



CORONA  
INSIGHTS

A REPORT TO THE  
COLORADO DEPARTMENT  
OF TRANSPORTATION

**2022**  
**DRIVING**  
**BEHAVIOR**  
**SURVEY**



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SECTION 1  
**EXECUTIVE SUMMARY**

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## Welcome

The Colorado Department of Transportation (CDOT) conducts a yearly survey of Colorado residents to inform operations, assess trends, and better understand attitudes and behaviors of the state's drivers.

In 2022, CDOT retained Corona Insights to conduct this research. This report presents results of the 2022 survey. The survey instrument largely replicated the previous years' some minor edits. This report does not present statistical tests for changes over time since analysis from previous years was executed by other firms and the raw data was unavailable.

Surveys were collected from March 4<sup>th</sup> to April 24<sup>th</sup>, 2022, a similar time frame to previous years. The 2021 survey was fielded between March 22<sup>nd</sup> through June 3<sup>rd</sup>.

*More details about the methodology can be found in the [Appendix](#).*

## Sampling Methodology

Corona Insights replicated sampling methods from the 2021 survey in order to facilitate effective comparisons of responses over time. This included:

- > A mail packet survey (in English and Spanish) sent to 5,000 randomly selected residential addresses with an oversample of non-Front Range counties. Addresses that did not initially reply were sent a follow-up postcard reminder with an option to complete the survey online.
- > An online panel was employed to supplement mail responses. These panel responses targeted demographics that traditionally have lower response rates to surveys, including younger residents, People of Color, etc.
- > 866 Colorado residents completed the survey: 556 by mail, 116 online invited by mail, and 194 via the panel. The margin of error was  $\pm 4.3\%^*$ . 616 surveys were completed in 2021.

\*By supplementing with panel respondents, the data reflected in this report are not a true random sample and the margin of error is approximate. This margin of error accounts for the design effect of weighting the survey data to be more representative of adult Colorado residents.

# Executive Summary: Respondent Profile

Below we summarize key demographics of the population represented by these results. This summary provides overall context for interpreting results herein. These figures (and all others in this report) have been weighted by region, age, gender, and race to more effectively represent the adult population of Colorado based on data from the US Census' American Community Survey.

Gender	Weighted Total
Male	49%
Female	50%
Non-binary	1%
Gender(s) not listed here	1%

Educational Attainment	Weighted Total
11th grade or less	3%
12th grade / High school diploma / GED	12%
Some college or trade/vocational school	27%
College graduate	35%
Post graduate work or degree	24%

Region	Weighted Total
Denver Metro	54%
Front Range, Non-Denver Metro	28%
Outside of Front Range	18%

Languages Spoken Other Than English	Weighted Total
Yes	19%
No	81%

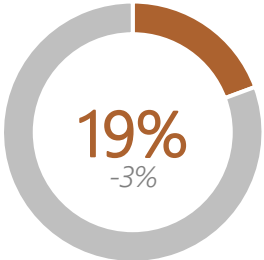
Household Income	Weighted Total
Less than \$35,000	15%
\$35,000 to \$49,999	11%
\$50,000 to \$74,999	17%
\$75,000 to \$99,999	16%
\$100,000 to \$124,999	11%
\$125,000 to \$149,999	7%
\$150,000 to \$199,999	11%
\$200,000 or more	12%

Race	Weighted Total
American Indian or Alaska Native	3%
Asian or Asian American	6%
Black or African American	5%
Hispanic or Latino/Latina	13%
Native Hawaiian or other Pacific Islander	0%
White	76%
Other race or combination of races	5%

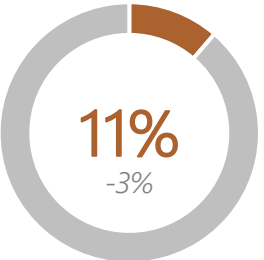
Age	Weighted Total
18-24	10%
25-34	22%
35-44	19%
45-54	14%
55-64	16%
65-74	11%
75 or over	8%

Primary Vehicle Type	Weighted Total
Car, station wagon, or hatchback	41%
Pickup truck	16%
Van or minivan	4%
Sport utility vehicle (SUV)	38%
Motorcycle	1%
Other type of vehicle	1%

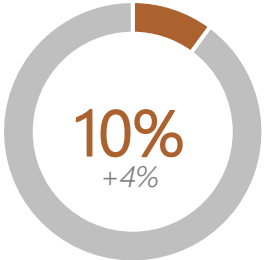
## Safety



*Drove over the speed limit most or all of the time overall*

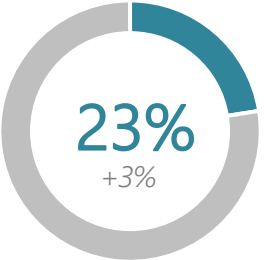


*Wore a seat belt less than all the time when driving overall*

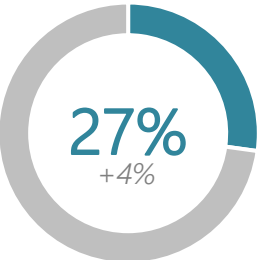


*Rarely or never stopped for pedestrians not using a crosswalk*

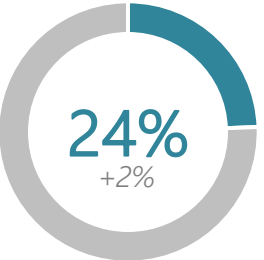
## Distractions



*Ate food/drank beverage often while driving in the last week*

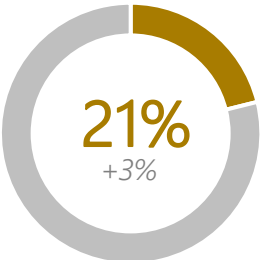


*Selected entertainment by hand often while driving in the last week*

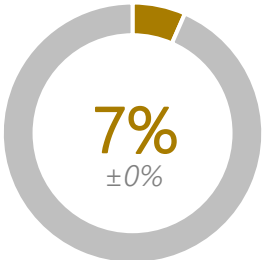


*Talked on a hands-free phone often while driving in the last week*

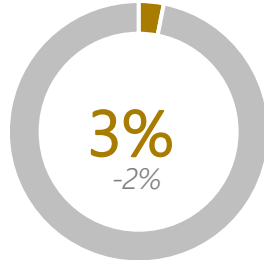
## Under the Influence



*Drove within two hours of drinking alcohol in the last month*



*Drove within two hours of consuming cannabis in the last month*



*Drove within two hours of consuming prescription medication in the last month*

The smaller percentages in gray indicate the change from 2021 to 2022. Since Corona Insights did not conduct the 2021 wave of the survey, these differences cannot be tested for statistical significance. However, all differences are within the 2022 estimated margin of error.

## 01

While most said they wear their seat belt all the time regardless of scenario, one out of five Colorado drivers said they buckled up less frequently when driving somewhere close. Nearly nine out of ten (87%) said they wear their seat belt all of the time when driving a distance greater than two miles or on the highway. This share dropped to 80% when considering a trip within two miles. Nonetheless, 4% said they wear a seat belts rarely or never when driving short distances.

## 02

Half of Colorado drivers said they would be unlikely to get a ticket if they did not use their seat belt at all while driving over the next six months. The share of drivers who said they were somewhat or very unlikely to get a ticket in this scenario rose slightly from 2021 (43%) to 2022 (50%). People of Color said it would be very likely (25%) that they would get ticket in this scenario at more than twice the rate of drivers identifying as White alone (11%).



## 03

Colorado drivers were less likely to say they exceeded speed limits when limits were lower. The frequency of driving over the speed limit varied widely by context. Most Colorado drivers said they drive over the speed limit on main highways (73%) and local highways (71%) at least some of the time. However, this dropped to half (50%) of drivers when considering main city/town roads and less than a third (28%) when considering neighborhood roads with speed limits of 25-35 MPH.

# 04

The most common distractions while driving were eating and drinking, selecting entertainment by hand, and talking hands-free on a phone. Most Colorado drivers said they ate food or drank beverages (62%), selected entertainment on a cellphone, CD player, radio or other device (57%), or talked on a hands-free phone (55%) at least sometimes in the last seven days of driving.

05

About half of drivers who use their phone while driving said they would stop doing so if their car had a **hands-free feature**. The most common selected motivation to cease phone use while driving was a hands-free feature (46%). Nearly one out of three drivers (29%) who use their phone while driving said they would stop if they thought they could get a ticket for phone use while driving.

## 06

Colorado drivers rarely drove within two hours of consuming alcohol, using cannabis, or taking prescription medications in the last month. Only one out of five (21%) said they drove a motor vehicle within two hours of drinking alcohol in the last 30 days and only 2% said they did this on six or more of those days. Even smaller shares of drivers said they used cannabis (7%) or prescription medication that might impair their judgement (3%) within two hours of driving at all in the last 30 days.

07

Less than one out of ten Coloradans thought they could drive safely under the influence of alcohol. Only 9% somewhat or strongly agreed that they could drive safely under the influence of alcohol in 2022, down slightly from the 15% observed in 2021. Alternatively, 14% of drivers agreed they could drive safely under the influence of cannabis in 2022, up slightly from the 8% observed in 2021, but consistent with 2020 levels (13%).

08

As in previous years, Colorado drivers thought people would be more likely to get a DUI if they drove under the influence of alcohol than cannabis. Seven out of ten (70%) thought it was likely for someone driving with more than the legal amount of alcohol to get a DUI compared to about half (54%) when considering someone driving with more than the legal amount of marijuana in their body.

09

Colorado drivers were much more likely to stop for pedestrians when they were using a crosswalk. While nearly nine out of ten (88%) said they stop for pedestrians using a crosswalk all of the time, this rate dropped to about half (47%) when considering stopping for pedestrians not using a crosswalk. One out of ten drivers (10%) said they rarely or never stop for pedestrians outside of crosswalks.

10

**Most rated CDOT's job performance as excellent or good.** When asked to assess CDOT's performance in building and maintaining interstates, U.S. highways, and state highways to ensure that Colorado has a safe and efficient highway system, half of drivers rated CDOT as good (51%) and an additional 14% gave a rating of excellent. Only 6% said CDOT did a poor job overall.



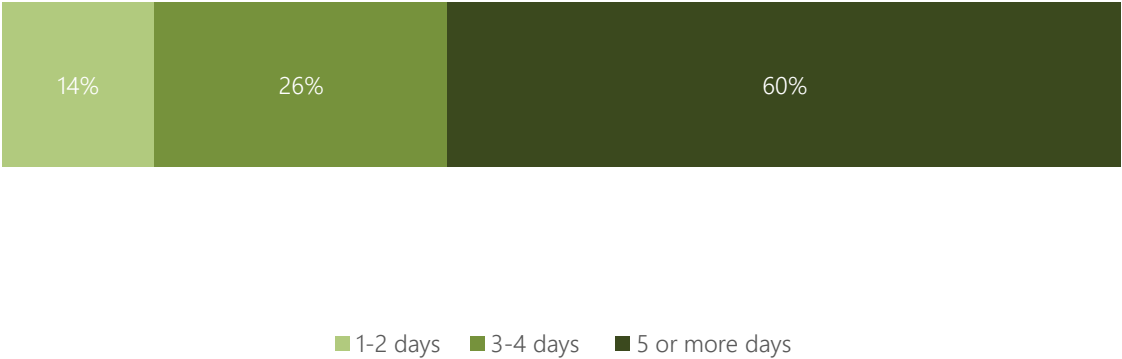
SECTION 2  
**SEAT BELT USAGE**

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# Most Colorado drivers said they drove five days or more in a typical week

Days Driven in a Typical Week (n=814)

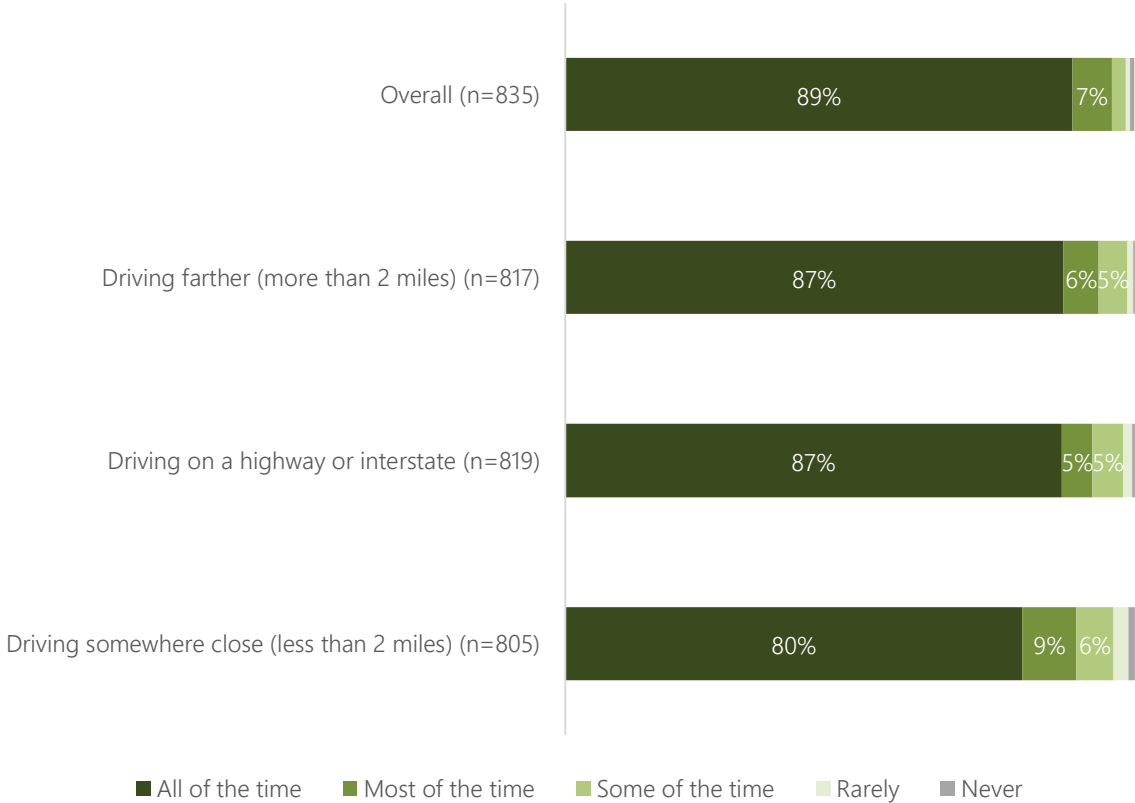


- > When asked how many days they drive in a typical week, most Colorado residents (60%) said they drove five or more days.
- > Residents with higher household incomes reported driving more frequently in a typical week. While about a quarter (24%) of respondents with household incomes below \$50,000 a year said they typically drove 1-2 days a week, only 10% of those with higher incomes selected this option.
- > Residents aged 65 and older were less likely to say they typically drove 5 or more days a week (43%) than younger residents (64%).

*Residents who said they do not drive at all were asked to not complete the survey. There were seven residents who said they did not drive at all who failed to follow this direction. These respondents were excluded from analysis.*

# Colorado drivers were less likely to say they wear their seat belt all the time when driving distances less than 2 miles

Frequency of Wearing Seat Belt When Driving



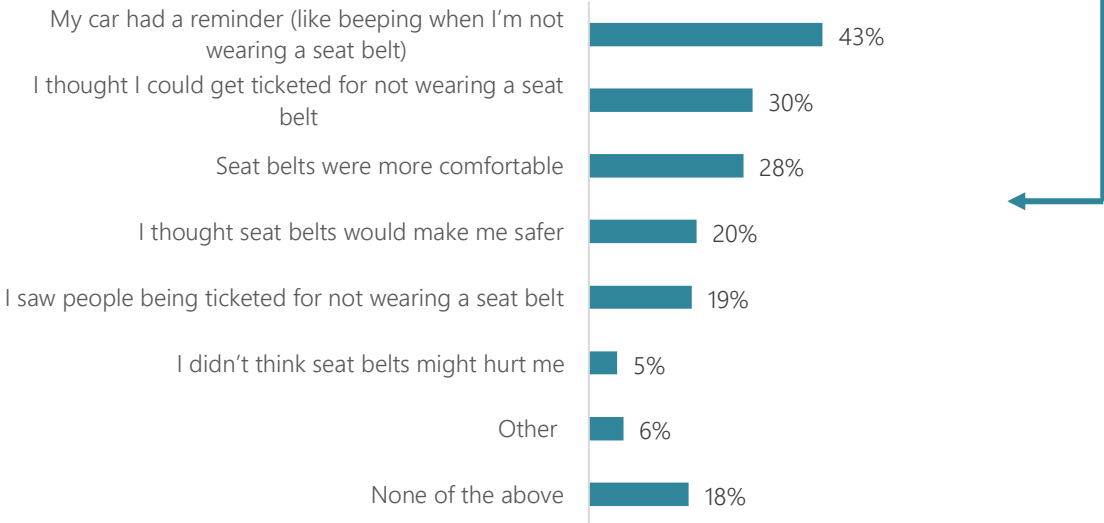
- > Respondents were asked how frequently they wear seat belts in a series of scenarios. While nine out of ten drivers (89%) said they wear a seat belt all the time when driving overall, this share dropped to 80% when considering driving somewhere close (less than 2 miles).
- > Overall frequency of seat belt wearing increased with age. While 94% of those 65 and older said they wear their seat belt all of the time overall, only 77% of those aged 18-24 selected this option. Nonetheless, 90% of those aged 18-24 said they wear a seat belt at least most of the time overall.
- > Responses were generally similar across other demographics and behaviors.

# Car reminders to wear a seat belt were most likely to increase the frequency of buckling up

Frequency of Wearing Seat Belt When Driving (n=848)



What Would Get You to Buckle up More (Among Those Who Don't Always Wear a Seatbelt n=117)



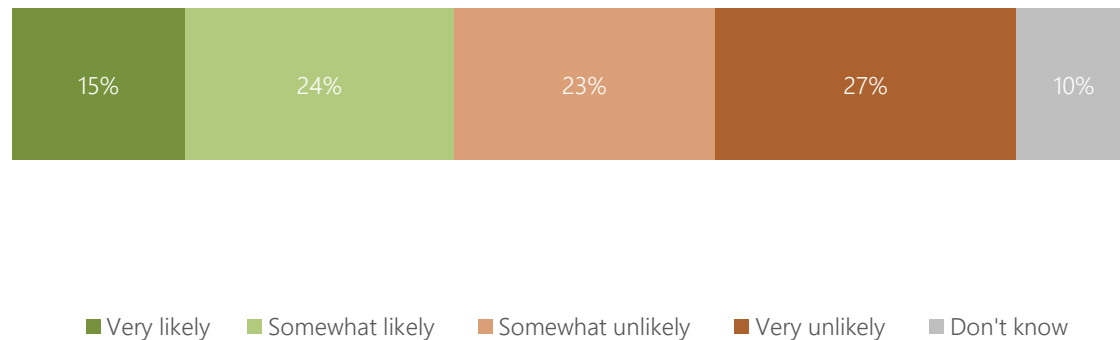
Respondents were asked to identify up to three reasons that might get them to buckle up if they did not always wear their seat belt.

- > Among the 14% of respondents who said they did not always wear their seat belt, the most frequent item to motivate use was if their car had a reminder (43%).
- > Nearly one of three drivers (30%) who said they don't always wear a seat belt said they would buckle up more if they thought they could get ticketed for this behavior.
- > Nearly one out of five (18%) who did not regularly buckle up selected none of the above, indicating there was nothing that could motivate them to wear a seat belt.
- > While sample sizes are small among those who don't always buckle up, People of Color were more than twice as likely (46%) to say the thought of getting a ticket would motivate them to wear a seat belt more than those who identified their ethnicity as White, and White alone (18%).

Q3. If you do NOT always buckle up, would any of the following get you to buckle up more? Check no more than 3.

# Four out of ten Colorado drivers said they would be at least somewhat likely to get a ticket if they were to not wear a seat belt at all over the next 6 months

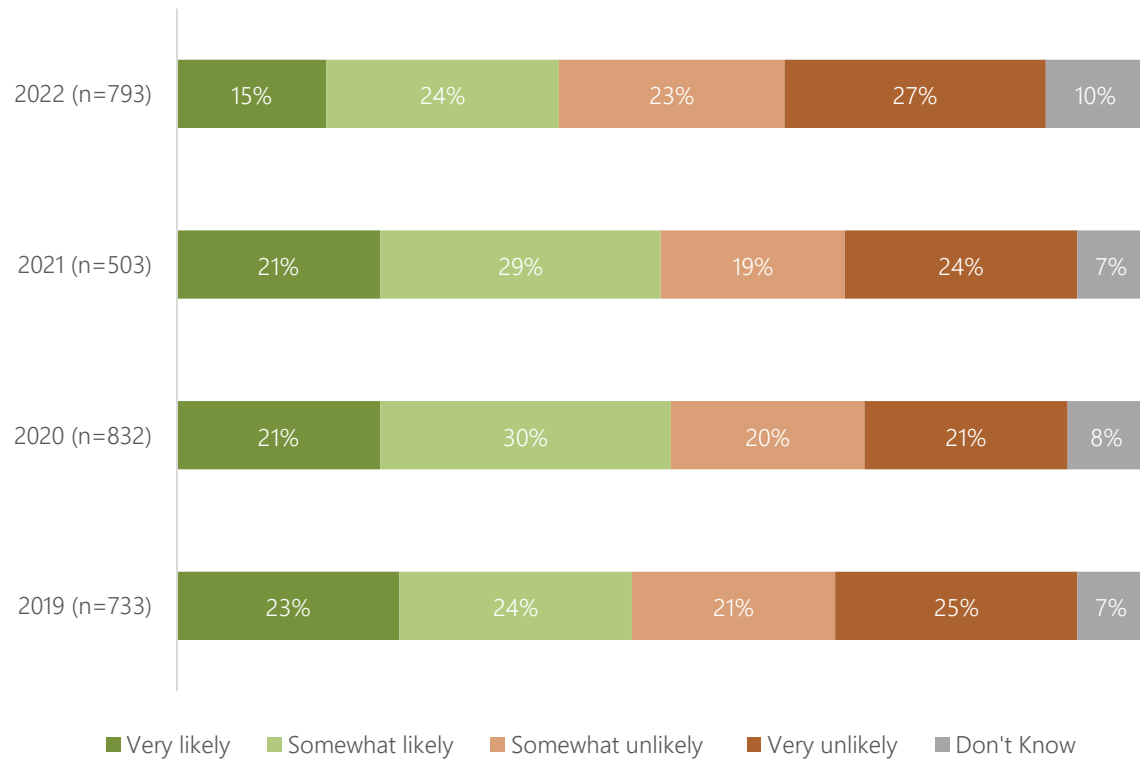
Likelihood of Getting a Ticket if Not Wearing a Seat Belt at All Over The Next 6 Months (n=793)



- > Half of Colorado drivers (50%) said it would be somewhat or very unlikely for them to get a ticket over the next 6 months if they were not to wear a seat belt at all while driving.
- > One out of ten (10%) drivers said they did not know.
- > People of Color said it would be very likely (25%) at a much higher rate than drivers identifying as White alone (11%).
- > Drivers who said they never speed thought they were very likely to get a ticket in this scenario at a much higher rate (42%) than those who speed at least some of the time (11%).

# A smaller share of drivers thought they would be likely to get a ticket for driving without a seatbelt in 2022

Likelihood of Getting a Ticket if Not Wearing a Seat Belt at All Over The Next Six Months

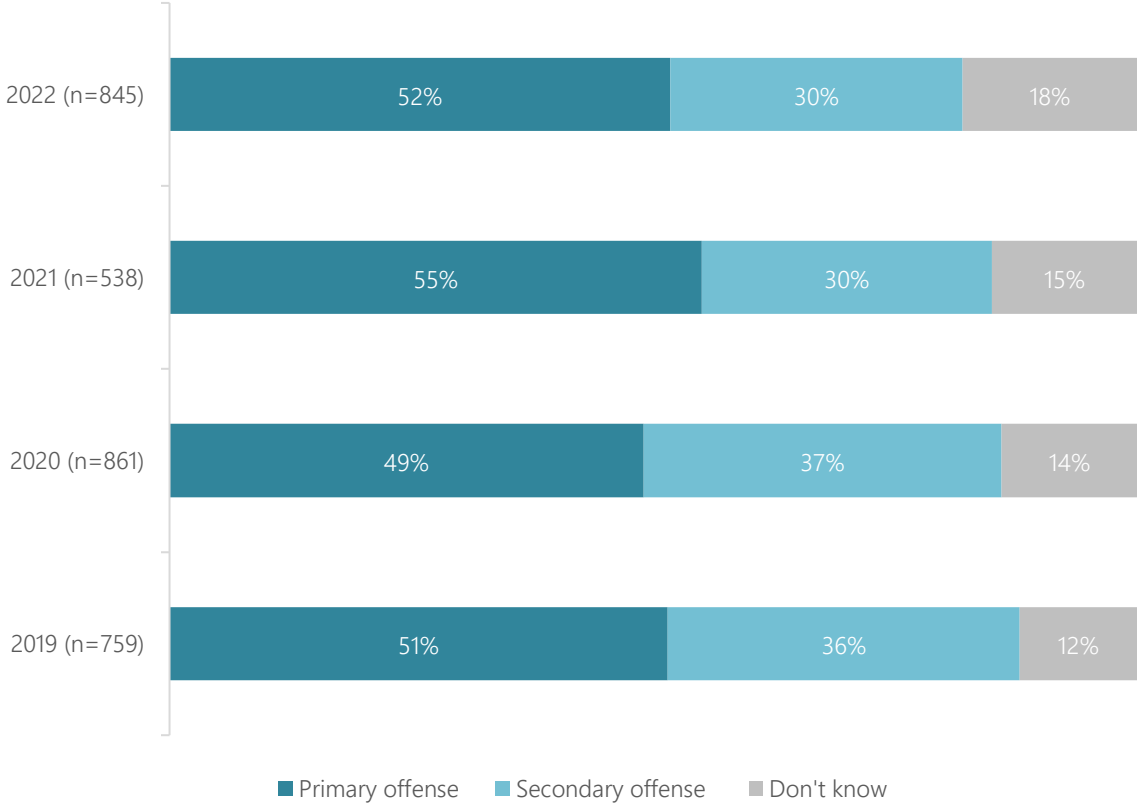


- > Comparing responses over time, a smaller share of Colorado drivers said it would be somewhat or very likely that they would get a ticket for not wearing a seat belt in 2022 (39%) than in 2021 (50%) if they assumed they did not use their seat belt at all while driving for the next six months.
- > Previously, responses largely held steady between 2019 and 2021.

Q4. Assume that you do NOT use your seat belt AT ALL while driving over the next six months. How likely or unlikely do you think it is that you would get a ticket for not wearing a seat belt? Please check one.

# About half of Colorado drivers thought seat belt violations were a primary offense in 2022

Perceptions of Severity of Seat Belt Offense



- > In 2022, about half of drivers thought seat belt violations were a primary offense (52%) compared to 30% who believed it was a secondary offense. Nearly one out of five (18%) said they did not know.
- > Perceptions of seat belt violation severity were generally similar across demographics and behaviors in 2022.
- > The perception of seat belt violation severity was consistent over the last four years.

SECTION 3  
**DRIVING OVER THE SPEED LIMIT**

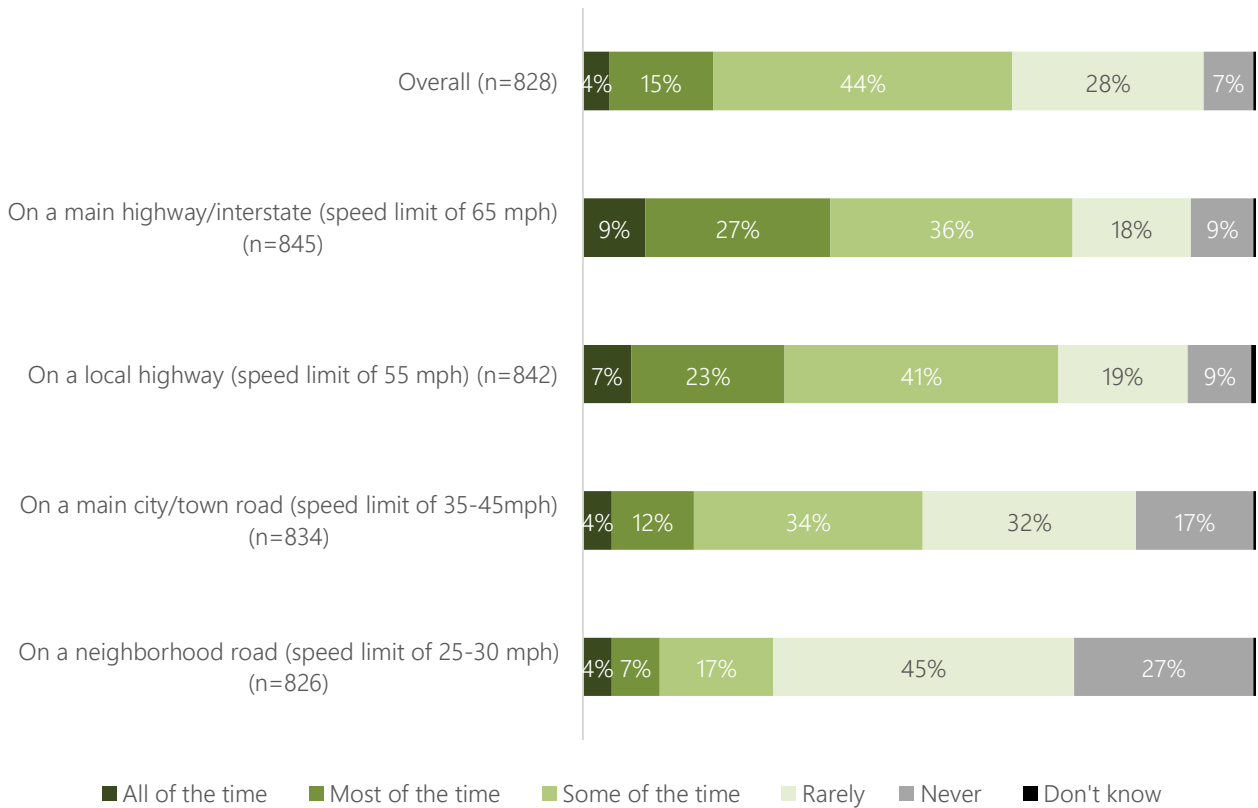
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# Colorado drivers were less likely to speed on neighborhood roads than on highways

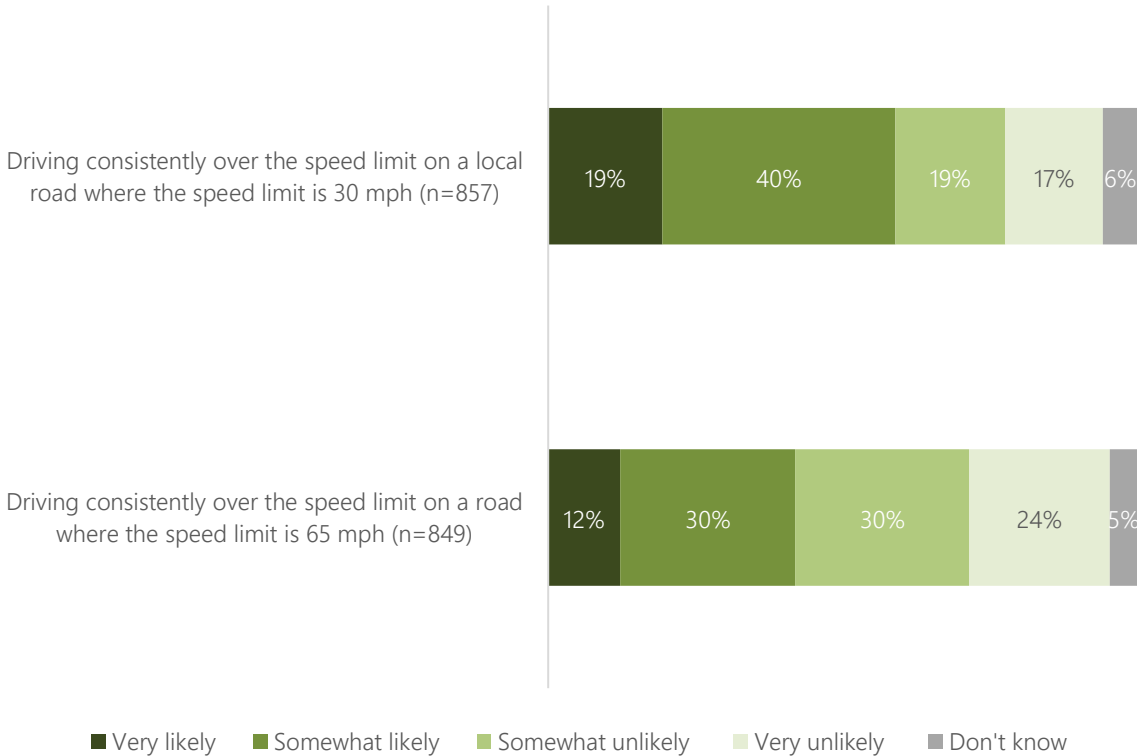
How Often Are Respondents Driving Over The Speed Limit



- > The frequency of driving over the speed limit varied widely by context. Most Colorado drivers said they drove over the speed limit on main highways (73%) and local highways (71%) at least some of the time. However, this dropped to half (50%) of drivers when considering main city/town roads and 28% when considering neighborhood roads.
- > Residents who said they drove 5 or more days a week were more likely to have said they speed at least some of the time overall (70%) than less frequent drivers (54%).
- > Drivers with household incomes below \$50,000 were more likely to have said they never speed overall (13%) than those with higher incomes (5%).
- > Drivers who said they used their cell phone while driving and those who had driven within 2 hours of consuming alcohol in the last 30 days said they exceeded the speed limit more frequently than others across scenarios.

# Colorado drivers thought they would be more likely to be stopped by police when speeding over a 30 MPH limit than a 65 MPH limit

How Likely Would it be For the Police to Stop You Over The Next 6 Months When...



- > Most drivers (59%) said they would be at least somewhat likely to be stopped by police over the next 6 months if they consistently drove over the speed limit on a local road where the speed limit is 30 MPH.
- > Alternatively, 42% said it was at least somewhat likely to happen when driving consistently over the speed limit on a road where the speed limit is 65 MPH.
- > Drivers who said they never drive over the speed limit said getting stopped on a road where the speed limit is 65 MPH was very likely (37%) at a much higher rate than others (10%).
- > Responses were generally similar across other behaviors and demographics.

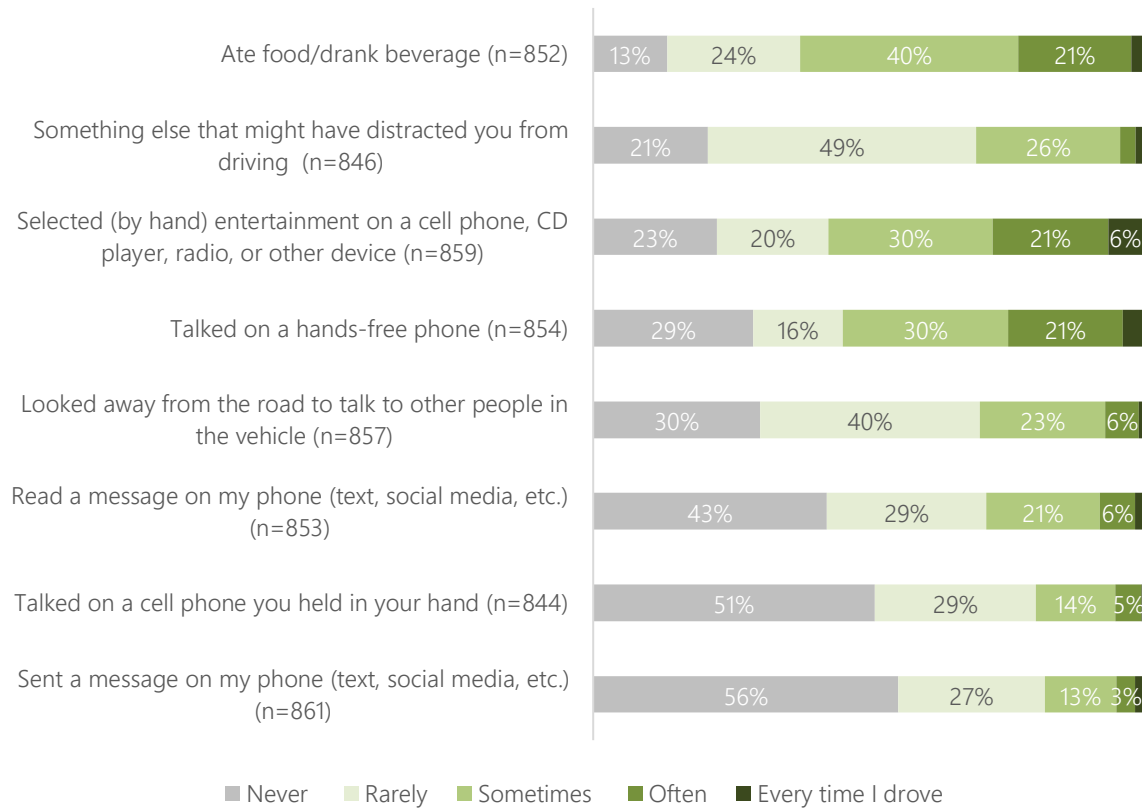
SECTION 4  
**DISTRACTED DRIVING**

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# Most drivers said they ate food or drank a beverage at least sometimes while driving over the last week

Activities While Driving Over The Last 7 Days

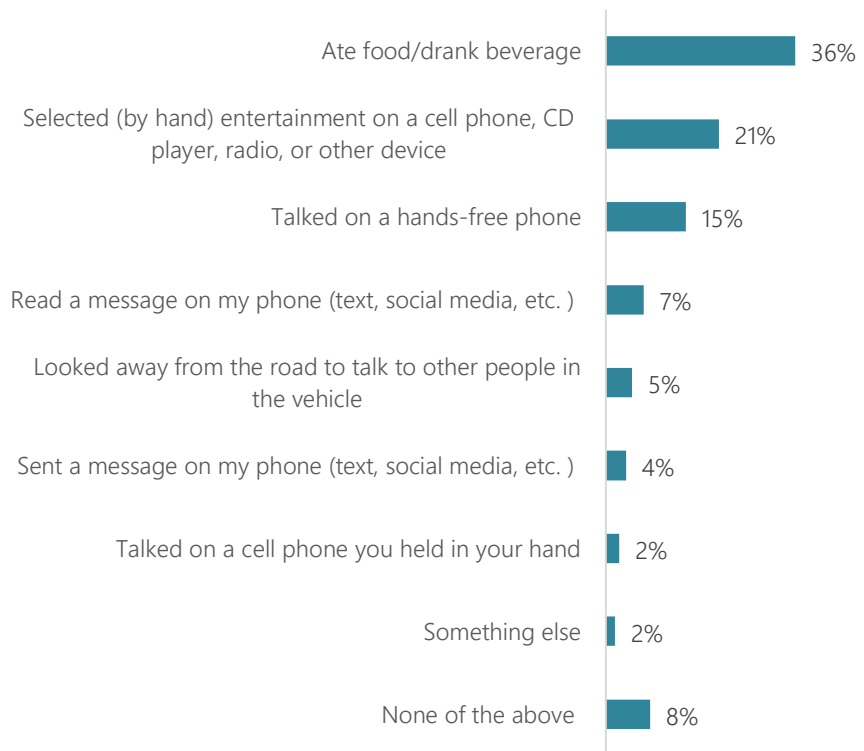


- > Colorado drivers were most likely to say they ate food or drank beverages over the last 7 days of driving with only 13% saying they never did this over the last, or a typical, week.
- > Alternatively, sending a message over the phone was the least frequent activity, with a bit more than half (56%) of drivers saying they never did this over the past 7 days of driving.
- > Drivers under the age of 35 were more likely to say they sent a message on their phone over the last 7 days of driving (62%) than older drivers (36%).
- > In general, drivers who said they speed when driving, do not buckle up, or consume alcohol/cannabis within two hours of driving were more likely to say they engage in these distracting activities than other drivers.

Q8. During the past 7 days, how often, if ever, did you do each of the following while you were driving? If you did not drive in the last 7 days, please tell us about a typical week. Check one answer for each item below.

# About a third of drivers said eating or drinking was the activity they did the most while driving over the last week.

Activity Done Most Often While Driving in The Last 7 Days  
(n=832)

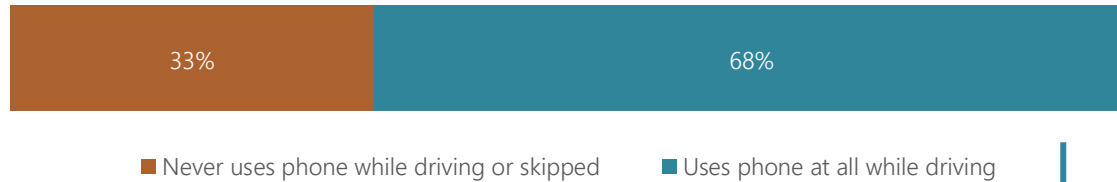


*Respondents were asked to identify the activity that they did most often while driving over the last 7 days.*

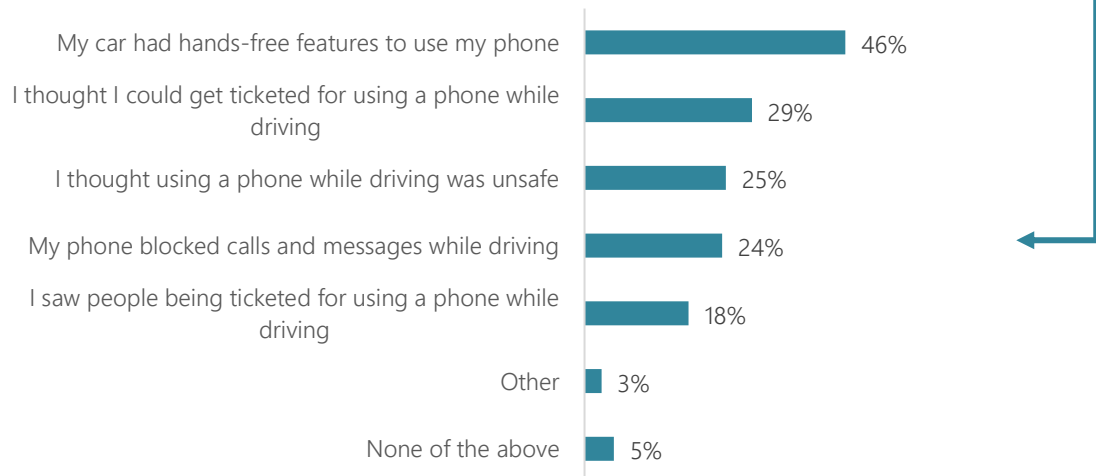
- > A bit more than one out of three drivers (36%) said their most frequent activity while driving was eating food or drinking beverages.
- > Drivers under the age of 35 were more likely to say sending a message on their phone (8%) was their most frequently done activity than older drivers (2%).
- > The most active drivers, those driving five or more days a week, were more likely to say their most frequent activity was reading a message on their phone (10%) than less frequent drivers (3%).

# Those who used their phone while driving most frequently said having a hands-free feature would get them to stop using it

Uses Phone While Driving (n=866)



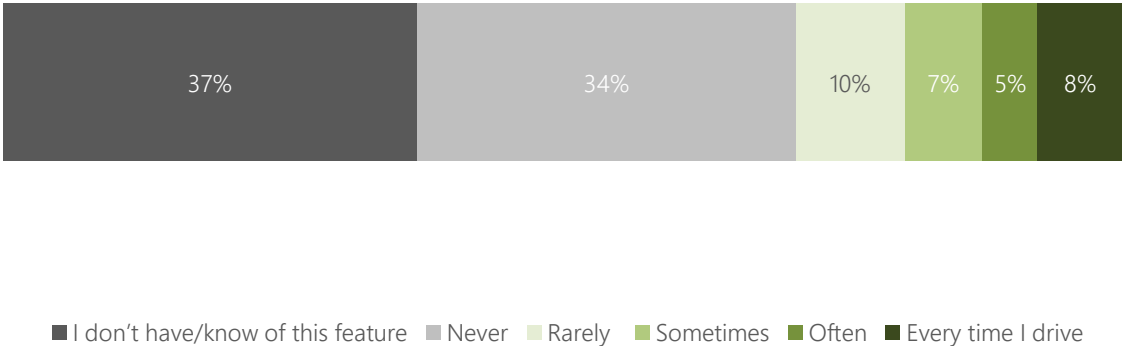
What Would Get Respondents to Stop Using Their Phone While Driving (n=542)



- > One out of three Colorado drivers (33%) indicated that they never use their phone while driving.
- > Nearly half of those who used their phone at all while driving (46%) said their car having a hands-free feature would get them to stop using their phone.
- > Nearly one out of three drivers (29%) said they would stop using their phone if they thought they could get ticketed for using a phone while driving.
- > Drivers aged 24-34 were most likely to say they used their phone while driving (82%), while those 65 and older were the least likely (53%).
- > Drivers who said they drive faster than the speed limit were less likely to say they used their phone while driving (51%) than those who said they speed at least some of the time (77%).

# Most drivers did not have or use a “do not disturb” feature on their phone while driving

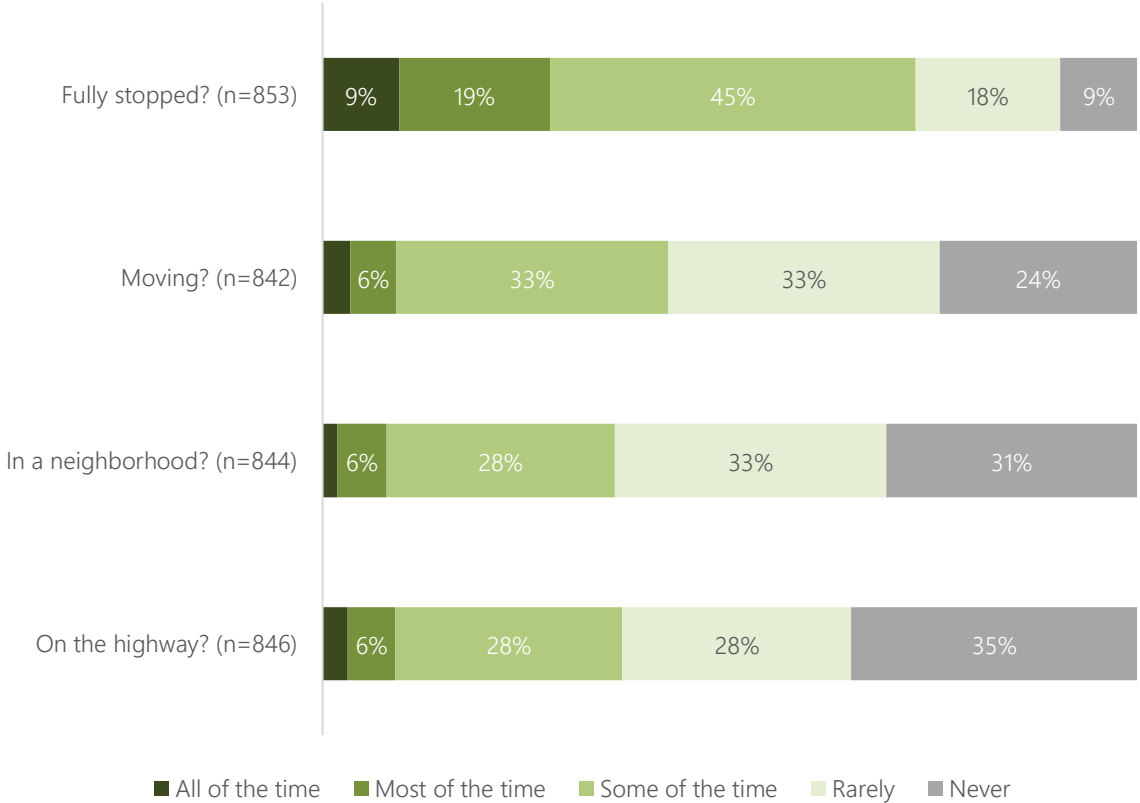
How Often Do Not Disturb Feature is Used While Driving (n=850)



- > About three out of ten (29%) of drivers said they use this feature rarely or more often.
- > Drivers 65 and older were most likely (67%) to say they did not have this feature or that they didn't know if they had this feature. In comparison, only 19% of those under 35 selected this option.
- > Drivers with the highest household incomes (over \$150,000) were most likely to say they simply never use this feature (47%) compared to those with household incomes below \$50,000 (30%).

# Three out of four Colorado drivers said they used their phone (hands-free or handheld) while driving a moving vehicle

Frequency of Phone Use When...



- > Nearly one out of ten drivers (9%) said they use their phone all the time when their vehicle is fully stopped.
- > About one out of three said they never use their phone while driving in a neighborhood (31%) or on the highway (35%).
- > Male respondents were more likely to say they used their phone while driving on the highway (71%) than female respondents (60%).
- > Drivers aged 65 and older were more likely to say they never used their phone across scenarios.
- > The most frequent drivers (five days or more a week) were more likely (81%) than others (70%) to say they used their phone at all while moving.
- > Drivers with household incomes of \$50,000 or more were more likely to say they used their phone at all while moving (80%) than lower household income drivers (65%).



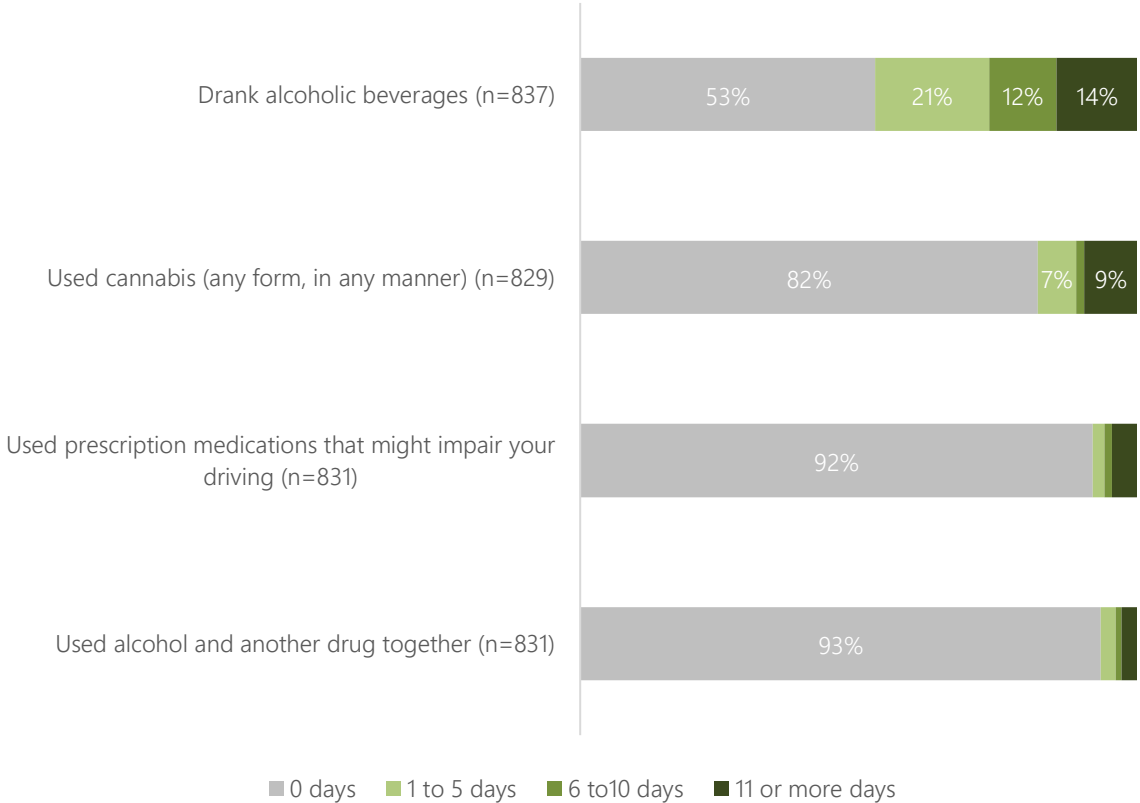
SECTION 5  
**DRIVING UNDER THE INFLUENCE**

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# About half of Colorado drivers said they drank alcohol at least one day out of the last 30

Out of The Past 30 Days, Number of Days That...

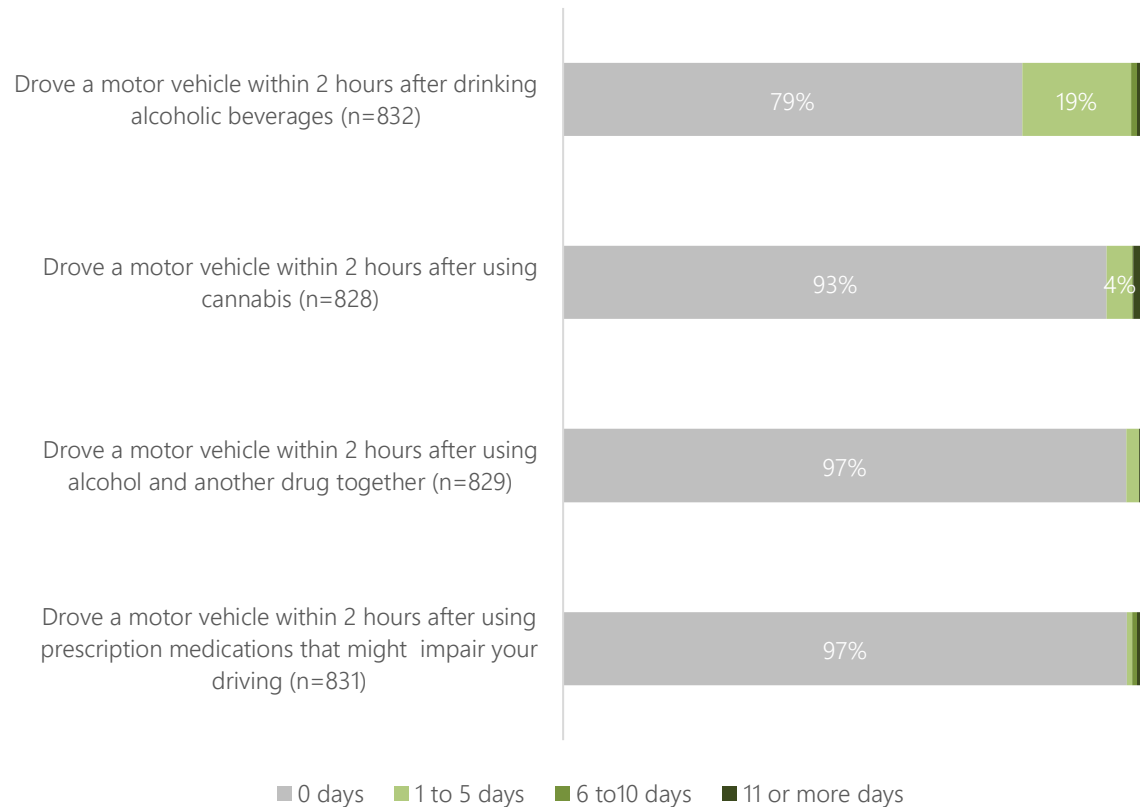


- > Nearly half (47%) of Colorado drivers said they drank alcohol at least one day out of the last 30 and 14% said they drank alcohol 11 days or more in that timeframe.
- > Nearly one out of five (18%) of Colorado drivers said they used cannabis in the past 30 days.
- > Drivers under age 35 were much more likely to say they had used cannabis in the past 30 days (36%) than older drivers (10%).
- > Drivers with household incomes below \$50,000 were less likely (35%) to say they drank alcoholic beverages in the past 30 days than others (53%). Alternatively, drivers with lower incomes were more likely to say they used cannabis in the last 30 days (29%) than others (15%).

Q13. Out of the past 30 days, on about how many days did you do the following? For each item, please write a number between 0 and 30 days; if you did not do it in the past 30 days put "0". Your answer cannot exceed 30 days.

# About one out of five Colorado drivers said they drove a motor vehicle within 2 hours of drinking alcoholic beverages

Out of The Past 30 Days, Number of Days That...

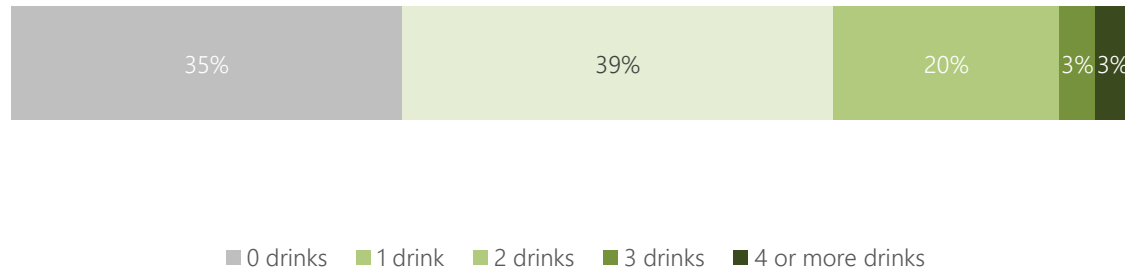


- > About one out of five (21%) drivers said that they drove a motor vehicle within 2 hours after drinking alcoholic beverages at least one day in the past 30. However, only 2% said they did this 6 or more days in the past 30.
- > Only 7% of drivers said they drove a motor vehicle within 2 hours after using cannabis in the past 30 days.
- > A small share (3%) of drivers said they drove within 2 hours of using prescription medications that might impair their driving or within 2 hours of using alcohol and another drug together.
- > Drivers aged 25-34 were more likely to have driven within 2 hours of drinking alcohol (32%) or using cannabis (14%) than other drivers (18% and 5% respectively).

Q13. Out of the past 30 days, on about how many days did you do the following? For each item, please write a number between 0 and 30 days; if you did not do it in the past 30 days put "0". Your answer cannot exceed 30 days.

# About one quarter of Colorado drivers said they would still feel safe driving having 2 or more drinks within in a 2-hour period before driving

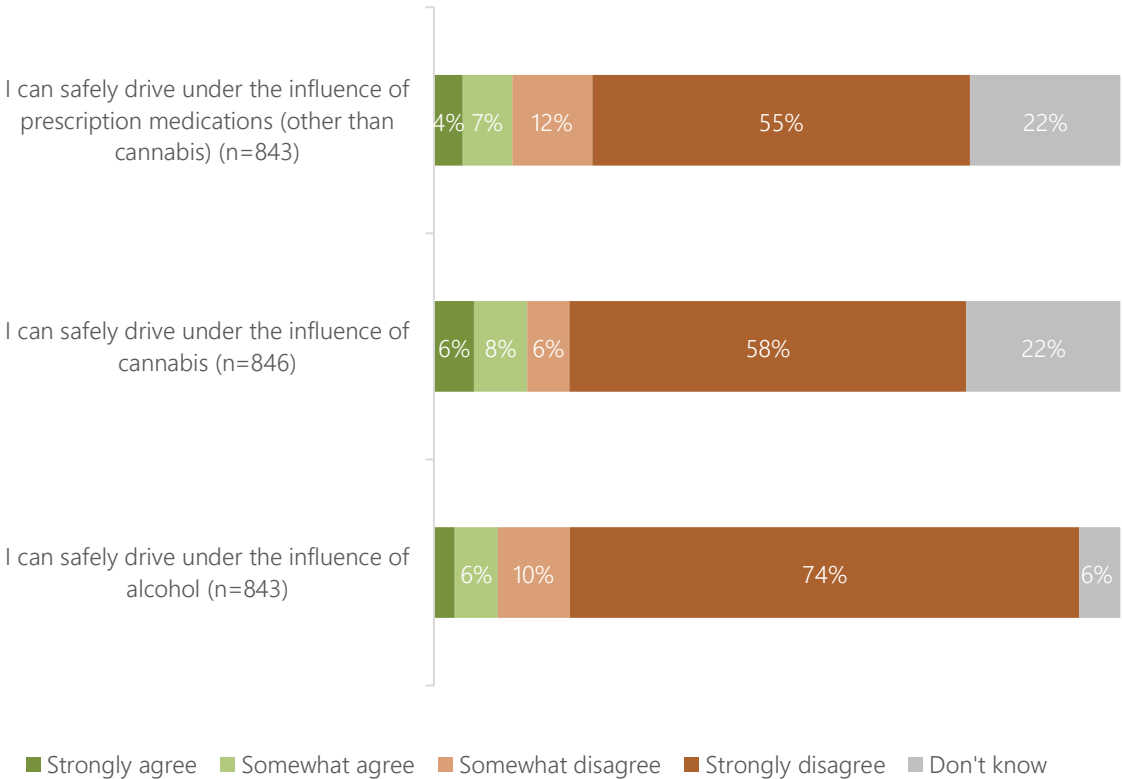
Number of Drinks Within a 2-Hour Period And Still Feel Safe Driving (n=828)



- > More than one out of three drivers (35%) said they would only feel safe having 0 drinks within 2 hours of driving.
- > About four out of ten (39%) said they would feel safe having a single drink within a 2-hour period before driving.
- > Few drivers (6%) said they would feel safe having 3 or more drinks.
- > Drivers with household incomes below \$50,000 were more likely to say 0 drinks (46%) than those with higher household incomes (30%).
- > Female drivers were more likely (79%) to say 0 or 1 drinks than male drivers (68%).
- > Drivers who never use their phone or speed while driving were more likely to say 0 drinks than others.

# Most Colorado drivers disagreed that they could safely drive under the influence of alcohol, cannabis, or prescription medications

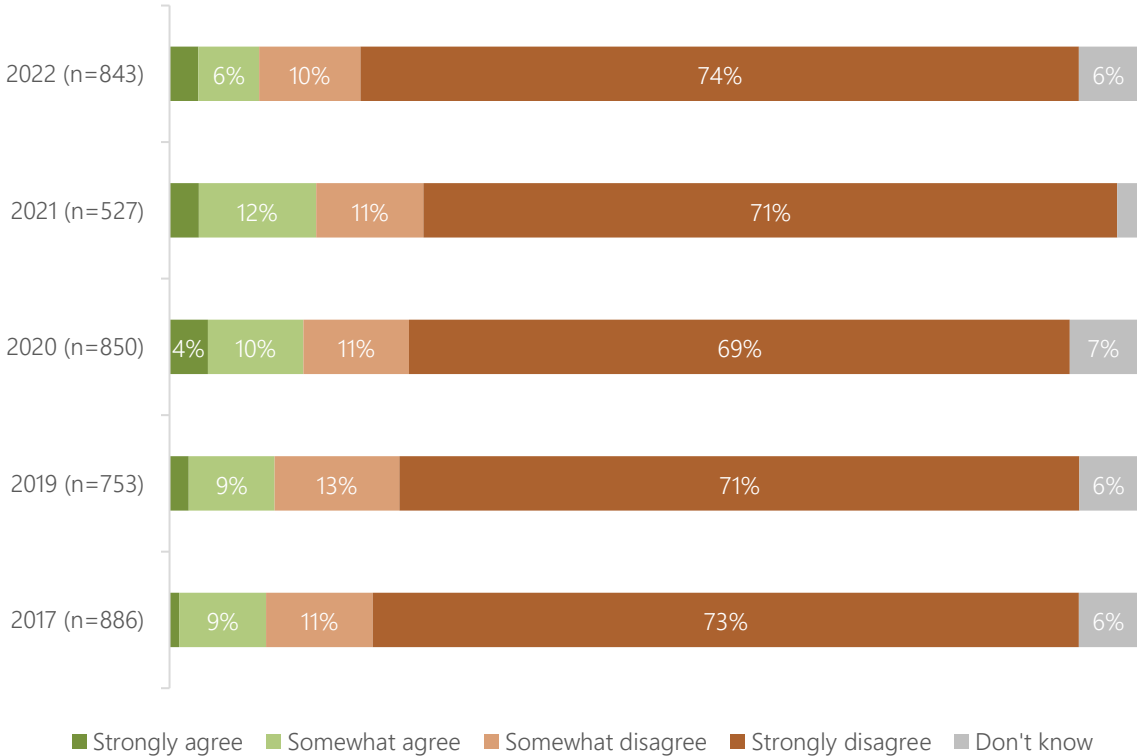
Agreement With Statements



- > A small share of Colorado drivers agreed (somewhat or strongly) that they could drive safely under the influence of prescription medication (11%), cannabis (14%), or alcohol (9%).
- > Nearly one in five (19%) of drivers aged 18-24 said they did not know if they could drive safely under the influence of alcohol, compared to just 5% of older drivers. The share of drivers who said they did not know if they could drive safely under the influence of prescription medication and cannabis was similar across age.
- > Drivers under the age of 35 were more likely (23%) to agree they could drive safely under the influence of alcohol (15%) and cannabis (23%) than older drivers (7% and 9% respectively).
- > Drivers with household incomes below \$50,000 were more likely to agree that they could drive safely under the influence of cannabis (24%) than those with higher incomes (10%), who were more likely to say they didn't know.

# The share of drivers that agreed they could drive safely under the influence of alcohol decreased slightly from 2021 to 2022

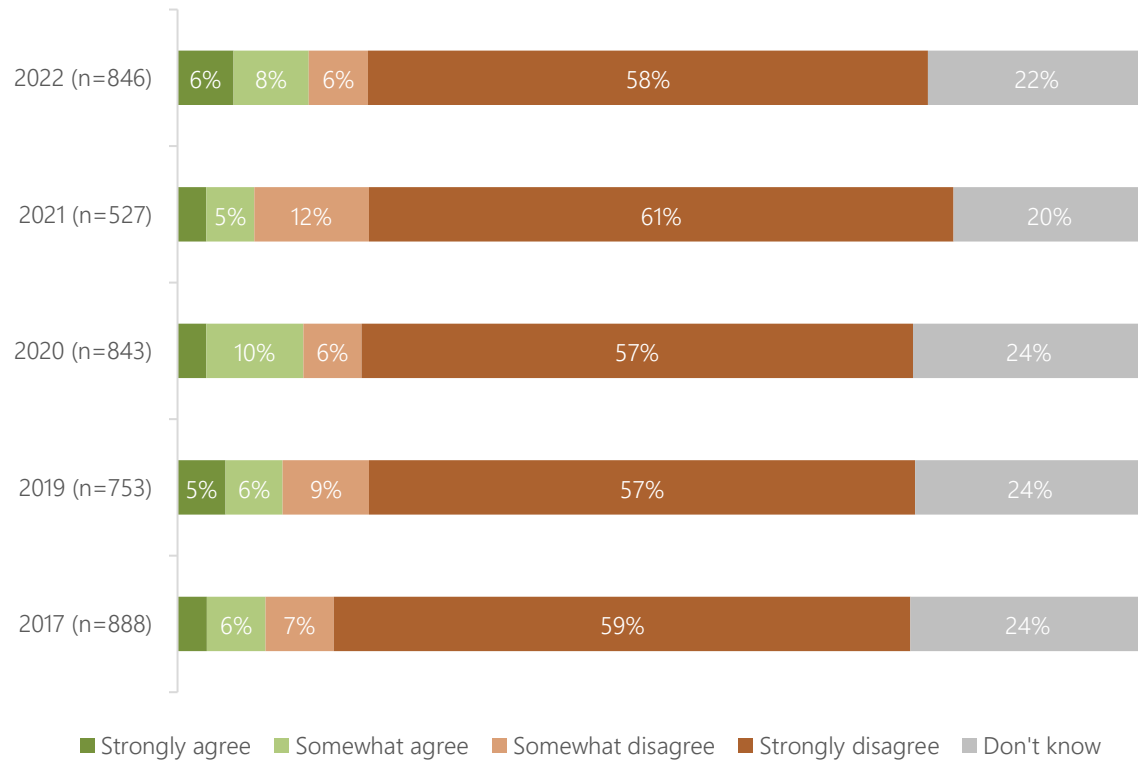
Agreement With This Statement: I Can Safely Drive Under The Influence of Alcohol



- > Comparing responses over time, a smaller share of Colorado drivers agreed (strongly or somewhat) that they could drive safely under the influence of alcohol in 2022 (9%) than in 2021 (15%).
- > Over the last past six years, the majority of Colorado drivers have strongly disagreed with this statement.

# The share of drivers that agreed they could drive safely under the influence of cannabis in 2021 was similar to rates observed in 2020

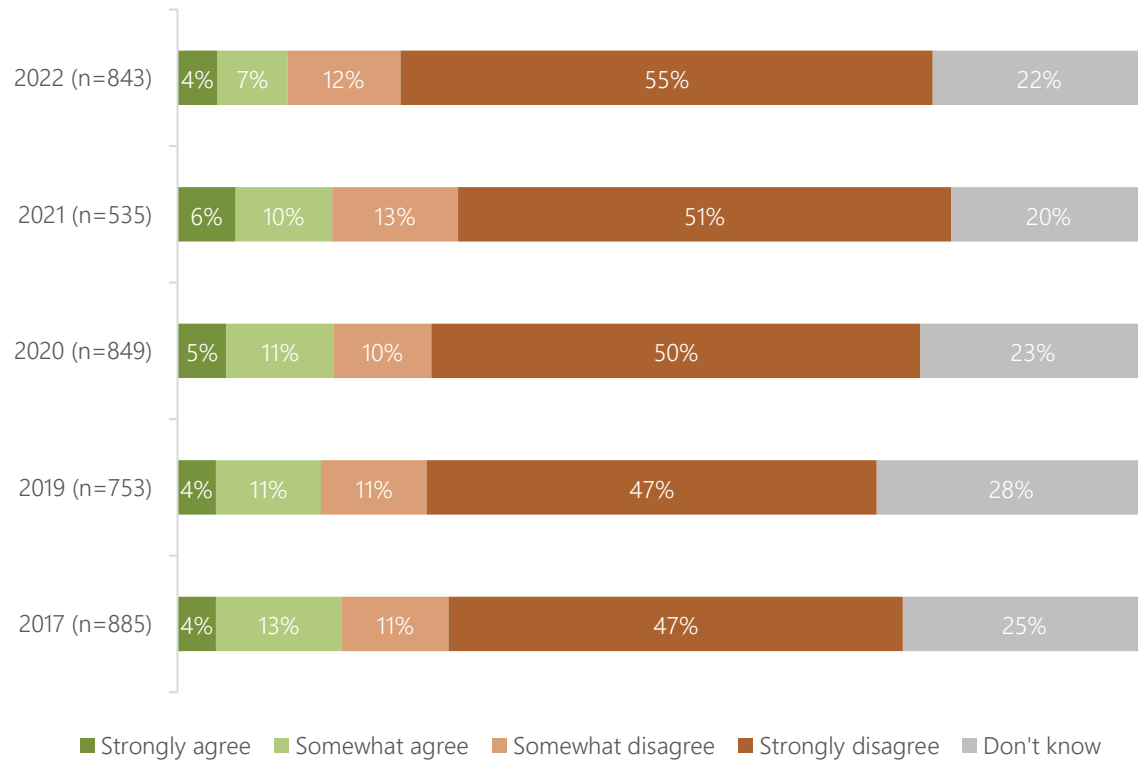
Agreement With This Statement: I Can Safely Drive Under The Influence of Cannabis



- > While there was a slight increase in the share of Colorado drivers that agreed (strongly or somewhat) that they could drive safely under the influence of cannabis increased slightly from 2021 (8%) to 2022 (14%), this rate was similar to the 13% observed in 2020.
- > Most Colorado drivers have consistently strongly disagreed that they could drive safely under the influence of cannabis over the last six years.

# The share of drivers that agreed they could drive safely under the influence of prescription medications decreased slightly from 2021 to 2022

Agreement With This Statement: I Can Safely Drive Under The Influence of Prescription Medications

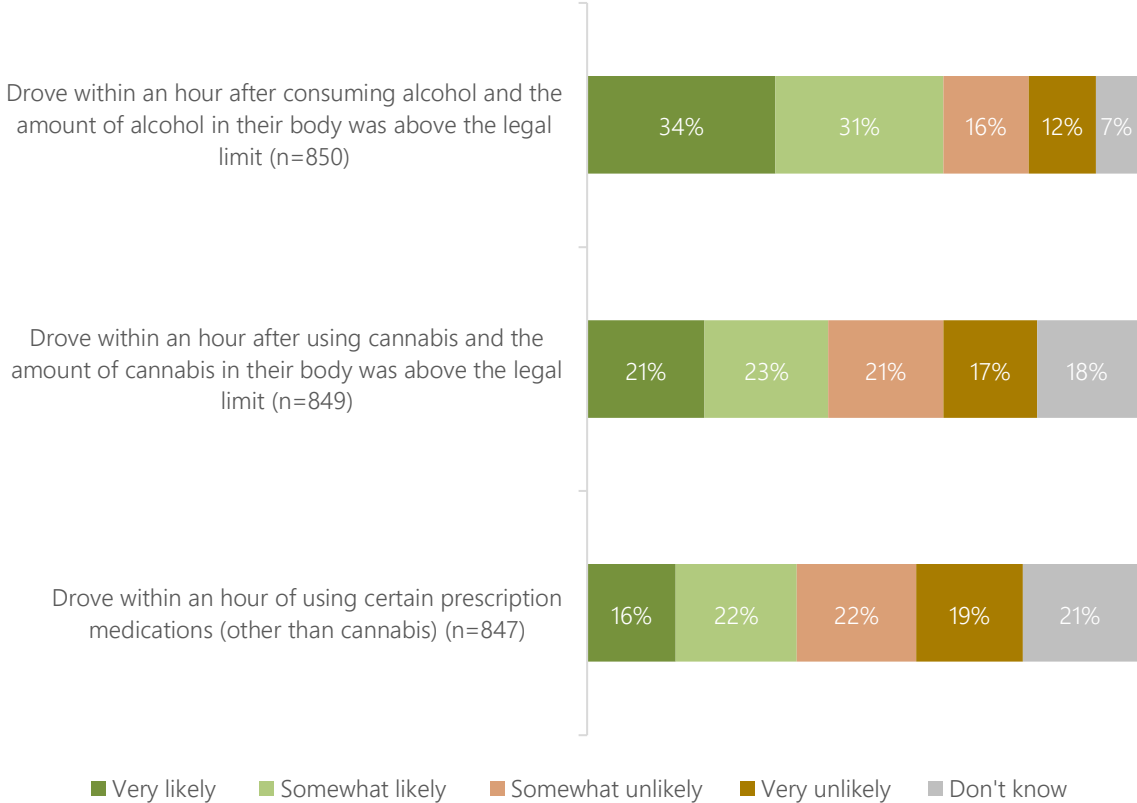


- > Comparing responses over time, a smaller share of Colorado drivers agreed (strongly or somewhat) that they could drive safely under the influence of prescription medications in 2022 (11%) than in 2021 (16%).
- > Before 2022, opinions on driving while under the influence of prescription medications had held fairly steady over the last five years.



# Colorado drivers thought it was more likely for someone to get a DUI driving under the influence of alcohol than cannabis or prescription medications

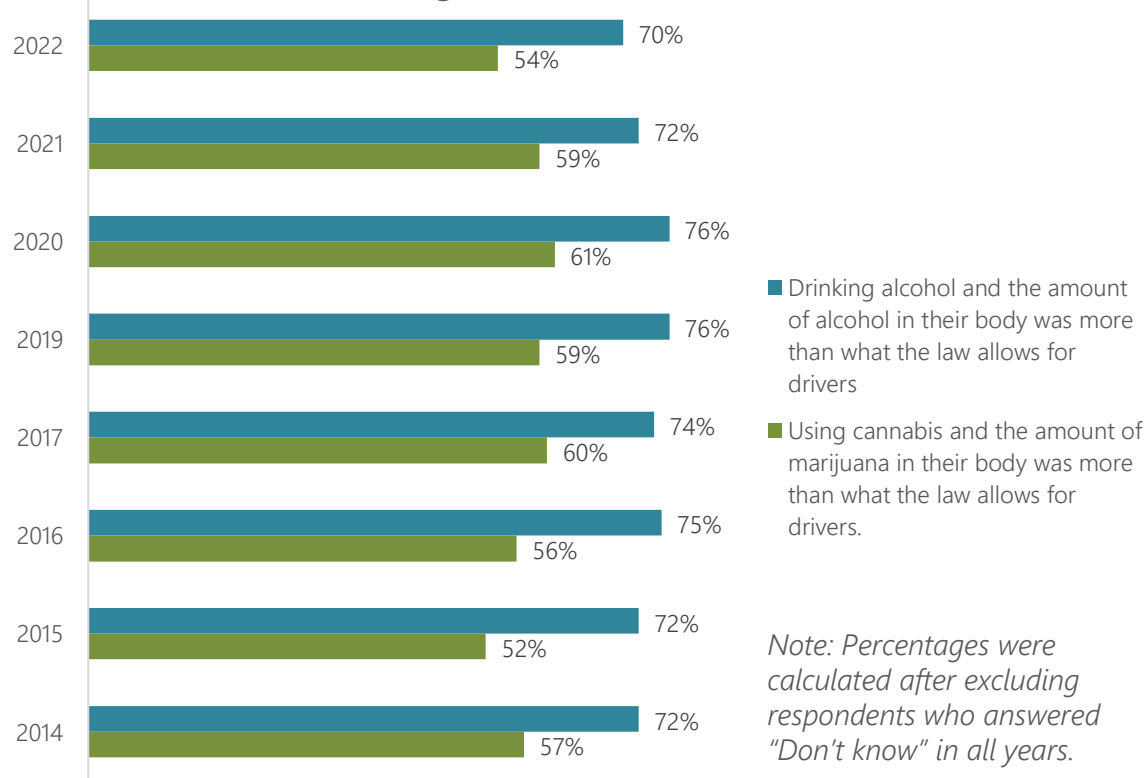
Likelihood of Getting a DUI When...



- > While 65% of drivers thought it was at least somewhat likely that a person would get a DUI if they drove within an hour after consuming alcohol and the amount of alcohol in their body was above the legal limit, a smaller share believed the same for cannabis (44%) and certain prescription medications (38%).
- > Drivers under the age of 35 were more likely to say it was very likely someone consuming alcohol above the legal limit would get a DUI in this scenario (47%) than older drivers (28%).
- > People of Color were more likely to say it was very unlikely that someone gets a DUI for consuming alcohol in this scenario (18%) than respondents identifying as White alone (7%).

# Drivers' perception of the likelihood of getting a DUI for alcohol or cannabis has remained fairly consistent over time, decreasing slightly over the last two years

Percentage of Respondents Who Think it is Likely or Very Likely That Law Enforcement Would Stop Someone For Driving A Motor Vehicle After:



- > While the differences in the percentage of Colorado drivers that said it would be likely or somewhat likely for a person to get a DUI if they drove within hours of drinking alcohol or using cannabis above the legal limit are minor year to year, a slight decrease can be observed when comparing 2020 to 2022.
- > In 2020, 76% of drivers said it would be likely or very likely for a driver drinking alcohol in this scenario to get a DUI; this dropped to 70% in 2022.
- > Similarly, 61% of drivers said it would be likely or very likely for a driver using cannabis in this scenario to get a DUI in 2020; this dropped to 54% in 2022.
- > Across all years, a lower share of Colorado drivers thought using cannabis above the legal limit would result in a DUI than those who thought drinking alcohol would result in a DUI.

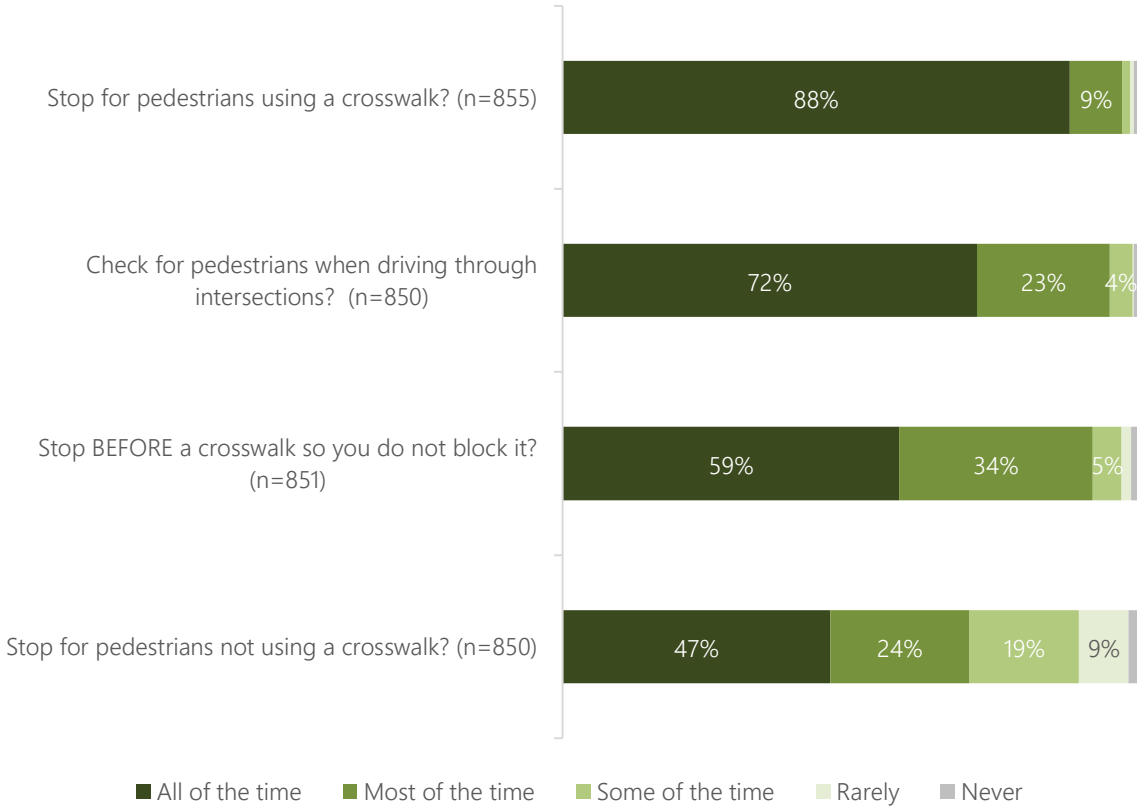
SECTION 6  
**THE SAFETY OF OTHERS**

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# Colorado drivers were more likely to say they stop for pedestrians all the time when they are using a crosswalk than not

Frequency of Behaviors When Driving



- > Nearly nine out of ten (88%) drivers said they stop for pedestrians using a crosswalk all the time. Alternatively, only 47% said they stop for pedestrians not using a crosswalk all the time.
- > Nearly one out of ten drivers (9%) said they rarely stop for pedestrians not using a crosswalk.
- > Most drivers said they check for pedestrians when driving through intersections all the time (72%) and nearly all drivers (95%) said they did this at least most of the time.
- > About six out of ten drivers (59%) said they stop before a crosswalk so they do not block it all the time, and more than nine out of ten (93%) said they did this at least most of the time.
- > Responses to this question were generally similar across demographics.

# Nine out of ten Colorado drivers agreed it was their responsibility to ask others riding in their vehicle to wear a seat belt

Percentage Agreeing it is my Responsibility to Ask Others Riding in My Vehicle to Wear a Seat Belt (n=858)

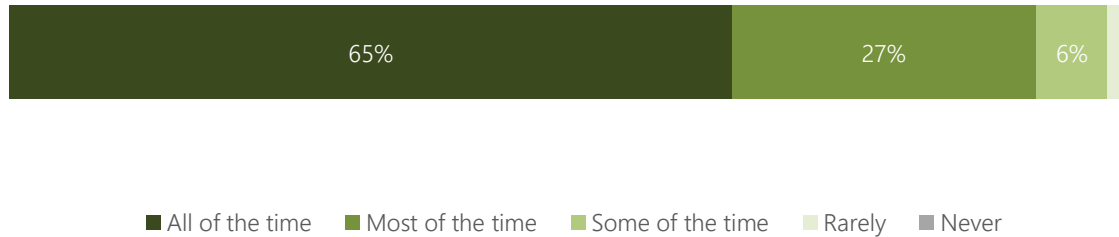


■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat Disagree ■ Strongly disagree

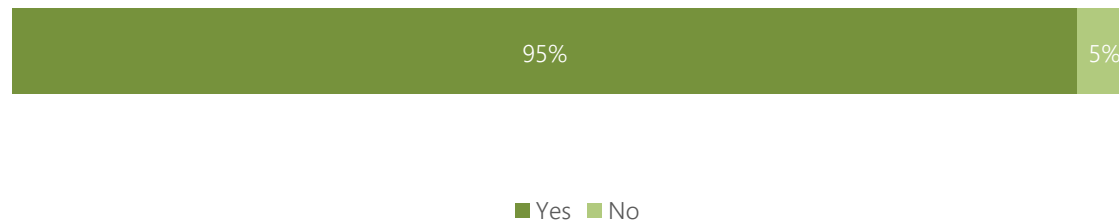
- > Nine out of ten drivers (90%) agreed (somewhat or strongly) that it was their responsibility to ask others riding in their vehicle to wear a seat belt. Only 2% of drivers disagreed with this statement.
- > Drivers aged 35 and older were more likely to strongly agree with this statement (78%) than younger drivers (60%).
- > Drivers who always wear their seatbelt themselves were more likely to agree with this statement (93%) than those who did not (71%).

# Most drivers said they give motorcycles extra space when following all the time and nearly all knew they could be hidden in blind spots

How Often Do Respondents Give Motorcycles Extra Space When Following (n=858)



Do Drivers Know That Motorcycles Can Easily Be Hidden in Blind Spots of Their Vehicle (n=863)



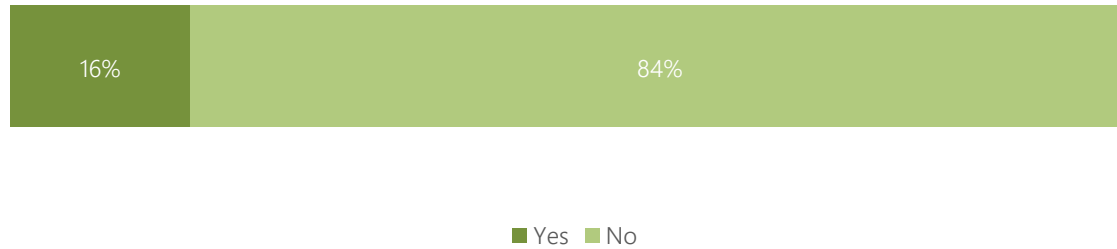
- > Nearly two out of three drivers (65%) said they give motorcycles extra space when following all the time and 92% said they did this at least most of the time. Only 2% of drivers said they did this rarely or never.
- > Female drivers were more likely to say they gave space to motorcycles all the time (71%) than male drivers (59%).
- > Drivers who said they never or rarely speed were more likely to say they gave motorcycles extra space when following (73%) than those who said they speed at least some of the time (59%).
- > 5% of drivers said they did not know motorcycles could be easily hidden in blind spots of their vehicle. This knowledge was similar across demographics and behaviors.

Q19. How often do you give motorcycles extra space when following?

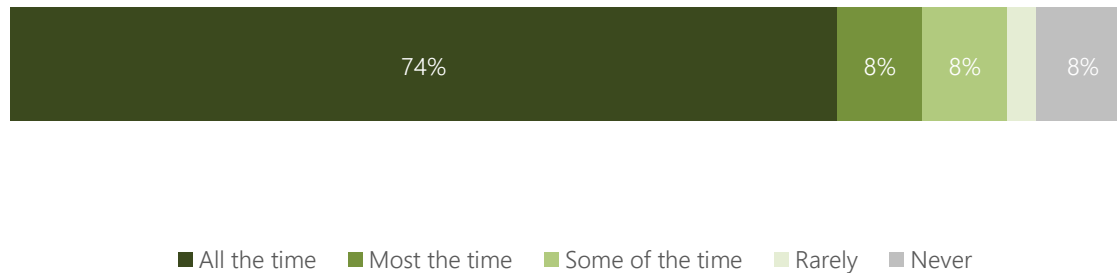
Q20. Do you know that motorcycles can easily be hidden in blind spots of your vehicle?

# Three out of four motorcycle riders in the state said they wear a helmet all of the time when they ride

Respondent Has a Motorcycle Endorsement on Driver's License (n=855)



How Often Motorcycle Riders Wear Helmets (n=173)



- > 16% of Colorado drivers said their license includes an endorsement to ride motorcycles.
- > Among the drivers who said they ride a motorcycle, three out of four (74%) said they wear a helmet all the time they ride.
- > About one out of ten (8%) motorcycle riders said they never wear a helmet.
- > Motorcycle riders with household incomes below \$50,000 were less likely to say they wear a helmet all the time (52%) than those with higher household incomes (84%).
- > Drivers who said they always wear their seatbelt were also more likely to say they wear a helmet all the time (82%) than those who did not (40%).

SECTION 7  
**RELATIONSHIP WITH CDOT**

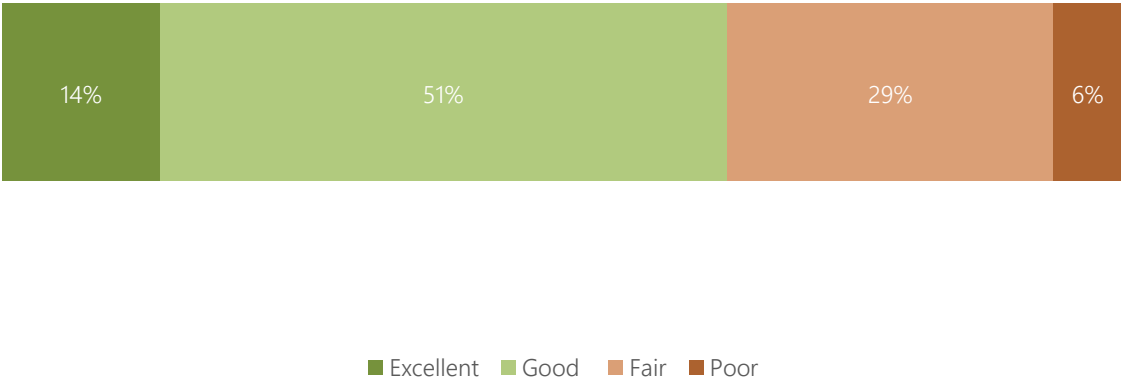
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# Most drivers rated CDOT's job performance as good or excellent

Rating of CDOT's Job Performance (n=855)

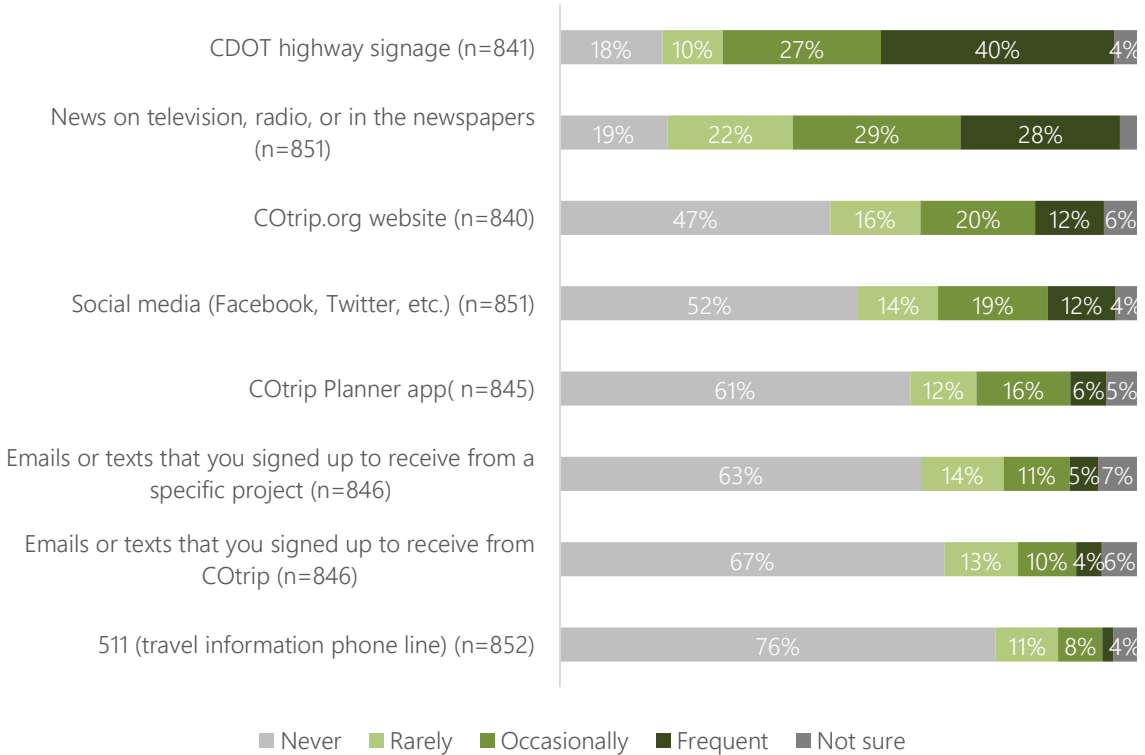


- > About half of drivers rated CDOT's job performance as good (51%) after being informed that CDOT builds and maintains interstates, U.S. highways, and state highways to ensure that Colorado has a safe and efficient highway system. An additional 14% rated CDOT as excellent.
- > People of Color were more likely (22%) than White drivers (10%) to rate CDOT's job performance as excellent.
- > Opinions were generally similar across other demographics and behaviors.

Q21. CDOT builds and maintains interstates, U.S. highways, and state highways to ensure that Colorado has a safe and efficient highway system. How would you rate the job CDOT does, overall?

# Drivers most frequently use CDOT highway signage and news to get information about Colorado highways

Frequency of Using Information Sources For Highway Information



- > About eight out of ten drivers (78%) said they use CDOT highway signage or news on television, radio, or in the newspapers to get information about Colorado’s highways.
- > Nearly half of drivers (47%) said they use the COtrip.org website to get information and about one third (34%) said they use the COtrip Planner app at least rarely.
- > Nearly one out of three (31%) said they use emails or texts that they signed up to receive from COtrip for this information.
- > Information sources about Colorado’s highways were generally similar across demographics and behaviors.

Q22. CDOT shares information about Colorado highways (such as road conditions, construction accidents, or traffic speed) through several sources. Please tell us how often you use each of these sources to get information about Colorado highways.

SECTION 8  
**APPENDIX**

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## Survey Instrument

- > Corona Insights worked in collaboration with CDOT to update this survey instrument from previous iterations of the Driver Behavior Survey.

## Research Mode & Sampling

- > A mail packet survey (in English and Spanish) sent to 5,000 randomly selected residential addresses with an oversample of non-Front Range counties. Residents were asked to have the adult in the household who most recently had a birthday complete the survey in order to hear from a diverse set of residents. Residents were informed that they could complete the survey on paper or at a provided link online. Addresses that did not initially reply were sent a follow-up postcard reminder.
- > Simultaneously, Corona Insights collected responses from an online research panel provided by Dynata. Respondents were screened in order to ensure that they met the survey's age and location criteria. Through this panel, Corona oversampled hard-to-reach populations like younger residents and People of Color. Additional quality control checks were used to identify and delete poor quality responses.
- > In total, 866 Colorado residents completed the survey: 556 by mail, 116 online invited by mail, and 194 via the panel. The margin of error for the combined data was  $\pm 4.3\%$ . By supplementing with panel respondents, the data reflected in this report are not a true random sample and the margin of error is approximate. However, readers can generally assume that findings for the total in this report are very strong while findings for individual segments are more moderate in their reliability. This margin of error accounts for the design effect of weighting the survey data to adult Colorado residents.
- > Statistical weighting of survey data is often employed to make survey responses more representative of the wider population. Data in this report were weighted to reflect the adult population of Colorado in terms of region, age, gender, and race/ethnicity based on the most recent data available from the US Census' American Community Survey.

## Execution

- > Surveys were collected from March 4<sup>th</sup> to April 24<sup>th</sup>, 2022.

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