



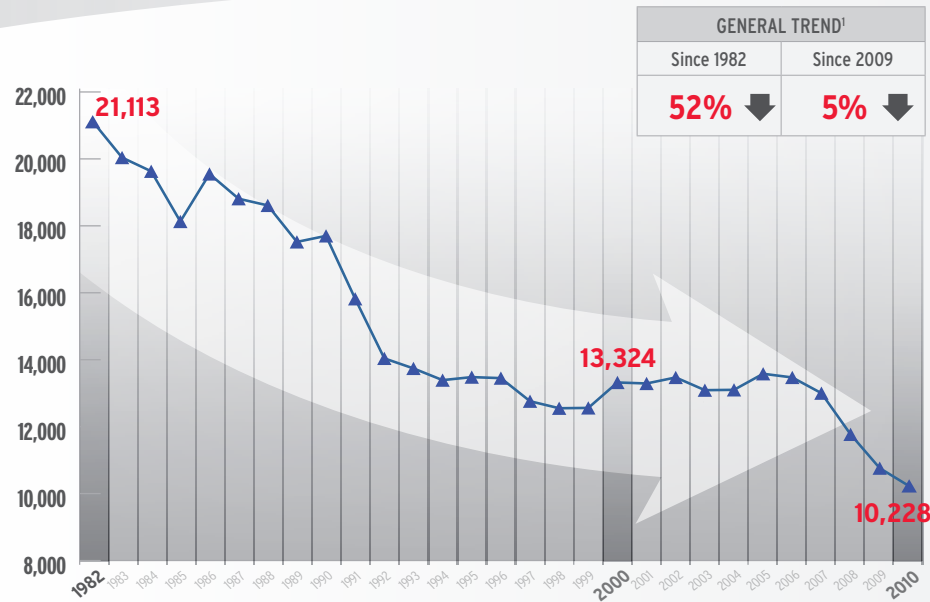
NATIONAL

www.alcoholstats.com

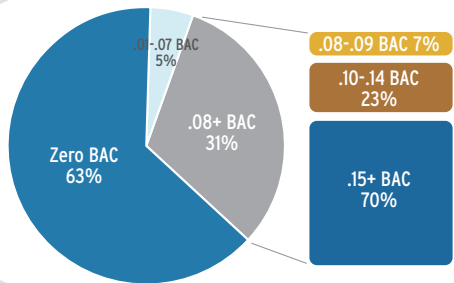
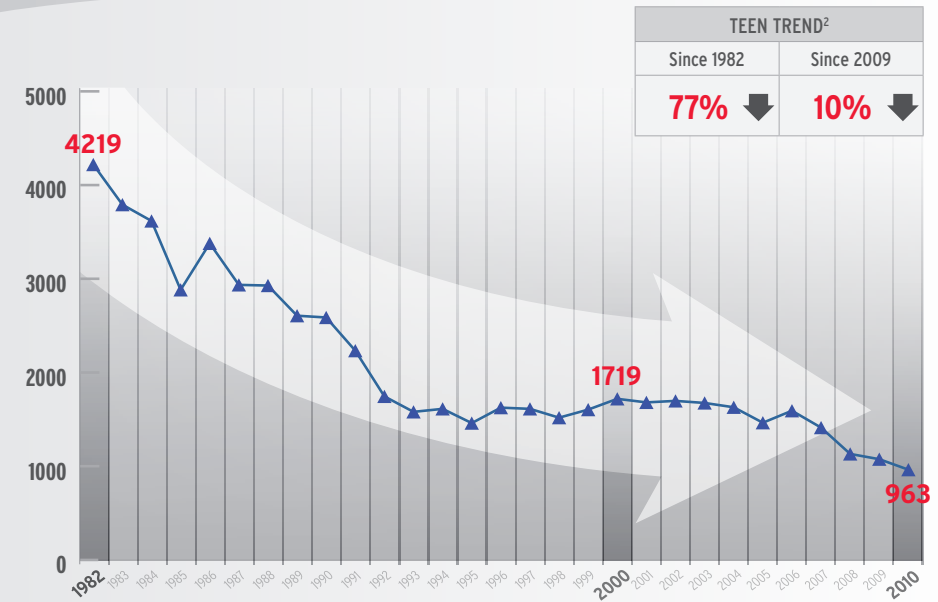


Alcohol Stats
Our World. Our Responsibility.

TOTAL FATALITIES IN DRUNK-DRIVING CRASHES



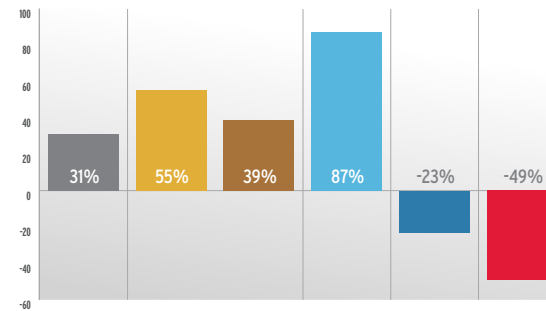
TOTAL FATALITIES IN TEEN DRUNK-DRIVING CRASHES



2010 FATALITIES IN MOTOR VEHICLE TRAFFIC CRASHES BY DRIVER BAC³

63% of the fatalities in motor vehicle traffic crashes had a **zero BAC level**.

Average BAC among drunk drivers involved in fatal crashes was **0.19**



1982-2009 DECLINING FATALITIES DESPITE MORE DRIVERS, VEHICLES AND MILES DRIVEN⁴

- U.S. Population
- Registered Motor Vehicles
- Licensed Drivers
- Vehicle Miles Traveled
- Total Fatalities
- Drunk-Driving Fatalities

U.S. Department of Transportation, National Highway Traffic Safety Administration:

1 Drunk-driving fatalities represent the total number of fatalities (occupants and non-occupants) in motor vehicle traffic crashes involving a driver or motorcycle rider with a blood alcohol concentration of .08 or higher. <http://www.nrd.nhtsa.dot.gov/Pubs/811552.pdf>

2 Teen drunk-driving fatalities represent the total number of people (occupants and non-occupants) killed in motor vehicle traffic crashes in which at least one teenage driver (16-20) had a BAC of .08 or higher.

3 Fatalities in motor vehicle traffic crashes by the highest driver BAC in the crash, 2010 Fatal Analysis Reporting System (FARS).

4 U.S. Department of Transportation, Federal Highway Administration Annual Highway Statistics and the U.S. Census Bureau. Drunk-driving fatalities represent the total number of fatalities (occupants and nonoccupants) in motor vehicle traffic crashes involving a driver or motorcycle rider with a blood alcohol concentration of .08 or higher.

UNDERAGE DRINKING PREVENTION

NATIONAL SURVEY ON DRUG USE AND HEALTH⁵

	12-17 years old	12-20 years old
Do not drink (past 30 days)	86%	73%
Do not drink >5 on same occasion (past 30 days)	92%	83%
Do not drink >5 on same occasion 5 or more times (past 30 days)	98%	95%
Underage drinkers that get their alcohol from adults such as parents, guardians, other family members or unrelated adults		63%

CENTERS FOR DISEASE CONTROL AND PREVENTION⁶

90% of students in grades 9-12 have NOT driven a car when they had been drinking in the past 30 days.

2012 GfK ROPER YOUTH REPORT⁷

73% of 13-17 year olds cite their parents as the No. 1 influence on whether they drink alcohol or not.

DESIGNATED DRIVER⁸

- More than 141 million American adults 21+ have either been a designated driver or been driven home by one.

ANHEUSER-BUSCH INVESTMENT

- In the past three decades, Anheuser-Busch and its wholesalers have committed more than \$930 million in national advertising campaigns and community-based programs to encourage responsible drinking and prevent underage drinking and drunk driving.
- Anheuser-Busch has spent more than \$9.5 million on Social Norms programs since 1999.

NATIONAL WHOLESALER RESPONSIBILITY EFFORTS

ANHEUSER-BUSCH COMMUNITY SPEAKERS

- In 2011, Anheuser-Busch and it's family of wholesalers hosted nearly 700 Community Speaker presentations, reaching more than 233,000 students, parents, educators, community groups, military personnel and National Football League players around the country.

COMMUNITY PARTNERSHIP

- Anheuser-Busch wholesalers worked with more than 1,200 law enforcement agencies in 2011 to promote alcohol responsibility programs.

DESIGNATED DRIVERS

- 74% of all Anheuser-Busch wholesalers conducted designated driver programs in 2011.

FAMILY TALK ABOUT DRINKING PROGRAM

- 62% of wholesalers promoted the Anheuser-Busch Family Talk About Drinking program in their markets in 2011.

BUDWEISER & BUD LIGHT GOOD SPORT PROGRAMS

- Anheuser-Busch wholesalers have activated this program with 95 professional sports teams (MLB, NBA, NFL, NHL and MLS) to promote positive behavior among attendees of sporting events in 2011.

OPERATION I.D. PROGRAM

- 88% of Anheuser-Busch wholesalers promoted the Operation I.D. program in their market in 2011 by providing more than 7.7 million wristbands, 17,000 We I.D. Cards, and 124,000 I.D. books.

SAFE RIDE PROGRAMS

- Anheuser-Busch wholesalers provided more than 260,000 safe rides home from bars and restaurants in 2011 through programs like Budweiser Alert Cab and Budweiser Tow to Go.

TIPS TRAINING PROGRAM/ SERVER TRAINING PROGRAMS

- In 2011, Anheuser-Busch wholesalers instructed nearly 19,000 bartenders, wait staff, and store clerks on responsible-serving techniques to help them prevent drunk driving and underage drinking.

Sources:

5 2010 National Survey on Drug Use and Health Report, conducted by the Substance Abuse and Mental Health Services Administration (SAMHSA), an agency in the U.S. Department of Health & Human Service. <http://oas.samhsa.gov/NSDUH/2k10NSDUH/2k10Results.pdf>

6 Youth Risk Behavior Study (YRBS), Centers for Disease Control and Prevention, 2009. <http://www.cdc.gov/mmwr/pdf/ss/ss5905.pdf>

7 GfK Roper Youth Report, 2012

8 GfK Custom Research North America, 2011