

# St. Patrick's Day & Drinking

**41%**

of Americans will be spending the night out at a bar or party

Source: Survey Analytics

**125 MILLION**

Americans will celebrate St. Patrick's Day

Source: National Retail Federation

**40%**



of crash fatalities over **St. Patrick's Day weekend** involve **drunk driving**

Source: NHTSA

American consumers will spend celebrating **St. Patrick's Day**



**4.43 BILLION**

About **5%** of that will be spent on beer



Source: National Retail Federation

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