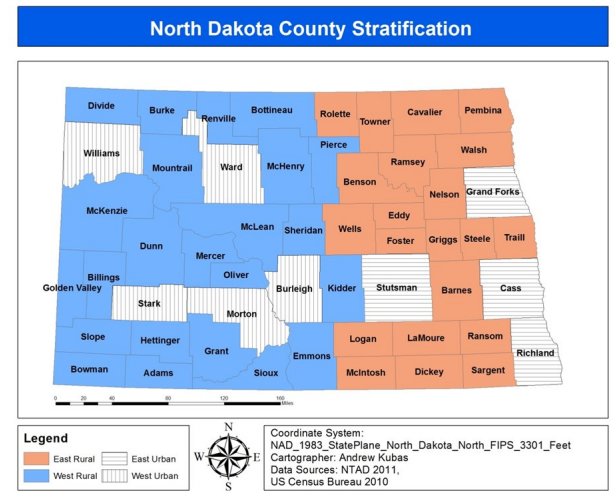


North Dakota Statewide Traffic Safety Survey, 2018

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.

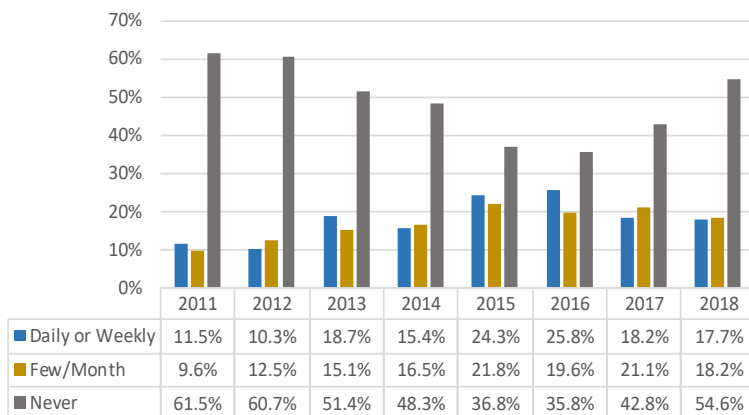
A core set of questions addresses nationally agreed upon priorities including seat belts, impaired driving, and speeding. In addition, questions were included to better understand views on specific programs and attitudes pertinent to North Dakota drivers. Approximately 11,000 ND drivers were mailed surveys in 2018. Analysis is based on 1,870 responses.



RESULTS HIGHLIGHTS

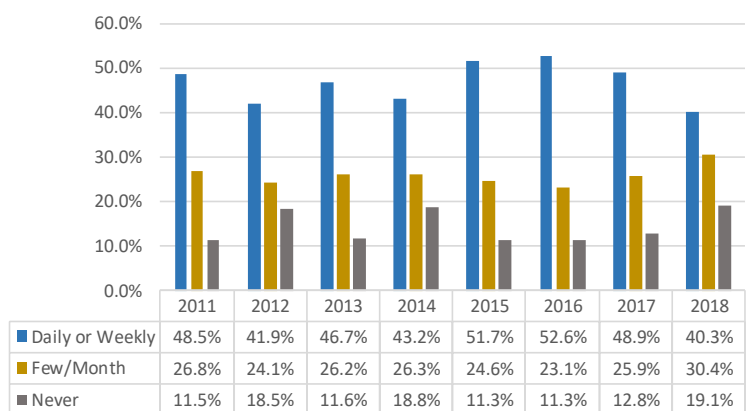
- Seat Belts:** Self-reported use shows that 77.8% of respondents “always” wear seat belts with another 17.3% reporting usage as “nearly always.” The 0.9% that report “rarely” or “never” using seat belts is the lowest share reported over the 8-year survey history.
- Alcohol:** Among respondents who drink alcohol, 34.5% report driving a vehicle during the past two months within two hours of drinking one or two drinks, and 7.4% report driving after drinking three or more drinks. These rates increased compared to 31.5% and 7.0% of drivers, respectively, in the 2017 survey.
- Distracted Driving:** The proportion of drivers who report “never” texting on the phone while driving has increased in the past two years to about 55% currently. Drivers are more likely to use their cell phones for talking while driving, with about 40% reporting they do so on a daily/weekly basis. Approximately 43% of drivers report they use apps while driving. When apps are used, GPS is most frequently reported.
- Speeding:** 9.4% 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 on these roads.
- Region and Geography:** Drivers living in the 12 urban counties are more likely to use seat belts, as are drivers in the east region. Drivers from the west region are more likely to use sober drivers and recognize the *Vision Zero* safety messages.

Texting While Driving



*selected values graphed

Cell Talking While Driving



*selected values graphed

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

Young Male and Female Drivers

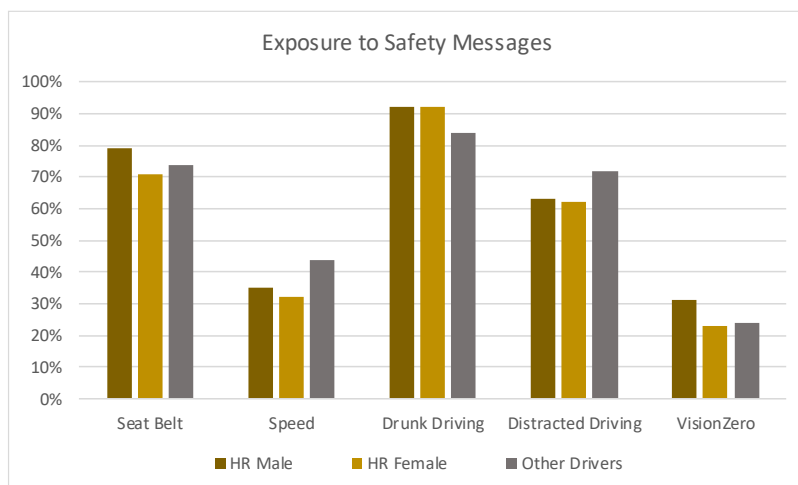
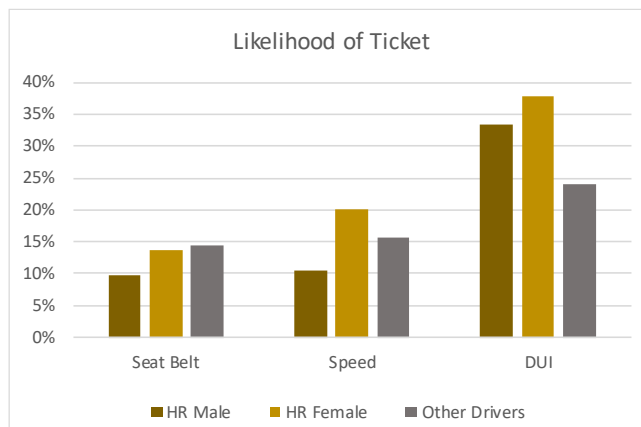
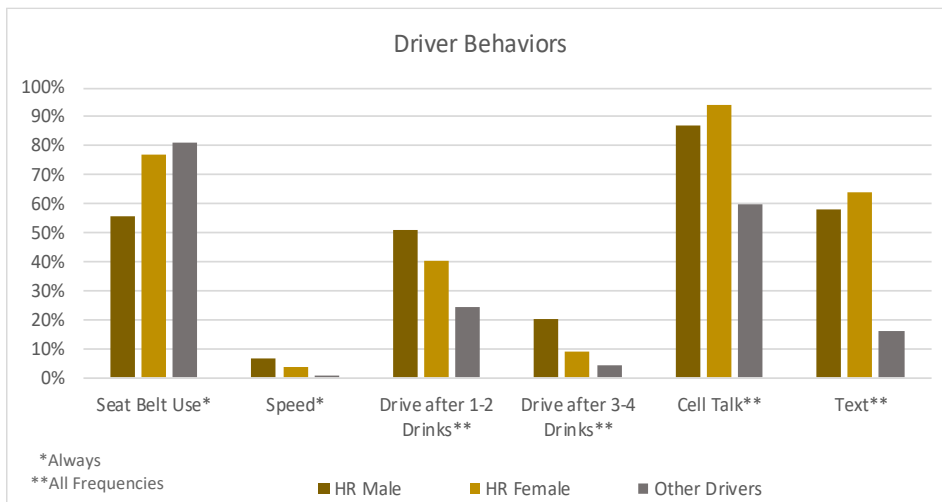
Selected target groups of 18-to-34-year-old high-risk (HR) male and female drivers show noticeable differences in behaviors, traffic safety message exposure, and views when compared to other drivers.

- Driving Behaviors:** Only 55.5% of HR male drivers surveyed “always” wear a seat belt while driving or riding in a vehicle, a number much smaller than the 76.9% of high-risk females, and the 81.3% 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 was more likely than 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. Perhaps 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 40.8% who either “somewhat favor” or “strongly favor” such legislation compared with 62.2% of HR females and 63.2% of other drivers. Both HR male and female groups are also less likely to support higher fines for speeding at 21.7% and 26.4%, respectively, compared to 49.0% 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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