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Colorado Department of Transportation (CDOT) Study Finds Personal Breathalyzers Have the Potential to Decrease DUIs and Impaired Driving

BACtrack® breathalyzers distributed to 225 participants; 84% agree owning a smartphone breathalyzer lowers their risk for a DUI and improves decision-making while drinking.

SAN FRANCISCO, CA – October 11, 2016 – [BACtrack®](#), the leader in personal and professional breathalyzers, partnered with the Colorado Department of Transportation (CDOT) in a first-of-its-kind study examining the effect breathalyzers may have on drinking habits and decision making.

Additionally, the study was created to raise awareness about impaired driving, and to educate drivers about how quickly they can reach the DWAI (0.05% BAC level) or DUI (0.08% BAC level) limits.

CDOT enlisted 225 study participants randomly selected from more than 1,500 applicants; participants received a [BACtrack Mobile](#) breathalyzer for their use during the summer. Throughout the study, participants used the devices and completed surveys with questions about their drinking habits and breathalyzer usage. Participant BAC data was also collected with permission via the BACtrack app.

Initial survey data reveals alarming results:

- While 92% of participants knew the 0.08% BAC limit for a DUI, more than half (53%) are unaware of Colorado's Driving While Ability Impaired (DWAI) BAC limit of 0.05%.
- 79% of participants indicate they might have driven a car while above the legal driving limit.
- 92% of participants indicate they had been a passenger with a driver above the legal limit.

At the end of the program, survey results are much more positive:

- 84% of participants agree owning a smartphone breathalyzer lowers their risk for a DUI/DWAI.
- 82% of participants agree anyone who regularly drinks should own a breathalyzer.
- 12% of participants indicate they might have driven a car while above the legal driving limit, down from 79% initially reported.

Program participants gathered to share their experience with the BACtrack breathalyzers. [Watch the enlightening video](#) created by the Colorado Department of Transportation.

Insights about the participants' drinking habits were also revealed. Throughout the program, participants recorded 4,823 BAC readings and averaged a BAC of 0.087%, above Colorado's 0.08% BAC limit for a DUI.

"Never before have we had a collection of focused BAC data from Coloradans," said Sam Cole, CDOT Communications Manager. "The program survey results have provided numerous testimonials about how smartphone breathalyzer are an effective resource in getting drinkers to think more about their BAC levels and how easy it is to approach the DWAI and DUI limits after only one or two drinks."

"We are honored to partner with CDOT and pleased to hear the study confirms what we hear directly from customers every day: a BACtrack is powerful tool to understand the effects of alcohol and make informed decisions," said Keith Nothacker, President and CEO of BACtrack. "We believe anyone that drinks alcohol or knows someone that does should own a BACtrack."

About BACtrack

San Francisco-based BACtrack is the #1 selling breathalyzer in North America, offering a full range of innovative products for both personal and professional use. Founded in 2001, BACtrack helps people monitor their blood alcohol content and make informed decisions about alcohol consumption. BACtrack has won Popular Science's 'Best of What's New' Award for its innovation in health, a Good Design award for best in category for consumer electronics, and has been named the top breathalyzer brand by Car & Driver. In 2016, BACtrack created the first wearable Alcohol Monitor, [BACtrack Skyn](#), which won the NIH 'Wearable Alcohol Biosensor Challenge.' BACtrack products have been featured in USA Today, The New York Times, WIRED, Fast Company and other national and international publications. BACtrack breathalyzers are available in 20 countries and at over 15,000 store locations including Walgreens, Costco, Best Buy, Target, Rite Aid, and Pep Boys. BACtrack products can also be purchased online at BACtrack.com, Amazon, Walmart.com and Target.com. Connect with BACtrack via [Twitter](#) and on [Facebook](#). For more company information, explore our site www.bactrack.com.

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