

North Dakota's Knowledge, Attitudes, Behaviors and Beliefs about Traffic Safety

Traffic Safety Partner Summit

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Background

- GHSA-NHTSA Safety Effort in 2010
 - Performance Measures and Outcomes

GHSA-NHTSA Safety Effort

- Track 10 Outcome Measures:
 1. Overall traffic safety performance
 2. Seat belt use
 3. Child occupants
 4. Alcohol-impaired driving
 5. Speeding/aggressive driving
 6. Motorcyclists
 7. Young drivers
 8. Older drivers
 9. Pedestrians
 10. Bicyclists

How to Track Outcomes

- Self-reported behaviors
- Method:
 - Survey Questionnaire

2017 North Dakota Driver Survey

**All Responses
Are Confidential**

- 1. How often do you use seat belts when you drive or ride in a vehicle?**
 Never Rarely Sometimes Nearly Always Always
- 2. What do you think the chance is of getting a ticket if you do not wear your seat belt?**
 Very Unlikely Unlikely Somewhat Likely Likely Very Likely
- 3. Do you favor or oppose a primary seat belt law where law enforcement can stop a vehicle and issue a citation for failure to wear a seat belt?**
 Strongly Oppose Somewhat Oppose Do Not Favor or Oppose Somewhat Favor Strongly Favor
- 4. What do you think the chance is of getting a ticket if you drive over the speed limit?**
 Very Unlikely Unlikely Somewhat Likely Likely Very Likely
- 5. On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph?**
 Never Rarely Sometimes Nearly Always Always
- 6. Do you favor or oppose higher fees/fines for speeding violations?**
 Strongly Oppose Somewhat Oppose Do Not Favor or Oppose Somewhat Favor Strongly Favor

GHSA-NHTSA Safety Effort

- Prioritized three areas:
 1. Occupant protection
 2. Alcohol use
 3. Speeding

Core Survey Questions

- Occupant Protection
 1. How often do you use seat belts when you drive or ride in a vehicle?
 2. Within the last 6 months, have you read, seen, or heard traffic safety messages relating to seat belt enforcement?
 3. What do you think the chance is of getting a ticket if you do not wear your seat belt?

Core Survey Questions

- Alcohol use
 1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking 1-2 alcoholic drinks?
 2. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking 3 or more alcoholic drinks?
 3. Within the last 6 months, have you read, seen, or heard traffic safety messages relating to drunk driving enforcement?
 4. What do you think the chances are of someone getting arrested if they drive buzzed/drank?

Core Survey Questions

- Speeding
 1. On a road with a speed limit of 30 mph, how often do you drive faster than 35 mph?
 2. On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph?
 3. Within the last 6 months have you read, seen, or heard traffic safety messages relating to speed enforcement?
 4. What do you think the chance is of getting a ticket if you drive over the speed limit?

Supplemental Questions

- Primary Seat Belt Law
- Speeding Fines
- Designated Drivers
- Distracted Driving
- Driving Concerns
- Demographic Information

Method

- Mail to 10,920 drivers
 - Over age 18
 - Disproportionate stratified random sample

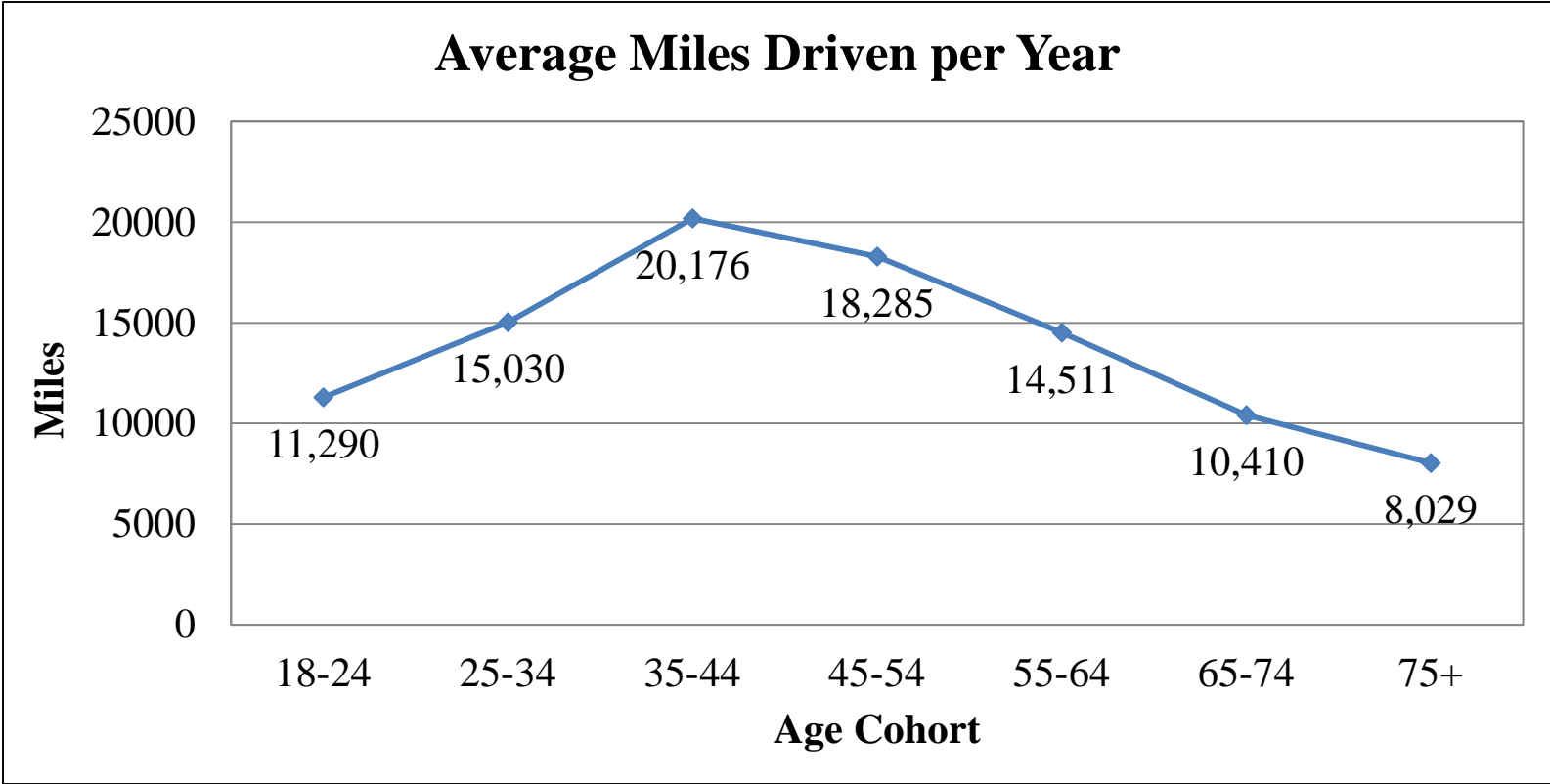
West Urban



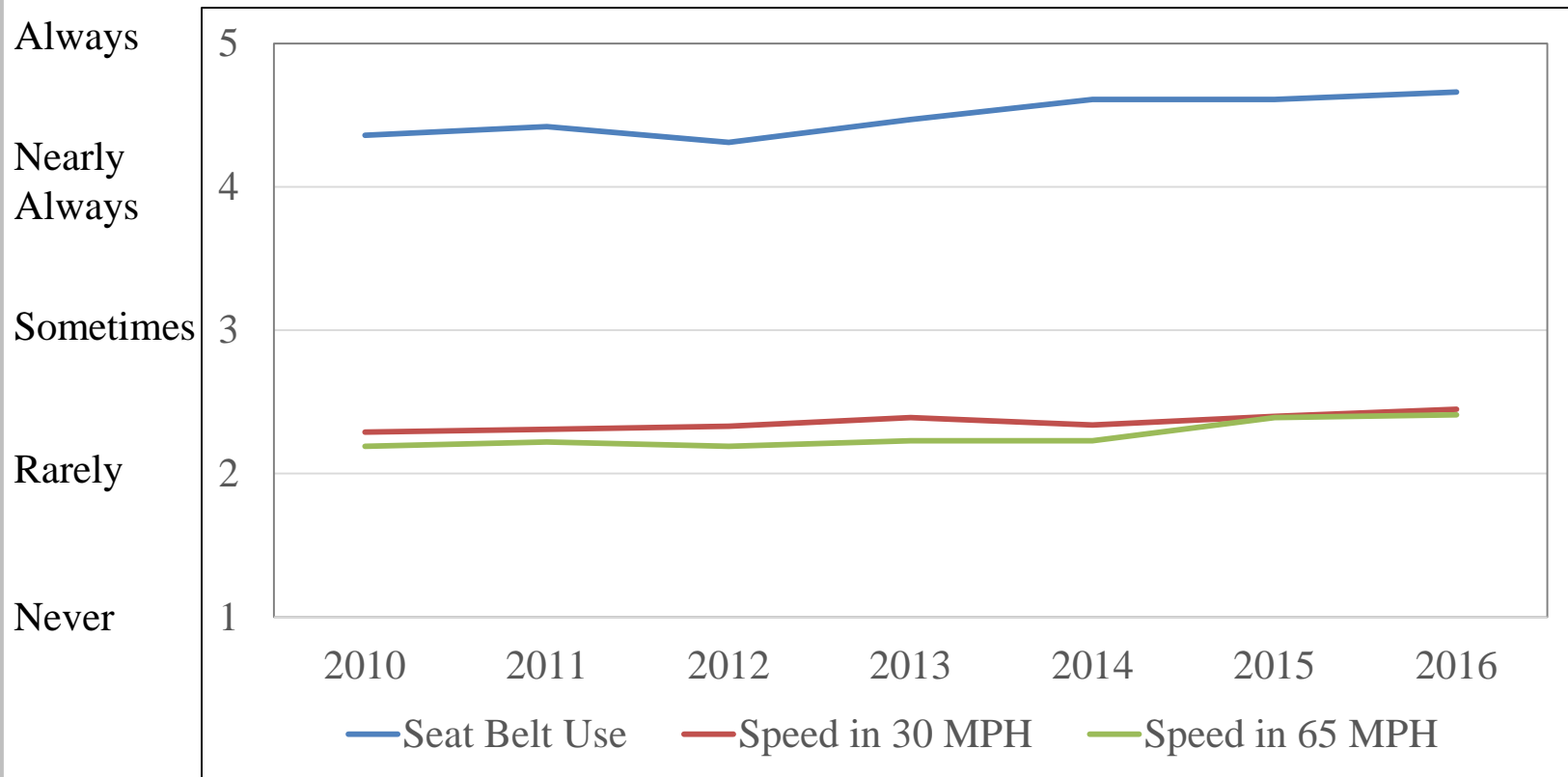
Method

- Response rate anywhere from 18%-25%

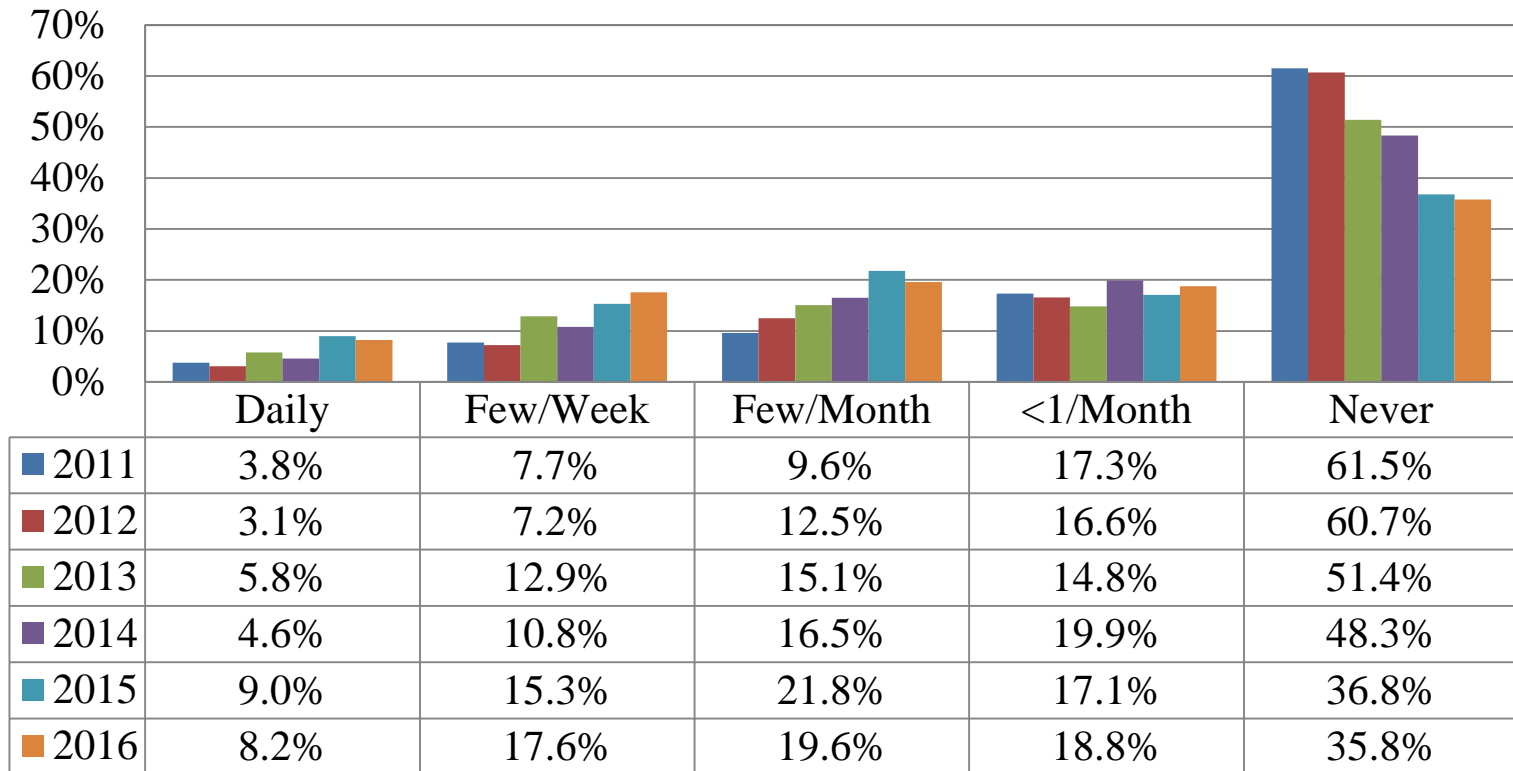
Results



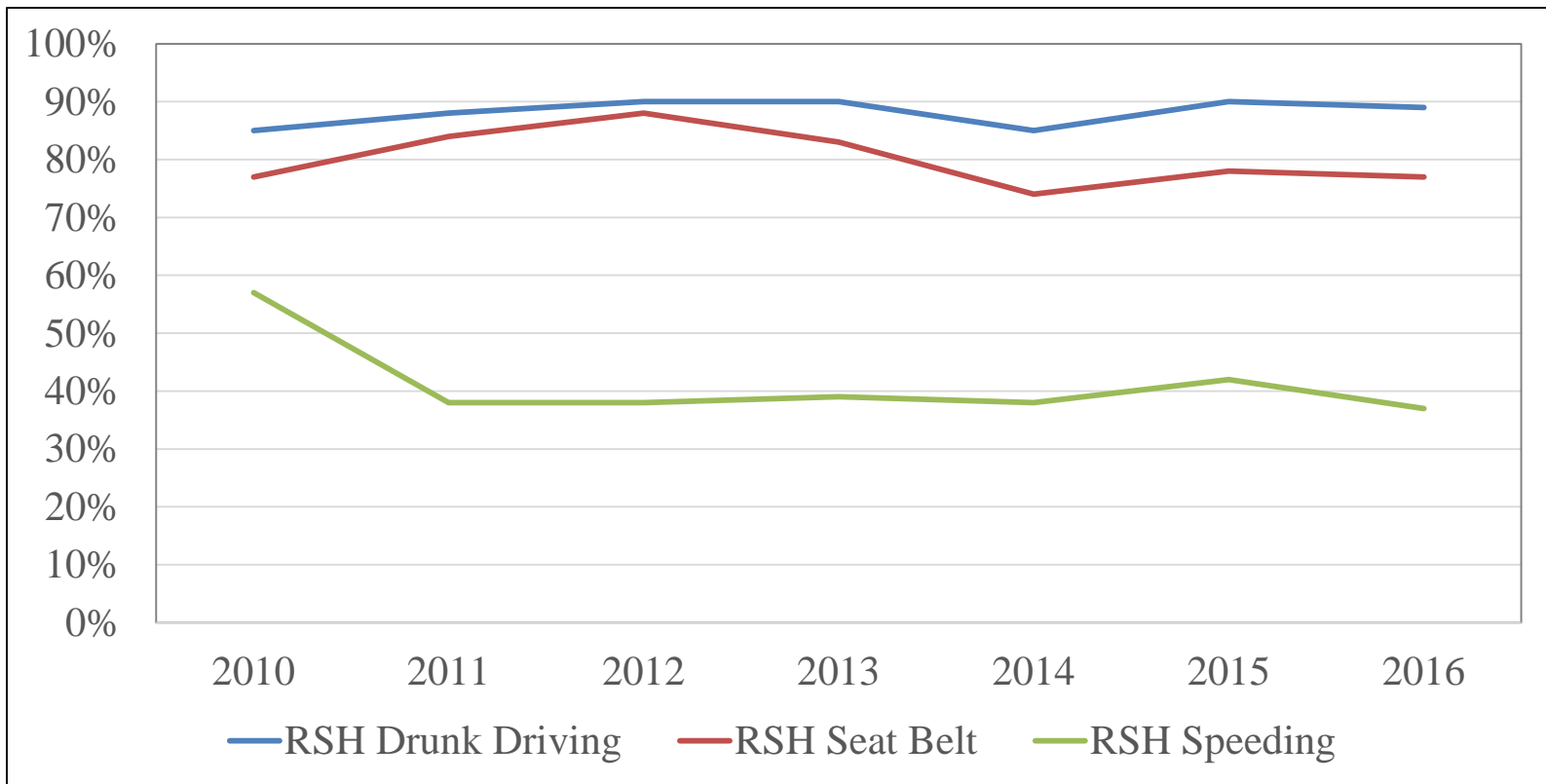
Results: Driver Behavior



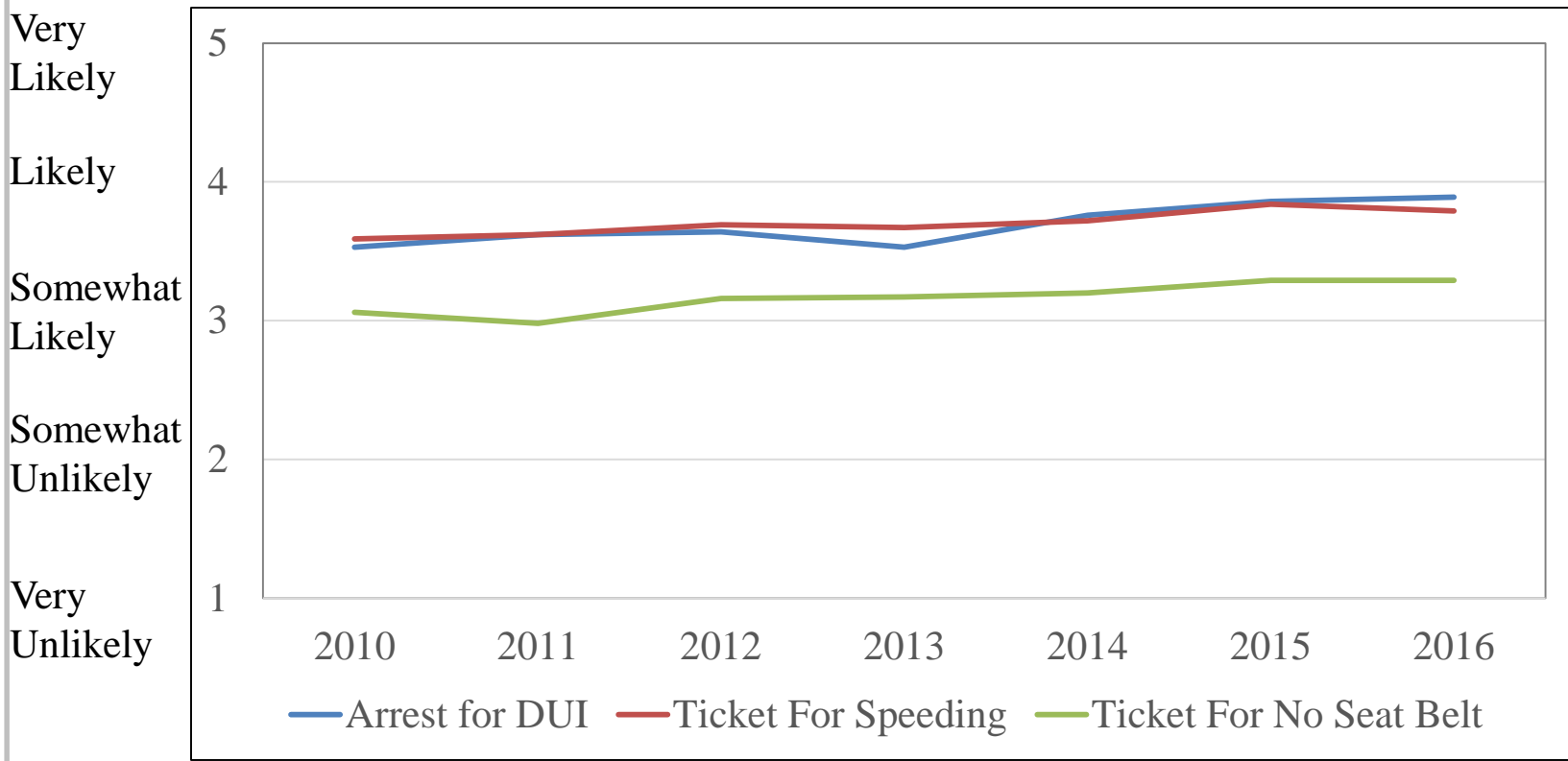
Results: Driver Behavior – Texting



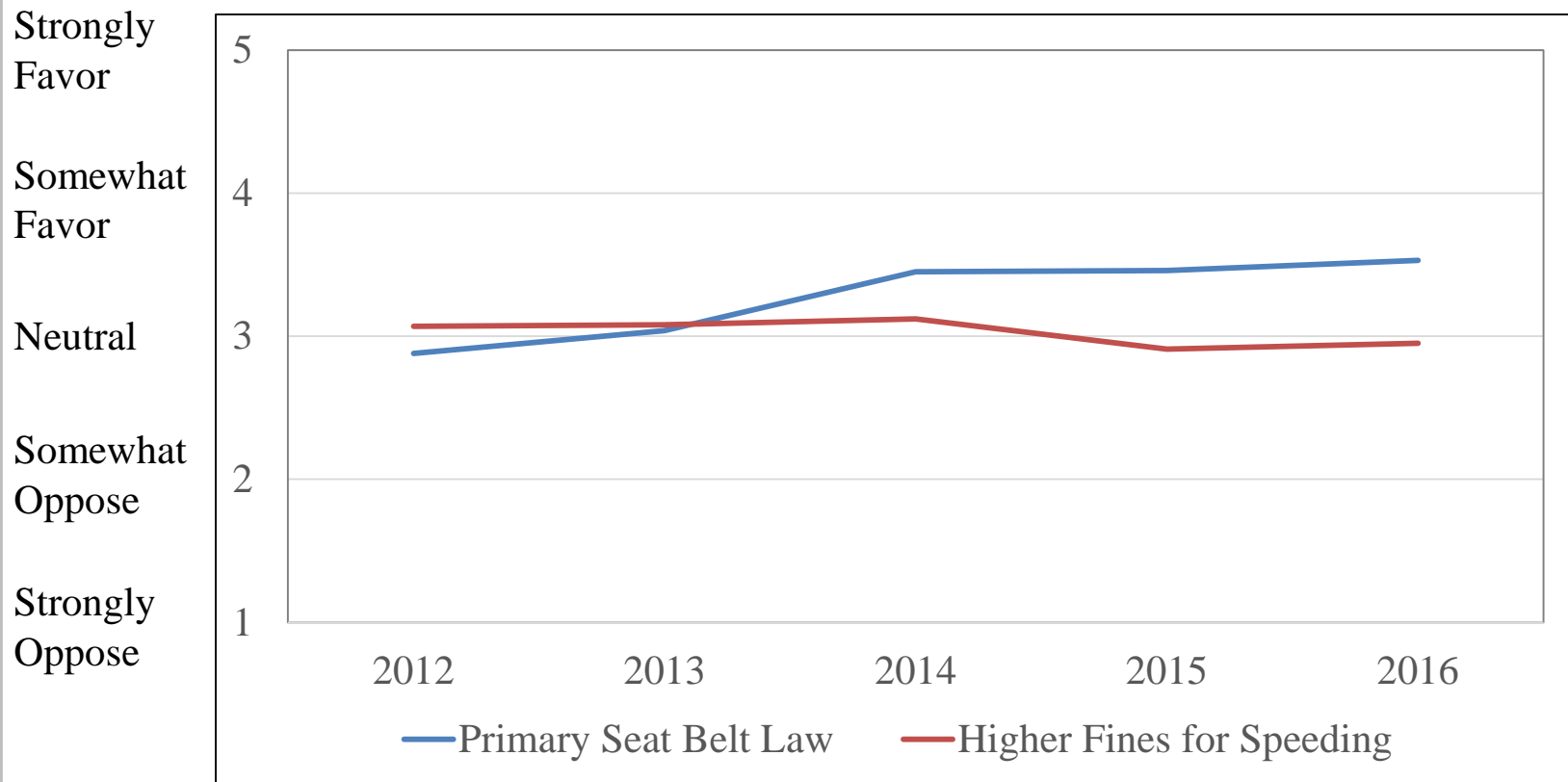
Results: Driver Knowledge



Results: Driver Beliefs



Results: Driver Attitudes



Driver Groups

- East/West
- Urban/Rural
- Male/Female
- High-Risk Young (18-34) Drivers

Rural Driver Group

- Less likely to use seat belt
- More likely to speed
- Think tickets are more likely
- See safety messages more often

Target Driver Group

AAA study shows millennials eclipse teens as worst drivers

Ashley Halsey III - Washington Post

10:12 a.m. Wednesday, Feb. 15, 2017 Filed in National/World News

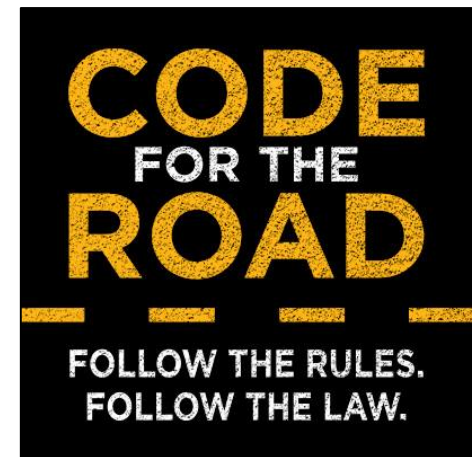


Compared to Drivers Over Age 35...

Metric	Male Millennial	Female Millennial
Lower seat belt use	✓	
Think seat belt tickets are unlikely	✓	✓
More likely to speed in 30 MPH zone	✓	✓
More likely to speed in 65 MPH zone	✓	✓
More likely to drive after 1-2 drinks	✓	
More likely to drive after 3+ drinks	✓	
More likely to use cell phone for talking	✓	✓
More likely to use cell phone for texting	✓	✓
Lower exposure to safety messages	✓	✓

Safety Messages

- *Wear It For Them* safety advertisement
- *Code for the Road* safety campaign



Conclusions

- A “mixed bag” of results
- Helps quantify NDDOT SD actions

Questions?

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