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Sip, Test, Share: Study Shows 80% of Drinkers Would Share Breathalyzer Results

BACtrack Study Finds 57% of Americans Aren't Aware Breathalyzers Are Available for Public Purchase

SAN FRANCISCO, CA – (July 10, 2013) – Americans who drink alcohol are more likely to share their results of a breathalyzer test with someone than keep it to themselves, according to a national online survey conducted in June by [BACtrack](#), the leading producer of consumer breathalyzers. Taking into consideration that BACtrack is the only smartphone breathalyzer available for public purchase, Americans unsurprisingly are unaware that breathalyzers can be purchased for personal use outside of professional law enforcement. 7 out of 10 American drinkers believe owning a breathalyzer would allow them to monitor their alcohol intake.

According to the [Centers for Disease Control and Prevention \(CDC\)](#), five drinks are enough to put the average American male (four for the average woman) above 0.08 %BAC – the legal limit in all 50 states. And the National Transportation Safety Board (NTSB) [recently recommended](#) that states reduce the legal alcohol limit to 0.05 %BAC. But Blood Alcohol Content can vary depending on several factors, including weight, sex, food consumption, and metabolism.

“The NTSB recommendation to lower the legal driving limit is commendable,” says Keith Nothacker, BACtrack Founder and CEO. “However, law-abiding citizens can’t possibly be expected to know the difference between 0.05 %BAC and 0.08 %BAC - and stay out of jail - unless they have a way to test and understand their own Blood Alcohol Content. Reducing the legal driving limit from 0.08 to 0.05 %BAC is like changing the speed limit from 55 to 45 MPH. Except when driving, you can look at your speedometer and adjust accordingly.”

Other key findings from the survey:

- 75% of Americans responding to the survey consume alcohol at least once per month
- If shown to be above the legal limit in a bar, 89% of American drinkers would call a cab or friend for a ride home
 - Yet 44% of respondents drinking more than four drinks in one night admit to making poor choices
- 7 out of 10 American drinkers think owning a breathalyzer would allow them to gauge when they’ve had enough to drink
- Over 80% of respondents view a breathalyzer as a serious, decision-making tool
- To avoid a run-in with the law, regular drinkers are twice as likely to purchase a breathalyzer than a radar detector
- 4 out of 5 respondents are willing to share their BAC with others
 - But only 20% would keep it to themselves
- Almost three-quarters of American drinkers wouldn’t sacrifice breathalyzer accuracy to save money.

- A majority of respondents would expect to pay more than \$100 for a Breathalyzer accurate enough for law enforcement – only 27% expect to pay less than \$50

“Attitudes toward drinking and driving have changed in the last decade,” said Nothacker. “While people may drink to excess, we can see from these results that the average American is now interested in making informed choices about how alcohol affects their body. Instead of a novelty item, respondents say they’d use breathalyzers to decide whether to drive home or continue drinking – they’re serious tools to aid in serious decision-making.”

The data for this survey was collected from June 14-20, 2013 via Instant.ly, a world leader in data aggregation. The survey was conducted via online panel and was self-administered by 1,012 respondents over the age of 21. You can view the survey results in their entirety here: www.bactrack.com/surveyresults. For more information, please visit BACtrack online at BACtrack.com, [Facebook](#), and [Twitter](#).

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 and make informed decisions about alcohol consumption. BACtrack products are in leading retailers including BestBuy stores and online at Amazon, Brookstone, Costco, and drugstore.com. BACtrack products have been featured on Oprah’s All Stars, The Dr. Phil Show, The Doctors, and MythBusters.