

Market Research: Why Won't Everybody Buckle Up?

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Why is research important?



Why now?



Research Methodology

- Timing: January 20-30, 2017
- Quantity: 404 people statewide + 201 additional male pick-up drivers
- Ages: 18-34 (34.95%), 35-54 (31.44%), 55+ (33.62%)
- Location: 60.65% eastern North Dakota : 38.75% western North Dakota
- Location: 20.36% urban : 38.02% small town : 41.20% rural North Dakota
- The statistical results were weighted to correct known demographic discrepancies

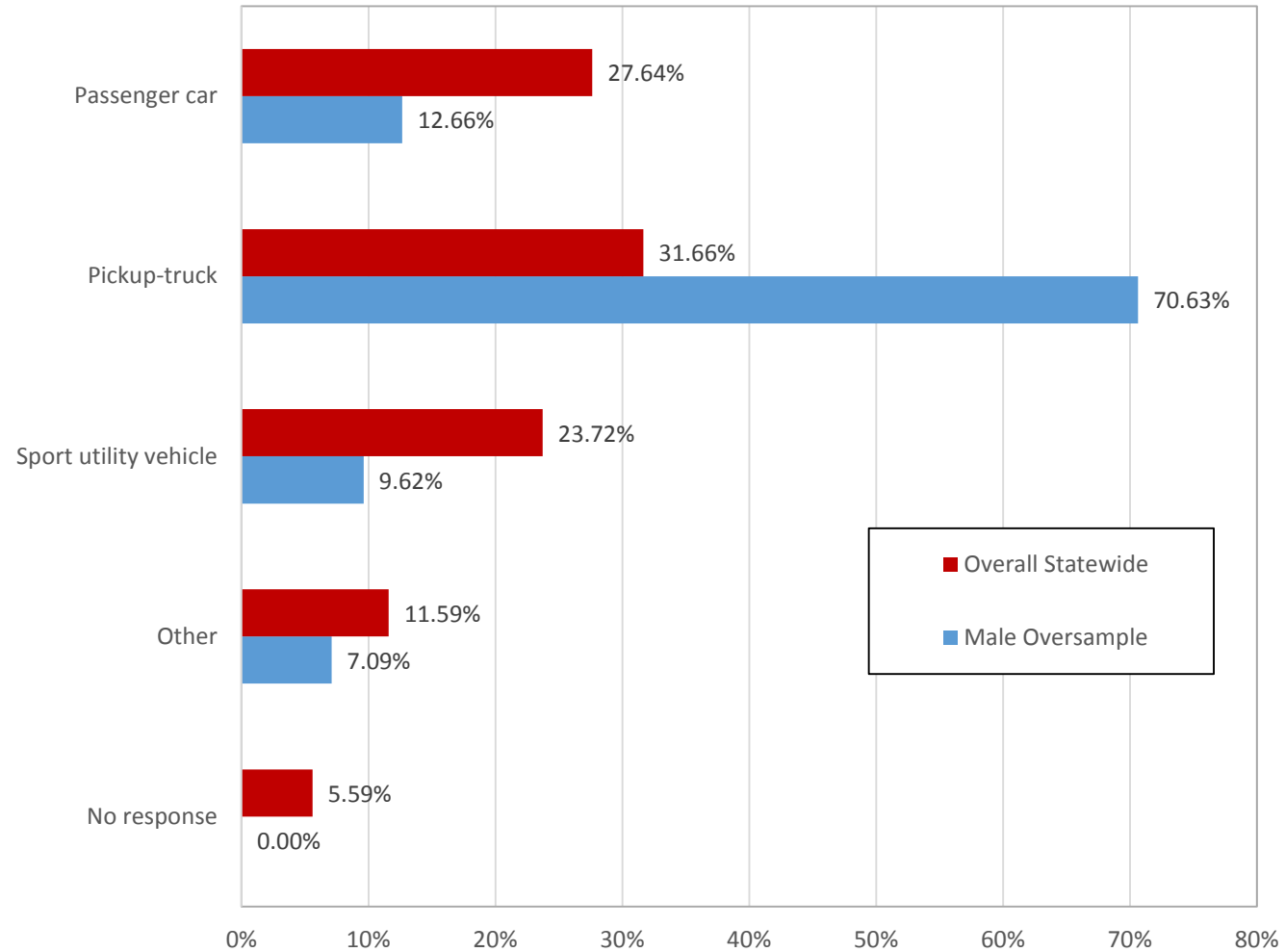


Research Methodology

- Phone survey
- 42 of questions
- Duration: Approx. 10 minutes



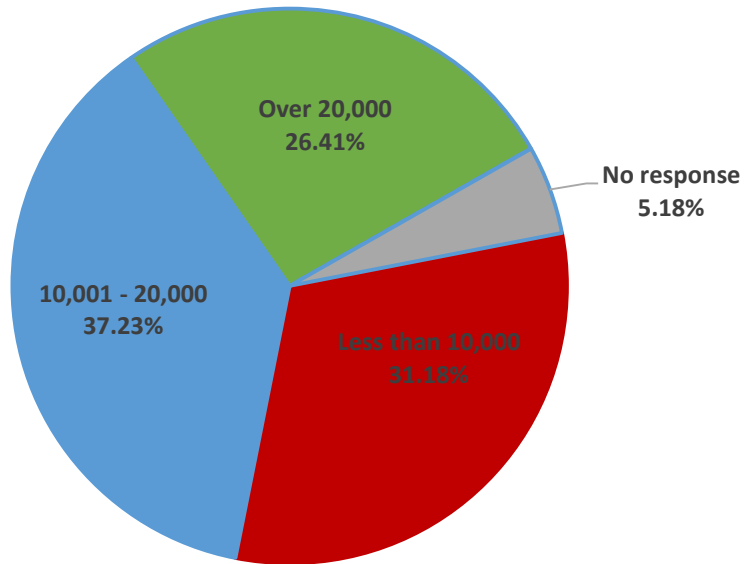
Results: Vehicle Driven Most Often



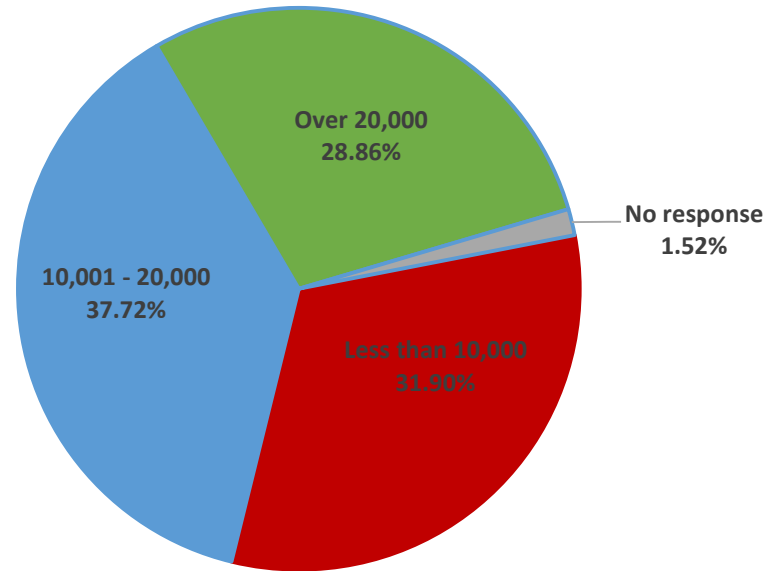


Results: Miles Driven Last Year

Overall Statewide

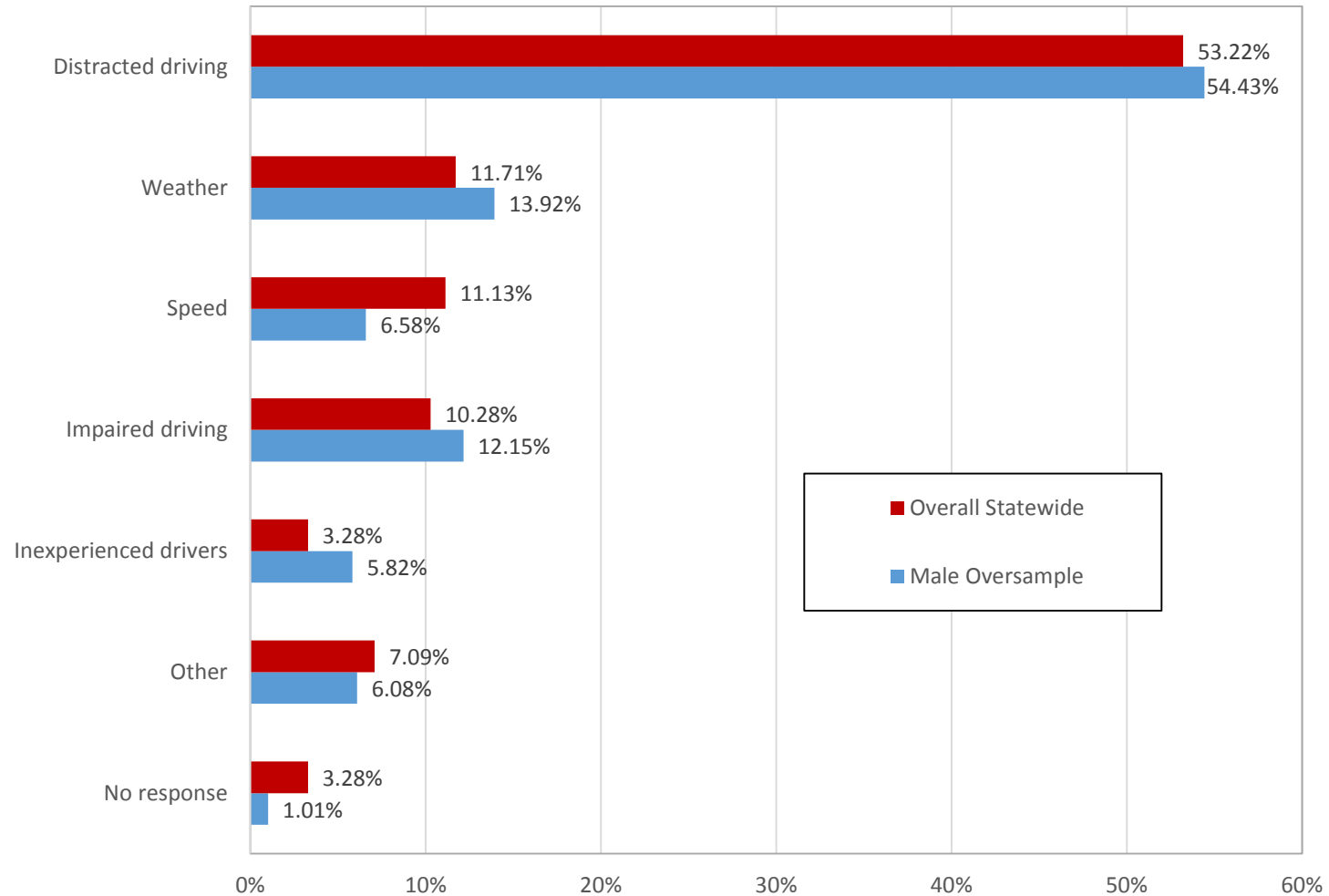


Male Oversample



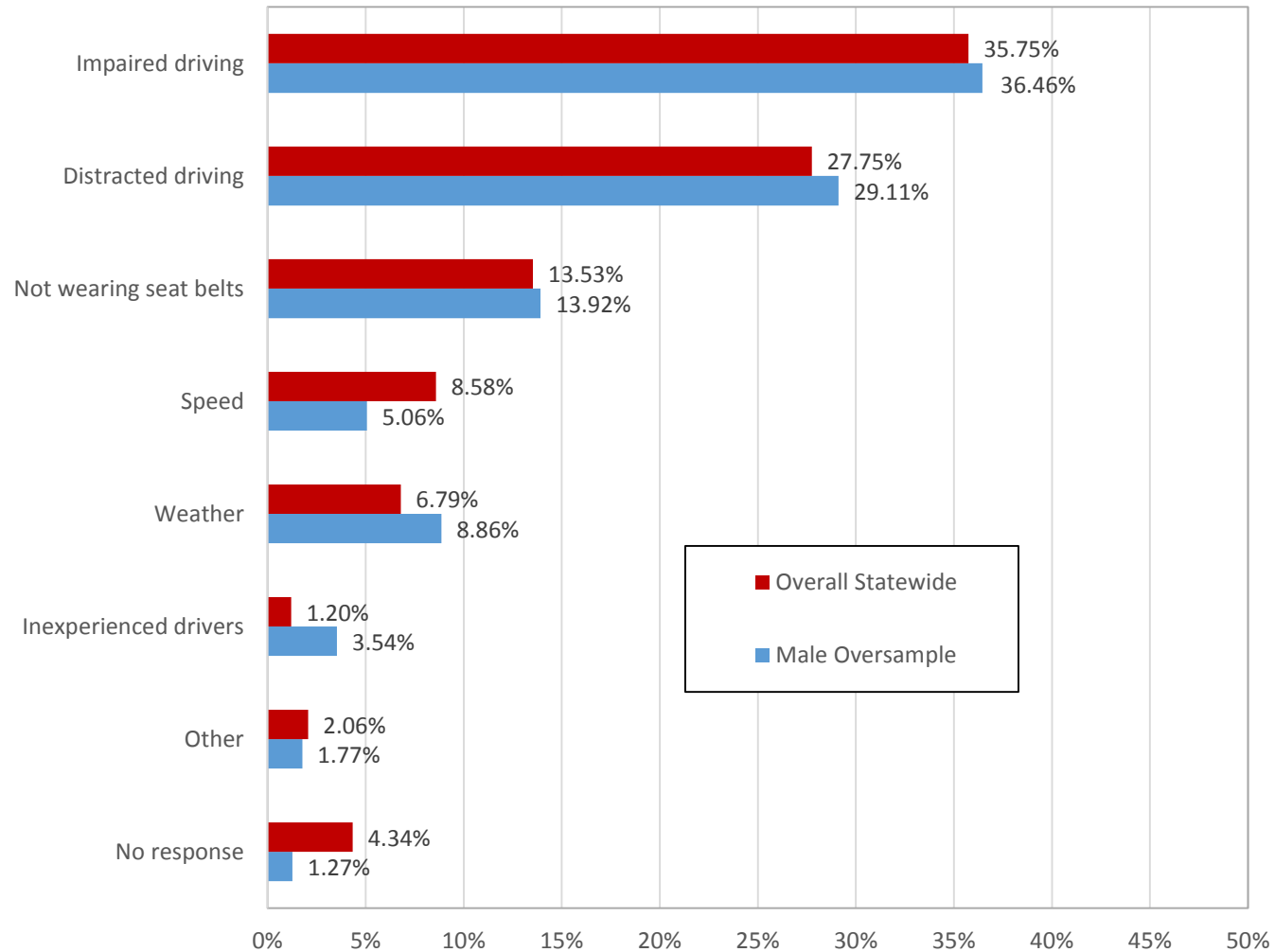


Results: Greatest Cause of Vehicle Crashes in North Dakota



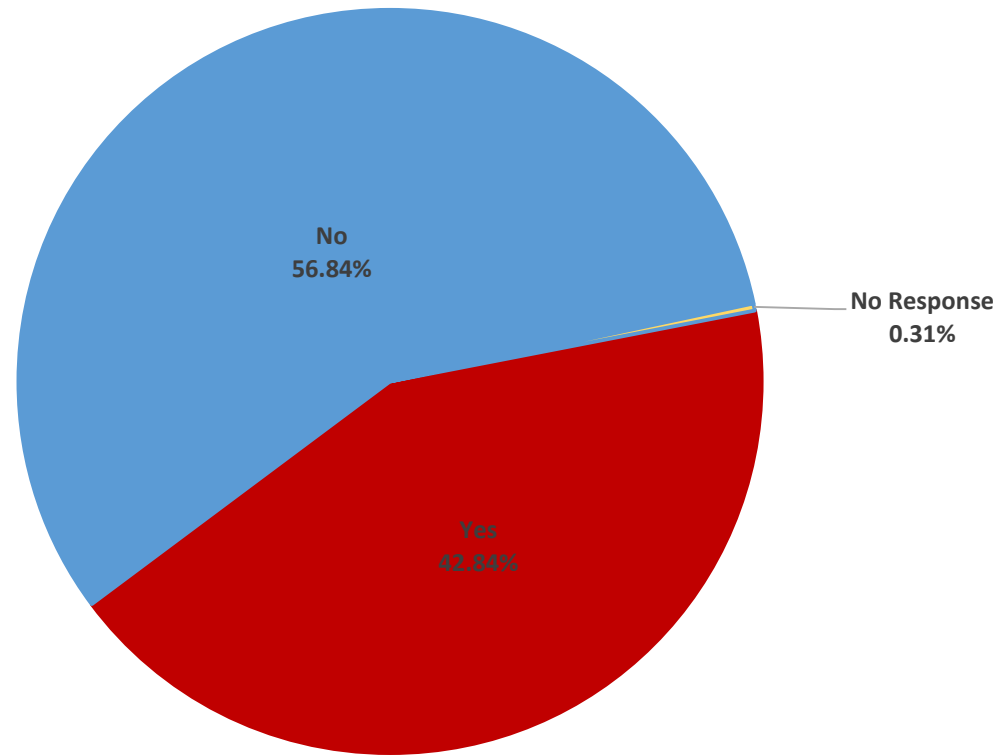


Results: Greatest Cause of Fatalities/Deaths in North Dakota





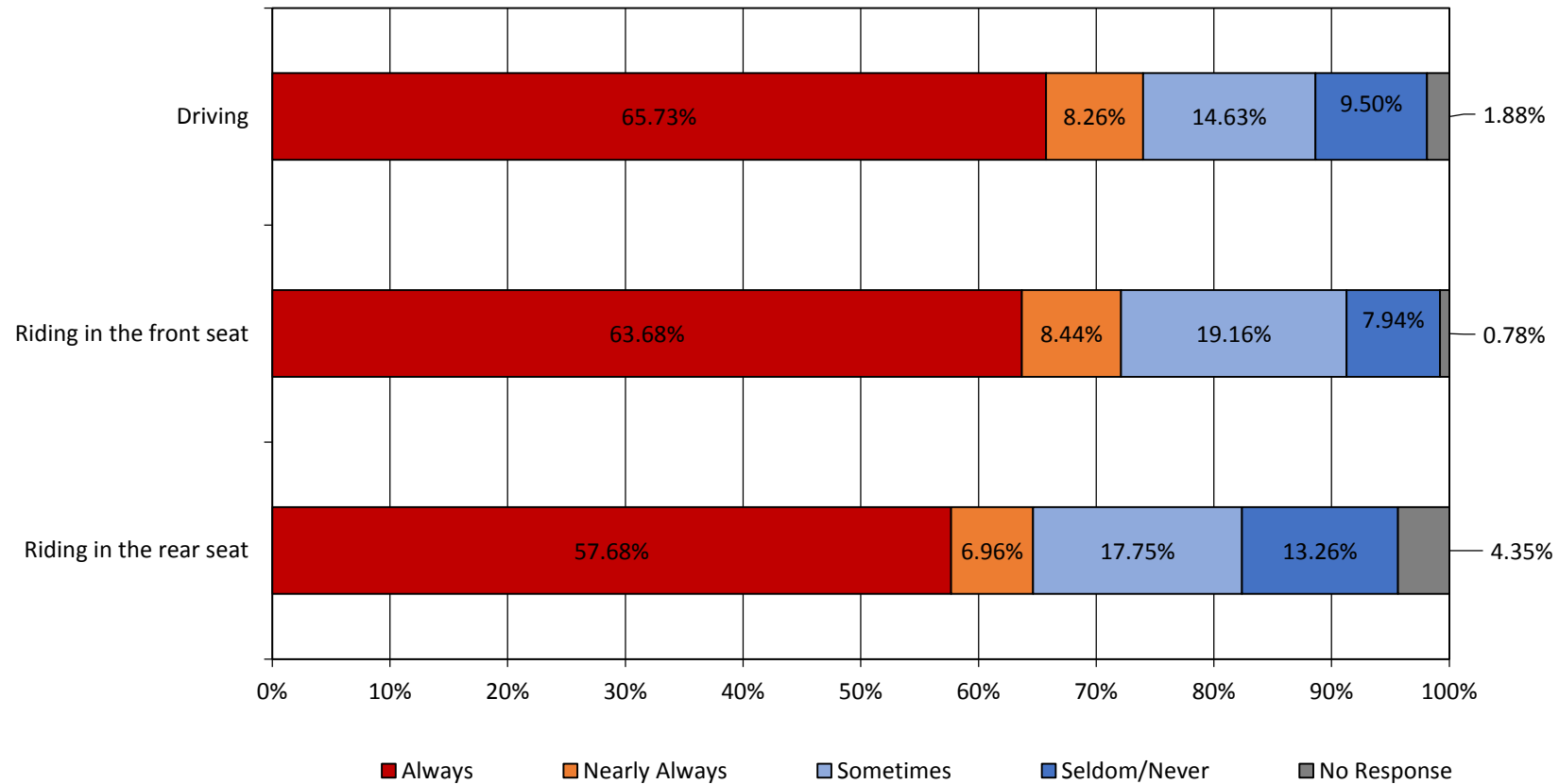
Results: Heard of North Dakota Code for the Road?





Results: How Often Do You Use a Seat Belt When ...

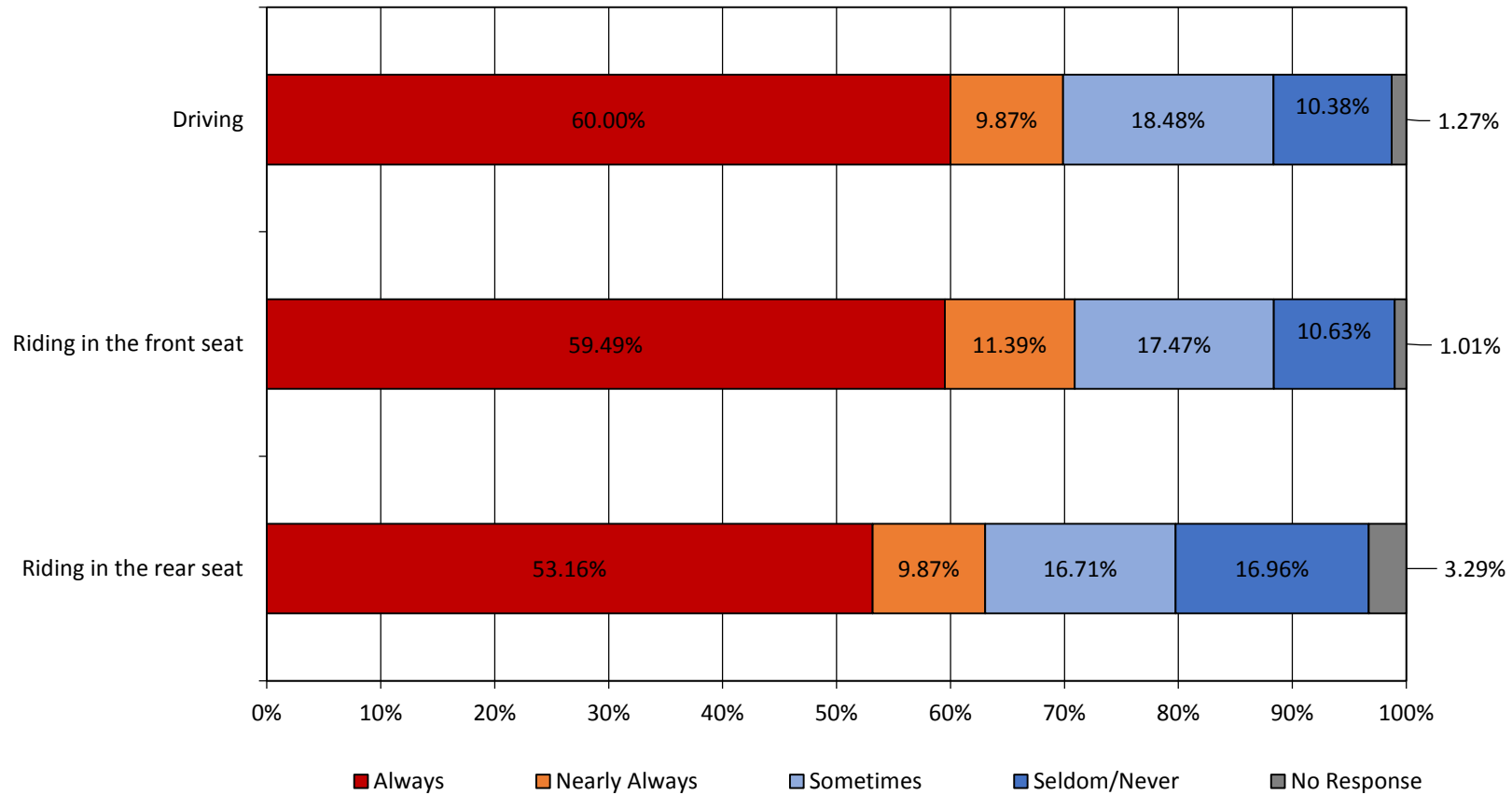
Overall Statewide





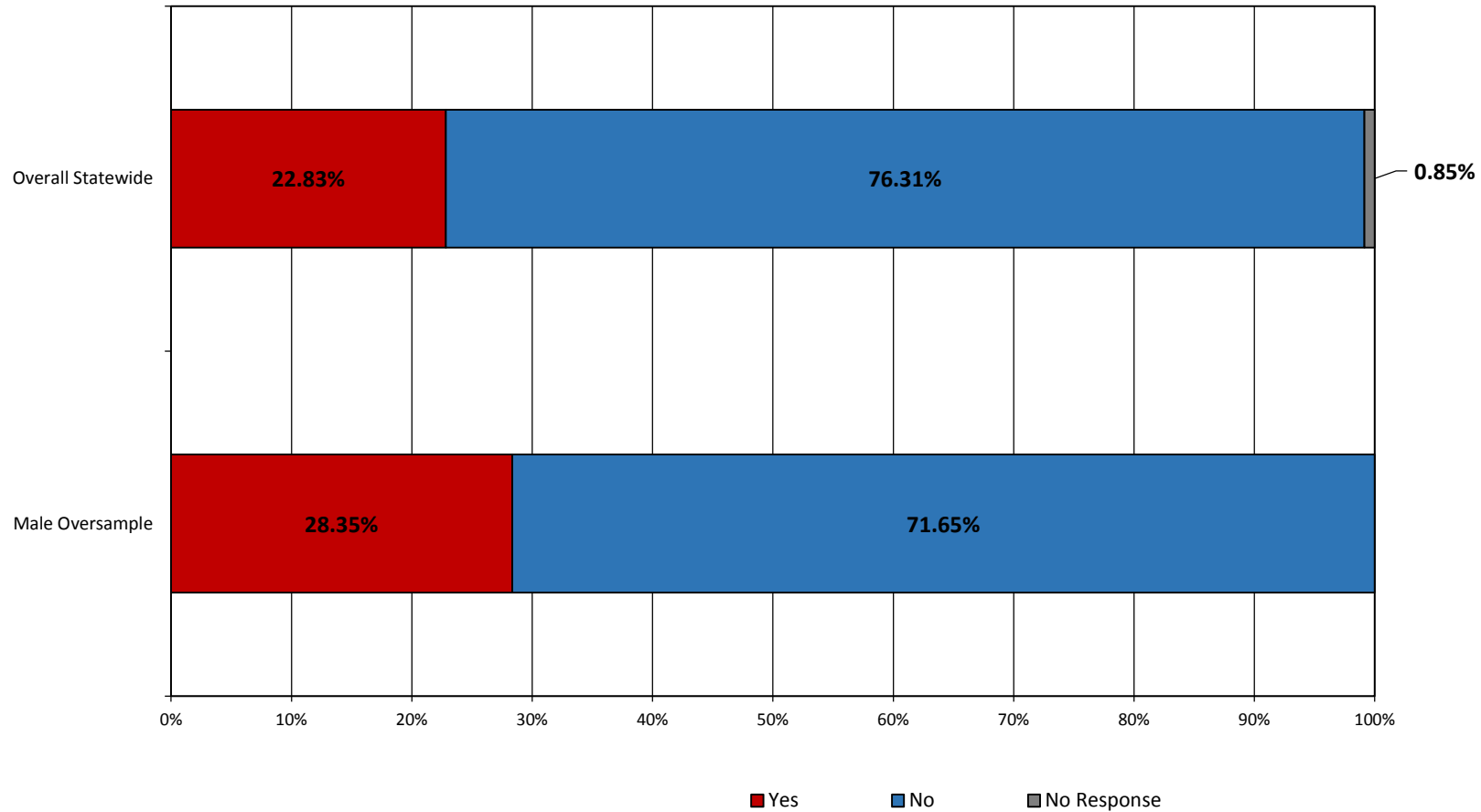
Results: How Often Do You Use a Seat Belt When ...

Male Oversample



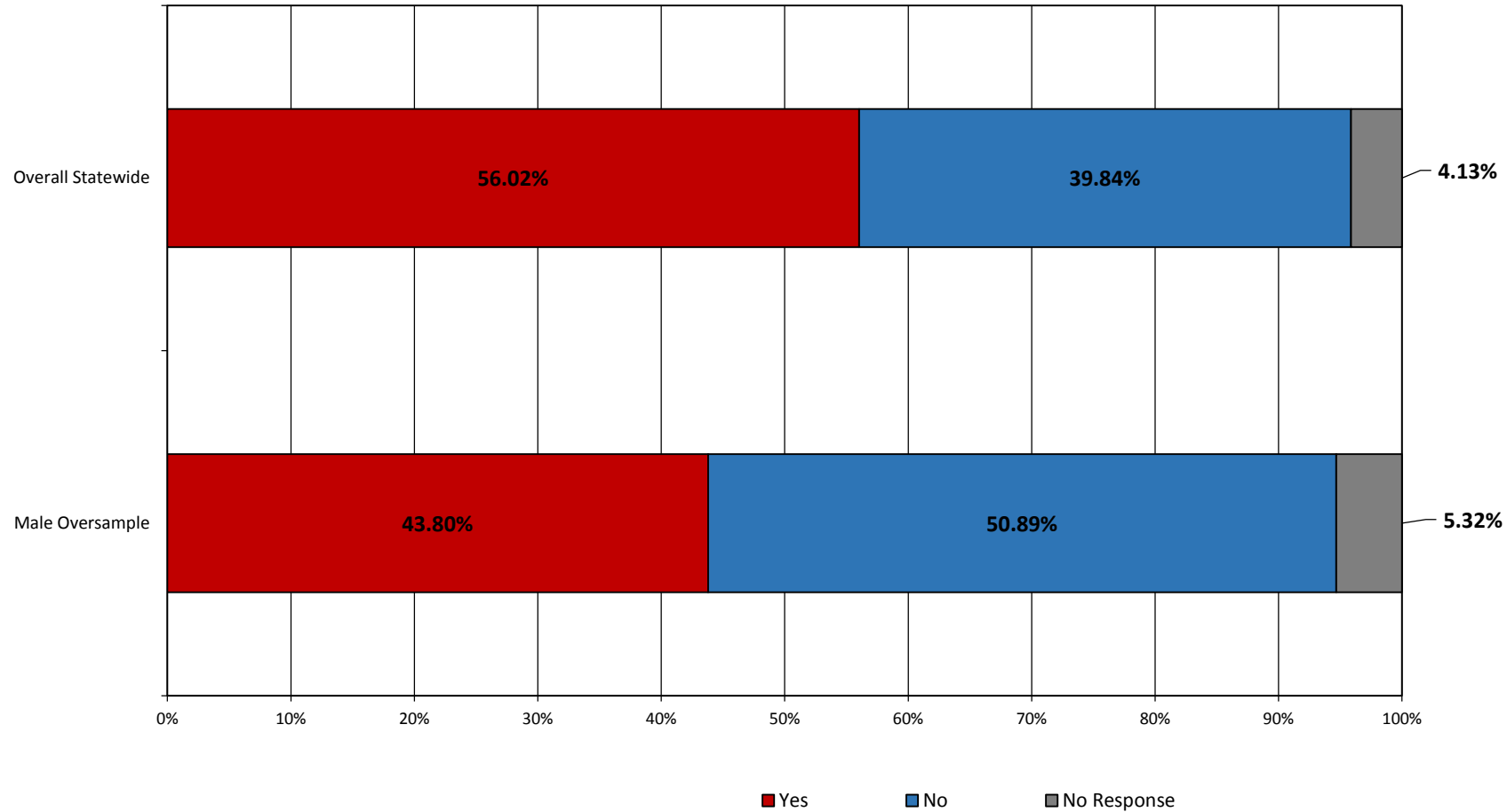


Results: Have You Ever Received a Ticket or Warning for Not Wearing a Seat Belt?



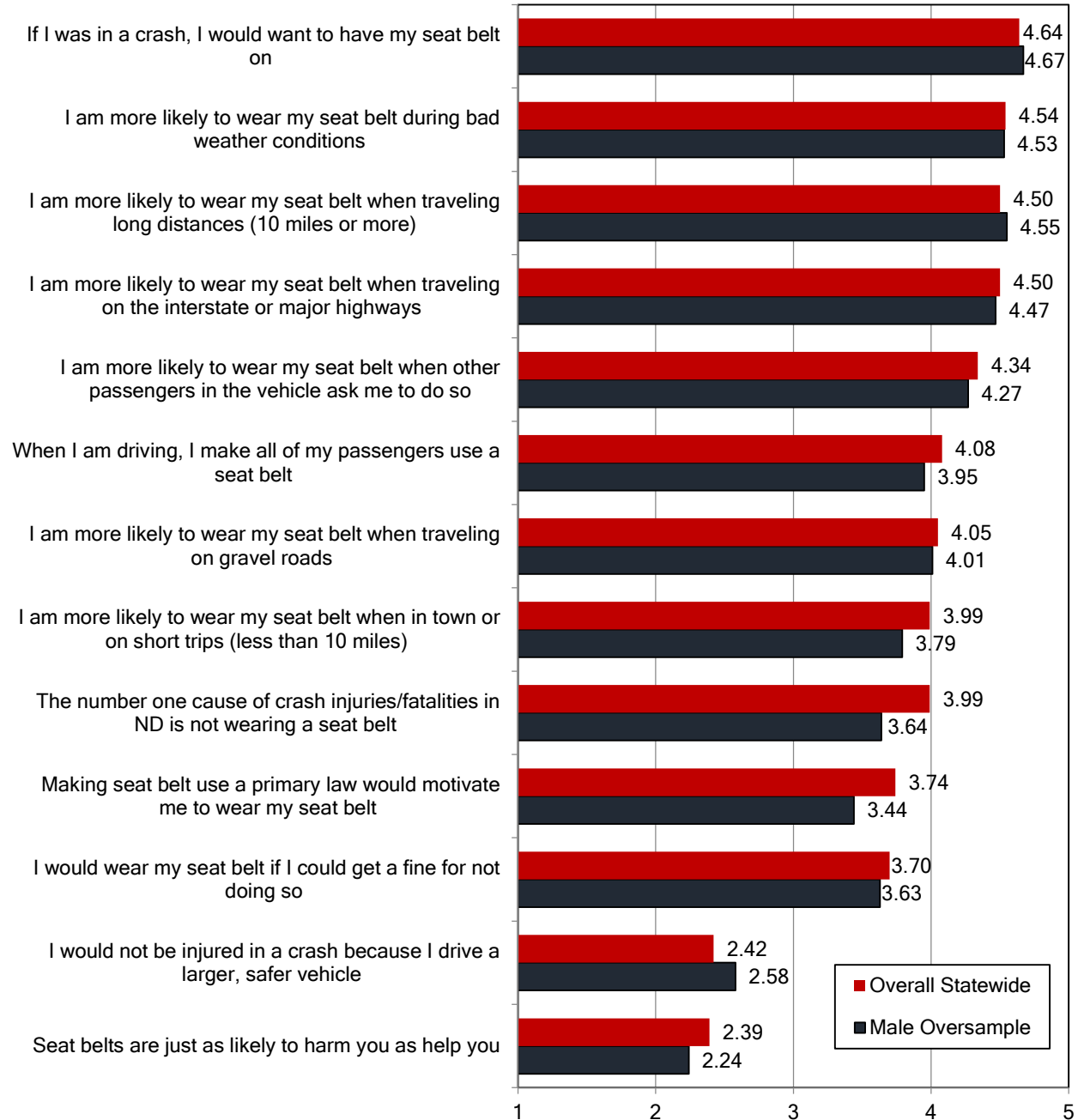


Results: Should Seat Belt Use Be a Primary Law Instead of a Secondary Law?



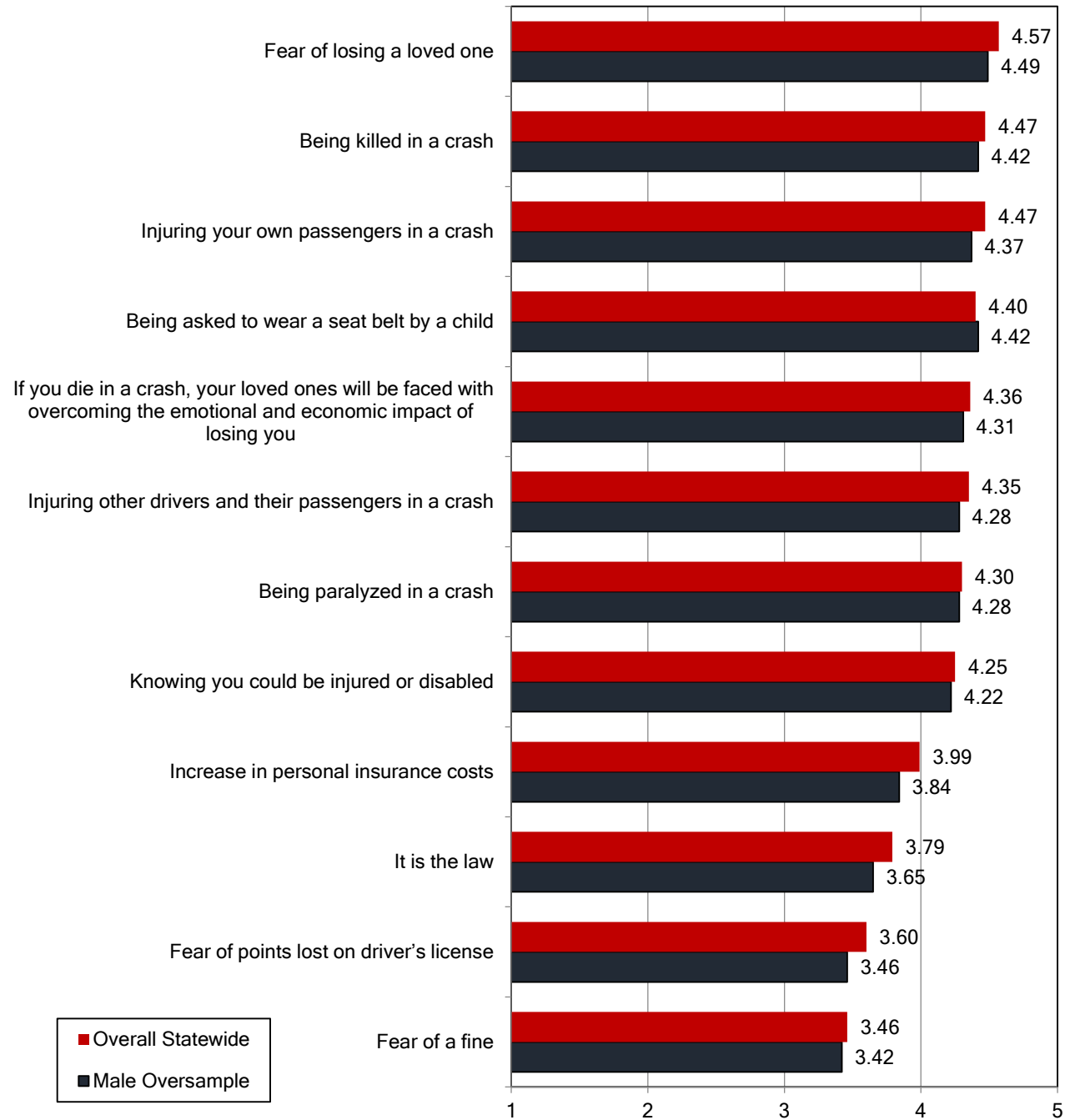


Results: How much they agreed with the statements





Results: Effectiveness in Motivating Drivers to Wear Seat Belts





What does this mean for NDDOT Traffic Safety messaging?



THANK YOU