MEDIA CONTACT:
Stacey Sachs
stacey.sachs@bactrack.com
415-425-8324

Alcohol Consumption Report Reveals NFL Fans with Highest BAC (Blood Alcohol Content) Levels

BACtrack® Data Shows Buffalo Bills, Detroit Lions, and Philadelphia Eagles Fans in the lead; highest average BAC levels just under the legal limit of 0.08%BAC.

SAN FRANCISCO, CA – November 4, 2015 – BACtrack®, the leader in personal and professional-grade breathalyzers, has released a report looking at average BAC (Blood Alcohol Content) levels during NFL Sunday games for the first seven weeks of the 2015-2016 season.

Data insights were analyzed from unique BAC tests collected anonymously from users of BACtrack's award-winning BACtrack Mobile and BACtrack Vio smartphone breathalyzers. BACtrack used Twitter's map of NFL fan allegiance in order to associate users' BAC results with NFL teams across the country. Notable insights are detailed below and the full results, including an interactive chart with each team's wins and losses and pre- and post-season average BAC levels, can be viewed here.

The report is BACtrack's fifth such report. Past reports have revealed the days of the week and time of the day when BAC levels are highest and lowest, and how BAC levels differ based on seasonality, among other factors. The purpose of sharing BACtrack Consumption Reports is to provide insight into alcohol consumption habits around the nation so consumers can consider the effects of alcohol, and make smarter decisions when drinking,

Which Fans Drink the Most on Game Days?

NFL fans' average BAC levels have a wide range, from just under the legal limit of 0.08% BAC to nearly sober at 0.015% BAC
- NFL fans with the highest average BACs include the Buffalo Bills (0.076%), Detroit Lions (0.069%), Philadelphia Eagles (0.069%), Cleveland Browns (0.064%), and Arizona Cardinals (.062%). San Diego Chargers follow closely behind with 0.0618% BAC.
- NFL fans with the lowest average BACs include the Houston Texans (0.035%), New York Giants (0.033%), New Orleans Saints (0.021%), Tennessee Titans (0.021%) and Cincinnati Bengals (0.015%).
- One-third of NFL fans have an average BAC of 0.06% or higher on game days, a level at which judgment and self-control are inhibited.
- Interestingly enough, Buffalo Bills fans were rated the drunkest NFL fans in a book published in 2014, which details one fan's visit to every stadium in the NFL.

More Game Day Insights

A Team's Record Does Not Impact Average BAC levels
- NFL fans' average BAC levels do not correlate with a team's record of wins and losses. Case in point: Tennessee Titans with 1 win and 5 losses (0.021% BAC) and Cincinnati Bengals with 6 wins and 0 losses (0.015% BAC).

- Interestingly enough, New England Patriot fans' average BAC levels (0.041%) nearly match those of Green Bay Packer fans (0.042%), and both teams have 6 wins and 0 losses in the first 7 weeks of the season.

The Majority of NFL Fans' BAC Levels Increase With the Start of Football Season

- Cleveland Browns and Philadelphia Eagles fans demonstrate this best with regular season average BAC levels 84% and 49%, respectively, higher than pre-season average BAC levels.
- Two-thirds of NFL team fans have a higher average BAC during the regular season compared to pre-season.

Looking Back at The Big Game

- Based on our 2015 Super Bowl Consumption Report, which examined average BAC levels during the Super Bowl, we see the highest three average BAC levels for fans during the 2015-2016 season are right in between Seahawks fans (0.084%) and Patriots fans (0.065%) during the Super Bowl.

Methodology

Data for the BACtrack Consumption Report was collected anonymously from users of the BACtrack app, which syncs with BACtrack Mobile and BACtrack Vio smartphone breathalyzers. Regular season data represents unique BAC tests collected anonymously on Sundays, 6 AM to Mondays, 5:59 AM from Sunday, September 13, 2015 through Sunday, October 25, 2015. Pre-season data represents unique BAC tests collected anonymously on Sundays, 6 AM to Mondays, 5:59 AM from May 1, 2015 to September 6, 2015. Data used in the report was collected from U.S. users with data storage activated, location services turned on, and does not represent data from all users.

Previous BACtrack Consumption Reports

Don't miss results from the first BACtrack Consumption Report, released in June 2014, the Winter Consumption Report released in December 2014, the Super Bowl Consumption Report, released in February 2015, and the Summer Consumption Report released in June 2015.

About BACtrack

San Francisco-based BACtrack is the leader in breathalyzers, 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. In April 2013, BACtrack launched BACtrack Mobile, the world's first smartphone breathalyzer that uses fuel cell sensor technology and Bluetooth connectivity and has since won Popular Science's 'Best of What's New' Award for its innovation in health, and was rated the #1 breathalyzer brand by Car and Driver Magazine. 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. BACtrack products have been featured on Oprah's All Stars, The Dr. Phil Show, The Doctors, and MythBusters. Connect with BACtrack via Twitter and on Facebook. For more company information, explore our site, www.bactrack.com.