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New BACtrack® Alcohol Consumption Report Reveals Americans Drink the Most During the Winter Months

*Insights Driven by Nearly 300,000 Data Points Show the Average BAC (Blood Alcohol Content) Level is
Above the Legal Limit More than One-Third of the Time*

SAN FRANCISCO, CA – December 18, 2014 – According to a new report just released by [BACtrack®](#), the leader in personal and professional-grade breathalyzers, December through March is the peak drinking season in the United States, with the average BAC (Blood Alcohol Content) level above the legal limit over 35 percent of the time. The data was gleaned from nearly 300,000 unique BAC tests that were 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](#).

“Our goal is to shed light on alcohol consumption habits so consumers can make smarter decisions when drinking,” said Keith Nothacker, President of BACtrack. “We hope this report will make consumers more aware of how much alcohol they consume when at a bar with friends or while drinking eggnog at a holiday party so they can ultimately stay safe.”

Drinkers Stay Warm with Alcohol: Most Alcohol Consumed During Winter Months

BACtrack found that between December 1st and March 31st, the average BAC is higher than any other time of the year.

- The average BAC is above 0.06% nearly 75 percent of days during this time period; the rest of the year, the average BAC is above 0.06% only 50 percent of days
- More than five out of every seven days have an average BAC above 0.06%

What makes this particularly interesting is that research [shows](#) drinkers are “buzzed” and experience stimulating effects such as increased energy and self-confidence when they have a BAC of 0.055% or lower. At 0.06%, drinkers reach peak stimulation and the euphoric effects of alcohol take place. Once they surpass the 0.06% threshold (called the “Point of Diminishing Returns”), the depressant effects of alcohol, such as fatigue, lack of balance and poor coordination, begin to kick in and drinkers are more likely to appear “drunk” to those around them. They are also more likely to have horrible hangovers.

BACtrack also found that 14 of the 15 biggest drinking days of the year, all of which have an average BAC of 0.08% or higher, fall between December and March.

- The days with the highest average BACs include: December 6th and 7th (0.087% and 0.088%); New Year’s Eve (0.094%); January 18th and 19th (0.090% and 0.088%) and January 25th (0.093%);

- Super Bowl Weekend - February 1st and 2nd (0.090% and 0.091%) and February 15th - the day after Valentine's Day (0.092%); March 7th and 8th (0.088% and 0.088%) and St. Patrick's Day Weekend - March 14th and 15th (0.087% and 0.094%)
- The only other day out of the entire year with an average BAC of 0.08% or higher in 2014 was the Saturday before Cinco de Mayo - May 3rd (0.090%)

Highest BACs? East Out Drinks West

When it comes to the highest average BACs for the month of December, the top five cities and states fall on or to the east of the Mississippi River.

- The cities with the highest average BACs include: Waltham, Massachusetts (0.133%); Jersey City, New Jersey (0.132%); Champlin, Minnesota (0.124%); New Orleans, Louisiana (0.123%); Greenville, South Carolina (0.111%)
- The states with the highest average BACs include: Iowa (0.122%), Arkansas (0.113%), Alabama (0.112%), Maine (0.107%), and Tennessee (0.106%)

When it comes to the lowest BACs, every region is covered.

- The cities with the lowest average BACs include: Brighton, Colorado (0.006%); Walnut Creek, California (0.013%); Huntington Beach, California (0.013%); Columbus, Ohio (0.014%); Redwood City, California (0.015%)
- The states with the lowest average BACs include: Mississippi (0.026%), New Hampshire (0.029%), Wyoming (0.031%) and New Mexico (0.036%)

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

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 nearly 300,000 unique BAC tests collected over 13 months. Data used in the report was collected from users 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 2013 '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.

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