

Traffic Safety Behaviors Survey

August-September 2021



Background and Objectives

- Issues & Answers was engaged by Minnesota Department of Public Safety to conduct a web-based survey among Minnesota residents.
- All interviews were conducted between August 12, 2021 and September 24, 2021. Each interview averaged 7 minutes in length.
- A total of 1,081 interviews were completed. These interviews were spread across the State to insure a representative sample of residents.
- The primary objectives of the research were to quantify and gain insights into:
 - ✓ Behaviors of Minnesotans with regard to traffic safety issues;
 - ✓ Awareness of various efforts to promote safer driving in the state; and
 - ✓ Measure the effects these efforts are having across the state.
- In addition to examining the results based on the state as a whole, analysis was conducted to explore differences between various demographic subpopulations.



Methodology

- In prior years, the Minnesota Department of Public Safety has conducted similar research utilizing a telephone data collection method.
- In 2021, the data collection was moved to an online methodology. Respondents were members of online sample panels and are compensated by the panel companies to participate in online research projects.
- Issues & Answers programmed and hosted the online survey tool. Quotas were put in place for the base sample of 1,000 residents. We set minimums for gender, age and urban vs. rural counties. This insures a representative statewide sample.
- Once the base sample was complete, Issues & Answers attempted to oversample young (18-34) unmarried males. A total of 81 augment interviews were conducted. A total of 161 young, unmarried males (Y.U.M.) were conducted between the base and augment sample.

Detailed Findings

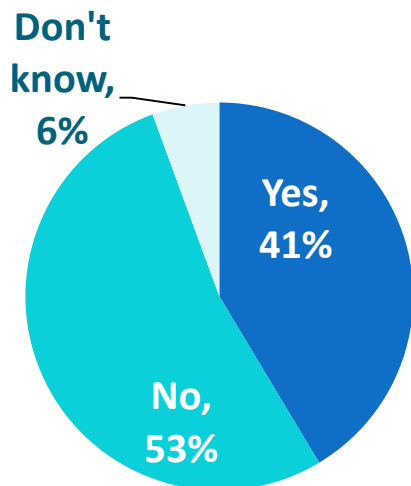
Seat Belt Behaviors and Enforcement Awareness



Awareness of Seat Belt Enforcement

Two in five Minnesotans stated they have read, seen or heard something about seat belt enforcement in the past six months.

- ✓ This finding was consistent with prior year data; in 2020 only 38% of respondents were aware of seat belt enforcement.



Young Minnesotans were statistically more likely to state they have heard something about seat belt enforcement in the past 6 months.

	% Aware
Under 35	60% ↑
35+	32%
Y.U.M.	63% ↑
All others (not Y.U.M.)	38%

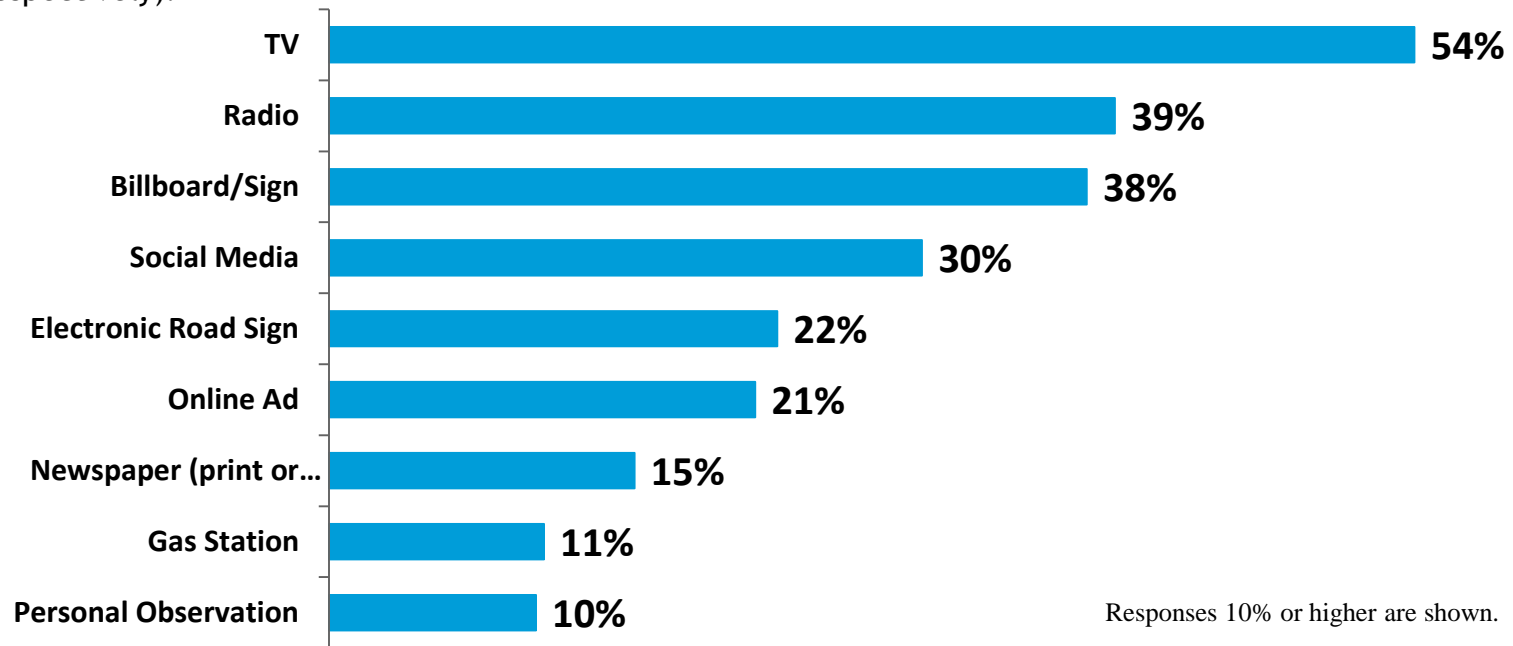
Q2. In the past 6 months, have you read, seen, or heard anything about seat belt enforcement by police? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

Source of Information on Seat Belt Enforcement

For the 41% of respondents who have heard of seat belt enforcement in past six months, most heard about it on TV. Just under one-third of respondents cited Social Media.

- ✓ Younger respondents mention social media significantly more (35%) than older respondents (23%).
- ✓ Males were more likely to mention both TV (61%) and Radio (43%) than females (44% and 33% respectively).

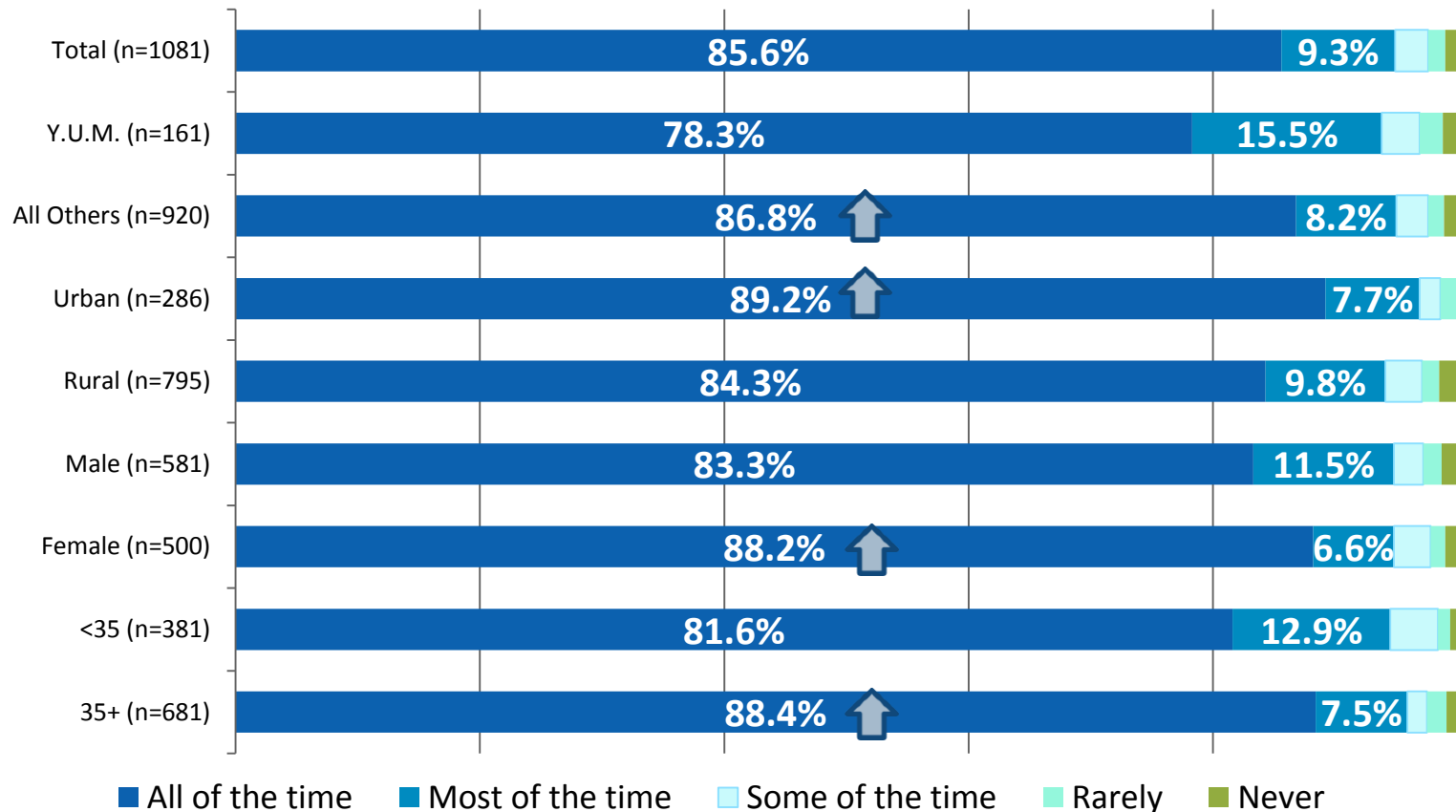


Q3. Where did you read, see, or hear that message? (ALLOW MULTIPLE ANSWERS) (Base = Aware of enforcement, 448)



Seat Belt Usage

Seat belt usage was high in total and across our subgroups. Urban, female and older respondents were more likely than their counterparts to wear seat belts all of the time.



Q4. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?

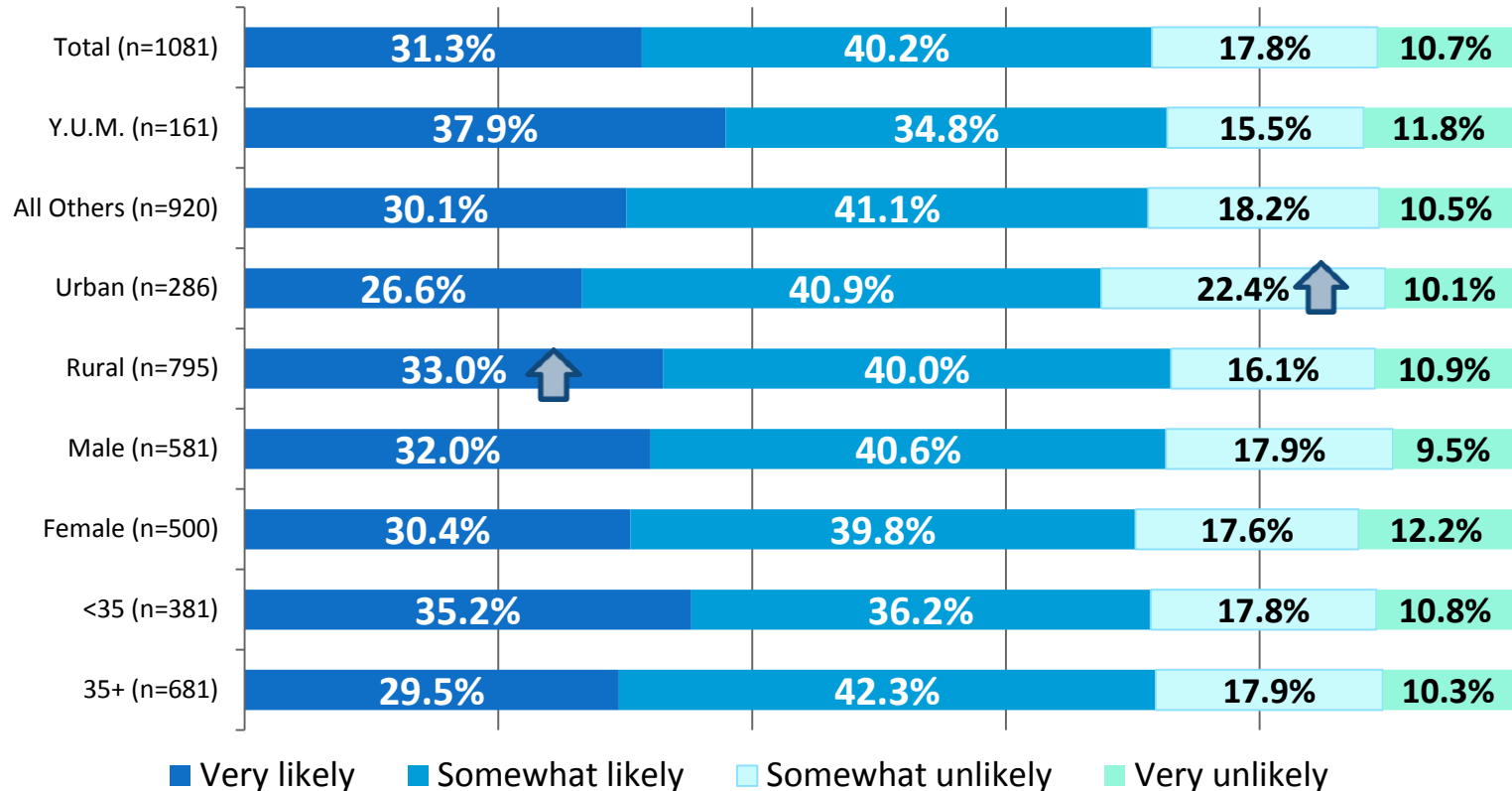
↑ Represents a response that is significantly higher than the response by the counter group.



Likelihood to Get Ticket for Not Wearing Seat Belt

Almost three-fourths of respondents perceived a likelihood to get a ticket if not wearing a seat belt. At 72%, this finding was up from only 60% in 2020 who stated it was likely to get a ticket.

✓ Rural respondents felt the likelihood much more than urban respondents.



Q5. How likely do you think you are to get a ticket if you don't wear your seat belt?

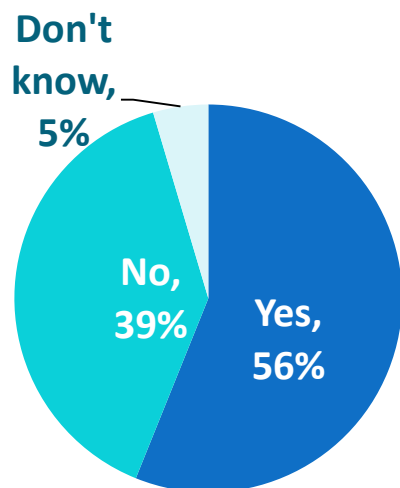
↑ Represents a response that is significantly higher than the response by the counter group.

Speeding Behaviors and Enforcement Awareness

Awareness of Speed Enforcement

Over one-half of respondents had heard, read or seen something in the past 6 months about speed enforcement by police.

✓ This finding was up from prior year data; in 2020 only 47% of respondents were aware of speed enforcement.



Young Minnesotans were statistically more likely to state they have heard something about speed enforcement in the past 6 months.

	% Aware
Under 35	67% ↑
35+	51%
Y.U.M.	69% ↑
All others (not Y.U.M.)	54%

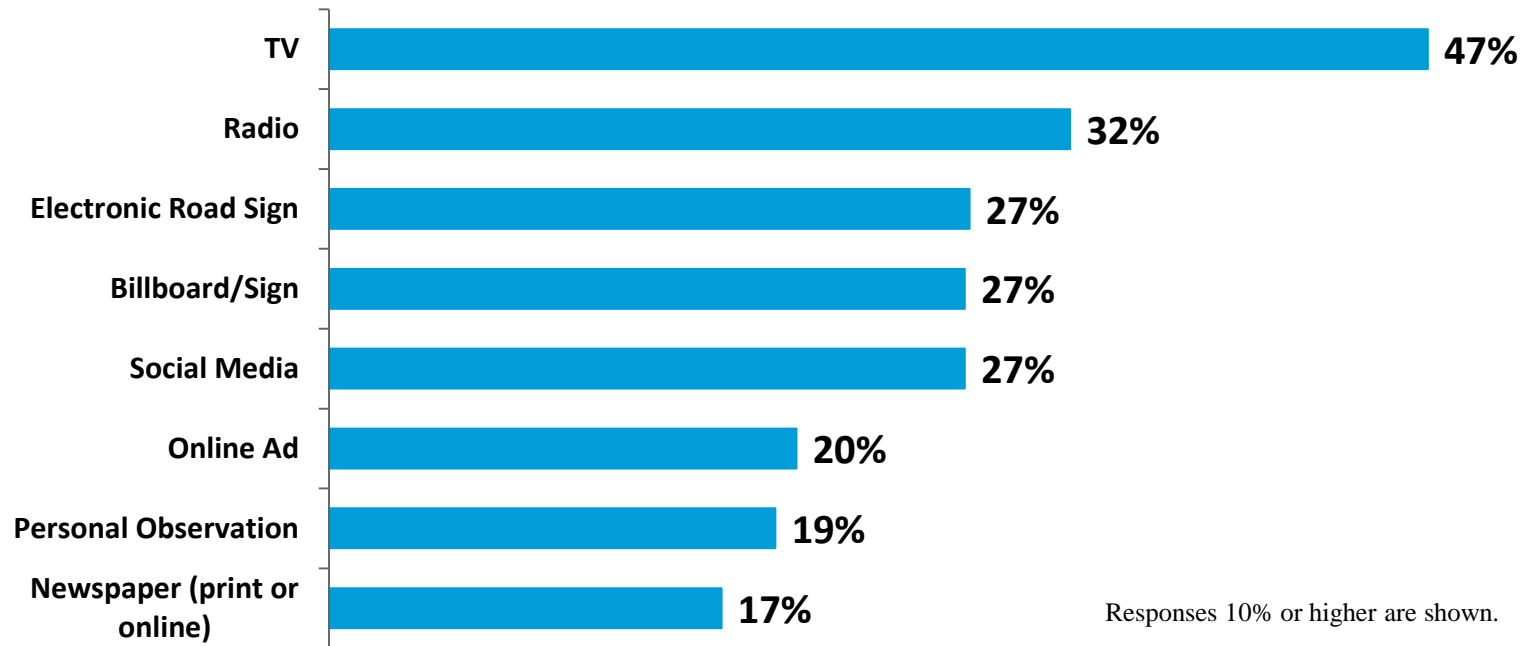
Q6. In the past 6 months, have you read, seen, or heard anything about speed enforcement by police? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

Source of Information on Speed Enforcement

For the 56% of respondents who have heard of speed enforcement in past six months, most heard about it on TV. Just under one-third of respondents cited radio, electronic road signs, billboards and social media.

✓ Younger respondents mention social media significantly more (33%) than older respondents (24%).



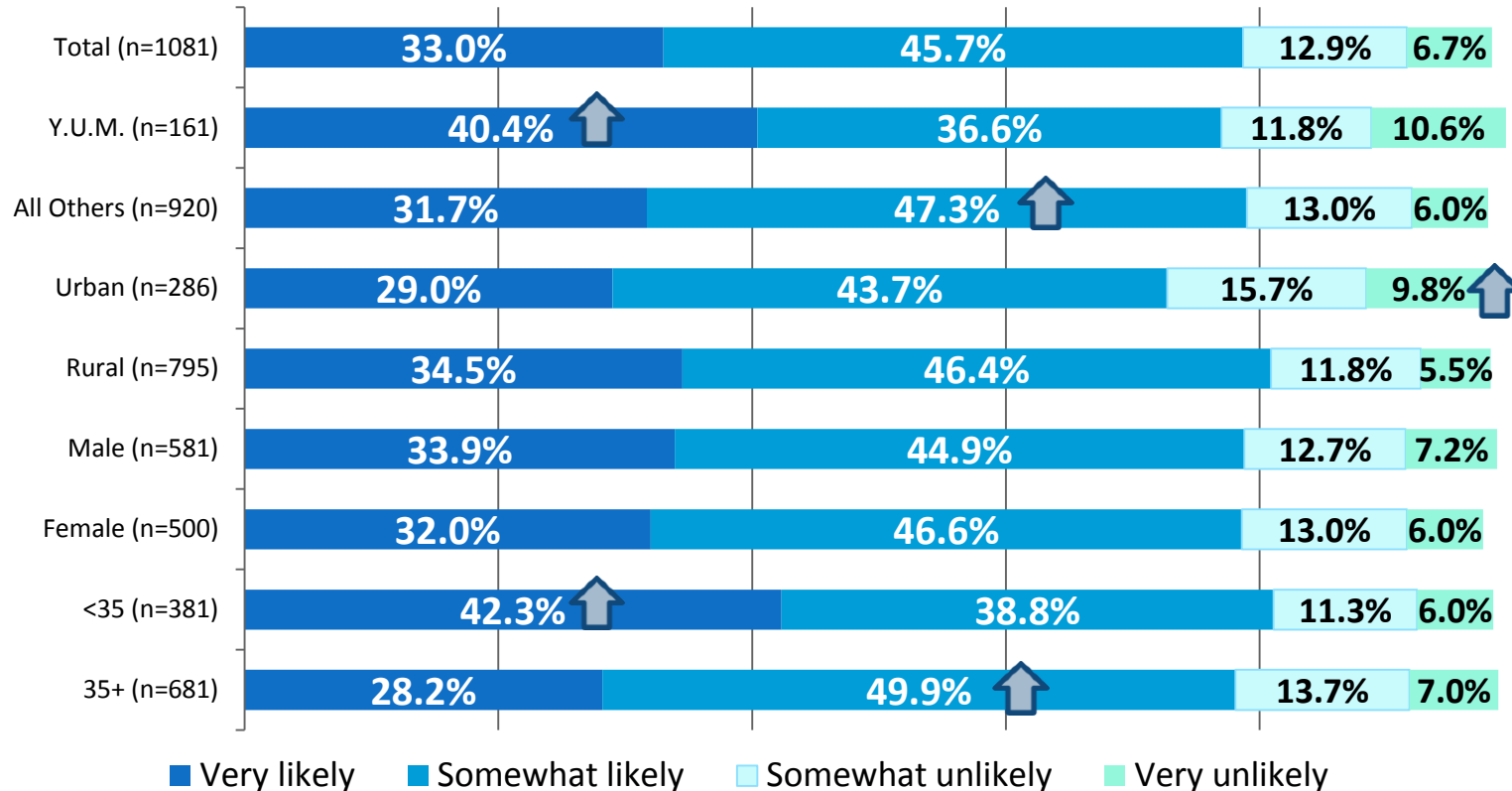
Q7. Where did you read, see, or hear that message? (ALLOW MULTIPLE ANSWERS) (Base = Aware of enforcement, 606)



Likelihood to Get Ticket for Driving Over Speed Limit

Over three-fourths of respondents perceived a likelihood to get a ticket if drive over the speed limit. At 79%, this finding was up from only 69% in 2020 who stated it was likely to get a ticket.

✓ Younger respondents felt the likelihood much more than older respondents.



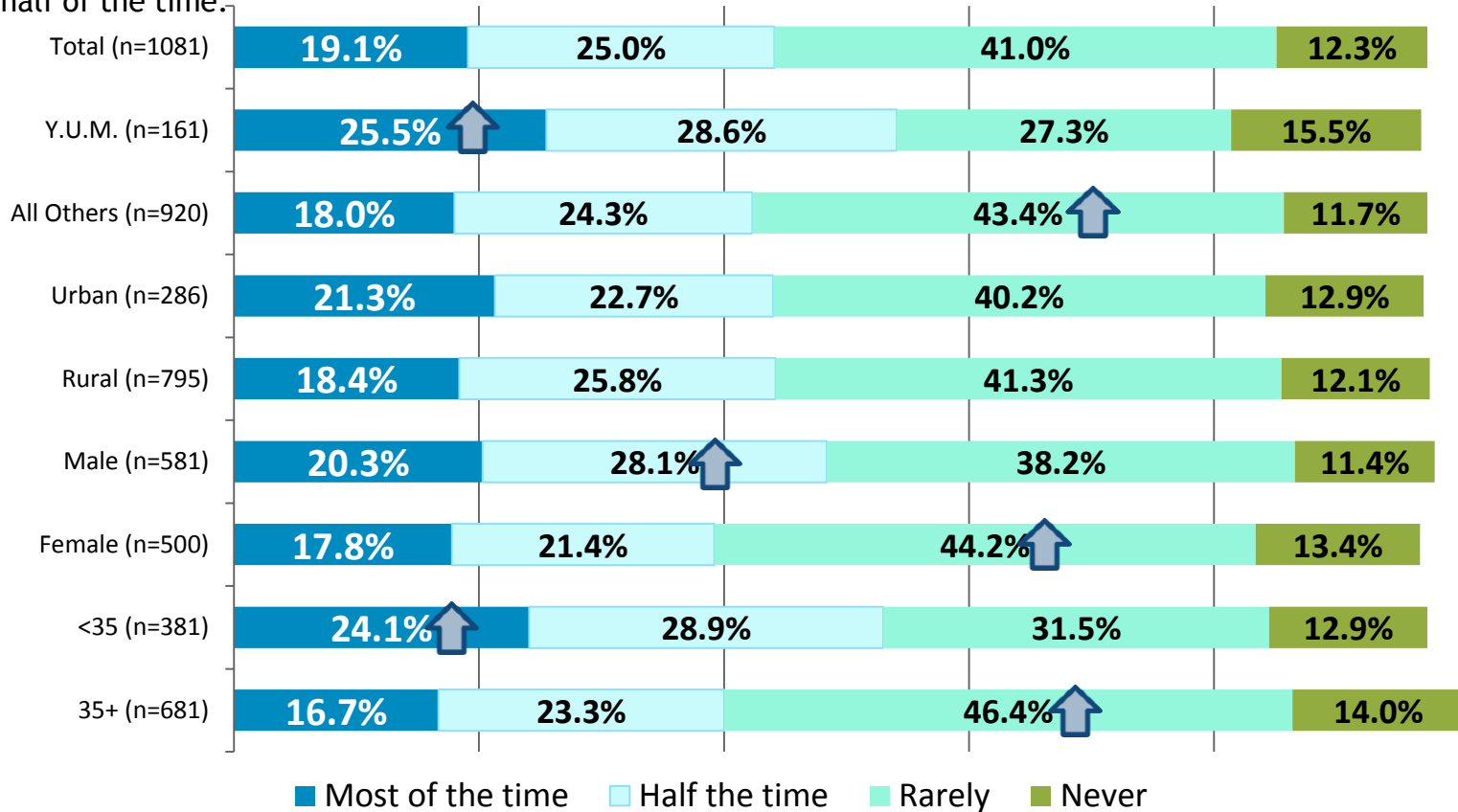
Q8. How likely do you think you are to get a ticket if you drive over the speed limit?

↑ Represents a response that is significantly higher than the response by the counter group.

Frequency of Driving Over Speed Limit

Speeding was relatively common - 44% of respondents at least half of the time drive over 60 MPH in a 55 MPH zone. This result was up from 35% in 2020.

- ✓ Almost one-half (48%) of males stated they drove above 60; a total of 54% of young, unmarried males drove over 60 MPH at least half of the time.

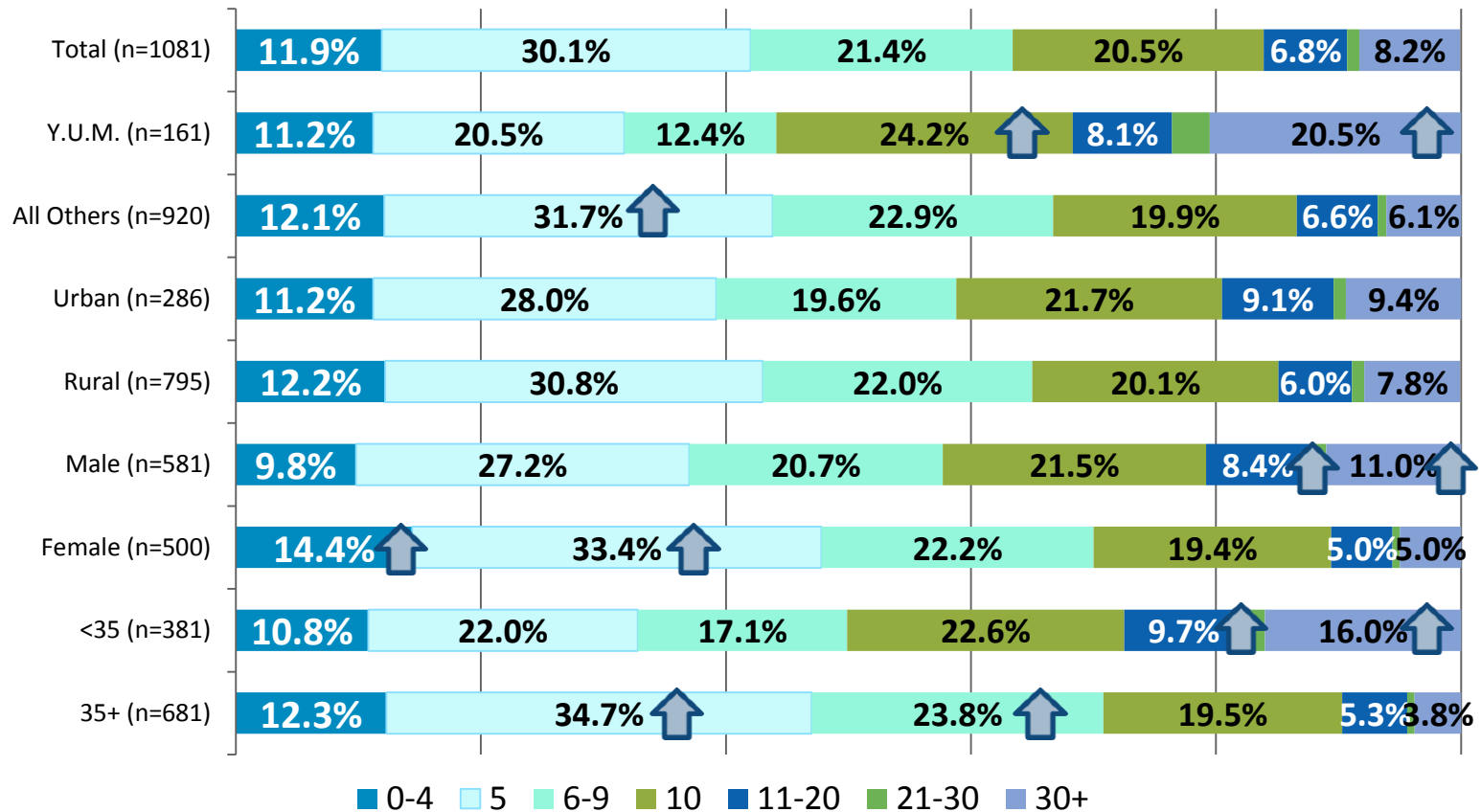


Q9. On a road with a speed limit of 55 mph, how often do you drive faster than 60 mph?

↑ Represents a response that is significantly higher than the response by the counter group.

How Fast Before Getting Pulled Over

Males and younger respondents perceive a larger speed over the posted limit before being pulled over while female and older respondents perceive a lower number of miles per hour over the limit as viable for being pulled over.



Q10. How many miles per hour over the speed limit do you think you can drive before a police officer would stop you for speeding?

↑ Represents a response that is significantly higher than the response by the counter group.

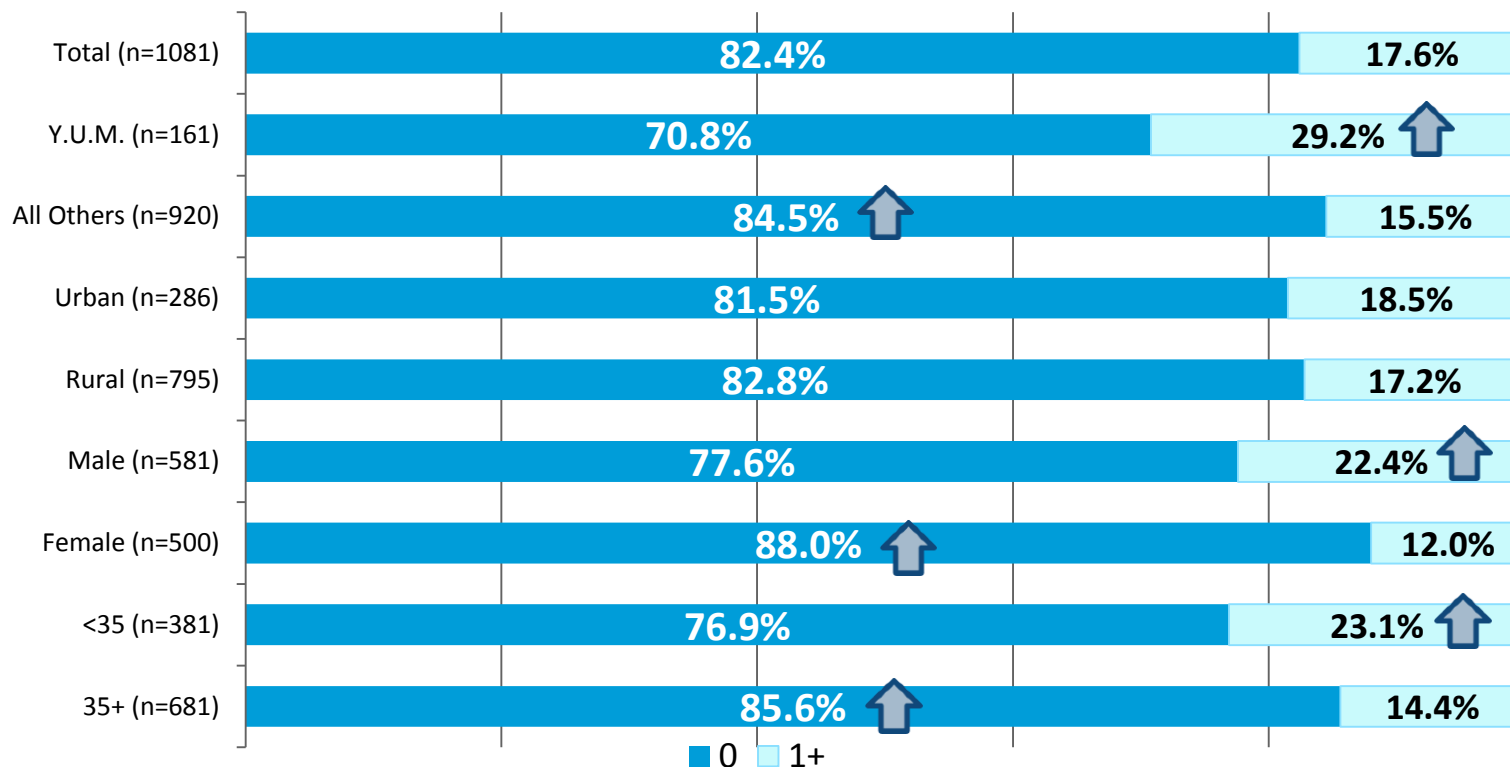
Drunk Driving Behaviors and Enforcement Awareness



Frequency of Drinking within 2 Hours of Driving

Males and younger respondents were more likely to have had an alcoholic beverage within two hours of driving.

- ✓ In 2020, 13% of respondents stated they drank within two hours of driving; this number is 18% in 2021.
- ✓ In 2020, 19% of Y.U.M. stated they drank within two hours of driving compared to 29% in 2021.



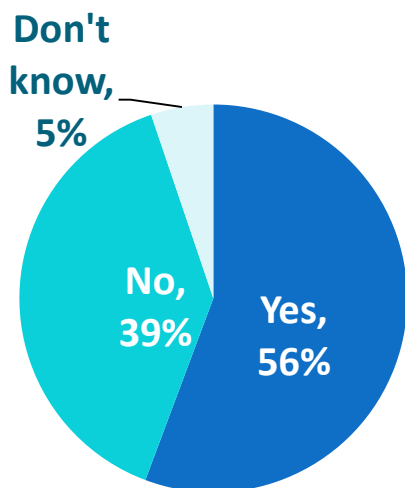
Q11. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking one or more alcoholic beverages?

Represents a response that is significantly higher than the response by the counter group.

Awareness of Drunk Driving Enforcement

Over one-half of respondents had heard, read or seen something in the past 6 months about drunk driving enforcement by police.

✓ This finding was down from prior year data; in 2020, 61% of respondents were aware of speed enforcement.



Young Minnesotans were statistically more likely to state they have heard something about drunk driving enforcement in the past 6 months.

	% Aware
Under 35	67% ↑
35+	50%
Y.U.M.	70% ↑
All others (not Y.U.M.)	53%

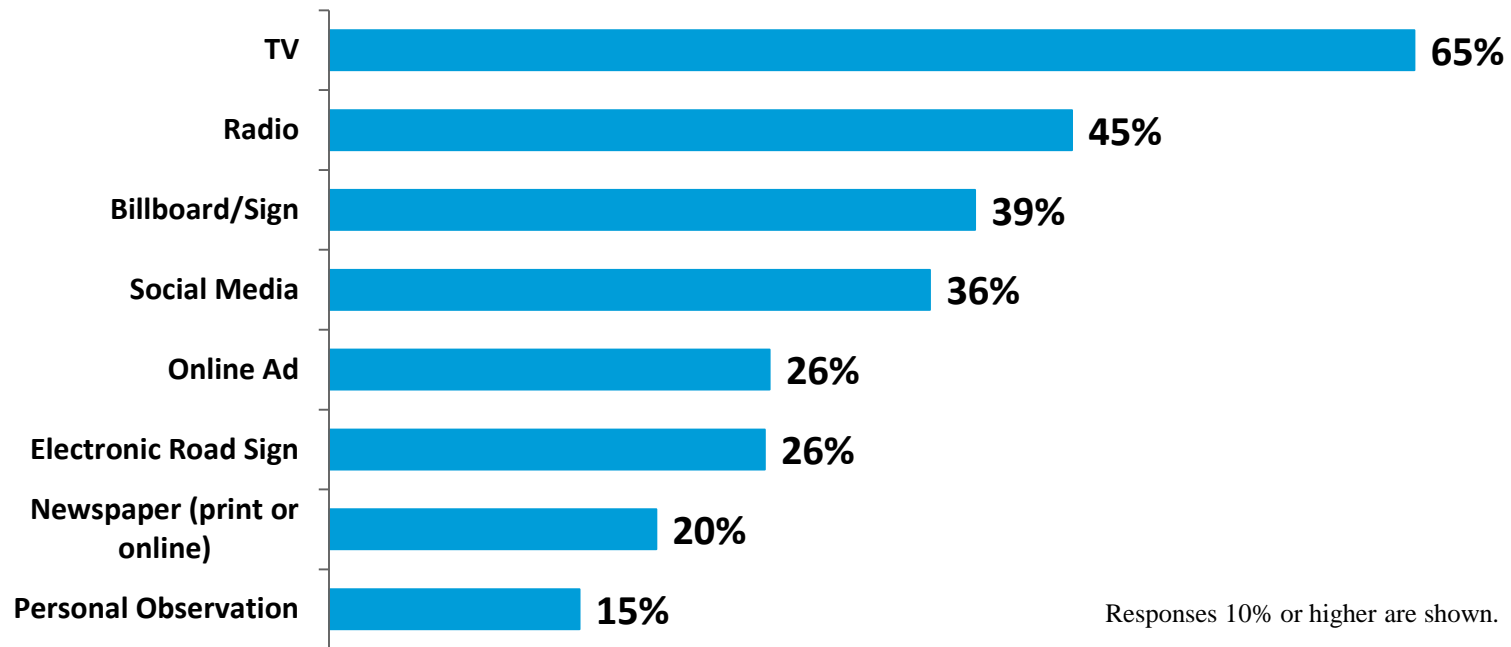
Q12. In the past 6 months, have you read, seen, or heard anything about police enforcement of drunk driving? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

Source of Information on Drunk Driving Enforcement

For the 56% of respondents who have heard of speed enforcement in past six months, most heard about it on TV.

✓ Younger respondents mention social media significantly more (48%) than older respondents (28%).



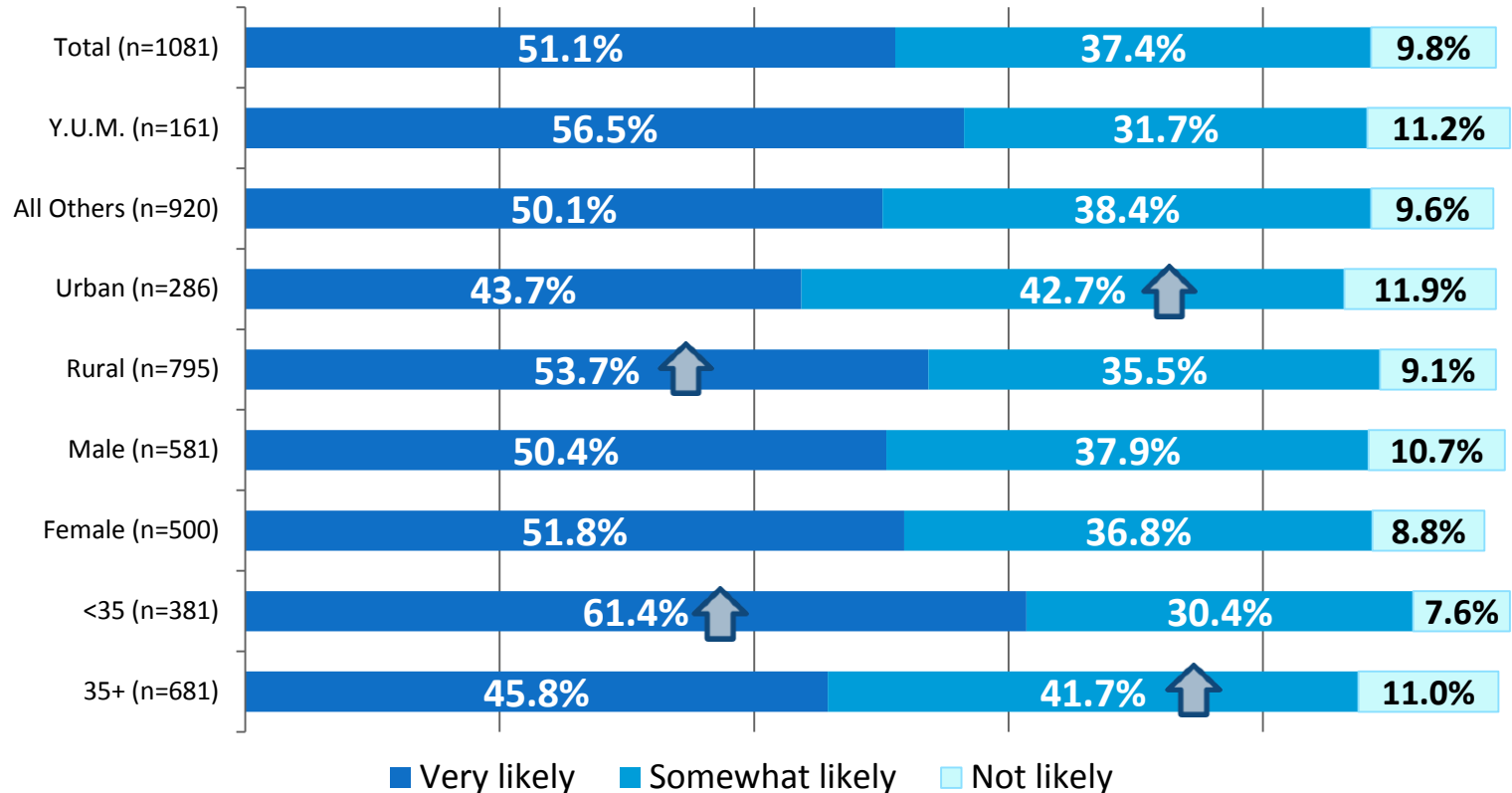
Q13. Where did you read, see, or hear that message? (ALLOW MULTIPLE ANSWERS) (Base = Aware of enforcement, 602)



Likelihood to Get Arrested for Driving After Drinking

Less than 10% of respondents stated it was unlikely to get arrested after driving after drinking.

✓ Younger respondents (92%) felt the likelihood much more than older respondents (88%).



Q14. How likely do you think it is that someone will get arrested if they drive after drinking?

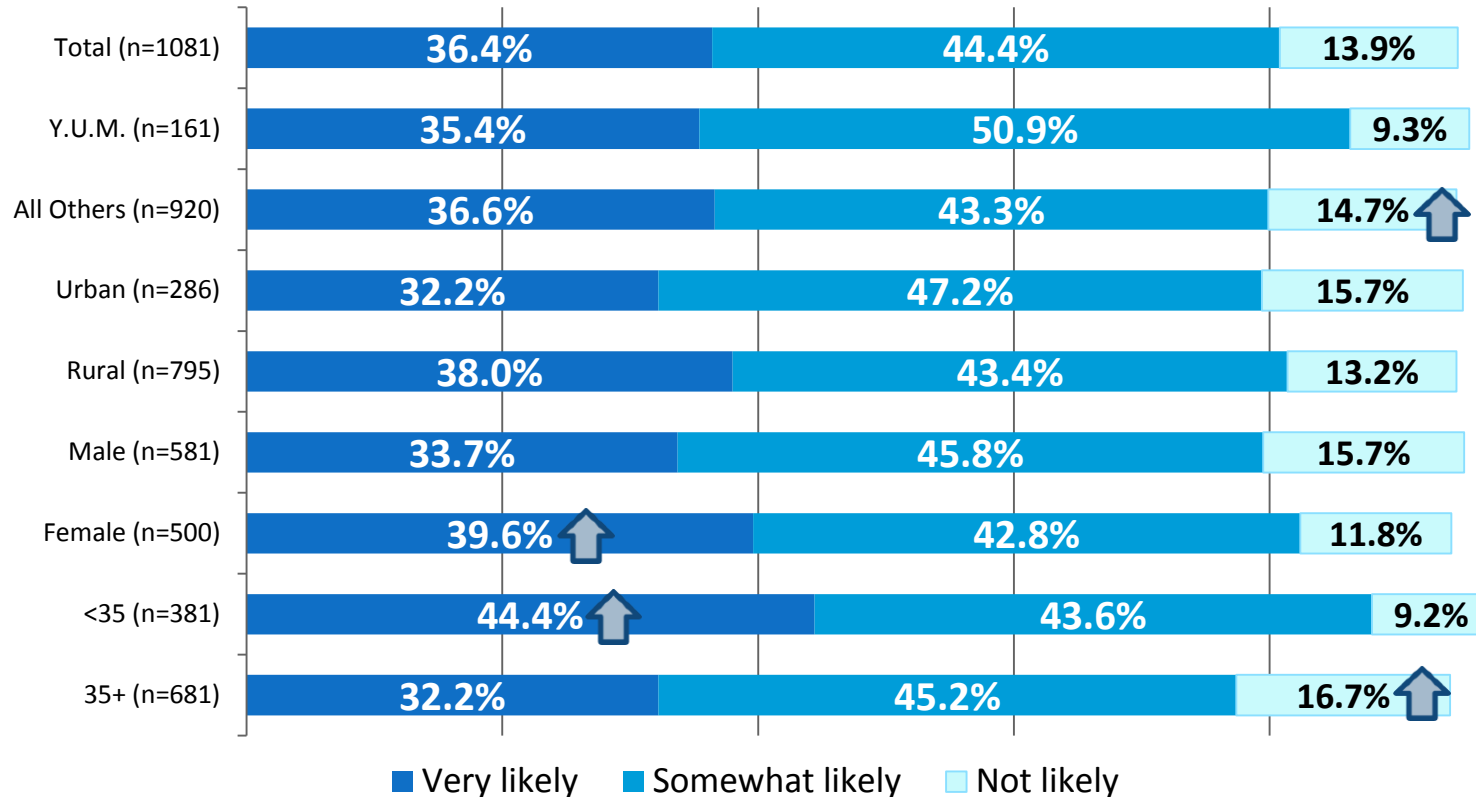
↑ Represents a response that is significantly higher than the response by the counter group.



Likelihood to Get Stopped by Police When Driving After Drinking

A total of 81% of respondents stated it is at least somewhat likely they would get stopped by police if they drove a motor vehicle after thinking their alcohol level might be at or above the legal limit.

✓ Younger respondents (88%) felt the likelihood much more than older respondents (77%).



Q15. Suppose you drove a motor vehicle after drinking alcohol and thought your alcohol level might have been close to or possibly over the legal limit. How likely do you think you are to be stopped by the police?

↑ Represents a response that is significantly higher than the response by the counter group.

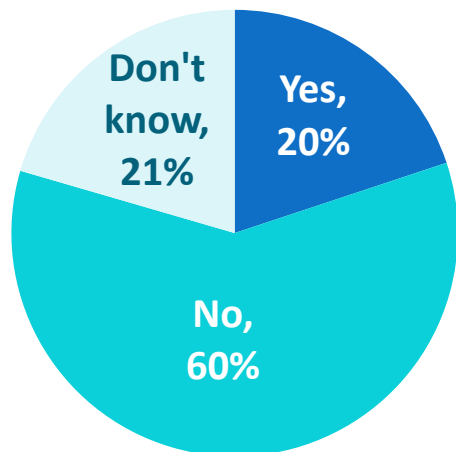


Drove Past/Through Drunk Driving Enforcement Area

One in five respondents has driven past, or through an area of increased police enforcement for catching drivers who were driving under the influence of alcohol or driving drunk.

✓ This finding was up from prior year data; in 2020, 14% of respondents were aware of enforcement areas.

Young Minnesotans were statistically more likely to state they have driven by or through an enforcement area in the past 6 months.



	% Aware
Under 35	30% ↑
35+	15%
Y.U.M.	27% ↑
All others (not Y.U.M.)	19%

Q16. In the past 6 months, did you personally drive past, or drive through, an area of increased police enforcement for catching drivers who were driving while under the influence of alcohol or driving drunk? (Base = Total Respondents, 1081)

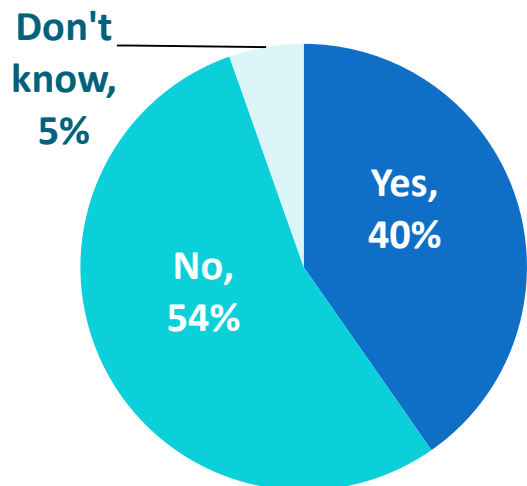
↑ Represents a response that is significantly higher than the response by the counter group.



Awareness of Minnesota Ignition Interlock Law

Two in five respondents are aware of the Ignition Interlock Law.


- ✓ This finding was down from prior year data; in 2020, 45% of respondents were aware of the Ignition Interlock Law.



There were no significant differences between demographic sub-groups.

	% Aware
Under 35	41%
35+	41%
Y.U.M.	39%
All others (not Y.U.M.)	41%

Q17. Have you heard of the Minnesota Ignition Interlock law? (Base = Total Respondents, 1081)

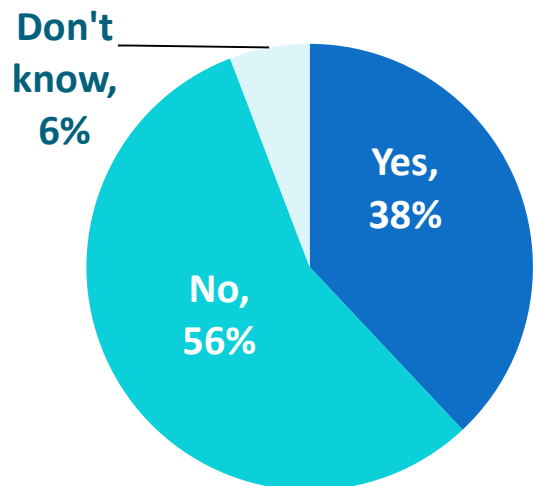
 Represents a response that is significantly higher than the response by the counter group.



Awareness of What the Ignition Interlock Law Is

Two in five respondents are aware of the Ignition Interlock Law.


- ✓ This finding was up from prior year data; in 2020, 35% of respondents were aware of what the Ignition Interlock Law is.



There were no significant differences between demographic sub-groups.

	% Aware
Under 35	38%
35+	38%
Y.U.M.	39%
All others (not Y.U.M.)	38%

Q18. Do you know what the Minnesota Ignition Interlock law is? (Base = Total Respondents, 1081)

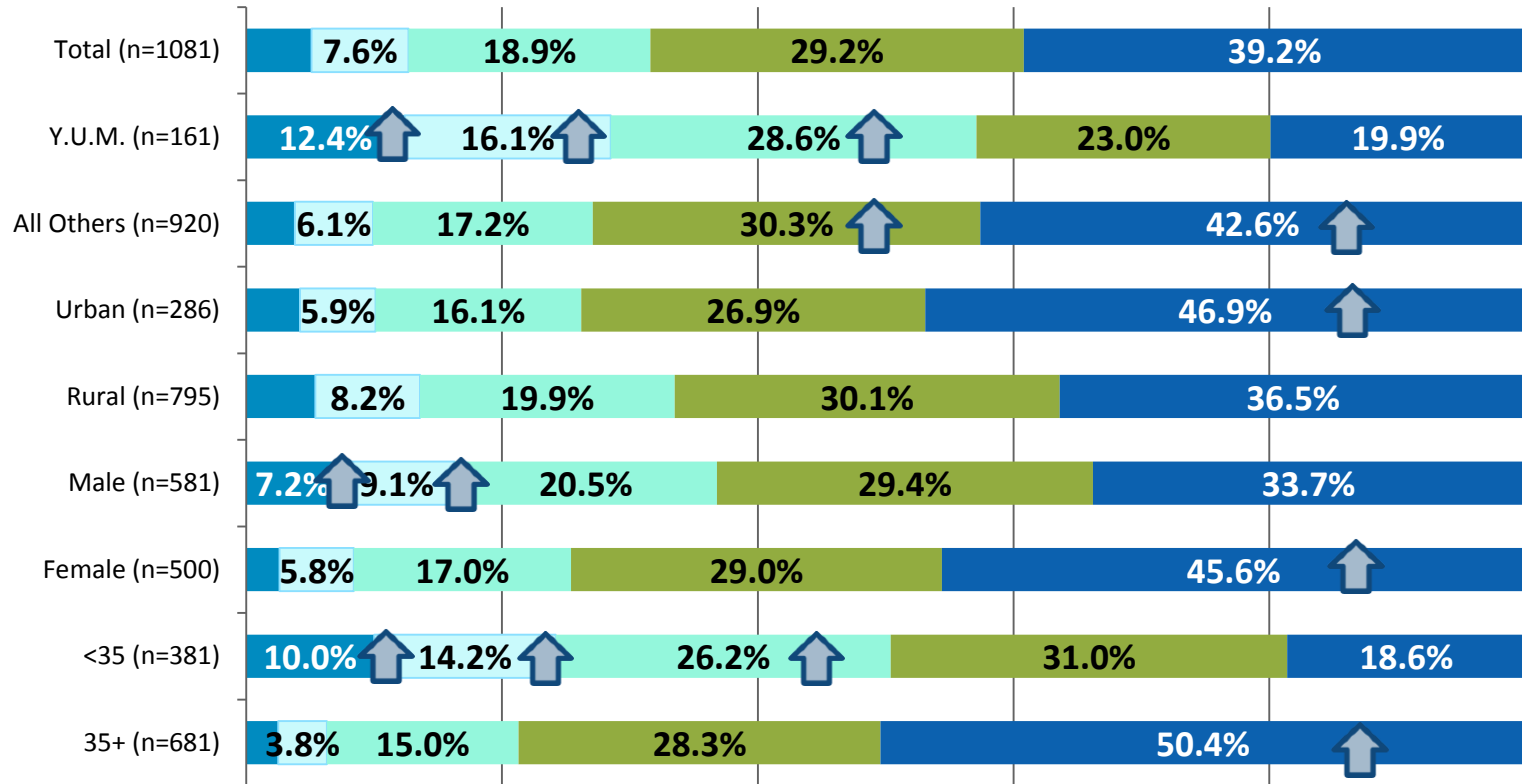
 Represents a response that is significantly higher than the response by the counter group.

Distracted Driving Behaviors and Enforcement Awareness

Frequency of Non-Talking Cell Phone Use While Driving

Non-talking cell phone use was reported by one-third of respondents. This result was down from 52% in 2020.

✓ Over one-half (57%) of young, unmarried males stated they use their cell phone for non-talking activities while driving.



■ Nearly every time ■ Most often than not ■ Once in a while ■ Rarely ■ Never

Q19. In the past 6 months, how frequently while driving have you texted, emailed, or utilized your cell phone for purposes other than talking?

↑ Represents a response that is significantly higher than the response by the counter group.

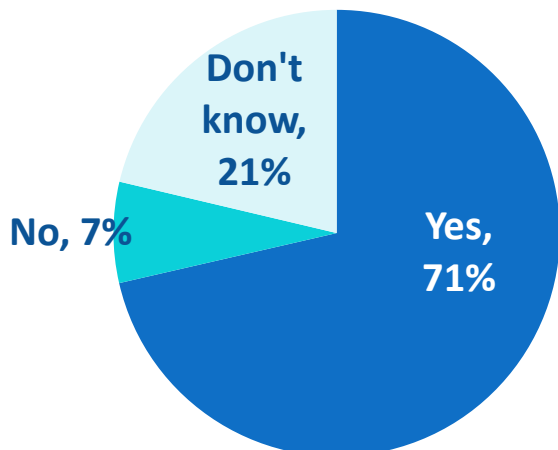


Awareness of Law Regarding Legality of Using Cell Phone While Stopped

The majority of respondents (71%) stated they were aware of a law that says it is illegal for a driver to text, email or access the internet while stopped at a stoplight or stop sign.

✓ This finding was down from prior year data; in 2020, 78% of respondents were aware of this law.

Urban and female Minnesotans were statistically more likely to state they were aware of this law.



	% Aware
Urban	79% ↑
Rural	69%
Male	64%
Female	80% ↑

Q20. To the best of your knowledge, does Minnesota have a law that says it is illegal for a driver to text, email, or access the Internet while stopped at a stoplight or stop sign? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

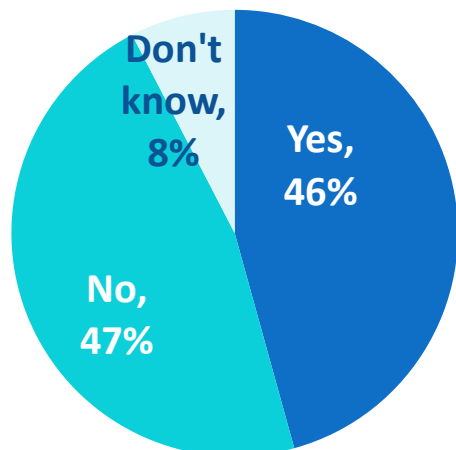


Awareness of Any Media Regarding Texting, Emailing or Internet Use While Driving

Just under one-half of respondents (46%) stated they have heard, read or seen something about texting, emailing or accessing the internet while driving.

✓ This finding was down from prior year data; in 2020, 61% of respondents were aware of this messaging.

Urban and Y.U.M. Minnesotans were statistically more likely to state they had heard, seen or read messaging about this in the last 6 months.



	% Aware
Urban	41% ↑
Rural	48%
Y.U.M.	53% ↑
All others (non Y.U.M.)	44%

Q21. In the past 6 months, have you read, seen, or heard anything specifically about texting, emailing or accessing the Internet while driving? (Base = Total Respondents, 1081)

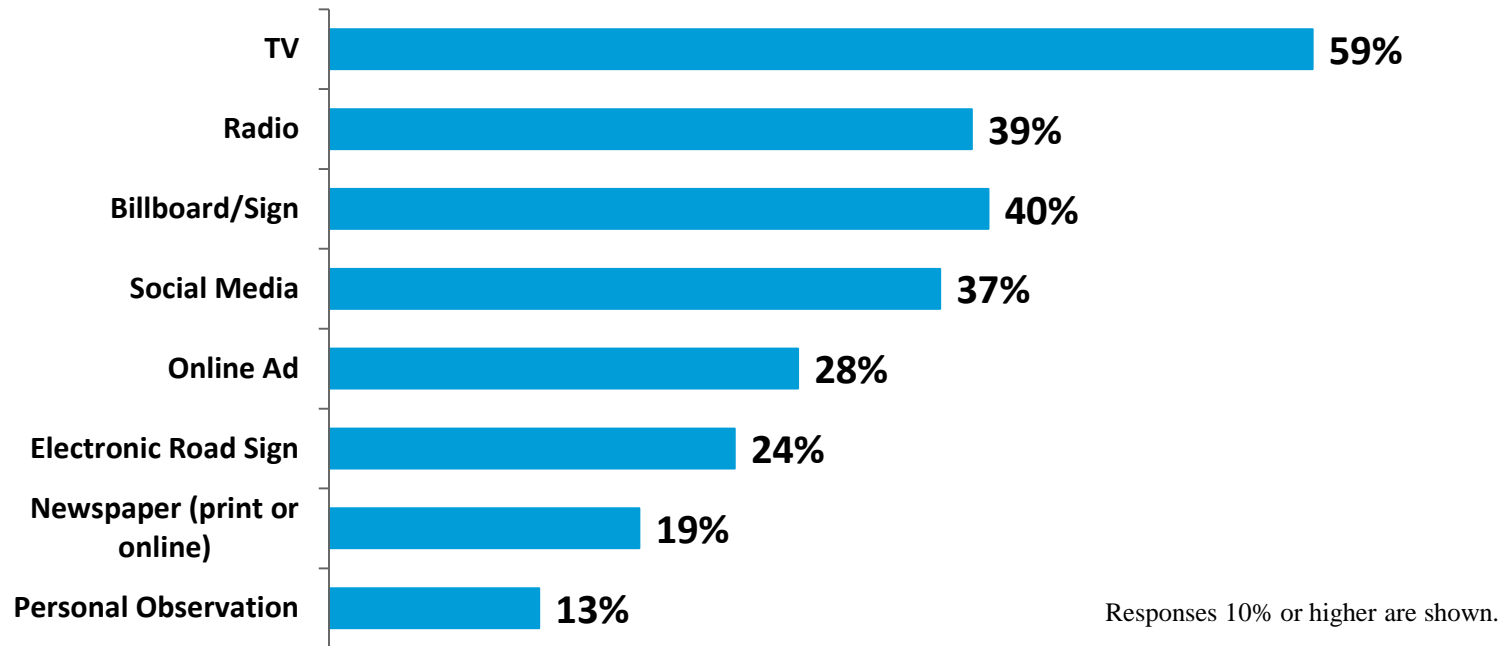
↑ Represents a response that is significantly higher than the response by the counter group.



Source of Information on Cell Phone Accessing Internet While Driving

For the 46% of respondents who have heard something about texting, emailing or accessing the internet while driving most heard about it on TV.

- ✓ Younger respondents mention social media significantly more (44%) than older respondents (32%).



Q22. Where did you read, see, or hear that message? (ALLOW MULTIPLE ANSWERS) (Base = Aware of enforcement, 494)

Drugged Driving Behaviors and Enforcement Awareness

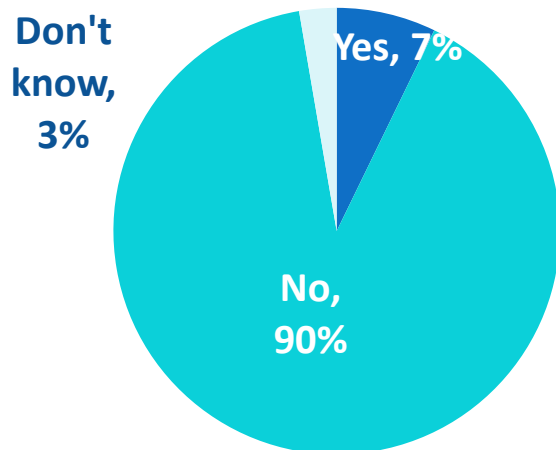


Drug Use Activity within 2 Hours of Driving

The majority of Minnesotans stated they have not driven a motor vehicle within two hours of taking illegal drugs of any kind.

- ✓ This finding was up from prior year data; in 2020, 1% of respondents stated they drove after using illegal drugs. The anonymity and self-reporting on a web study can produce differing results from live telephone interviews.

Young, male and Y.U.M. Minnesotans were statistically more likely to state they drove after using illegal drugs.



	% Aware
Male	10% ↑
Female	4%
Y.U.M.	21% ↑
All others (non Y.U.M.)	5%
Under 35	15% ↑
35+	3%

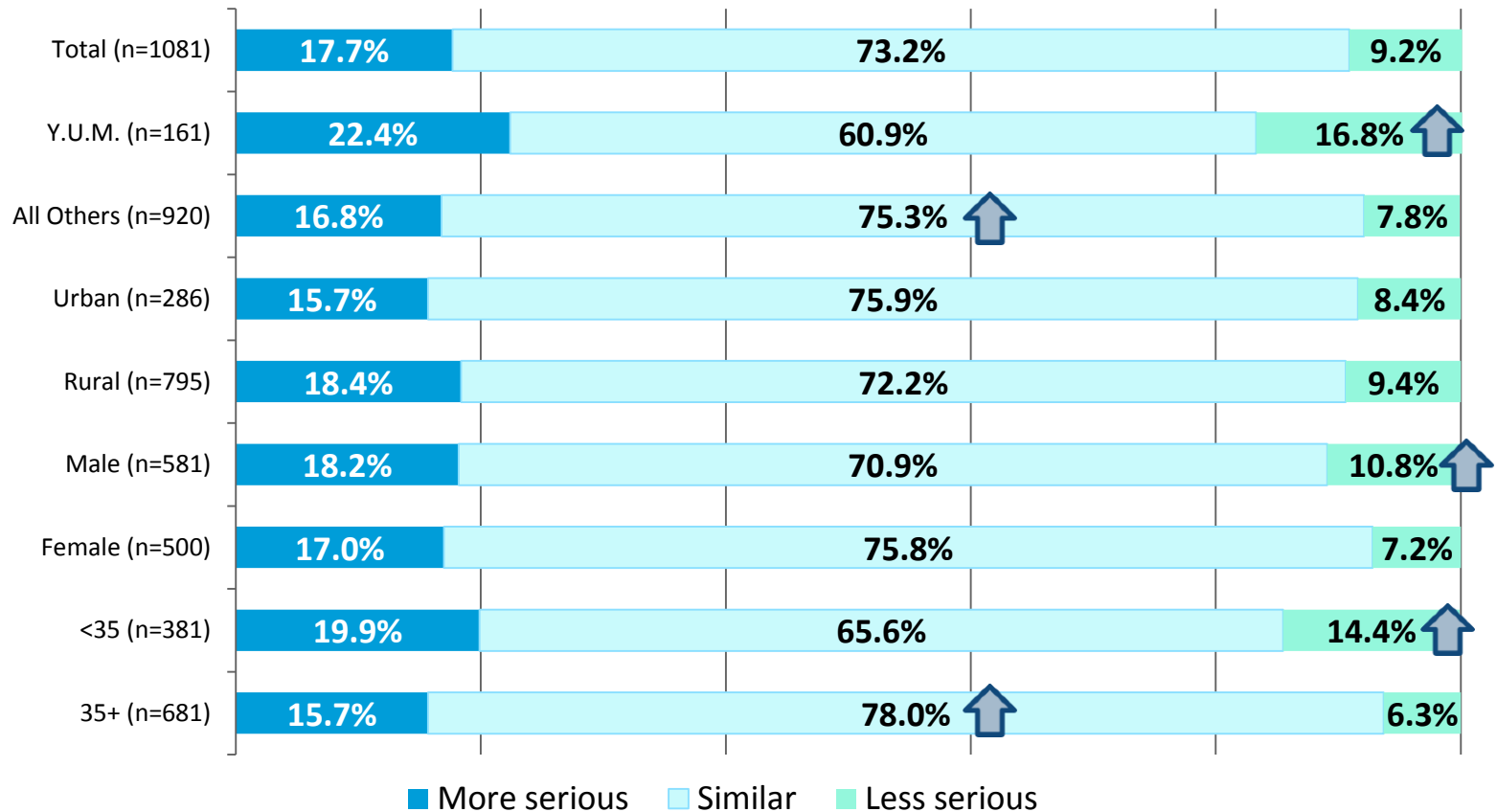
Q24. In the past 6 months, have you driven a motor vehicle within 2 hours after taking illegal drugs of any kind? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

Drugged vs. Drunk Driving Seriousness

Less than 10% of respondents stated that drugged driving is less serious than drunk driving.

- ✓ Younger and male respondents were more likely to state drugged driving is not a similar threat as drunk driving-they are more likely to state it is both more and less serious.



Q25. Compared to drunk driving, would you say drugged driving is a...

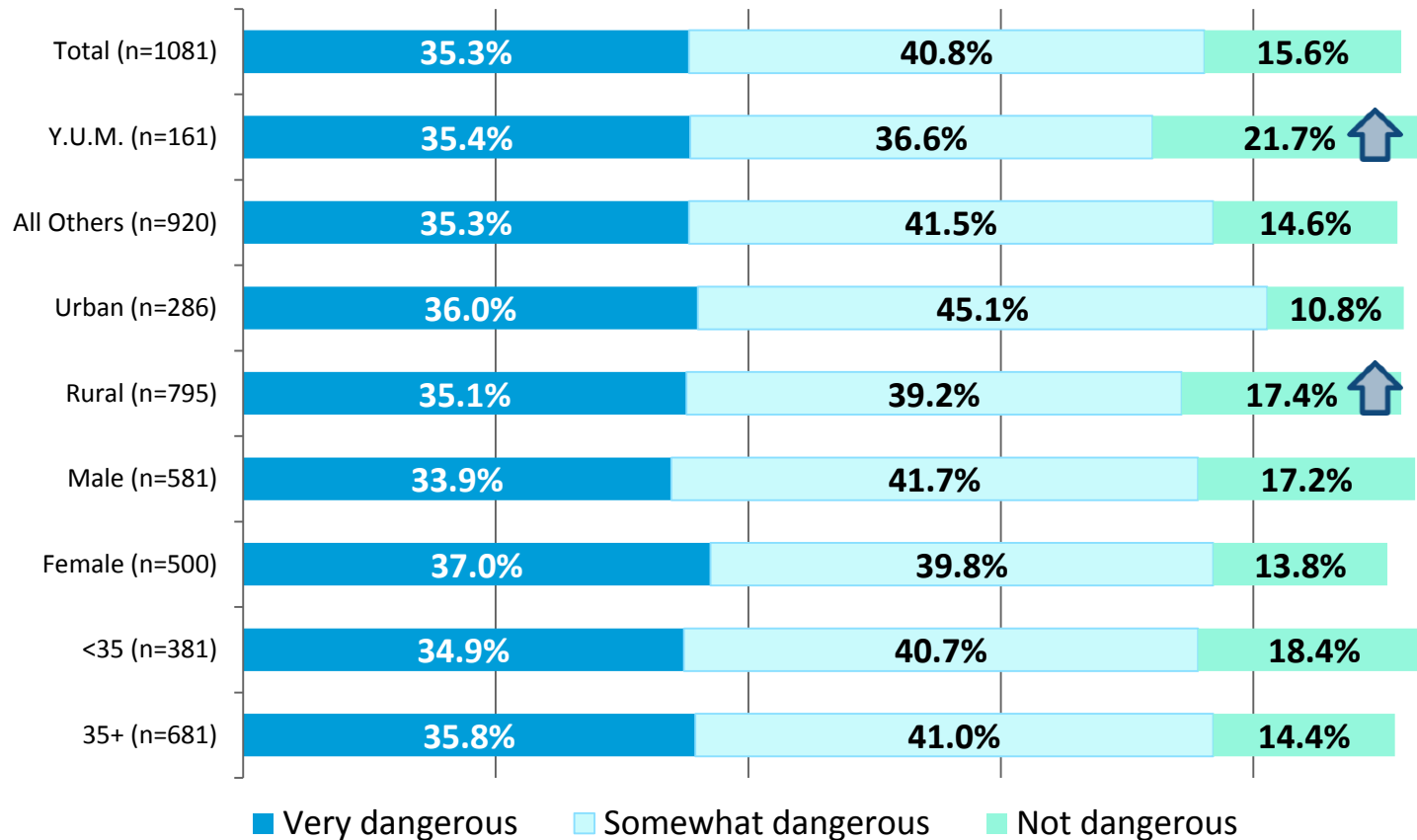
↑ Represents a response that is significantly higher than the response by the counter group.



Marijuana Use and Driving

Three-fourths of Minnesotans stated that driving within two hours of marijuana use is dangerous.

- ✓ Y.U.M. and rural respondents were more likely to state marijuana use within two hours of driving is not dangerous compared to their counterparts.



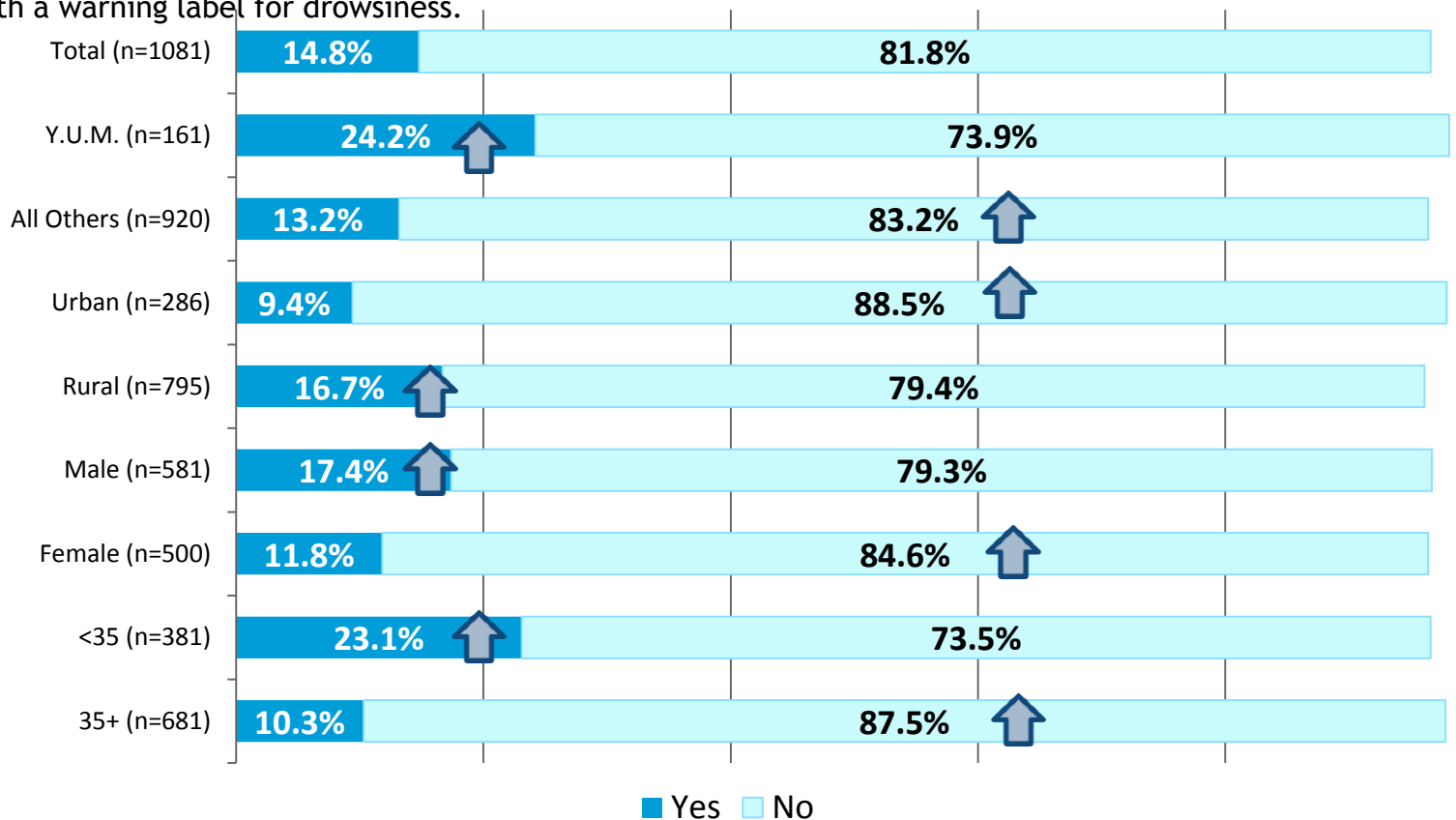
Q26. How dangerous do you think it is for someone to drive within 2 hours after consuming marijuana?

↑ Represents a response that is significantly higher than the response by the counter group.

Drowsiness Warning Label Drug Use and Driving

The majority of Minnesotans have not driven within two hours of taking a medication with a drowsiness warning label.

- ✓ Y.U.M., Rural Minnesotans, males and younger respondents were more likely to have driven within two hours of taking a drug with a warning label for drowsiness.



Q27. There are some prescription drugs that have a warning label that says, "*May cause drowsiness. Taken alone or with alcohol may lessen your ability to operate a motor vehicle or heavy machinery or perform hazardous tasks.*" In the past six months, have you driven within 2 hours of taking a prescription medication with such a warning?
 ↑ Represents a response that is significantly higher than the response by the counter group.

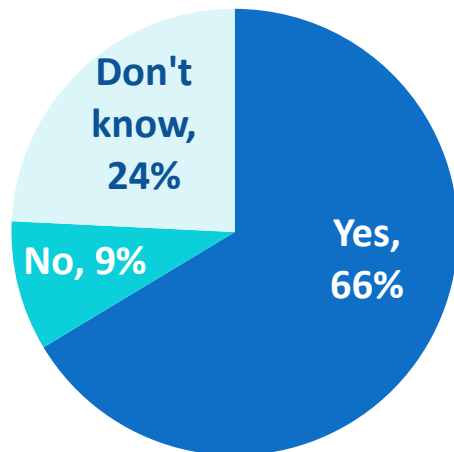



Awareness of DWI Arrest Possibility from Taking Medications or Drugs

Two-thirds of Minnesotans stated that you could be arrested for DWI after taking medications or drugs.


- ✓ This finding was up from prior year data; in 2020, 64% of respondents were aware.

Males were more likely to state you can be arrested for DWI for taking medications or drugs.



	% Aware
Male	73% 
Female	58%

Q28. To the best of your knowledge, can drivers who are impaired by medications or drugs be arrested for DWI? (Base = Total Respondents, 1081)

 Represents a response that is significantly higher than the response by the counter group.

Additional Findings

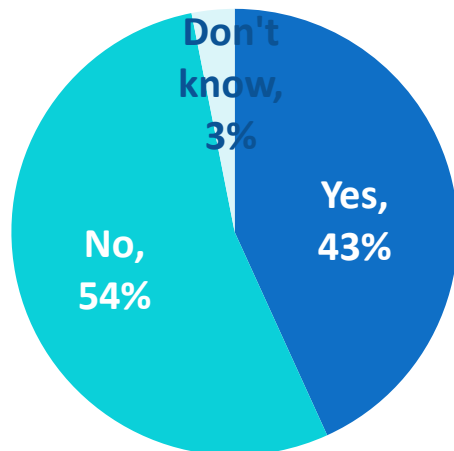


Present as a Passenger in a Vehicle with a Distracted, Impaired, Law-Breaking Driver

Less than one-half (43%) of respondents were a passenger in a vehicle in the past 6 months with a driver who was distracted, impaired or behaving illegally.

- ✓ This finding was up from prior year data; in 2020, 26% of respondents participated as a passenger with an unsafe driver.

Young, rural and Y.U.M. Minnesotans were statistically more likely to state they were a passenger in a car with an unsafe driver.



	% Aware
Urban	35%
Rural	46% ↑
Y.U.M.	58% ↑
All others (non Y.U.M.)	41%
Under 35	59% ↑
35+	35%

Q23. In the past 6 months, have you ever been a passenger in a vehicle with a driver who was doing any of the behaviors discussed in this survey (such as distracted driving, speeding, impaired, or not wearing their seat belt)? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

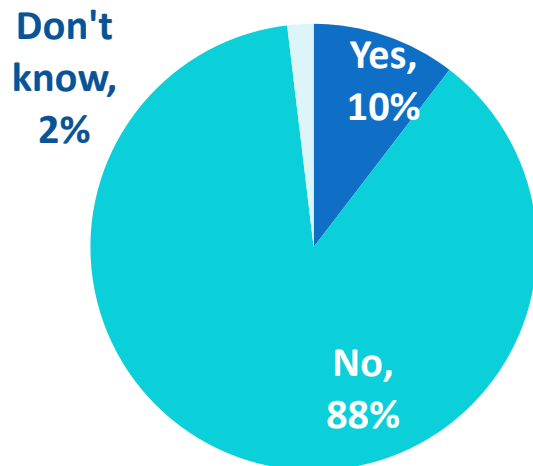


Participated in Drowsy Driving

One in ten Minnesotans stated they have nodded off or fallen asleep while driving in the past six months.

- ✓ This finding was up from prior year data; in 2020, 5% of respondents drove while drowsy.

Young, rural and Y.U.M. Minnesotans were statistically more likely to state they nodded off or fell asleep while driving.



	% Aware
Urban	7%
Rural	11% ↑
Y.U.M.	19% ↑
All others (non Y.U.M.)	9%
Under 35	17% ↑
35+	7%

Q29. In the past 6 months, have you ever nodded off or fallen asleep while driving? (Base = Total Respondents, 1081)

↑ Represents a response that is significantly higher than the response by the counter group.

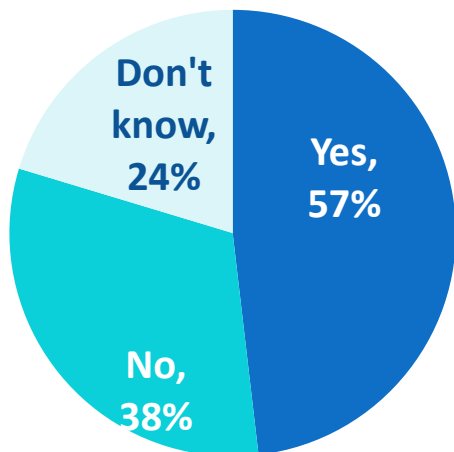



Awareness of Motorcycle Safety Messaging

Just over one-half of respondents stated they have seen or heard something about driver awareness of motorcyclists and motorcycle rider safety.


- ✓ This finding was down from prior year data; in 2020, 61% of respondents were aware.

Rural Minnesotans were more likely to state they were aware of motorcycling safety messaging.



	% Aware
Urban	50%
Rural	60% 

Q30. In the past 6 months, have you seen or heard anything encouraging driver awareness of watching out for motorcyclists or motorcycle rider safety? (Base = Total Respondents, 1081)

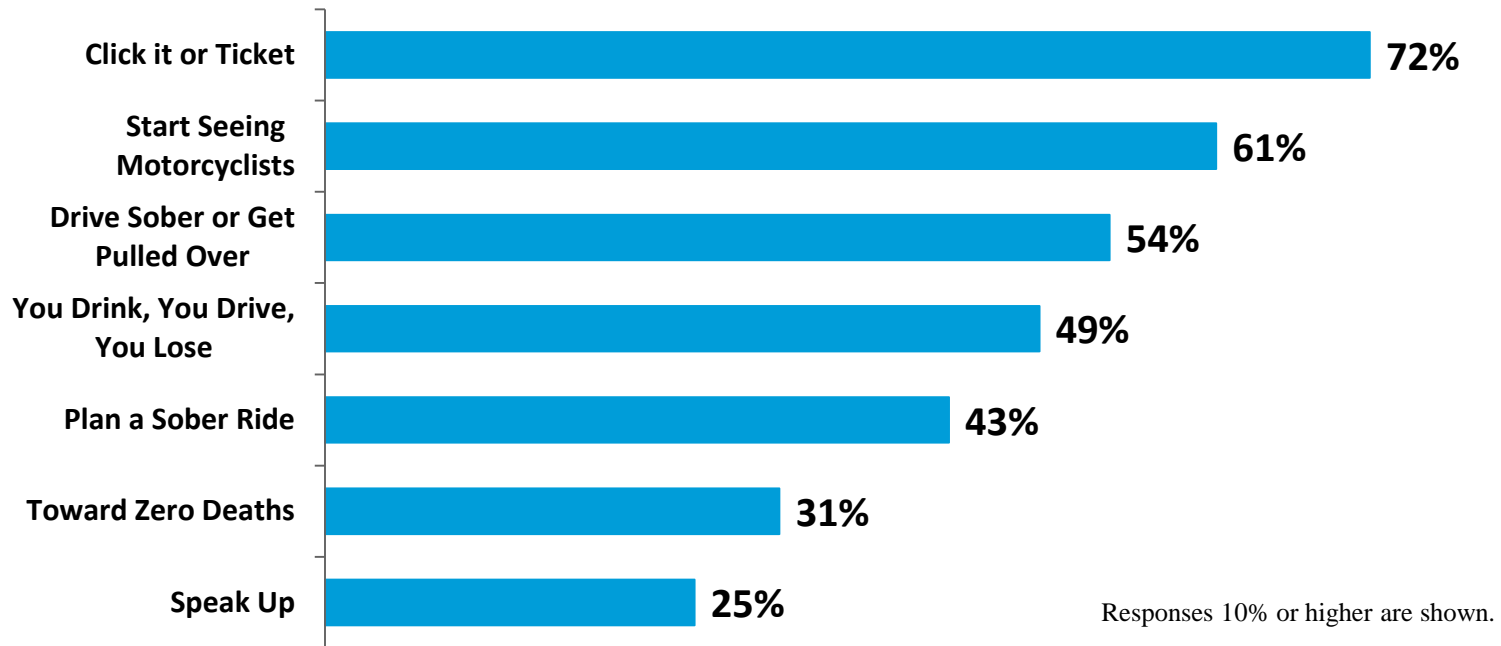
 Represents a response that is significantly higher than the response by the counter group.



Awareness of Slogans

Awareness is highest for the *Click It or Ticket* slogan.

- ✓ Younger respondents mention social media significantly more (44%) than older respondents (32%).



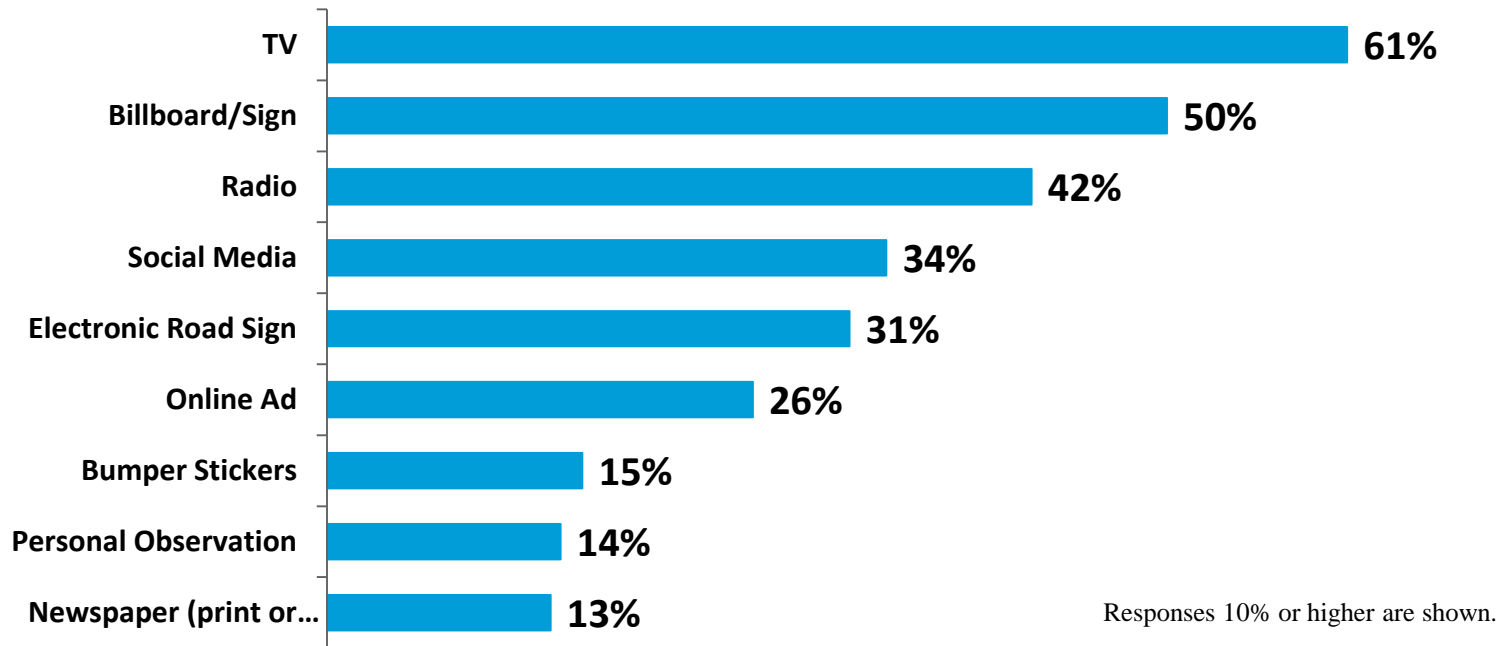
Q31. In the past 6 months, do you recall hearing or seeing the following slogans? (Base = Total Respondents, 1081)



Source of Information on Cell Phone Accessing Internet While Driving

For the 89% of respondents who have heard at least one of the slogans most heard about it on TV.

- ✓ Younger respondents mention social media significantly more (44%) than older respondents (27%).



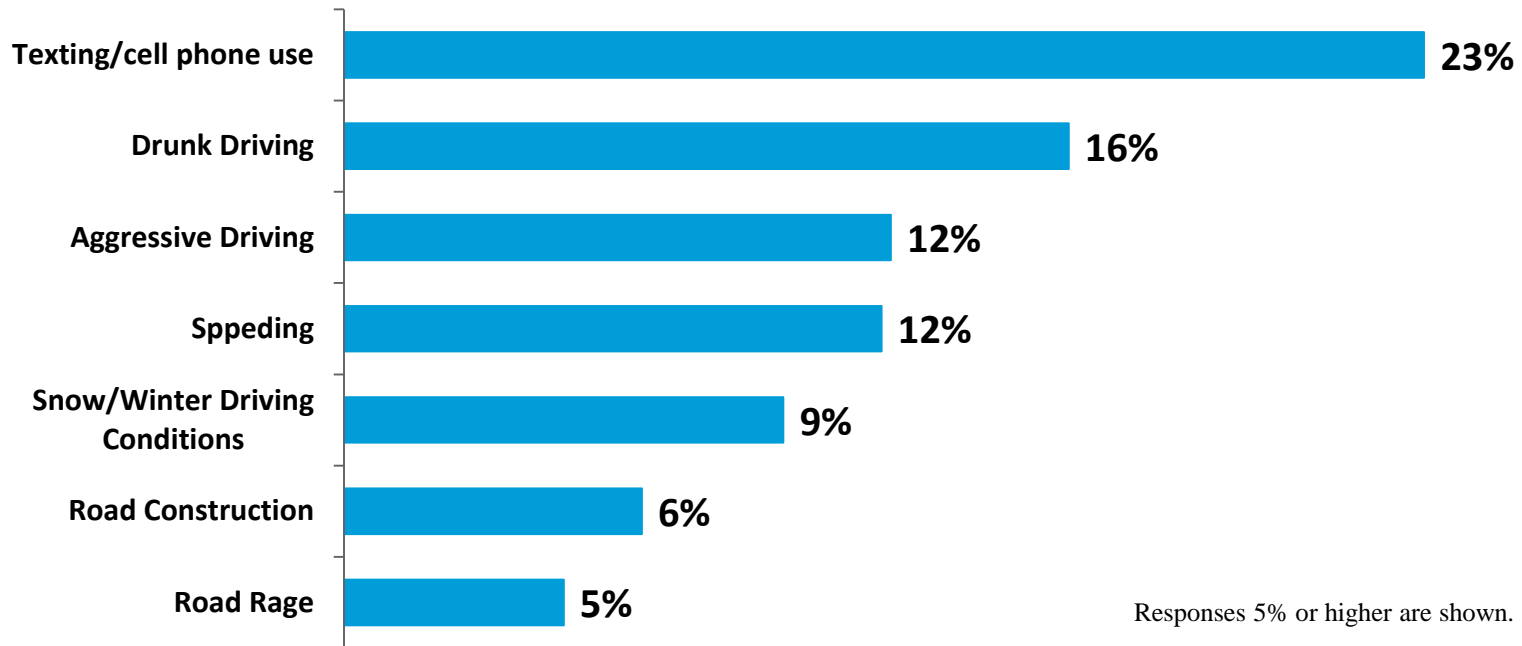
Q32. Where have you read, seen, or heard these slogans? (ALLOW MULTIPLE ANSWERS) (Base = Aware of any slogan, 963)



Biggest Issue on Minnesota's Roads

One-quarter of Minnesotans cited cell phone use as the biggest issue on Minnesota's roads.

- ✓ Urban residents(16%) are more likely to mention aggressive driving than rural residents (10%).
- ✓ Rural residents (17%) are more likely to mention drunk driving than urban residents (11%).



Q33. What do you think is the biggest issue on Minnesota roads? (Base = Total Respondents, 1081)