

# **Model Crash Facts Publications**

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## **Who the Audience is **Not****

- Statisticians and other “numbers people”
- People with a deep knowledge of crash data
- People who want to spend a lot of time looking for information

# **Who is the All Important Audience?**

- State Government Managers
- Legislators
- Activists
- Public

## **What are They Looking For?**

- General information
- Useful information
- Easily accessible & understandable information
- Information about their region, their issue

## **Design Considerations**

- Appealing design
- Logical organization
- Graphics to help visualize data
- Reasonably standard from year to year
- Reasonably quick to produce



## Where to find the Yellow Book

- Print
- Web
- CD

# Division of Government Research, UNM



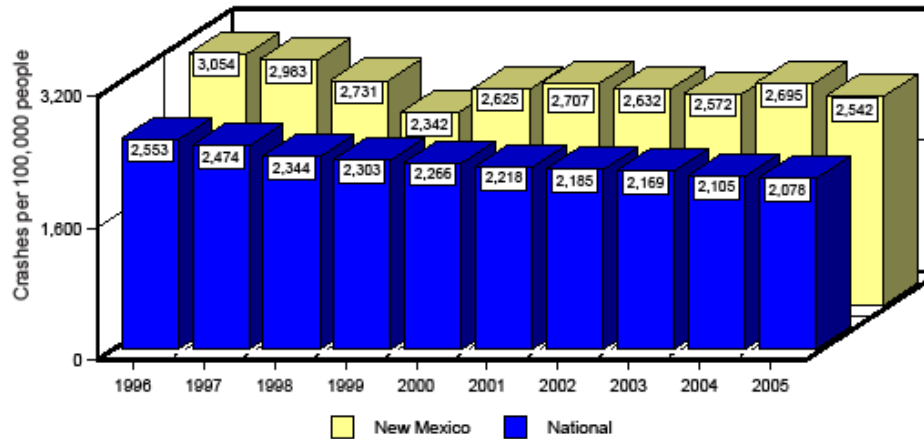
Where

- State vs. National
- County, City, Reservation & Pueblo

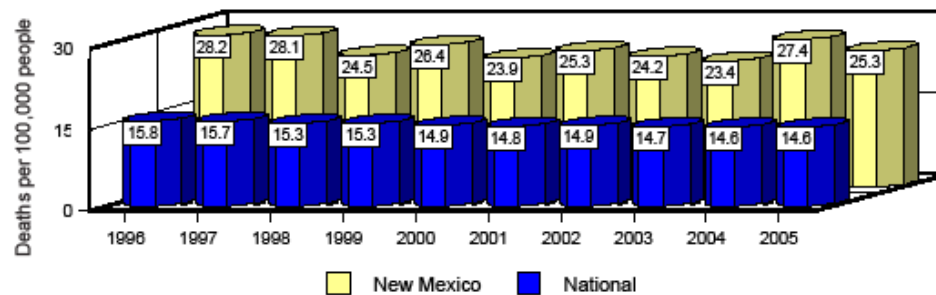
## In New Mexico ...

- Overall, the New Mexico crash rate decreased by 17 percent from 1996 to 2005.

### New Mexico and National Crash Rates, 1996 - 2005



### New Mexico and National Crash Death Rates, 1996 - 2005





## What

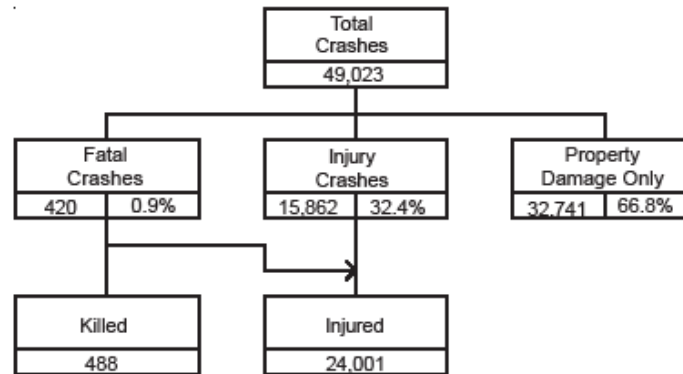
- Crash
- Driver license, rates
- Traffic volume, rates
- Population, rates, per capita

# OVERVIEW

In 2005 ...

- An individual died in a crash every 18 hours.
- A person was injured in a crash every 22 minutes.
- A traffic crash occurred every 11 minutes.

## Crashes in New Mexico by Severity, 2005



## New Mexico Roadway Statistics, 1996 - 2005

Calendar Year	New Mexico					Death Rates <sup>1</sup>	
	Motor Vehicle Registrations	MVM <sup>2</sup> Traveled	Population	Traffic Fatalities	Traffic Injuries	New Mexico	United States <sup>3</sup>
2005	NA*	23,874	1,928,384	488	24,001	25.3	14.7
2004	NA*	23,435	1,903,006	522	26,481	27.4	14.6
2003	NA*	22,855	1,879,252	439	25,412	23.4	14.7
2002	NA*	22,728	1,855,400	449	26,441	24.2	14.9
2001	NA*	22,707	1,832,608	464	27,536	25.3	14.8
2000	1,392,501 <sup>4</sup>	22,709	1,819,046	435	27,380	23.9	14.9
1999	1,336,880 <sup>4</sup>	22,451	1,739,844	460	24,229	26.4	15.3
1998	1,774,614 <sup>4</sup>	22,173	1,733,535	424	28,112	24.5	15.3
1997	1,570,192	21,895	1,722,939	484	29,719	28.1	15.7
1996	1,550,514	21,509	1,706,151	481	31,352	28.2	15.8

<sup>1</sup> Rates are per 100,000 population.

<sup>2,3</sup> Definition: see page 53. Note: MVM data were re-estimated in 2000 for 1992-2000.

<sup>4</sup> These are counts of registration transactions which were affected by the advent of 2-year registration in 1998.

\* not available.



When

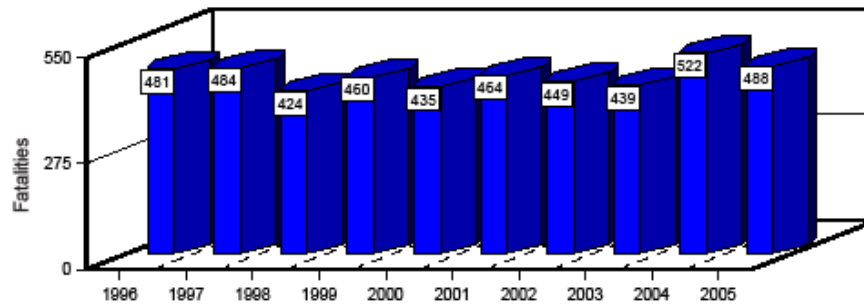
- Trends, five-year, ten-year
- Single year

# OVERVIEW

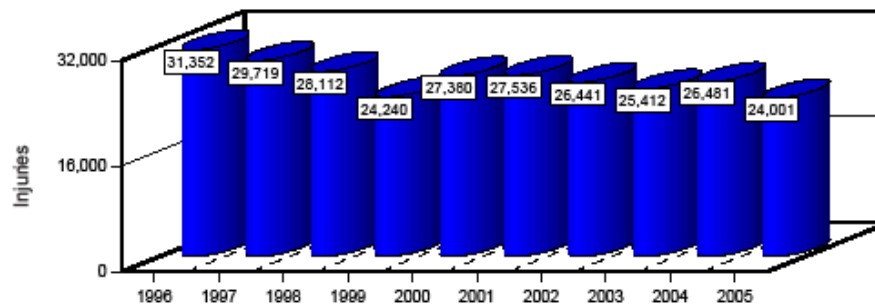
In 2005 compared to 2004, there were ...

- 2,480 (9 percent) fewer injuries in crashes.

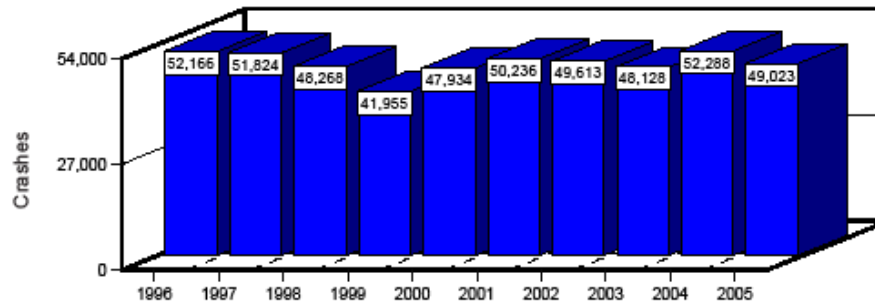
### Crash Fatalities in New Mexico by Year, 1996 - 2005



### Crash-related Injuries in New Mexico by Year, 1996 - 2005



### Crashes in New Mexico by Year, 1996 - 2005



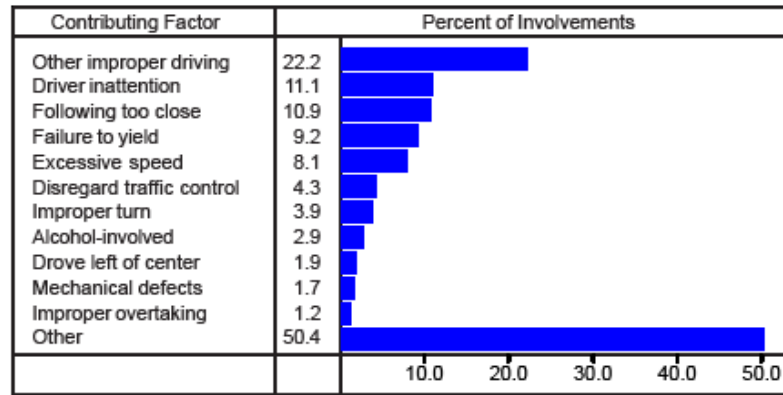


## How

- Contributing factors, weather, light
- Vehicle defect, road defect
- Hit and run

# CRASH DETAILS

## Contributing Factors of Crashes in New Mexico, 2005



• Percent of Involvements is the percentage of all vehicles in crashes for which each contributing factor was coded. More than one contributing factor may be coded for each vehicle. For 50 percent of all vehicles, no contributing factors were indicated.

## Crash Involvements in New Mexico by Vehicle Type, 2005

Vehicle Type	Total	Fatal	Injury	Total
Passenger Car	45,172	208	15,653	45,172
Pickup	21,097	151	6,542	21,097
Van or 4WD	15,626	131	5,245	15,626
Semi	2,547	55	637	2,547
Motorcycle	1,134	41	870	1,134
Pedestrian	465	62	367	465
Pedalcyclist	389	4	312	389
Bus	349	1	77	349
Other	459	12	103	459
Unknown	5,044	12	978	5,044
<b>Total</b>	<b>92,282</b>	<b>677</b>	<b>30,784</b>	<b>92,282</b>

## Crashes Involving Vehicle or Road Defects in New Mexico, 1999 - 2005

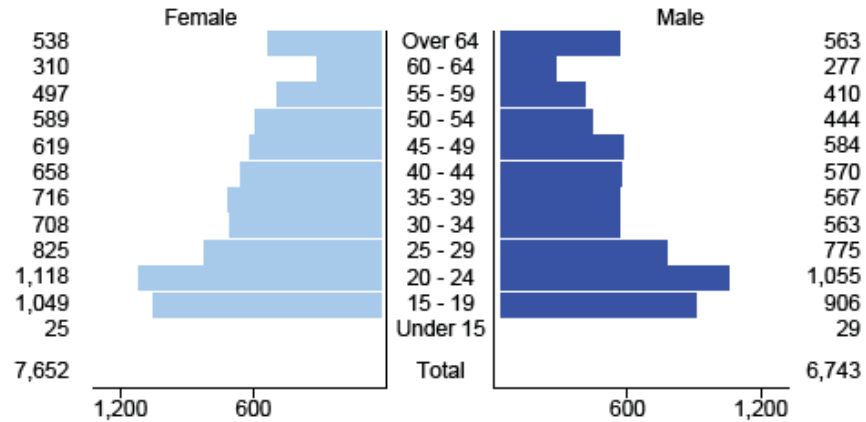
Year	All Crashes	Vehicle Defects	% With Vehicle Defects	Road Defects	% With Road Defects
2005	49,023	1,216	2.5	244	0.5
2004	52,288	1,332	2.5	721	1.4
2003	48,128	1,357	2.8	283	0.6
2002	49,613	1,503	3.0	733	1.5
2001	50,236	1,486	3.0	315	0.6
2000	47,934	1,464	3.1	336	0.7
1999	41,955	1,403	3.3	325	0.8



## Who

- Drivers
- Occupants
- Pedestrians
- Motorcyclist
- Pedalcyclist

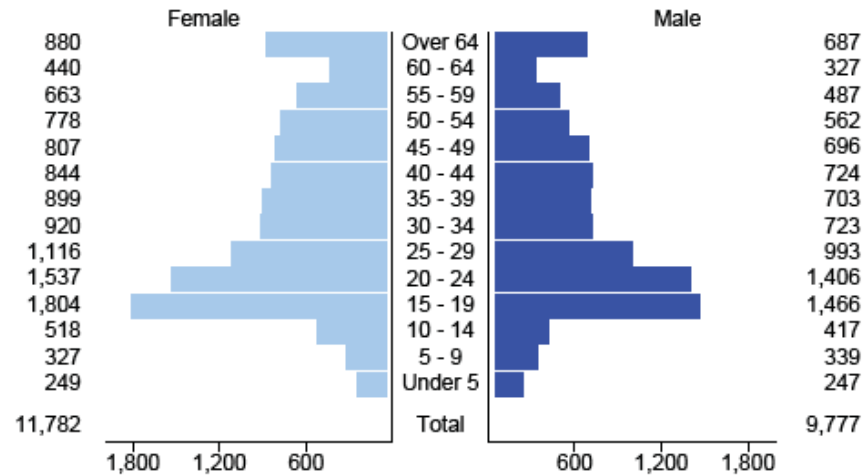
**Drivers Injured in New Mexico by Age and Sex, 2006**



In 2005 ...

- 23 percent of all females involved in crashes were injured, compared to 17 percent of all males.

**People Injured in Crashes in New Mexico by Age and Sex, 2006**





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