

St. Patrick's Day & Drinking

Population of Ireland: **4.6 MILLION**

U.S. residents who claim Irish ancestry:

32.7 MILLION

Source: U.S. Census Bureau



51.2% of American adults plan to celebrate St. Patrick's Day
Source: National Retail Federation

ST. PATRICK'S DAY DRINKING BY THE NUMBERS

Bars in the United States:

41,582

Source: U.S. Department of Commerce



Pints of Guinness drunk **worldwide** on St. Patrick's Day:
Source: WalletHub

13 MILLION

29% of U.S. adults will attend a party in a bar or restaurant
Source: National Retail Federation

Of Americans who plan to drink on **St. Patrick's Day**:

50% will choose **beer**

19% will choose **hard liquor**

9% will choose a combination of **both**

Source: Survey Analytics

DRUNK DRIVING

252 DRUNK DRIVING DEATHS on St. Patrick's Day between 2011 and 2015

75% of fatal drunk driving crashes on St. Patrick's Day involve a driver who is

2X OVER the legal drinking limit



DURING POST-PARTY HOURS midnight to 5:59am on March 18



NEARLY 1/3 of crash fatalities involve drunk drivers

Source: NHTSA



MOST POPULAR DRINKING DAYS OF THE YEAR

1. New Year's
2. Christmas
3. Fourth of July
- 4. St. Patrick's Day**

Source: WalletHub

Drinking violations for criminal offenders sentenced to **24/7 ALCOHOL MONITORING** are expected to jump:

17% on Friday, March 17
23% on Saturday, March 18

Source: Alcohol Monitoring Systems