

## FINAL REPORT

# Results of Attitude and Awareness Survey on Highway Safety Issues in New Mexico

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**PRESENTED TO:**

New Mexico Department of  
Transportation  
Office of Safety Programs  
1120 Cerrillos Road, SB1-S  
Santa Fe, New Mexico 87505

**PRESENTED BY:**

NORC at the University of Chicago  
4350 East-West Highway, 8th Floor  
Bethesda, Maryland 20814

**POINT OF CONTACT**

James C. Fell  
Principal Research Scientist  
Economics, Justice & Society  
301-634-9576  
[fell-jim@norc.org](mailto:fell-jim@norc.org)



*at the* UNIVERSITY of CHICAGO

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## Introduction

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) have recommended to each state that they determine reported driver behaviors, awareness, attitudes and opinions on various highway safety issues using a survey of licensed drivers in the state. Further, future surveys will serve to measure changes in the attitudes and behaviors with regard to important highway safety issues. These surveys will also serve to inform state officials of the penetration of their public information and education programs by asking about recall of campaign slogans.

### Safety Belts

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According to NHTSA (NCSA, 2016), seat belt use in passenger vehicles in 2015 saved an estimated 13,941 lives nationwide. Observed seat belt usage in 2015 was 88.5%. If the other 11.5% had buckled up, an estimated 2,814 additional lives would have been saved. Of the 35,092 people killed in traffic crashes in 2015, 48% were not wearing seat belts. Seat belts reduce that risk of fatal injury to front seat passenger car occupants by 45% and for light truck occupants by 60%. According to NHTSA's 2007 Motor Vehicle Occupant Safety Survey (Boyle & Lampkin, 2008), 88% of drivers said they wore their seat belt "all of the time" while driving, but 6% of those said that they did not use a seat belt while driving at least once in the past day or week. Self-reported belt use is traditionally higher than observed belt use, although the demographic patterns are generally the same (e.g., higher use rates for females, older drivers, etc.). According to recent national polls (<http://www2.ljworld.com/polls/2010/jun/seatbelt/>), 78% of drivers say they "always" wear their seat belt and an additional 13% say they "almost always" wear a seat belt. Only 3% said "never." Worded another way, 92% said they wear a seat belt when driving or when in the passenger seat and 7% said they did not.

### Child Safety Seats

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NHTSA has estimated that child safety seats reduce the risk of fatal injury by 71% for infants (younger than 1 year old) and by 54% for toddlers (1 to 4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%, respectively (Kahane, 2015). According to the Child Safety Seat Report by Boyle and Lampkin (2009), 77% of parents of children under the age of 9 said their child was in a child car seat "all the time" and 18% said "never."

## Speeding

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Speeding was involved in 9,262 traffic fatalities in 2014 which accounted for 28% of all traffic fatalities. According to NHTSA's National Survey of Speeding and Unsafe Driving Attitudes and Behavior in 2002 (NHTSA, 2004), 51% of drivers often or sometimes drive 10 miles per hour (mph) over the speed limit while 12% often or sometimes drove 20 mph over the speed limit. According to a national field survey of measured vehicle travel speeds, 71% of traffic on limited access roads and 56% of traffic on arterials and collectors exceeded the speed limit (Huey, DeLeonardis & Freedman, 2012).

## Distracted Driving

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Distracted driving has always been a significant factor in crashes but it has recently received more attention because of the popularity of cell phones. In 2014, distracted driving was involved in 3,179 traffic fatalities and 431,000 injuries in crashes. According to the NHTSA National Survey on Distracted Driving Attitudes and Behaviors conducted in 2012, 11.4% said they "always" talk on their cell phone and an additional 16.7% said they "almost always" talk on the phone. Forty percent of the drivers said they "never" talk on the cell phone while driving (Schroeder, Meyers and Kostyniuk, 2013).

## Drowsy Driving

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According to NHTSA, in 2014, drowsy driving nationwide was related to 846 (2.6%) traffic fatalities, 37,000 injury crashes and 45,000 property damage crashes. However, these estimates are likely under-reported because drowsy driving is very difficult to detect, especially after the crash and during the police investigation. The AAA Foundation for Traffic Safety (AAAFTS) analyzed data from NHTSA's NASS Crashworthiness Data System (CDS). By using a multiple imputation methodology they estimated that 7% of all crashes and 16.5% of fatal crashes involved a drowsy driver. This estimate suggests that more than 5,000 people died in drowsy-driving-related motor vehicle crashes across the United States in the previous year (Tefft, 2012). AAAFTS's 2014 Traffic Safety Culture Index also showed that virtually all (96.2%) of the sampled drivers consider it unacceptable for someone to drive when they are so sleepy that they have a hard time keeping their eyes open (81.3% completely unacceptable), and most (90.7%) believe that most other people where they live consider it unacceptable. Despite these findings, more than 1 in 4 drivers (29.4%) reported having driven when they were so tired that they had a hard time keeping their eyes open in the past 30 days. One in five (19.8%) reported having done this more than once, and 2.4 percent reported having done this fairly often or regularly (AAAFTS, 2017).

## Drinking and Driving

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According to NHTSA's Fatality Analysis Reporting System (FARS), 10,265 people died in traffic crashes involving an alcohol-impaired driver in 2015. In 2014, 23% of the male drivers and 15% of the female drivers involved in fatal crashes were alcohol-impaired (blood alcohol concentration (BAC) of 0.08g/dL or greater). While nationwide 21% of drivers in fatal crashes were alcohol-impaired in 2014, 22% of New Mexico drivers involved in fatal crashes were impaired. According to NHTSA's National Survey of Drinking and Driving Attitudes and Behaviors in 2008, 13% of drivers admitted to driving within two hours after drinking in the past 30 days (Moulton, Peterson, Haddix & Drew, 2010). AAAFTS's Traffic Safety Culture Survey in 2016 indicated that 12.7% of drivers reported that they drove at least once in the past year when they thought their alcohol level was over the legal limit.

## Objective

A small purchase agreement was awarded to the National Opinion Research Center (NORC) at the University of Chicago to conduct an attitudinal and awareness survey at 12 Motor Vehicle Division (MVD) offices to gauge the public's perception on highway safety issues and media campaigns in New Mexico. NORC has an office in Albuquerque, NM, and personnel from that office were used to administer the survey. The survey was conducted to comply with the National Highway Traffic Safety Administration (NHTSA) and Governor's Highway Safety Association (GHSA) joint effort in requesting this type of survey in each State.

## Methods

A traffic safety attitude and awareness survey was developed in collaboration with officials from the New Mexico Office of Safety Programs. The paper/pencil survey included 30 questions prepared in both English and Spanish and was approved by the New Mexico Department of Transportation. See Appendix A for the list of the questions in English and Spanish. Approximately 40% of New Mexico residents use Spanish as their first language. Please note that some of the questions pertained to the respondent’s awareness of New Mexico media campaigns on traffic safety.

All NORC field interviewers in Albuquerque were given a brief training session on the study’s objective and how to administer the survey. The New Mexico Department of Transportation (DOT) officials provided the field interviewers access to the 12 MVD offices that were chosen for the survey. Those offices were selected by New Mexico DOT officials based upon the frequency of transactions at each office and the geographic location in order to obtain a fairly representative sample of New Mexico drivers. In January of 2017 the field interviews administered the approved survey.

NORC field interviewers collected 1039 surveys from customers across the 12 MVD offices. The number of surveys completed at each MVD office by New Mexico drivers reflected the proportion of the New Mexico population represented by that MVD office. In other words, the three MVD office in Albuquerque covered about 55% of New Mexico’s population, so our target was to administer and collect 550 surveys from those three offices. We actually collected 569 from those Albuquerque offices. The number of complete surveys collected at each MVD office are shown in Table 1.

**Table 1.** Number of Surveys Completed at 12 Motor Vehicle Division Offices

Clovis	50
Espanola	25
Farmington	50
Gallup	25
Las Cruces Del Rey	50
Las Cruces Main Street	51
Montgomery-Albuquerque	186
Rio Bravo-Albuquerque	187
Roswell	75
Sandia-Albuquerque	196
Santa Fe	103
Silver City	25
<b>TOTAL</b>	<b>1023</b>

Note: 16 partial surveys were also filled out for a total of 1039.

NORC surveyors provided a set-up table at each MVD office with a sign saying “Highway Safety Survey.” Patrons were approached by NORC field interviewers and asked if they wanted to take the survey. If yes, they were asked which version the patron would prefer---English or Spanish. They were instructed as to how to mark or write their answers. As a token of appreciation for their time, the New Mexico Office of Safety Programs provided each patron who completed the survey a NM Office of Safety Programs insulated tote bag. When the quota of surveys was met (as shown in Table 1 above), the NORC surveyor packed up and moved to the next MVD office.

The protocol used was approved by NORC’s Internal Review Board (IRB). The following describes that protocol:

Field Interviewers (FIs) approached visitors to the Motor Vehicle Division (MVD) office who were sitting down in the waiting area for their transaction to be processed. They were asked if they are age 18 or older and if they had a valid New Mexico driver’s license. If they qualified, they were asked:

*“Hello, I’m (name of FI) on behalf of the New Mexico Department of Transportation, Traffic Safety Division. We are conducting a survey of the opinions of drivers in New Mexico on a number of safety issues. Are you 18 years or older and a licensed driver in New Mexico? Would you be willing to answer some survey questions that we have? This survey is voluntary, even if you agree to take part in the survey you may stop participating at any time. The information you provide us will be used for research purposes only. We will not collect any personal information that would allow anyone to identify you. The survey takes about 5-10 minutes to complete.”*

The FI then told the subjects that an insulated tote bag would be given to them for their participation in the survey. Each FI had the survey forms, pencils and 5 clipboards for participants to use. If all 5 clipboards were in use, the FI waited until one became free before the FI approached another potential participant. If asked to do so, the FI would verbally administer the survey in a private area so no one could overhear and as long as it did not disturb the MVD visitors.

Eight FIs were hired and trained by an experienced NORC Field Manager before they started conducting the survey in the field. The FIs were instructed during the training to tell the participants that they can skip any question they do not want to answer. The FIs reported about a 90% participation rate. NORC field interviewers sent packages of each survey to a subcontractor who processed all the data in excel. The data were then analyzed.

Below in Table 2 is the project timeline and the key milestones that were achieved.



**Table 2.** Timeline and Key Milestones

Week 1	Contract Awarded
Week 2	Project Kick-Off Meetings via Telephone
Week 3	Survey Translated into Spanish and Survey Logistics Finalized
Week 4	Surveys Printed---Two Teams of Surveyors Trained
Week 5	Surveyors Training Completed
Week 6	All Materials Assembled---MVD Offices Visited
Week 7	Survey Administered to 12 MVD Offices
Week 8	Continue Survey Administration Until 1,000 Completed
Week 9	Collect Completed Surveys and Mail to Data Processor
Week 10	Finish Data Processing and Clean Data
Week 11	Begin Data Analyses
Week 12	Preliminary Results Prepared
Week 13	NM Comments Incorporated in Final Report
Week 15	Final Report Delivered to NM Office
Week 16	Results Presented
Week 17	Contract Expires

## Results

A total of 1,039 drivers responded to the survey from 12 different Motor Vehicle Division offices around the state. Not all questions were answered by every driver. Some questions were left blank, which was the respondents' prerogative. For example, question #1 about their frequency of driving was answered by 1,037 respondents, while question #3 about their seat belt use was answered by 980 respondents.

The following are some selected results from the entire sample. Percentages have been rounded and totals don't always add up to 100%. The Ns range from 960-1039. Some denominators are selected from road users (e.g. riders of motorcycles and bicycles). The percent responses to each of the 30 questions are contained in an excel file in an addendum to this final report.

### Demographics

**Gender:** Of the 1,039 respondents, 44% were male and 56% were female. According to the U.S. Census Bureau ([www.census.gov](http://www.census.gov)), males made up 49.6% of the New Mexico population in 2015 (2,085,109), while 50.4% was female.

**Age Group:** Only 4% were aged 18-20; 22% were aged 21-34; 18% were 35-44; 33% were 45-64 and 23% were aged 65 or older. According to the U.S. Census Bureau, 15.8% of the New Mexico population were aged 65 or older in 2015. However, since 23.8% of the 2015 New Mexico population is under 18 years of age and our sample only included people aged 18 or older, we would expect the percentage of respondents aged 65 and older in our sample to be higher than the percentage in the total population.

**Race/Ethnicity:** In our sample of drivers, 37% reported themselves as White (not Hispanic or Latino). The U.S. Census reports that 38.4% of New Mexico's 2015 population as White. Our sample showed 4% as Black (U.S. Census in 2015 reports 2.6% as Black); 46% as Hispanic or Latino (Census 2015 says 48.0%); 9% as American Indian (Census 2015 says 10.5%); and 5% as Asian or other race/ethnicity (Census 2015 says 4.4%). When comparing the sample with census demographic reports for New Mexico, we can conclude that our sample was fairly representative of the New Mexico population with regard to gender, age and ethnicity.

### Seat Belts

*Question #3: How often do you wear a seat belt when you are driving?* 91% said they used a seat belt every time, 7% said most of the time, 1% said half the time and 1% said seldom. This is typical of self-reported belt use from other surveys. In an observational seat belt survey at 108 selected sites in New

Mexico (Solomon, Chaudhary, Preusser, 2007), the average seat belt use during the day was 86.6% and 80.4% at night.

*Question #4: Which public information campaign slogan below have you heard of or seen regarding seat belts? Check all that apply. See responses below.*

Click It or Ticket: 78%; No Belt, No Brains: 4%; BKLUP B4UDRIVE: 11%; Seat belts save lives. Buckle up every time: 28%; BKLUPALWAYS: 3%; No safety – know pain: 2%; None of the above: 6%. The two slogans in capital letters were the slogans New Mexico used in public service announcements and paid advertising campaigns. They received low recognition rates (11% and 3%). Reasons for these low rates are unknown and should be explored.

*Question #5: What do you think the chances are of getting a ticket if you don't wear your safety belt? The responses were: Every time or most of the time: 59%; Half the time or less: 34%; Never: 7%. Those perceptions of seat belt enforcement are impressively high. Enforcement and public information have raised the perceived risk of being caught and ticketed if you are not wearing a seat belt in New Mexico.*

## Child Restraints

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*Question #6 was worded as follows: “When you are driving, how often are children riding with you in a child restraint seat or wearing a safety belt?”*

The responses were: Every time: 61%; Most of the time: 7%; Half the time: 4%; Seldom: 9%; Never: 17%. We believe (based upon reported seat belt usage of 91%) that this was misinterpreted. Those who said “Never” were responding to “how often are children riding with you” and not the restraint usage part. These drivers never had the occasion of a child riding with them when they were driving. Male drivers in particular answered “Seldom” or “Never.” (31%) compared to females (23%). Of the females, 64% said “Every Time” compared to 55% of the males. Respondents aged 65 and older probably misinterpreted this question also (50% responded “Seldom” or “Never”). This question will be reworded as follows in the next survey: “If any children are riding with you when you are driving, how often are they (or would they be) in a child restraint seat or buckled in a seat belt?”

- Every time
- Most of the time
- About half the time
- Only if I am on a high speed roadway

- Seldom
- Never
- Don't know

## Speeding

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*Question #7: How often would you say you drive 15-20 miles per hour (mph) over the speed limit?* The responses were: Every time: 5%; Most of the time: 5%; Half the time: 6%; Only on high speed roads: 9%; Seldom: 33%; and Never: 40%. These percentages are in line with national surveys.

*Question #10: What do you think the chances are of getting a ticket if you drive over the speed limit?* The responses were: Every time: 23%; Most of time: 30%; Half the time: 20%; Only high speed roads: 3%; Seldom: 16%; Never: 3%; Don't Know: 5%. So 73% of the respondents think the risk of getting a speeding ticket is 1 out of 2 times that they speed. This is a very high perceived risk.

## Cell Phone/Texting

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*Question #11: How often do you talk on your cell phone while you are driving?* The responses were: Every trip: 2%; Most of trips: 4%; Half of trips: 9%; Less than half of my trips: 33%; Never: 48%. Considering national observational surveys indicating high percentages of cell phone use, these responses are encouraging.

*Question #12: Which public information campaign slogan below have you heard of or seen before regarding texting while driving?* Check all that apply. Responses were as follows: When you gamble with safety you bet your life: 8%; Don't Drive inTEXTicated: 21%; DNTXT: 34%; Stay alive, Don't text and drive: 38%; Stop the Texts and Stop the Wrecks: 10%; None of the above: 20%. The slogan in capital letters (DNTXT) was the slogan New Mexico used in their public information campaigns. The 34% recognition rate is typical of these surveys.

## Drowsy Driving

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*Question #14: Have you ever fallen asleep or nodded off for even a moment while driving?* The responses were: Yes, within the past week: 1%; Yes, within the past month: 1%; Yes, within the past 6 months: 3%; Yes, within the past year: 3%; Yes, within my lifetime: 29%; No, never: 60%. Only 50% of males responded No, never, while 66% of females said they have never fallen asleep or nodded off while driving.

## Motorcycles

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*Question #16 pertained only to motorcycle riders in the sample: When riding a motorcycle, how often do you wear a helmet?* The responses were: Every trip: 53%; Most trips: 16%; Half of my trips: 4%; Less than half of my trips: 8%; None of my trips: 18%. New Mexico does not have a law requiring helmet use by all motorcyclists of all ages. That is certainly one of the reasons why reported helmet use is low.

## Bicycles

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*Question #18: When you ride a bicycle, how often do you wear a bicycle helmet?* (only bicycle riders included). The responses by bicycle riders were: Every trip: 23%; Most trips: 10%; Half of my trips: 4%; Less than half of my trips: 11%; None of my trips: 52%. These responses are typical of surveys. New Mexico does not have a bicycle helmet use law nor any local ordinances requiring bicycle helmet usage.

## Drinking and Driving

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*Question #21: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?* The responses were: Never: 82%; Once: 7%; Twice: 3%; Three times: 1%; Four times: 1%; Five or more: 2%; Don't know: 5%. So 14% of our sample admitted to driving after drinking within the past 30 days. This compares very closely to the 13% reported in NHTSA's national survey.

*Question #22: About how many times in the past 30 days did you drive when you thought you were over the legal limit for alcohol?* The responses were: Never: 94%; Once: 3%; Two to five times: 1%; Five or more times: 2%. So 6% of New Mexico drivers admitted to this compared to 12.7% from the AAAFTS survey who said they did so within the past year.

*Question #23: Have you ever been stopped at a sobriety checkpoint?* The responses were: Never: 53%; Once: 19%; Twice: 14%; Three times: 6%; Four times: 2%; Five or more times: 6%. These responses are not surprising as for several years New Mexico has been conducting numerous sobriety checkpoints throughout the year, mostly on weekend nights. The fact that almost half the drivers in our sample have been through a sobriety checkpoint indicate the checkpoints serve as a general deterrent to impaired driving.

*Question #24: How often do you think sobriety checkpoints should be conducted in your community?* Responses were: Every week: 32%; Two times a month: 18%; Once a month: 18%; Once every other month: 6%; Two or three times a year: 6%; Never: 6%; Don't Know: 14%. So more than two-thirds

(68%) of the sample wanted checkpoints conducted at least every month during the year and 80% were in favor of them. This is strong support for this evidence-based enforcement strategy.

*Question #25: Which public information campaign slogan below have you heard of or seen before regarding drinking and driving? Check all that apply. The responses were: ENDWI: 61%; Don't Drink and Drive: 60%; Friends Don't Let Friends Drive Drunk: 50%; Drive Sober or Get Pulled Over: 17%; Over the Limit. Under Arrest: 11%; Make it a night to remember---not a night to forget: 8%; Rethink your third drink: 2%; U drink, U drive, U lose: 49%; None of the above: 3%. The most recognized was, indeed, the New Mexico slogan (ENDWI) at 61%. This is an excellent recognition rate. "Don't Drink and Drive" (60%) is a slogan used by many newscasters across the country. "Friends Don't Let Friends Drive Drunk" was a national slogan used back in the 1980s and 1990s. Young people would not necessarily recognize it but it has been the most recognizable slogan in the past 40 years. "Drive Sober or Get Pulled Over", "Over the Limit. Under Arrest" "U drink, U drive, U lose" have been national slogans used by NHTSA in the 2000s.*

*Question #26: In the past 30-60 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? Responses were: Yes: 70%; No: 30%. So close to three out of four (70%) drivers were aware of recent impaired driving enforcement by the police. This is another general deterrent factor.*

*Question 27: What do you think the chances are of someone getting arrested if they drive after drinking? Responses were: Every time: 28%; Most of the time: 25%; About half of the time: 26%; Only high speed roads: 1%; Seldom: 18%; Never: 2%. So 4 out of 5 drivers (79%) in our sample think the chances are at least 1 out of 2 times or a 50% chance. This is a very high risk perception. A recent study (Sloan, McCutchan & Eldred, 2017) indicated from a sample of 1,000 drivers from 8 cities in the U.S. that the perception of risk was a 10% chance of being arrested when driving impaired.*

### **Statistically Significant and Important Differences in Responses**

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The study analyzed the questions individually by each group of interest (male/female, age group 18-20/age group 21-34, age group 35-44/45-64, age group 21-34/65+, and Hispanic/all other ethnicities) with the exception of questions 4, 12, and 25, which were analyzed by individual campaign slogans. This produced 190 analyses overall. The Statistical Analysis System (SAS) was used to create contingency tables to test for association between each group of interest by each question's response options using a chi-square test of association (independence). For 29 questions, response options were combined to guarantee an expected count greater than 5 within each of the contingency table's cross-classified cells to

ensure the validity the chi-square test. Combining response options for another 17 analyses was not possible and therefore statistics were not calculated. In this regard, a noteworthy limitation is the small sample size for the respondents between age 18 and 20 (36 respondents overall). When the number of responses is small and the probability of such a response is rare, estimates may be unstable, and considerable caution must be used in interpreting the results. The following table shows results for the 53 tests of association between groups and question response options that are significant at the  $\alpha=0.05$  level. Results are depicted as p-values, rounded to 3 digits. Results that when rounded would produce a 0 are denoted as “<0.001”

**Table 3.** Analyses with significant p-values

Question	Age groups 18-20 and 21-34	Age groups 35-44 and 45-64	Age groups 21-34 and 65+	Gender	Ethnicity
Question 3			<0.001		
Question 4-1			<0.001	0.003	
Question 4-3			0.033		
Question 4-5				0.005	
Question 4-7			0.009		
Question 5				0.001	<0.001
Question 7	0.020	0.012	<0.001		0.013
Question 9				0.026	
Question 10			<0.001	0.016	<0.001
Question 11		0.021	<0.001		
Question 12-2			0.010		
Question 12-3			<0.001		
Question 12-4		0.042	0.022		<0.001
Question 14				<0.001	<0.001
Question 16				<0.001	0.006
Question 19				<0.001	<0.001
Question 20			<0.001	<0.001	0.013
Question 21				0.007	
Question 22		0.040	0.015		
Question 23	0.024			<0.001	
Question 24				0.028	
Question 25-1			<0.001		
Question 25-3					<0.001
Question 25-4	0.009		<0.001		0.002
Question 25-5			0.046	0.005	
Question 25-6		0.023	0.001		
Question 25-7			0.005		
Question 25-8			<0.001		
Question 25-9				0.038	0.010
Question 27			<0.001		<0.001

Notable from this table are the results to question #7: “How often would you say you drive 15-20 miles per hour over the speed limit?” The response options are not independent of the age groups and ethnicities. For example, there is an association between the age ranges of 18-20 and 21-34 and the response options, i.e. there is evidence that the two age groups and the specific driving behavior are related. A higher percent of 18-20 year old drivers responded “Only on high speed roads” (35%) compared to the older aged drivers (ranging from 5% to 15%).

There were significant associations in responses to question #22: “How many times in the past 30 days did you drive when you thought you were over the legal limit for alcohol?” There is an association for the response options and both the age ranges between 35-44 and 45-64, and the age ranges 21-34 and 65 and older. Drivers aged 35-44 admitted to that behavior more often than drivers aged 45-54. Drivers age 18-20 also had higher rates of that behavior than drivers aged 65 and older.

Finally, there were numerous instances where the response options to the questions were associated with gender (questions 4-1, 4-5, 5, 9, 10, 14-21, 23, 24, 25-5, and 25-9), indicating a relationship between the responses given to the questions and gender.



## Conclusions

Responses to most questions in the survey were similar to responses in national surveys. Self-reported seat belt use was high (91%) and the perceived risk of being ticketed if not wearing a seat belt was high. This is favorable for New Mexico traffic law enforcement. The same is true for drinking and driving. Only 6% of New Mexico drivers reported driving when they thought they were over the legal alcohol limit in the past 30 days. Most drivers thought the chances of being stopped by police if a driver was alcohol-impaired was 50% compared to national estimates of 10%. Almost 50% reported going through a sobriety checkpoint, which is much higher than national surveys. The public information slogan to reduce impaired driving in New Mexico (ENDWI) was recognized by 61% of the drivers.

Unfortunately, only about half of motorcycle riders (53%) wear helmets every time they ride. Also, very few bicyclists always wear a bicycle helmet when riding (23%). A mandatory helmet usage law for all ages would likely increase helmet use in the state. The child restraint question may have been confusing to many of the drivers sampled. Only 61% said that a child riding with them would always be in a child seat while 17% said they would never be in a child seat. This question will be worded better for the next survey. The two slogans used to increase seat belt use in New Mexico were recognized by a very small percent of the drivers (11% for BKLUP B4UDRIVE; 3% for BKLUPALWAYS). Reasons for this are not clear.

## Recommendations

1. New Mexico officials should publicize selected findings from this survey to increase awareness of these highway safety issues with New Mexico citizens.
2. New Mexico traffic law enforcement agencies should continue with highly visible, highly publicized enforcement of seat belt use, child restraint use and encourage motorcycle helmet and bicycle helmet use.
3. New Mexico officials should investigate why the recognition rate of the seat belt use public information slogans was so low. Perhaps social media could be used more often?
4. The child restraint use question should be changed for the next survey to make it clearer for respondents to answer.

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## Appendix A: Questions for the Survey

NEW MEXICO DEPARTMENT OF TRANSPORTATION  
TRAFFIC SAFETY DIVISION

### PUBLIC OPINION SURVEY

#### HIGHWAY SAFETY ISSUES

Introduction by the NORC Staff member:

Hello, I'm \_\_\_\_\_ on behalf of the New Mexico Department of Transportation, Traffic Safety Division. We are conducting a survey of the opinions of drivers in New Mexico on a number of safety issues. Are you 18 years or older and a licensed driver in New Mexico? Would you be willing to answer some survey questions that we have?

This survey is voluntary, even if you agree to take part in the survey you may stop participating at any time. The information you provide us will be used for research purposes only. We will not collect any personal information that would allow anyone to identify you. The survey takes about 5-10 minutes to complete.

DEPARTAMENTO DE TRANSPORTE de NUEVO MEXICO  
OFICINA DE PROGRAMAS DE SEGURIDAD

### ENCUESTA DE OPINIÓN PÚBLICA

#### CUESTIONES DE SEGURIDAD EN LA CARRETERA

Hola, soy \_\_\_\_\_ un representante del Departamento de Transporte de Nuevo México, Oficina de Programas de Seguridad. Estamos llevando a cabo una encuesta de las opiniones de los conductores en Nuevo México sobre una serie de cuestiones de seguridad. ¿Tiene usted 18 años o más y un conductor con licencia en Nuevo México? ¿Estaría dispuesto a contestar algunas preguntas de la encuesta que tenemos?

Esta encuesta es voluntaria, incluso si acepta participar en la encuesta, puede dejar de participar en cualquier momento. La información que nos proporcione se utilizará únicamente con fines de investigación. No recopilaremos ninguna información personal que permita que alguien le identifique. La encuesta tarda unos 5-10 minutos para completar.

**DRIVING**

**1. How often do you usually drive a car or other motor vehicles? Would you say that you usually drive**

- Every day
- Several days a week
- Once a week or less
- Once a month or less
- Seldom
- Don't know

**2. The average driver drives about 15,000 miles each year. How many miles would you say that you drive each year?**

- 15,000
- 20,000
- More than 20,000
- 12,000
- 10,000
- 7,000
- 5,000
- Less than 5,000
- Don't know

**¿Con qué frecuencia conduce usted usualmente un automóvil u otros vehículos de motor? Diría que suele conducir**

- Cada día
- Varios días a la semana
- Una vez por semana o menos
- Una vez al mes o menos
- Raramente
- No lo sé

**El conductor promedio conduce alrededor de 15.000 millas cada año. ¿Cuántas millas diría que conduce cada año?**

- 15.000
- 20.000
- Más de 20.000
- 12.000
- 10.000
- 7.000
- 5.000
- Menos de 5.000
- No lo sé

**SEAT BELTS**

**3. How often do you wear a seat belt when you are driving?**

- Every time
- Most of the time
- About half the time
- Only on high speed roadways
- Seldom
- Never
- Don't know

**4. Which public information campaign slogan below have you heard of or seen before regarding seat belts? Check all that apply.**

- Click It or Ticket
- No Belt, No Brains
- BKLUP B4UDRIVE
- Seat belts save lives. Buckle up every time.
- BKLUPALWAYS
- No safety -- Know pain
- None of the above

**5. What do you think the chances are of getting a ticket if you don't wear your safety belt?**

- Every time
- Most of the time
- About half the time
- Seldom
- Never
- Don't know

**¿Con qué frecuencia usa el cinturón de seguridad cuando está conduciendo?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Sólo en carreteras de alta velocidad
- Raramente
- Nunca
- No lo sé

**¿Cuál es el lema de la campaña de información pública de que se ha hablado o visto antes con respecto a los cinturones de seguridad? Marque todo lo que corresponda.**

- Click It or Ticket/Abrochado o Multado
- No Belt, No Brains/ Sin cinturón, sin cerebros
- BKLUP B4UDRIVE
- Seat belts save lives. Buckle up every time./Los cinturones de seguridad salvan vidas. Abróchese cada vez.
- BKLUPALWAYS
- No safety -- Know pain/ No hay seguridad - Conozca el dolor
- Ninguna de las anteriores

**¿Cuáles cree que son las posibilidades de obtener una multa si no usa su cinturón de seguridad?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Raramente
- Nunca
- No lo sé

## CHILD RESTRAINTS

**6. When you are driving, how often are children riding with you in a child restraint seat or wearing a safety belt?**

- Every time
- Most of the time
- About half the time
- Only on high speed roadways
- Seldom
- Never
- Don't know

**Quando conduce, ¿con qué frecuencia los niños van con usted en un asiento de seguridad para niños o con un cinturón de seguridad?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Sólo en carreteras de alta velocidad
- Raramente
- Nunca
- No lo sé



**SPEED**

**7. How often would you say you drive 15 to 20 miles per hour over the speed limit?**

- Every time
- Most of the time
- About half the time
- Only on high speed roadways
- Seldom
- Never
- Don't know

**8. On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph?**

- Every time
- Most of the time
- About half the time
- Only on high speed roadways
- Seldom
- Never
- Don't know

**9. In the past 30-60 days\*, have you read, seen or heard anything about speed enforcement by police?**

- Yes
- No

**10. What do you think the chances are of getting a ticket if you drive over the speed limit?**

- Every time
- Most of the time
- About half the time
- Only on high speed roadways
- Seldom
- Never
- Don't know

**¿Con qué frecuencia diría que conduce de 15 a 20 millas por hora sobre el límite de velocidad?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Sólo en carreteras de alta velocidad
- Raramente
- Nunca
- No lo sé

**En una carretera con un límite de velocidad de 75 mph, ¿con qué frecuencia conduce más rápido de 80 mph?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Sólo en carreteras de alta velocidad
- Raramente
- Nunca
- No lo sé

**En los últimos 30-60 días\*, ¿ha leído, visto u oído algo sobre la aplicación de la velocidad por la policía?**

- Sí
- No

**¿Qué crees que las posibilidades son de obtener una multa si manejas sobre el límite de velocidad?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Sólo en carreteras de alta velocidad
- Raramente
- Nunca
- No lo sé

## DISTRACTION

**11. How often do you talk on your cell phone while you are driving?**

- Every trip
- Most trips
- About half of my trips
- Less than half of my trips
- None of my trips, never
- Don't know

**12. Which public information campaign slogan below have you heard of or seen before regarding texting while driving? Check all that apply.**

- When you gamble with safety you bet your life.
- Don't Drive inTEXTicated.
- DNTXT.
- Stay Alive, Don't Text & Drive.
- Stop the Texts and Stop the wrecks!
- None of the above

**¿Con qué frecuencia habla en su teléfono celular mientras conduce?**

- Cada viaje
- La mayoría de los viajes
- Aproximadamente la mitad de mis viajes
- Menos de la mitad de mis viajes
- Ninguno de mis viajes, nunca
- No lo sé

**¿Cuál es el lema de la campaña de información pública de la que ha hablado o ha visto antes con respecto a los mensajes de texto mientras se conduce? Marque todo lo que corresponda.**

- When you gamble with safety you bet your life./ Cuando juegas con seguridad apostarás tu vida.
- Don't Drive inTEXTicated.
- DNTXT.
- Stay Alive, Don't Text & Drive./ Permanezca activo, no haga texto ni maneje.
- Stop the Texts and Stop the wrecks!/¡Detengan los Textos y detengan los accidentes!
- Ninguna de las anteriores

## DROWSY

**13. How many hours of sleep to you typically get each night?**

- 3-5 hours
- 6-7 hours
- 8-10 hours
- More than 10 hours
- Don't know

**14. Have you ever fallen asleep or nodded off for even a moment while driving?**

- Yes, within the past week
- Yes, within the past month
- Yes, within the past 6 months
- Yes, within the past year
- Yes, within my lifetime
- No, never
- Don't know

**¿Cuántas horas de sueño suele recibir cada noche?3-5 hours**

- 3-5 horas
- 6-7 horas
- 8-10 horas
- Más de 10 horas
- No lo sé

**¿Alguna vez se ha quedado dormido o asentado durante un momento mientras conduce?**

- Sí, en la semana pasada
- Sí, en el último mes
- Sí, en los últimos 6 meses
- Sí, en el último año
- Sí, dentro de mi vida
- No, nunca
- No lo sé

## MOTORCYCLES

**15. Do you ride a motorcycle?**

- Yes, all the time
- Yes, most of the time
- Yes, some of the time
- I have, but not in the last year
- No, never

**16. When riding a motorcycle, how often do you wear a helmet?**

- Every trip
- Most trips
- About half of my trips
- Less than half of my trips
- None of my trips
- Not applicable, I don't ride a motorcycle

**¿Usted conduce una motocicleta?**

- Si todo el tiempo
- Sí, la mayoría del tiempo
- Sí, algunas veces
- Lo he hecho, pero no en el último año
- No, nunca

**Quando conduce una motocicleta, ¿con qué frecuencia usa un casco?**

- Cada viaje
- La mayoría de los viajes
- Aproximadamente la mitad de mis viajes
- Menos de la mitad de mis viajes
- Ninguno de mis viajes
- No aplica, no uso una motocicleta

## BICYCLES

**17. How often do you ride a bicycle?**

- All the time
- Most of the time
- Some of the time
- I have, but not in the last year
- No, never

**18. When you ride a bicycle, how often do you wear a bicycle helmet?**

- Every trip
- Most trips
- About half of my trips
- Less than half of my trips
- None of my trips
- Not applicable, I don't ride a bicycle

**¿Con qué frecuencia viaja en bicicleta?**

- Todo el tiempo
- La mayoría del tiempo
- Algo de tiempo
- Lo he hecho, pero no en el último año
- No, nunca

**Quando usted viaja en bicicleta, ¿con qué frecuencia usa un casco de bicicleta?**

- Cada viaje
- La mayoría de los viajes
- Aproximadamente la mitad de mis viajes
- Menos de la mitad de mis viajes
- Ninguno de mis viajes
- No aplica, no viajo en bicicleta

**PEDESTRIAN**

**19. When you are walking down a street as a pedestrian, how often do you cross the street only at designated cross walks?**

- Every trip
- Most trips
- About half of my trips
- Less than half of my trips
- None of my trips

**Quando usted está caminando por una calle como un peatón, ¿con qué frecuencia cruza la calle sólo en los paseos cruzados designado?**

- Cada viaje
- La mayoría de los viajes
- Aproximadamente la mitad de mis viajes
- Menos de la mitad de mis viajes
- Ninguno de mis viajes

**DRINKING**

**20. During the last 12 months, how often did you usually drink any alcoholic beverages, including beer, light beer, wine, wine coolers, or liquor? Would you say you usually drink alcoholic beverages**

- Every day
- Nearly every day
- 3 or 4 days a week
- 1 or 2 days a week
- 2 or 3 days a month
- Once a month or less
- Never

**Durante los últimos 12 meses, ¿con qué frecuencia usualmente bebías bebidas alcohólicas, incluyendo cerveza, cerveza ligera, vino, enfriadores de vino o licores? ¿Diría usted que suele beber bebidas alcohólicas**

- Cada día
- Casi todos los días
- 3 o 4 días a la semana
- 1 o 2 días a la semana
- 2 o 3 días al mes
- Una vez al mes o menos
- Nunca

**DRINKING AND DRIVING**

**21. In the past 30 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?**

- None/Never
- Once
- Twice
- Three times
- Four times
- Five times
- More than five time
- Don't know

**22. About how many times in the past 30 days did you drive when you thought you were over the legal limit for alcohol?**

- None/Never
- Once
- Twice
- Three times
- Four times
- Five or more times
- Don't know

**23. Have you ever been stopped at a sobriety checkpoint?**

- No, never
- Once
- Twice
- Three times
- Four times
- More than five times

**24. How often do you think sobriety checkpoints should be conducted in your community?**

- Every week
- Two times a month
- Once a month
- Once every other month
- Only 2 or 3 times a year
- Never
- Don't know

**En los últimos 30 días, ¿cuántas veces ha conducido un vehículo motorizado dentro de dos horas después de haber tomado bebidas alcohólicas?**

- Ninguno / Nunca
- Una vez
- Dos veces
- Tres veces
- Cuatro veces
- Cinco veces
- Más de cinco veces
- No lo sé

**¿Cuántas veces en los últimos 30 días manejaste cuando creías que superabas el límite legal para el alcohol?**

- Ninguno / Nunca
- Una vez
- Dos veces
- Tres veces
- Cuatro veces
- Cinco veces o más
- No lo sé

**¿Alguna vez ha sido detenido en un puesto de control de sobriedad?**

- No, Nunca
- Una vez
- Dos veces
- Tres veces
- Cuatro veces
- Más de cinco veces

**¿Con qué frecuencia piensas que los puntos de control de sobriedad deben ser conducidos en tu comunidad?**

- Cada semana
- Dos veces al mes
- Una vez al mes
- Una vez cada dos meses
- Sólo 2 o 3 veces al año
- Nunca
- No lo sé

**25. Which public information campaign slogan below have you heard of or seen before regarding drinking and driving? Check all that apply.**

- ENDWI
- Don't Drink and Drive.
- Friends Don't Let Friends Drive Drunk
- Drive Sober or Get Pulled Over
- Over the Limit. Under arrest.
- Make it a night to remember – not a night to forget.
- Rethink your third drink.
- U Drink, U Drive, U Lose.
- None of the above

**26. In the past 30-60 days\*, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?**

- Yes
- No

**27. What do you think the chances are of someone getting arrested if they drive after drinking?**

- Every time
- Most of the time
- About half the time
- Only on high speed roadways
- Seldom
- Never

**¿Cuál es el lema de la campaña de información pública de la que se ha hablado o se ha visto antes con respecto a la conducción alcohólica? Marque todo lo que corresponda.**

- ENDWI
- Don't Drink and Drive./ No beba ni conduzca.
- Friends Don't Let Friends Drive Drunk/ Los amigos no dejan que los amigos conduzcan a borrachos
- Drive Sober or Get Pulled Over/ Conduzca con calma o saque
- Over the Limit. Under arrest./ Sobre el límite. Bajo arresto.
- Make it a night to remember – not a night to forget./ Haga que sea una noche para recordar - no una noche para olvidar.
- Rethink your third drink./ Repensar su tercera bebida.
- U Drink, U Drive, U Lose./ Usted bebe, Usted conduce, Usted pierde.
- Ninguna de las anteriores

**En los últimos 30-60 días\*, ¿ha leído, visto u oído algo acerca de la aplicación de la ley por parte de la policía acerca de la conducción bajo la influencia del alcohol (o conducir en estado de embriaguez)?**

- Sí
- No

**¿Qué crees que es probable que alguien sea arrestado si conduce después de beber alcohol?**

- Cada vez
- La mayoría del tiempo
- Aproximadamente la mitad del tiempo
- Sólo en carreteras de alta velocidad
- Raramente
- Nunca

**DEMOGRAPHICS**

**28. Could you please tell me which of the following age categories you belong?**

- 16-20
- 21-34
- 35-44
- 45-64
- 65 and older

**29. Please tell me your gender?**

- Male
- Female

**30. Which of the following groups best describes your racial background?**

- White
- Black or African-American
- Asian (includes Chinese, Filipino, Japanese, Asian Indian, Korean, Vietnamese, other Asian)
- American Indian or Alaskan Native
- Hispanic
- Native Hawaiian
- Other Pacific Islander
- Other

**¿Podrías decirme cuál de las siguientes categorías de edad perteneces?**

- 16-20
- 21-34
- 35-44
- 45-64
- 65 años o más

**Por favor, dime su género**

- Masculino
- Femenino

**¿Cuál de los siguientes grupos describe mejor su origen racial?**

- Blanco
- Negro o afroamericano
- Asiático (incluye china, filipina, japonés, indio asiático, coreano, vietnamita, otros países asiáticos)
- Indio americano o nativo de Alaska
- Hispano
- Nativo Hawaiano
- Otras Islas del Pacífico
- Otro

*Thank you for your time.*

That completes the survey.

*Gracias por tu tiempo.*

Eso completa la encuesta.