



2021 Labor Day *Ride Sober or Get Pulled Over*

FACT SHEET

This Labor Day holiday, the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) is working together with the law enforcement community to decrease impaired driving. NHTSA and [Local Law Enforcement] are working tirelessly to spread the word about the dangers of drunk riding and to remind all motorcyclists: If you plan to drink alcohol, leave your motorcycle at home and plan ahead for a sober driver. *Ride Sober or Get Pulled Over*. These expanded efforts to protect against impaired riding will be conducted in a fair and equitable way.

Motorcycle Statistics

- Per vehicle mile traveled in 2019, motorcyclists were about 29 times more likely than passenger car occupants to die in a motor vehicle crash, and were 4 times more likely to be injured.
- NHTSA-funded research has shown that people behind the wheels of passenger vehicles are distracted more than 50% of the time. This means motorcyclists should always be extremely vigilant while riding.
- Improper use of a vehicle's rear-view and side-view mirrors contributes to collisions, particularly with smaller vehicles like motorcycles. With roughly 40% of a vehicle's outer perimeter zones hidden by blind spots, improper adjustment, or lack of use of one's side-view mirrors, can have dire consequences for motorcyclists.
- During the 2019 Labor Day holiday period (6 p.m. August 30 - 5:59 a.m. September 3), 40% of passenger car occupants died in drunk-driving crashes, followed closely by motorcycles (39%).

Labor Day Statistics

- During the 2019 Labor Day holiday period, 38% of fatalities in traffic crashes involved a drunk driver.
- During the 2019 Labor Day holiday period, there were 451 crash fatalities nationwide. Forty-five percent of those fatalities involved drivers who had been drinking (.01+ blood alcohol concentration [BAC]). More than one-third (38%) of the fatalities involved drivers who were drunk (.08+ BAC), and nearly one-fourth (24%) involved drivers who were driving with a BAC almost twice the legal limit (.15+ BAC).
- In fatal crashes during the month of August over the five-year period of 2015-2019, 8% of the drunk drivers involved, with a BAC of .08 or higher, had one or more previous convictions for drunk driving.



- Among drivers between the ages of 18 and 34 who were killed in crashes over the Labor Day holiday period in 2019, 46% of those drivers were drunk, with BACs of .08 or higher.
- **[Local Labor Day statistic if available.]**

Sobering Statistics

- Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers (with BACs at or above .08). In 2019, there were 10,142 people killed in drunk-driving crashes.
- Nationally, it is illegal to drive with a BAC of .08 or higher, except in Utah, where the limit is .05 BAC.
- Although it's illegal to drive when impaired by alcohol, in 2019, one person was killed every 52 minutes in a drunk-driving crash on our nation's roads.
- Men are more likely than women to be driving drunk when involved in fatal crashes. In 2019, 21% of males were drunk, compared to 14% of females.
- Of the traffic fatalities in 2019 among children 14 and younger, 19% (204) occurred in alcohol-impaired-driving crashes.
- Among the 10,142 alcohol-impaired-driving fatalities in 2019, 68% (6,872) were in crashes in which at least one driver had a BAC of .15 or higher.
- In 2019, motorcycle riders involved in fatal crashes had higher percentages of alcohol impairment than any other type of motor vehicle driver (29% for motorcycle riders, compared to drivers of passenger cars (20%), light trucks (19%), and large trucks (2%).
- Nighttime is a particularly dangerous time to be on the roads: The rate of alcohol impairment among drivers involved in fatal crashes in 2019 was 3.3 times higher at night than during the day.

Financial Impacts

- On average, a DUI can set you back \$10,000 in attorney's fees, fines, court costs, lost time at work, higher insurance rates, and more.
- If you're caught drinking and riding, you can face jail time. Imagine trying to explain that to your friends and family or your place of employment.
- The financial impact from impaired-driving crashes is devastating. Based on 2010 numbers (the most recent year for which cost data is available), impaired-driving crashes cost the United States \$44 billion annually.



Celebrate with a Plan

Always remember to plan ahead if you will be celebrating. If you plan to drink, plan for a sober driver to take you home. If you plan to ride your motorcycle, do not consume alcohol. Follow these tips for a safe ride home.

- Remember that it is never okay to drink and ride. Even if you've had only one alcoholic beverage, designate a sober driver or plan to use public transportation or a ride service to get home safely.
- If available, use your community's sober ride program **[Insert your local sober ride program specifics here]**. If you know you'll be drinking, just leave your motorcycle at home.
- If you see a drunk driver or rider on the road, pull over and contact **[Local Law Enforcement]**.
- Do you have a friend who is about to drink and ride? Take the keys away and make arrangements to get your friend home safely.

This Labor Day weekend, commit to only riding when you're 100% sober. As you head out to celebrate, remember: *Ride Sober or Get Pulled Over*. For more information on impaired riding, visit www.trafficsafetymarketing.gov/get-materials/drunk-driving/national-mobilization/ride-sober-or-get-pulled-over-motorcyclists.