



2008 FACT SHEET

Maryland Drunk Driving Facts

- Final alcohol-related traffic fatalities for 2007 are not yet available, but trends point to only a slight increase over 2006.
- At the same time, indications are that 2007 saw a decline in injuries as compared with 2006.
- In 2006, Maryland's 268 alcohol-related traffic fatalities represented 41% of all traffic fatalities.¹
- In 2007, 24,909 arrests were made for DUI in Maryland, averaging 68 arrests per day.²
- More people are arrested in Maryland for drunk driving annually than can fill the First Mariner Arena in Baltimore (14,000).³
- Nationally, alcohol-related traffic fatalities at .08 BAC (blood alcohol concentration) or above increased slightly from 15,102 in 2005 to 15,121 in 2006.⁴

Checkpoint Strikeforce

- *Checkpoint Strikeforce* is a research-based, zero-tolerance initiative designed to catch and arrest drunk drivers through the implementation of sobriety checkpoints and saturation patrols, 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.
- In 2007 Maryland's *Checkpoint Strikeforce* campaign law enforcement stopped more than 60,000 drivers at sobriety checkpoints and during impaired driving saturation patrols.

Public Opinion

- A July 2008 public opinion survey of Maryland drivers found:⁵
 - Drunk driving is seen as a much riskier behavior than an unprotected one-night stand (62% to 28%), sleeping with your best friend's spouse or significant other (81% to 13%), sky diving (86% to 16%), and telling off your boss (92% to 6%).
 - Nearly three-quarters (73%) of Maryland drivers perceive drunk driving as one of the most serious dangers faced on the road.
 - The majority of drivers polled said that two lane rural highways would be the most difficult type of road to drive after having a few drinks.
 - Rural roads were identified as the second most likely place to be stopped by law enforcement after consuming alcohol.
 - Eight in ten Maryland drivers fear killing or injuring someone else as a result of drunk driving, which is more than any other consequence, including arrest or their own death.
 - Motorists in Maryland strongly support the use of sobriety checkpoints (77%).

¹ FARS Data, NHTSA

² Maryland State Highway Administration

³ U.S. Census

⁴ FARS Data, NHTSA

⁵ Checkpoint Strikeforce/MWR Strategies: Survey of Maryland Area Drivers, July 2008

Results

(Represent latest figures released by Maryland Highway Safety Administration and NHTSA)

Maryland DUI Statistics⁶							
	2003	2004	2005	2006	2007	TOTAL	AVG.
DUI ARRESTS	23,997	25,055	24,244	25,129	24,909	123,334	24,667
.02 VIOLATIONS (UNDER 21)	3,230	3,078	3,233	2,181	3,301	15,023	3,005
LICENSES CONFISCATED	14,997	15,166	14,641	15,409	14,819	75,032	15,006
Driver Involved Alcohol or Drug Impaired Crash⁷							
	2003	2004	2005	2006	TOTAL	AVG.	
INJURY CRASHES	3,198	3,142	3,125	3,235	16,235	3,247	
TOTAL INJURED	4,869	4,886	4,851	5,057	25,233	5,047	
Total Killed in Maryland in Crashes⁸							
	2003	2004	2005	2006			
ALCOHOL-RELATED FATALITIES	287	286	235	268			
PERCENT OF TOTAL KILLED	44%	44%	38%	41%			
TOTAL KILLED	650	643	614	651			

Law Enforcement Component

- Maryland law enforcement conducted more than 500 sobriety checkpoints and saturation patrols in 2007, which resulted in more than 600 DWI arrests, nearly 300 criminal arrests and in excess of 3,000 traffic violations.⁹
- Law enforcement agencies are planning to conduct at least one sobriety checkpoint or saturation patrol every week throughout Maryland, Virginia and the District of Columbia. The checkpoint blitz will continue through the end of 2008.
- Sobriety checkpoints are a highly targeted way to fight drunk driving because they are strategically timed and located where drunk driving is more likely to occur, making them among the most effective tools to stop drunk driving.
- Aggressively deployed sobriety checkpoints can result in a 20% reduction in alcohol-related fatal crashes.¹⁰
- 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 \$400,000 ad campaign on targeted stations will air creative advertisements, written and produced to connect with the target audience. The ads use the findings of the campaign's opinion poll to create messages that hit home with the target audience.
- More than 9,000 ads will run in Washington, D.C. and Baltimore over seven weeks, spread out over more than four months.

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

⁶ HSO, Maryland State Highway Administration

⁷ MAARS, Maryland State Highway Administration (preliminary data)

⁸ NHTSA FARS Data

⁹ Ibid.

¹⁰ Insurance Institute for Highway Safety