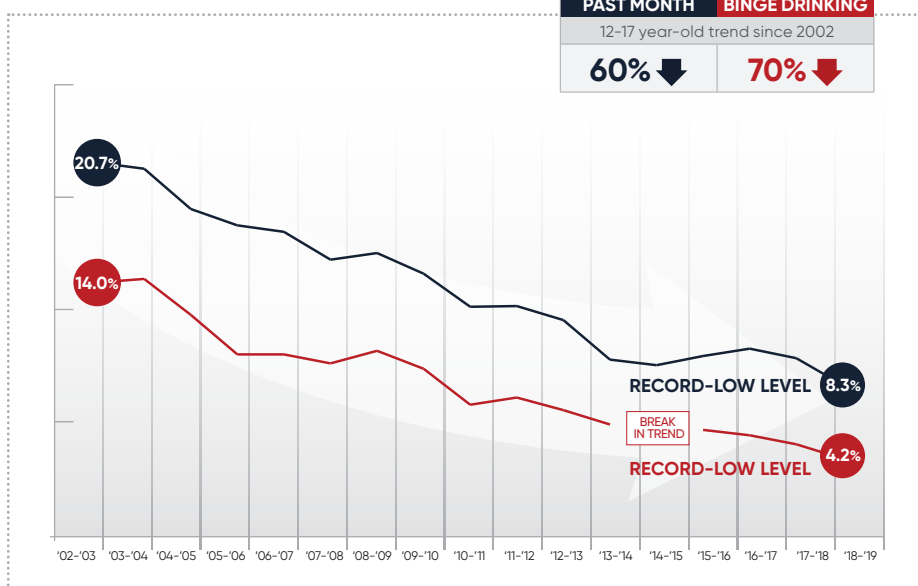


# NEW MEXICO

Anheuser-Busch and our wholesaler partners have invested more than \$1 billion in responsible drinking initiatives and community-based programs to prevent underage drinking, impaired driving and other harmful use of alcohol.

## UNDERAGE DRINKING PREVENTION

### UNDERAGE DRINKING IS DECLINING<sup>1</sup>



U.S. Department of Health & Human Services

Anheuser-Busch wholesalers in New Mexico promoted the We ID program with more than **200 RETAILERS** in their markets in 2019.

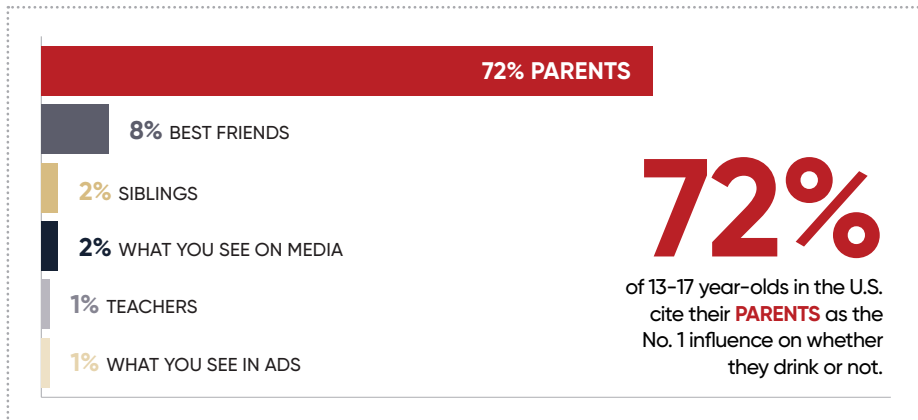


In 2019, **SIX A-B WHOLESALERS** in New Mexico promoted the Family Talk About Drinking program with organizations such as schools and parent groups.

Since 1998, A-B and its wholesalers in New Mexico have helped educate more than 28,400 students and military personnel on making smart choices by hosting **84 ANHEUSER-BUSCH COMMUNITY SPEAKER PRESENTATIONS**.



### INFLUENCES ON UNDERAGE DRINKING<sup>2</sup>



**58%**

of 12-20 year-olds in the U.S. get their alcohol from adults such as parents, guardians, other family members or unrelated adults.<sup>1</sup>

## COLLEGE SNAPSHOT

The percentage of college students who had five or more drinks in a row in the past two weeks (33%) is **DOWN 28%** from its peak in 1984.<sup>3</sup>



Since 1999, A-B has **INVESTED MORE THAN \$13 MILLION** to support social norms programs at universities across the country to help reduce alcohol harms and increase protective behaviors.



The percentage of college freshmen who drink beer frequently (3.6%) is **DOWN 85%** from its peak in 1981.<sup>8</sup>



A-B wholesalers participated in alcohol education programs with **FOUR NEW MEXICO COLLEGES AND UNIVERSITIES** in 2019.



# NEW MEXICO

Anheuser-Busch and our wholesaler partners have invested more than \$1 billion in responsible drinking initiatives and community-based programs to prevent underage drinking, impaired driving and other harmful use of alcohol.

## ALCOHOL-IMPAIRED DRIVING PREVENTION



A-B and its wholesalers supported Safe-Ride programs in New Mexico by providing more than **3,200 SAFE RIDES** from bars and restaurants since 1989.

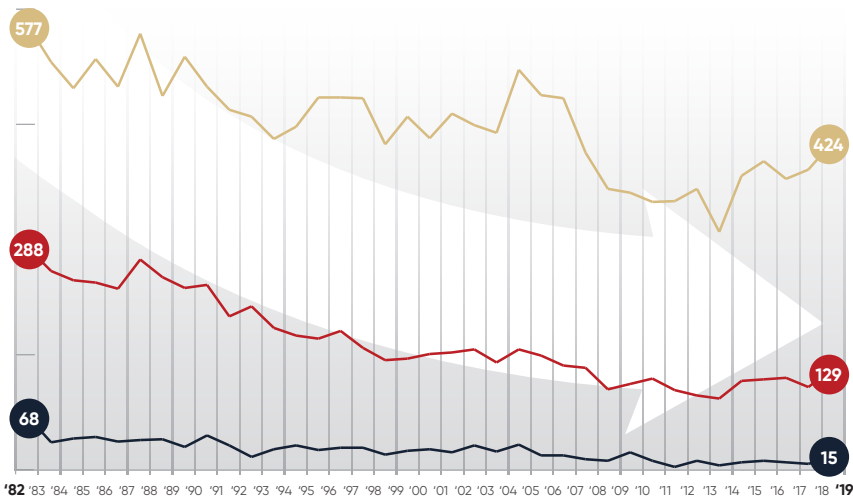
Through support by A-B and New Mexico A-B wholesalers, more than **3,500 ALCOHOL SERVERS** have been trained on responsible serving techniques to help prevent alcohol-impaired driving and underage drinking since 1989.



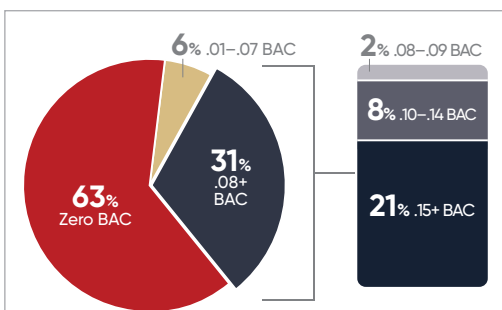
In 2019, A-B wholesalers partnered with **750 PROFESSIONAL AND LOCAL SPORTS TEAMS/TRACKS** to implement responsible fan programs, with more than 759,000 consumers pledging to plan ahead for safe rides.

### ALCOHOL-IMPAIRED DRIVING FATALITIES DOWN LONG-TERM<sup>4</sup>

DRIVING FATALITIES	TOTAL ALCOHOL-IMPAIRED FATALITIES	TEEN ALCOHOL-IMPAIRED FATALITIES
Since 1982	Since 1982	Since 1982
<b>27% ↓</b>	<b>55% ↓</b>	<b>78% ↓</b>



### MOST ALCOHOL-IMPAIRED DRIVING FATALITIES INVOLVE HIGH-BAC DRIVERS<sup>4</sup>



**63%** of vehicle fatalities involve a driver who had not been drinking (**Zero BAC**).

**69%** of alcohol-impaired driving fatalities involve a driver with a High BAC (.15+ BAC).

**.19** is the average BAC among alcohol-impaired drivers involved in fatal crashes.

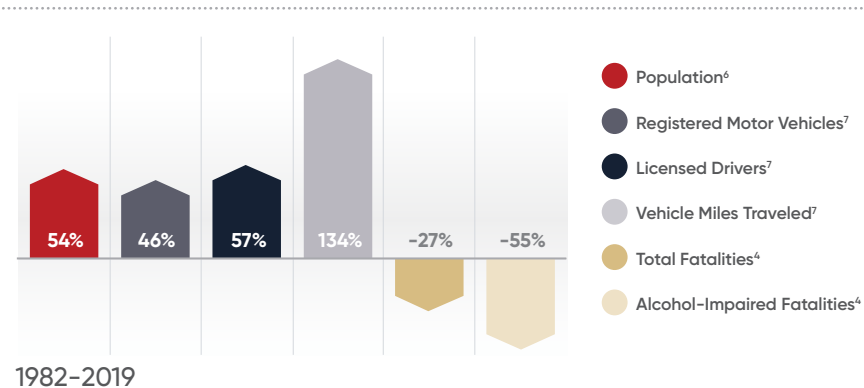
"BAC" is Blood Alcohol Concentration.



# 172 MILLION

American adults 21+ take safe rides.<sup>5</sup>

### ALCOHOL-IMPAIRED DRIVING FATALITIES DECLINE DESPITE MORE CARS AND DRIVERS ON THE ROAD



SOURCES:

- 2019 National Survey on Drug Use and Health, U.S. Department of Health & Human Services: [www.samhsa.gov/data/population-data-nsduh](http://www.samhsa.gov/data/population-data-nsduh)
- 2020 Ipsos Youth Report, 2020: [www.alcoholstats.com](http://www.alcoholstats.com)
- The University of Michigan 2019 Monitoring the Future Study, sponsored by the National Institute on Drug Abuse, U.S. Department of Health & Human Services, 2019
- U.S. Department of Transportation, 2018 data: [www.nhtsa.gov](http://www.nhtsa.gov)
- 2020 Road Safety Monitor, Traffic Injury Research Foundation, USA Inc., 2020: [tirf.ca/projects/tirf-usa-road-safety-monitors](http://tirf.ca/projects/tirf-usa-road-safety-monitors)
- United States Census Bureau, 2018 data: [www.census.gov](http://www.census.gov)
- Federal Highway Administration, 2019 data: [www.fhwa.dot.gov](http://www.fhwa.dot.gov)
- 2019 CIRP Freshman Survey, Higher Education Research Institute, UCLA, 2020: <https://heri.ucla.edu/publications-tfs/>

