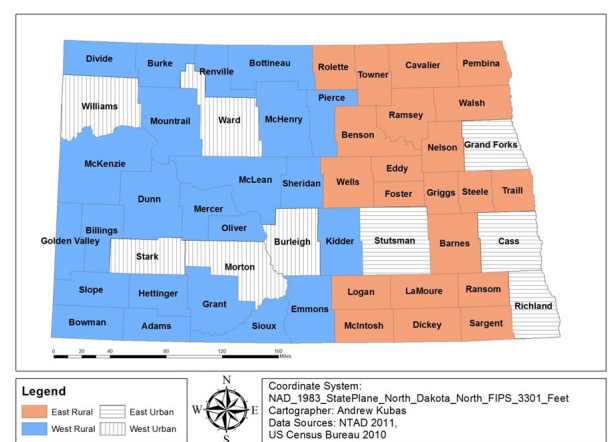


North Dakota Statewide Traffic Safety Survey, 2019

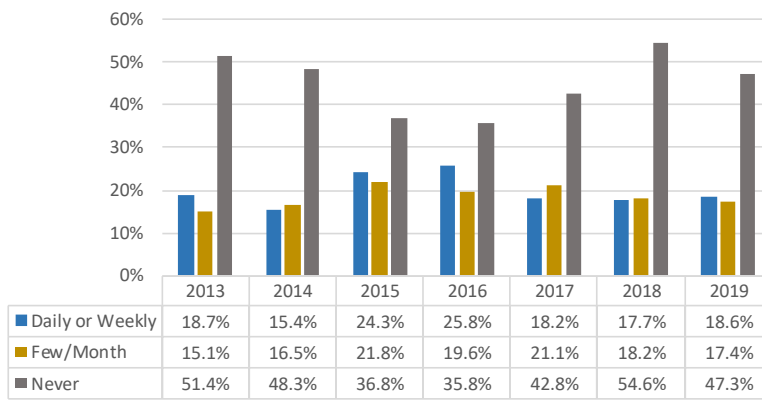
The United States lags behind other developed countries in several transportation safety metrics. Progress has been made in reducing the number of traffic-related fatalities, but crashes resulting in death, injury, and property damage continue to take place due to preventable factors. Among states, North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

A core set of questions addresses nationally agreed upon priorities including seat belts, impaired driving, and speeding. In addition, questions were included to better understand views on specific programs and attitudes pertinent to North Dakota drivers. Approximately 11,000 ND drivers were mailed surveys in 2018. Analysis is based on 1,895 responses.

North Dakota County Stratification

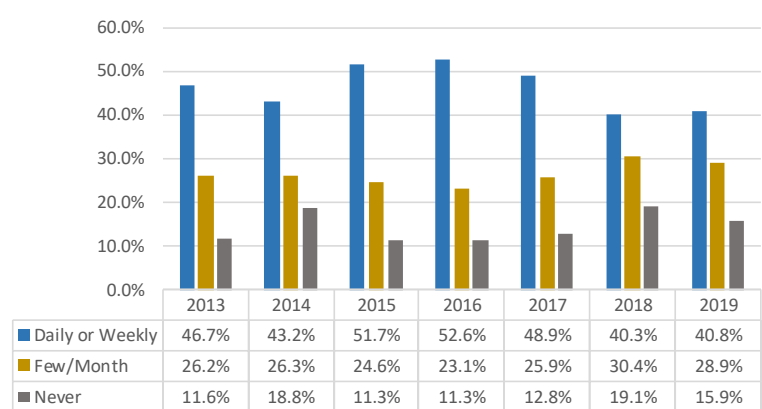


Texting While Driving



*selected values graphed

Cell Talking While Driving



*selected values graphed

RESULTS HIGHLIGHTS

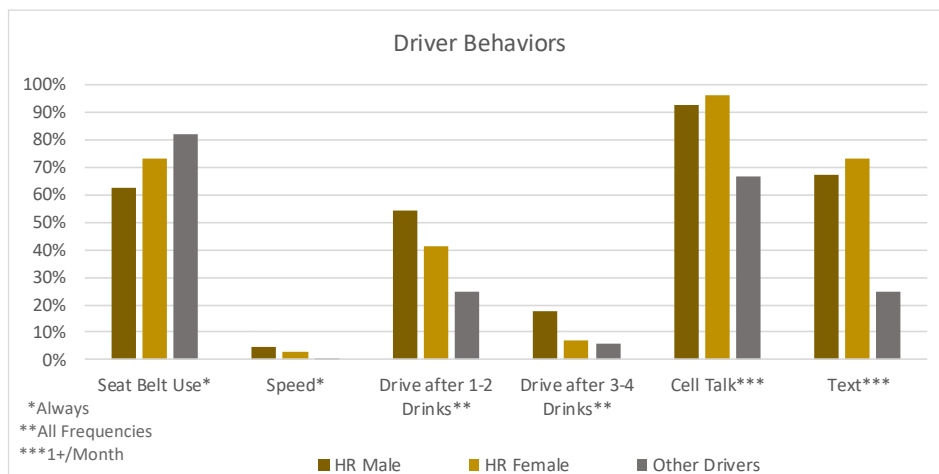
- Seat Belts:** Self-reported use shows that 76.6% of respondents “always” wear seat belts with another 17.4% reporting usage as “nearly always.” The 1.4% that report “rarely” or “never” using seat belts is slightly higher than 2018, but in line with the 2015-2019 five-year average.
- Alcohol:** Among respondents who drink alcohol, 35.2% report driving a vehicle during the past two months within two hours of drinking one or two drinks, and 7.1% report driving after drinking three or more drinks. These rates compare to 34.6% and 7.4% of drivers, respectively, in the 2018 survey. Just 1% of respondents admitted to driving while feeling their ability to drive was compromised by effects of drug use.
- Distracted Driving:** The proportion of drivers who report “never” texting on the phone while driving declined from 2018 rates to about 47% currently. Drivers are more likely to use their cell phones for talking while driving, with about 41% reporting they do so on a daily/weekly basis.
- Speeding:** 10.0% of drivers report high levels of speeding activity in a 75-mile-per-hour speed zone based on those who answered “always” or “nearly always” to driving faster than 80 mph on these roads.
- Region and Geography:** Drivers living in the east were more likely to support a primary seat belt law, higher fines for speeding, and banning hand-held cell phone use while driving. Drivers from the west region were more likely to use sober drivers and recognize the *Vision Zero* safety messages. Within the 12 urban counties, drivers were more likely to use seat belts. Rural residents are less likely to speed in a 75 mph zone.

Young Male and Female Drivers

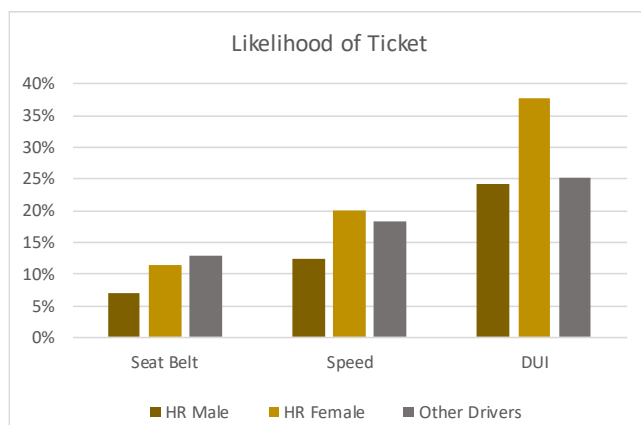
Selected target groups of 18-to-34-year-old high-risk (HR) male and female drivers show noticeable differences in behaviors, traffic safety message exposure, and views when compared to other drivers.

- Driving Behaviors:** Only 62.4% of HR male drivers surveyed “always” wear a seat belt while driving or riding in a vehicle, a smaller number than the 73.4% of high-risk females, and the 82.1% of other drivers. Both HR groups have a higher likelihood of speeding on a 75-mile-per-hour road, texting/talking on the phone while driving, and driving after drinking.

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



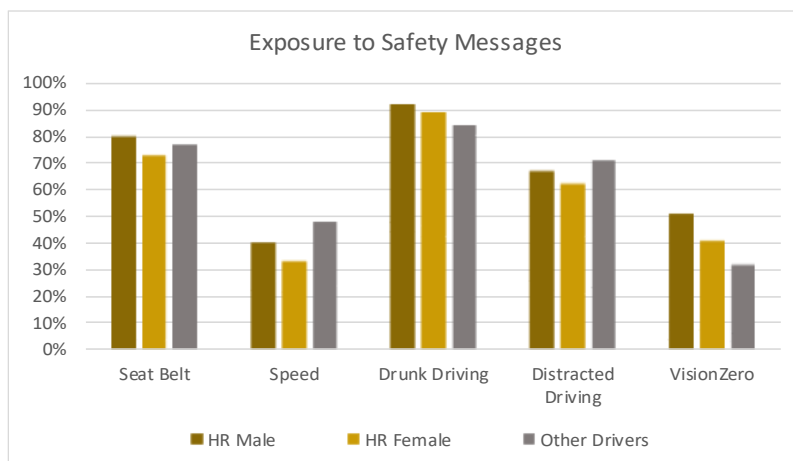
The 18-to-34-year-old females thought the chances of being arrested for driving-under-the-influence of alcohol was more likely than their male counterparts and other North Dakota drivers. It is unknown what factors cause this difference in perception as these target groups and all other North Dakota drivers reported seeing traffic safety messages on impaired driving at comparable rates. This perception of being ticketed may be deterring this driver group from impaired driving. HR females are more likely to use sober drivers than the HR males and other drivers.



- Traffic Safety Messages:** Exposure to traffic safety messages that can be read, seen, or heard vary between the young male and female drivers compared to other drivers based on the message at hand. Both HR males and females had a lower likelihood of being exposed to safety messages about speeding and distracted driving.

Both HR males and females had a lower likelihood of being exposed to safety messages about speeding and distracted driving.

- Viewpoints:** Young male and female drivers hold viewpoints about driving that are notably different than other drivers. HR males do not support a primary seat belt law as strongly as other drivers, with 40.0% who either “somewhat favor” or “strongly favor” such legislation compared with 58.3% of HR females and 57.7% of other drivers. HR male and female groups are also less likely to support higher fines for speeding, approximately 27%, compared with 50% of other drivers.



View complete research report at <https://www.ugpti.org/resources/reports/>

NDSU UPPER GREAT PLAINS
TRANSPORTATION INSTITUTE

NDSU does not discriminate in its programs and activities on the basis of age, color, gender expression/identity, genetic information, marital status, national origin, participation in lawful off-campus activity, physical or mental disability, pregnancy, public assistance status, race, religion, sex, sexual orientation, spousal relationship to current employee, or veteran status, as applicable. Direct inquiries to Vice Provost for Title IX/ADA Coordinator, Old Main 201, NDSU Main Campus, 701-231-7708, ndsueoaa@ndsu.edu.

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

For more information contact:
info@ugpti.org • (701) 231-7767
 NDSU Dept 2880 • P.O. Box 6050
 Fargo, ND • 58108-6050