At MillerCoors, we believe that with great beer comes great responsibility, which is why it’s important for us to gain an understanding of the change in drunk driving and underage drinking behaviors in every state. We work with retailers and our distributor partners to make sure that our beer is enjoyed responsibly by legal-drinking-age consumers, and we educate the public about ways to prevent drunk driving.

**Drunk Driving Prevention**

Since 2009, more than 16.2 million people have become part of our 2020 goal to stand 20 million strong against drunk driving. Our drunk driving prevention efforts include initiatives to find a safe ride home.¹

**MASSACHUSETTS DRUNK DRIVING FATALITIES DECLINING DESPITE GROWTH IN POPULATION**²

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Fatalities</th>
<th>Drunk Driving Fatalities</th>
<th>Population (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>93</td>
<td>440</td>
<td>165</td>
<td>6,031</td>
</tr>
<tr>
<td>94</td>
<td>328</td>
<td>133</td>
<td>6,745</td>
</tr>
</tbody>
</table>

Since 1994, the number of total fatalities has decreased by 25% and the number of drunk driving fatalities has decreased by 19%.

**MILLERCOORS IS A PROPONENT OF TAKING ACTIVE STEPS TO REDUCE DRUNK AND DRUGGED DRIVING:**

1. Use of DUI Saturation Patrols
2. Swift and Escalated Penalties for High BAC and Repeat Offenders
3. Increase the Capacity of Detecting, Arresting and Tracking Drug Impaired Drivers
4. Educate About Impairment and Ways to Plan for Safe Ways Home

**DRUNK DRIVING FATALITIES IN MASSACHUSETTS DECLINE DESPITE MORE CARS AND DRIVERS ON THE ROAD**²

- Population: -12%
- Vehicle Miles Traveled: -22%
- Total Fatalities: -25%
- Drunk Driving Fatalities: -19%

*Data used for comparison reflects 1994 and 2014

**SOURCES**

1. Internal Research, January 2017, MillerCoors Sustainability Department.
3. 2015 Youth Risk Behavior Survey (YRBS), Centers for Disease Control and Prevention, 2015: http://www.cdc.gov/healthyyouth/data/yrbss/results.htm
5. GfK Roper Youth Report. Developed from an online survey of 1,003 Americans age 13-17, conducted online 2008-2016; data are weighted based on online population estimates from MediaMark’s (MRI) American Kids and Teens Survey.
Underage Drinking Prevention

**FEWER MASSACHUSETTS HIGH SCHOOL STUDENTS ARE DRINKING**

- **1995**: 79.2%
- **2015**: 61.3%

**SOURCE** | **U.S. AVG.**
---|---
SOMEONE NOT RELATED 21+ | 39.8%
ANOTHER FAMILY MEMBER 21+ | 13.1%
PARENTS OR GUARDIANS | 9.6%

71% of 13- to 17-year-olds in the U.S. cite their parents as the #1 influence on whether they drink or not, an increase of 29% since 1991.5

**PERCENTAGE OF 12- to 17-YEAR-OLDS IN MASSACHUSETTS WHO ADMITTED TO CONSUMING ALCOHOL**

- **2004**: 40%
- **2015**: 20%

44%

In the U.S., record-low levels of college freshmen drink beer (30.3%), down 44% from its peak in 1981.6

**RESPECT 21®**:
- Created to help retailers prevent underage access to alcohol
- Focuses on enhancing skills and knowledge to improve or establish methods to prevent the sale of alcohol to minors
- More than 2,537 retailers in 64 communities across the nation have participated since its inception in 2005

**GREAT PLAYS**:
- Grant program works in partnership with the Responsible Retailing Forum
- Contributes $10,000 grants annually to colleges and universities to fund programs that aim to reduce and prevent risky drinking behaviors
- Since its inception in 2011, the program has awarded $800,000 across the country

© 2017 MILLERCOORS