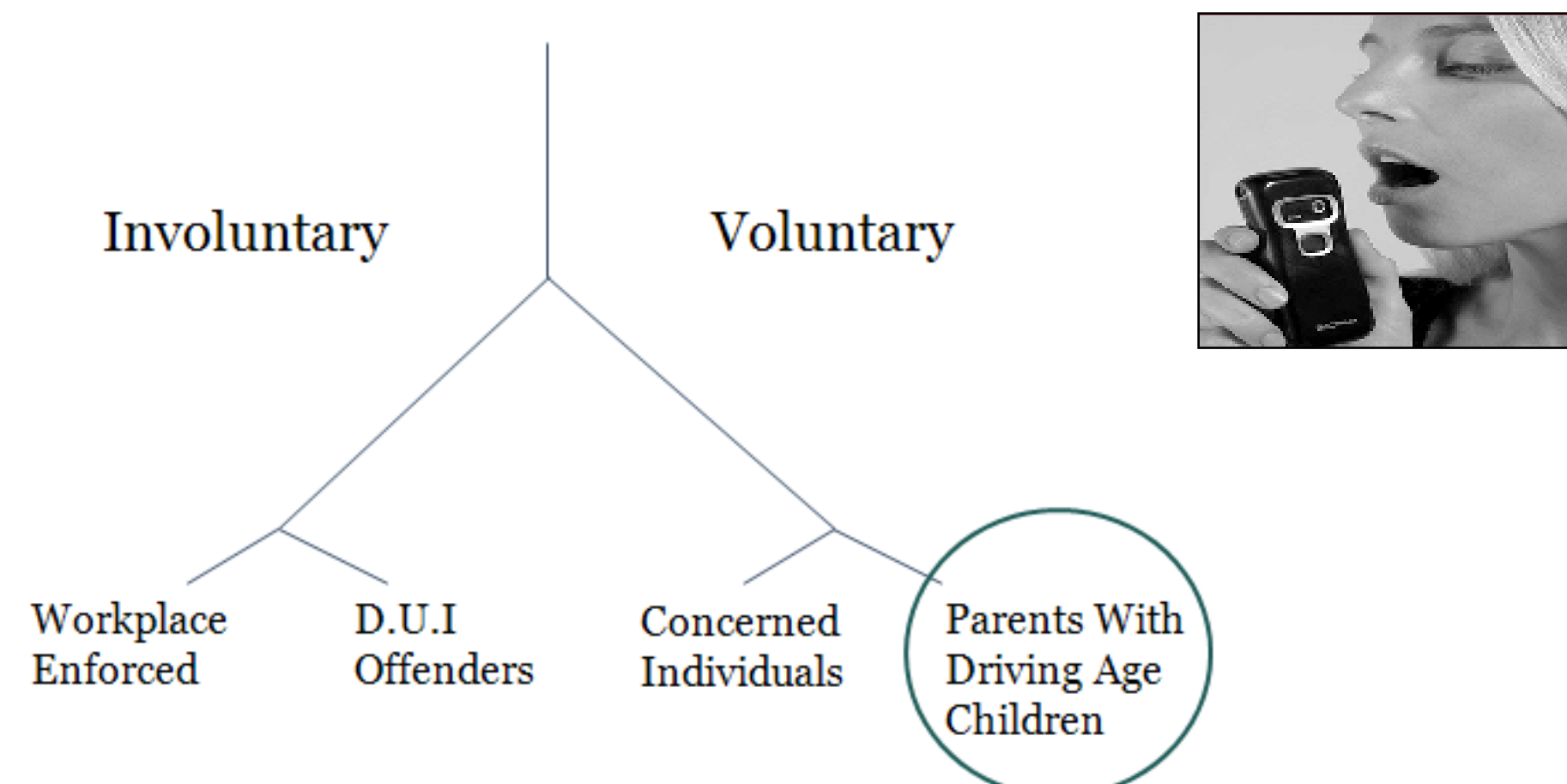




# IPRO 351:

# THE ISSUE OF UNDERAGE DRINKING AND DRIVING

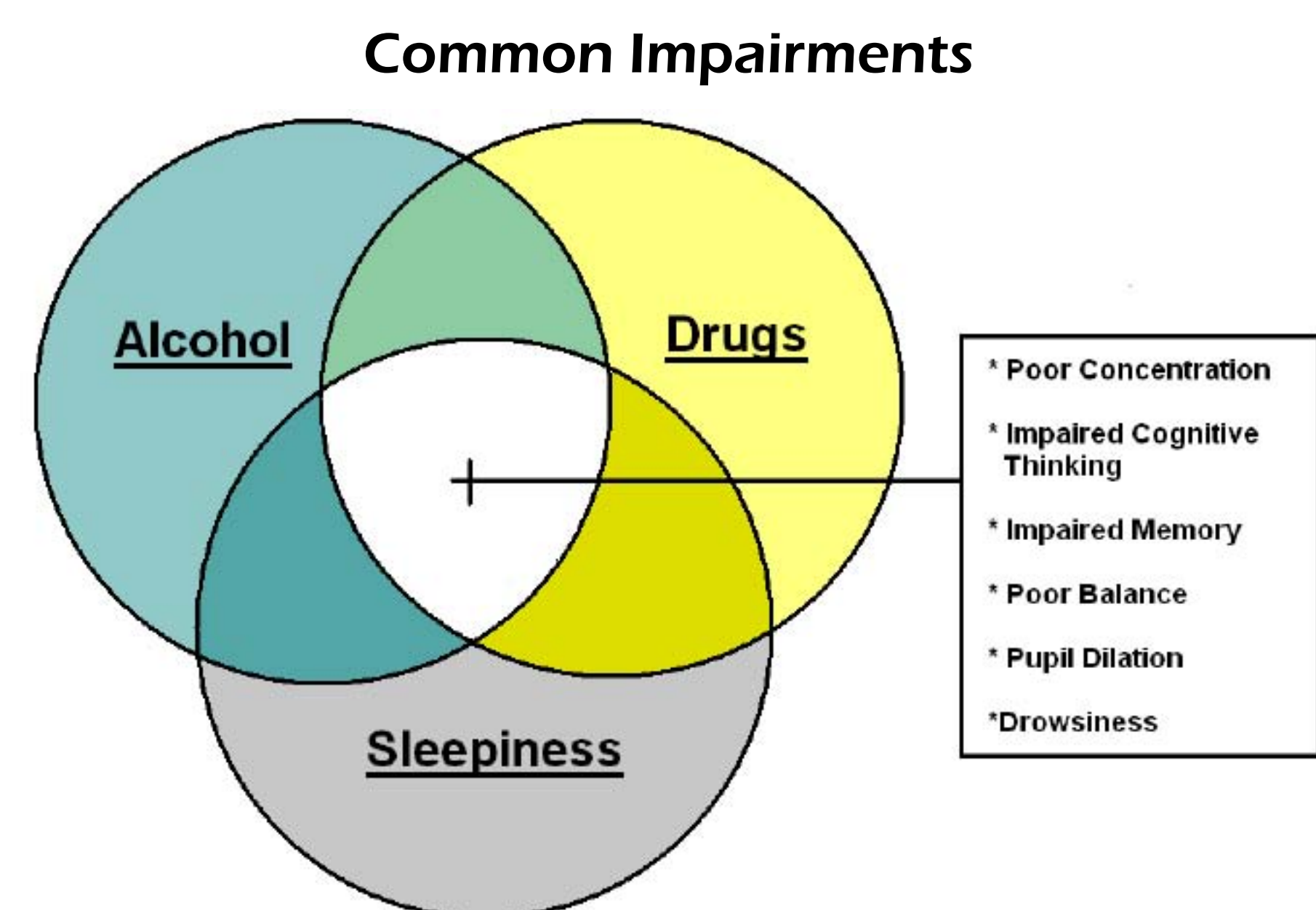
## Market



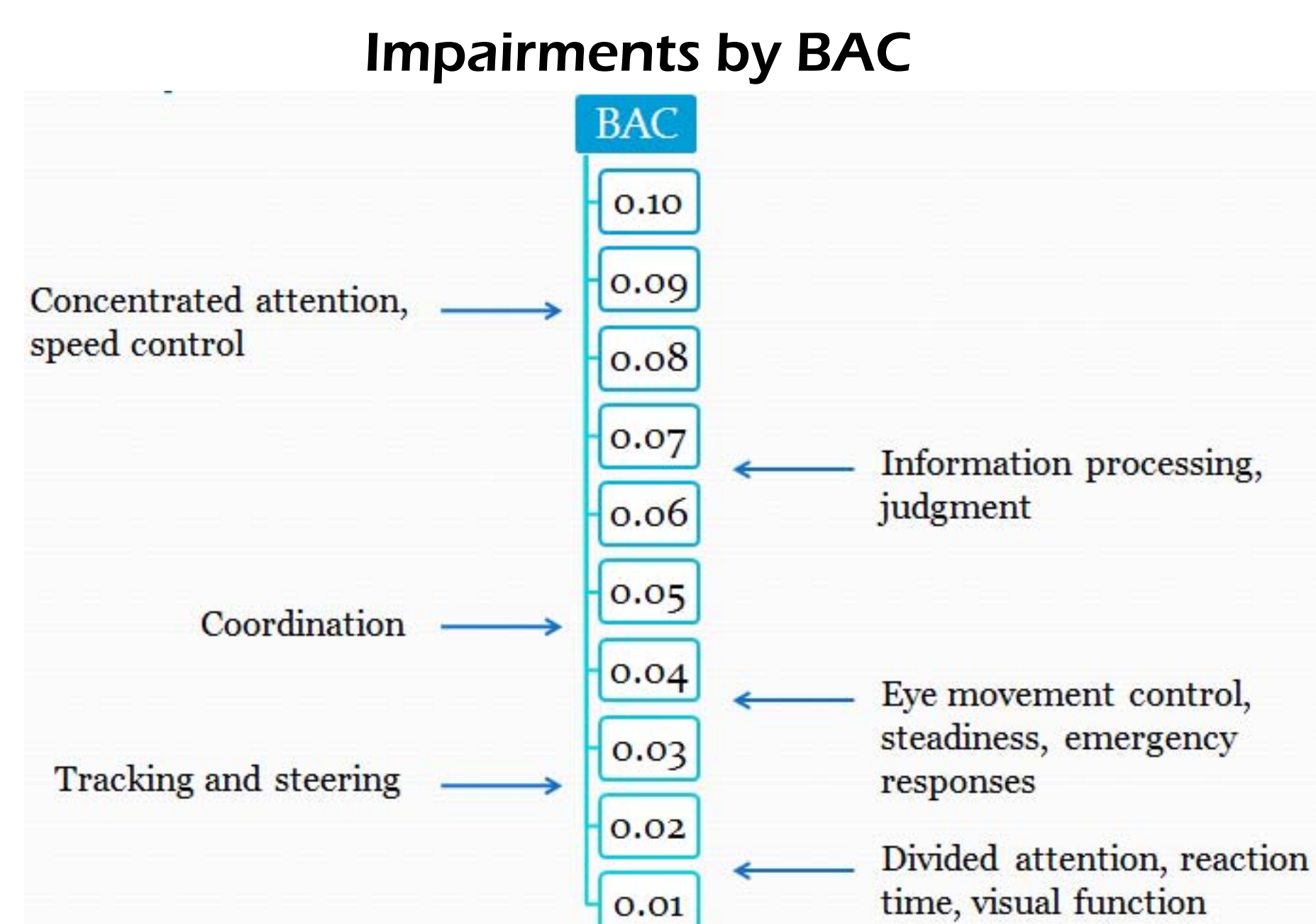
- Voluntary Market: \$215.2 million (Daily Herald)
- Teen Drivers in the U.S. (19 and under): 9,333,086
- Teen iPhone users (21 and under): 510,000

## Other Concerns

- Sleep Deprivation
- Drug Use



41% of drivers have admitted to falling asleep behind the wheel (Chicago Tribune)



## Problem



**1 in 3 teen car crash fatalities are alcohol related**

75% of high school seniors said that they have consumed alcohol



48% of teens that drink were said to be non-drinkers by their parents

60% of juniors and seniors admit to riding with an impaired teen driver



## Consequences

- DUI
- Suspension of driver's license
- Jail
- Vehicle impounding/towing
- Mandatory alcohol awareness classes

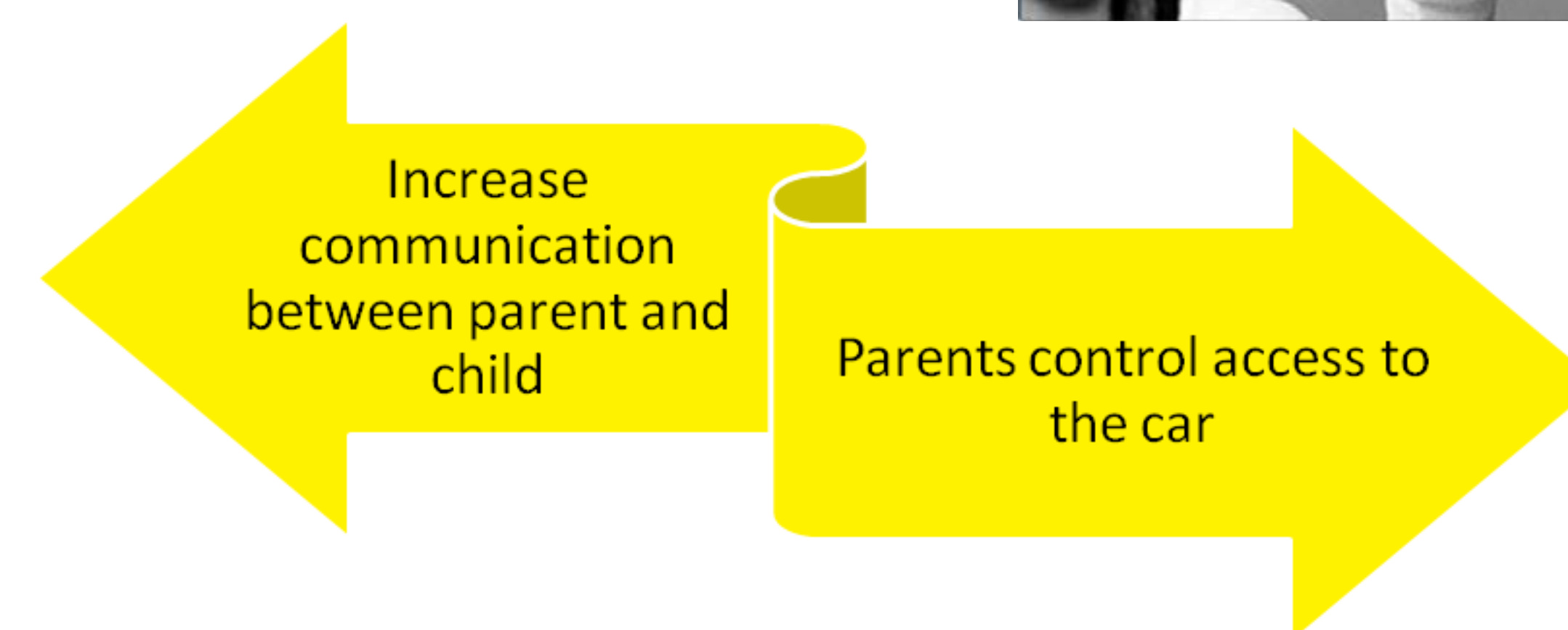


Total Cost of a First Time DUI Offender	
Minimum Fine	\$390
Penalty Assessment	666
State Restitution Fund	100
Alcohol-Abuse Education Fund	50
Blood/Breath Testing Fee	37
Jail-Cite-and-Release Fee	10
Driving/Alcohol Awareness School	375
License Reissue Fee	100
Attorney Fees	2500
Auto Insurance Increase	3,600 to 6,600
<b>Total Cost</b>	<b>\$7,828 to \$10,828</b>

## Prevention Strategy

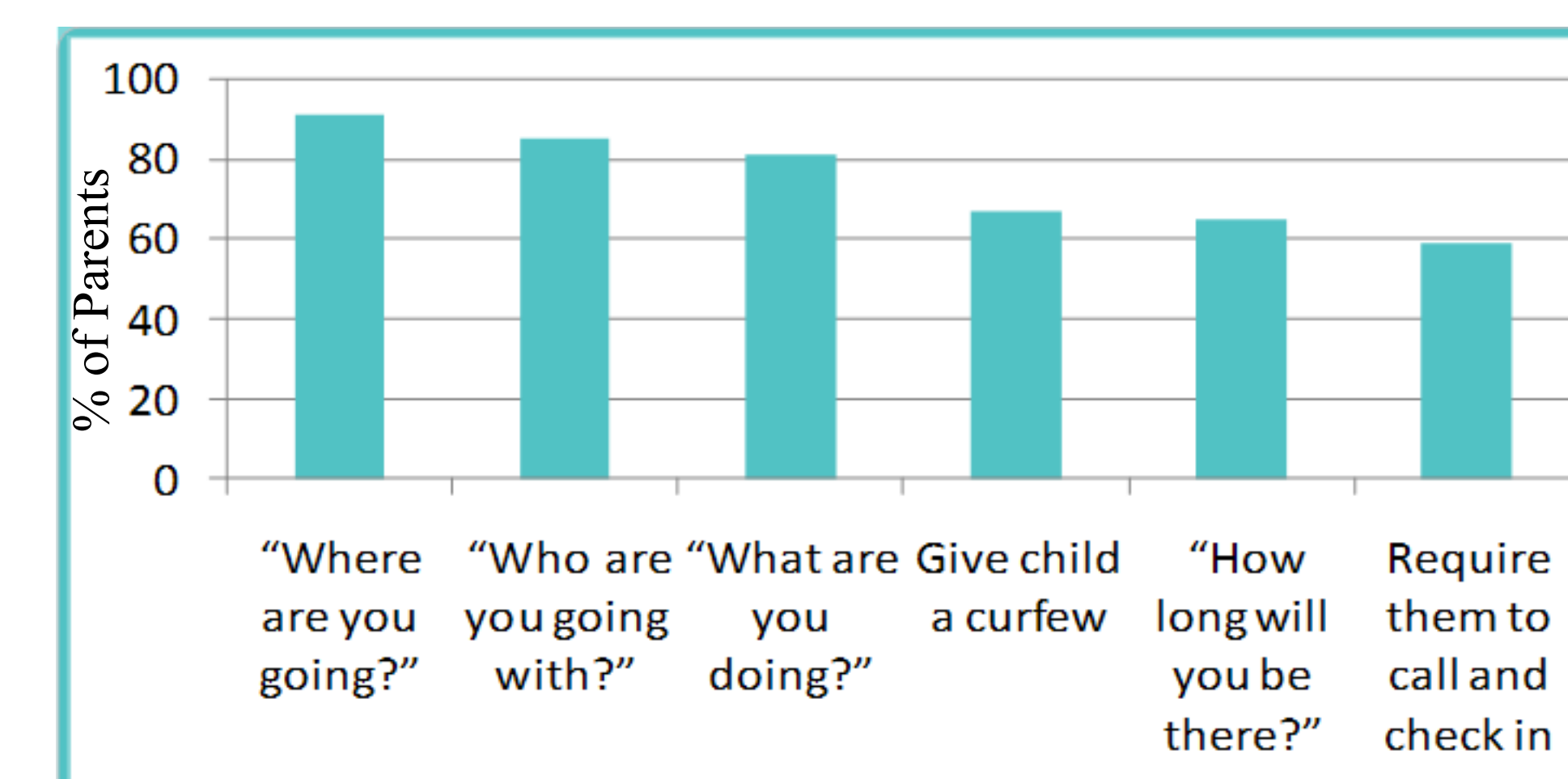
“Parents are the best resources to prevent children from drinking and driving.”

-The Surgeon General's Call to Action



## Survey Results

- 90 parents surveyed
- 85% said they were concerned or extremely concerned with underage drinking



## Accomplishments

- Impairment research on alcohol, sleep deprivation, and drug use
- Research on clinical studies and testing
- Design of impairment games
- IRB Certification
- Testing of impairment games
- Survey feedback from target market (parents and teens)
- App business model