



RESPONSIBILITY.ORG

August 4, 2023

Ms. Ann Carlson
Acting Administrator
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE Washington, DC 20590

Re: Agency Information Collection Activities; Notice and Request for Comment; Alcohol-Impaired Driving Segmentation Study; Agency/Docket Number: NHTSA 2022-0077, Document Number: 2023-12102

Dear Acting Administrator Carlson:

Thank you for the opportunity to comment on the National Highway Traffic Safety Administration (NHTSA) proposal to conduct a nationwide alcohol-impaired driving segmentation study on alcohol-consumption behaviors and how they relate to potential impaired driving. For over 30 years, the Foundation for Advancing Alcohol Responsibility (Responsibility.org) has been funded by the nation's leading distilled spirits producers to focus on three core mission areas: to eliminate drunk driving and all forms of impaired driving; eliminate underage drinking; and empower adults to make responsible alcohol choices. Responsibility.org supports NHTSA's efforts to utilize research and data to obtain information about "attitudes and behaviors related to alcohol-impaired driving that will be used to enhance and refine communication strategy and tactics" in the targeted 21–54-year adult age range.

While long-term trends continue to show an overall decline in drunk driving fatalities since record keeping began in 1982, Responsibility.org is extremely concerned that 2021 NHTSA data shows risky driving behaviors, such as alcohol-impaired driving, speeding, and unrestrained vehicle occupants, continues to perpetuate the rise in traffic-related deaths. Specifically,

- The 21- to 24-year-old age group and the 25- to 34-year-old age group had the highest percentages (27% each) of alcohol-impaired drivers involved in fatal crashes compared to other age groups in 2021. This is followed by 35–44-year-olds (23%) and 45-54 years olds (20%).
- Male drivers are more likely to be involved in an alcohol-impaired fatal traffic crash than female drivers (22% compared to 17%). In 2021, there were about 4 male alcohol-impaired drivers involved for every female alcohol-impaired driver involved (9,693 versus 2,531). When looking at all drivers involved in fatal crashes, there were almost 3 male drivers for every female driver.

These statistics have reinforced Responsibility.org's commitment to promote alcohol responsibility and safe driving practices. We believe that public awareness campaigns are a key component of a comprehensive approach to address and prevent alcohol impaired driving. We applaud the agency's use of data and research to ensure it tailors communications to reach this key adult driver audience and Responsibility.org stands ready to assist the agency in all efforts to eliminate drunk and drug impaired driving.

If you have any questions or would like additional information, please do not hesitate to contact me at Leslie.Kimball@Responsibility.org.

Sincerely,

A handwritten signature in black ink that reads "Leslie Kimball". The signature is written in a cursive, flowing style.

Leslie Kimball
Executive Director
Responsibility.org