

2022

Maine Driver Awareness Survey



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Executive Summary

This report summarizes the findings from Maine's 2022 Driver Awareness Survey. This survey has been conducted annually for a number of years and is intended to measure drivers' awareness of and adherence to seat belt, speeding, and impaired driving laws and to measure the frequency of talking and texting with a handheld cell phone while driving.

Seat Belts

- Nineteen percent (19%) of participants reported that they had seen or heard about extra enforcement of seat belt laws within the last 60 days—the lowest rate in the past ten years.
- Ninety-five percent (95%) of survey participants reported that they *always* or *nearly always* use their seat belts.
- The proportion who reported using a seat belt increased, from 94% in 2021, to the current rate of 95%.
- Thirty-one percent (31%) of participants reported that they believed they would *always* or *nearly always* get a ticket if they did not wear a seat belt.

Impaired Driving

- One quarter of participants (25%) reported that they had seen or heard about extra enforcement of impaired driving laws within the last 60 days.
- The majority of participants (92%) reported never driving within two hours of drinking over the past 60 days, 5% reported doing so one or two times, and 3% reported doing so three or more times.
- The rates of impaired driving remained relatively unchanged from 2011 to 2019, ranging from 12% to 13%, but decreased to 9% in 2021 and 8% in 2022.
- Forty percent (40%) of participants reported that they believed they would *always* or *nearly always* be arrested if they drank and drove.

Speeding

- Twenty-nine percent (29%) of participants reported that they had seen or heard about extra enforcement of speeding laws within the last 60 days.
- Fourteen percent (14%) of survey participants reported that they *always* or *nearly always* speed.
- The rate of speeding fluctuated slightly from 2011 to present, ranging from a low of 11% to the current high of 14%.
- Twenty-six percent (26%) of participants reported that they believed they would *always* or *nearly always* get a ticket if they drove over the speed limit.

Distracted Driving

- Twenty-three percent (23%) of participants reported that they had seen or heard about extra enforcement of distracted driving laws within the last 60 days.

Talking

- Ten percent (10%) of survey participants reported that they *sometimes, nearly always, or always* talk on a handheld cell phone while driving.
- While 28% of participants reported talking on handheld phones while driving prior to the new law banning this use, the rate of those who reported talking on handheld phones dropped to 12% in 2021 and to 10% in 2022.
- Twenty-seven percent (27%) of participants reported that they believed they would *always or nearly always* get a ticket if they talked on a handheld phone while driving. However, thinking a ticket was likely was only a weak deterrent to talking while driving.

Texting

- Nine percent (9%) of participants reported that they *sometimes, nearly always, or always* text on a handheld cell phone while driving.
- The proportion of those who reported texting on a cell phone while driving remained unchanged from 2016 to 2021.
- Twenty-nine percent (29%) of participants reported that they believed they would *always or nearly always* get a ticket if they texted while driving. However, thinking a ticket was likely was not a deterrent to texting while driving.

Sources of Awareness of Extra Enforcement

- Twenty-three percent (23%) of participants said they saw the message on *TV*, followed by 16% who reported hearing on the *radio*. Ten percent (10%) reported learning through a *website, Internet, or social media*; 7% reported learning about enforcement through a *police checkpoint*; 6% reported learning through the *newspaper*; 4% reported learning through a *poster*; and 4% reported learning through a *sign*.

Awareness of Public Services Messages

- Survey participants were provided with the catch phrases associated with four major public service message and were asked to indicate which they saw or heard within the last 60 days. The largest proportion, 36%, reported seeing or hearing *Click It or Ticket*, followed by 27% who reported seeing or hearing *Drive Sober or Get Pulled Over*. Twenty-six percent (26%) reported seeing or hearing *Buckle Up, No Excuses!*, and 19% reported seeing or hearing *Survive Your Drive*.

Introduction

This report summarizes the findings from Maine's 2022 Driver Awareness Survey. This survey is intended to measure drivers' awareness of and adherence to seat belt, speeding, impaired driving, and distracted driving laws and to gauge drivers' perceptions of law enforcement efforts around each of these issues. With the exception of year 2020, a version of this survey has been conducted annually for a number of years. In 2020, the survey was not conducted due to the COVID pandemic, resulting in a gap in the trend analysis presented here.

The findings from this report are intended to help the Bureau of Highway Safety focus its efforts to achieve greater safety on Maine's roadways. Reducing the risky behaviors that often lead to injury or loss of life requires at least three critical elements. First, it requires laws prohibiting the behavior, such as the aforementioned distracted driving law.

Another critical element is enforcement; laws only work when they are enforced. While law enforcement agencies are committed to upholding traffic laws, many agencies are understaffed and face competing demands for officers' limited time and attention. Recognizing this challenge, the National Highway Traffic Safety Administration (NHTSA) and the BHS distribute grant funds to agencies willing to participate in special enforcement details. This funding allows for extra enforcement around the targeted behavior.

A third critical element is awareness. Enforcement works not because all violators are stopped and ticketed but because some are, and the awareness of the possibility acts as a deterrent on others. The BHS has a number of public safety campaigns designed to heighten awareness not only of the danger of the risky driving behavior but of the likelihood of being stopped by law enforcement and the ensuing consequences as well. The Driver Awareness Survey measures the effectiveness of these campaigns and gathers data on the frequency with which drivers engage in the risky behaviors targeted by the campaigns.

NOTE: *Previous versions of this survey (2011 to 2016) were analyzed and summarized by Preusser Research Group, Inc., and the results of those surveys have been included in a number of tables in this report in order to provide readers with a snapshot of how survey responses have changed over time.*

Methodology & Limitations

This survey was conducted at eight of the thirteen Bureau of Motor Vehicle locations across the state. These eight locations (Augusta, Bangor, Ellsworth, Kennebunk, Portland, Rockland, Rumford, and Scarborough) were chosen for their representativeness—together they serve urban, suburban, and rural populations.

The survey was conducted with professional interviewers from the Cutler Institute's Survey Research Center. Interviewers spent two to three days at each location, approaching individuals in waiting areas and explaining that they were there to help the Maine Bureau of Highway Safety learn more about people's driving habits and attitudes. Once interviewers ascertained that an individual held a valid Maine driver's license, they invited them to participate in the survey. Most people (an estimated 90-95%) completed the survey. A total of 1,712 completed surveys were collected.

Surveys were conducted from June 28 to July 15, beginning about three weeks after the end of Maine's seat belt awareness campaign, which ran from May 16 through June 5. The survey asked participants whether they saw or heard about extra enforcement of seat belt laws *within the past 60 days*. Thus, the timing of the survey increased the likelihood that participants would have heard about extra enforcement.

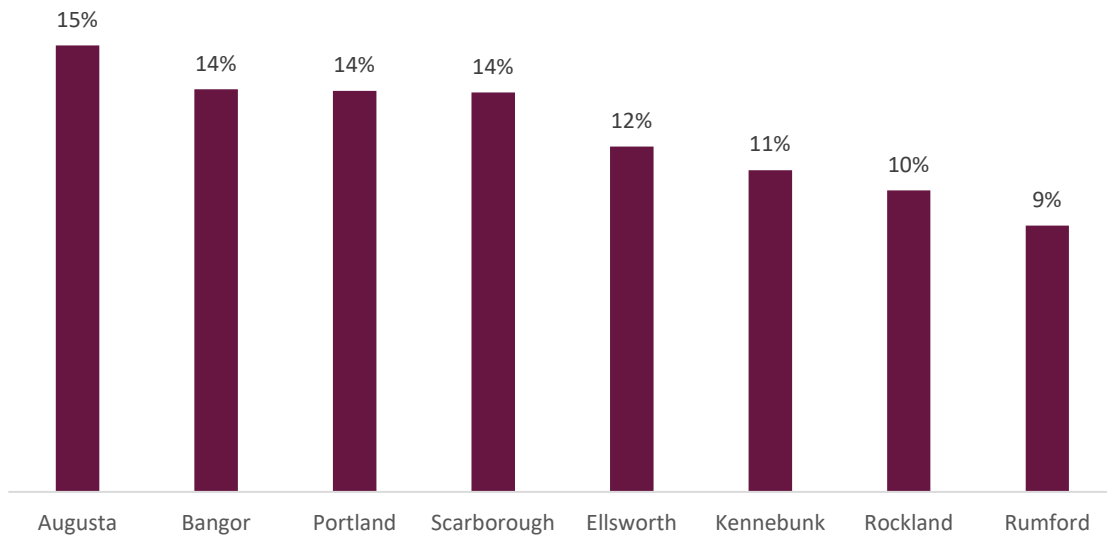
The survey asked participants a number of demographic and descriptive questions as well as questions related to seat belt use, drinking and driving, speeding, and distracted driving. It was a one-page, two-sided survey in length and contained a total of 19 questions. A copy of the current survey can be found in the Appendix of this report.

One of the limitations of this research lies with the challenge of obtaining a representative sample. While eight of the state's thirteen BMV offices were selected for participation, a large portion of Maine is not served by a fixed BMV office, relying instead on scheduled visits from a mobile unit. It was not practical to include the areas served by mobile units in this survey; as a result, the findings may underrepresent those who live in more rural areas of the state. The in-person survey design may also overrepresent those who are not able or comfortable conducting BMV business online.

The voluntary nature of the survey is another factor that influences its representativeness. While the survey was offered to everyone, not everyone chose to participate. Those who did take part in this voluntary survey—a prosocial behavior—might be more likely to abide by the laws that govern society's roadways. If this is the case, the survey may underrepresent those who do not abide by these laws. While this drawback exists with any voluntary survey, it nevertheless bears mentioning here.

Findings

Surveys were distributed at eight different locations across the state of Maine, including Augusta, Bangor, Ellsworth, Kennebunk, Portland, Rockland, Rumford, and Scarborough. Of these locations, Augusta accounted for the largest proportion of the total number of surveys at 15%, while Rumford accounted for the smallest at 9%. A total of 1,712 people participated across all locations.

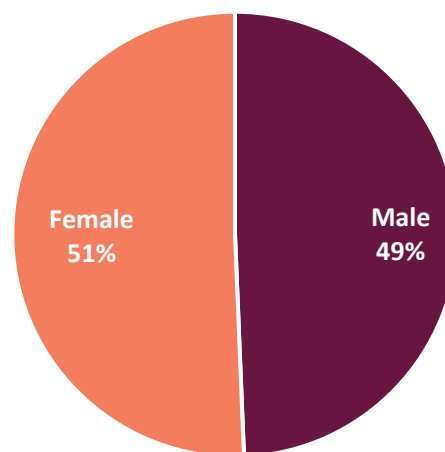


Demographics and Descriptives

Survey participants were asked to identify their gender and age, provide an approximation of how many miles they drove the previous year, and to report the type of vehicle they drove most often.

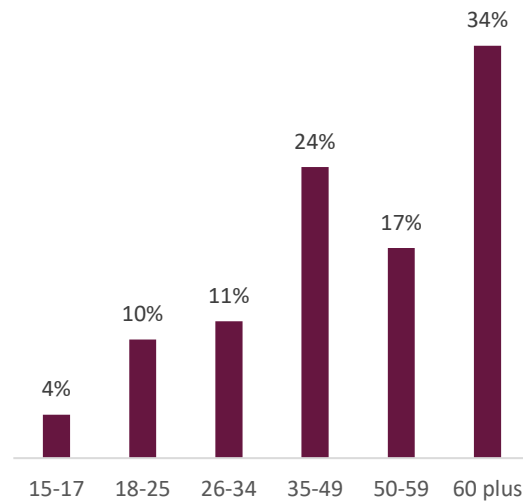
Gender

Almost all survey participants (99.4%) answered this question. Of those who answered, 51% indicated they were female, and 49% indicated they were male.



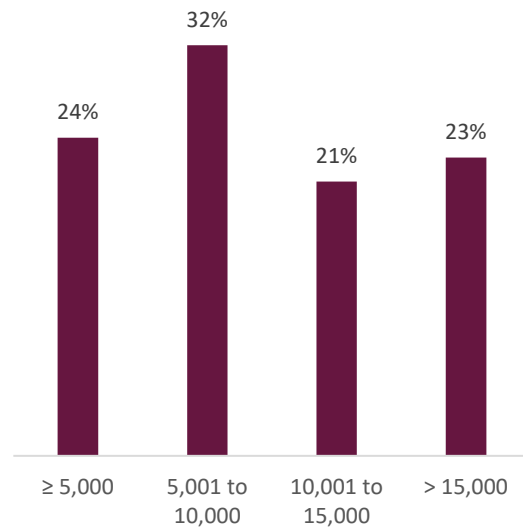
Age

Almost all survey participants (99.8%) provided an answer to this question. Of those who answered, the largest proportion (34%) were 60 years of age or older, followed by those 35 to 49 years of age, at 24%, and those 50 to 59 years of age, at 17%. Those 26 to 34 made up 11% of the survey sample, those 18 to 25 made up 10%, and those younger than 18 years of age made up 4% of the sample.



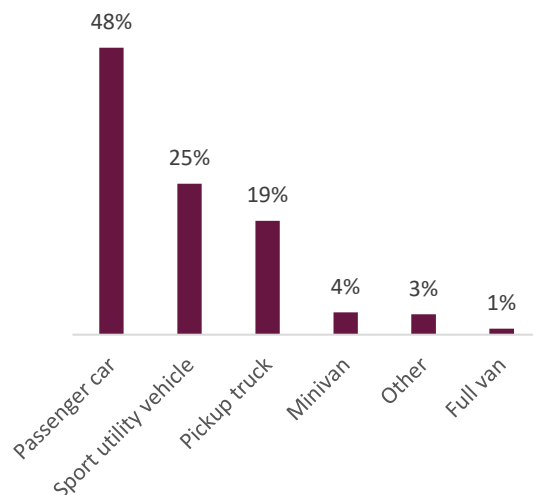
Miles Driven

Almost all survey participants (98.9%) provided information about the number of miles driven the previous year. Of those who did, the largest proportion (32%) reported driving 5,001 to 10,000 miles, followed by those who drove 5,000 miles or less, at 24%. A slightly smaller proportion, 23%, reported driving more than 15,000 miles, and 21% reported driving 10,001 to 15,000 miles the previous year.



Type of Vehicle

Most survey participants (97.4%) provided information about the type of vehicle they drove most frequently. Forty-eight percent (48%) reported driving *passenger cars*, followed by *sport utility vehicles*, at 25%, and *pickup trucks*, at 19%. Smaller proportions reported driving *minivans*, *other types of vehicles*, and *full vans*, at 4%, 3%, and 1%, respectively.

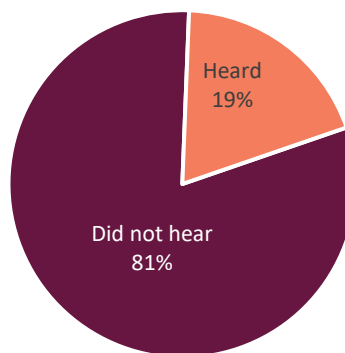


Seat Belts

Survey participants were asked several questions about seat belt use. They were asked whether they saw or heard any messages about police enforcement of seat belt laws. They were asked how frequently they wore their seat belt, and how likely they thought it was that they would get a ticket if they did not wear a seat belt.

Awareness of Enforcement

The survey asked participants if, within the past 60 days, they had seen or heard about extra enforcement of seat belt laws. The timing of the survey, which began about three weeks after the end of Maine's seat belt awareness campaign, increased the likelihood that participants would have seen or heard something. About 19% of respondents reported having seen or heard about extra police enforcement around seat belt use.

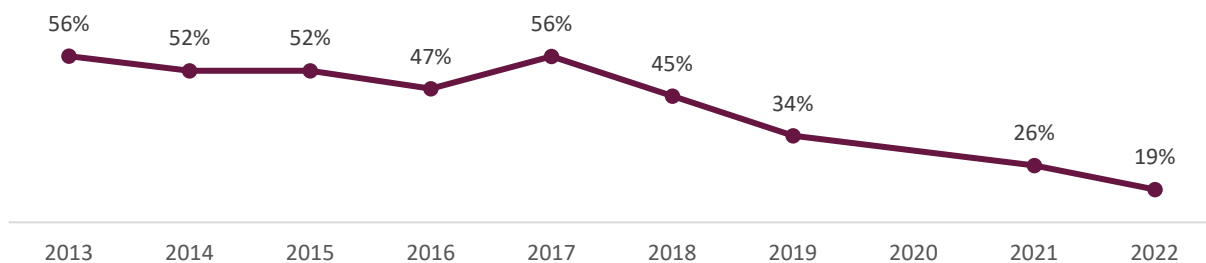


This rate varied by participant attribute, including sex. Twenty-three percent (23%) of males reported hearing about extra enforcement while 16% of females did so. Furthermore, males who primarily drove pickup trucks were more likely than other males to have heard, at 28%, compared to 19%. Location was likewise a factor. Those in Ellsworth were the most likely to have heard about extra enforcement at 29%, while those in Portland were the least likely to have heard, at 13%.

Trend

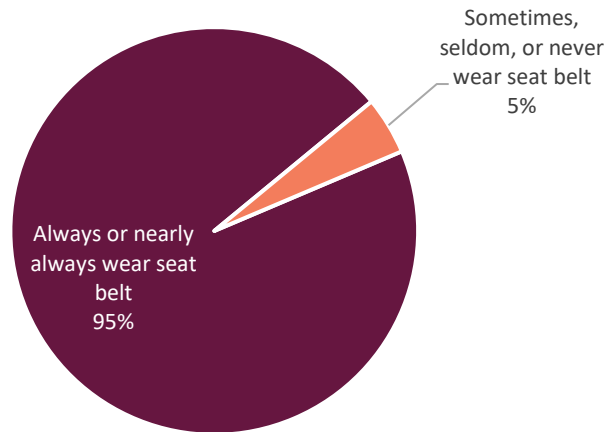
The proportion of participants who have heard about extra enforcement of seat belt laws has decreased since 2017, when 56% of respondents had heard, to the current year, in which only 19% of respondents heard.

Awareness of Extra Enforcement of Seat Belt Laws, 2013-2022



Frequency of Use

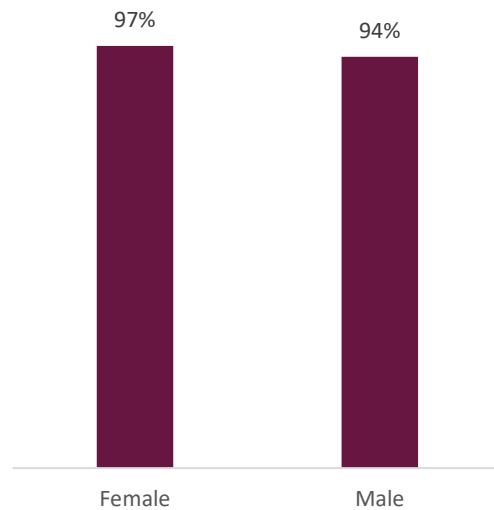
The survey asked participants how often they wore seat belts when driving or riding in a car, sport utility vehicle, or pickup. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most survey participants answered this question (99.6%), and of those who did, the majority (95%) reported that they *always* or *nearly always* use their seat belts. Those who provided these two answers—*always* and *nearly always*—are counted as seat belt users throughout the remainder of this report.



Seat belt rates varied depending on a number of driver attributes.

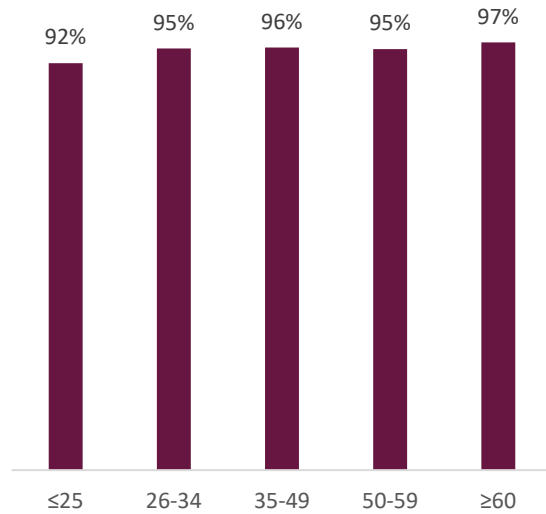
Gender

Females were more likely to buckle up than males. Approximately 97% of females reported buckling up, while 94% of males did.



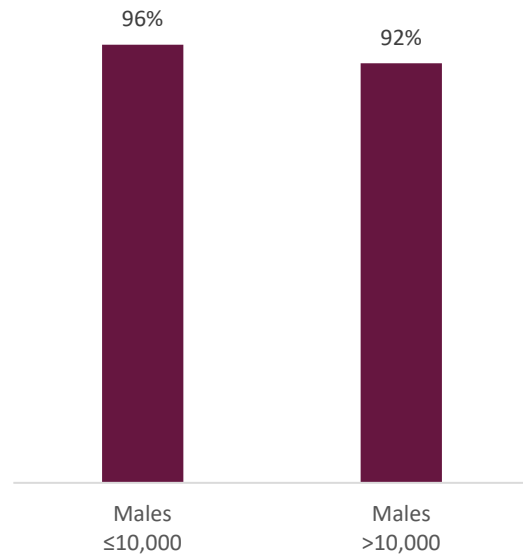
Age

Seat belt use varied by age. The youngest respondents, aged 25 and under, were the least likely to report buckling up, at 92%, while the oldest respondents, aged 60 and older, were the most likely to report doing so, at 97%.



Miles Driven

Seat belt use varied by miles driven but only among males. Ninety-six percent (96%) of males who drove 10,000 miles or less the previous year reported buckling up, while 92% of those who drove more than that reported doing so.



Type of Vehicle

For males, seat belt use varied by type of vehicle. Males who primarily drove vehicles other than trucks the previous year were more likely to buckle up, at 95%, compared to males who primarily drove trucks, at 91%.

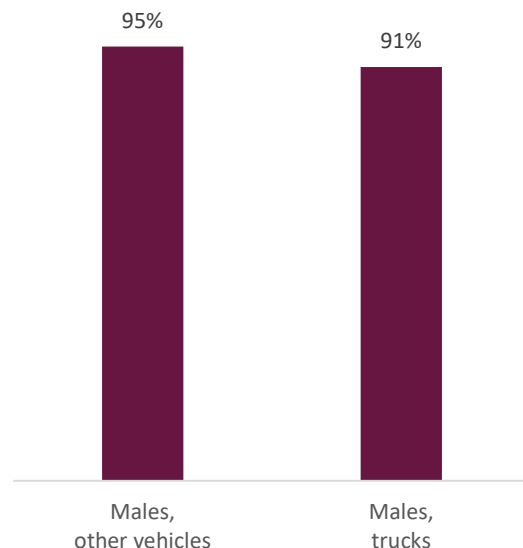


Table 1: Self-Reported Belt Use

	N	Always or Nearly Always	
		Point Estimate	Confidence Interval
Gender (p=.01)			
Male	836	94.1%	92.5% - 95.7%
Female	859	96.6%	95.4% - 97.8%
Age (p=.09)			
≤25	227	92.1%	88.6% - 95.6%
26-34	193	95.3%	92.4% - 98.3%
35-49	408	95.6%	93.6% - 97.6%
50-59	294	95.2%	92.8% - 97.7%
≥60	579	96.7%	95.3% - 98.2%
Vehicle, males (p<.01)			
Pickup truck	263	90.9%	87.4% - 94.4%
Other vehicles	496	95.4%	93.5% - 97.2%
Miles Driven, males (p=.01)			
10,000 or less	393	96.2%	94.3% - 98.1%
More than 10,000	432	92.1%	89.6% - 94.7%
Chances of Getting Ticket If Unbelted (p=.02)			
Always or nearly always	515	97.3%	95.9% - 98.7%
Sometimes, seldom, or never	1,172	94.6%	93.3% - 95.9%

Seat Belt Trends

The proportion of those who reported *always* or *nearly always* wearing seat belts increased in 2022, to 95.4%, the highest rate achieved.

Table 2: Frequency of Seat Belt Use, 2013-2022

	Always or Nearly Always		Sometimes, Seldom, or Never		Total
	#	%	#	%	#
2013	1,628	93.8%	107	6.2%	1,735
2014	1,561	93.8%	104	6.2%	1,665
2015	1,330	93.3%	95	6.7%	1,425
2016	1,659	95.1%	86	4.9%	1,745
2017	1,730	95.2%	87	4.8%	1,817
2018	1,646	94.7%	92	5.3%	1,738
2019	1,685	95.0%	89	5.0%	1,774
2020	--	--	--	--	--
2021	1,559	93.6%	106	6.4%	1,665
2022	1,627	95.4%	78	4.6%	1705

Participants were asked to compare their current seat belt use with their use over the last couple of years. While the majority of participants (69.9%) reported wearing their seat belt *about the same* as they did before, over a quarter (28.4%) reported that they currently wore their seat belts *more often* or *much more often*, and a small percentage (1.7%) reported wearing them *less often* or *much less often*.

Table 3: Seat Belt Use Compared to Last Couple of Years, 2013-2022

	More or Much More Often		About the Same		Less or Much Less Often	
	#	%	#	%	#	%
2013	522	30.6%	1,167	68.4%	18	1.1%
2014	481	29.5%	1,112	68.1%	39	2.4%
2015	363	26.0%	1,007	72.0%	28	2.0%
2016	444	25.9%	1,235	72.1%	34	2.0%
2017	467	26.3%	1,270	71.6%	37	2.1%
2018	396	23.3%	1,276	75.1%	27	1.6%
2019	430	24.9%	1,259	73.0%	35	2.0%
2020	--	--	--	--	--	--
2021	525	31.9%	1086	65.9%	36	2.2%
2022	479	28.4%	1179	69.9%	29	1.7%

Perception of the Likelihood of Getting a Ticket

Survey participants were asked to report the likelihood of getting a ticket if they did not wear their seat belt by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants (98.7%) answered this question, and of those who did, 30.6% reported that they believed they would *always* or *nearly always* get a ticket. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing a ticket is likely throughout the remainder of this report.

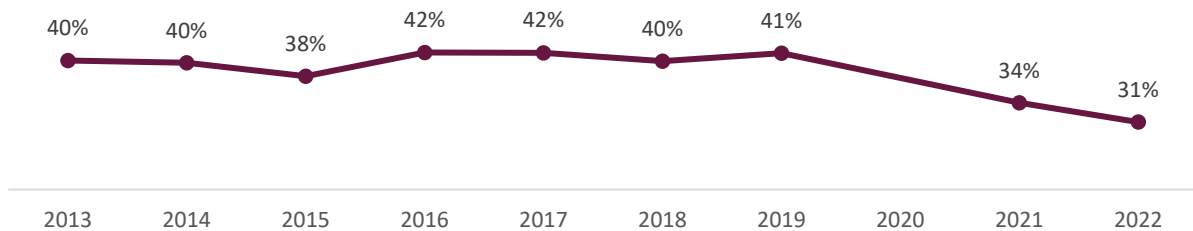
Age influenced the perception that a ticket was likely. At 35%, those aged 49 and younger were more likely than those aged 50 and older, at 27%, to think that not wearing a seat belt would result in a ticket.

Those who drove the most were the least likely to think a ticket was likely. Only 27% of those who drove more than 15,000 miles or more the previous year thought not wearing a seat belt would result in a ticket, while 37% of those who drove less than 5,000 miles the previous year thought so.

Thirty-one percent (31%) of participants reported that they believed a ticket was likely if they did not wear their seat belt.

The proportion who believed driving unbelted would *always* or *nearly always* result in a ticket decreased by ten percentage points between 2019 and 2022 and by three percentage points between 2021 and 2022.

Believe Driving Unbelted Will Result in Ticket, 2013-2022



Impact of Enforcement Awareness

The desired outcome of seat belt campaigns and enforcement details is, of course, an increase in seat belt use. Responses to the survey, however, show no direct correlation between hearing about enforcement of seat belt laws and actual seat belt use; those who heard and those who did not had the same rate of use. There was, however, a positive correlation between hearing about enforcement and believing that driving unbelted would result in a ticket. Forty-three percent (43%) of those who heard a message within the past 60 days thought a ticket was likely, compared to 28% of those who did not hear a message.

Furthermore, there was a small positive correlation between believing a ticket was likely and wearing a seat belt. Ninety-seven percent (97%) of those who thought a ticket was likely buckled up, compared to 95% of those who thought a ticket was not likely—a small but statistically significant difference. Thus, there is an indirect relationship between hearing about enforcement of seat belt laws and seat belt use: those who hear about enforcement are more likely to think driving unbelted will result in a ticket, and those who believe a ticket is likely are more likely to buckle up.

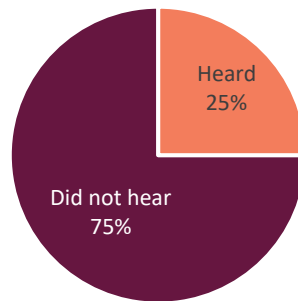


Drinking and Driving

Survey participants were asked several questions about drinking and driving. They were asked whether they saw or heard any messages about police enforcement of drinking and driving laws. They were asked how frequently they drank and drove, and how likely they thought it was that they would get arrested if they did.

Awareness of Enforcement

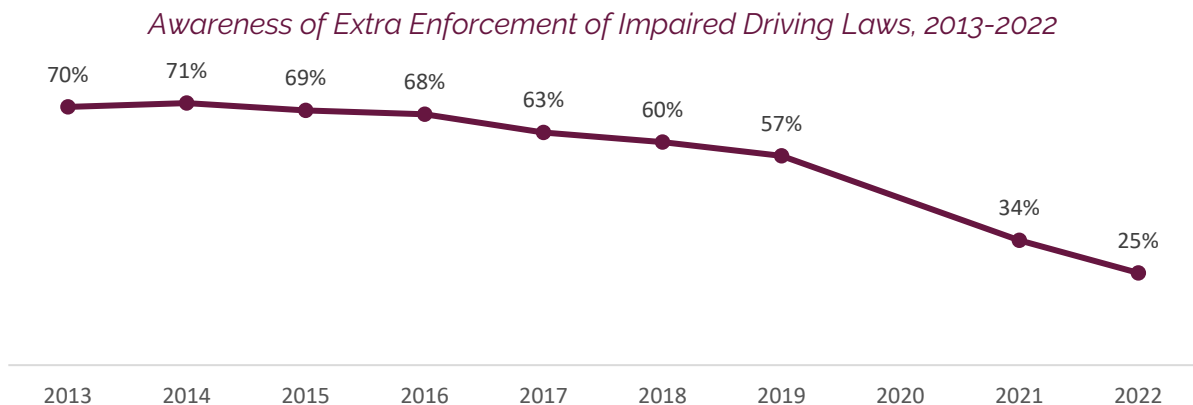
The survey asked participants if, within the past 60 days, they had seen or heard about extra enforcement of impaired driving laws. One quarter (25%) said they had.



This rate varied by participant attribute. At 27%, males were more likely to have heard about extra enforcement than females, at 23%. Furthermore, males who primarily drove pickup trucks were more likely than other males to have heard, at 33% compared to 24%. Lastly, participants in Kennebunk were less likely than those from other sites to have heard; 19% of those from Kennebunk had heard, compared to 26% of those from other sites.

Trend

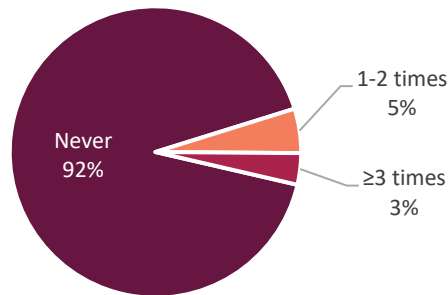
The proportion of participants who heard about extra enforcement of impaired driving laws decreased sharply from prior years, from a high of 71% in 2014 to the present low of 25%.



Frequency of Drinking and Driving

The survey asked participants how many times they drove a motor vehicle within two hours of consuming an alcoholic beverage within the past 60 days. While this behavior is not necessarily illegal—legality is determined by blood alcohol concentration—any level of impairment leads to a decrease in public safety. Furthermore, questions about driving drunk are likely to result in inaccurate answers. Determining whether an illegal limit has been reached is difficult, and asking about drunk driving, which is a criminal matter rather than civil, may produce defensiveness and lead to less honest answers. Therefore, the survey focused on *any* drinking and driving; the answers obtained are a measure of the risk of drunk driving.

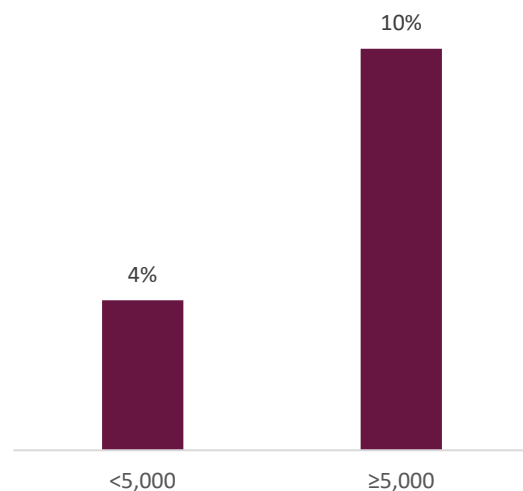
Approximately 93.8% of participants answered this question, with the majority (92%) reporting never driving within two hours of drinking over the past 60 days. Approximately 5% reported drinking and driving one or two times, and 3% reported doing so three or more times.



The frequency of drinking and driving varied depending on a number of driver attributes.

Miles Driven

At 4%, those who drove less than 5,000 miles the previous year were less likely to drink and drive compared to those who drove 5,000 miles or more, at 10%.



Location

Those who completed the survey in Portland and Scarborough were the most likely to report drinking and driving, at 14% and 12%, respectively. Those completing the survey in Ellsworth and Rumford were the least likely to report doing so, at 5% and 3%, respectively.

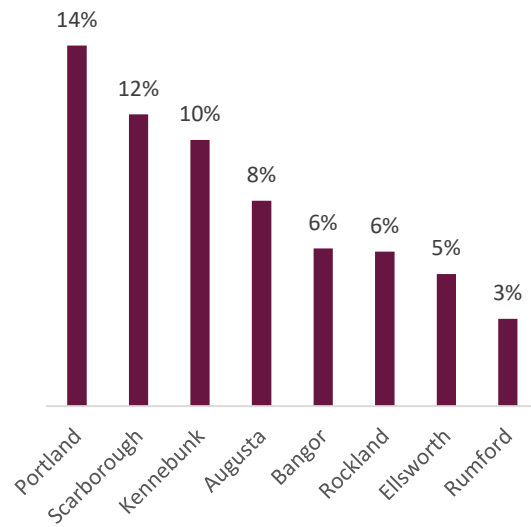


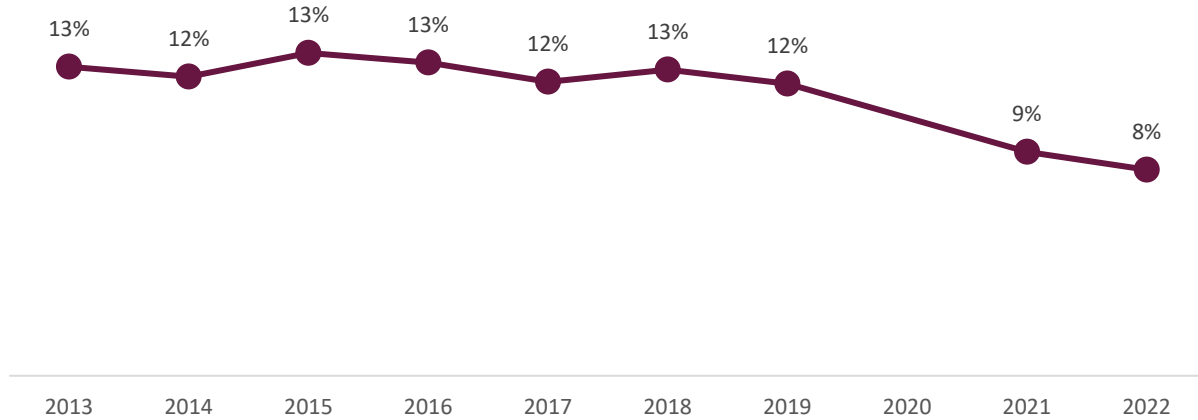
Table 4: Self-Reported Drinking and Driving

	N	Drank and Drove at Least Once Within the Last 60 Days	
		Point Estimate	Confidence Interval
Miles Driven Last Year (p<.01)			
Less than 5,000	377	3.7%	1.8% - 5.6%
5,000 or more	1228	9.9%	8.3% - 11.6%
Location (p<.01)			
Augusta	247	8.1%	4.7%- 11.5%
Bangor	225	6.2%	3.1% - 9.4%
Ellsworth	192	5.2%	2.1% - 8.4%
Kennebunk	181	10.5%	6.0% - 15.0%
Portland	225	14.2%	9.7% - 18.8%
Rockland	164	6.1%	2.4% - 9.8%
Rumford	145	3.4%	0.5% - 6.4%
Scarborough	226	11.5%	7.3% - 15.7%
Chances of Getting Arrested If Driving After Drinking (p<.01)			
Always or nearly always	632	4.9%	3.2% - 6.6%
Sometimes, seldom, or never	928	11.2%	9.2% - 13.2%

Drinking and Driving Trend

The rates of drinking and driving from 2013 to 2019 remained relatively unchanged, ranging from 12% to 13%, but decreased to 9% in 2021 and 8% in 2022.

Drinking and Driving, 2013-2022



Perception of the Likelihood of Being Arrested

Survey participants were asked to report the likelihood of being arrested if they drank and drove by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants (97.0%) answered this question, and of those who did, 40% reported that they believed they would *always* or *nearly always* be arrested. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing arrest is likely throughout the remainder of this report.

Females were more likely than males to believe drinking and driving would result in arrest. Forty-four percent (44%) of females believed so, compared to 37% of males. Males differed further depending on the number of miles driven the previous year and the primary vehicle they drove. Thirty-four percent (34%) of males who drove 5,000 miles or more thought driving while impaired would result in arrest, while 51% of males who drove fewer miles believed it would. Thirty-two percent (32%) of males who primarily drove trucks thought arrest was likely, compared to 39% of males who drove other vehicles.

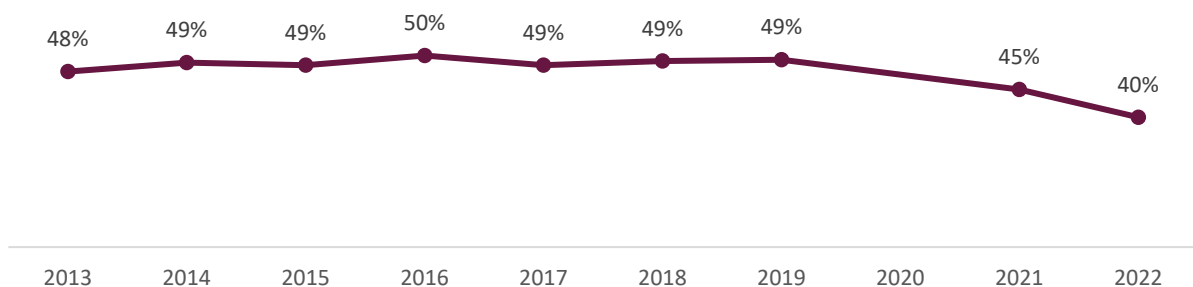
Forty percent (40%) of participants reported that they would be arrested if they drank and drove.

Age was negatively correlated with believing that drinking and driving would result in arrest. Approximately 66% of those 17 and younger believed arrest was likely, compared to 30% of those aged 60 and older.

Location also influenced the perception that arrest was likely for driving while impaired. Those in Rockland were the least likely to think arrest was likely at 35%, while those in Ellsworth were the most likely at 49%.

The percentage of participants who thought arrest was likely for drinking and driving decreased from 45% in 2021 to 40% in 2022%.

Believe Driving Impaired Will Result in Arrest, 2013-2022



Impact of Enforcement Awareness

The purpose of drunk driving campaigns and enforcement details is to decrease the number of drivers who drink and drive in order to ensure public safety. Responses to the survey, however, show no direct correlation between hearing about enforcement of impaired driving laws and driving after drinking. There was, however, a positive correlation between hearing about enforcement and believing that drinking and driving would result in arrest. Thirty-eight percent (38%) of those who did not hear a message within the past 60 days thought arrest was likely, compared to 47% of those who did hear a message.

Five percent (5%) of those who thought arrest was likely drank and drove, compared to 11% of those who thought arrest was not likely.

Furthermore, there was a negative association between believing arrest was likely and drinking and driving. Five percent (5%) of those who thought arrest was likely drank and drove, compared to 11% of those who thought arrest was not likely. Thus, it appears that hearing about enforcement may have an indirect effect on drinking and driving. Those who hear about enforcement are more likely to think drinking and driving will result in arrest, and those who believe arrest is likely are less likely to drink and drive.

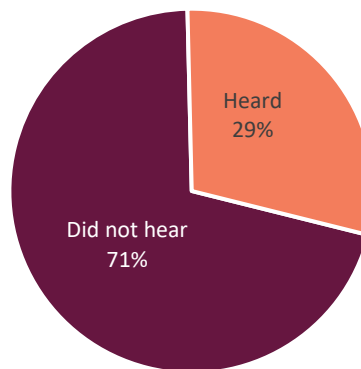


Speeding

Survey participants were asked several questions about speeding. They were asked whether they saw or heard any messages about police enforcement of speed laws. They were asked how frequently they drove over the speed limit, and how likely they thought it was that they would get a ticket if they did.

Awareness of Enforcement

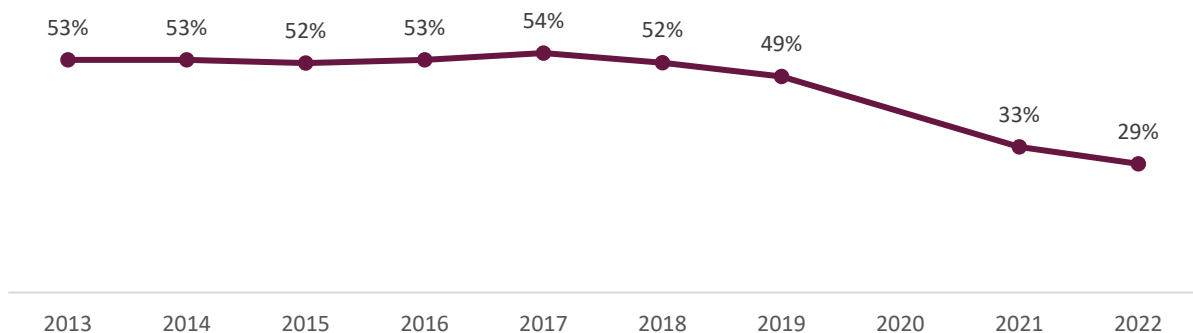
The survey asked participants if, within the past 60 days, they had seen or heard about extra enforcement of speeding laws. Twenty-nine percent of participants (29%) reported having seen or heard something. While there was no difference in hearing rates by sex, there was a difference between females who primarily drove trucks the previous year and those who drove other vehicles. Forty-six percent of females who primarily drove a truck reported hearing about extra enforcement around speeding, compared to 27% of females who primarily drove other vehicles. Younger people were also more likely to hear; 40% of those 25 years of age and younger reported hearing about enforcement, compared to 28% of those 26 and older.



Trend

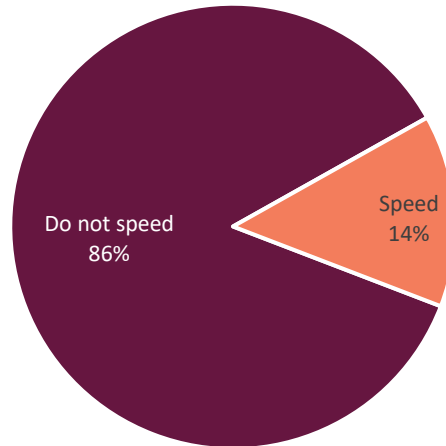
The proportion of participants who heard about extra enforcement of speeding laws decreased sharply in 2021, from 49% to 33%, and decreased again in the current year, to 29%

Awareness of Extra Enforcement of Speeding Laws, 2013-2022



Frequency of Speeding

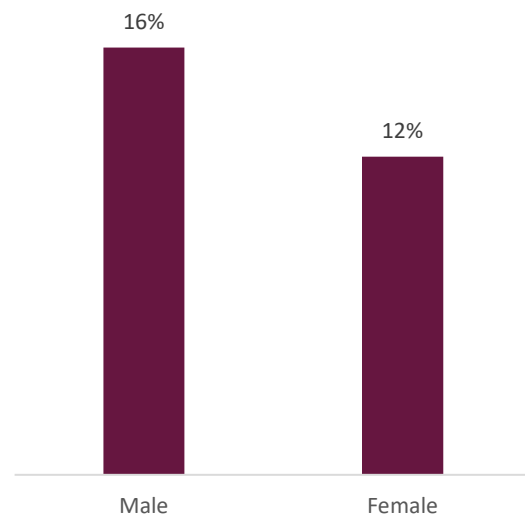
The survey asked participants how often, on a local road with a speed limit of 30 mph, they drove faster than 35 miles per hour. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, and *never*. Most participants (99.1%) answered this question, and 14% of those who did reported that they *always* or *nearly always* speed under those conditions. Those who provided these two answers—*always* and *nearly always*—are counted as speeding throughout the remainder of this report.



Speeding rates varied depending on a number of driver attributes.

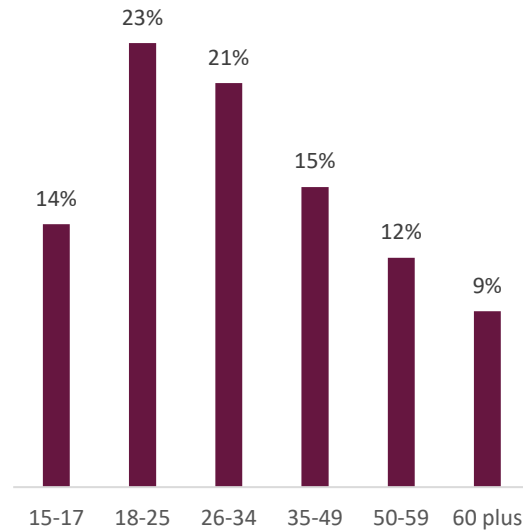
Gender

Males were more likely to speed than females. Approximately 16% of males reported speeding, while 12% of females did.



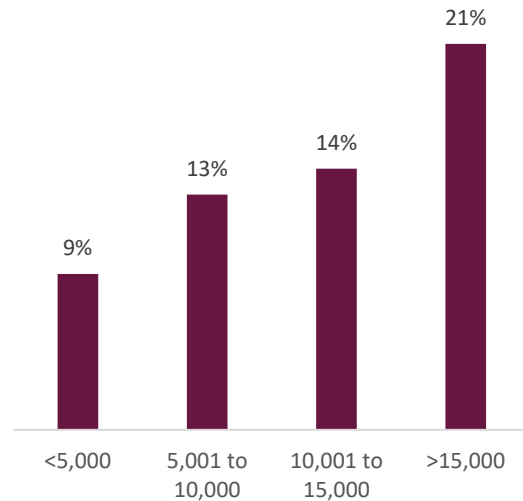
Age

After age 25, speeding decreased with age. Fourteen percent (14%) of participants who were 17 and under reported speeding. Twenty-three percent (23%) of participants who were 18 to 25 reported speeding, the highest rate, while just 9% of participants who were 60 years of age or older reported speeding.



Miles Driven

Speeding increased with the number of miles driven the previous year. Nine percent (9%) of those who drove less than 5,000 miles reported speeding, while 21% of those who drove more than 15,000 miles reported doing so.



Location

Participants from Scarborough were more likely than those from other locations to report speeding. While an average of 13% of those from other locations reported speeding, 18% of those from Scarborough reported doing so.

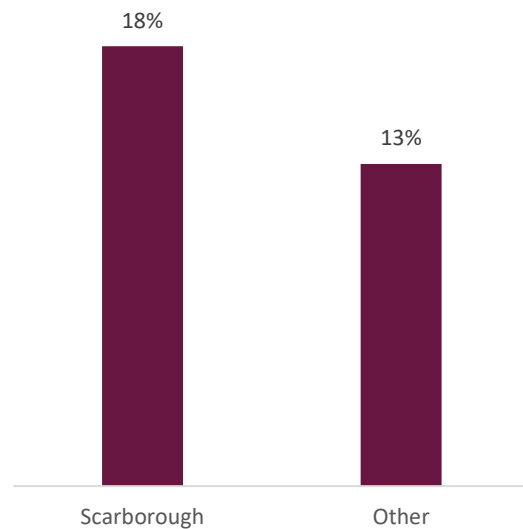
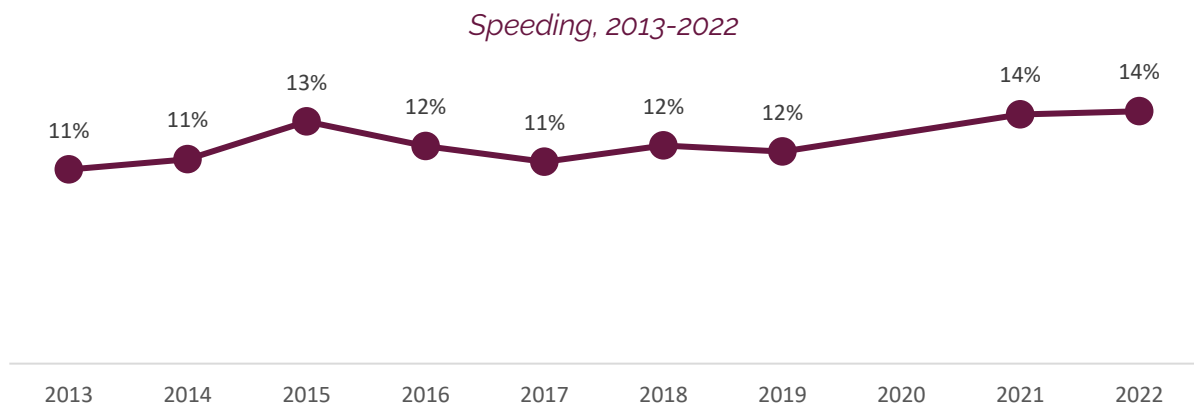


Table 5: Self-Reported Speeding

	N	Always or Nearly Always	
		Point Estimate	Confidence Interval
Gender (p=.02)			
Male	832	15.9%	13.4% - 18.3%
Female	855	11.8%	9.6% - 14.0%
Age (p<.01)			
15-17	39	13.6%	4.8% - 22.3%
18-25	166	22.9%	16.5% - 29.3%
26-34	192	20.8%	15.1% - 26.6%
35-49	407	15.5%	12.0% - 19.0%
50-59	296	11.8%	8.1% - 15.5%
≥60	573	9.1%	6.7% - 11.4%
Miles Driven Last Year (p<.01)			
Less than 5,000	409	8.6%	5.8% - 11.3%
5,000 to 10,000	527	12.9%	10.0% - 15.8%
10,001 to 15,000	356	14.3%	10.7% - 18.0%
More than 15,000	387	21.2%	17.1% - 25.3%
Location (p=.05)			
Scarborough	237	18.1%	13.2% - 23.0%
All other sites	1460	13.3%	11.5% - 15.0%
Chances of Getting a Ticket If Speeding (p<.01)			
Always or nearly always	429	8.2%	5.6% - 10.7%
Sometimes, seldom, or never	1249	16.1%	14.1% - 18.1%

Speeding Trends

The rates of speeding have fluctuated over the years, ranging between 11% and 14%.



Perception of the Likelihood of Getting a Ticket

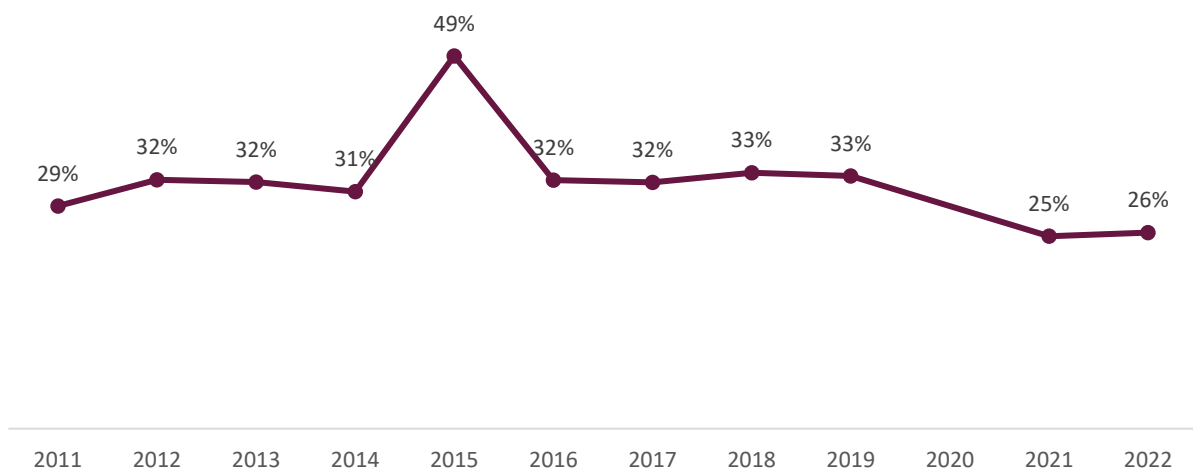
Survey participants were asked to report the likelihood of getting a ticket if they drove over the speed limit by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants answered this question (98.7%), and of those who did, a little more than a quarter (26%) reported that they believed they would *always* or *nearly always* get a ticket. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing a ticket is likely throughout the remainder of this report.

Females were more likely than males to believe that driving over the speed limit would result in a ticket. Twenty-nine percent (29%) of females believed so, compared to 22% of males. Likewise, age influenced the perception that speeding would result in a ticket, with those aged 26 to 34 being the most likely to think it would, at 31%, and those aged 60 and over the least likely to think so, at 22%.

A little over a quarter (26%) of participants reported that they believed a ticket was likely if they drove over the speed limit.

While about a third of participants thought a ticket was likely for speeding from 2016 to 2019, that proportion dropped in 2021 to a quarter (25%) and only fluctuated slightly to 26% in 2022.

Believe Speeding Will Result in a Speeding Ticket, 2013-2022



Impact of Enforcement Awareness

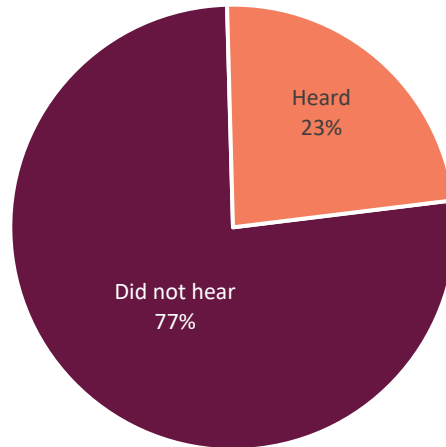
Hearing about enforcement of speeding laws appeared to have no direct effect on speeding. There was, however, an indirect effect. Those who heard about extra enforcement around speeding were more likely to think speeding would result in a ticket. Twenty percent (20%) of those who did not hear about extra enforcement thought a ticket was likely compared to 38% of those who did hear. Thinking that speeding would result in a ticket, in turn, was associated with less speeding. Eight percent (8%) of those who thought a ticket was likely reported speeding, compared to 16% of those who thought a ticket was not likely.



Distracted Driving

Awareness of Enforcement

The survey asked participants if, within the past 60 days they had seen or heard about extra enforcement of distracted driving laws. Twenty-three percent (23%) said they had.



This rate varied by participant age. The youngest participants, those aged 15 to 17, were the most likely to have heard, at 36%, while those aged 26 to 34 were the least likely to have heard, at 17%. Participants from the remaining age categories had rates ranging from 22% to 25%.

Trend

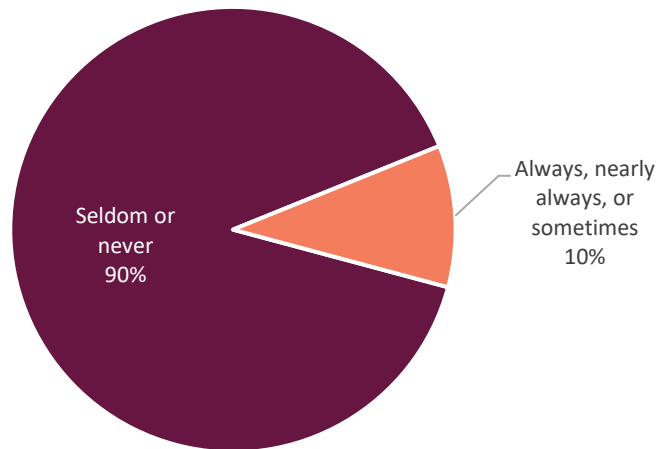
At 23%, the proportion of participants who heard about extra enforcement of this relatively new law decreased from last year's rate of 34%.



Talking on Handheld Device While Driving

Frequency of Talking on Handheld Device While Driving

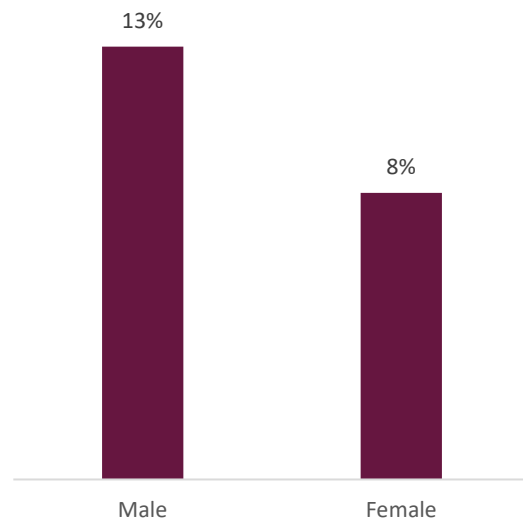
Participants were asked how frequently they talk on a handheld cell phone while driving. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants (99.3%) answered this question, and of those who did, 10% reported that they *sometimes*, *nearly always*, or *always* talk on a handheld cell phone while driving. Those who provided these three answers—*sometimes*, *nearly always*, or *always*—are counted as talking on a handheld cell phone throughout the remainder of this report.



Rates of talking on a handheld cell phone while driving varied depending on a number of driver attributes.

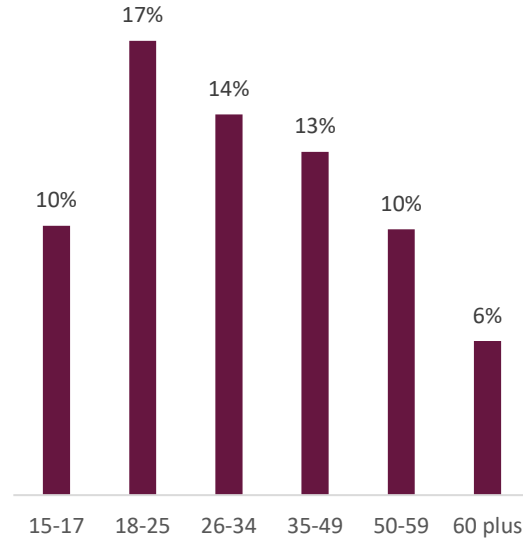
Gender

At 13%, males were more likely to talk on a handheld cell phone while driving than females at 8%.



Age

Participants from the 18 to 25 age group had the highest rate of talking on a handheld cell phone while driving at 17%, while those 60 and older had the lowest rate, at 6%. The remaining age groups ranged from 10% to 14%.



Miles Driven

Participants who drove more miles were more likely to talk on a handheld cell phone while driving. Six percent (6%) of those who drove less than 5,000 the previous year reported talking on a handheld phone while driving, compared to 9% of those who drove 5,000 to 10,000 miles, and 11% who drove 10,001 to 15,000 miles. Those who drove more than 15,000 miles the previous year had the highest rate, at 16%.

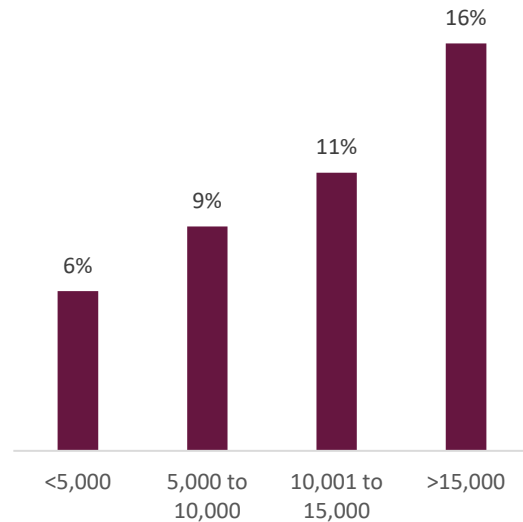


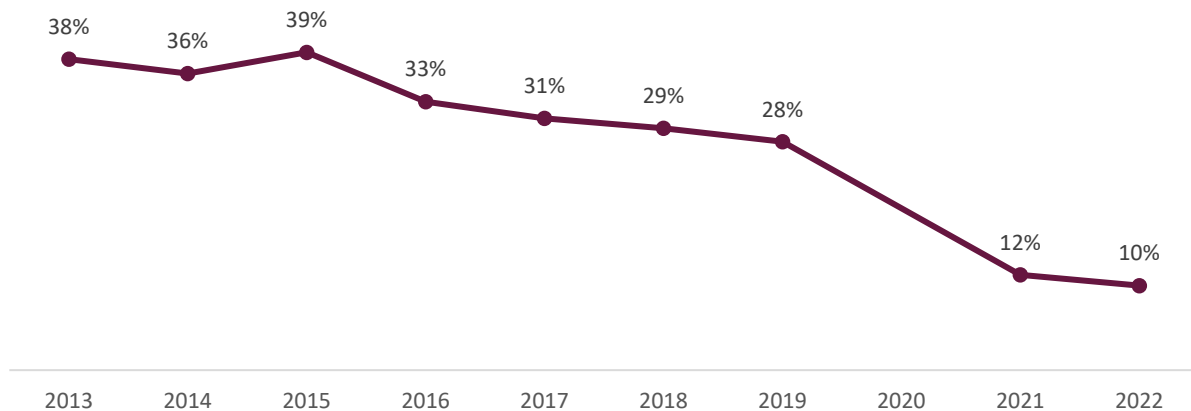
Table 6: Self-Reported Talking on Handheld Cell While Driving

	N	Always, Nearly Always or Sometimes	
		Point Estimate	Confidence Interval
Gender (p<.01)			
Male	832	12.5%	10.3% - 14.7%
Female	858	8.3%	6.4% - 10.1%
Age (p<.01)			
15-17	60	10.0%	2.4% - 17.6%
18-25	166	16.9%	11.2% - 22.6%
26-34	191	14.1%	9.2% - 19.1%
35-49	408	12.7%	9.5% - 16.0%
50-59	294	9.9%	6.5% - 13.3%
≤60	577	5.7%	3.8% - 7.6%
Miles Driven Last Year (p<.01)			
Less than 5,000	412	6.3%	4.0% - 8.7%
5,000 to 10,000	530	8.9%	6.4% - 11.3%
10,001 to 15,000	355	11.0%	7.7% - 14.2%
More than 15,000	385	16.1%	12.4% - 19.8%
Chances of Getting a Ticket If Talking (p=.08)			
Always or nearly always	461	8.2%	5.7% - 10.8%
Sometimes, seldom, or never	1222	11.2%	9.4% - 13.0%

Talking on Handheld Device While Driving Trend

The rates of talking on a handheld device while driving have dropped in the last two years, subsequent to a law banning the practice. The current rate stands at 10%

Talking on Handheld Device While Driving, 2013-2022



Perception of the Likelihood of Getting a Ticket

Survey participants were asked to report the likelihood of getting a ticket if they talked on a handheld device while driving by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants answered this question (98.7%), and of those who did, a little more than a quarter (27%) reported that they believed they would *always* or *nearly always* get a ticket. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing a ticket is likely throughout the remainder of this report.

Females were more likely than males to believe that talking on a handheld device while driving would result in a ticket. Thirty percent (30%) of females believed so, compared to 25% of males. Likewise, age influenced the perception that a ticket was likely, with those aged 15 to 17 being the most likely to think it was likely, at 37%, and those aged 60 and over the least likely to think it was likely, at 23%.

The proportion of participants who thought that talking on a handheld device while driving would result in a ticket was not statistically significantly different from last year's rate of 29%.

A little over a quarter (27%) of participants reported that they believed a ticket was likely if they talked on a handheld device while driving. However, this was a very weak deterrent.

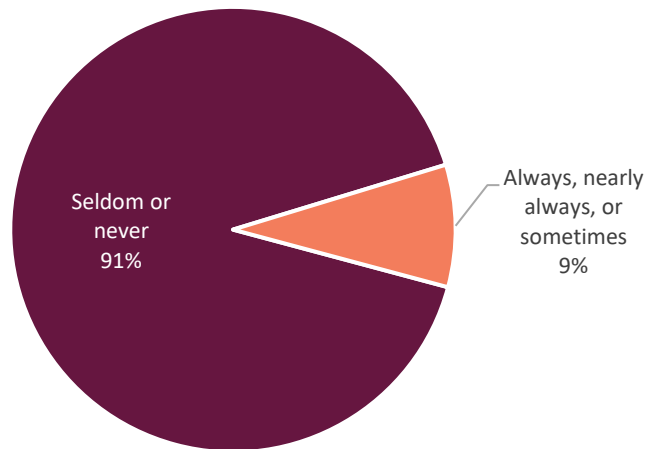
Impact of Enforcement Awareness

Hearing about enforcement of distracted driving laws appears to have no direct effect on talking on a handheld device while driving and only a very slight indirect effect. Those who heard about extra enforcement about distracted driving were more likely to think talking on a handheld device while driving would result in a ticket. Twenty-five percent (25%) of those who did not hear about extra enforcement thought a ticket was likely compared to 35% of those who did hear. Thinking that talking on a handheld device would result in a ticket, in turn, was associated with slightly less of the behavior. Eight percent (8%) of those who thought a ticket was likely reported talking on a handheld device, compared to 11% of those who thought a ticket was not likely. *It is noteworthy that thinking a ticket was likely had a weaker effect on distracted driving than on any other behaviors included in this study (i.e., wearing seat belts, drinking and driving, and speeding).*

Texting on Handheld Device While Driving

Frequency of Texting on Handheld Device While Driving

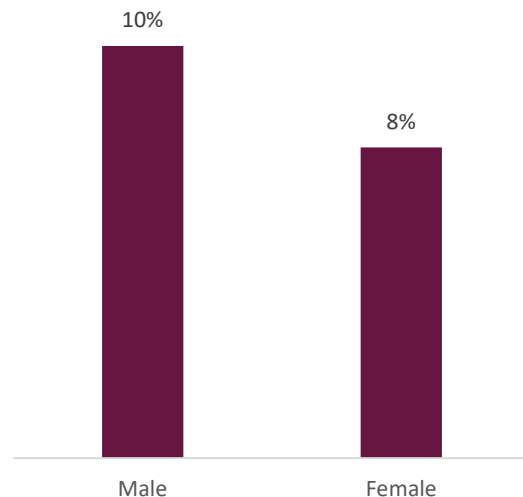
Participants were asked how frequently they text on a handheld cellular phone while driving. Participants could choose from the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants answered this question (99.4%) and of those who did, 9% reported that they *sometimes*, *nearly always*, or *always* text on a handheld cell phone while driving. Those who provided these three answers—*sometimes*, *nearly always*, or *always*—are counted as texting on a handheld cell phone throughout the remainder of this report.



Rates of texting on a handheld cell phone while driving varied depending on a number of driver attributes.

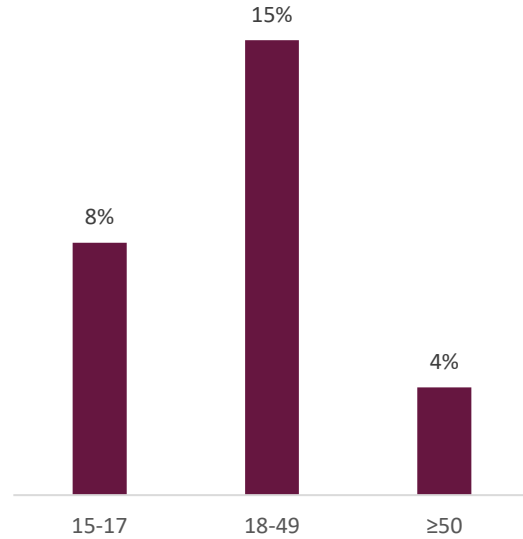
Sex

At 10%, males were slightly more likely to text while driving than females, at 8%.



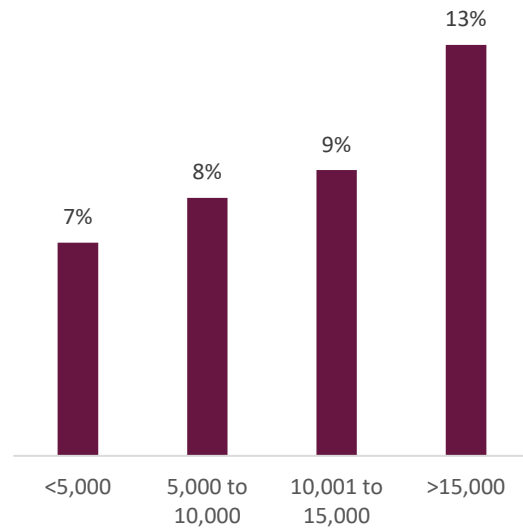
Age

Participants between the ages of 18 and 49 were the most likely to text on a handheld phone while driving, at 15%. Those aged 17 and younger were less likely, at 8%, and those aged 50 and older were the least likely to text and drive, at 4%.



Miles Driven

Participants who drove more miles were more likely to text on a handheld cell phone while driving. Seven percent (7%) of those who drove less than 5,000 miles the previous year reported texting and driving, while 13% of those who drove more than 15,000 miles did so.



Location

At 13%, participants from Portland were more likely to text on a handheld cell while driving compared to participants from other locations at 8%.

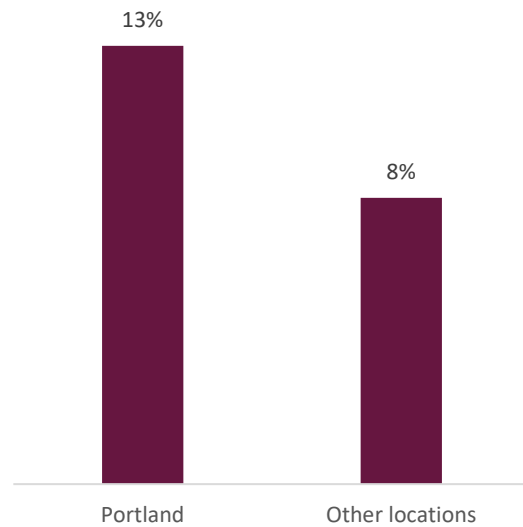
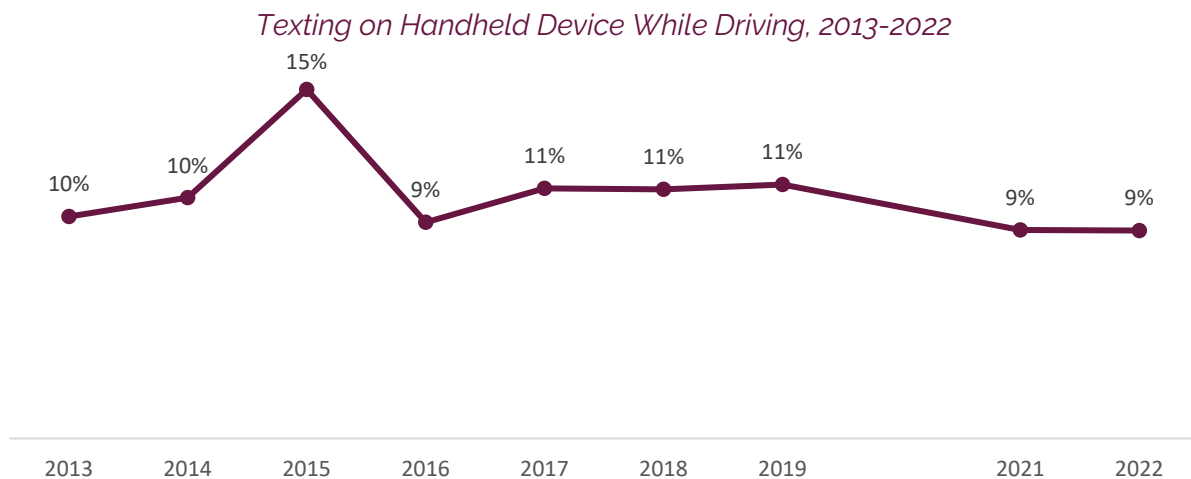


Table 7: Self-Reported Texting on Handheld Cell While Driving

	N	Always, Nearly Always, or Sometimes	
		Point Estimate	Confidence Interval
Sex (p=.07)			
Male	833	10.2%	8.1% - 12.3%
Female	858	7.7%	5.9% - 9.5%
Age (p<.01)			
15-17	60	8.3%	1.3% - 15.3%
18-49	766	15.0%	12.5% - 17.5%
≥50	871	3.6%	2.3% - 4.8%
Miles Driven Last Year (p=.02)			
Less than 5,000	412	6.6%	4.2% - 8.9%
5,000 to 10,000	530	7.9%	5.6% - 10.2%
10,001 to 15,000	353	8.8%	5.8% - 11.7%
More than 15,000	388	12.6%	9.3% - 15.9%
Location (p=.03)			
Portland	237	12.7%	8.4% - 16.9%
All other sites	1464	8.3%	6.9% - 9.7%

Texting on Handheld Device While Driving Trend

The proportion of those who reported texting on a handheld cell phone remained unchanged in 2022, at 9%.



Perception of the Likelihood of Getting a Ticket

Survey participants were asked to report the likelihood of getting a ticket if they texted while driving by selecting one of the following answers: *always*, *nearly always*, *sometimes*, *seldom*, and *never*. Most participants answered this question (98.2%), and of those who did, 29% reported that they believed they would *always* or *nearly always* get a ticket. Those who provided one of these two answers—*always* and *nearly always*—are counted as believing a ticket is likely throughout the remainder of this report.

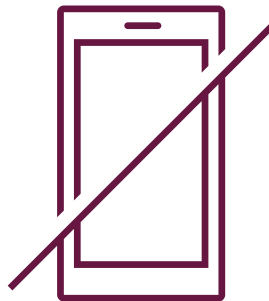
Females were more likely than males to believe that talking on a handheld device while driving would result in a ticket. Thirty-two percent (32%) of females believed so, compared to 26% of males. Likewise, age influenced the perception that talking on a handheld device while driving would result in a ticket, with those aged 15 to 25 being the most likely to think it would, at 37%, and those aged 60 and over the least likely to think so, at 24%.

The proportion of participants who thought that texting while driving would result in a ticket decreased from 32% in 2021 to 29% in 2022.

About three out of ten (29%) participants reported that they believed a ticket was likely if they texted while driving. However, this was not a deterrent.

Impact of Enforcement Awareness

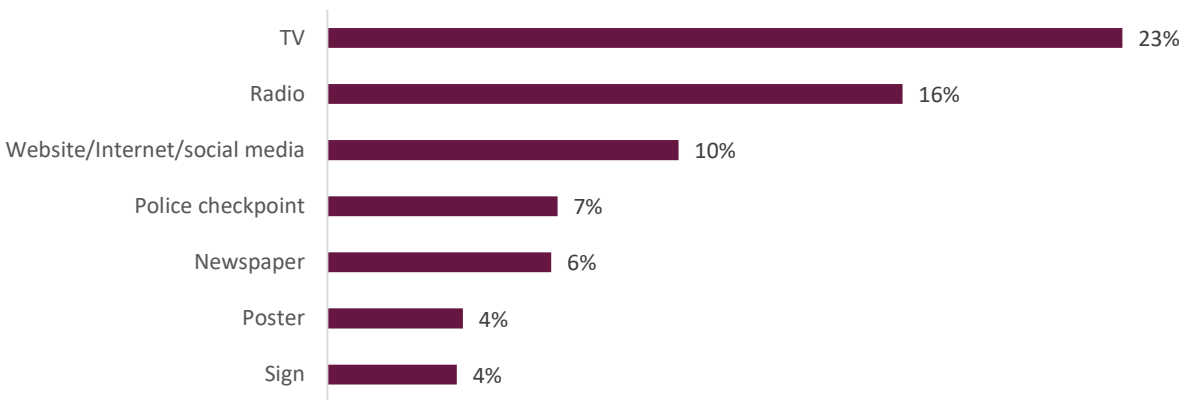
Hearing about enforcement of distracted driving laws appears to have no effect, direct or indirect, on texting while driving. *While those who heard about extra enforcement were more likely to think texting while driving would result in a ticket, this did not deter them from texting. Rates of texting were the same, regardless of whether participants thought a ticket was likely.*



Sources of Awareness of Extra Enforcement

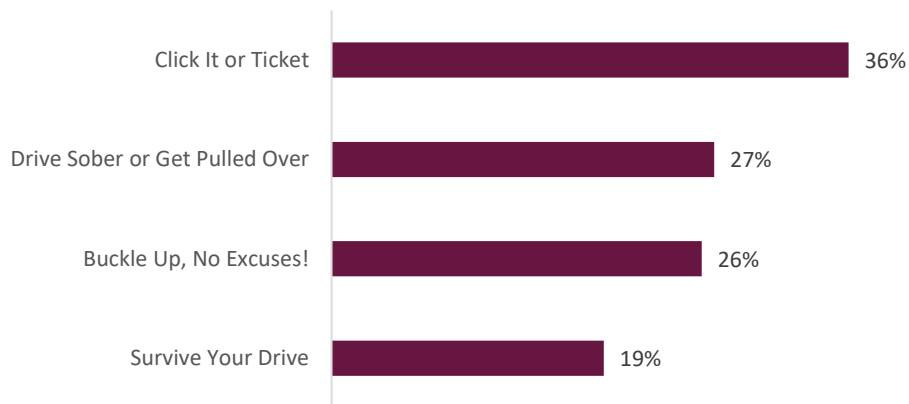
Survey participants who reported seeing or hearing about extra enforcement laws related to seat belt use, speeding, alcohol impaired driving, and distracted driving were asked to report where they saw or heard the message. They were provided with the following choices: *newspaper, radio, TV, poster, website, police checkpoint, and other*. Participants were allowed to check more than one answer.

Twenty-three percent (23%) of participants said they saw the message on *TV*, followed by 16% who reported hearing on the *radio*. Ten percent (10%) reported learning through a *website, Internet, or social media*; 7% reported learning about enforcement through a *police checkpoint*; 6% reported learning through the *newspaper*; 4% reported learning through a *poster*; and 4% reported learning through a *sign*.



Awareness of Public Service Messages

Survey participants were provided with the catch phrases associated with four major public service messages and were asked to indicate which they saw or heard within the last 60 days. The largest proportion, 36%, reported seeing or hearing *Click It or Ticket*, followed by 27% who reported seeing or hearing *Drive Sober or Get Pulled Over*. Twenty-six percent (26%) reported seeing or hearing *Buckle Up, No Excuses!*, and 19% reported seeing or hearing *Survive Your Drive*.



Appendix

Survey appears in its entirety on the following pages.

This Driver Licensing Office is assisting in a vehicle safety study. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

1. Your sex:
 Male
 Female

2. Your age:
 15-17
 18-25
 26-34
 35-49
 50-59
 60 Plus

3. Your zip code: _____

4. About how many miles did you drive last year?
 Less than 5,000
 5,001 to 10,000
 10,001 to 15,000
 More than 15,000

5. What type of vehicle do you drive most often (select one)?
 Passenger car
 Pickup truck
 Sport utility vehicle
 Minivan
 Full van
 Other

6. In the past 60 days, have you seen or heard about **extra police enforcement** around any of the following? (Check as many as apply.)

<input type="checkbox"/> Seatbelt use	<input type="checkbox"/> Alcohol impaired driving
<input type="checkbox"/> Speeding	<input type="checkbox"/> Distracted driving

7. Please indicate where you've seen or heard about **extra police enforcement** within the past 60 days. (Check as many as apply.)

<input type="checkbox"/> Newspaper	<input type="checkbox"/> Poster
<input type="checkbox"/> Radio	<input type="checkbox"/> Website
<input type="checkbox"/> TV	<input type="checkbox"/> Police checkpoint
<input type="checkbox"/> Other: _____	

8. Which **public service messages** have you seen or heard within the past 60 days? (Check as many as apply.)

<input type="checkbox"/> Click It or Ticket	<input type="checkbox"/> Survive Your Drive
<input type="checkbox"/> Drive Sober or Get Pulled	<input type="checkbox"/> Buckle Up, No Excuses!
<input type="checkbox"/> Other: _____	

Turn for next page 

9. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? _____ (number of times)

	Always	Nearly always	Sometimes	Seldom	Never
10. What do you think the chances are of getting arrested if you did drive after drinking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. What do you think the chances are of getting a ticket if you did drive over the speed limit?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. How often do you talk on a hand-held cellular phone when you drive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. What do you think the chances are of getting a ticket if you did talk on a hand-held cellular phone while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. How often do you send text messages or emails on a hand-held cellular phone when you drive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. What do you think the chances are of getting a ticket if you did text while driving?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. What do you think the chances are of getting a ticket if you did not wear your seat belt?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Much less often	Less often	About the same	More often	Much more often
19. Compared to the last couple of years, would you say you now wear your seat belt:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you very much for completing the survey!

About the Muskie School of Public Service

The Muskie School of Public Service is Maine's distinguished public policy school, combining an extensive applied research and technical assistance portfolio with rigorous undergraduate and graduate degree programs in geography-anthropology; tourism and hospitality; policy, planning, and management (MPPM); and public health (MPH). The school is nationally recognized for applying innovative knowledge to critical issues in the fields of sustainable development and health and human service policy and management, and is home to the Catherine Cutler Institute for Health and Social Policy.

About the Catherine Cutler Institute for Health and Social Policy

The Catherine Cutler Institute for Health and Social Policy at the Muskie School of Public Service is dedicated to developing innovative, evidence-informed, and practical approaches to pressing health and social challenges faced by individuals, families, and communities.

About the Survey Research Center

The Survey Research Center provides technical expertise and assistance to support the generation, processing, and analysis of quantitative data in the social sciences, human services, and public opinion fields. The Center provides a wide range of research and technical assistance services to federal, state, and municipal governments, private nonprofit agencies, businesses, and University faculty and departments. Services include proposal preparation, market research, needs assessments, program evaluation, policy analysis, and information system design.



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