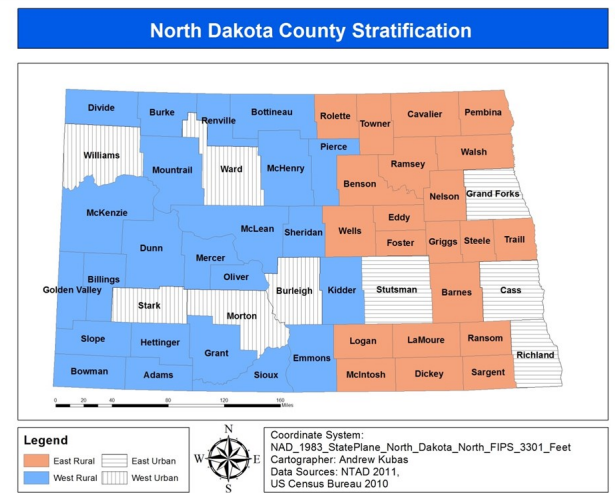


North Dakota Statewide Traffic Safety Survey, 2017

The United States lags behind other developed countries in several transportation safety metrics. Progress has been made in reducing the number of traffic-related fatalities, but crashes resulting in death, injury, and property damage continue to take place due to preventable factors. Among states, ND has a crash rate among the ten highest. The statewide driver survey provides baseline metrics for the North Dakota Department of Transportation Safety Division and others to use in understanding perceptions and self-reported behaviors related to traffic safety.

A core set of questions addressed nationally agreed upon priorities including seat belts, impaired driving, and speeding. In addition to the core issues, questions were included to better understand views on specific programs and attitudes pertinent to North Dakota drivers. Approximately 11,000 ND drivers were mailed surveys. This analysis is based on 2,116 responses.

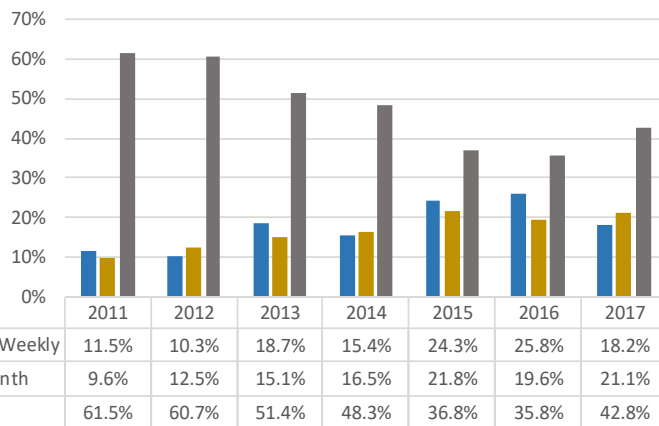


RESULTS HIGHLIGHTS

- Seat Belts:** Self-reported use shows that 74.4% of respondents “always” wear seat belts with another 19.5% reporting usage as “nearly always.” Only 1.5% report “rarely” or “never” using seat belts, the lowest reported over the 7-year survey history.
- Alcohol:** Among respondents who drink alcohol, 31.5% reported driving a vehicle during the past two months within two hours of drinking one or two drinks and 7.0% reported driving after drinking three or more drinks. These rates increased compared to 29.0% and 4.7% of drivers, respectively, in the 2016 survey.
- Distracted Driving:** The proportion of respondents who report “never” text on the phone while driving has decreased on average since 2011 to about 43% currently. Drivers are more likely to use their cell phone for talking while driving. About half of drivers in North Dakota use their cell phone for talking while driving on a daily/weekly basis.
- Speeding:** 10.5% of drivers report high levels of speeding activity in a 75-mile-per-hour speed zone based on those who answered “always” or “nearly always” to driving faster than 80 mph.
- Region:** Drivers living in the 12 urban counties are more likely to use a seat belt and less likely to talk on the cell phone while driving.

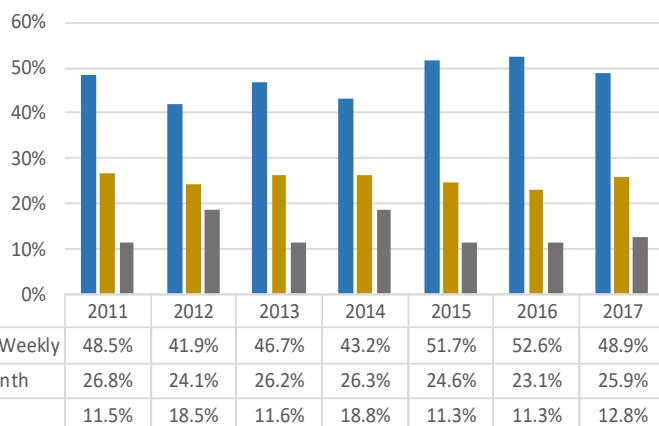
Additional detail related to 18 – 34 year old high-risk drivers is provided on page 2.

Texting While Driving



*selected values graphed

Cell Talking While Driving



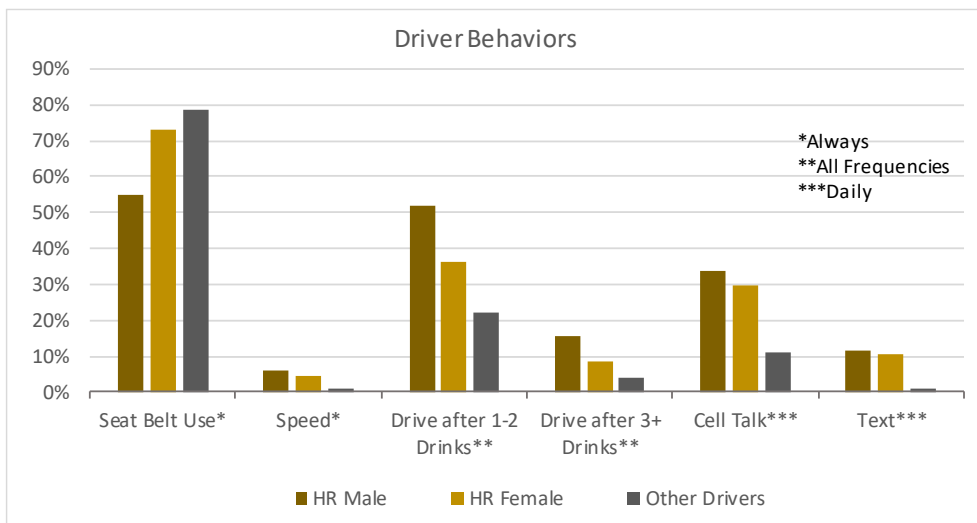
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Young Male and Female Drivers

Selected target groups of 18-to-34-year-old high-risk (HR) male and female drivers show noticeable differences in behaviors, traffic safety message exposure, and views when compared to other drivers.

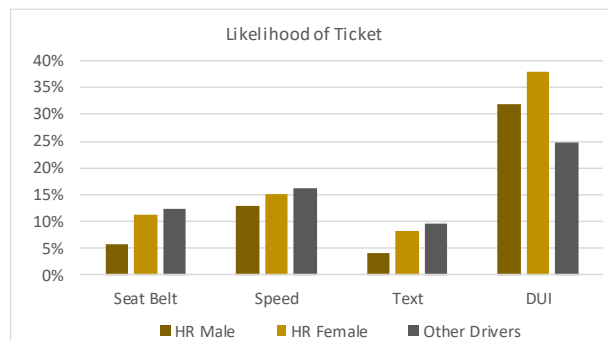
- Driving Behaviors:** Only 54.7% of HR male drivers surveyed “always” wear a seat belt while driving or riding in a vehicle, a number much smaller than the 72.9% of high-risk females, and the 78.8% of other drivers. Both HR groups have a higher likelihood of speeding on a 75-mile-per-hour road, and texting and talking on the phone while driving.

HR males have a lower expectancy for law enforcement to ticket drivers for seat belt violations when compared to the balance of the population. This perception may be linked to their lower belt use.



The 18-to-34-year-old females and males thought the chances of being arrested for driving-under-the-influence of alcohol were more likely than did other North Dakota drivers. It is unknown what factors cause these perceptions as these target groups and all other North Dakota drivers reported seeing traffic safety messages targeting impaired driving at comparable rates. Nevertheless, messages may need to be better focused at targeting these groups in an effort to deter operating a motor vehicle while impaired.

- Traffic Safety Messages:** Exposure to traffic safety messages that can be read, seen, or heard vary between the young male and female drivers compared to other drivers based on the message at hand. Both HR males and HR females had a lower likelihood of being exposed to safety messages about speeding and distracted driving.
- Viewpoints:** Young male and female drivers hold viewpoints about driving that are notably different than other drivers. HR males do not support a primary seat belt law as strongly as other drivers, with 39.2% either “somewhat favor” or “strongly favor” such legislation compared with 62.0% of HR females and 63.7% of other drivers. Both HR male and female groups are also less likely to support higher fines for speeding at 25.7% and 25.5%, respectively, compared to 51.5% of other drivers.



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The content of this report reflects the views of the authors, who are responsible for the facts and accuracy of the information presented. This document is disseminated under the sponsorship of the North Dakota Department of Transportation and the Federal Highway Administration.

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