North Dakota Statewide Traffic Safety Survey, 2026

Traffic Safety Performance Measures for State and Federal Agencies

Prepared for

North Dakota Department of Transportation Highway Safety Division

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ABSTRACT

The statewide driver traffic safety survey provides baseline and longitudinal metrics for the Highway Safety Division and others to use in understanding perceptions and self-reported behaviors related to focus issues. A core set of questions addresses 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. Results show that more North Dakota drivers have adopted safe driving practices, but additional efforts are needed to improve safety on the state's roads.

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1. INTRODUCTION

The United States trails other developed countries in several transportation safety metrics. One metric, road traffic death rate, is higher than in other developed countries (World Health Organization 2024). Progress has been made to reduce the number of traffic-related fatalities, but crashes resulting in death, injury, and property damage continue to occur due to preventable factors. These factors include driving under the influence of drugs or alcohol, distracted driving, speeding, and operating a vehicle without a seat belt, among others. The metric highlighted in Figure 1.1, which presents the most recent data from the World Health Organization, suggests that more work is needed to improve driver behavior and overall safety on U.S. roadways.

One critical asset in monitoring and communicating traffic safety priorities is a reliable and comprehensive means to set and measure goals (Government Accounting Office 2010). A nationwide effort to improve transparency and quantify metrics for behavior-based investments was established in 2010 to reduce motor vehicle crashes. The Governor's Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) designed a set of core performance measures to support traffic safety priorities and demonstrate progress related to behavioral safety plans and programs (Hedlund 2008).

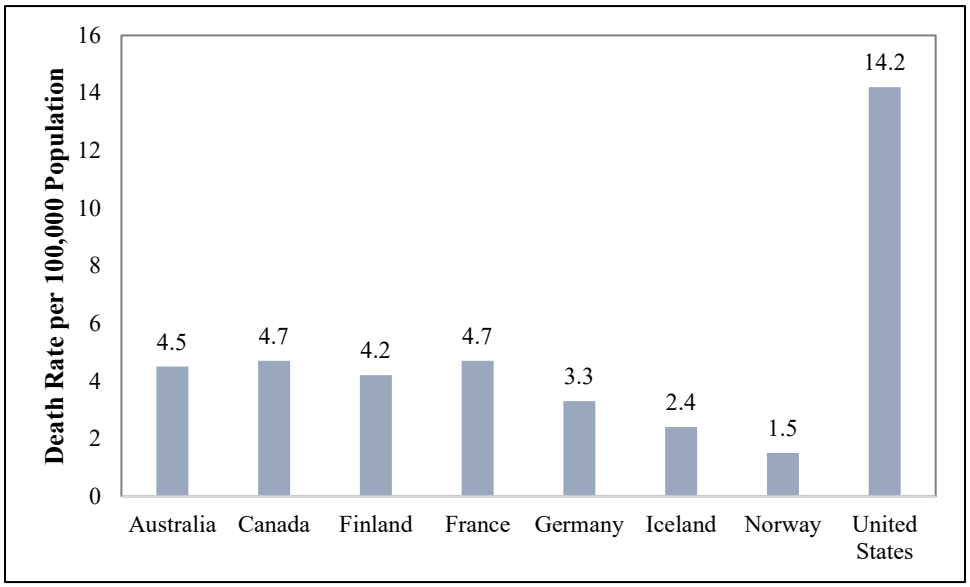

Figure 1.1 Road Traffic Death Rate of Selected Countries

Within the GHSA-NHTSA safety effort, 14 measures were agreed upon as minimum performance measures. These include 10 outcome measure-types, one behavior measure-type, and three activity measure-types. The minimum performance measures are designed to create a quantitative core for the development and implementation of highway safety plans and programs. Several uses include goal setting, goal-action linkages, resource allocation, program evaluation, and communication. Other benefits stem from improvements to organizational focus, feedback processes, and accountability (Herbel et al. 2009). The measures were defined to monitor overall traffic safety performance and progress related to the prioritized behavioral issues. These issues include occupant protection, alcohol use, and speeding. Additionally, the measures target high-risk population groups. The 10 outcome measures focus on the following:

- Overall traffic safety performance
- Seat belt use

- Child occupants
- Alcohol-impaired driving
- Speeding and aggressive driving
- Motorcyclists
- Young drivers
- Older drivers
- Pedestrians
- Bicyclists

These 10 core outcome measures combine current exposure data, such as population and vehicle miles traveled (VMT), with existing national Fatality Analysis Reporting System (FARS) data to generate performance measures in areas common to state safety strategies and data systems. Activity measures emphasize actions such as citations or arrests under grant-funded enforcement initiatives. Seat belt observation was chosen as the single initial core behavior measure (Hedlund 2008). The measures utilized in the outcome highlights are typically calculated as follows:

- Core outcome measures
    - C-1) Number of traffic fatalities (FARS). States are encouraged to report three-year or five-year moving averages when appropriate. (One example is when annual counts are small enough that random fluctuations may inaccurately reflect true trends. This applies to all fatality measures.)
    - C-2) Number of serious injuries in traffic crashes (state crash data files).
    - C-3) Fatalities per VMT (FARS, FHWA). States should set a goal for total fatalities per VMT. States should report both urban and rural fatalities per VMT in addition to total fatalities per VMT.
    - C-4) Number of unrestrained passenger vehicle occupant fatalities (FARS). States should report these fatalities for all seat positions.
    - C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol content (BAC) of at least 0.08 grams/deciliter (FARS).
    - C-6) Number of speeding-related fatalities (FARS).
    - C-7) Number of motorcyclist fatalities (FARS).
    - C-8) Number of motorcyclist fatalities when not wearing a helmet (FARS).
    - C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS).
    - C-10) Number of pedestrian fatalities (FARS).
- Core behavior measure
    - B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (observational survey).
- Activity measures
    - A-1) Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting).
    - A-2) Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting).
    - A-3) Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting).

The minimum performance measures publication also referenced four additional areas for measuring improvement and implementation: traffic injury outcome; driver attitudes, awareness, and behavior; traffic speed; and law enforcement activity. The following report fulfills the need for improved measurement of driver knowledge, attitudes, behaviors, and beliefs. A core question set was developed by a GHSA-NHTSA working group and presented to state departments of transportation following the

preliminary recommendations in the minimum performance measures publication (Hedlund, Casanova, and Chaudhary 2009).

A set of 10 core questions was created to quantify attitudes, awareness, and self-reported behavioral patterns through periodic statewide traffic safety surveys/questionnaires. This recommended list of core questions was intended to provide a standard for states to track performance as they pursue program goals and objectives to reduce crashes, injuries, and fatalities related to high-risk driver behaviors. Core questions remain consistent across all entities. Beyond the core questions, an option to supplement the survey with other additional questions provides latitude to address local interests and to obtain other useful information related to topics such as demographics and driving activity.

Commonly, federal initiatives relating to driving behavior focus on impaired driving, seat belt use, and speeding. Thus, the core questions emphasize these issues (Hedlund, Casanova, and Chaudhary 2009). The core questions of the focus areas are as follows:

- Impaired driving
    - ID-1: In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages?
    - ID-2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?
    - ID-3: What do you think the chances are of someone getting arrested if they drive after drinking?
- Seat belts
    - SB-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pickup?
    - SB-2: In the past 60 days, have you read, seen, or heard anything about seat belt law enforcement by police?
    - SB-3: What do you think the chances are of getting a ticket if you don't wear your seat belt?
- Speeding
    - SP-1a: On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour?
    - SP-1b: On a road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour?
    - SP-2: In the past 30 days, have you read, seen or heard anything about speed enforcement by police?
    - SP-3: What do you think the chances are of getting a ticket if you drive over the speed limit?

Seven variations of these questions have been incorporated into the 2026 North Dakota Driver Survey developed in conjunction with the North Dakota Department of Transportation's Highway Safety Division (see Appendix A for the complete survey). The Highway Safety Division expanded the survey to gain additional information relevant to its goals and responsibilities. Ultimately, the core questions were slightly modified to better fit driving conditions in North Dakota. The core questions, which were included, read as follows:

- Impaired driving
    - ID-1a) In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking 1-2 alcoholic drinks?
    - ID-1b) In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking 3 or more alcoholic drinks?

    - ID-2) What are the chances of someone getting arrested if they drive under the influence of alcohol or drugs?

- Seat belts
    - SB-1) How often do you use a seat belt when you drive or ride in a motor vehicle?
    - SB-2) What do you think the chance is of getting a ticket if you do not wear your seat belt?
- Speeding
    - SP-1) On a road with a speed limit of 80 mph, how often do you drive faster than 85 mph?
    - SP-2) What do you think the chance is of getting a ticket if you drive over the speed limit?

The 2024 North Dakota *Vision Zero Plan* provides insight into current priorities and activities (NDDOT 2024). The current plan outlines goals related to NDDOT's overall traffic safety mission as well as specific issues to address in the next five years. The following traffic safety issues are prioritized as emphasis areas:

- Impaired driving
- Occupant protection
- Young driver
- Older driver
- Distracted driving
- Intersections
- Lane departures
- Local system roadways
- Speed management
- Commercial/heavy vehicle involved
- Emergency response and medical services and TRCC

Metrics are included to indicate progress of the overall safety mission in light of traffic fatalities and serious injuries. The single core behavior measure shows 2025 observed seat belt use at 87.9% (Andersen and Vachal 2025). Results presented here will enhance the understanding of behavior by providing additional coverage, expanded insights into issues, and an increased number of measures.

2. METHOD

A mail survey was selected as the method for the driver traffic safety survey. A questionnaire was created by blending the core questions with other NDDOT-designated questions pertaining to education, policy, and enforcement. The questions were developed based on a literature review—which included previous surveys of this type—and guidance offered by the GHSA-NHTSA working group. The mailings to drivers included a Highway Safety Division cover letter, which invited participation and explained the purpose of the survey. The questionnaire was mailed to North Dakota drivers on March 2, 2026, with responses to be returned by April 16, 2026. A QR code was included in the survey as an option for respondents to participate electronically.

NDDOT adult driver records formed the population used for sampling. The original NDDOT mail list consisted of 11,520 addresses. Unlike prior iterations of this survey, zero drivers lived outside of North Dakota. Thus, none were removed from mailing. The sample had regional, geographic, age, and gender distributions that were a reasonable representation of the general North Dakota driver population. Ultimately, 1,151 surveys were completed and returned to the research team: 975 responses were obtained via mail and 176 took place via the QR code. However, not every survey was from a self-reported North Dakota county. A total of 20 respondents did not provide an answer to the "In which North Dakota county do you live?" question and were removed from the sample. None of the other responses were from individuals living in counties outside of North Dakota. Thus, of the usable survey responses provided, 1,131 were confirmed as valid and form the driver response sample used in the analysis.

The sample size was based on a 95% confidence interval with a 5% confidence level. Although mail survey response is usually low, with 10% typical, a slightly better response rate was expected due to the parameters used in the survey design and administration. These parameters included keeping the survey to a single page, including the state agency cover letter and mail envelopes, and providing postage-paid return envelopes.

A disproportionate stratified random sample was used to select drivers. North Dakota drivers were stratified by region (east/west) and geography (urban/rural). County jurisdictional boundaries were used to define both region and geography (Figure 2.1). Additionally, oversampling was necessary for two target driver groups: 18-34-year-old male and female drivers. The disproportionate stratified sampling structure was used to elicit sufficient driver participation to allow robust analysis of responses by region, geography, and the target driver groups. However, using these simple average responses would provide skewed results in representing the statewide driver population. For example, drivers aged 18 to 34 were 69.8% of the survey sample and account for 25.1% of the survey responses. However, this age cohort actually accounts for 32.9% of the licensed driver population in the state (FHWA 2026). Therefore, a post-stratification weighting process is used to give an appropriate weight to responses for statewide estimates. Results from post-stratification consider the age, gender, and location of ND registered drivers when weighting to reflect the knowledge, attitudes, behaviors, and beliefs of the statewide driving population. Note that answers with fewer than 30 responses are not considered large enough to extrapolate to fit the entire ND driver population. These instances are indicated with asterisks throughout the analysis.

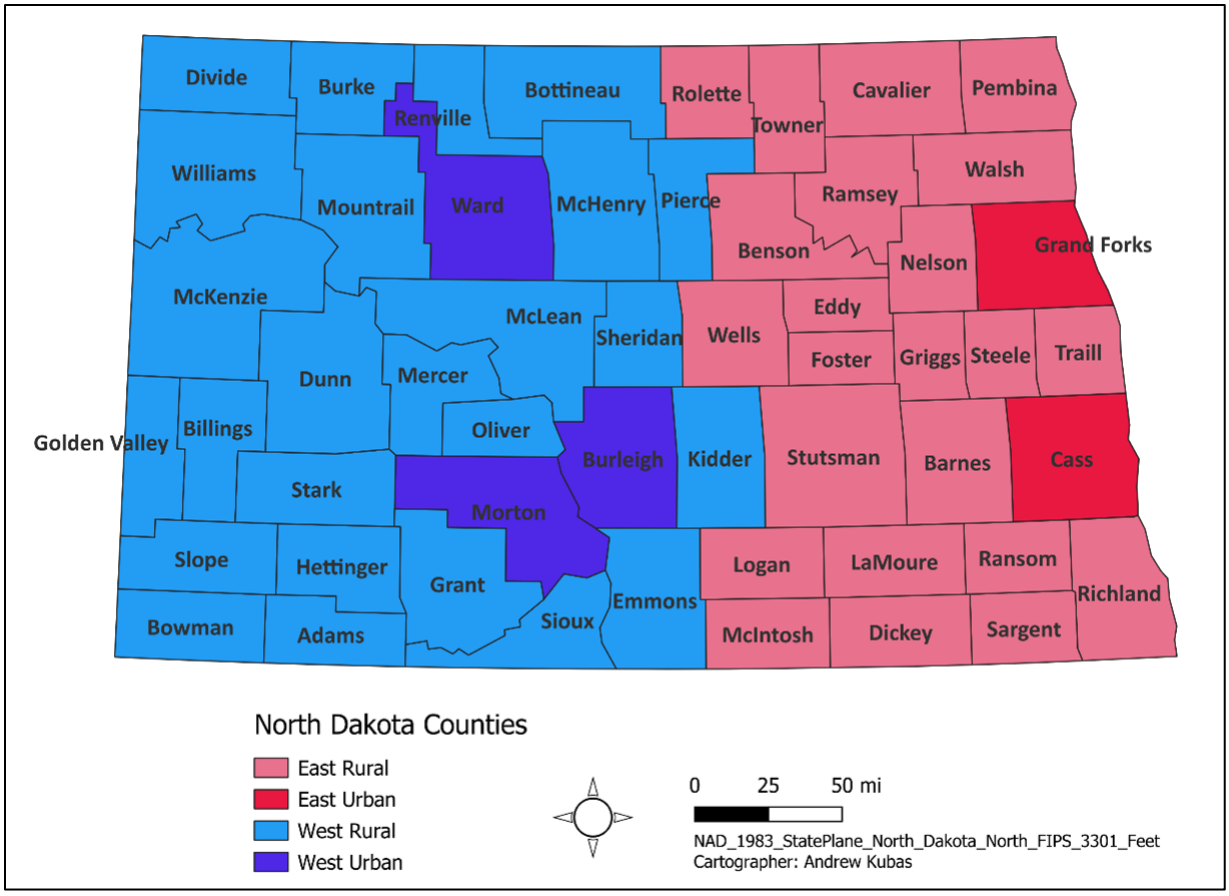

Figure 2.1 County Stratification

The regional definition was created by aggregating ND health regions into two areas closely representing an east/west division of the state. The geography definition includes an urban/rural dichotomy. Urban drivers are those from counties with the largest urban population according to the most recently published data estimates from the U.S. Census Bureau. Two urban counties are located in the east and three are located in the west based on the population density geographic definitions used in the study (U.S. Census Bureau 2020). These counties represent the clear majority of the state's urban population. A change to note in the geography is that the U.S. Census reclassified Ward County to an urban area in the west. The sampling probabilities for the survey are displayed in Table 2.1.

Table 2.1 Sampling Probabilities

Region	Geography[1]	Driver Age	Sampling Probability[2]
East	Urban	18–34	0.023
East	Urban	35+	0.007
East	Rural	18–34	0.070
East	Rural	35+	0.010
West	Urban	18–34	0.041
West	Urban	35+	0.008
West	Rural	18–34	0.059
West	Rural	35+	0.010

[1]Source: U.S. Census Bureau 2020
[2]Source: U.S. Census Bureau 2024

3. RESPONSE

The survey response rate was 9.8% with 1,131 valid responses obtained from a mailing to 11,520 drivers. This was lower than the 14.2% rate during the 2025 mailing (Vachal, Kubas, and Andersen 2025) and was the lowest rate in the history of administering this survey. Response rates have generally declined by a few percentage points each year; this trend mirrors findings from other studies, which identified declining response rates to mail surveys over time (Stedman et al. 2019). As expected, oversampling of the 18-34-year-old male and female driver target groups was needed to achieve a sample sufficient for statistical analysis. The target group response rate was 3.5% compared with 24.3% for other drivers. Sampling to elicit response by region and geography was successful (Table 3.1). Responses include an acceptable level of participation with comparable response rates from east, west, urban, and rural demographics.

Table 3.1 Survey Response by Region and Geography

		GEOGRAPHY		
		Urban	Rural	**Total**
REGION	East	273 (24.1%)	336 (29.7%)	**609** **(53.8%)**
	West	296 (26.2%)	226 (20.0%)	**522** **(46.2%)**
	Total	**569** **(50.3%)**	**562** **(49.7%)**	**1,131**

The sample design did not account for age or gender beyond the target male and female groups. Responses are skewed by age: those between the ages of 25 and 44 are underrepresented and those over 65 are overrepresented compared with the actual proportion of the driver population in the state (Table 3.2). The highest share of responses is among drivers aged 65 to 74. This age cohort makes up 21.2% of the survey responses. The 35-to-44-year-old age cohort makes up the lowest proportion of survey responses. Nonetheless, there were well over 30 responses from each age group, making statistical extrapolation possible and allowing for inferences to be drawn regarding the entire North Dakota driver population.

Response rates were slightly skewed by gender 53.1% of respondents were female. This deviates from the North Dakota driver population in which there is an approximately equal distribution of males and females. The number of respondents for both males and females provides sufficient data to expand the responses to represent the entire statewide driver population for these two groups. The comparison to the state population supports the post-weighting for improved driver population representation with the sample.

Table 3.2 Response by Age Group

	Survey		Driver Population	
Age Group[1]	Responses	Share	Drivers[2]	Share[3]
18–24	100	8.9%	65,108	11.3%
25–34	183	16.2%	123,831	21.6%
35–44	90	8.0%	110,380	19.2%
45–54	128	11.4%	76,209	13.3%
55–64	202	17.9%	75,712	13.2%
65–74	239	21.2%	72,577	12.6%
75 and Older	185	16.4%	50,393	8.8%

[1]Frequency missing: 4
[2]Source: FHWA 2026
[3]Represents share of drivers above age 18; percentages do not account for novice (under 18) drivers

4. RESULTS

Responses to the survey questions provide valuable insight into driver perceptions, attitudes, and behaviors regarding traffic safety. Simple frequency analysis of ordinal and dichotomous survey responses provides a general characterization of driver views and behaviors. The strong response rate resulted in increased confidence. The 95% confidence interval is coupled with smaller margins of error at +/-1% when discussing statewide results, and a +/-2% error margin when addressing the population in regional, geographic, or target driver strata.

4.1 All Drivers

The core questions emphasize three specific issues: impaired driving, seat belt use, and speeding. Response frequencies for these questions are included in several forthcoming figures. These figures include 2010-2026 responses to establish metrics that may be used to identify driving trends in North Dakota.

Overall, responses show drivers believe law enforcement is most likely to ticket for impaired driving violations compared with speeding or seat belt violations. Frequencies indicate that 66.1% of drivers think the chances are higher than average that impaired drivers will be arrested (Figure 4.1). This is higher than the 53.1% and 38.8% of respondents who believe there is a greater-than-average likelihood that drivers will be ticketed either for speeding or seat belt violations, respectively.

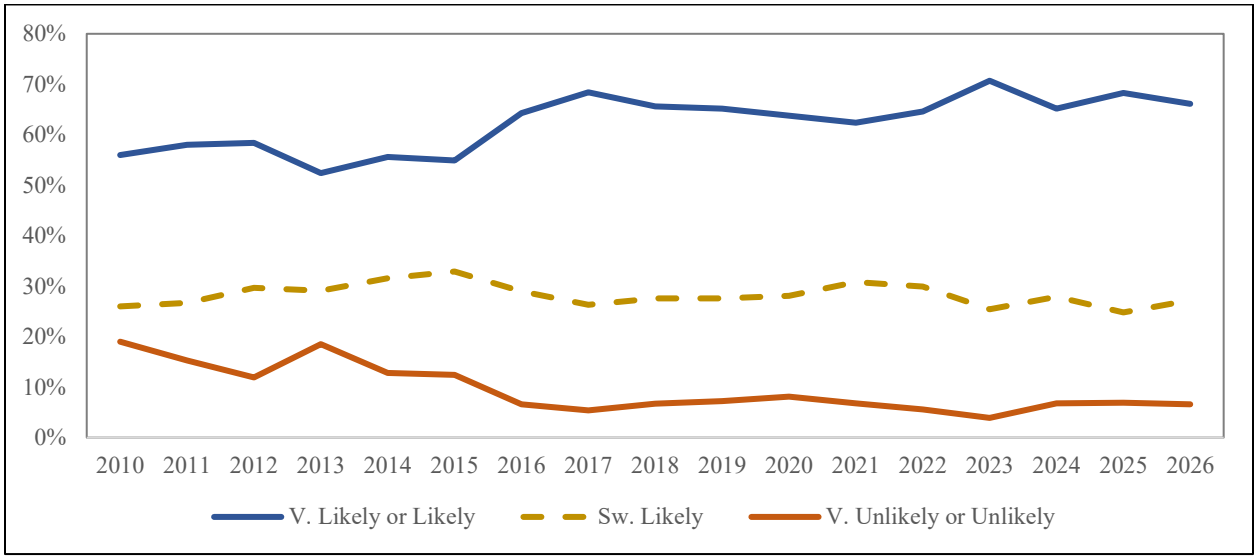

Figure 4.1 Perceived Impaired Driving Arrest Likelihood

Responses reveal that perceptions of getting a ticket for illegal driving behavior is related to whether one has driven within two hours of consuming alcohol in the last 60 days. For example, compared with drivers who never drove within two hours of consuming alcohol, those operating a vehicle at least once within two hours of consuming one or two alcoholic beverages were less likely to think that they would be ticketed for not wearing a seat belt ($F=13.992$, $df=1$, $p<0.001$) and were also less likely to believe that they would be ticketed for speeding ($F=7.119$, $df=1$, $p=0.008$). This suggests that a driver engaging in one dangerous activity (driving after consuming alcohol) may also take part in another – driving unbelted and/or speeding – and therefore may exponentially increase danger on the roadway.

Responses from this questionnaire show 34.3% of respondents reported that they had driven a vehicle within two hours of drinking one or two drinks at least once during the past two months (Figure 4.2). This is a slightly worse trend compared with the 2025 iteration of the survey in which 34.0% of respondents reported this behavior. Only 6.3% of respondents noted that they had operated a vehicle within two hours of drinking three or more drinks at least once during the previous two months (Figure 4.3). This once again represented worsening behavior compared with 2025: last year, 4.9% of respondents admitted to driving after consuming this many alcoholic beverages.

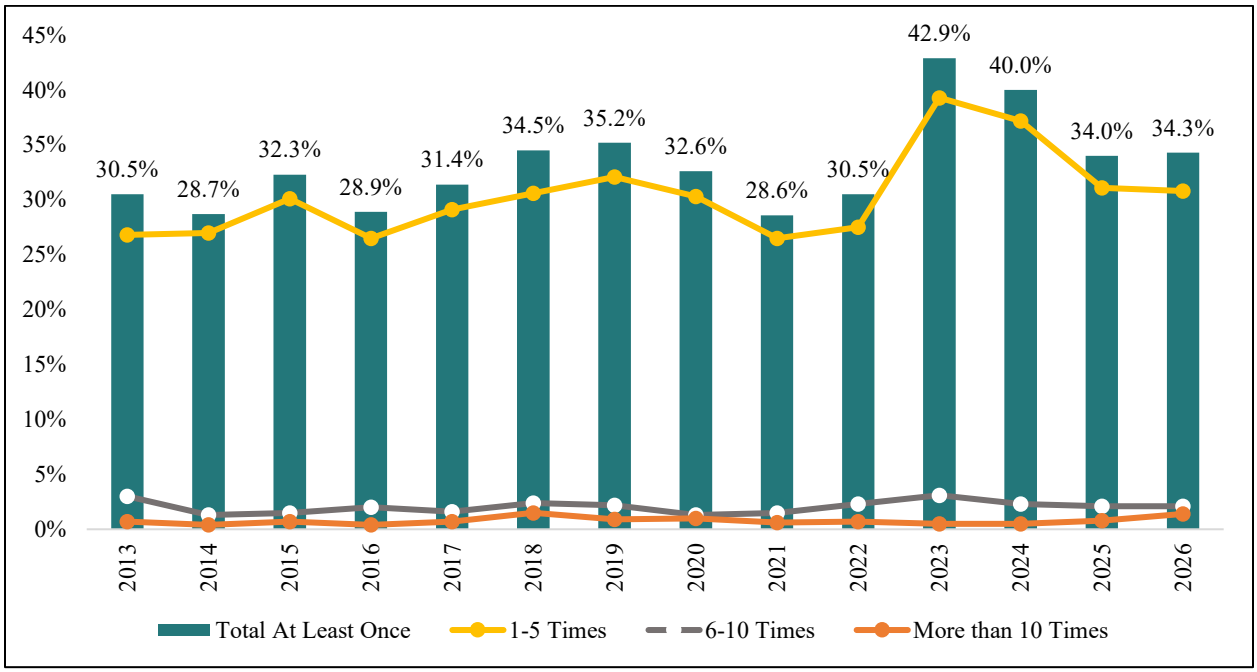

Figure 4.2 Self-Reported Driving-After-Drinking Activity within Two Hours of Consuming 1-2 Drinks

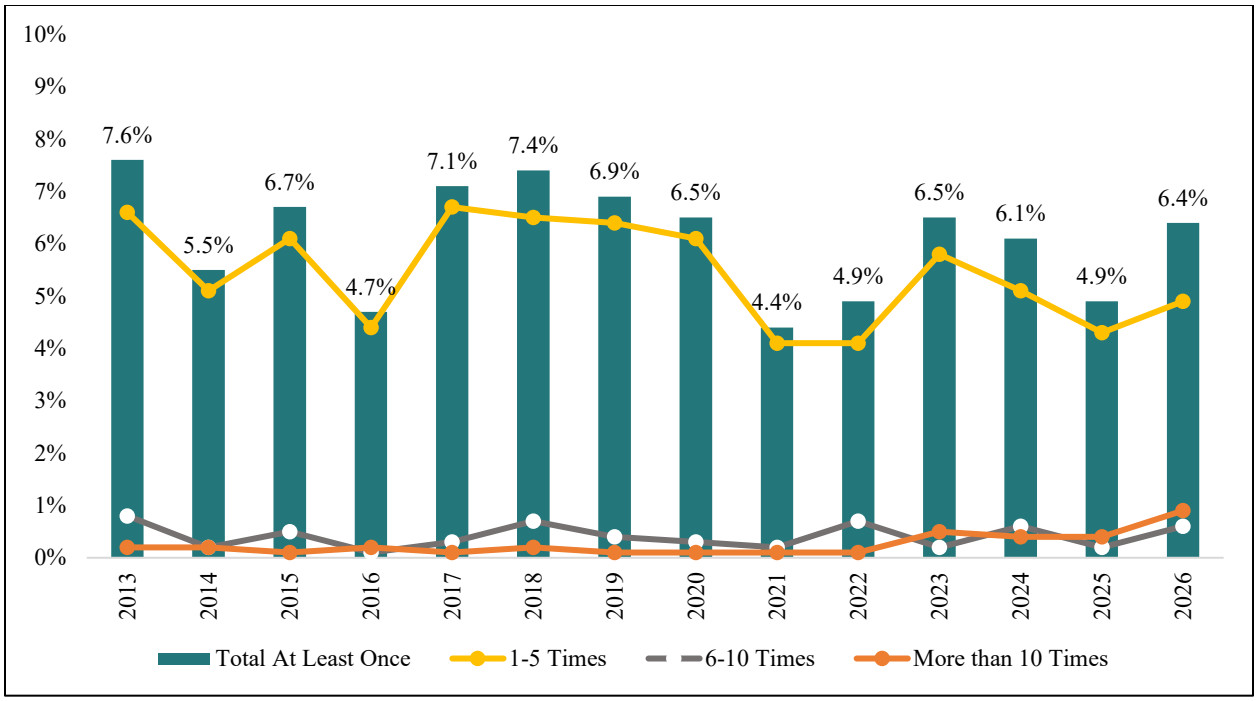

Figure 4.3 Self-Reported Driving-After-Drinking Activity within Two Hours of Consuming 3+ Drinks

The share of drivers reporting that they always use their seat belts when driving or riding in a vehicle is slightly lower than the information presented by the core behavior metric of 87.9%. Driver self-reported use collected here shows 85.2% with another 11.0% reporting usage as nearly always (Figure 4.4). The 85.2% of drivers always wearing a seat belt represents an increase from 81.8% in 2025. Only 1.7% of drivers report that they rarely or never use a seat belt, which is a slight increase from the 1.1% who reported such use last year. Overall, these metrics indicate that drivers in North Dakota are generally safe with regard to seat belt use.

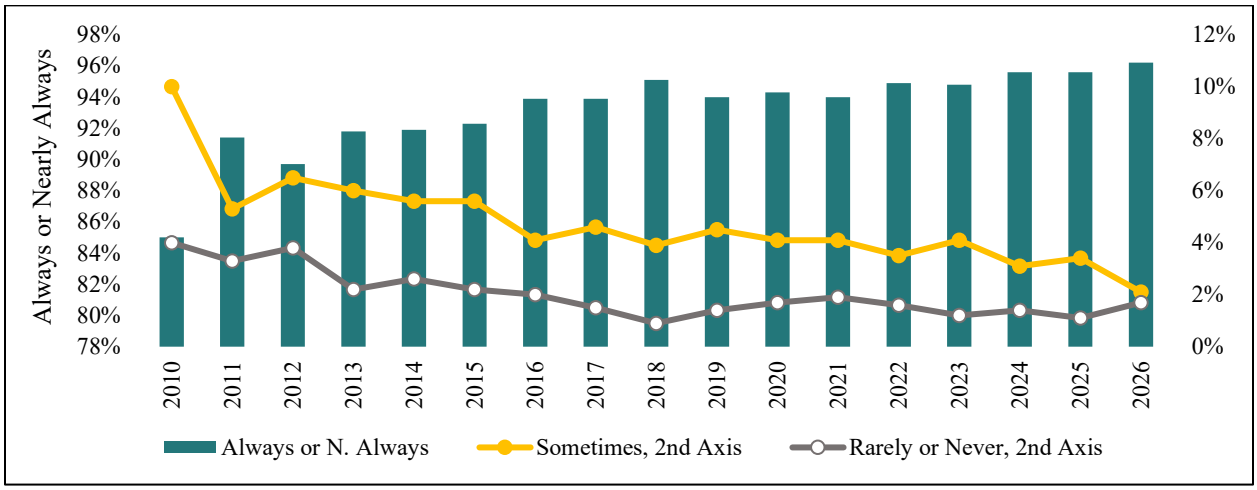

Figure 4.4 Self-Reported Seat Belt Use

Perceptions of receiving a ticket for not wearing a seat belt is evenly distributed (Figure 4.5). As of 2026, roughly one-third (38.8%) of respondents think a ticket is either "very likely" or "likely," roughly one-third (35.1%) think a ticket is "somewhat likely," and over one-quarter (26.1%) reported ticket likelihood as either "unlikely" or "very unlikely." The incremental increase in seat belt use may be associated with

the incremental decrease in perceived likelihood of receiving a ticket for not using a seat belt. Put simply, a greater tendency to wear a seat belt may be the reason why perceptions for receiving a ticket for not wearing one have diminished in recent years.

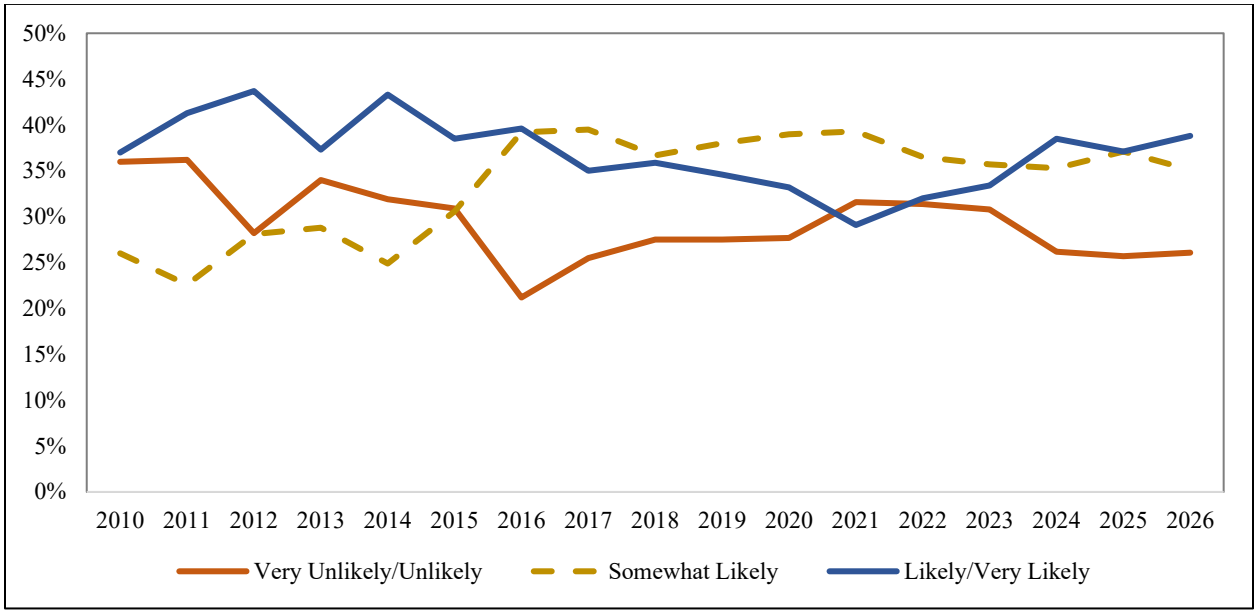

Figure 4.5 Chances of Getting a Ticket for No Seat Belt

One's perceived likelihood of receiving a ticket for speeding increased slightly over the last year (Figure 4.6). It is possible that the transition to a new speed limit of 80 miles per hour on interstate highways has affected perceptions of ticket likelihood. It would behoove traffic safety practitioners to continue tracking this over the coming years.

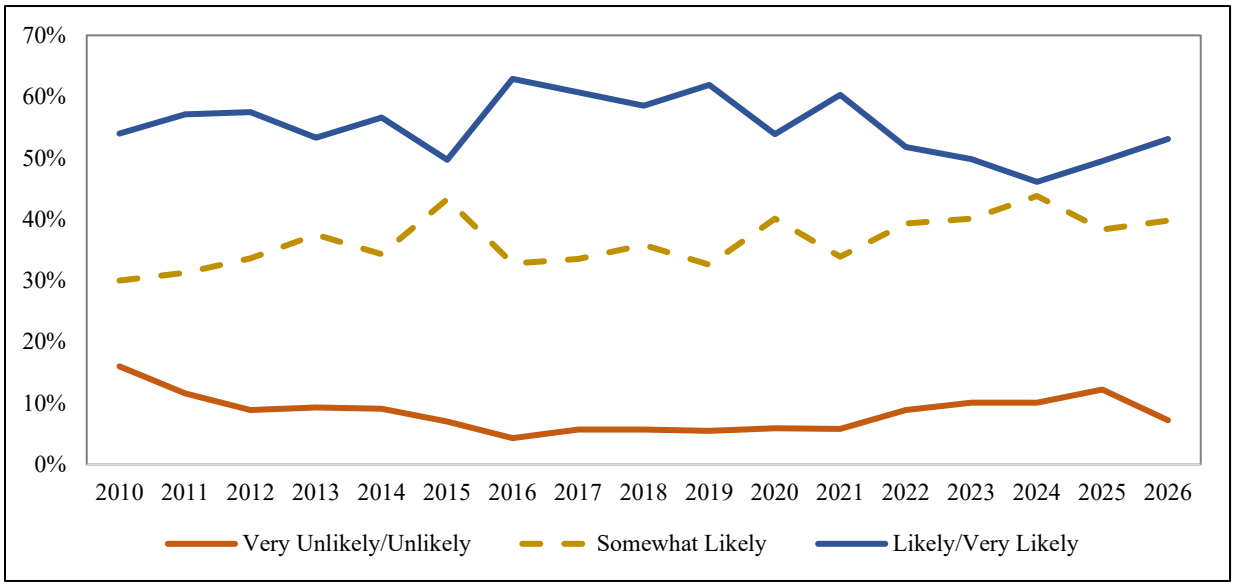

Figure 4.6 Chances of Getting a Ticket for Speeding

As of 2026, the majority (51.8%) of drivers self-report rarely or never going more than 85 miles per hour in an 80 mph speed zone (Figure 4.7). This is the highest percentage in the history of this survey, though it should be noted that 2026 was the first time asking about an 80 MPH speed zone.

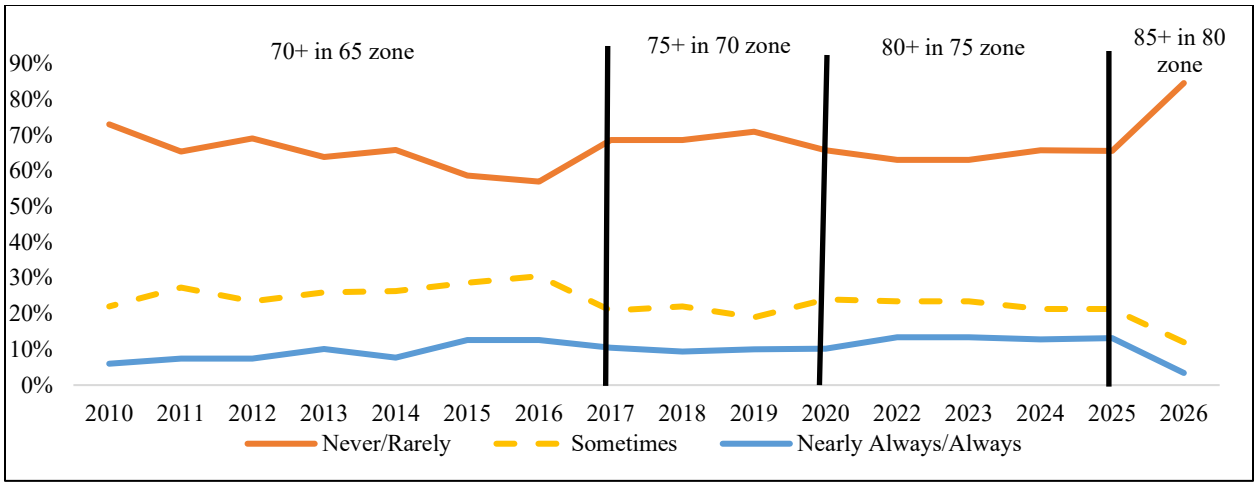

Figure 4.7 Tendency Speeding 5+ MPH Over Limit

Statewide support for higher fees/fines for speeding violations is the highest it has been in the history of administering this survey (Figure 4.8). As of 2026, 49.7% of drivers somewhat or strongly favor this approach.

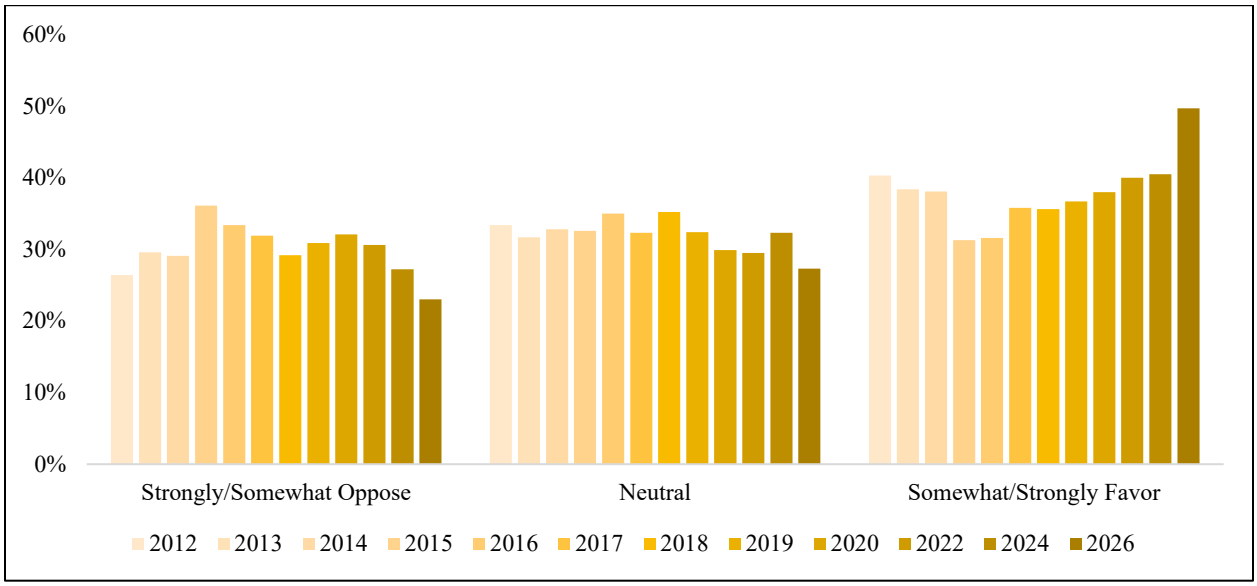

Figure 4.8 Support for Higher Speeding Fines

To further examine relationships among the core questions and issues that may be related, measures of association are calculated for responses. The Pearson coefficient measures the strength of association between two variables—in this case driver responses. Correlation coefficients range from -1 to +1, and values closer to these extremes are considered stronger relationships. Relationships between -0.5 and +0.5 are generally considered weak and inconsequential. For example, the "ticket for not wearing a seat belt" and "ticket for speeding" variables do have an expected positive relationship at Pearson Corr.=0.419, but the correlation measure shows that less than 18% of their variability is shared. The Pearson correlation values suggest there is only one strong relationship between survey items (Table 4.1).

Table 4.1 Correlations in Core Question Responses

	ID1a	ID1b	ID2	SB1	SB2	SP1	SP2
1D1a: Drive After Drinking 1-2 Drinks	1	**.591****	-.059**	-.185**	-.081**	.111*	-.079*
		.000	.004	.008	.000	.028	.014
ID1b: Drive After Drinking 3+ Drinks		1	-.099*	-.362**	-.109	.022	-.066
			.010	.000	.080	.104	.316
ID2: Arrest for Drunk Driving			1	.079	.275**	-.021	.369**
				.151	.000	.796	.000
SB1: How Often Use Seat Belts				1	.166**	-.025	-.023
					.000	.168	.432
SB2: Ticket for No Seat Belt					1	-.090**	.419**
						.006	.000
SP1: Speed in 80 MPH Zone						1	-.159**
							.000
SP2: Ticket for Speeding							1

**Correlation is significant at the 1% level
Note: Correlations between -0.5 and +0.5 indicate a weak relationship and are not addressed in this study

The substantive relationship occurred for the questions concerning one's propensity to drive within two hours of consuming one or two alcoholic beverages and one's propensity to drive within two hours of consuming three or more alcoholic beverages (Pearson Corr.=0.591, $p<0.001$, n=687). These two variables share roughly 35% of their variability. This relationship demonstrates that as one drives after drinking one or two alcoholic drinks one is also more likely to drive after drinking three or more alcoholic beverages. Although several other relationships between variables are found to be statistically significant at the 1% and 5% levels, the relationship measures are between the -0.5 and +0.5 thresholds and are not considered substantive.

Driver responses to other questions are presented in Table 4.2. These responses offer additional insight for practitioners and policymakers with queries related to traffic safety enforcement, education programs, policies, and investments. One aspect of traffic safety is deterrence through enforcement. The enforcement aspect combines patrol efforts and penalties to discourage drivers from taking part in dangerous or risky behaviors. The critical driver risk behaviors here are distracted driving, sober/designated drivers, driver beliefs, and exposure to enforcement messages.

Table 4.2 Other Question Responses

Survey Question		Responses				
Driver Distraction						
Do you favor or oppose…		St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
A ban on handheld phone use while driving?		34.0%	29.7%	15.4%	11.9%	9.1%
		V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
Chances of distracted driving ticket?		10.7%	20.8%	36.6%	26.0%	5.8%
How likely to use phone while driving[1]?		7.4%	20.8%	34.3%	17.6%	19.9%
	Voice Call	Text	Email	Social Media	Maps	Other
Purpose[1,2]	75.8%	19.5%	1.7%	3.7%	55.6%	7.3%
		Yes	No			
Use is Bluetooth/hands-free[1]?		74.4%	25.6%			
Designated Driver/Drugged Driving						
		V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
Likelihood designating alternate driver[3]?		69.0%	17.4%	7.2%	3.0%	3.3%
			Sober Driver	Friend	Ride Share	Taxi
Alternate service used[2,3]?			64.8%	44.7%	37.3%	4.4%
			Cannabis	Prescription	OTC	Other
Drugged driving type[2]?			2.2%	11.8%	11.6%	0.0%
Driver Beliefs						
		Always	N. Always	Sometimes	Rarely	Never
Others use seat belts while driving?		9.9%	59.5%	28.6%	1.8%	0.3%
		Daily	Few/Week	Few/Month	<1/Month	Never
Others use phone while driving?		69.9%	22.7%	6.0%	1.2%	0.2%
Exposure to Messaging						
Within last six months, have you read, seen, or heard traffic safety messages related to…[4]					Yes	No
Seat belt enforcement?					78.2%	21.8%
Speed enforcement?					63.5%	36.5%
Impaired driving enforcement?					79.9%	20.1%
Distracted driving enforcement?					71.3%	28.7%
Vision Zero?					53.9%	46.1%

[1]Frequency does not include those who answered "I Do Not Use"
[2]Frequency based on each individual box checked; it is possible for respondents to check more than one box
[3]Frequency calculated based on those who do drink alcohol
[4]Frequency calculated based on any read, seen, or heard exposure

4.1.1 Driver Distraction

Four questions specific to distracted driving were included in the survey. Although the term distracted driving can refer to a broad range of issues, the focus here is on cell phone use while driving. For the eighth consecutive year, North Dakota drivers were asked to rate their support for banning handheld cell phone use while driving. The majority (63.7%) indicated that they favored such a ban based on those who chose the "strongly favor" or "somewhat favor" options. This level of support represents a 0.5-percentage-point increase from the 2025 iteration of the survey and is the highest level of support in the eight years the question has been asked (Figure 4.9). The percentage of respondents who answered "strongly oppose" to this question (9.1%) was 1.4 percentage points higher than last year.

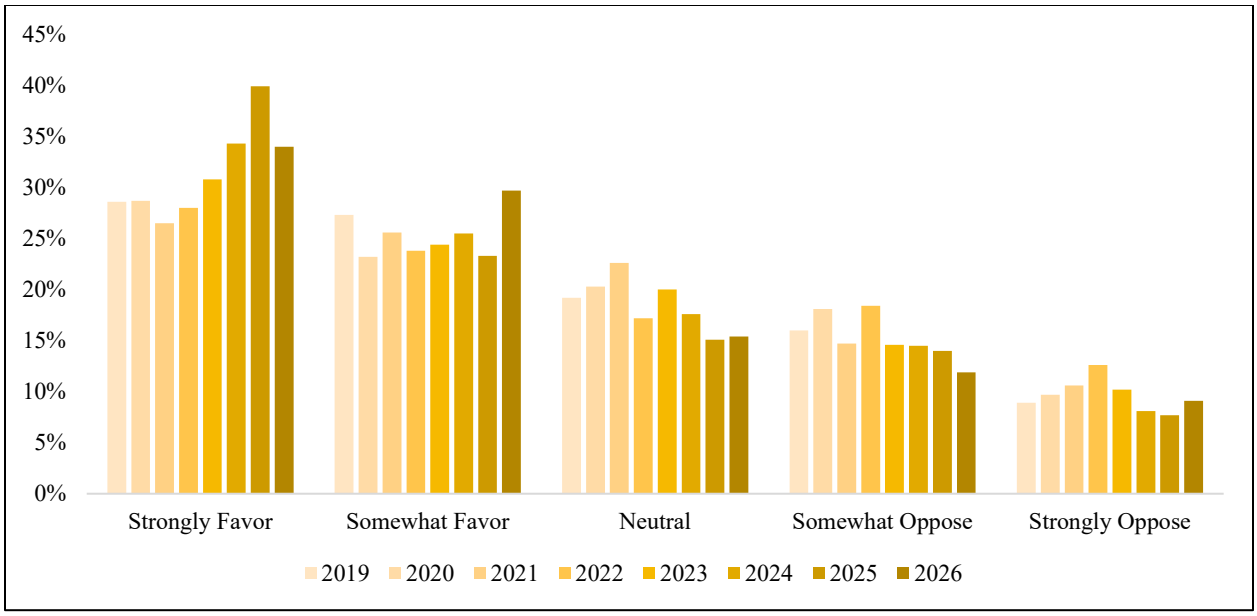

Figure 4.9 Driver Preferences for Banning Handheld Cell Phone Use while Driving

Just 13.3% of drivers self-reported that they do not use a phone while driving. Of those who do use their phone, there was an even distribution of responses when asked to rate the likelihood of using it while driving: roughly one-third of respondents (28.2%) self-reported that they were "likely" or "very likely" to use a phone, roughly one-third (34.3%) indicated usage as "somewhat likely," and roughly one-third (37.5%) answered that the chances were "very unlikely" or "unlikely" that they would engage in this dangerous behavior.

Among those who do use cell phones while driving, when asked specifically for which purposes the respondents use cell phones, voice calls were cited as the most common use with 75.8% self-reporting this behavior. A lower proportion, 19.5%, indicated that they use phones to text while driving. This is a notable decline from the 40.6% and 24.8% of drivers who self-reported texting-while-driving behavior in 2024 and 2025, respectively.

For the fifth consecutive year, drivers were asked whether their cell phone use while driving occurs via hands-free/Bluetooth technology. Of those using a phone while driving, roughly three-in-four (74.4%) do so by leveraging hands-free technology. This is a 3.7-percentage-point decrease from 2025.

The expectations North Dakota drivers have for receiving a ticket for distracted driving closely resemble a bell curve (Figure 4.10). Drivers tend to believe that a ticket for this dangerous behavior is just as unlikely as it is likely.

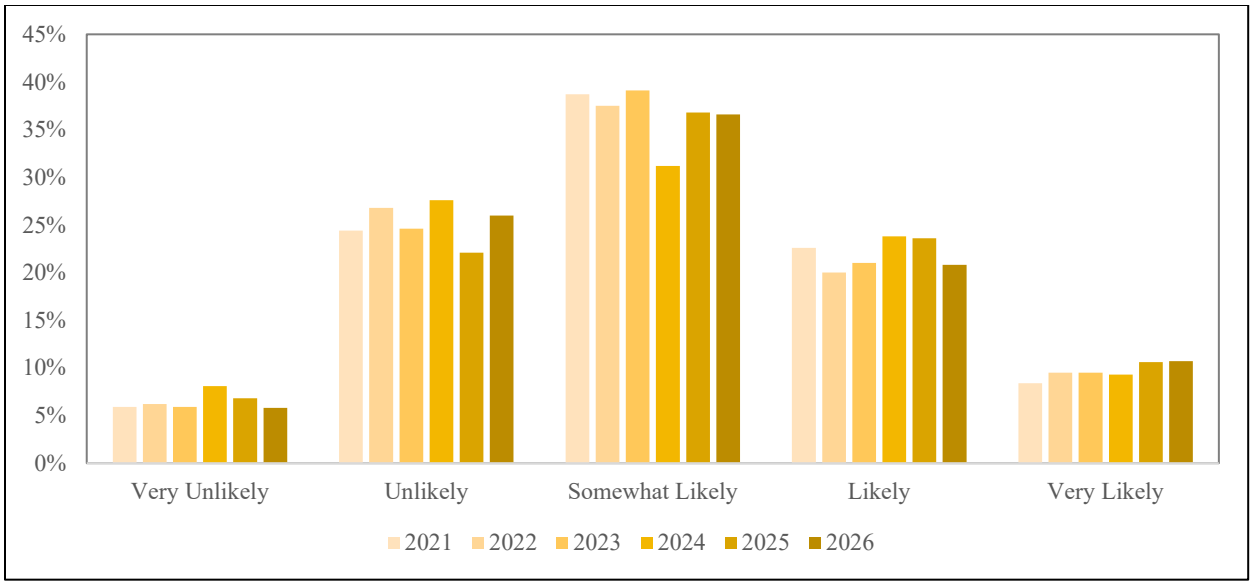

Figure 4.10 Perceived Likelihood of Receiving a Ticket for Distracted Driving

4.1.2 Designated Driver/Drugged Driving

Among those respondents who do drink alcohol, 69.0% reported that they are very likely to designate an alternate driver when drinking or planning to drink. This was an 8.9-percentage-point increase from the 60.1% who reported this last year and is the highest recorded value in the history of this survey. The share of respondents self-reporting that they were very unlikely to designate an alternate driver was 3.3%. This was a decrease from the 5.9% who held this viewpoint in 2025. Although the 2026 percentage of those very unlikely to designate an alternate driver (3.3%) has not changed significantly from those in 2014 who reported never using an alternate driver (5.4%), substantial gains have been made at the other end of the spectrum. Whereas just 41.6% reported always using an alternate driver in 2014, 69.0% reported being very likely to do so in 2026 (Figure 4.11).

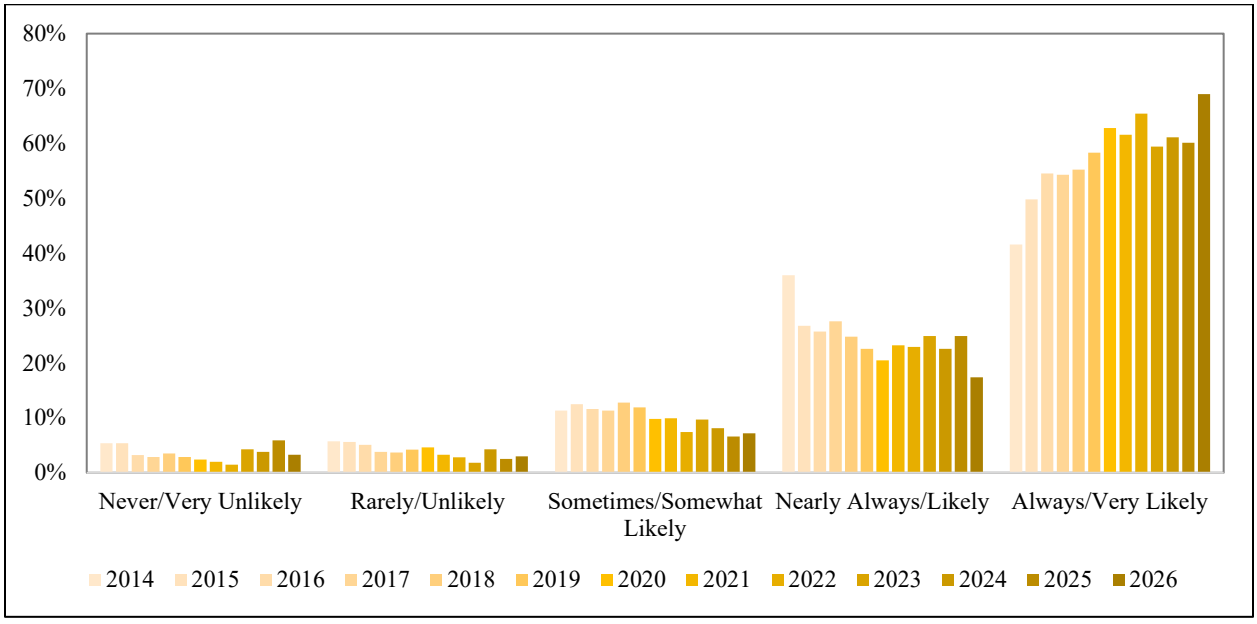

Figure 4.11 Likelihood of Designating an Alternate Driver

Drivers were asked a question to understand which type of alternate driver is used by those who do not drive when drinking alcohol. Among those individuals who designate an alternate driver, they most commonly designate a sober driver in the group (64.8%). A smaller share, 44.7%, call a friend or family member for a ride. Ride sharing services (37.3%) and taxis (4.4%) were least commonly used among respondents. These patterns have been relatively stable in the four consecutive years the question has been asked, though ride sharing increased more noticeably between 2025 and 2026 (Figure 4.12). Note that respondents could choose more than one option to this question, and each individual category reported here is inclusive of any combination of options on the survey.

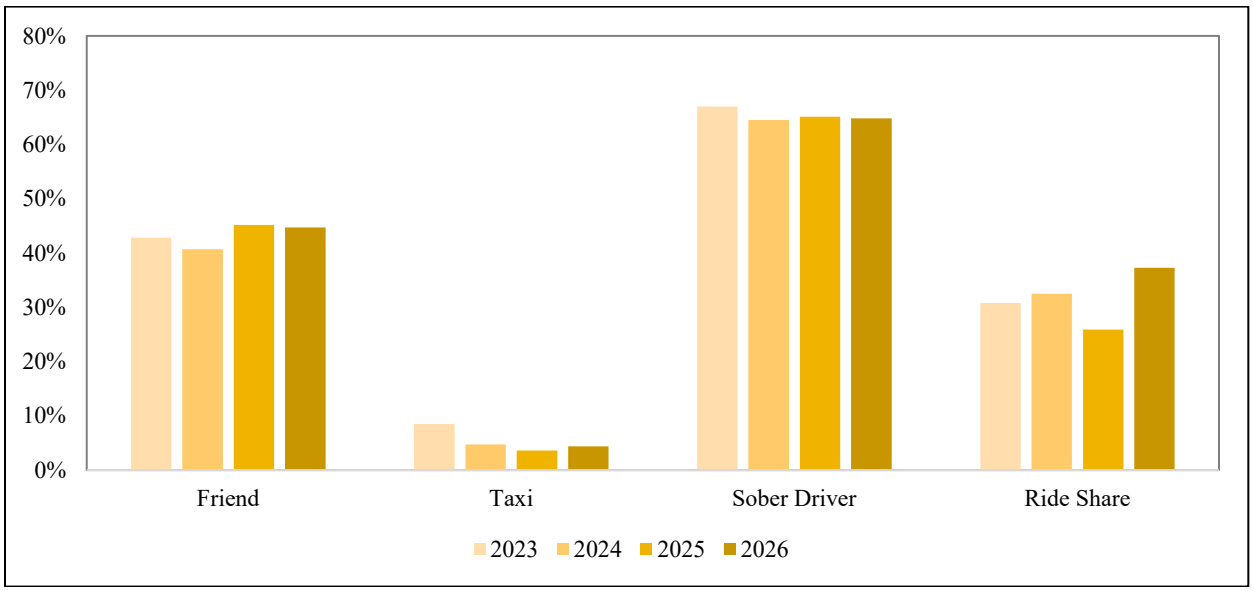

Figure 4.12 Alternate Service Used

About one-in-five (20.5%) respondents self-reported driving after ingesting at least one drug type. Prescription drugs were most commonly ingested with 11.8% of respondents reporting driving after doing so. A comparable percentage, 11.6%, self-reported driving after taking over-the-counter medication. Just 2.2% of drivers indicated that they operated a vehicle after using cannabis.

4.1.3 Driver Beliefs

For the first time since 2024 drivers were asked how often they think others use seat belts and talk on their cell phone while driving. Over two-thirds (69.4%) thought others use seat belts always or nearly always (Figure 4.13). This perception is comparable to other years where this question was asked.

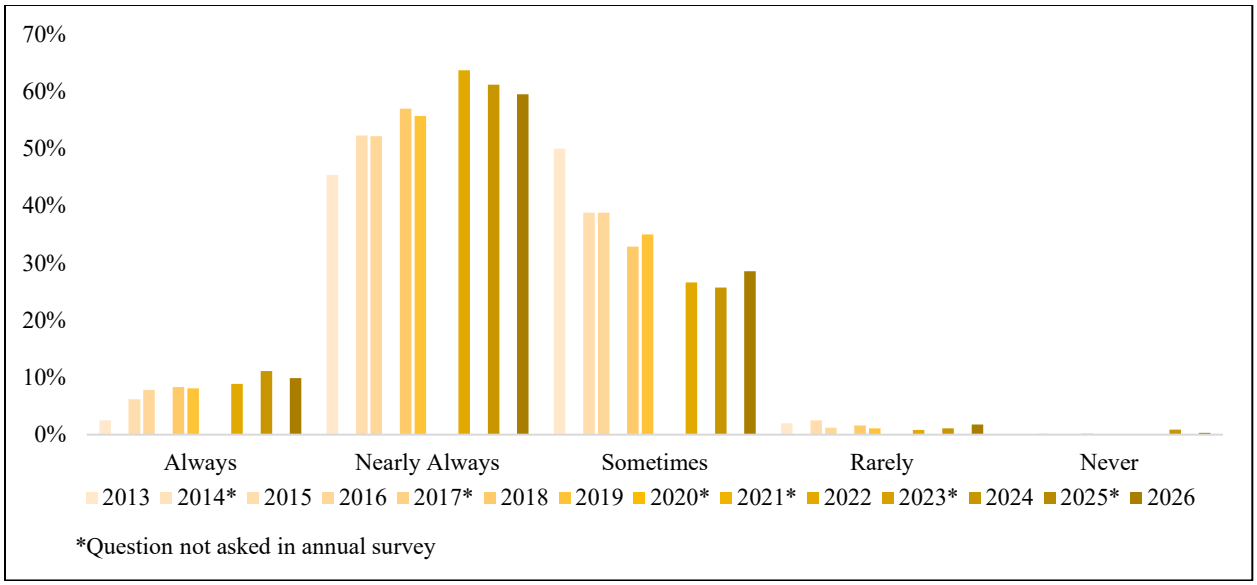

Figure 4.13 Perceptions of Seat Belt Use Among Other Drivers

Over nine-in-ten respondents (92.6%) thought drivers talk on the phone at least a few times per week (Figure 4.14). This percentage is comparable to prior years in which the question has been asked. There is a sense of otherness regarding phone use while driving. Whereas 19.9% of respondents indicated that they were very unlikely to use a phone while driving, only 0.3% of these same respondents believed others never used a phone to talk while driving.

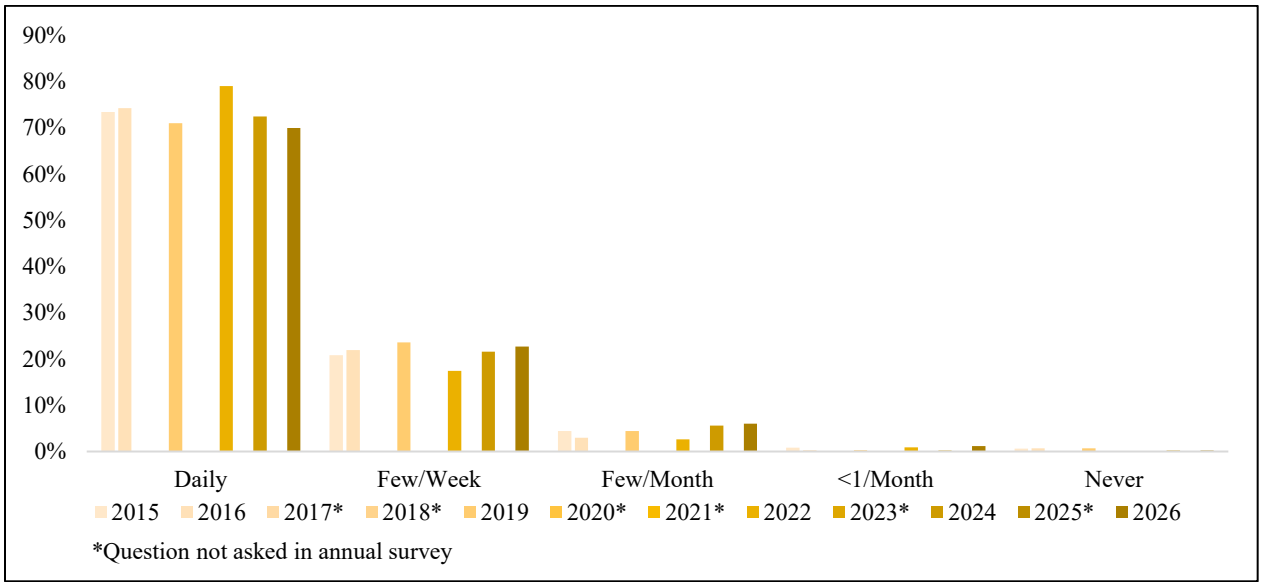

Figure 4.14 Perceptions of Cell Phone Use Among Other Drivers

4.1.4 Exposure to Messaging

Responses to educational messaging reveal that drivers most often read, see, or hear messages pertaining to impaired driving (Figure 4.15). Nearly four in five drivers (79.9%) reported some capacity of exposure to messages about impaired driving in the last six months. Messages pertaining to seat belt use were recently read, seen, or heard by a comparable percentage (78.2%) of North Dakota drivers, and

educational content regarding speeding was self-reported by approximately two in three (63.5%) drivers. These percentages are in line with prior iterations of this survey in which these three topics—impaired driving, seat belt use, and distracted driving—were most read, seen, or heard.

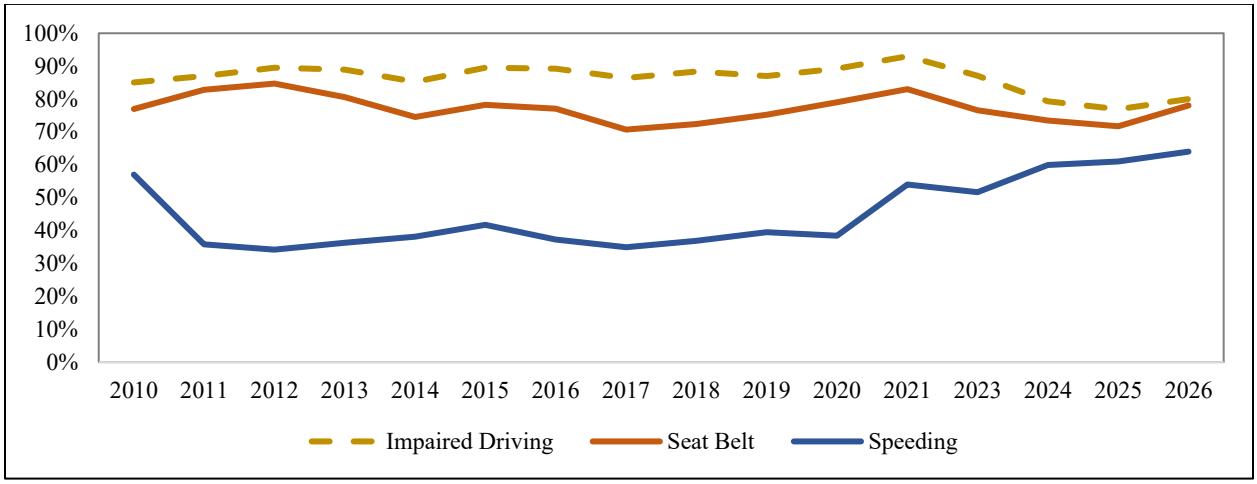

Figure 4.15 Exposure to Safety Messaging Within Last Six Months

The relationship between education and enforcement is mixed. One would expect a positive relationship to occur: if one has had more recent exposure to safety messaging, one should believe the chances of receiving a ticket for illicit behavior to be higher. This expected relationship occurs for impaired driving. Drivers most often read, hear, or see messages related to this topic and subsequently believe chances are highest for receiving a ticket for this negative behavior. However, this relationship does not take place for the other metrics. Although messages pertaining to speeding were least often read, seen, or heard by drivers, they nonetheless self-reported expecting a ticket for this behavior more often than they expected to receive a ticket for not wearing a seat belt (Figure 4.16).

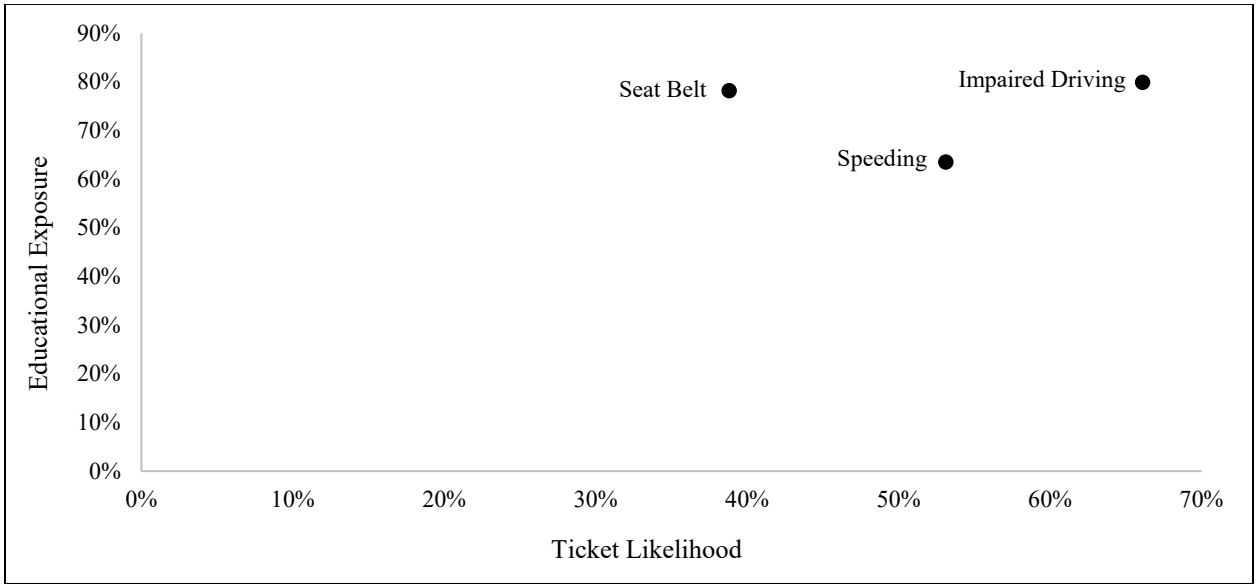

Figure 4.16 Relationship Between Enforcement and Education

4.2 Driver Group Evaluations

It is reasonable to assume that driver perceptions and behaviors are influenced by local norms and the driving environment. Therefore, it is prudent to investigate differences within the driver population to determine if perceptions can be substantiated. This information may be valuable in more effectively allocating traffic safety resources, conducting program assessments, and focusing programs and strategies beyond typical statewide treatment. Numeric values are assigned to the descriptive answers to create ordinal scales to efficiently quantify and manage the discussion of driver responses in the strata. These transformations also allow for expanded statistical analysis of responses. The quantitative scale definitions are provided in Table 4.3.

Table 4.3 Quantitative Scale Definitions for Responses

Q#	Question	Scale	Conversion Values
SB1	Seat Belt Use	1-5	1=Never to 5=Always
SB2	Seat Belt Use, Others	1-5	1=Never to 5=Always
SB3	Ticket Likely Seat Belt	1-5	1=Very Unlikely to 5=Very Likely
SP1	Speed in 80 MPH Zone	1-5	1=Never to 5=Always
SP2	Chance of Speeding Ticket	1-5	1=Very Unlikely to 5=Very Likely
SP3	Favor/Oppose Higher Speeding Fines	1-5	1=Strongly Oppose to 5=Strongly Favor
ID1	Chance Arrest Impaired Driving	1-5	1=Very Unlikely to 5=Very Likely
ID2a	Alternate Driver	0-5	0=Very Unlikely to 5=Very Likely
ID3a	Drive After Drinking 1-2 Drinks	0-1	0=None, 1=At Least Once
ID3b	Drive After Drinking 3+ Drinks	0-1	0=None, 1=At Least Once
ID4	Drugged Driving	0-1	0=None, 1=At Least Once
DD1	Handheld Cell Phone Ban	1-5	1=Strongly Oppose to 5=Strongly Favor
DD2	Distracted Driving Ticket	1-5	1=Very Unlikely to 5=Very Likely
DD3	Use Phone Driving	1-5	1=Very Unlikely to 5=Very Likely
DD4	Use Phone Driving, Others	1-5	1=Never to 5=Daily
VZ1a	RSH Seat Belt	0-1	0=No Exposure, 1=Exposed by Source(s)
VZ1b	RSH Speed	0-1	0=No Exposure, 1=Exposed by Source(s)
VZ1c	RSH Drunk Driving	0-1	0=No Exposure, 1=Exposed by Source(s)
VZ1d	RSH Distracted Driving	0-1	0=No Exposure, 1=Exposed by Source(s)
VZ1e	RSH *Vision Zero*	0-1	0=No Exposure, 1=Exposed by Source(s)

Stratification in sampling the driver population provides an opportunity to look at the drivers based on region and geography as defined in the methods section. In addition, the young male and female driver groups can be distinguished as high-risk populations. Insights regarding impaired driving, seat belts, and speed across these strata may benefit traffic safety advocates by enhancing their ability to focus efforts. The information may also be useful in assessing the value of including these types of stratification in future surveys.

4.2.1 Regional and Geographic Observations

Table 4.4 shows the mean values for drivers surveyed statewide, along with regional and geographic comparisons. Statewide survey averages indicate that drivers' views and behaviors associated with traffic safety goals have potential for improvement as discussed in the descriptive statistics. For example, seat belt use is at a mean of 4.79. This number is below the goal of 5.00, which is equivalent to always in the driver survey response.

Regional and geographic strata were tested for significant differences. In all, three issues were statistically significant by region, and nine issues were statistically significant by geographic comparisons.

Table 4.4 Differences in Mean Driver Views and Behaviors, by Region and Geography

		Statewide	Region			Geography		
Question	Scale[1]	All	East	West	Sig.	Urban	Rural	Sig.
Seat Belt Use	1-5	4.79	4.79	4.80		4.85	4.60	##
Seat Belt Use, Others	1-5	3.77	3.80	3.73		3.81	3.65	##
Ticket Likely Seat Belt	1-5	3.22	3.18	3.26		3.20	3.26	##
Speed in 80 MPH Zone	1-5	1.68	1.58	1.82	#	1.67	1.72	
Chance of Speeding Ticket	1-5	3.62	3.58	3.66		3.61	3.64	#
Favor/Oppose Higher Speeding Fines	1-5	3.41	3.53	3.24		3.42	3.36	
Chance Arrest Impaired Driving	1-5	3.92	3.88	3.97		3.90	3.96	
Alternate Driver	1-5	4.46	4.51	4.38		4.46	4.43	
Drive After Drinking 1-2 Drinks	0-1	0.34	0.32	0.38		0.35	0.32	*
Drive After Drinking 3+ Drinks	0-1	0.06	0.06	0.07		0.06	0.07	
Drugged Driving	0-1	0.21	0.21	0.20		0.21	0.20	
Handheld Cell Phone Ban	1-5	3.68	3.63	3.73		3.69	3.63	#
Distracted Driving Ticket	1-5	3.05	3.03	3.07		3.01	3.15	##
Use Phone Driving	1-5	2.78	2.74	2.84		2.76	2.84	
Use Phone Driving, Others	1-5	4.61	4.64	4.57	#	4.62	4.57	
RSH Seat Belt	0-1	0.78	0.78	0.79		0.78	0.80	**
RSH Speed	0-1	0.64	0.62	0.66		0.63	0.65	*
RSH Drunk Driving	0-1	0.80	0.78	0.83		0.80	0.79	
RSH Distracted Driving	0-1	0.71	0.71	0.72		0.72	0.71	
RSH *Vision Zero*	0-1	0.54	0.49	0.60	**	0.52	0.59	

[1]Note: Nominal/Ordinal scales require different tests of significance
*Significant difference at the 5% level for Pearson Chi-Square test
**Significant difference at the 1% level for Pearson Chi-Square test
##Significant difference at 1% level for 1-way ANOVA

Results were mixed when factoring for regional designation. Drivers from the western half of the state were more likely to speed in an 80-mph-zone ($F=4.779$, $df=1$, $p=0.029$). However, these same drivers were more likely to have had exposure to messaging about the *Vision Zero* safety campaign (Chi-Sq.=12.009, $df=1$, $p<0.001$), which suggests that the safety messaging may not have a strong deterrent effect for speeding. In terms of perceptions of other drivers, those from the eastern half of the state thought other drivers were more likely to talk on a cell phone while driving ($F=4.957$, $df=1$, $p=0.026$). No other survey items had statistically significant differences when factoring for one's regional location in the state.

With regard to geographic classifications, one ongoing trend is the substantial discrepancy in seat belt use between urban and rural drivers. North Dakota drivers living in the five urban counties are more likely to use a seat belt ($F=42.756$, $df=1$, $p<0.001$). Compared with rural drivers, the higher seat belt use among urban residents continues a trend that has been in place each year since 2010. Although both subcategories are under the goal of a mean value of 5.00, rural residents are farther away from this target number. This occurred even though rural drivers believe the likelihood of being ticketed for not wearing a seat belt is higher than their urban counterparts ($F=14.071$, $df=1$, $p<0.001$). Further, this occurred even though rural drivers had more recent exposure to traffic safety messages about seat belt use (Chi-Sq.=7.969, $df=1$, $p=0.005$). Evidently, neither the perceived threat of a ticket nor the exposure from educational messaging are sufficient deterrents for negative behavior. It is plausible that higher fines for driving while unbelted may increase use among these respondents.

Differences occurred in terms of perceived ticket likelihood. In addition to the aforementioned chance of receiving a ticket for not wearing a seat belt, rural drivers also thought there were higher chances of receiving a ticket for speeding ($F=5.270$, $df=1$, $p=0.022$) and distracted driving ($F=12.088$, $df=1$, $p<0.001$).

With regard to distracted driving, in addition to the aforementioned belief that there is a higher chance of receiving a ticket for driving while distracted, rural residents were less supportive of a ban on handheld devices while driving ($F=6.727$, $df=1$, $p=0.010$). This continues a trend which has been in place for multiple years.

For the first time since 2016, rural drivers did not self-report speeding at levels that were higher than their urban counterparts ($F=1.874$, $df=1$, $p=0.171$). This may be related to the question of changing from one's propensity to speed in a 75-mile-per-hour zone to one's propensity to speed in an 80-mile-per-hour zone. It may also be related to their higher exposure levels to safety messages that can be read, seen, or heard about speeding (Chi-Sq.=4.232, $df=1$, $p=0.040$).

One area in which urban drivers were more dangerous than their rural counterparts regarded driving within two hours of consuming one or two alcoholic beverages. Urban residents drove more often after drinking alcohol (Chi-Sq.=6.194, $df=1$, $p=0.013$). In terms of driving within two hours of consuming three or more alcoholic beverages, the two groups did so at a rate on-par with one another (Chi-Sq.=0.477, $df=1$, $p=0.490$).

Table 4.5 shows the change in mean values from 2010 to 2026. The primary reason to include the values here is to establish a statewide baseline for the discussion of respondent groups. The figures may also be useful measures in monitoring statewide progress over time. With 17 years of data available, some conclusions can be made. For instance, the five-year average of seat belt use (4.77) is at an all-time high. Similarly, the five-year averages for perceptions of being arrested for drunk driving are at all-time highs for all driver groups. Conversely, a negative trend becomes apparent when analyzing results from the previous 17 years. The five-year average measuring the perceived likelihood of receiving a ticket for speeding is at an all-time low for all driver groups. There is room for education and/or enforcement to change this perception.

Table 4.5 Differences in Driver Views and Behaviors from 2010–2026, by Region and Geography

			Statewide	Region			Geography			Core
Question	Year	Scale	All	East	West	Sig.	Urban	Rural	Sig.	Y/N
Seat Belt Use	2026	1–5	4.79	4.79	4.80		4.85	4.60	**	Y
1=Never to 5=Always	2025		4.76	4.77	4.74		4.83	4.52	**	Y
	2024		4.79	4.82	4.75		4.83	4.65	**	Y
	2023		4.76	4.76	4.76		4.83	4.56	**	Y
	2022		4.75	4.74	4.76		4.82	4.51	**	Y
	2021		4.69	4.73	4.64		4.75	4.50	**	Y
	2020		4.69	4.74	4.62		4.77	4.48	**	Y
	2019		4.69	4.69	4.68		4.77	4.43	**	Y
	2018		4.72	4.72	4.71		4.78	4.52	**	Y
	2017		4.66	4.69	4.63		4.73	4.46	**	Y
	2016		4.66	4.70	4.61		4.73	4.44	**	Y
	2015		4.61	4.64	4.59		4.68	4.44	**	Y
	2014		4.61	4.63	4.58		4.67	4.40	**	Y
	2013		4.47	4.44	4.50	*	4.54	4.36	**	Y
	2012		4.31	4.37	4.24	*	4.40	4.23	**	Y
	2011		4.42	4.44	4.36	**	4.52	4.21	**	Y
	2010		4.36	4.38	4.36		4.49	4.08	**	Y
2022–2026 Five-Year Average			**4.77**	**4.78**	**4.76**		**4.83**	**4.57**		
2021–2025 Five-Year Average			**4.75**	**4.76**	**4.73**		**4.81**	**4.55**		
2020–2024 Five-Year Average			**4.74**	**4.76**	**4.71**		**4.80**	**4.54**		
2019–2023 Five-Year Average			**4.72**	**4.73**	**4.69**		**4.79**	**4.50**		
2018–2022 Five-Year Average			**4.71**	**4.72**	**4.68**		**4.78**	**4.49**		
2017–2021 Five-Year Average			**4.69**	**4.71**	**4.66**		**4.76**	**4.48**		
2016–2020 Five-Year Average			**4.68**	**4.71**	**4.65**		**4.76**	**4.47**		
2015–2019 Five-Year Average			**4.67**	**4.69**	**4.64**		**4.74**	**4.46**		
2014–2018 Five-Year Average			**4.65**	**4.68**	**4.62**		**4.72**	**4.45**		
2013–2017 Five-Year Average			**4.60**	**4.62**	**4.58**		**4.67**	**4.42**		
2012–2016 Five-Year Average			**4.53**	**4.56**	**4.50**		**4.60**	**4.37**		
2011–2015 Five-Year Average			**4.48**	**4.50**	**4.45**		**4.56**	**4.33**		
2010–2014 Five-Year Average			**4.43**	**4.45**	**4.41**		**4.52**	**4.26**		
Ticket Likely Seat Belt	2026	1–5	3.22	3.18	3.26		3.20	3.26	**	Y
1=Very Unlikely to 5=Very Likely	2025		3.18	3.21	3.12		3.14	3.29	**	Y
	2024		3.23	3.32	3.09		3.23	3.23		Y
	2023		3.05	3.08	3.02		3.03	3.11		Y
	2022		3.03	3.04	3.02		3.04	3.02		Y
	2021		3.01	3.10	2.88	*	3.00	3.04		Y
	2020		3.09	3.12	3.04		3.09	3.08	**	Y
	2019		3.15	3.18	3.09	*	3.13	3.19		Y
	2018		3.17	3.14	3.21		3.16	3.21	*	Y
	2017		3.15	3.17	3.12		3.14	3.15	*	Y
	2016		3.29	3.27	3.31		3.26	3.37	**	Y
	2015		3.29	3.38	3.19		3.27	3.35	**	Y
	2014		3.20	3.26	3.14		3.19	3.25	*	Y
	2013		3.17	3.18	3.15		3.10	3.17	**	Y
	2012		3.16	3.24	3.06	*	3.10	3.22		Y
	2011		2.98	2.93	3.10		2.94	3.06		Y
	2010		3.06	3.07	3.04		3.03	3.13		Y
2022–2026 Five-Year Average			**3.14**	**3.17**	**3.10**		**3.13**	**3.18**		
2021–2025 Five-Year Average			**3.10**	**3.15**	**3.03**		**3.09**	**3.14**		
2020–2024 Five-Year Average			**3.08**	**3.13**	**3.01**		**3.08**	**3.10**		
2019–2023 Five-Year Average			**3.07**	**3.10**	**3.01**		**3.06**	**3.09**		
2018–2022 Five-Year Average			**3.09**	**3.12**	**3.05**		**3.08**	**3.11**		
2017–2021 Five-Year Average			**3.11**	**3.14**	**3.07**		**3.10**	**3.13**		
2016–2020 Five-Year Average			**3.17**	**3.18**	**3.15**		**3.16**	**3.20**		
2015–2019 Five-Year Average			**3.21**	**3.23**	**3.18**		**3.19**	**3.25**		
2014–2018 Five-Year Average			**3.22**	**3.24**	**3.19**		**3.20**	**3.27**		
2013–2017 Five-Year Average			**3.22**	**3.25**	**3.18**		**3.19**	**3.26**		
2012–2016 Five-Year Average			**3.22**	**3.27**	**3.17**		**3.18**	**3.27**		
2011–2015 Five-Year Average			**3.16**	**3.20**	**3.13**		**3.12**	**3.21**		
2010–2014 Five-Year Average			**3.11**	**3.14**	**3.10**		**3.07**	**3.17**		

			Statewide	Region			Geography			Core
	Year	Scale	All	East	West	Sig.	Urban	Rural	Sig.	Y/N
Speed 80 MPH Zone[1]	2026	1–5	1.68	1.58	1.82	*	1.67	1.72		Y
1=Never to 5=Always	2025		2.25	2.21	2.30		2.24	2.29	**	Y
	2024		2.21	2.13	2.32		2.18	2.33	*	Y
	2023		2.29	2.25	2.36		2.26	2.37	**	Y
	2022		2.28	2.19	2.41		2.27	2.31	**	Y
	2020		2.19	2.13	2.27		2.20	2.16	**	Y
	2019		2.11	2.05	2.19		2.12	2.07	**	Y
	2018		2.14	2.04	2.26		2.15	2.09	**	Y
	2017		2.17	2.08	2.28		2.22	2.02	**	Y
2022–2026 Five-Year Average			**2.14**	**2.07**	**2.24**		**2.12**	**2.20**		
2020–2025 Five-Year Average			**2.24**	**2.18**	**2.33**		**2.23**	**2.29**		
2019–2024 Five-Year Average			**2.22**	**2.15**	**2.31**		**2.21**	**2.25**		
2018–2023 Five-Year Average			**2.20**	**2.13**	**2.30**		**2.20**	**2.20**		
2017–2022 Five-Year Average			**2.18**	**2.10**	**2.28**		**2.19**	**2.13**		
Ticket Likely Speed	2026	1–5	3.62	3.58	3.66		3.61	3.64	*	Y
1=Very Unlikely to 5=Very Likely	2025		3.46	3.42	3.51		3.44	3.53		Y
	2024		3.49	3.49	3.48		3.46	3.59	*	Y
	2023		3.51	3.47	3.57		3.47	3.60	*	Y
	2022		3.56	3.56	3.56		3.54	3.61		Y
	2021		3.67	3.65	3.71		3.64	3.79	*	Y
	2020		3.61	3.56	3.68	**	3.59	3.65	**	Y
	2019		3.75	3.75	3.74		3.72	3.83	**	Y
	2018		3.69	3.64	3.76		3.76	3.67	**	Y
	2017		3.69	3.67	3.72	*	3.67	3.75	**	Y
	2016		3.79	3.76	3.81		3.76	3.87	**	Y
	2015		3.84	3.82	3.87	*	3.84	3.84		Y
	2014		3.72	3.71	3.73		3.71	3.77	**	Y
	2013		3.67	3.66	3.68	*	3.63	3.67		Y
	2012		3.69	3.71	3.66		3.62	3.76	*	Y
	2011		3.62	3.61	3.66		3.76	3.62	*	Y
	2010		3.59	3.61	3.58		3.60	3.58		Y
2022–2026 Five-Year Average			**3.53**	**3.50**	**3.56**		**3.50**	**3.59**		
2021–2025 Five-Year Average			**3.54**	**3.52**	**3.57**		**3.51**	**3.62**		
2020–2024 Five-Year Average			**3.57**	**3.55**	**3.60**		**3.54**	**3.65**		
2019–2023 Five-Year Average			**3.62**	**3.60**	**3.65**		**3.59**	**3.70**		
2018–2022 Five-Year Average			**3.66**	**3.63**	**3.69**		**3.65**	**3.71**		
2017–2021 Five-Year Average			**3.68**	**3.65**	**3.72**		**3.68**	**3.74**		
2016–2020 Five-Year Average			**3.71**	**3.68**	**3.74**		**3.70**	**3.75**		
2015–2019 Five-Year Average			**3.75**	**3.73**	**3.78**		**3.75**	**3.79**		
2014–2018 Five-Year Average			**3.75**	**3.72**	**3.78**		**3.75**	**3.78**		
2013–2017 Five-Year Average			**3.74**	**3.72**	**3.76**		**3.72**	**3.78**		
2012–2016 Five-Year Average			**3.74**	**3.73**	**3.75**		**3.71**	**3.78**		
2011–2015 Five-Year Average			**3.71**	**3.70**	**3.72**		**3.71**	**3.73**		
2010–2014 Five-Year Average			**3.66**	**3.66**	**3.66**		**3.66**	**3.68**		

			Statewide	Region			Geography			Core
	Year	Scale	All	East	West	Sig.	Urban	Rural	Sig.	Y/N
Arrest for DUI	2026	1–5	3.92	3.88	3.97		3.90	3.96		Y
1=Very Unlikely to 5=Very Likely	2025		3.97	3.96	3.99		3.97	3.97		Y
	2024		3.92	3.90	3.95		3.90	3.98		Y
	2023		4.03	3.99	4.09		4.00	4.09		Y
	2022		3.93	3.89	3.98		3.90	4.03		Y
	2021		3.82	3.85	3.77		3.81	3.86		Y
	2020		3.87	3.84	3.91		3.87	3.87		Y
	2019		3.88	3.90	3.86		3.90	3.85		Y
	2018		3.89	3.83	3.97		3.90	3.87		Y
	2017		3.94	3.90	4.00		3.92	4.02		Y
	2016		3.89	3.86	3.93		3.89	3.90		Y
	2015		3.86	3.90	3.80		3.84	3.89		Y
	2014		3.76	3.71	3.83		3.79	3.69		Y
	2013		3.53	3.54	3.52		3.51	3.53		Y
	2012		3.64	3.67	3.60		3.68	3.61		Y
	2011		3.62	3.61	3.69		3.63	3.65		Y
	2010		3.53	3.59	3.47		3.55	3.49		Y
2022–2026 Five-Year Average			**3.95**	**3.92**	**4.00**		**3.93**	**4.01**		
2021–2025 Five-Year Average			**3.93**	**3.92**	**3.96**		**3.92**	**3.99**		
2020–2024 Five-Year Average			**3.91**	**3.89**	**3.94**		**3.90**	**3.97**		
2019–2023 Five-Year Average			**3.91**	**3.89**	**3.92**		**3.90**	**3.94**		
2018–2022 Five-Year Average			**3.88**	**3.86**	**3.90**		**3.88**	**3.90**		
2017–2021 Five-Year Average			**3.88**	**3.86**	**3.90**		**3.88**	**3.89**		
2016–2020 Five-Year Average			**3.89**	**3.87**	**3.93**		**3.90**	**3.90**		
2015–2019 Five-Year Average			**3.89**	**3.88**	**3.91**		**3.89**	**3.91**		
2014–2018 Five-Year Average			**3.87**	**3.84**	**3.91**		**3.87**	**3.87**		
2013–2017 Five-Year Average			**3.80**	**3.78**	**3.82**		**3.79**	**3.81**		
2012–2016 Five-Year Average			**3.74**	**3.74**	**3.74**		**3.74**	**3.72**		
2011–2015 Five-Year Average			**3.68**	**3.69**	**3.69**		**3.69**	**3.67**		
2010–2014 Five-Year Average			**3.62**	**3.62**	**3.62**		**3.63**	**3.59**		

ⱼQuestion asked about 75-mph zone before 2026
*Statistically significant difference at the 5% level
**Statistically significant difference at the 1% level

4.2.2 Young Male Driver Group

As with the previous surveys, the selected target group of 18-34-year-old high-risk males (HRM) shows significantly different behaviors, exposure levels, and views when compared with other drivers (Table 4.6). (Note that high-risk females were not included in the "other" group. See Section 4.2.3 for results for high-risk females.) In terms of behavior, high-risk male drivers in this survey are more likely to exhibit behaviors at odds with traffic safety goals such as speeding on an 80-mph roadway ($F=28.992$, $df=1$, $p<0.001$).

In addition, the high-risk driver group is less likely to support policies and/or legislation that encourage safe operating behaviors. This group had lower levels of support for banning handheld phone use while driving ($F=4.914$, $df=1$, $p=0.027$).

This group generally thought it was more likely than not that one would be ticketed for illegal driving activity. These drivers rated the chances of receiving a ticket for not wearing a seat belt ($F=8.425$, $df=1$, $p=0.004$) and being arrested for impaired driving ($F=25.943$, $df=1$, $p<0.001$) higher than other drivers. Interestingly, these dangerous behaviors and beliefs occur despite the target group seeing safety messages about *Vision Zero* (Chi-Sq.=11.388, $df=1$, $p<0.001$) and impaired driving (Chi-Sq.=4.468, $df=1$, $p=0.035$) at a higher rate than the balance of the population. This suggests that while messages are reaching the target group, they may be ineffective.

Table 4.6 Differences in Driver Views and Behaviors, Young Male Target Group

Question	HRM (n=133)	Other Drivers (n=826)	Sig.[1]
Seat Belt Use	4.65	4.83	
Seat Belt Use, Others	3.83	3.82	
Ticket Likely Seat Belt	2.99	3.32	##
Speed in 80 MPH Zone	2.01	1.50	##
Chance of Speeding Ticket	3.54	3.60	
Favor/Oppose Higher Speeding Fines	3.04	3.66	##
Chance Arrest Impaired Driving	4.22	3.80	##
Alternate Driver	4.48	4.41	
Drive After Drinking 1-2 Drinks	0.46	0.34	
Drive After Drinking 3+ Drinks	0.13	0.06	
Drugged Driving	0.21	0.20	
Handheld Cell Phone Ban	3.53	3.71	#
Distracted Driving Ticket	3.13	3.03	
Use Phone Driving	2.64	2.66	
Use Phone Driving, Others	4.39	4.70	##
RSH Seat Belt	0.81	0.77	
RSH Speed	0.66	0.60	
RSH Drunk Driving	0.86	0.74	*
RSH Distracted Driving	0.73	0.68	
RSH *Vision Zero*	0.70	0.48	**

[1]Note: Nominal/Ordinal scales require different tests of significance
**Significant difference at the 1% level for Pearson Chi-Square test
*Significant difference at the 5% level for Pearson Chi-Square test
##Significant difference at the 1% level for 1-way ANOVA
#Significant difference at the 5% level for 1-way ANOVA

Table 4.7 compares the responses of high-risk young males with all other driver groups. It is clear that there are differences in views, behaviors, and attitudes toward various transportation safety topics. The complete list of survey questions is provided in Appendix A.

Table 4.7 Responses for High-Risk Male Drivers

Question		**Responses, by Driver Group**				
Seat Belt Use	n=956	Always	N. Always	Sometimes	Rarely	Never
	Other	86.9%	9.8%	2.7%**	0.5%**	0.2%**
	HRM	78.2%	12.8%**	4.8%**	4.3%**	0.0%**
Ticket Seat Belt	n=949	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	17.5%	22.4%	39.4%	16.2%	4.4%
	HRM	12.2%**	20.7%**	28.0%	31.8%	7.3%**
Speed 80 MPH Zone	n=957	Always	N. Always	Sometimes	Rarely	Never
	Other	0.7%**	1.0%**	8.4%	27.5%	62.5%
	HRM	2.1%**	3.4%**	23.7%**	35.5%	35.4%
Ticket Speeding	n=956	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	18.3%	32.3%	42.1%	5.5%	1.8%**
	HRM	11.3%**	43.5%	36.1%	6.0%**	3.1%**
Favor/Oppose Speeding Fines	n=957	St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
	Other	31.0%	27.0%	25.6%	9.6%	6.7%
	HRM	18.2%**	20.5%**	25.6%	18.5%**	17.1%**
Chance Arrest Impaired	n=953	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	27.8%	31.7%	34.1%	5.7%	0.7%**
	HRM	47.2%	34.0%	13.8%**	3.9%**	1.2%**
Alternate Driver[1]	n=624	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	69.1%	15.2%	7.6%	3.8%	4.3%**
	HRM	69.0%	14.8%**	12.0%**	3.7%**	0.5%**
Drive After 1-2 Drinks	n=656	None	1-5 Times	6-10 Times	11+ Times	
	Other	66.2%	30.8%	1.9%**	1.0%**	
	HRM	53.7%	39.9%	0.0%**	6.4%**	
Drive After 3+ Drinks	n=570	None	1-5 Times	6-10 Times	11+ Times	
	Other	93.7%	5.0%	1.0%**	0.4%**	
	HRM	86.6%	9.2%**	2.6%**	1.6%**	
Drugged Driving	n=955	None	At Least Once			
	Other	79.9%	20.1%			
	HRM	78.8%	21.2%**			
Ban Handheld Phone	n=942	St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
	Other	42.6%	22.1%	11.0%	12.3%	12.0%
	HRM	25.9%	27.7%	27.5%	11.3%**	7.6%**
Distracted Driving Ticket	n=943	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	11.0%	18.5%	38.6%	26.3%	5.6%
	HRM	9.6%**	28.0%	34.1%	22.5%	5.9%**
Use Phone While Driving[2]	n=806	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	7.1%	19.8%	29.1%	19.8%	24.1%
	HRM	5.1%**	14.8%**	38.2%	22.6%**	19.2%**
RSH Seat Belt	n=921	Yes	No			
	Other	76.6%	23.4%			
	HRM	80.7%	19.3%**			
RSH Speeding	n=888	Yes	No			
	Other	59.6%	40.4%			
	HRM	65.9%	34.1%			
RSH Drunk	n=915	Yes	No			
	Other	74.3%	25.7%			
	HRM	86.1%	13.9%**			
RSH Distracted	n=907	Yes	No			
	Other	68.2%	31.8%			
	HRM	73.2%	26.8%			
RSH *Vision Zero*	n=877	Yes	No			
	Other	47.6%	52.4%			
	HRM	70.0%	30.0%			

Note: Please see Appendix A for exact question and response wording
[1]Note: Percentages based only on those North Dakota drivers who report that they consume alcohol
[2]Note: Percentages based only on those North Dakota drivers who report using a phone while driving
**Estimate uncertain due to limited sample size

4.2.3 Young Female Driver Group

Another driver group with noticeable differences in behaviors and attitudes is that of 18-34-year-old high-risk female (HRF) drivers. Like their high-risk male counterparts, young female drivers tend to exhibit behaviors that are more dangerous than other drivers. Similarly, their attitudes toward safe driving habits lag behind the balance of the driver population (Table 4.8). When this female driver group was compared to all other drivers, there were statistically significant differences for several variables studied in this report.

Table 4.8 Differences in Driver Views and Behaviors, Young Female Target Group

Question	HRF (n=148)	Other Drivers (n=826)	Sig.[1]
Seat Belt Use	4.76	4.83	
Seat Belt Use, Others	3.70	3.82	
Ticket Likely Seat Belt	3.08	3.32	##
Speed in 80 MPH Zone	1.92	1.50	##
Chance of Speeding Ticket	3.65	3.60	
Favor/Oppose Higher Speeding Fines	3.08	3.66	##
Chance Arrest Impaired Driving	4.05	3.80	##
Alternate Driver	4.51	4.41	##
Drive After Drinking 1-2 Drinks	0.34	0.34	
Drive After Drinking 3+ Drinks	0.06	0.06	
Drugged Driving	0.21	0.20	
Handheld Cell Phone Ban	3.64	3.71	
Distracted Driving Ticket	3.06	3.03	
Use Phone Driving	2.95	2.66	#
Use Phone Driving, Others	4.50	4.70	#
RSH Seat Belt	0.80	0.77	
RSH Speed	0.69	0.60	
RSH Drunk Driving	0.87	0.74	*
RSH Distracted Driving	0.75	0.68	
RSH *Vision Zero*	0.61	0.48	

[1]Note: Nominal/Ordinal scales require different tests of significance
##Significant difference at the 1% level for 1-way ANOVA
#Significant difference at the 5% level for 1-way ANOVA
*Significant difference at the 5% level for Pearson Chi-Square test

The 18-34-year-old female cohort is more likely to engage in dangerous driving behaviors such as using a phone while driving ($F=4.630$, $df=1$, $p=0.032$). This target group also has a higher likelihood of speeding in an 80-mph zone ($F=25.063$, $df=1$, $p<0.001$). This may explain why they are less likely to support higher fines for speeding ($F=14.696$, $df=1$, $p<0.001$).

With regard to impaired driving, this target group thought that the chance of being arrested for driving under the influence of alcohol was more likely than did other North Dakota drivers ($F=10.456$, $df=1$, $p=0.001$). This may be due to the group's greater exposure level to messages about impaired driving (Chi-Sq.=5.220, $df=1$, $p=0.022$) and may explain why this group was more likely to use an alternate driver ($F=7.442$, $df=1$, $p=0.007$). Table 4.9 provides a complete explanation of how this group compared with the balance of the North Dakota driving population.

Table 4.9 Responses for High-Risk Female Drivers

Question		**Responses, by Driver Group**				
Seat Belt Use	n=971	Always	N. Always	Sometimes	Rarely	Never
	Other	86.9%	9.8%	2.7%**	0.5%**	0.2%**
	HRF	83.6%	12.6%**	1.0%**	1.8%**	1.0%**
Ticket Seat Belt	n=963	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	17.5%	22.4%	39.4%	16.2%	4.4%
	HRF	9.9%**	27.9%	29.6%	25.7%	6.8%**
Speed 80 MPH Zone	n=973	Always	N. Always	Sometimes	Rarely	Never
	Other	0.7%**	1.0%**	8.4%	27.5%	62.5%
	HRF	2.0%**	3.9%**	15.9%**	40.2%	38.0%
Ticket Speeding	n=970	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	18.3%	32.3%	42.1%	5.5%	1.8%**
	HRF	15.7%**	40.9%	36.7%	6.4%**	0.3%**
Favor/Oppose Speeding Fines	n=972	St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
	Other	31.0%	27.0%	25.6%	9.6%	6.7%
	HRF	13.1%**	25.7%	29.9%	19.0%**	12.4%**
Chance Arrest Impaired	n=969	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	27.8%	31.7%	34.1%	5.7%	0.7%**
	HRF	41.0%	33.3%	18.6%**	4.4%**	2.7%**
Alternate Driver[1]	n=641	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	69.1%	15.2%	7.6%	3.8%	4.3%**
	HRF	68.8%	20.2%**	6.3%**	2.1%**	2.6%**
Drive After 1-2 Drinks	n=674	None	1-5 Times	6-10 Times	11+ Times	
	Other	66.2%	30.8%	1.9%**	1.0%**	
	HRF	66.4%	29.8%	2.5%**	1.3%**	
Drive After 3+ Drinks	n=585	None	1-5 Times	6-10 Times	11+ Times	
	Other	93.7%	5.0%	1.0%**	0.4%**	
	HRF	94.4%	4.3%**	0.0%**	1.3%**	
Drugged Driving	n=969	None	At Least Once			
	Other	79.9%	20.1%			
	HRF	78.9%	21.1%**			
Ban Handheld Phone	n=958	St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
	Other	42.6%	22.1%	11.0%	12.3%	12.0%
	HRF	22.7%	40.5%	20.2%	11.3%**	5.2%**
Distracted Driving Ticket	n=958	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	11.0%	18.5%	38.6%	26.3%	5.6%
	HRF	10.5%**	23.3%	34.1%	25.9%	6.2%**
Use Phone While Driving[2]	n=820	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	Other	7.1%	19.8%	29.1%	19.8%	24.1%
	HRF	7.9%**	22.7%	40.2%	14.4%**	14.8%**
RSH Seat Belt	n=938	Yes	No			
	Other	76.6%	23.4%			
	HRF	80.3%	19.7%			
RSH Speeding	n=906	Yes	No			
	Other	59.6%	40.4%			
	HRF	68.7%	31.3%			
RSH Drunk	n=931	Yes	No			
	Other	74.3%	25.7%			
	HRF	87.0%	13.0%**			
RSH Distracted	n=922	Yes	No			
	Other	68.2%	31.8%			
	HRF	75.5%	24.5%			
RSH *Vision Zero*	n=895	Yes	No			
	Other	47.6%	52.4%			
	HRF	60.7%	39.3%			

Note: Please see Appendix A for exact question and response wording
[1]Note: Percentages based only on those North Dakota drivers who report that they consume alcohol
[2]Note: Percentages based only on those North Dakota drivers who report using a phone while driving
**Estimate uncertain due to limited sample size

4.2.4 High-Risk Driver Comparisons

When high-risk males and high-risk females were compared directly with one another, their knowledge, attitudes, behaviors, and beliefs were comparable (Table 4.10). This was a deviation from prior iterations of the survey in which young male drivers were generally even more dangerous than young female drivers. Just one survey item had a statistically significant difference between the two groups.

Table 4.10 Differences in Driver Views and Behaviors, High-Risk Drivers

Question	HRM (n=133)	HRF (n=148)	Sig.[1]
Seat Belt Use	4.65	4.76	
Seat Belt Use, Others	3.83	3.70	
Ticket Likely Seat Belt	2.99	3.08	
Speed in 80 MPH Zone	2.01	1.92	
Chance of Speeding Ticket	3.54	3.65	
Favor/Oppose Higher Speeding Fines	3.04	3.08	
Chance Arrest Impaired Driving	4.22	4.05	
Alternate Driver	4.48	4.51	
Drive After Drinking 1-2 Drinks	0.46	0.34	
Drive After Drinking 3+ Drinks	0.13	0.06	*
Drugged Driving	0.21	0.21	
Handheld Cell Phone Ban	3.53	3.64	
Distracted Driving Ticket	3.13	3.06	
Use Phone Driving	2.64	2.95	
Use Phone Driving, Others	4.39	4.50	
RSH Seat Belt	0.81	0.80	
RSH Speed	0.66	0.69	
RSH Drunk Driving	0.86	0.87	
RSH Distracted Driving	0.73	0.75	
RSH *Vision Zero*	0.70	0.61	

[1]Note: Nominal/Ordinal scales require different tests of significance
[##]Significant difference at the 1% level for 1-way ANOVA
[#]Significant difference at the 5% level for 1-way ANOVA
**Significant difference at the 1% level for Pearson Chi-Square test
*Significant difference at the 5% level for Pearson Chi-Square test

The difference pertained to operating a vehicle within two hours of consuming three or more alcoholic beverages. In this survey, 18-34-year-old males were more likely to engage in this dangerous behavior than 18-34-year-old females (Chi-Sq.=4.383, df=1, p=0.036). Table 4.11 presents a detailed comparison of how high-risk respondents answered items on this survey questionnaire. A further explanation of how high-risk 18-34-year-old drivers compare with all other North Dakota drivers—including longitudinal trends—is presented in Appendix B. In general, when high-risk drivers are studied collectively, this group exhibits more dangerous behaviors than drivers over age 35.

Table 4.11 Responses for High-Risk Drivers

Question		**Responses, by Driver Group**				
Seat Belt Use	n=281	Always	N. Always	Sometimes	Rarely	Never
	HRM	78.2%	12.8%**	4.8%**	4.3%**	0.0%**
	HRF	83.6%	12.6%**	1.0%**	1.8%**	1.0%**
Ticket Seat Belt	n=280	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	HRM	12.2%**	20.7%**	28.0%	31.8%	7.3%**
	HRF	9.9%**	27.9%	29.6%	25.7%	6.8%**
Speed 80 MPH Zone	n=280	Always	N. Always	Sometimes	Rarely	Never
	HRM	2.1%**	3.4%**	23.7%**	35.5%	35.4%
	HRF	2.0%**	3.9%**	15.9%**	40.2%	38.0%
Ticket Speeding	n=280	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	HRM	11.3%**	43.5%	36.1%	6.0%**	3.1%**
	HRF	15.7%**	40.9%	36.7%	6.4%**	0.3%**
Favor/Oppose Speeding Fines	n=281	St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
	HRM	18.2%**	20.5%**	25.6%	18.5%**	17.1%**
	HRF	13.1%**	25.7%	29.9%	19.0%**	12.4%**
Chance Arrest Impaired	n=278	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	HRM	47.2%	34.0%	13.8%**	3.9%**	1.2%**
	HRF	41.0%	33.3%	18.6%**	4.4%**	2.7%**
Alternate Driver[1]	n=213	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	HRM	69.0%	14.8%**	12.0%**	3.7%**	0.5%**
	HRF	68.8%	20.2%**	6.3%**	2.1%**	2.6%**
Drive After 1-2 Drinks	n=214	None	1-5 Times	6-10 Times	11+ Times	
	HRM	53.7%	39.9%	0.0%**	6.4%**	
	HRF	66.4%	29.8%	2.5%**	1.3%**	
Drive After 3+ Drinks	n=205	None	1-5 Times	6-10 Times	11+ Times	
	HRM	86.6%	9.2%**	2.6%**	1.6%**	
	HRF	94.4%	4.3%**	0.0%**	1.3%**	
Drugged Driving	n=280	None	At Least Once			
	HRM	78.8%	21.2%**			
	HRF	78.9%	21.1%**			
Ban Handheld Phone	n=278	St. Favor	Sw. Favor	Neutral	Sw. Oppose	St. Oppose
	HRM	25.9%	27.7%	27.5%	11.3%**	7.6%**
	HRF	22.7%	40.5%	20.2%	11.3%**	5.2%**
Distracted Driving Ticket	n=281	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	HRM	9.6%**	28.0%	34.1%	22.5%	5.9%**
	HRF	10.5%**	23.3%	34.1%	25.9%	6.2%**
Use Phone While Driving[2]	n=264	V. Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	HRM	5.1%**	14.8%**	38.2%	22.6%**	19.2%**
	HRF	7.9%**	22.7%	40.2%	14.4%**	14.8%**
RSH Seat Belt	n=277	Yes	No			
	HRM	80.7%	19.3%**			
	HRF	80.3%	19.7%			
RSH Speeding	n=274	Yes	No			
	HRM	65.9%	34.1%			
	HRF	68.7%	31.3%			
RSH Drunk	n=278	Yes	No			
	HRM	86.1%	13.9%**			
	HRF	87.0%	13.0%**			
RSH Distracted	n=275	Yes	No			
	HRM	73.2%	26.8%			
	HRF	75.5%	24.5%			
RSH *Vision Zero*	n=272	Yes	No			
	HRM	70.0%	30.0%			
	HRF	60.7%	39.3%			

Note: Please see Appendix A for exact question and response wording
[1]Note: Percentages based only on those North Dakota drivers who report that they consume alcohol
[2]Note: Percentages based only on those North Dakota drivers who report using a phone while driving
**Estimate uncertain due to limited sample size

5. CONCLUSIONS

The annual statewide driver traffic safety survey provides baseline metrics for the Highway Safety Division and others in understanding perceptions and behaviors related to focus issues. A core set of questions was selected to address nationally agreed upon priorities. These include emphases on seat belt use, impaired driving, and speeding. In addition to the core issues, questions were included to better understand views on specific programs and activities. Results show that many North Dakota drivers have adopted safe driving practices, but it is apparent that additional efforts are needed to improve safety on the state's roads.

Two specific recommendations can be made when examining trends that have taken place over the last 17 years of administering this survey. First, there is a continued dichotomy between how urban and rural residents approach the use of a seat belt while operating a vehicle. Results clearly show that rural residents are less likely to use seat belts than their urban counterparts. Improvement in this area must be made to reduce rates of fatalities and serious injuries during crash events involving rural North Dakotans. Second, there is a bifurcation in safe driving attitudes, behaviors, and beliefs factoring for whether one is a high-risk 18-34-year-old driver. Younger drivers generally engage in dangerous behavior behind the wheel more often and choose safe practices less often than those over age 35.

Further research involving North Dakota driving tendencies can be improved. For instance, future studies involving North Dakota driving habits will be more robust when the response sample more accurately reflects the North Dakota driver population. This particular study would have been improved by having a higher percentage of 25-44-year-old drivers included in the response sample. Nonetheless, the response rate for this survey was satisfactory and most of the desired performance metrics were able to be extrapolated to represent the entire North Dakota driver population.

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APPENDIX A. SURVEY INSTRUMENT

All Responses Are Confidential

2026 North Dakota Driver Survey

SB1- How often do you use a seat belt when you drive or ride in a motor vehicle?
□ Never □ Rarely □ Sometimes □ Nearly Always □ Always

SB2- How often do you think others use a seat belt when driving or riding in a motor vehicle?
□ Never □ Rarely □ Sometimes □ Nearly Always □ Always □ Do not Know

SB3- 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

SP1- On a road with a speed limit of 80 mph, how often do you drive faster than 85 mph?
□ Never □ Rarely □ Sometimes □ Nearly Always □ Always

SP2- 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

SP3- Do you favor or oppose higher fees/fines for speeding violations?
□ Strongly Oppose □ Somewhat Oppose □ Do Not Favor or Oppose □ Somewhat Favor □ Strongly Favor

ID1- What are the chances of someone getting arrested if they drive under the influence of alcohol or drugs?
□ Very Unlikely □ Unlikely □ Somewhat Likely □ Likely □ Very Likely

ID2a- If drinking or planning to drink alcohol, how likely are you to designate an alternate driver?
□ Do Not Drink (*skip to ID4*) □ Very Unlikely □ Unlikely □ Somewhat Likely □ Likely □ Very Likely

ID2b- If you designate an alternative, which do you typically use? (select all that apply):
□ Designated sober driver in group □ Calling friend or family □ Ride share (Uber/Lyft) □ Taxi

ID3- In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking?
1– 2 Alcoholic Drinks? □ none □ 1 – 5 times □ 6 – 10 times □ more than 10 times
3 or More Alcoholic Drinks? □ none □ 1 – 5 times □ 6 – 10 times □ more than 10 times

ID4- In the past year, have you driven after consuming any of the following? Select all that apply:
□ Marijuana □ Prescription Drugs □ Over-the-Counter (cold medicine, sleeping pills, etc.) □ Other_____ □ No/None

DD1- Do you favor or oppose a ban on hand-held phone use while driving?
□ Strongly Oppose □ Somewhat Oppose □ Do Not Favor or Oppose □ Somewhat Favor □ Strongly Favor

DD2- What do you think the chance is of getting a ticket for distracted driving?
□ Very Unlikely □ Unlikely □ Somewhat Likely □ Likely □ Very Likely

DD3- How likely are you to use a phone while driving?
□ I do not use □ Very Unlikely □ Unlikely □ Somewhat Likely □ Likely □ Very Likely
→ Purpose (select all that apply) □ Calls □ View/Send Text □ Emails □ Social Media □ Maps □ Other Apps
→ Is it hands-free/Bluetooth technology? □ Yes □ No

DD4- How often do you think others talk on their cell phone while driving?
□ Never □ Less than Once per Month □ Few Times per Month □ Few Times per Week □ Daily

VZ1- Within the last 6 months have you read, seen, or heard traffic safety messages relating to:

Seat Belt Enforcement	□ TV	□ Radio	□ Online Ad	□ Social Media	□ Hwy Message Boards	□ None
Speed Enforcement	□ TV	□ Radio	□ Online Ad	□ Social Media	□ Hwy Message Boards	□ None
Impaired Driving Enforcement	□ TV	□ Radio	□ Online Ad	□ Social Media	□ Hwy Message Boards	□ None
Distracted Driving Enforcement	□ TV	□ Radio	□ Online Ad	□ Social Media	□ Hwy Message Boards	□ None
Vision Zero	□ TV	□ Radio	□ Online Ad	□ Social Media	□ Hwy Message Boards	□ None

DM1- Type of Vehicle You Most Often Drive: (select only one)
□ Car □ Pickup □ SUV □ Van □ Motorcycle □ Semi/Large Truck □ Other_____

DM2- Your age: □ 18 – 24 □ 25 – 34 □ 35 – 44 □ 45 – 54 □ 55 – 64 □ 65 – 74 □ 75 or Older

DM3- Your gender: □ Male □ Female

DM4- In which North Dakota county do you live? _____

DM5- On average, approximately how many miles do you drive per year? _____ miles

Please include any traffic safety comments and suggestions for future surveys.

_____

_____

_____

Thank you for your time and participation

APPENDIX B. HIGH-RISK 18-34-YEAR-OLD DRIVER BEHAVIORS/PERCEPTIONS

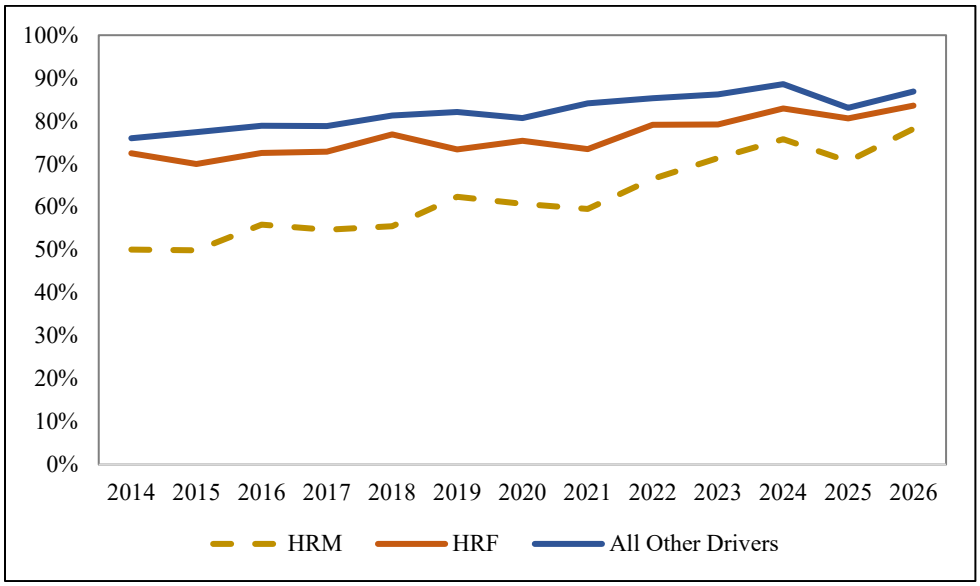

Figure B.1 Drivers Self-Reporting Seat Belt Use as Always

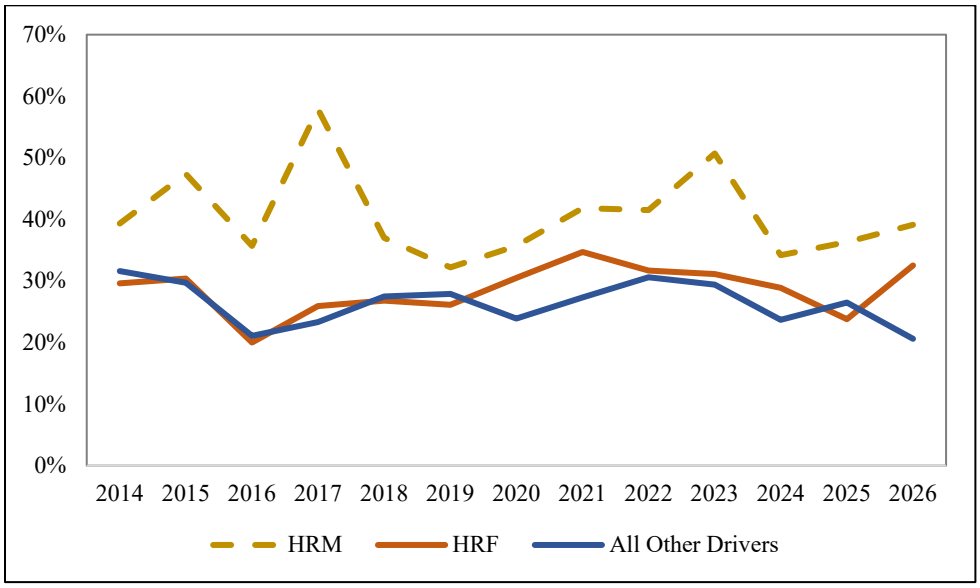

Figure B.2 Drivers Reporting the Perceived Likelihood of Receiving a Ticket for Not Wearing a Seat Belt as Very Unlikely or Unlikely

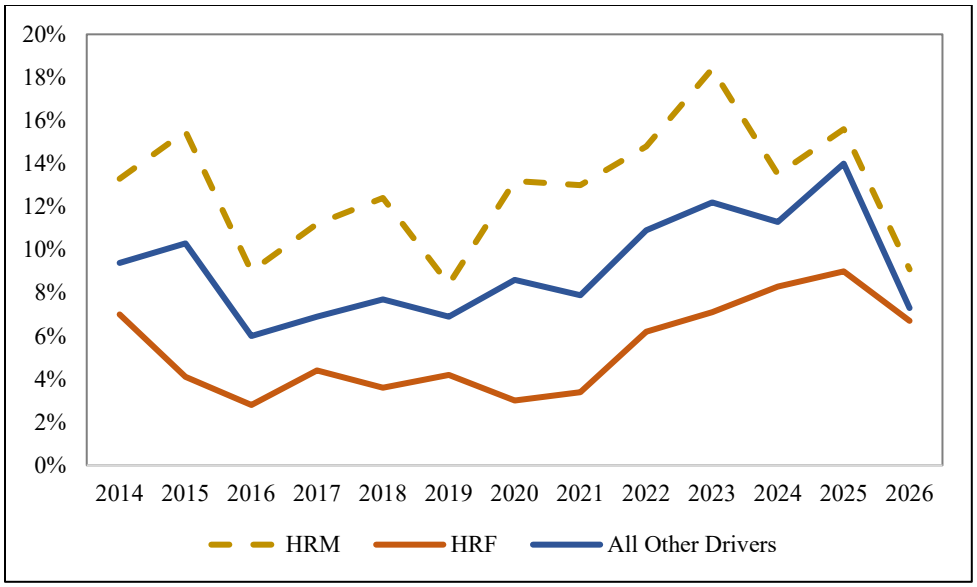

Figure B.3 Drivers Reporting the Perceived Likelihood of Receiving a Ticket for Speeding as Very Unlikely or Unlikely

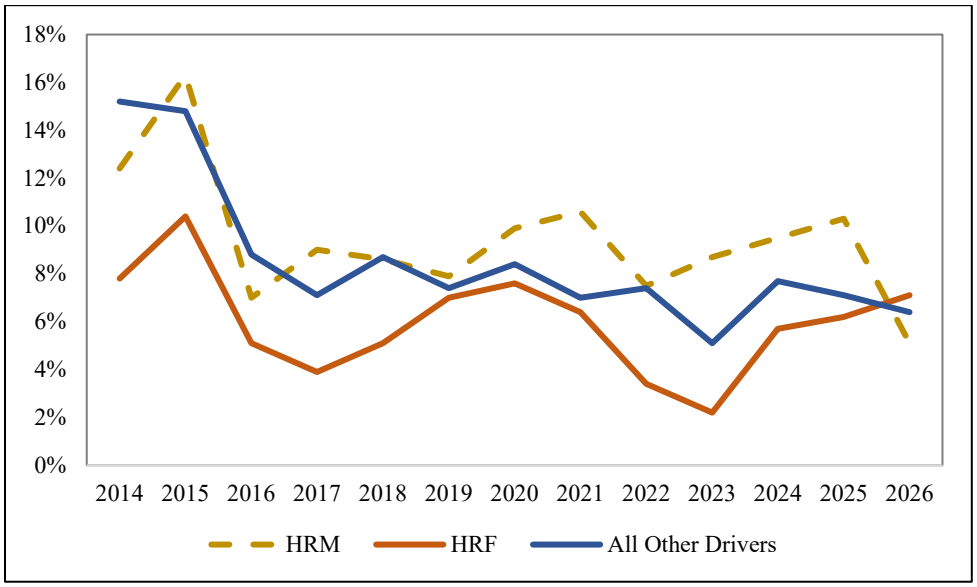

Figure B.4 Drivers Reporting the Perceived Likelihood of Being Arrested for Impaired Driving as Very Unlikely or Unlikely

Table B.1 Longitudinal Response Averages from High-Risk Male Drivers

Question	Year	Scale	HRM	Other	Sig.
Seat Belt Use	2026	1–5	4.65	4.83	
1=Never to 5=Always	2025		4.59	4.77	
	2024		4.64	4.83	
	2023		4.60	4.80	**
	2022		4.56	4.79	**
	2021		4.40	4.79	**
	2020		4.41	4.73	**
	2019		4.45	4.75	**
	2018		4.31	4.75	**
	2017		4.36	4.73	**
	2016		4.33	4.71	**
	2015		4.24	4.68	**
	2014		4.26	4.65	**
	2013		4.18	4.52	**
	2012		3.98	4.41	**
	2011		4.18	4.47	**
	2010		4.04	4.43	**
2022–2026 Five-Year Average			**4.61**	**4.80**	
2021–2025 Five-Year Average			**4.56**	**4.80**	
2020–2024 Five-Year Average			**4.52**	**4.79**	
2019–2023 Five-Year Average			**4.48**	**4.77**	
2018–2022 Five-Year Average			**4.43**	**4.76**	
2017–2021 Five-Year Average			**4.39**	**4.75**	
2016–2020 Five-Year Average			**4.37**	**4.73**	
2015–2019 Five-Year Average			**4.34**	**4.72**	
2014–2018 Five-Year Average			**4.30**	**4.70**	
2013–2017 Five-Year Average			**4.27**	**4.66**	
2012–2016 Five-Year Average			**4.20**	**4.59**	
2011–2015 Five-Year Average			**4.17**	**4.55**	
2010–2014 Five-Year Average			**4.13**	**4.50**	

Question	Year	Scale	HRM	Other	Sig.
Ticket Likely Seat Belt	2026	1–5	2.99	3.32	**
1=Very Unlikely to 5=Very Likely	2025		2.99	3.15	
	2024		2.93	3.29	**
	2023		2.67	3.14	**
	2022		2.88	3.05	*
	2021		2.78	3.14	*
	2020		2.85	3.18	**
	2019		2.82	3.13	**
	2018		2.94	3.17	**
	2017		2.85	3.19	**
	2016		2.99	3.26	*
	2015		2.83	3.33	**
	2014		2.98	3.23	**
	2013		2.97	3.23	**
	2012		3.06	3.20	**
	2011		2.77	3.03	**
	2010		2.74	3.12	**
2022–2026 Five-Year Average			**2.89**	**3.19**	
2021-2025 Five–Year Average			**2.85**	**3.15**	
2020-2024 Five–Year Average			**2.82**	**3.16**	
2019-2023 Five–Year Average			**2.80**	**3.13**	
2018-2022 Five–Year Average			**2.85**	**3.13**	
2017-2021 Five–Year Average			**2.85**	**3.16**	
2016-2020 Five–Year Average			**2.89**	**3.19**	
2015-2019 Five–Year Average			**2.89**	**3.22**	
2014-2018 Five–Year Average			**2.92**	**3.24**	
2013-2017 Five–Year Average			**2.92**	**3.25**	
2012-2016 Five–Year Average			**2.97**	**3.25**	
2011-2015 Five–Year Average			**2.92**	**3.20**	
2010-2014 Five–Year Average			**2.90**	**3.16**	

Question	Year	Scale	HRM	Other	Sig.
Ticket Likely Speed	2026	1–5	3.54	3.60	
1=Very Unlikely to 5=Very Likely	2025		3.32	3.34	
	2024		3.30	3.45	
	2023		3.27	3.46	
	2022		3.43	3.50	
	2021		3.50	3.58	
	2020		3.41	3.58	
	2019		3.57	3.68	
	2018		3.48	3.61	
	2017		3.53	3.66	
	2016		3.59	3.68	
	2015		3.54	3.79	*
	2014		3.47	3.75	**
	2013		3.52	3.71	**
	2012		3.64	3.71	
	2011		3.50	3.65	
	2010		3.47	3.62	**
2022–2026 Five-Year Average			**3.37**	**3.47**	
2021-2025 Five–Year Average			**3.36**	**3.47**	
2020-2024 Five–Year Average			**3.38**	**3.51**	
2019-2023 Five–Year Average			**3.44**	**3.56**	
2018-2022 Five–Year Average			**3.48**	**3.59**	
2017-2021 Five–Year Average			**3.50**	**3.62**	
2016-2020 Five–Year Average			**3.52**	**3.64**	
2015-2019 Five–Year Average			**3.54**	**3.68**	
2014-2018 Five–Year Average			**3.52**	**3.70**	
2013-2017 Five–Year Average			**3.53**	**3.72**	
2012-2016 Five–Year Average			**3.55**	**3.73**	
2011-2015 Five–Year Average			**3.53**	**3.72**	
2010-2014 Five–Year Average			**3.52**	**3.69**	

Question	Year	Scale	HRM	Other	Sig.
Arrest for DUI	2026	1–5	4.22	3.80	**
1=Very Unlikely to 5=Very Likely	2025		3.96	3.85	*
	2024		3.99	3.81	*
	2023		4.00	3.87	
	2022		3.90	3.74	*
	2021		3.84	3.80	
	2020		3.80	3.74	*
	2019		3.79	3.76	*
	2018		3.91	3.69	**
	2017		3.89	3.75	**
	2016		3.80	3.66	**
	2015		3.76	3.67	*
	2014		3.89	3.75	**
	2013		3.67	3.49	*
	2012		3.72	3.61	**
	2011		3.65	3.62	
	2010		3.61	3.52	
2022–2026 Five-Year Average			**4.01**	**3.81**	
2021-2025 Five–Year Average			**3.94**	**3.81**	
2020-2024 Five–Year Average			**3.91**	**3.79**	
2019-2023 Five–Year Average			**3.87**	**3.78**	
2018-2022 Five–Year Average			**3.85**	**3.75**	
2017-2021 Five–Year Average			**3.85**	**3.75**	
2016-2020 Five–Year Average			**3.84**	**3.72**	
2015-2019 Five–Year Average			**3.83**	**3.71**	
2014-2018 Five–Year Average			**3.85**	**3.70**	
2013-2017 Five–Year Average			**3.80**	**3.66**	
2012-2016 Five–Year Average			**3.77**	**3.64**	
2011-2015 Five–Year Average			**3.74**	**3.63**	
2010-2014 Five–Year Average			**3.71**	**3.60**	

*Statistically significant difference at the 5% level
**Statistically significant difference at the 1% level

Table B.2 Longitudinal Response Averages from High-Risk Female Drivers

Question	Year	Scale	HRF	Other	Sig.
Seat Belt Use	2026	1–5	4.76	4.83	
1=Never to 5=Always	2025		4.75	4.77	
	2024		4.76	4.83	
	2023		4.71	4.80	
	2022		4.71	4.79	
	2021		4.62	4.79	
	2020		4.69	4.73	*
	2019		4.66	4.75	
	2018		4.72	4.75	**
	2017		4.65	4.73	
	2016		4.65	4.71	
	2015		4.60	4.68	
	2014		4.67	4.65	
	2013		4.58	4.51	
2022–2026 Five-Year Average			**4.74**	**4.80**	
2021-2025 Five–Year Average			**4.71**	**4.80**	
2020-2024 Five–Year Average			**4.70**	**4.79**	
2019-2023 Five–Year Average			**4.68**	**4.77**	
2018-2022 Five–Year Average			**4.68**	**4.76**	
2017-2021 Five–Year Average			**4.67**	**4.75**	
2016-2020 Five–Year Average			**4.67**	**4.73**	
2015-2019 Five–Year Average			**4.66**	**4.72**	
2014-2018 Five–Year Average			**4.66**	**4.70**	
2013-2017 Five–Year Average			**4.63**	**4.66**	
Question	Year	Scale	HRF	Other	Sig.
Ticket Likely Seat Belt	2026	1–5	3.08	3.32	**
1=Very Unlikely to 5=Very Likely	2025		3.25	3.15	
	2024		3.18	3.29	
	2023		2.99	3.14	
	2022		3.02	3.05	
	2021		2.91	3.14	
	2020		3.03	3.18	
	2019		3.18	3.13	*
	2018		3.19	3.17	
	2017		3.14	3.19	
	2016		3.33	3.26	*
	2015		3.30	3.33	
	2014		3.19	3.25	
	2013		3.15	3.25	*
2022–2026 Five-Year Average			**3.10**	**3.19**	
2021-2025 Five–Year Average			**3.07**	**3.15**	
2020-2024 Five–Year Average			**3.03**	**3.16**	
2019-2023 Five–Year Average			**3.03**	**3.13**	
2018-2022 Five–Year Average			**3.07**	**3.13**	
2017-2021 Five–Year Average			**3.09**	**3.16**	
2016-2020 Five–Year Average			**3.17**	**3.19**	
2015-2019 Five–Year Average			**3.23**	**3.22**	
2014-2018 Five–Year Average			**3.23**	**3.24**	
2013-2017 Five–Year Average			**3.22**	**3.26**	

Question	Year	Scale	HRF	Other	Sig.
Ticket Likely Speed	2026	1–5	3.65	3.60	
1=Very Unlikely to 5=Very Likely	2025		3.66	3.34	**
	2024		3.55	3.45	**
	2023		3.58	3.46	*
	2022		3.63	3.50	**
	2021		3.77	3.58	**
	2020		3.65	3.58	*
	2019		3.81	3.68	**
	2018		3.78	3.61	**
	2017		3.73	3.66	*
	2016		3.87	3.68	**
	2015		3.89	3.79	**
	2014		3.82	3.72	
	2013		3.76	3.70	
2022–2026 Five-Year Average			**3.61**	**3.47**	
2021–2025 Five-Year Average			**3.64**	**3.47**	
2020–2024 Five-Year Average			**3.64**	**3.51**	
2019–2023 Five-Year Average			**3.69**	**3.56**	
2018–2022 Five-Year Average			**3.73**	**3.59**	
2017–2021 Five-Year Average			**3.75**	**3.62**	
2016–2020 Five-Year Average			**3.77**	**3.64**	
2015–2019 Five-Year Average			**3.82**	**3.68**	
2014–2018 Five-Year Average			**3.82**	**3.69**	
2013–2017 Five-Year Average			**3.81**	**3.71**	
Question	Year	Scale	HRF	Other	Sig.
Arrest for DUI	2026	1–5	4.05	3.80	**
1=Very Unlikely to 5=Very Likely	2025		4.18	3.85	**
	2024		4.05	3.81	**
	2023		4.21	3.87	**
	2022		4.15	3.74	**
	2021		3.84	3.80	**
	2020		3.99	3.74	**
	2019		3.99	3.76	**
	2018		4.04	3.69	**
	2017		4.09	3.75	**
	2016		4.06	3.66	**
	2015		3.98	3.67	**
	2014		3.95	3.65	**
	2013		3.67	3.44	*
2022–2026 Five-Year Average			**4.13**	**3.81**	
2021–2025 Five-Year Average			**4.09**	**3.81**	
2020–2024 Five-Year Average			**4.05**	**3.79**	
2019–2023 Five-Year Average			**4.04**	**3.78**	
2018–2022 Five-Year Average			**4.00**	**3.75**	
2017–2021 Five-Year Average			**3.99**	**3.75**	
2016–2020 Five-Year Average			**4.03**	**3.72**	
2015–2019 Five-Year Average			**4.03**	**3.71**	
2014–2018 Five-Year Average			**4.02**	**3.68**	
2013–2017 Five-Year Average			**3.95**	**3.63**	

*Statistically significant difference at the 5% level
**Statistically significant difference at the 1% level

APPENDIX C. MISSING/REFUSE TO ANSWER RESPONSES

Q#	Question	Total Responses	Missing Responses
	Seat Belt		
SB1	Seat Belt Use	1,128	3
SB2	Seat Belt Use, Others	1,126	5
SB3	Chance Ticket Seat Belt	1,120	11
	Speeding		
SP1	Speed 80 MPH Zone	1,129	2
SP2	Chance Ticket Speeding	1,127	4
SP3	Higher Speeding Fines	1,129	2
	Alcohol/Impairment		
ID1	Chance Arrest Drinking	1,123	8
ID2a	Alternate Driver	1,125	6
ID2b	Alternate Driver Type	791	340
ID3a	Drive 1-2 Drinks	787	344
ID3b	Drive 3+ Drinks	693	438
ID4	Drugged Driving	1,127	4
	Distracted Driving		
DD1	Handheld Ban	1,112	19
DD2	Chance Ticket Distracted	1,115	16
DD3	Use Phone While Driving	1,107	24
DD3a	Use Phone Purpose	1,111	20
DD3b	Use Phone Hands-Free	889	242
DD4	Use Phone, Others	1,116	15
	Awareness/Exposure		
VZ1a	RSH Seat Belt	1,090	41
VZ1b	RSH Speeding	1,053	78
VZ1c	RSH Drunk Driving	1,082	49
VZ1d	RSH Distracted Driving	1,072	59
VZ1e	RSH *Vision Zero*	1,042	89

Total n=1,131

APPENDIX D. DRIVER RESPONSES BY REGION AND GEOGRAPHY

Question	Region or Geography, Response					
What are the chances of getting a ticket if you…	Do not wear your seat belt		Drive over the speed limit		Drive after drinking alcohol	
	EAST	WEST	EAST	WEST	EAST	WEST
V. Likely	15.0%	13.4%	15.5%	19.0%	32.5%	35.4%
Likely	21.9%	28.0%	36.2%	35.9%	31.0%	34.4%
Sw. Likely	35.4%	34.7%	40.9%	38.2%	29.6%	24.0%
Unlikely	21.8%	18.9%	6.1%	5.6%	5.9%	4.1%**
V. Unlikely	5.9%	5.0%**	1.4%**	1.2%**	1.0%**	2.1%**
What are the chances of getting a ticket if you…	Do not wear your seat belt		Drive over the speed limit		Drive after drinking alcohol	
	URBAN	RURAL	URBAN	RURAL	URBAN	RURAL
V. Likely	13.7%	16.3%	17.0%	17.0%	33.0%	36.2%
Likely	24.3%	25.2%	34.5%	41.0%	32.6%	32.0%
Sw. Likely	36.3%	31.4%	42.0%	32.6%	28.1%	24.3%
Unlikely	20.1%	22.3%	5.2%	8.1%	4.7%	6.6%
V. Unlikely	5.7%	4.9%**	1.3%**	1.4%**	1.7%**	0.8%**
Times driving after drinking 1-2 drinks in the past 60 days…			None	1-5 Times	6-10 Times	10+ Times
East			68.4%	29.4%	1.0%**	1.3%**
West			62.1%	32.8%	3.6%**	1.5%**
Urban			65.2%	30.9%	2.4%**	1.5%**
Rural			67.6%	30.5%	1.1%**	0.8%**
Times driving after drinking 3+ drinks in the past 60 days…			None	1-5 Times	6-10 Times	10+ Times
East			94.3%	4.7%	0.6%**	0.4%**
West			92.8%	5.1%**	0.6%**	1.5%**
Urban			94.0%	4.3%**	0.6%**	1.0%**
Rural			92.6%	6.7%**	0.4%**	0.3%**
Seat Belt Use	Always		N. Always	Sometimes	Rarely	Never
East	84.3%		11.7%	2.4%**	1.5%**	0.1%**
West	86.5%		10.1%	1.6%**	0.7%**	1.1%**
Urban	90.2%		6.8%	1.6%**	0.8%**	0.6%**
Rural	69.3%		24.5%	3.6%	2.3%**	0.2%**

**Fewer than 30 responses in this group

APPENDIX E. EXPOSURE TO TRAFFIC SAFETY MESSAGES

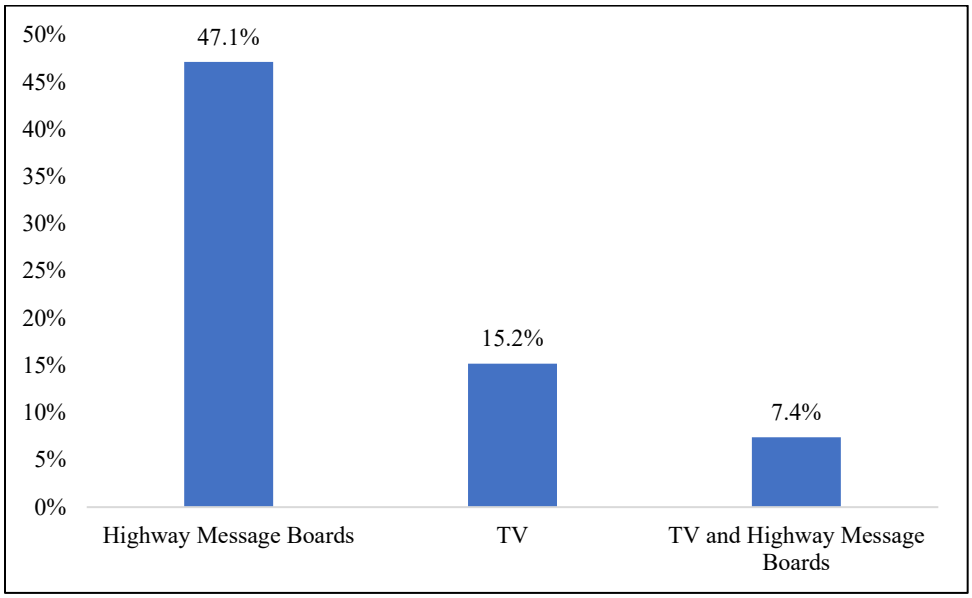

Figure E.1 Exposure to Messages about Seat Belts, by Source

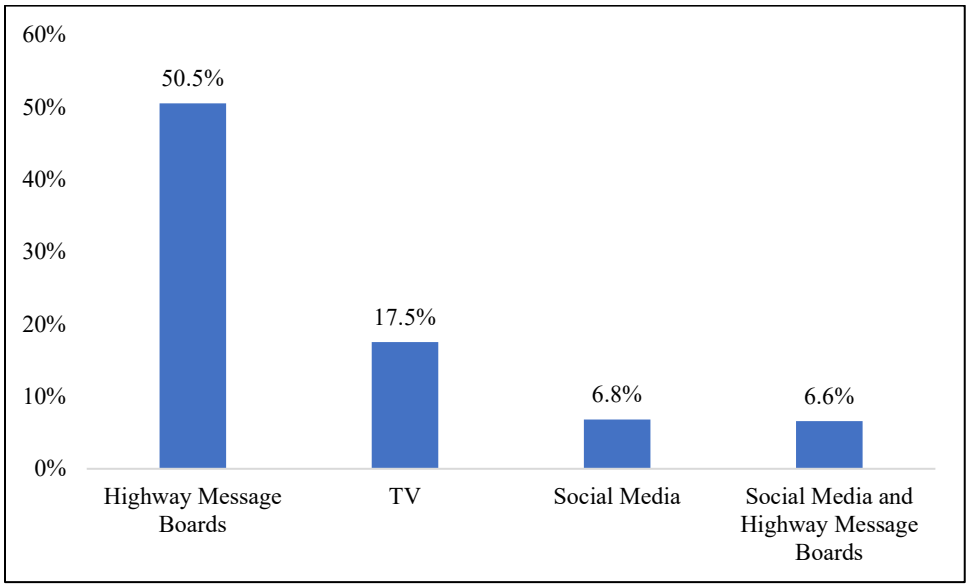

Figure E.2 Exposure to Messages about Speeding, by Source

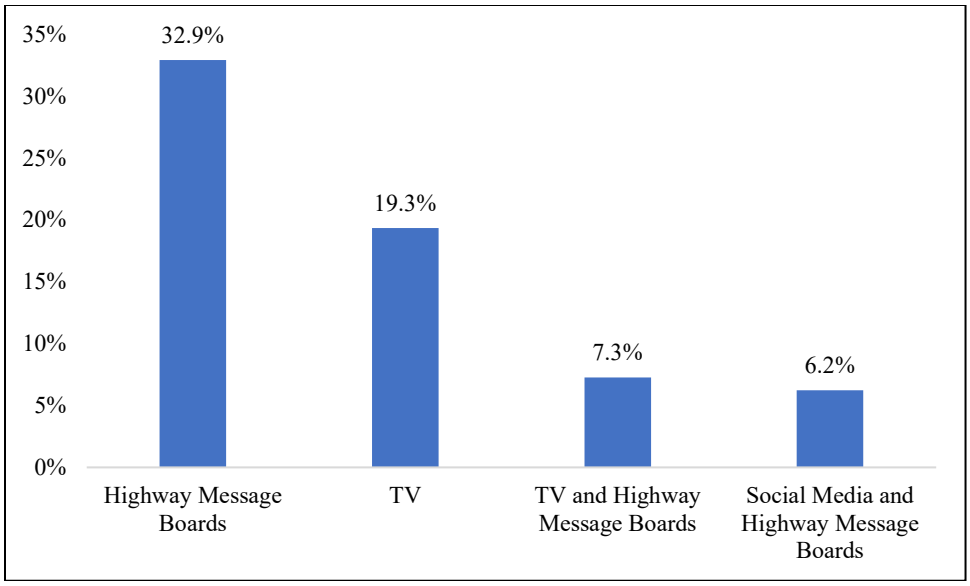

Figure E.3 Exposure to Messages about Drunk Driving, by Source

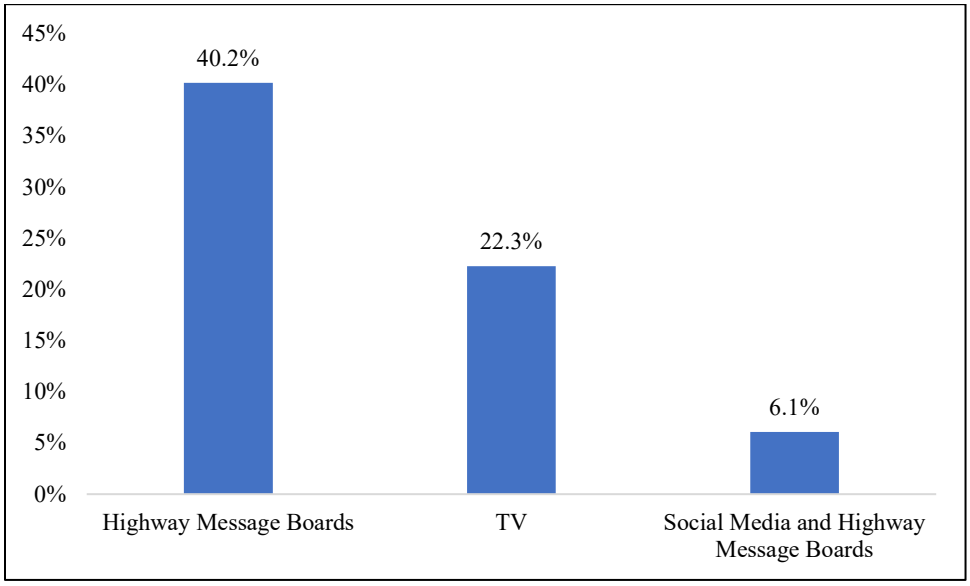

Figure E.4 Exposure to Messages about Distracted Driving, by Source

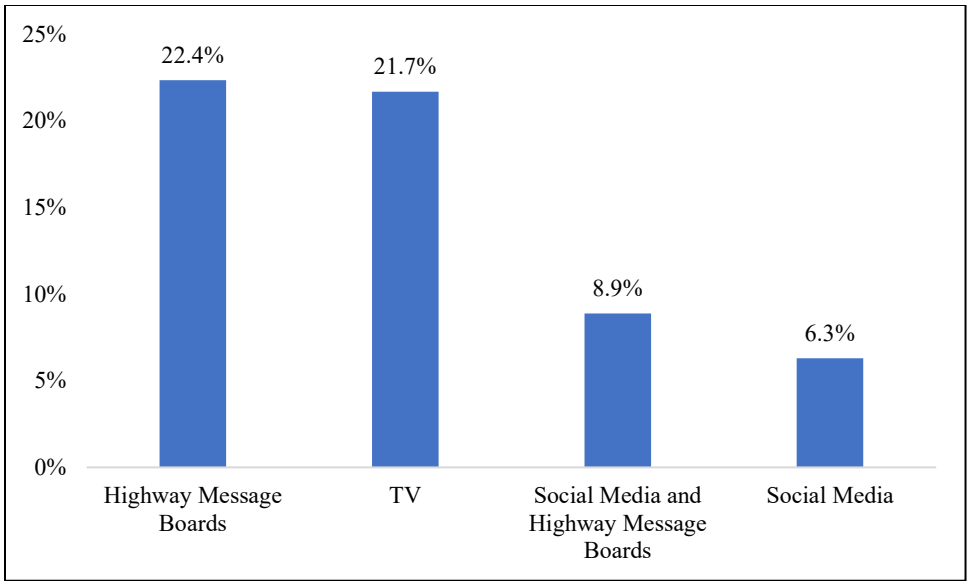

Figure E.5 Exposure to Messages about *Vision Zero*, by Source

APPENDIX F. DRIVER RESPONSES BY VEHICLE TYPE

Table F.1 Seat Belt Use, by Vehicle Type

Vehicle Type	Never or Rarely	Sometimes	Nearly Always or Always
Car	2.2%**	1.1%**	96.7%
Pickup	1.9%**	5.9%**	92.2%
SUV	1.6%**	1.8%**	96.7%
Van	0.0%**	0.0%**	100.0%

**Fewer than 30 responses in this group

Table F.2 Times Driving After Consuming 1-to-2 Alcoholic Beverages, by Vehicle Type

Vehicle Type	None	1-5 Times	6-10 Times	10+ Times
Car	79.0%	17.7%	0.3%**	3.1%**
Pickup	47.1%	45.2%	3.7%**	4.1%**
SUV	64.8%	33.5%	1.7%**	0.0%**
Van	59.4%**	25.4%**	15.2%**	0.0%**

**Fewer than 30 responses in this group

Table F.3 Times Driving After Consuming 3-Plus Alcoholic Beverages, by Vehicle Type

Vehicle Type	None	1-5 Times	6-10 Times	10+ Times
Car	94.9%	1.6%**	0.8%**	2.7%**
Pickup	82.5%	14.3%**	2.2%**	1.1%**
SUV	96.4%	3.3%**	0.2%**	0.1%**
Van	84.2%**	15.8%**	0.0%**	0.0%**

**Fewer than 30 responses in this group

APPENDIX G. COUNTY-LEVEL RESPONSES

Table G.1 Seat Belt Use

County*	Never	Rarely	Sometimes	Nearly Always	Always
Burleigh	0.2%	0.6%	0.7%	6.3%	92.1%
Cass	0.0%	0.3%	0.3%	3.7%	95.7%
Grand Forks	0.0%	2.1%	6.7%	13.4%	77.8%
Morton	0.0%	0.0%	1.0%	4.0%	95.0%
Ramsey	0.0%	0.0%	2.3%	9.8%	87.9%
Richland	0.0%	10.8%	1.4%	23.3%	64.5%
Stark	0.0%	0.0%	1.3%	17.2%	81.4%
Stutsman	0.0%	0.0%	2.6%	21.2%	76.2%
Ward	4.2%	1.5%	1.3%	9.7%	83.2%
Williams	0.0%	0.0%	2.3%	18.4%	79.3%

*Only counties with 30 or more responses are included

Table G.2 Chances Ticket No Seat Belt

County*	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely
Burleigh	3.1%	22.1%	33.8%	29.5%	11.5%
Cass	6.6%	22.9%	31.9%	22.1%	16.6%
Grand Forks	5.7%	15.8%	51.3%	18.5%	8.7%
Morton	0.0%	23.2%	33.8%	34.7%	8.3%
Ramsey	2.3%	22.7%	34.5%	29.2%	11.2%
Richland	4.2%	30.2%	36.5%	22.2%	7.0%
Stark	13.6%	21.5%	30.2%	16.7%	18.1%
Stutsman	15.2%	12.6%	24.7%	30.1%	17.4%
Ward	11.3%	10.9%	36.3%	22.2%	19.3%
Williams	0.0%	19.5%	25.6%	45.2%	9.7%

*Only counties with 30 or more responses are included

Table G.3 Ticket Likelihood for Speeding

County*	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely
Burleigh	1.0%	6.9%	36.1%	32.7%	23.3%
Cass	2.2%	4.3%	44.5%	32.2%	16.7%
Grand Forks	0.0%	6.6%	40.3%	41.0%	12.1%
Morton	2.8%	3.4%	38.0%	46.3%	9.5%
Ramsey	0.0%	10.9%	9.1%	50.9%	29.2%
Richland	2.7%	2.8%	45.9%	45.1%	3.5%
Stark	0.0%	14.8%	25.5%	34.1%	25.6%
Stutsman	0.0%	10.4%	33.9%	43.4%	12.3%
Ward	0.0%	3.2%	51.5%	31.0%	14.3%
Williams	0.0%	5.8%	27.1%	57.8%	9.3%

*Only counties with 30 or more responses are included

Table G.4 Chances of Arrest for Driving Under Influence of Alcohol/Drugs

County*	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely
Burleigh	3.8%	5.5%	21.5%	31.7%	37.5%
Cass	1.5%	2.7%	28.0%	34.3%	33.5%
Grand Forks	0.0%	10.7%	39.7%	21.2%	28.4%
Morton	2.0%	3.4%	18.4%	53.5%	22.6%
Ramsey	0.0%	4.7%	39.4%	32.3%	23.6%
Richland	0.0%	13.7%	36.7%	25.1%	24.5%
Stark	0.0%	2.7%	21.2%	29.8%	46.3%
Stutsman	0.0%	1.7%	28.8%	37.3%	32.2%
Ward	0.0%	1.3%	32.4%	33.7%	32.6%
Williams	0.0%	1.5%	18.0%	53.5%	27.1%

*Only counties with 30 or more responses are included

Table G.5 Likelihood of Getting Ticketed for Distracted Driving

County*	Very Unlikely	Unlikely	Somewhat Likely	Likely	Very Likely
Burleigh	5.8%	32.7%	28.2%	22.9%	10.4%
Cass	5.7%	26.9%	33.1%	23.2%	11.1%
Grand Forks	8.0%	28.6%	43.9%	11.8%	7.7%
Morton	3.6%	11.2%	56.7%	26.7%	1.8%
Ramsey	2.3%	19.6%	12.3%	19.3%	46.5%
Richland	2.8%	25.2%	61.9%	8.9%	1.3%
Stark	6.9%	7.5%	43.6%	32.8%	9.2%
Stutsman	10.0%	22.9%	50.3%	11.8%	4.9%
Ward	6.1%	21.2%	41.8%	19.8%	11.1%
Williams	3.1%	29.1%	37.1%	25.0%	5.7%

*Only counties with 30 or more responses are included

APPENDIX H. CORE QUESTION RESPONSES

Table H.1 Core Question Responses

Core	Survey Question	Responses			
ID-3a	In the past 60 days, how many times have you driven a vehicle within two hours after drinking 1-2 drinks?				
		None	1-5 Times	6-10 Times	More than 10 Times
	2026#	65.8%	30.8%	2.1%*	1.4%*
	2025#	66.0%	31.1%	2.1%	0.8%*
	2024#	60.0%	37.2%	2.3%	0.5%*
	2023#	57.1%	39.3%	3.1%	0.5%*
	2022#	69.5%	27.5%	2.3%	0.7%*
	2021#	71.3%	26.5%	1.5%*	0.6%*
	2020#	67.4%	30.3%	1.3%	1.0%*
	2019#	64.8%	32.1%	2.2%	0.9%
	2018#	65.5%	30.6%	2.4%	1.6%
	2017#	68.5%	29.1%	1.6%	0.7%*
	2016#	71.0%	26.5%	2.0%	0.4%*
	2015#	66.7%	30.1%	1.5%	0.7%*
	2014#	71.3%	27.0%	1.3%	0.4%*
	2013#	69.5%	26.8%	3.0%	0.7%*
2022–2026 Five-Year Avg.		**63.7%**	**33.2%**	**2.4%**	**0.8%**
2021–2025 Five-Year Avg.		**64.8%**	**32.3%**	**2.3%**	**0.6%**
2020–2024 Five-Year Avg.		**65.1%**	**32.2%**	**2.1%**	**0.7%**
2019–2023 Five-Year Avg.		**66.0%**	**31.1%**	**2.1%**	**0.7%**
2018–2022 Five-Year Avg.		**67.7%**	**29.4%**	**1.9%**	**1.0%**
2017–2021 Five-Year Avg.		**67.5%**	**29.7%**	**1.8%**	**1.0%**
2016–2020 Five-Year Avg.		**67.4%**	**29.7%**	**1.9%**	**0.9%**
2015–2019 Five-Year Avg.		**67.3%**	**29.7%**	**1.9%**	**0.9%**
2014–2018 Five-Year Avg.		**68.6%**	**28.7%**	**1.8%**	**0.8%**
2013–2017 Five-Year Avg.		**69.4%**	**27.9%**	**1.9%**	**0.6%**

Table H.1 Core Question Responses (Continued)

Core	Survey Question	Responses			
ID-3b	In the past 60 days, how many times have you driven a vehicle within two hours after drinking 3+ drinks?				
		None	1-5 Times	6-10 Times	More than 10 Times
	2026#	93.7%	4.9%	0.6%*	0.9%*
	2025#	95.1%	4.3%	0.2%*	0.4%*
	2024#	93.9%	5.1%	0.6%*	0.4%*
	2023#	93.5%	5.8%	0.2%*	0.5%*
	2022#	95.1%	4.1%	0.7%*	0.1%*
	2021#	95.5%	4.1%	0.2%*	0.1%*
	2020#	93.5%	6.1%	0.3%*	0.1%*
	2019#	93.0%	6.4%	0.4%*	0.1%*
	2018#	92.6%	6.5%	0.7%*	0.2%*
	2017#	93.0%	6.7%	0.3%*	0.1%*
	2016#	95.3%	4.4%	0.1%*	0.2%*
	2015#	93.4%	6.1%	0.5%*	0.1%*
	2014#	94.5%	5.1%	0.2%*	0.2%*
	2013#	92.4%	6.6%	0.8%*	0.2%*
2022–2026 Five-Year Avg.		**94.3%**	**4.8%**	**0.5%**	**0.5%**
2021–2025 Five-Year Avg.		**94.6%**	**4.7%**	**0.4%**	**0.3%**
2020–2024 Five-Year Avg.		**94.3%**	**5.0%**	**0.4%**	**0.2%**
2019–2023 Five-Year Avg.		**94.1%**	**5.3%**	**0.4%**	**0.2%**
2018–2022 Five-Year Avg.		**93.9%**	**5.4%**	**0.5%**	**0.1%**
2017–2021 Five-Year Avg.		**93.5%**	**6.0%**	**0.4%**	**0.1%**
2016–2020 Five-Year Avg.		**93.5%**	**6.0%**	**0.4%**	**0.1%**
2015–2019 Five-Year Avg.		**93.5%**	**6.0%**	**0.4%**	**0.1%**
2014–2018 Five-Year Avg.		**93.8%**	**5.8%**	**0.4%**	**0.2%**
2013–2017 Five-Year Avg		**93.7%**	**5.8%**	**0.4%**	**0.2%**

Table H.1 Core Question Responses (Continued)

Core	Survey Question	Responses				
ID-1	What are the chances of someone getting arrested if they drive under the influence of alcohol or drugs?					
		Very Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	2026	33.7%	32.4%	27.2%	5.1%	1.5%*
	2025	37.3%	31.0%	24.8%	5.5%	1.4%
	2024	34.1%	31.1%	27.9%	6.2%	0.6%*
	2023	37.9%	32.8%	25.4%	2.2%	1.7%
	2022	34.8%	29.8%	29.9%	4.8%	0.8%*
	2021	27.3%	35.1%	30.8%	6.0%	0.8%*
	2020	32.6%	31.2%	28.1%	6.7%	1.4%
	2019	32.0%	33.2%	27.6%	5.6%	1.6%
	2018	31.9%	33.7%	27.6%	5.2%	1.5%*
	2017	32.5%	35.9%	26.3%	4.4%	1.0%
	2016	32.9%	31.4%	29.0%	5.4%	1.2%
	2015	33.6%	21.3%	32.9%	10.3%	2.1%
	2014	29.7%	25.9%	31.6%	11.1%	1.7%
	2013	25.9%	26.5%	29.1%	16.7%	1.8%
	2012	32.5%	25.9%	29.7%	10.3%	1.6%
	2011	31.3%	26.7%	26.7%	12.6%	2.7%
	2010	25.0%	31.0%	26.0%	15.0%	4.0%
2022–2026 Five-Year Avg.		**35.6%**	**31.4%**	**27.0%**	**4.8%**	**1.2%**
2021–2025 Five-Year Avg.		**34.3%**	**32.0%**	**27.8%**	**4.9%**	**1.1%**
2020–2024 Five-Year Avg.		**33.3%**	**32.0%**	**28.4%**	**5.2%**	**1.1%**
2019–2023 Five-Year Avg.		**32.9%**	**32.4%**	**28.4%**	**5.1%**	**1.3%**
2018–2022 Five-Year Avg.		**31.7%**	**32.6%**	**28.8%**	**5.7%**	**1.2%**
2017–2021 Five-Year Avg.		**31.3%**	**33.8%**	**28.1%**	**5.6%**	**1.3%**
2016–2020 Five-Year Avg.		**32.4%**	**33.1%**	**27.7%**	**5.5%**	**1.3%**
2015–2019 Five-Year Avg.		**32.6%**	**31.1%**	**28.7%**	**6.2%**	**1.5%**
2014–2018 Five-Year Avg.		**32.1%**	**29.6%**	**29.5%**	**7.3%**	**1.5%**
2013–2017 Five-Year Avg.		**30.9%**	**26.3%**	**31.7%**	**9.6%**	**1.6%**
2012–2016 Five-Year Avg.		**30.9%**	**26.2%**	**30.5%**	**10.8%**	**1.7%**
2011–2016 Five-Year Avg.		**30.6%**	**25.3%**	**30.0%**	**12.2%**	**2.0%**
2010–2014 Five-Year Avg.		**28.9%**	**27.2%**	**22.7%**	**13.1%**	**2.4%**

Table H.1 Core Question Responses (Continued)

Core	Survey Question	Responses				
SB-1	How often do you use seat belts when you drive or ride in a vehicle?					
		Always	N. Always	Sometimes	Rarely	Never
	2026	85.2%	11.0%	2.1%	1.2%*	0.5%*
	2025	81.8%	13.8%	3.4%	0.8%*	0.3%*
	2024	85.8%	9.8%	3.1%	0.9%*	0.5%*
	2023	82.6%	12.2%	4.1%	0.7%*	0.5%*
	2022	81.8%	13.1%	3.5%	1.1%*	0.5%*
	2021	77.9%	16.1%	4.1%	1.5%*	0.4%*
	2020	77.1%	17.1%	4.1%	1.4%	0.3%*
	2019	76.6%	17.4%	4.5%	0.8%*	0.6%*
	2018	77.8%	17.3%	3.9%	0.5%*	0.4%*
	2017	74.4%	19.5%	4.6%	1.2%*	0.3%*
	2016	74.2%	19.7%	4.1%	1.6%	0.4%*
	2015	71.9%	20.4%	5.6%	1.6%	0.6%*
	2014	72.2%	19.7%	5.6%	2.1%	0.5%*
	2013	70.5%	21.3%	6.0%	1.8%	0.4%*
	2012	62.8%	26.9%	6.5%	2.9%	0.9%
	2011	67.9%	23.5%	5.3%	2.7%	0.6%*
	2010	58.0%	27.0%	10.0%	3.0%	1.0%
2022–2026 Five-Year Avg.		**83.4%**	**12.0%**	**3.2%**	**0.9%**	**0.5%**
2021–2025 Five-Year Avg.		**82.0%**	**13.0%**	**3.6%**	**1.0%**	**0.4%**
2020–2024 Five-Year Avg.		**81.0%**	**13.7%**	**3.8%**	**1.1%**	**0.4%**
2019–2023 Five-Year Avg.		**79.2%**	**15.2%**	**4.1%**	**1.1%**	**0.5%**
2018–2022 Five-Year Avg.		**78.2%**	**16.2%**	**4.0%**	**1.1%**	**0.4%**
2017–2021 Five-Year Avg.		**76.8%**	**17.5%**	**4.2%**	**1.1%**	**0.4%**
2016–2020 Five-Year Avg.		**76.0%**	**18.2%**	**4.2%**	**1.1%**	**0.4%**
2015–2019 Five-Year Avg.		**75.0%**	**18.9%**	**4.5%**	**1.1%**	**0.5%**
2014–2018 Five-Year Avg.		**74.1%**	**19.3%**	**4.8%**	**1.4%**	**0.4%**
2013–2017 Five-Year Avg.		**72.6%**	**20.1%**	**5.2%**	**1.7%**	**0.4%**
2012–2016 Five-Year Avg.		**70.3%**	**21.6%**	**5.6%**	**2.0%**	**0.6%**
2011–2016 Five-Year Avg.		**69.1%**	**22.4%**	**5.8%**	**2.2%**	**0.6%**
2010–2014 Five-Year Avg.		**66.3%**	**23.7%**	**6.7%**	**2.5%**	**0.7%**

Table H.1 Core Question Responses (Continued)

Core	Survey Question	Responses				
SB-3	What do you think the chance is of getting a ticket if you do not wear your seat belt?					
		Very Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	2026	14.3%	24.5%	35.1%	20.6%	5.5%
	2025	13.9%	23.2%	37.1%	18.3%	7.4%
	2024	15.1%	23.4%	35.3%	22.0%	4.2%
	2023	10.3%	23.1%	35.7%	23.4%	7.4%
	2022	10.3%	21.7%	36.5%	23.8%	7.6%
	2021	9.7%	19.4%	39.3%	25.4%	6.2%
	2020	10.2%	23.0%	39.0%	21.0%	6.7%
	2019	11.9%	22.7%	38.0%	23.0%	4.5%
	2018	13.9%	22.0%	36.7%	22.4%	5.1%
	2017	11.4%	23.6%	39.5%	19.2%	6.3%
	2016	15.1%	24.5%	39.2%	16.7%	4.5%
	2015	16.9%	21.6%	30.6%	26.5%	4.4%
	2014	16.5%	26.8%	24.9%	26.3%	5.6%
	2013	15.5%	21.8%	28.8%	31.3%	2.7%
	2012	17.1%	26.6%	28.1%	23.7%	4.5%
	2011	16.0%	25.3%	22.6%	25.0%	11.2%
	2010	14.0%	23.0%	26.0%	26.0%	10.0%
2022–2026 Five-Year Avg.		**12.8%**	**23.2%**	**35.9%**	**21.6%**	**6.4%**
2021–2025 Five-Year Avg.		**11.9%**	**22.2%**	**36.8%**	**22.6%**	**6.6%**
2020-2024 Five-Year Avg.		**11.1%**	**22.1%**	**37.2%**	**23.1%**	**6.4%**
2019-2023 Five-Year Avg.		**10.5%**	**22.0%**	**37.7%**	**23.3%**	**6.5%**
2018-2022 Five-Year Avg.		**11.2%**	**21.8%**	**37.9%**	**23.1%**	**6.0%**
2017-2021 Five-Year Avg.		**11.4%**	**22.1%**	**38.5%**	**22.2%**	**5.8%**
2016-2020 Five-Year Avg.		**12.5%**	**23.2%**	**38.5%**	**20.5%**	**5.4%**
2015-2019 Five-Year Avg.		**13.8%**	**22.9%**	**36.8%**	**21.6%**	**5.0%**
2014-2018 Five-Year Avg.		**14.8%**	**34.2%**	**23.7%**	**22.2%**	**5.2%**
2013-2017 Five-Year Avg.		**15.1%**	**29.4%**	**26.8%**	**24.0%**	**4.7%**
2012-2016 Five-Year Avg.		**16.2%**	**30.3%**	**24.3%**	**24.9%**	**4.3%**
2011-2016 Five-Year Avg.		**16.4%**	**27.0%**	**24.4%**	**26.6%**	**5.7%**
2010-2014 Five-Year Avg.		**15.8%**	**26.1%**	**24.7%**	**26.5%**	**6.8%**

Table H.1 Core Question Responses (Continued)

Core	Survey Question	Responses				
SP-2	What do you think the chance is of getting a ticket if you drive over the speed limit?					
		Very Likely	Likely	Sw. Likely	Unlikely	V. Unlikely
	2026	17.0%	36.1%	39.8%	5.9%	1.3%*
	2025	12.3%	37.2%	38.3%	8.2%	4.0%
	2024	14.0%	32.1%	43.8%	8.8%	1.3%*
	2023	12.8%	37.0%	40.1%	8.3%	1.8%
	2022	14.3%	37.5%	39.3%	7.4%	1.5%
	2021	14.7%	45.6%	33.9%	4.1%	1.7%*
	2020	14.0%	39.9%	40.1%	4.7%	1.2%*
	2019	19.1%	42.8%	32.6%	4.7%	0.8%*
	2018	17.8%	40.7%	35.8%	4.5%	1.2%*
	2017	15.4%	45.3%	33.5%	4.4%	1.3%
	2016	20.5%	42.4%	32.8%	3.8%	0.5%*
	2015	24.0%	25.7%	43.3%	6.5%	0.5%*
	2014	23.9%	32.7%	34.3%	8.1%	1.0%*
	2013	24.0%	29.3%	37.5%	8.4%	0.9%*
	2012	28.7%	28.8%	33.6%	7.4%	1.5%*
	2011	28.0%	29.1%	31.3%	9.5%	2.1%
	2010	26.0%	28.0%	30.0%	12.0%	4.0%
2022–2026 Five-Year Avg.		**14.1%**	**36.0%**	**40.3%**	**7.7%**	**2.0%**
2021–2025 Five-Year Avg.		**13.6%**	**37.9%**	**39.1%**	**7.4%**	**2.1%**
2020-2024 Five-Year Avg.		**14.0%**	**38.4%**	**39.4%**	**6.7%**	**1.5%**
2019-2023 Five-Year Avg.		**15.0%**	**40.6%**	**37.2%**	**5.8%**	**1.4%**
2018-2022 Five-Year Avg.		**16.0%**	**41.3%**	**36.3%**	**5.1%**	**1.3%**
2017-2021 Five-Year Avg.		**16.2%**	**42.9%**	**35.2%**	**4.5%**	**1.2%**
2016-2020 Five-Year Avg.		**17.4%**	**42.2%**	**35.0%**	**4.4%**	**1.0%**
2015-2019 Five-Year Avg.		**19.3%**	**39.4%**	**35.6%**	**4.8%**	**0.9%**
2014-2018 Five-Year Avg.		**20.3%**	**35.9%**	**37.4%**	**5.5%**	**0.9%**
2013-2017 Five-Year Avg.		**21.6%**	**38.6%**	**32.7%**	**6.2%**	**0.8%**
2012-2016 Five-Year Avg.		**24.2%**	**36.3%**	**31.8%**	**6.8%**	**0.9%**
2011-2016 Five-Year Avg.		**25.7%**	**36.0%**	**29.1%**	**8.0%**	**1.2%**
2010-2014 Five-Year Avg.		**26.1%**	**33.3%**	**29.6%**	**9.1%**	**1.9%**

*Estimate uncertain due to limited sample size

#Due to wording changes in ID-3a and ID-3b, trends from 2010-2012 could not be studied

APPENDIX I. TRAVEL EXPOSURE

For the first time in several years, respondents were asked to self-report the approximate number of miles they drive per year. This question was posed as a short-answer, fill-in-the-blank option. Ideally, the research team desired respondents to write one singular number representing their estimate of annual travel. Unfortunately, responses to this question varied widely and were both qualitative and quantitative in nature.

From a numerical analysis perspective, qualitative responses such as "A lot" or "I drive daily" were not useful and were excluded from analysis. Quantitative responses were similarly varied. Some respondents reported responses missing lower or upper bounds. For example, "<1,000", "<5,000", "<10,000", "2,000+", "15,000+", and "25,000+" did not provide the research team with a plausible estimate of what would be the lower-bound or upper-bound to the hypothetical range. These responses were also excluded from analysis.

In cases where respondents provided a range with both a lower bound and an upper bound, the midpoint was chosen. Examples below were recoded as follows:

- "10,000-12,000" was entered as 11,000
- "15,000-20,000" was entered as 17,500
- "20,000-30,000" was entered as 25,000

In cases where respondents used mathematical abbreviations, it was surmised that a singular number was intended by the respondent. The example below was recoded as follows:

- "10K" was entered as 10,000

In cases where respondents used mathematical abbreviations for ranges with both a lower and upper bound, the midpoint was surmised. The example below was recoded as follows:

- "5K-10K" was entered as 7,500

To better estimate travel behavior in the future, it is recommended that the question revert to earlier versions of the questionnaire, which forced respondents to choose from a handful of options that followed an ordinal scale (for example, "less than 5,000", "5,000 to 10,000", "10,001 to 15,000", and "more than 15,000").

Nevertheless, understanding statewide travel activity is important for targeting education and enforcement efforts toward those most likely to be driving. The expected trend in driving behavior is that the number of miles traveled annually declines as drivers age. This trend is evident in this iteration of the survey (Figure I.1). With the exception of those over age 65, all other drivers report traveling more than 10,000 miles annually.

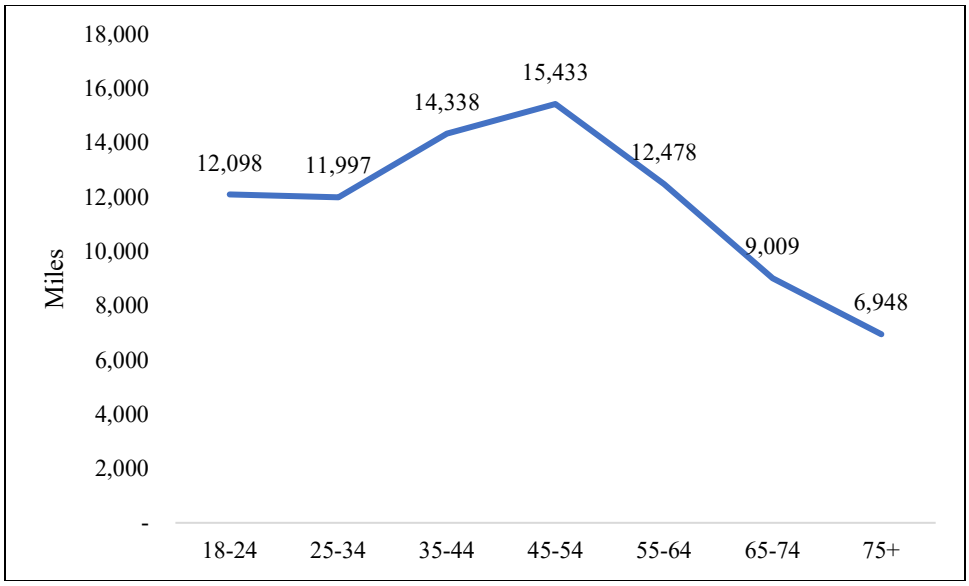

Figure I.1 Average Miles Driven per Year, by Age

In North Dakota, there are typically discrepancies in travel behavior factoring for region and geography: those from the western portion of the state and those from rural communities generally travel more vehicle miles than those from eastern and urban areas, respectively. This is generally true when annual travel is disaggregated by these two variables (Table. I.1). On average, drivers living in western North Dakota reported traveling 12,018 miles per year, roughly 1,500 more (10,510) than their eastern counterparts. In terms of geography, all seven age cohorts from rural communities travel more, on average, than urban North Dakotans.

Table I.1 Average Miles Driven Annually, by Age, Region, and Geography

Age	East	West	Urban	Rural
18-24	9,943	13,429	10,948	*14,486*
25-34	*12,632*	11,454	11,833	12,424
35-44	13,780	15,358	12,000	*18,823*
45-54	**15,445**	**15,416**	**13,928**	***18,775***
55-64	11,973	13,321	11,571	*15,946*
65-74	8,070	11,604	7,700	*14,258*
75+	7,188	6,276	6,359	*11,673*

Bold: Highest in region or geography
Italics: Highest in age cohort

Travel patterns vary based on the type of vehicle being driven (Figure I.2). Respondents who primarily drive a pickup truck travel the farthest annually. With regard to regional and geography strata, residents from rural portions of western North Dakota who drove pickup trucks traveled the most with an average of 22,900 miles per year.

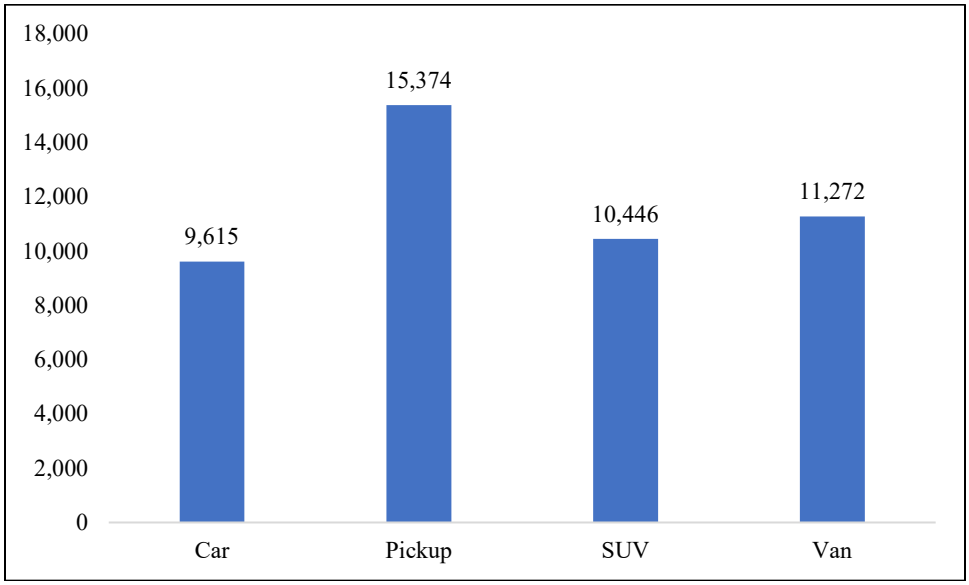

Figure I.2 Average Annual Vehicle Miles Traveled, by Vehicle Type