

MEDIA CONTACT:  
Stacey Sachs  
[stacey.sachs@bactrack.com](mailto:stacey.sachs@bactrack.com)  
415/425-8324

## **Average Blood Alcohol Content (BAC) level at 0.08% BAC during Super Bowl; Fans Took to Drinking Earlier, and Continued to Drink Through the Defense-Oriented Game**

*BACtrack® Data Shows Panther Fans Outdrank Bronco Fans; San Francisco Bay Area Average Over the Legal Limit at 0.11% BAC*

**SAN FRANCISCO, Calif. – February 10, 2016** – [BACtrack®](#), the leader in personal and professional breathalyzers, today releases a report exploring average BAC (Blood Alcohol Content) levels during Super Bowl 50. BACtrack's report also includes average BAC results and photos from various Super Bowl fan events and pre-game parties that took place around San Francisco, its headquarters, and the host city for the Super Bowl.

BACtrack analyzed alcohol consumption data points from unique BAC tests collected anonymously from users of BACtrack's award-winning [BACtrack Mobile](#) and [BACtrack Vio](#) smartphone breathalyzers. Notable insights are detailed below, and [visit the site](#) for full results and [photos of BAC testing](#) at San Francisco Super Bowl-related events.

"BACtrack was excited to be part of the Super Bowl festivities in our city, and to have the opportunity to inform people about their BAC levels," said Keith Nothacker, CEO and founder, BACtrack. "By shedding light on alcohol consumption habits, we hope people will become more informed and responsible drinkers."

### **The Big Game Equates to Big Drinking**

- BAC levels during Super Bowl game time (3:00 PM to 8:00 PM PST) averaged .079%
  - Super Bowl Sunday 2015 BAC levels averaged only .057%
  - People possibly imbibed more due to the defense-heavy nature of the game; less action means more drinking
- The average BAC level for non-holiday Sundays in 2015 was 0.053%; game time average BAC is 50 percent higher
- During the game, Carolina Panther fans (0.080%) had higher average BAC levels than Denver Bronco fans (0.062%)

### **Fans' BAC Levels Started High and Peaked in Q4**

- Pre-game average BAC (11:00 AM to 2:00 PM PST) was 0.039% and increased to 0.072% by 3:00 PM
- Average BAC at halftime averaged 0.071%
- Average BAC peaked at 0.084% by the end of Q4, and the Broncos were the champs
- Average BAC post-game (9:00 PM PST) was still high at 0.075%

### **San Francisco Bay Area Fans Outdrank All Others**

- San Francisco Bay Area fans average BAC during the game was 0.11%, and peaked at 0.12% at the end of the halftime show
  - This level is double the average non-holiday Sunday BAC (0.053%), and well above the legal limit of 0.08%

- BACtrack 'Referees' were stationed at Super Bowl fan-related spots and top parties in San Francisco leading up to the Super Bowl
  - At the Rolling Stone Magazine Party, the average BAC was the highest, at 0.110%
  - At the Maxim Magazine Party, the average BAC was 0.066%
  - At Metallica's 'The Night Before' concert at AT&T Park, the average BAC was 0.076%
  - Super Bowl City had a mix of drinkers and non-drinkers, with BAC averaging 0.041% on Thursday night, and 0.54% during Saturday afternoon
  - NFL Experience had the lowest average BAC, attendees of this family-friendly event averaged 0.023% BAC
  - On Super Bowl Sunday, Bronco and Panther fan bars averaged 0.092% and 0.090% BAC, respectively

See all [BACtrack Referee party photos](#) and [average BAC results from all events](#) on the BACtrack site.

### Final Insights

- With a defense-oriented match up, and commercials considered less exciting than years past, Super Bowl fans took to drinking earlier, and continued to drink through the game
- With the San Francisco Bay Area's massive adoption of Uber and Lyft, and a comprehensive public transportation system, higher BACs could be attributed to the fact fans had no need to get behind the wheel

### 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. Data used in the report was only collected from users with data storage activated, location services turned on, and does not represent data from all users. Data represents over 5,000 unique BAC tests collected from Tuesday, February 2, 2016, 3:00 PM to Sunday, February 7, 2016 from 9:00 PM PST.

### Previous BACtrack Consumption Reports

This is BACtrack's sixth BAC Consumption Report tracking national BAC levels. 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, holidays, and other factors. Previous BACtrack Consumption Reports can be found [online](#).

The purpose of sharing BACtrack Consumption Reports is to provide insight into alcohol consumption habits around the nation so consumers may consider the effects of alcohol, and make smarter decisions when drinking.

### 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. 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](http://www.bactrack.com).