



2007 FACT SHEET

Maryland Drunk Driving Facts

- In Maryland, alcohol-related traffic fatalities (.08 BAC +) increased a total of 17-percent between 2005 (239) and 2006 (268).¹
- In 2006, Maryland's 268 alcohol-related traffic fatalities represented 41-percent of all traffic fatalities.²
- By contrast, Maryland had the second largest DECREASE in alcohol-related traffic deaths in the nation, 18 percent between 2004 and 2005 for .01 BAC +.³ During that time, alcohol-related traffic deaths averaged 245 per year.⁴
- In 2006, 25,129 arrests were made for DUI in Maryland, averaging 69 arrests per day.⁵
- More people are arrested in Maryland for drunk driving annually than can fill the First Mariner Arena in Baltimore (14,000).⁶
- Nationally, alcohol-related traffic fatalities at .08 BAC (blood alcohol concentration) or above increased slightly from 15,102 in 2005 to 15,121 in 2006.⁷

Checkpoint Strikeforce

- *Checkpoint Strikeforce* is a research-based, zero-tolerance initiative within the Mid-Atlantic states designed to catch and arrest drunk drivers via sobriety checkpoints and to educate the public about the dangers and consequences of drunk driving.
- Males between the ages of 21 and 35 are the primary target audience. This demographic group is typically harder to reach with public awareness campaigns and statistically at the highest risk for drunk driving.
- In Maryland, the campaign is supported by a grant from the Maryland State Highway Administration's Highway Safety Office.
- Since Checkpoint Strikeforce's inception in 2002, nearly 300,000 (281,669 as of 2006) drivers in Maryland have been stopped at sobriety checkpoints.⁸
- Since 2002, over 2.9 million vehicles have been stopped in the Mid-Atlantic region. There were more than 800,000 vehicle contacts in 2006 alone.⁹

Public Opinion

- A July 2007 public opinion survey of Maryland and Washington-metropolitan area drivers conducted for *Checkpoint Strikeforce* found:
 - Sobriety Checkpoints are strongly supported – 89-percent of area drivers support them.¹⁰
 - Almost three-quarters (70-percent) of area drivers are aware of the use of sobriety checkpoints in their area.¹¹
 - More than half (66-percent) of area drivers perceive drunk drivers among the most serious dangers they face on the road.¹²
 - Nearly half of those surveyed (45-percent) believe they are most likely to kill or injure someone else as a result of driving while intoxicated and 71-percent fear killing or injuring someone more than any other consequence, including arrest and their own death.¹³

¹ FARS Data, NHTSA

² Ibid

³ FARS Data, NHTSA

⁴ Ibid

⁵ Maryland State Highway Administration

⁶ U.S. Census

⁷ FARS Data, NHTSA

⁸ NHTSA Mid-Atlantic Region

⁹ Ibid.

¹⁰ *Checkpoint Strikeforce/MWR Strategies* survey of Greater Washington, DC area drivers, July 2006

¹¹ Ibid.

¹² Ibid.

Results

Maryland DUI Statistics¹⁴							
	2002	2003	2004	2005	2006	TOTAL	AVG.
DUI ARRESTS	23,697	23,997	25,055	24,244	25,129	122,122	24,424
.02 VIOLATIONS (UNDER 21)	2,913	3,230	3,078	3,233	2,181	14,635	2,927
LICENSES CONFISCATED	14,275	14,997	15,166	14,641	15,409	74,488	14,898
Driver Involved Alcohol or Drug Impaired Crash¹⁵							
	2002	2003	2004	2005	2006	TOTAL	AVG.
INJURY CRASHES	3,535	3,198	3,142	3,125	3,235	16,235	3,247
TOTAL INJURED	5,570	4,869	4,886	4,851	5,057	25,233	5,047
Total Killed in Maryland in Crashes¹⁶							
	2002	2003	2004	2005	2006		
TOTAL KILLED IN ALCOHOL-RELATED CRASHES	276	287	286	235	268		
PERCENT OF TOTAL KILLED IN ALCOHOL- RELATED CRASHES	42%	44%	44%	38%	41%		
TOTAL KILLED	661	650	643	614	651		

Law Enforcement Component

- Last year in the region, there were over 1,500 checkpoints, which resulted in 5,051 DWI arrests.¹⁷
- Law enforcement agencies are planning to conduct at least one sobriety checkpoint every week throughout Maryland, Virginia and the District of Columbia. The checkpoint blitz will continue through the end of 2007.
- Sobriety checkpoints are a highly targeted way to fight drunk driving because they are strategically timed when and located where drunk driving is more likely to occur. Consequently, they are amongst the most effective tools to stop drunk driving.
- Aggressively deployed sobriety checkpoints can result in a 20-percent reduction in alcohol-related fatal crashes.¹⁸
- DUI Saturation Patrols are conducted weekly in Maryland.

Media and Public Awareness Component

- Complementing the aggressive deployment of sobriety checkpoints is a proactive, highly visible, resonant advertising and public awareness effort outlining the consequences of impaired driving.
- A nearly half million-dollar ad campaign on targeted stations will air creative advertisements, which were written and produced to connect with the target audience. The ads utilize the findings of the campaign's opinion poll to create messages that hit home with the target audience.
- More than 11,500 ads will run in Washington, D.C., Baltimore, Hagerstown and Salisbury over seven weeks, spread out over more than four months.

Visit <http://www.checkpointstrikeforce.net/educate.html> to hear the 2007 Checkpoint Strikeforce ads, learn about Virginia's DUI penalties and receive additional information.

¹³ Ibid

¹⁴ HSO, Maryland State Highway Administration

¹⁵ MAARS, Maryland State Highway Administration (preliminary data)

¹⁶ NHTSA FARS Data

¹⁷ Ibid.

¹⁸ Insurance Institute for Highway Safety