

# IT'S PARTY TIME!



A dramatic increase in DUI offenses has become the tradition of the season.



**41%:**

of highway deaths that occur during the Christmas holiday are alcohol related.



**58%:**

of highway deaths that occur during the New Year's holiday are alcohol related.



**700,000:**

people are injured or killed in drunk driving accidents each day between Thanksgiving and New Year's Day.



**22%:**

of those who have attended a holiday work party have felt pressured to drink.



**50%:**

Of people say that alcohol plays a role in their family gatherings.



**16%:**

of adults say they drink more than usual during the holidays.



**91 MILLION:**

Americans take holiday road trips between December 23 and January 3.

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