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## **New Alcohol Consumption Report Reveals Americans' Summer Drinking Habits**

*BACtrack® Report Shows Average BAC (Blood Alcohol Content) Peaks Week Leading Up to 4<sup>th</sup> of July*

**SAN FRANCISCO, Calif. – June 15, 2015** – Today, [BACtrack®](#), the leader in personal and professional-grade breathalyzers, released its fourth [Alcohol Consumption Report](#) revealing the booziest days of summer. The report is based on data collected anonymously from users of [BACtrack Mobile](#) and [BACtrack Vio](#) smartphone breathalyzers. Notable insights are detailed below and the full results, including interactive data, can be viewed [here](#).

“More than 10,000 people die every year in alcohol-impaired driving accidents, and the summer months are among the most dangerous times on the road,” said Keith Nothacker, president and founder of BACtrack. “By shedding light on alcohol consumption habits, we hope to enlighten the general public so they become more informed and responsible drinkers.”

### **When Do Americans Drink the Most During Summer?**

It's no surprise that many Americans spend their summers floating down rivers or cruising across lakes with drinks in hand. According to BACtrack data, the summer booze cruise starts and ends on a high note, only declining slightly towards the end of July.

- The Summer Solstice, the official start of summer, and July 4<sup>th</sup> are tied for the booziest days, with an average BAC of 0.082%
- Over 47% of days throughout the summer months (June, July and August) have an average BAC above 0.060%, the national average throughout the entire year
- 8 of the 13 biggest drinking days of the summer are Saturdays, with average BACs between 0.075% and 0.082%
- Americans drink the most in June, with an average BAC of 0.066%. July and August are tied with an average BAC of 0.063%
- There are five summer days with an average BAC above the legal limit of 0.080%: June 7, June 14, June 21, July 3, and July 4

### **Americans Celebrate their Independence by Drinking**

Nothing says “America” like a good drink and some red, white and blue.

- The 4<sup>th</sup> of July is tied with the Summer Solstice as the booziest day of summer, with an average BAC of 0.082%
- July 3<sup>rd</sup> comes in at a very close second, with an average BAC of 0.081%
- The week leading up to the fourth of July is the booziest week of the summer, with an average BAC of 0.075%. No other week has an average BAC over 0.070%

## **Most Sober Days of Summer**

BACtrack found the summer days with the lowest average BACs are Mondays and Tuesdays, and that Americans drink the least at the end of July but then regain their drinking stamina throughout August.

- Tuesday, August 5<sup>th</sup> registered the lowest average BAC of 0.034%, followed by Monday, July 21<sup>st</sup> (0.039% average BAC), Monday, June 9 and Monday Aug 4 (both 0.040% average BAC).
- Looking at weekly BACs, the lowest average BAC was the last week of July, which registered at 0.058%
- Americans increase consumption again the following week, at the start of August, with an average BAC of 0.061%

This is the fourth Alcohol Consumption Report BACtrack has released that provides insights into drinking habits throughout the U.S. You can also view the [first report](#), [second report](#), and [third report](#).

## **Methodology**

Data was collected anonymously from users of the BACtrack app, which syncs with both the BACtrack Vio and BACtrack Mobile smartphone breathalyzers, and represents 71,618 unique BAC tests collected over from June 1, 2014 through August 31, 2014. Data used in the report was collected from users in the U.S. with location services turned on and does not represent data from all users.

## **About BACtrack**

San Francisco-based BACtrack is the U.S. 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 (BAC) and make informed decisions about alcohol consumption. In 2013, BACtrack launched BACtrack Mobile, the world's first smartphone breathalyzer that uses police-grade fuel cell sensor technology and Bluetooth connectivity. It has since won Popular Science's 'Best of What's New' Award for its innovation in health, and an Edison Award for Industrial Design. BACtrack breathalyzers are available in 20 countries and at over 15,000 store locations, including Walgreens, Costco and Best Buy stores, and can be purchased online at 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, visit [www.bactrack.com](http://www.bactrack.com).

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