% GEN Z — **33% of Gen Z**

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

34% GEN X / BOOMERS — **34% of both Gen X & Boomers agree**

Survey Method

madd
NO MORE VICTIMS®

madd.org/togetthere

*(Gen Z bar chart, values: 21%, 45%, 53%)*

GEN Z — *Compared with Boomers, Gen Z is more likely to be impacted by impaired driving and may be less equipped to deal with them.*

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).*

(bar chart, values: 84%, 43%, 59%)
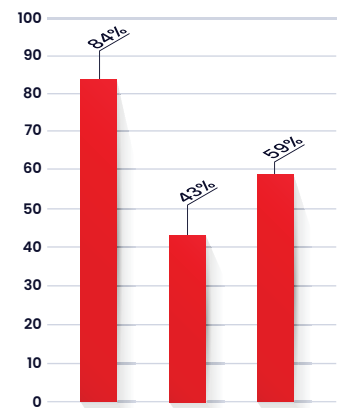
84% of Americans would feel comfortable trying to stop an impaired person from driving.

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.