



SADD by the NUMBERS

8,500+	SADD National Facebook fans, follow us also on Twitter, LinkedIn, and YouTube
10,000	Middle school, high school, and college SADD chapters with advisors for each
12,500	Students and teachers who receive <i>The SADDvocate</i> , SADD's monthly e-newsletter
55,000	Public and private middle and high schools contacts nationwide
59,299	Number of visitors per month to our website, www.sadd.org
350,000	Students actively participating ("members") in SADD chapters
7 million+	Students in schools with a SADD chapter
Millions more ...	School and community members, business people, law enforcement personnel, family members and friends exposed to SADD's messaging

According to SADD's national *Teens Today* research:

- ❖ 55% of teens and 67% of parents were aware of SADD
- ❖ 50% of teens who were aware of SADD report a SADD chapter in their school (25% of all students)
- ❖ 31% of teens aware of and with a SADD chapter in their school are members of SADD (one third of all students in schools with a SADD chapter; 8% of all students)
- ❖ 86% of teens and 95% of parents who are aware of SADD think SADD plays a positive role in influencing the choices teens make