


Minnesota Drivers' Attitude and Behavior Traffic Safety Survey

Report

Prepared for: Minnesota Department of Public Safety

September 2nd, 2022



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Methodology



Methodology

Background

The Minnesota Office of Traffic Safety (OTS)- an arm AK(1) Department of Public Safety (DPS)- worked with Market Decisions Research (MDR) to develop this survey. It was deployed via online panel sample, with the goal of assessing Minnesota drivers' attitudes towards safety behaviors, awareness of traffic safety messages, and changes in behavior with particular emphasis on important demographics and geographic populations.

Sample

An online panel sample was used for survey completion. Online panels are cost-effective and reliable, focusing on pre-screened, eligible respondents. MDR's sampling partner, Voxco Audience, was used to set quotas for OTS' desired populations:

- Minnesota statewide population
- Young, never married males between the ages of 18 and 35
- Urban and rural figured representative of the Twin Cities metropolitan areas
- Gender (male v female)
- Age cohorts as defined by 35 and older, or under the age of 35

These quotas resulted in a sample sufficient to provide data on these populations.

Survey

Minnesota OTS has implemented this survey for multiple years. For the 2022 deployment of this survey, MDR and OTS reviewed, made slight modifications, and added calibration questions with the goal of making the survey timely, user friendly, and relevant. Questions on the survey focused on driving habits and behaviors, enforcement of traffic safety protocols, and messaging modalities. Demographic questions were also included in this survey.

The survey was programmed, tested, and implemented in Voxco, allowing for completion on computers, tablets, and mobile devices.

Data Collection

Data collection began 8/19/2022 and concluded 8/22/2022. MDR analytical staff reviewed the data for consistency and correct function of the survey instrument, as well as for demographic representation.

Limitations

Given the use of an online panel, this project relied on a non-probabilistic sample translated to limited representativeness. However, MDR's use of iterative raking to weight the sample addresses this limitation but adjusting results to true populations weights.

Slide 4

AK(1

Please call us a division of DPS.

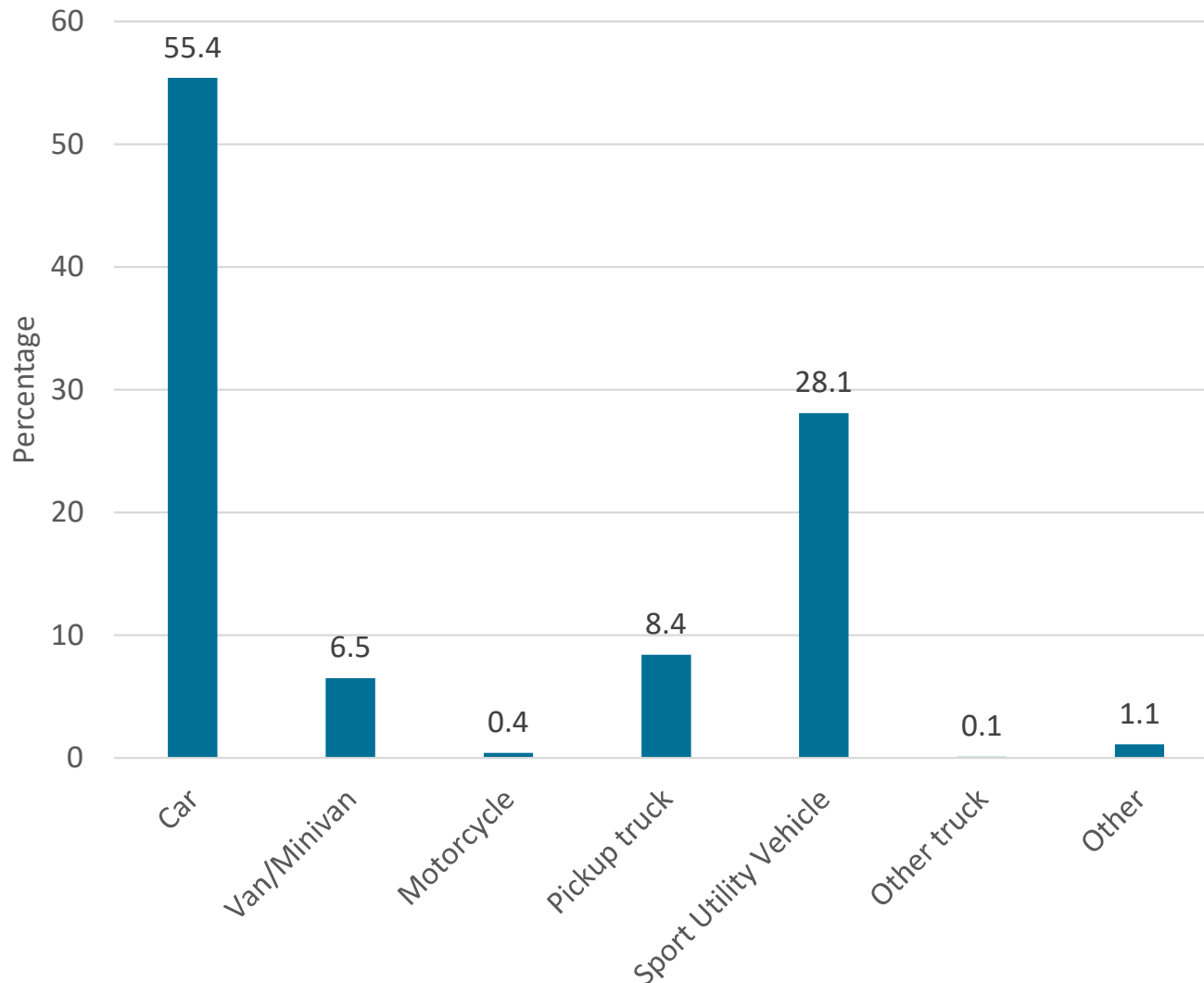
Aldridge, Karen (DPS), 9/7/2022



Detailed Findings

Detailed Findings

Q1. Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?



Summary

Over half (55.4%) of responding Minnesota drivers drive a car, followed by 28.1% who drive a sport utility vehicle (SUV). Less popular to drive are vans, motorcycles, pickup trucks, other types of trucks, and other vehicles.

Bottom Line

Most Minnesota drivers responding to this survey drive a car most of the time.

Detailed Findings

Q2. In the past 6 months, have you read, seen, or heard anything about seat belt enforcement by police?

Yes	No	I don't know
49.3%	46.6%	4.1%

Q3. Where did you read, see, or hear that message?

Location of Message	%
TV	50.5
Billboard/sign	39.8
Radio	31.6
Electric road sign AK(4	30.6
Social Media	23.5
Online Ad	15.7
Personal observation	11.9
Newspaper	10.3
Bumper sticker	6.7
Gas station	4.5
Other	1.0
I don't know	0.1



Police officers, family and friends

Summary

About half of respondents (49.3%) are aware of seatbelt enforcement, leaving 46.6% of respondents unaware of this messaging and 4.1% of respondents not sure if they've seen this messaging before. Of those that were aware of this message, the majority saw the messaging on TV (50.5%).

Bottom Line

There is room for improvement with spreading the messaging around seatbelt enforcement to Minnesota drivers as less than half are aware of this messaging. TV has been the most effective mode of spreading information on seatbelt enforcement.

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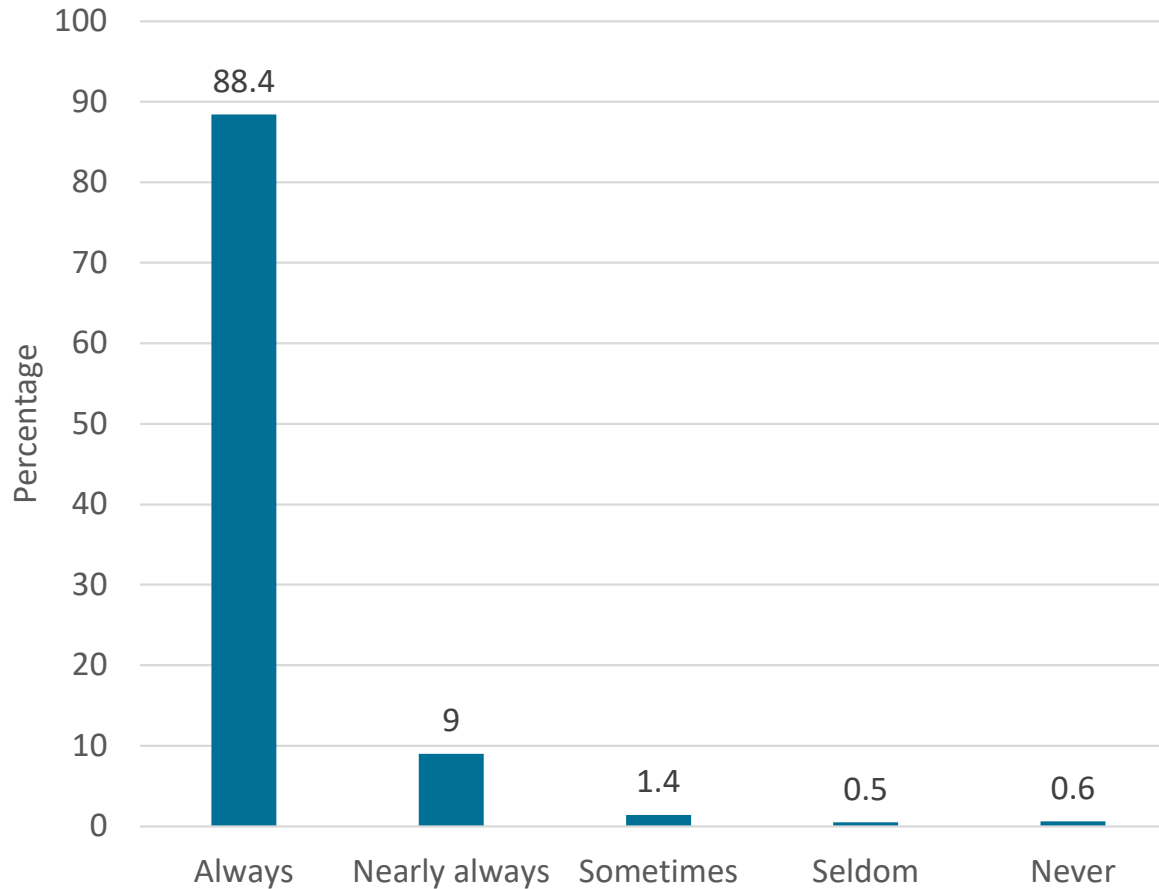
AK(4

"Electronic road sign" should be used for these types of questions.

Aldridge, Karen (DPS), 9/7/2022

Detailed Findings

Q4. How often do you use seat belts when you drive or ride in an automobile?



Summary

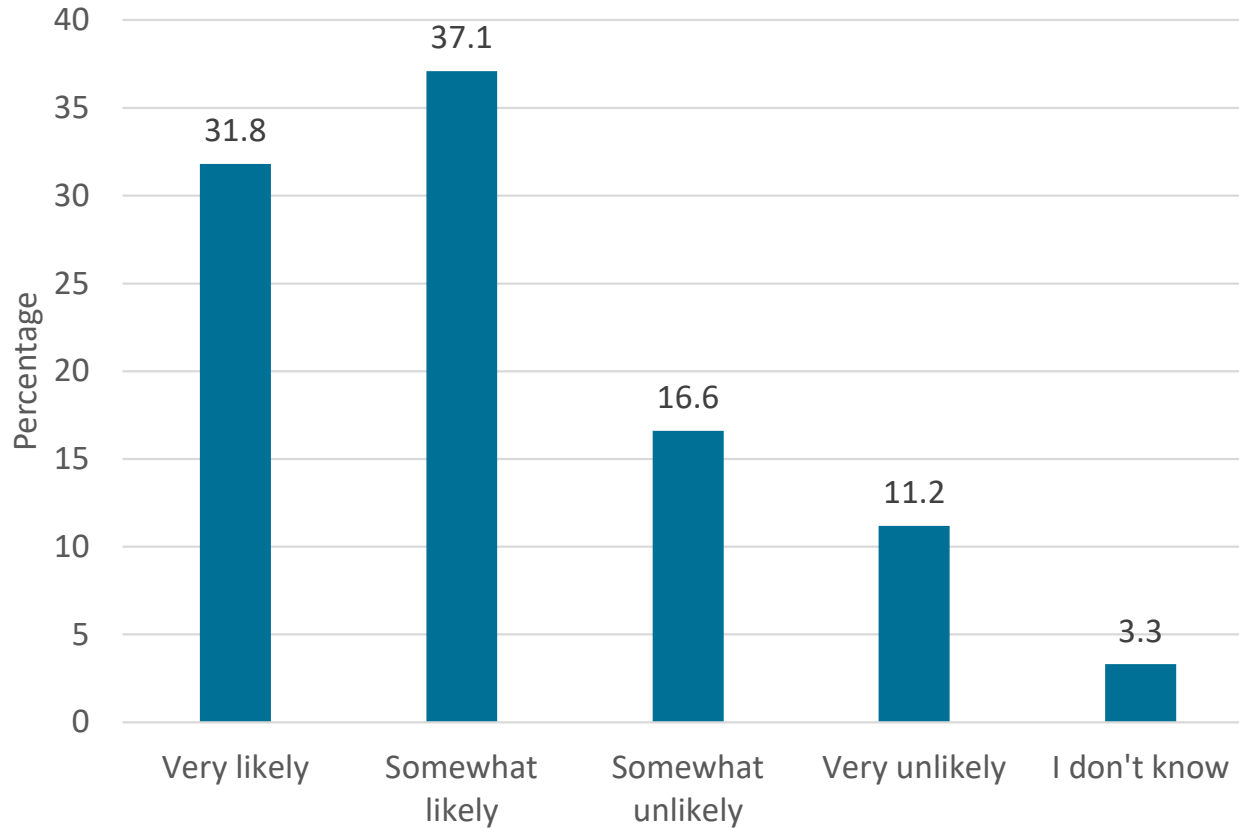
Over 88% of respondents indicate that they always use a seatbelt when driving or as a passenger. Much smaller percentages – fewer than 1% - report seldom or never using a seatbelt.

Bottom Line

Respondents understand the importance of wearing a seatbelt while in a moving vehicle.

Detailed Findings

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



Summary

A third (31.8%) of respondents feel that they are very likely and 37.1% of respondents feel they are somewhat likely to get a ticket if they are unbuckled. About 3% of respondents are unaware of whether being unbuckled while driving a car is something that warrants a ticket.

Bottom Line

There are mixed responses regarding the likelihood of getting a ticket for not wearing a seatbelt. Clearer messaging around whether this is an offense worthy of a ticket may help clarify this for Minnesota drivers.

Detailed Findings

Q6. In the past 6 months, have you read, seen or heard anything about speed enforcement by police?

Yes	No	I don't know
66.2%	30.2%	3.6%

Q7. Where did you read, see, or hear that message?

Location of Message	%
TV	48.7
Electric road sign	38.5
Billboard/sign	31.8
Radio	29.1
Personal observation	22.8
Social Media	22.3
Online Ad	14.3
Newspaper	12.6
Bumper sticker	2.1
Gas station	2.0
Other	1.5
I don't know	0.3

Word of mouth, speed limit and construction signs, Google maps

Summary

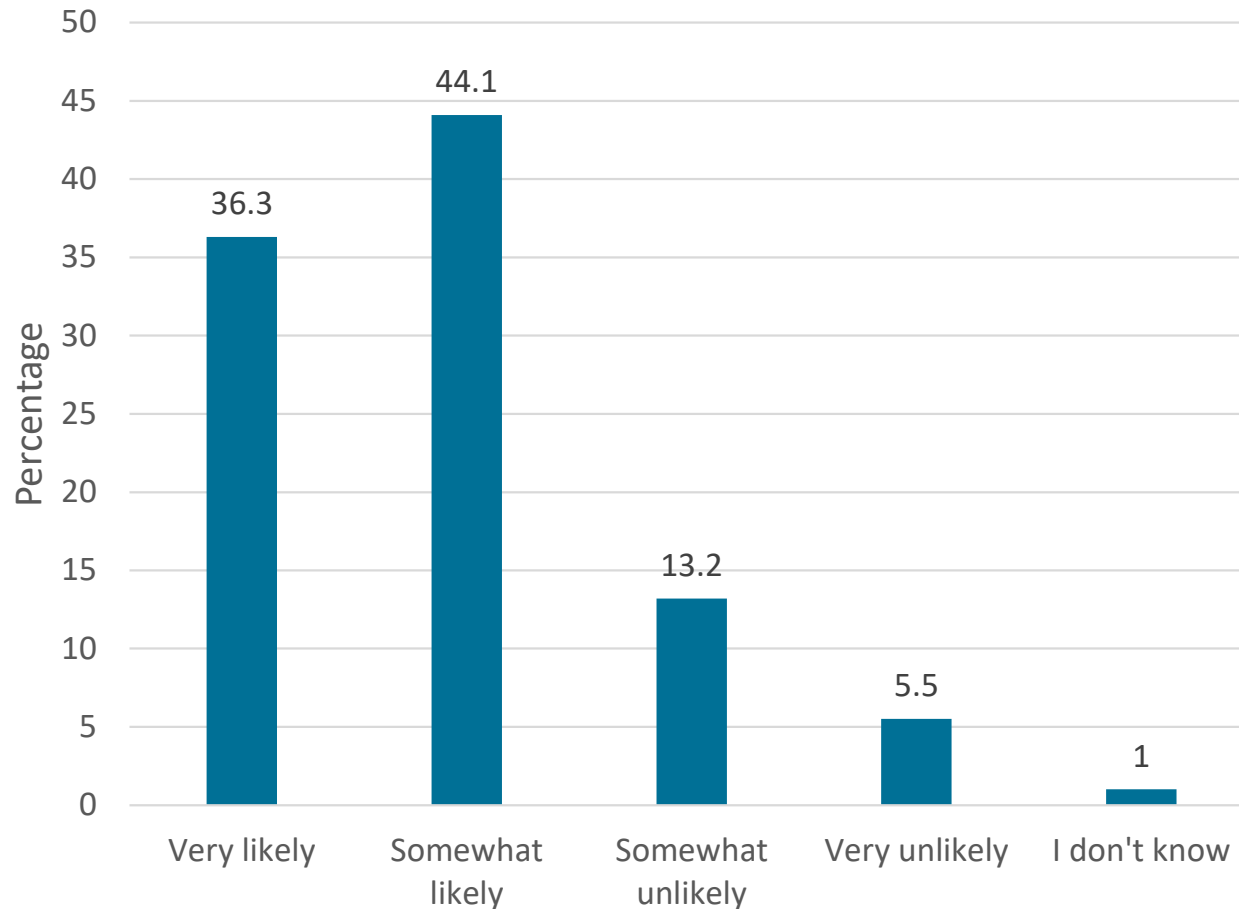
About two-thirds (66.2%) of respondents have come across speed enforcement messaging, whereas 30.2% have not. TV (48.7%) and electronic road signs (38.5%), have had the most reach spreading speed enforcement messaging.

Bottom Line

Most respondents are aware of speed enforcement messaging. The ways that respondents have come across this messaging is varied from TV and electronic road signs, to radios and social media.

Detailed Findings

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



Summary

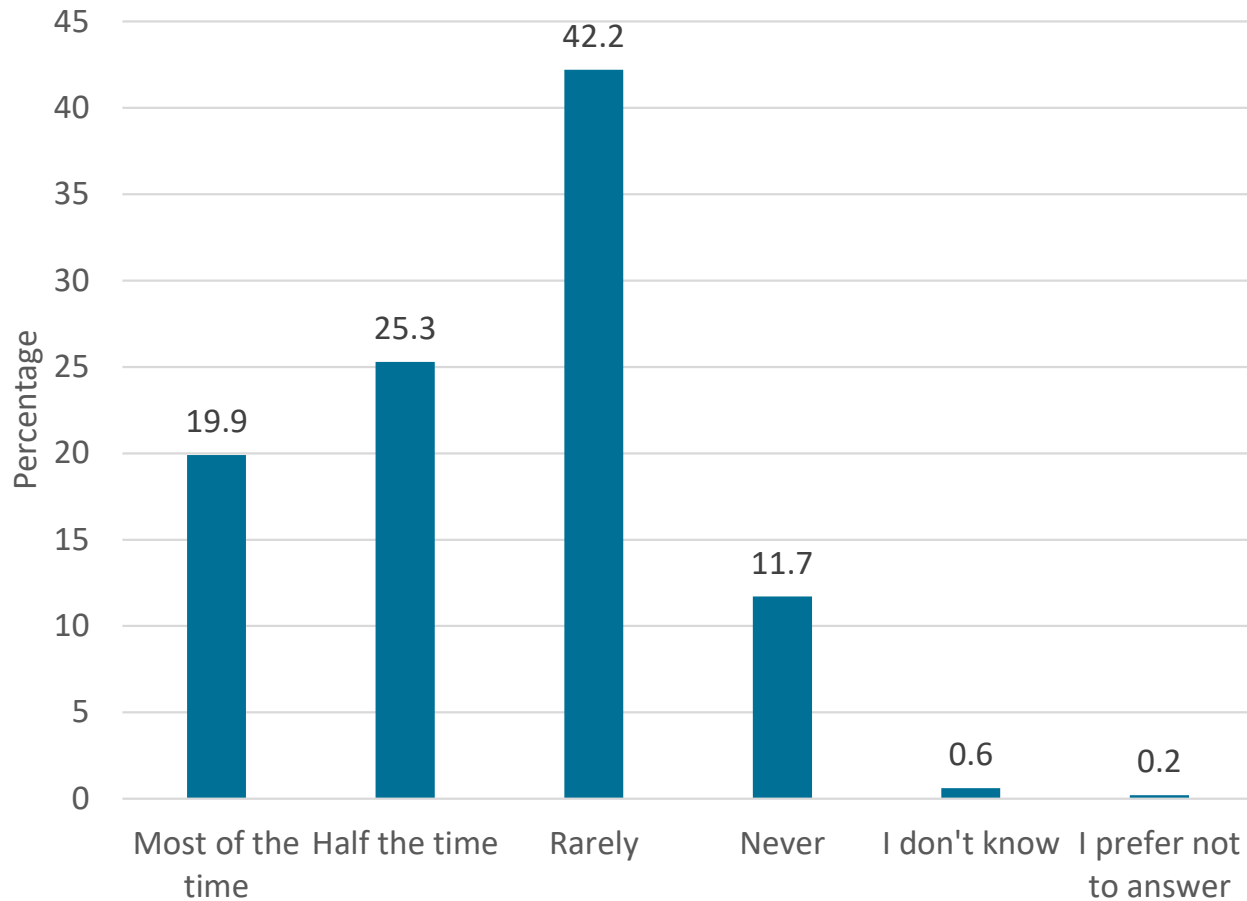
Many respondents indicate that they would be very likely or somewhat likely (80.4%) to receive a ticket for driving over the speed limit. Conversely, 5.5% of respondents indicated that they would be very unlikely to get a ticket if they drove over the speed limit.

Bottom Line

Most respondents indicate that driving over the speed limit could result in a ticket.

Detailed Findings

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

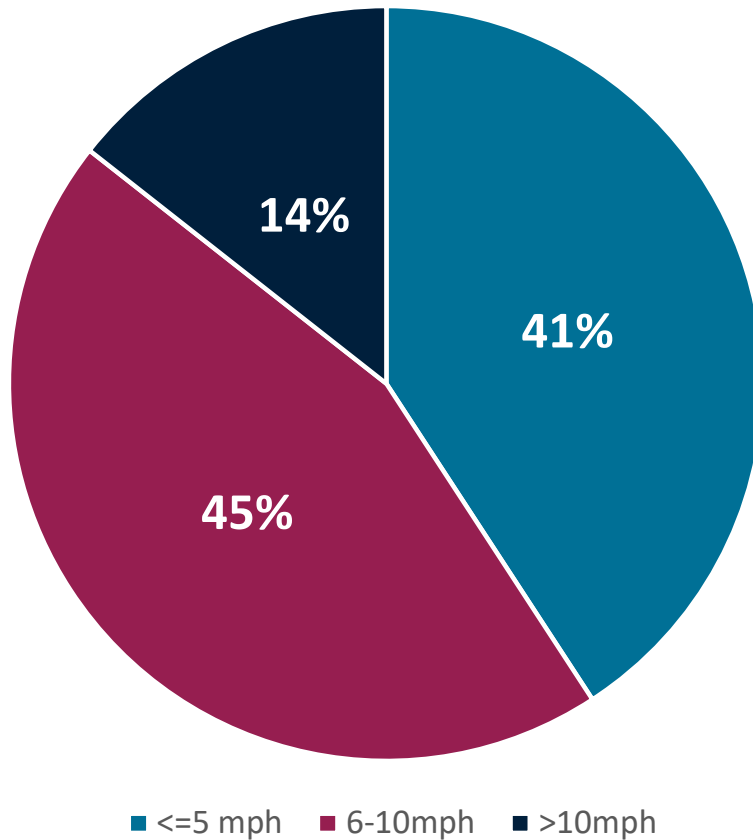


Summary

Almost one-fifth of respondents (19.9%) almost always drive faster than 5mph over a 55mph speed limit. Another 25.3% engage in this behavior half the time. Most respondents (53.9%) say they engage in this sort of risky behavior rarely or never.

Detailed Findings

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?



Summary

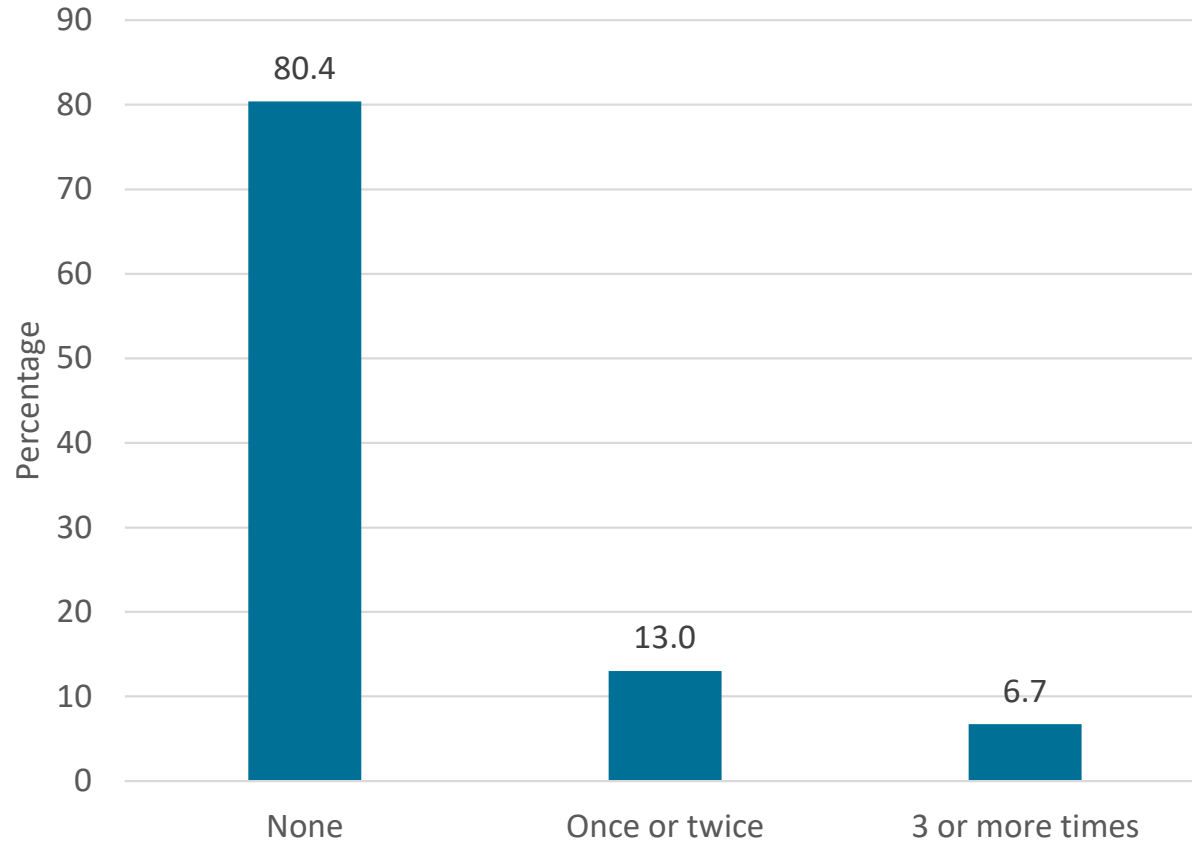
41% of respondents state that they may get pulled over for speeding while going 5mph or less over the speed limit, while 14% indicate they would need to be going 10mph or more over the speed limit to get pulled over.

Bottom Line

There is a small population in Minnesota who believe that they need to be going significantly faster than the posted speed limit before there are likely to be consequences. High risk drivers are most likely to believe this (20% saying 10mph or more).

Detailed Findings

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?



Summary

Most respondents (80.4%) state that in the last 30 days they have never driven a vehicle within two hours after drinking. A much smaller percentage (13%) state they have done this once or twice, and 6.7% indicate they have done this 3 or more times.

Bottom Line

While most respondents state they never drive after having one or more drinks, some still engage in this behavior. Female drivers are significantly more likely to report never engaging in this behavior (87.4%).

Detailed Findings

Q12. In the past 6 months, have you read, seen, or heard anything about police enforcement of drunk driving?

Yes	No	I don't know
67.0%	28.0%	5.0%

Q13. Where did you read, see, or hear that message?

Location of Message	%
TV	61.4
Billboard/sign	38.3
Radio	35.9
Electric road sign	35.7
Social Media	27.9
Online Ad	20.7
Newspaper	13.1
Personal observation	13.0
Bumper sticker	5.0
Gas station	3.8
Other	1.0
I don't know	0.1

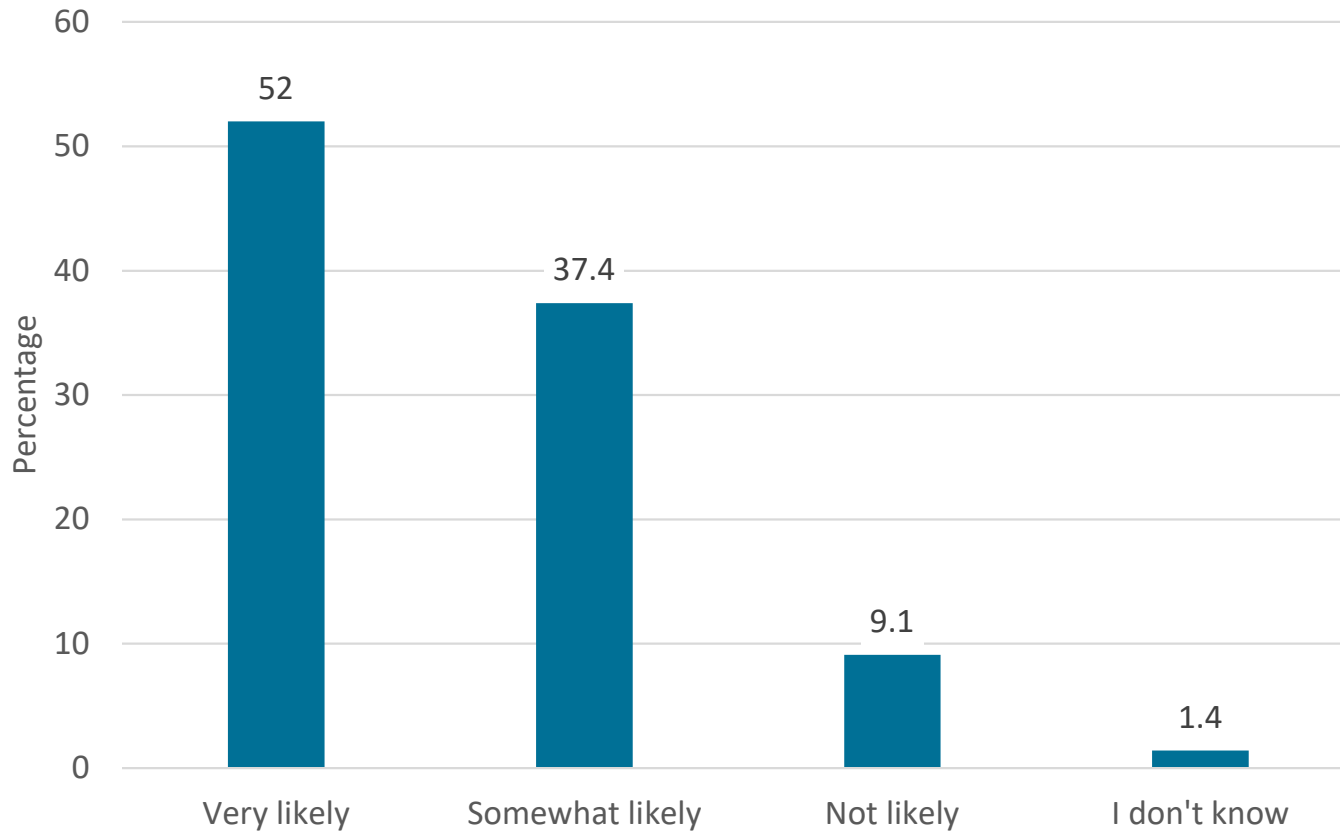
Friends/family,
knowing
someone who
had DWI

Summary

Two-thirds (67%) of respondents have recently been made aware of drunk driving enforcement, whereas 28% have not. The remaining 5% don't know if they've seen this messaging in the last 6 months. Of those recently made aware, 61.4% have seen this messaging on TV. Billboard (38.3%), radio (35.9%), and electric road signs (35.7%) have also been effective in displaying this message.

Detailed Findings

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



Summary

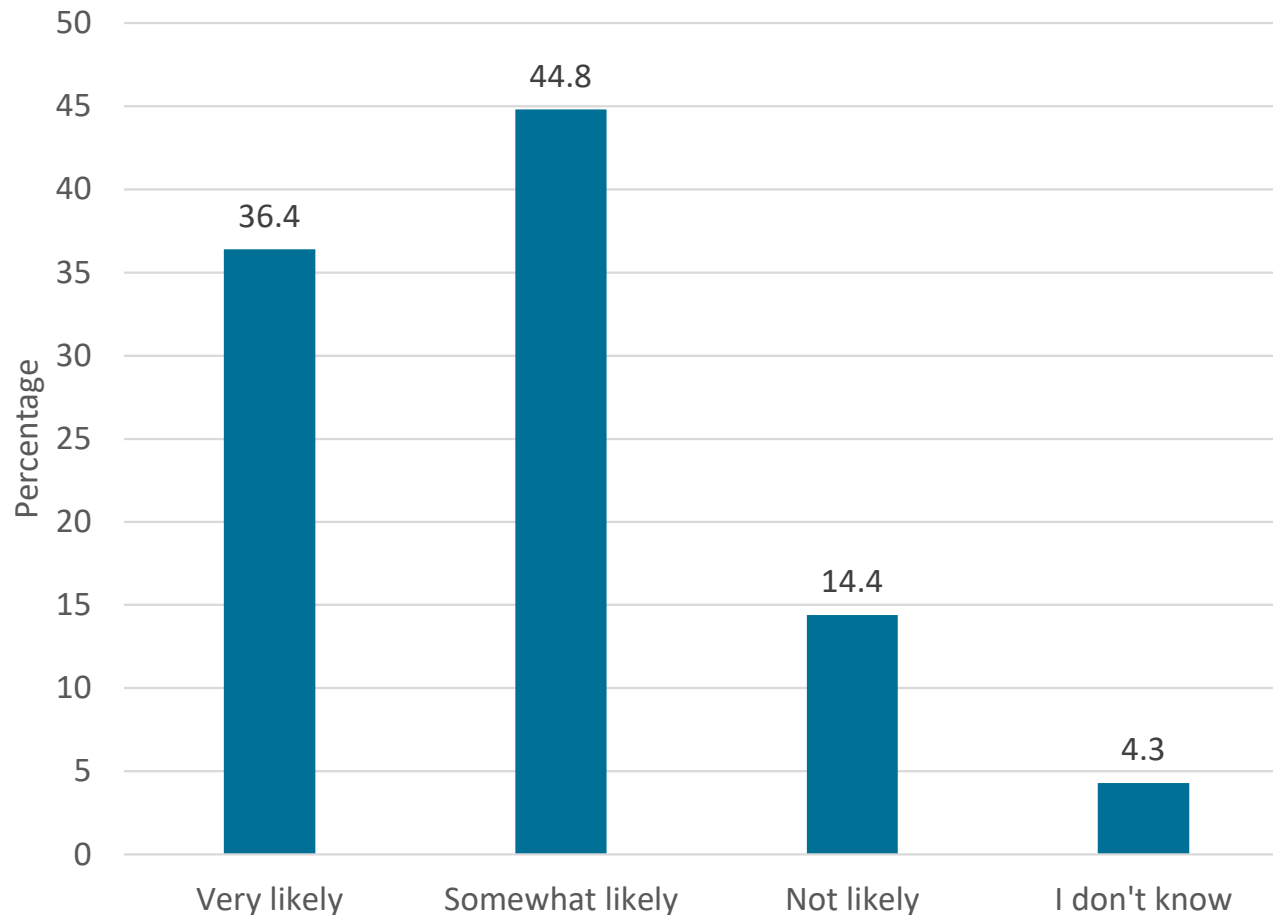
Over half (52%) of respondents feel that they are very likely to get arrested after drinking, followed by 37.4% who feel that they are somewhat likely to get arrested. 9.1% feel they are not likely to get arrested after drinking, while 1.4% of respondents are unsure.

Bottom Line

Many respondents understand they are likely to get arrested if they have been drinking. Only a third (33%) of drivers over 65 years old feel it's very likely someone will get arrested if they drive after drinking.

Detailed Findings

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?



Summary

36.4% and 44.8% of respondents felt that they were very likely or somewhat likely, respectively, to get pulled over if they suspected their BAC was close to the legal limit.

Bottom Line

Increased messaging about the dangers and consequences of drunk driving need to focus on the individuals that feel they are unlikely to get pulled over with a close to- or at legal BAC limit. Older respondents were significantly less likely to feel it was very likely they would be stopped by police (25%).

Detailed Findings

Q16. Do you know what the Minnesota Ignition Interlock law is?

Yes	No	I don't know
46.9%	45.6%	7.5%

Minnesota Ignition Interlock Law in Brief

Program required for all MN DWI offenders with BAC at 0.16 or higher, or who have prior DWI offenses on record.

An ignition interlock is a device that is placed in your car and acts as a breathalyzer. For the car to start, a driver must blow into the tube and the device must detect no alcohol. A rolling test is required every 15 minutes the car is on, where the driver must blow into the tube to ensure alcohol is not being consumed.

Summary

About half of respondents are aware (46.9%) of the Minnesota Ignition Interlock law and about half (53.1%) report either being unaware or not being certain if they know what the Ignition Interlock law is.

Bottom Line

Given half of respondents that are unaware of the Minnesota Ignition Interlock law, it is important to increase awareness of this law and educate individuals of the visible, personal consequences of drunk driving.

Slide 18

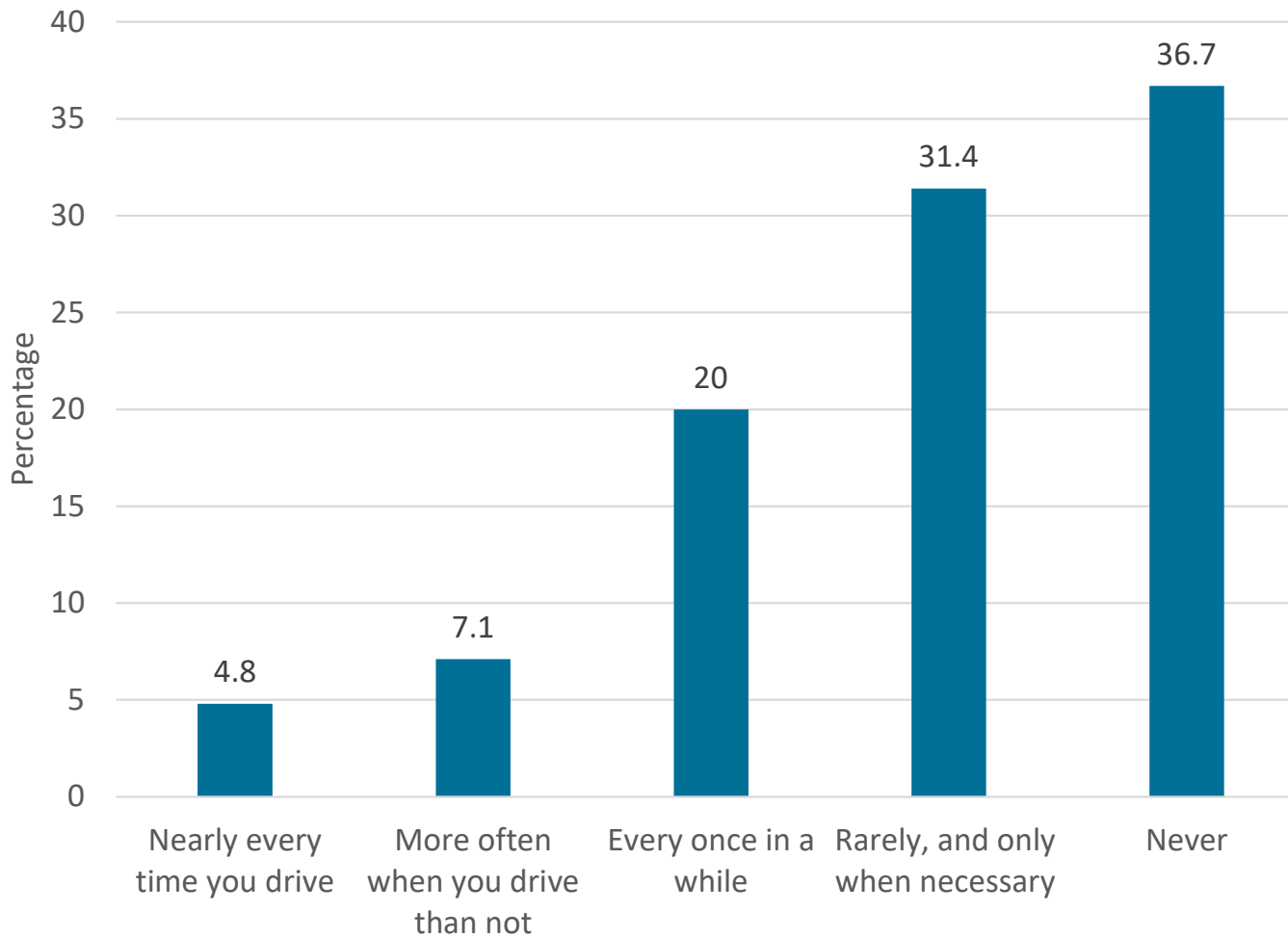
AK(2

must blow into the tube

Aldridge, Karen (DPS), 9/7/2022

Detailed Findings

Q17. In the past 6 months, how frequently while driving have you texted, emailed, or utilized your cell phone for purposes other than talking while driving?



Summary

Less than 12% of respondents state they use their phone for non-hands-free use while driving nearly every time (4.8%) or often (7.1%). 20% engage in this behavior once in a while, 68.1% report rarely or never engaging in this behavior.

Bottom Line

High-risk drivers are significantly more likely (15.3%) to report engaging in this behavior nearly every time they drive.

Detailed Findings

Q18. To the best of your knowledge, does Minnesota have a law that says it is illegal for a driver to text, e-mail, or access the Internet while stopped at a stoplight or stop sign?

Yes	No	I don't know
78.2%	4.8%	17.0%

Minnesota Hands-Free Law in Brief

Minnesota's Hands-Free law went into effect August 1, 2019.

“The new law allows a driver to use their cell phone to make calls, text, listen to music or podcasts and get directions, but only by voice commands or single-touch activation without holding the phone.”¹

The law outlines that you cannot hold your phone for any reason (gaming, video calling, texting, etc.) other than to obtain emergency assistance AK(5)

Summary

Over three-quarters (78.2%) of respondents report awareness of Minnesota's Hands-Free law. 4.8% of respondents don't think that Minnesota has this type of law and 17% of respondents are unsure.

Bottom Line

While many respondents are aware of Minnesota's Hands-Free law, there is still unawareness of such a law exists. Increasing awareness and messaging around this law may be effective in decreasing the number of drivers engaging in non-hands-free cell phone use.

AK(5

Period at the end.

Aldridge, Karen (DPS), 9/7/2022

Detailed Findings

Q19. In the past 6 months, have you read, seen, or heard anything about specifically about texting, emailing, or accessing the Internet while driving?

Yes	No	I don't know
50.2%	43.1%	6.7%

Q20. Where did you read, see, or hear that message?

Location of Message	%
TV	55.0
Billboard/sign	42.8
Radio	35.0
Electric road sign	29.6
Social Media	26.2
Online Ad	23.2
Personal observation	14.4
Newspaper	12.3
Bumper sticker	6.0
Gas station	2.8
Other	1.1
I don't know	0.9

Personally getting pulled over/tickets, word of mouth, witnessing accidents due to phone usage

Summary

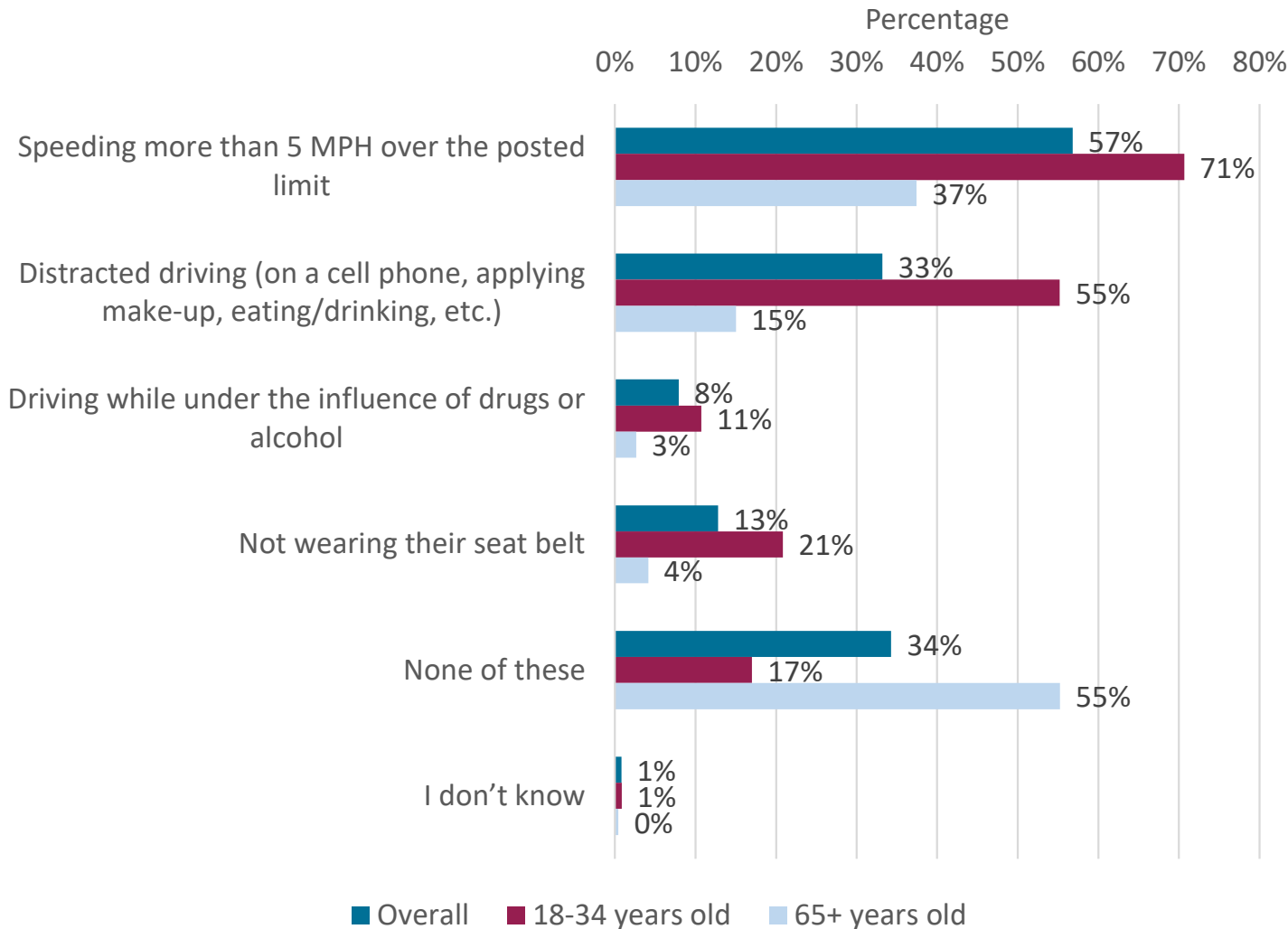
Messaging about non-hands-free cell phone use has been seen, heard, or read by 50.2% of respondents. Conversely, 43.1% have not been made aware of such messaging, and 6.7% don't know if they've been exposed to this messaging. TV has been responsible for 55% of respondent awareness.

Bottom Line

About half of respondents have been made aware of texting, emailing, or Internet usage while driving. High risk drivers tended to be more likely to report awareness of these laws (64.1%) but this difference was not significant.

Detailed Findings

Q21. In the past 6 months, have you ever been a passenger in a vehicle with a driver who was...



Summary

Respondents report being in a passenger in a vehicle with a driver who is speeding (56.8%), distracted (33.2%), unbuckled (12.8%), or intoxicated/impaired (7.9%). About a third (34.3%) of respondents have not been a passenger in this situation. AK(

Bottom Line

Respondents are more likely to admit to being a passenger in a car where a dangerous behavior is occurring rather than engaging in that behavior themselves while driving. This is likely due to reduced sense of scrutiny if they are not the one driving the car; individuals may be less likely to admit they are engaging in an illegal behavior as opposed to just being in the presence of it.

AK(3

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Aldridge, Karen (DPS), 9/7/2022

Detailed Findings

Q24. In the past 6 months, have you driven a motor vehicle within 2 hours after taking illegal drugs of any kind?

Yes	No	I don't know
4.7%	94.0%	1.3%

Summary

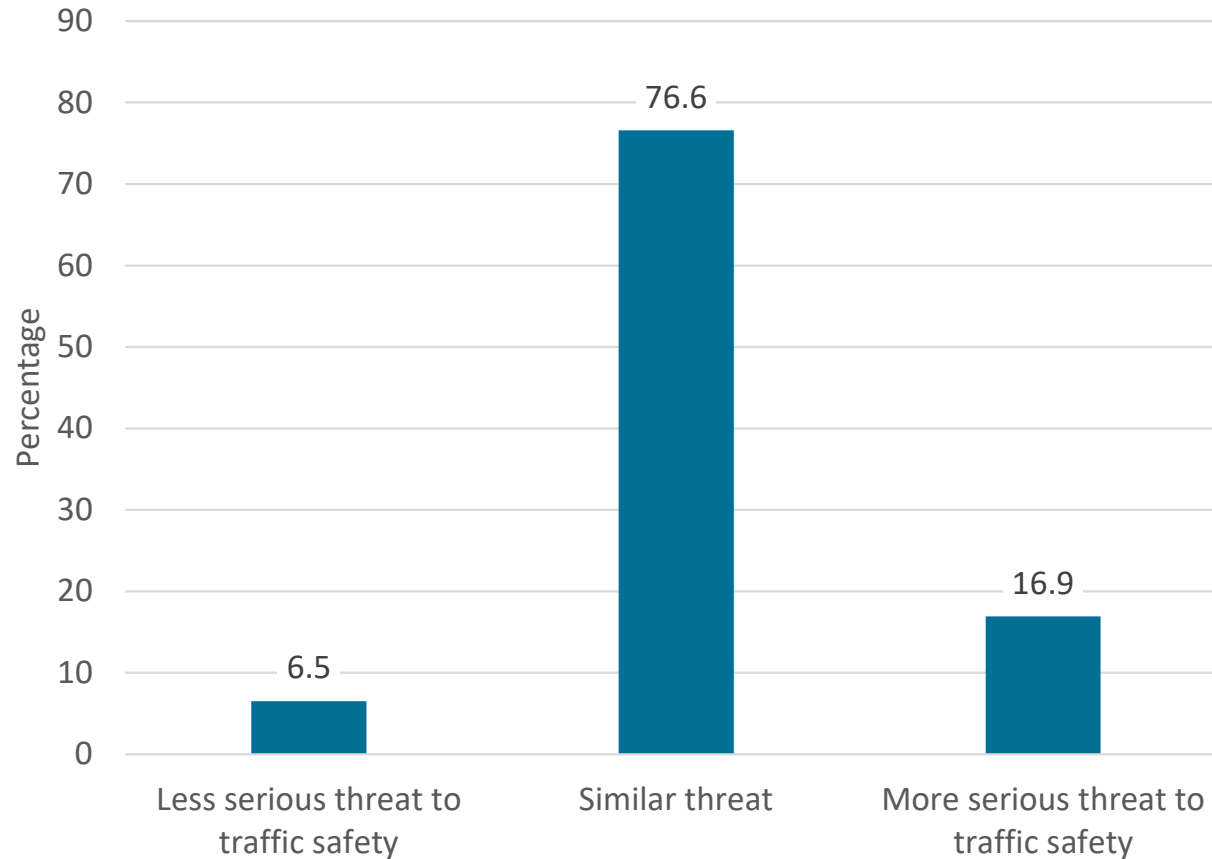
Most (94%) respondents state they have not taken illegal drugs before driving. Conversely, 4.7% of respondents have admitted to this and 1.3% are unsure.

Bottom Line

While a small number of individuals drive after taking illegal drugs, it is important to increase messaging to these individuals to educate them on the dangers of impaired driving. High risk drivers are more likely to report this behavior (8.7%) but this difference is not significant.

Detailed Findings

Q23. Compared to drunk driving, would you say drugged driving is a...



Summary

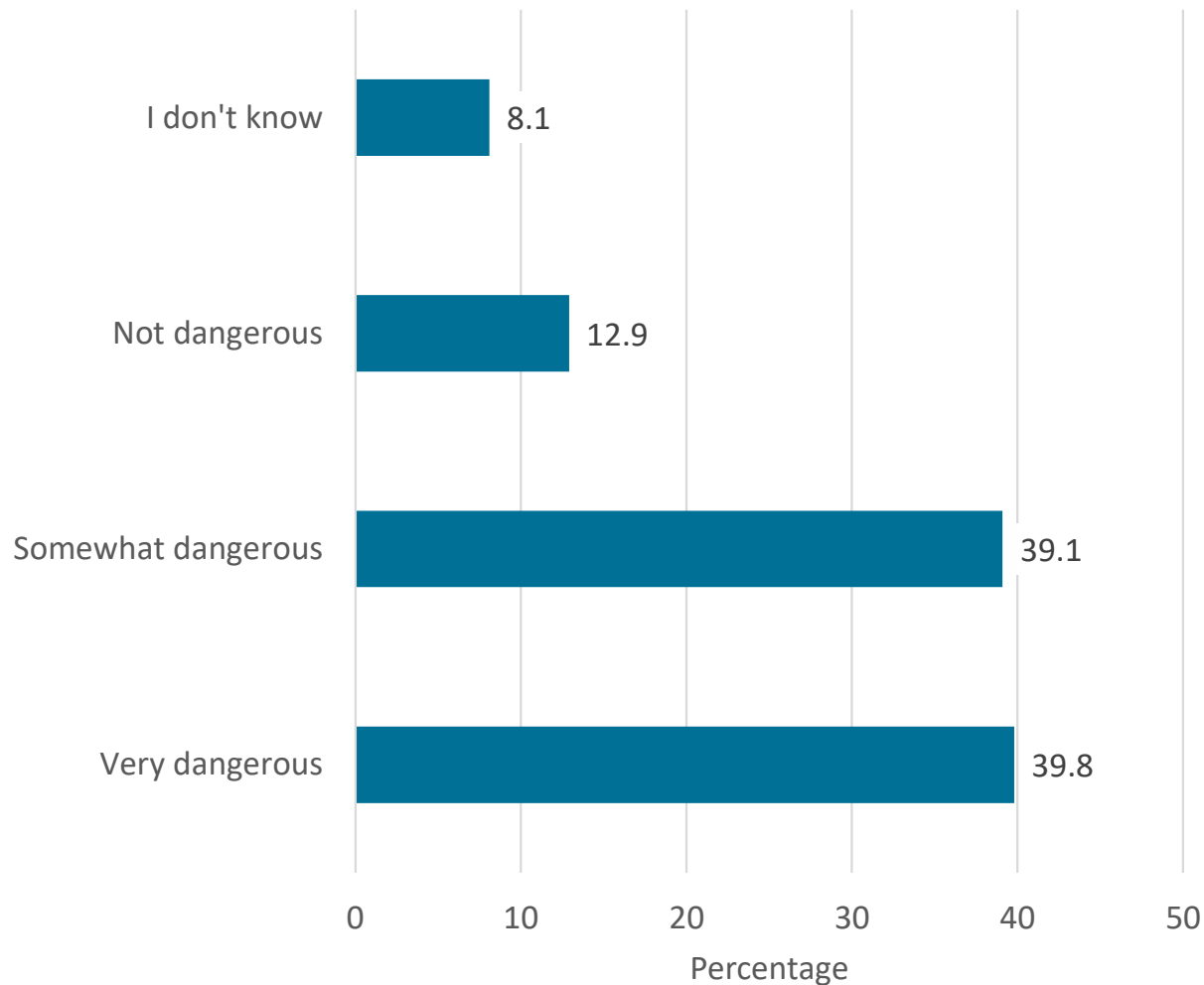
Most respondents (76.6%) feel that drugged driving is a similar threat to drunk driving. 16.9% feel it's a more serious threat, whereas 6.5% feel it's a less serious threat.

Bottom Line

Deviations in how dangerous drugged driving is perceived to be could be due to the type of drug respondents are thinking about when considering this question. For example, marijuana may elicit a "less serious threat" compared to alcohol, whereas methamphetamines may elicit a "more serious threat" compared to alcohol.

Detailed Findings

Q24. How dangerous do you think it is for someone to drive within 2 hours after consuming marijuana?



Summary

Nearly eight-in-ten respondents (79%) say it is very (39.8%) or somewhat (39.1%) dangerous to drive within 2 hours once ingesting marijuana.

Bottom Line

Respondents generally recognize the danger of driving after using marijuana. High risk drivers are significantly more likely to report driving within two hours of consuming marijuana is not dangerous (28.8%).

Detailed Findings

Q25. *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?

Yes	No	I don't know
10.2%	87.6%	2.2%

Summary

Most surveyed (87.6%) say they have not driven within two hours of taking a prescription that has a vehicle hazard warning label. About a tenth of respondents (10.2%) say they have operated a vehicle after consuming a medication with the warning label.

Bottom Line

Given that individuals report driving while medicated, despite medication warnings, increased messaging around the dangers of this behavior may need to increase in Minnesota. High risk drivers are significantly more likely to report having participated in this dangerous behavior (23.9%).

Detailed Findings

Q26. To the best of your knowledge, can drivers who are impaired by medications or drugs be arrested for DWI?

Yes	No	I don't know
69.0%	7.0%	24.0%

Summary

Nearly one-quarter (24%) of respondents do not know if drivers can be arrested for impaired driving due to consuming a hazardous medication, while 7% believe they cannot be arrested for a DWI in this situation. 69% say one can get arrested.

Bottom Line

Given that many respondents are unsure about DWI laws having to do with substances other than alcohol, MN OTS may want to increase messaging around what constitutes a DWI. High risk drivers are significantly more likely to believe they cannot be arrested in this situation (18.5%).

Detailed Findings

Q27. In the past 6 months, have you ever nodded off or fallen asleep while driving?

Yes	No	I don't know
6.9%	92.7%	0.4%

Summary

Most respondents (92.7%) say they have not nodded off or falling asleep while driving during the past 6 months, and 6.9% report they have nodded off or fallen asleep.

Bottom Line

Staying awake at the wheel does not seem to be a large problem for responding MN drivers.

Detailed Findings

Q28. In the past 6 months, have you seen or heard anything encouraging driver awareness of watching out for motorcyclists or motorcycle rider safety?

Yes	No	I don't know
59.4%	36.2%	4.4%

Summary

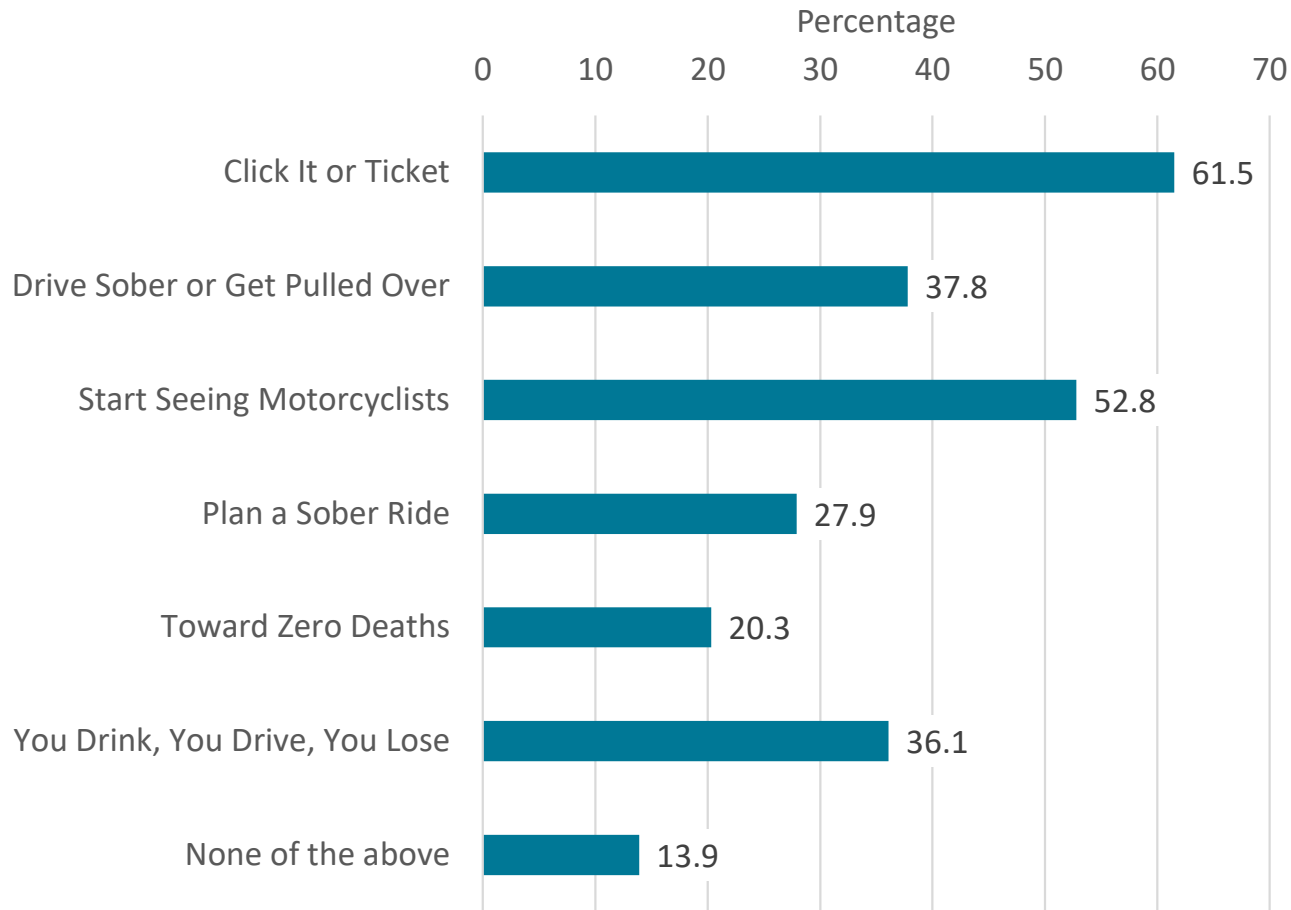
59.4% of respondents say they have been exposed to ads that promote driver caution of motorcyclists or motorcycle rider safety, and 36.2% say they have not had exposure to a motorcycle safety ad.

Bottom Line

Based on respondent answers, MN drivers could benefit from increased awareness of motorcyclists through additional messaging.

Detailed Findings

Q29A. In the past 6 months, do you recall hearing or seeing the following slogans?



Summary

Within the past 6 months, respondents recall hearing or seeing the slogan “Click it or Ticket” (61.5%) the most. Over half recognize “Start Seeing Motorcyclists” (52.8%), and 37.8% report knowing “Drive Sober or Get Pulled Over”.

Bottom Line

Many of these slogans are well known among respondents. Increased awareness of these slogans and what they mean is important for the number of respondents who hadn’t heard of any of these.

Detailed Findings

Q29B1: In the past 6 months, where do you recall hearing or seeing 'Click It or Ticket'?

Location of Message	%
TV	49.2
Billboard/sign	46.6
Electric road sign	35.0
Radio	30.4
Social Media	12.8
Online Ad	12.5
Bumper sticker	10.7
Personal observation	5.7
Newspaper	5.7
Gas station	4.2
I don't know	4.2
Other	0.5

Summary

Nearly half (49.2%) who recalled the 'Click It or Ticket' campaign say they have heard or seen the slogan on TV, 46.6% report seeing it on a billboard, and 35.0% have seen it on an electric road sign.

Detailed Findings

Q29B2: In the past 6 months, where do you recall hearing or seeing 'Drive Sober or Get Pulled Over'?

Location of Message	%
TV	53.6
Radio	36.9
Billboard/sign	32.9
Electric road sign	26.8
Social Media	17.8
Online Ad	14.4
Bumper sticker	5.3
Personal observation	5.1
Newspaper	5.0
I don't know	4.9
Gas station	3.7
Other	0.4

Summary

Among those who had seen 'Drive Sober or Get Pulled Over', 53.6% report seeing it on TV, 36.9% have heard in on the radio, and 32.9% have seen it on a billboard sign.

Detailed Findings

Q29B3: In the past 6 months, where do you recall hearing or seeing 'Start Seeing Motorcyclists'?

Location of Message	%
Bumper sticker	54.1
Billboard/sign	28.2
TV	27.6
Electric road sign	15.8
Radio	14.9
Social Media	14.1
Personal observation	7.9
Online Ad	6.2
I don't know	3.7
Newspaper	3.4
Gas station	2.1
Other	1.3

Summary

Among those who report hearing or seeing the slogan "Start Seeing Motorcyclists", over half (54.1%) have seen it on a bumper sticker, and 28.2% recall seeing it on a billboard or TV (27.6%).

Detailed Findings

Q29B4: In the past 6 months, where do you recall hearing or seeing 'Plan a Sober Ride'?

Location of Message	%
TV	41.6
Billboard/sign	35.4
Electric road sign	33.5
Radio	28.8
Social Media	20.3
Online Ad	14.7
Newspaper	5.7
Personal observation	5.6
I don't know	4.0
Bumper sticker	3.0
Gas station	2.6
Other	2.4

Summary

The most common manner of exposure to the slogan "Plan a Sober Ride" was either on TV (41.6%), a billboard (35.4%), or an electronic road sign (33.5%), among those who report recalling the campaign.

Detailed Findings

Q29B5: In the past 6 months, where do you recall hearing or seeing 'Toward Zero Deaths'?

Location of Message	%
Billboard/sign	43.7
TV	30.5
Radio	20.9
Electric road sign	20.2
Social Media	14.7
Online Ad	11.3
Bumper sticker	10.4
Newspaper	8.1
I don't know	5.2
Personal observation	4.5
Other	4.3
Gas station	2.0

Summary

Among those seeing the slogan "Toward Zero Deaths", it was most commonly on a billboard (43.7%), TV (30.5%), or on the radio (20.9%). The least common was at a gas station (2.0%).

Detailed Findings

Q29B6: In the past 6 months, where do you recall hearing or seeing 'You Drink, You Drive, You Lose'?

Location of Message	%
TV	48.0
Billboard/sign	34.6
Radio	26.5
Electric road sign	22.2
Social Media	17.9
Online Ad	17.6
Bumper sticker	6.6
I don't know	4.8
Newspaper	4.7
Gas station	3.7
Personal observation	3.6
Other	0.8

Summary

Almost half (48.0%) of Minnesotans who reported seeing or hearing "You Drink, You Drive, You Lose" did so on TV, billboard (34.6%), or the radio (26.5%).

Detailed Findings

Q30: What do you think is the biggest issue on Minnesota roads?

Biggest Issue on MN Roads	Percent
Distracted Driving	28%
Speeding	22%
Driving under the influence	17%
Poor road conditions	10%
Poor driving skills/awareness/rules not followed	10%
Aggressive driving	8%
Reckless driving	6%
Road maintenance/construction work	5%
Law enforcement	3%
Criminal activity	2%
Nothing	2%
Traffic	2%
Weather conditions	2%
Infrastructure/Gov't planning	2%
Demographics	1%
Other	1%

Summary

Among those surveyed, distracted driving (28%), speeding (22%), and driving under the influence (17%) were the most reported issues on Minnesota roads.

Bottom Line

MN OTS may want to increase messaging and awareness of distracted driving, speeding, and driving under the influence, as respondents indicate the most concern for these topics.

Detailed Findings

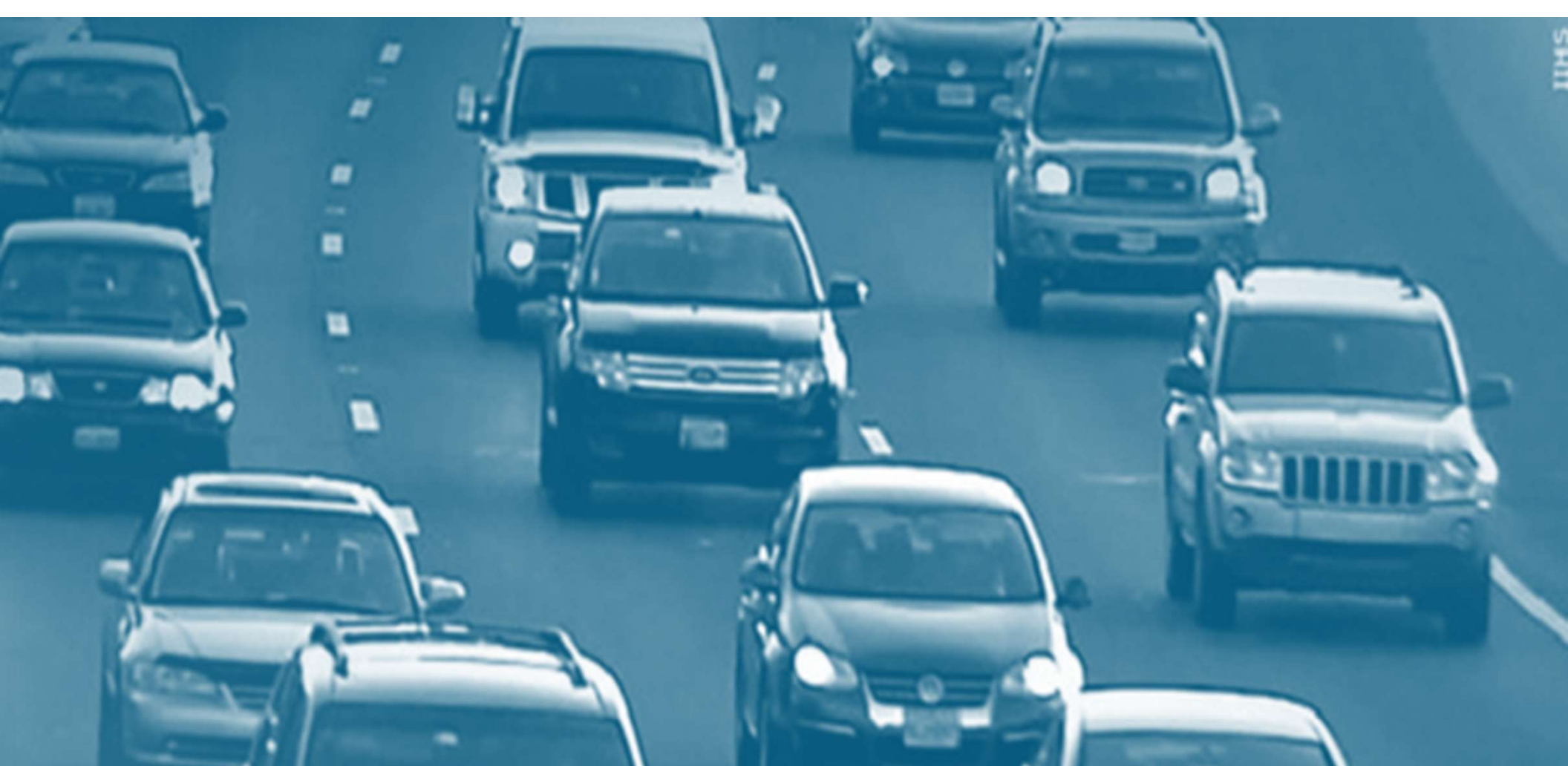
Q30. What do you think is the biggest issue on Minnesota roads?

"People driving crazy in general, not using blinkers, speeding, weaving in and out of traffic, cutting off cars, and driving petty when they're mad. Cops have not been enforcing minor traffic laws which has build up to be a major issue."

"Drunk driving, I've seen too many people swerving down the road."

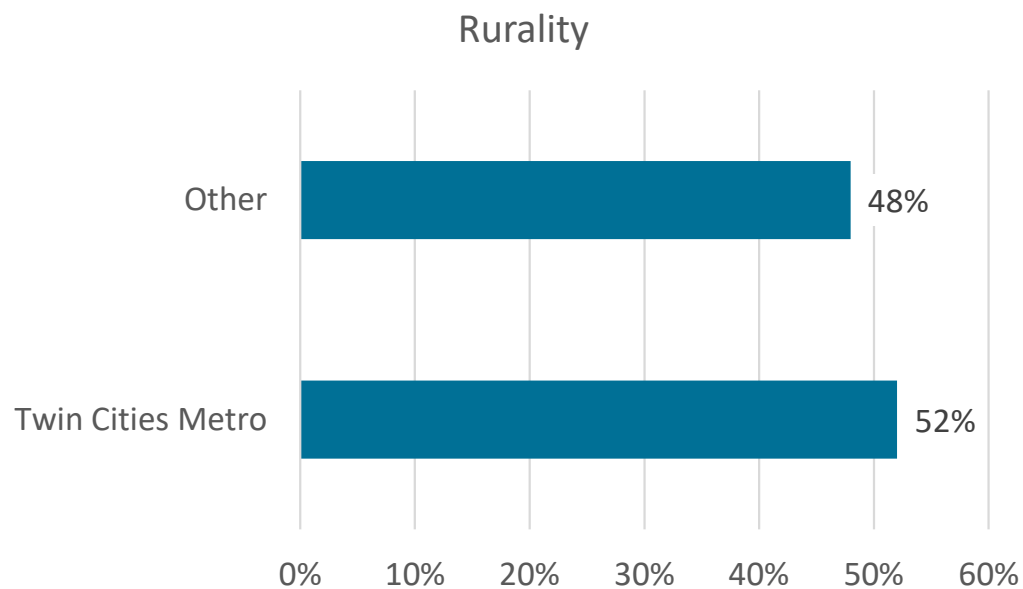
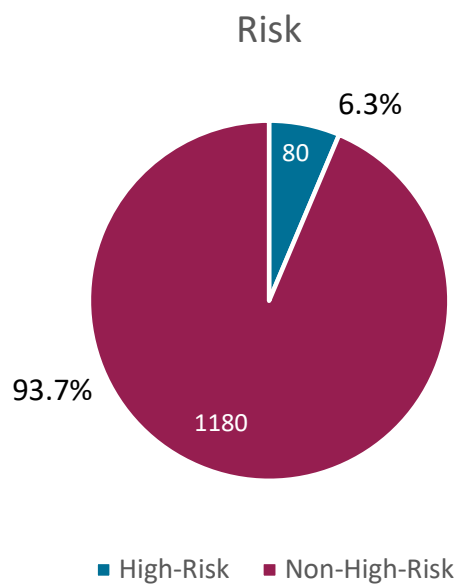
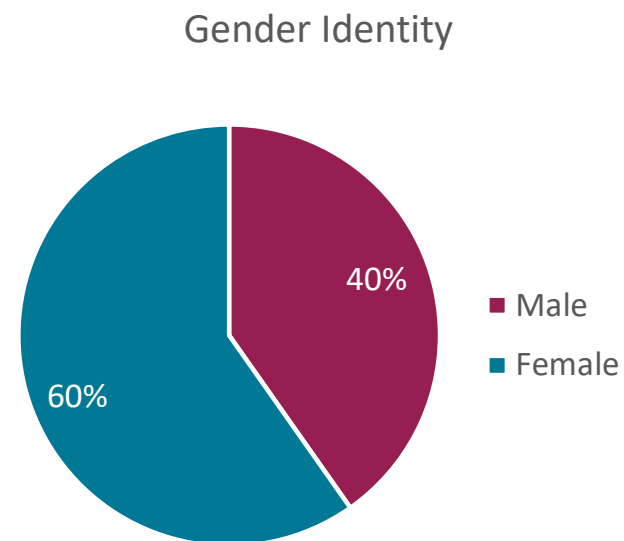
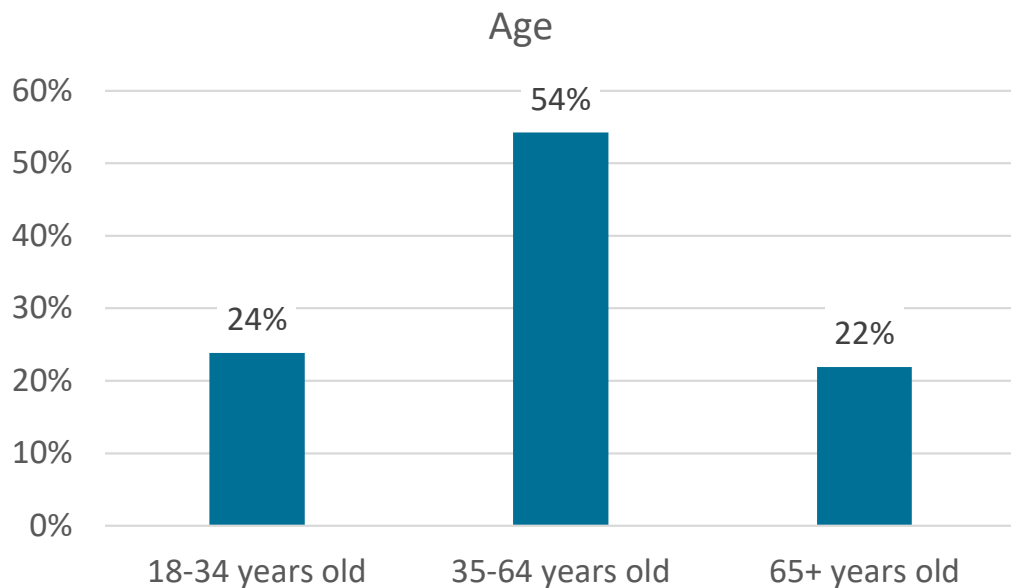
"People being distracted while on cell phones. I still see people texting or looking at their phones every time I am out driving somewhere."

"I think the biggest issue on Minnesota roads is inconsiderate drivers who aren't paying attention when merging, passing and backing out of parking spots. Everyone is distracted from daily life stress and/or using their cellphones when they are driving."



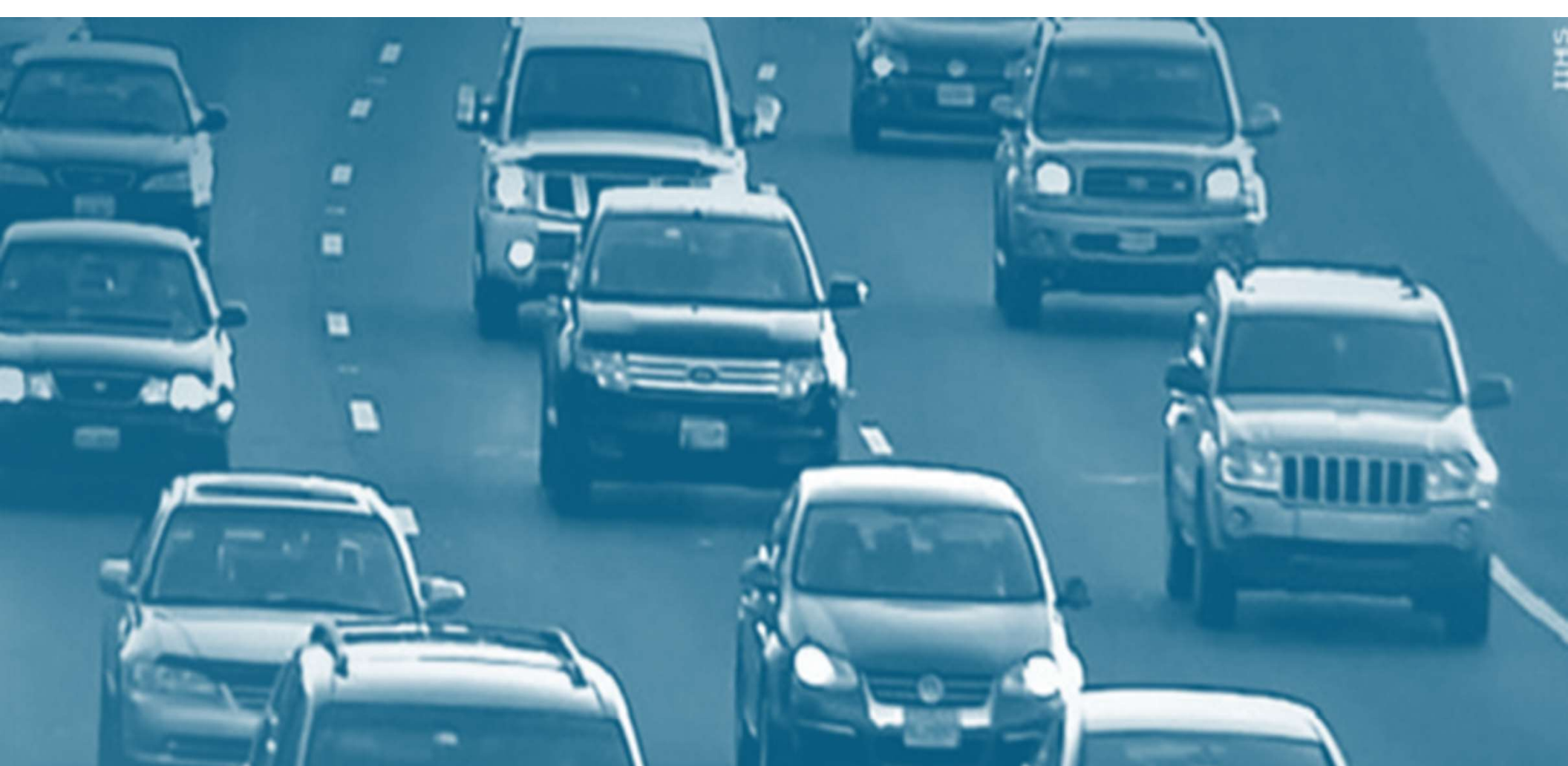
Demographics

Unweighted Demographics



Respondent Breakdown by County

County	n	%	County	n	%	County	n	%
Aitkin County	5	0%	Hennepin County	284	22%	Pennington County	4	0%
Anoka County	95	7%	Houston County	4	0%	Pine County	5	0%
Becker County	6	0%	Hubbard County	3	0%	Polk County	12	1%
Beltrami County	11	1%	Isanti County	11	1%	Pope County	1	0%
Benton County	10	1%	Itasca County	10	1%	Ramsey County	117	9%
Big Stone County	3	0%	Jackson County	3	0%	Redwood County	3	0%
Blue Earth County	18	1%	Kanabec County	2	0%	Renville County	2	0%
Brown County	6	0%	Kandiyohi County	3	0%	Rice County	12	1%
Carlton County	5	0%	Kittson County	1	0%	Rock County	1	0%
Carver County	21	2%	Koochiching County	3	0%	Roseau County	4	0%
Cass County	7	1%	Lac qui Parle County	3	0%	Saint Louis County	53	4%
Chippewa County	2	0%	Lake County	8	1%	Scott County	32	3%
Chisago County	12	1%	Le Sueur County	8	1%	Sherburne County	28	2%
Clay County	18	1%	Lincoln County	2	0%	Sibley County	2	0%
Clearwater County	2	0%	Lyon County	8	1%	Stearns County	38	3%
Cook County	1	0%	Martin County	14	1%	Steele County	7	1%
Cottonwood County	3	0%	McLeod County	6	0%	Stevens County	1	0%
Crow Wing County	14	1%	Meeker County	6	0%	Swift County	1	0%
Dakota County	96	8%	Mille Lacs County	3	0%	Todd County	6	0%
Dodge County	6	0%	Morrison County	2	0%	Wabasha County	6	0%
Douglas County	13	1%	Mower County	14	1%	Wadena County	4	0%
Faribault County	6	0%	Nicollet County	8	1%	Waseca County	4	0%
Fillmore County	5	0%	Nobles County	2	0%	Washington County	57	4%
Freeborn County	4	0%	Norman County	2	0%	Watsonwan County	1	0%
Goodhue County	9	1%	Olmsted County	26	2%	Wilkin County	2	0%
Grant County	1	0%	Otter Tail County	17	1%	Winona County	10	1%
						Wright County	25	2%



Populations of Interest

Age

- Younger respondents (aged 18-34) are the most likely to have heard, seen or read about seatbelt enforcement (62.2% 'yes'). Conversely, respondents aged 65+ are the most likely report not having received such messages (59.3% 'no').
- Nearly all (94.7%) respondents aged 65+ report always wearing a seatbelt, which is significantly more than respondents overall (88.4%).
- Traffic messages for ages 18-35 tends to be read, seen or heard from online ads, whereas traffic messages for ages 65+ tend to be read, seen or heard from television and newspapers.
- Younger drivers (18-35) are more likely to report using their phones while driving compared to other age groups.
- Significantly more young drivers (18-35) feel that driving after using marijuana is not dangerous (20.9%) as compared to Minnesotans overall (12.9%).

Gender Identity

- Male respondents report reading, seeing, or hearing messaging about seatbelt enforcement significantly more (57.7%) than women (41.3%).
- Female respondents are more likely to report not driving a car after drinking (87.4%) in the last 30 days as compared to male respondents (73.1%).
- Male respondents report knowing what the Minnesota Ignition Interlock law is (56.5%) significantly more often than female respondents (37.5%).
- Male respondents are significantly more likely to report using their phone for non-hands-free use (7.7%) than female respondents (1.9%).
- Female respondents are more likely than males to be unaware of DWI laws concerning drugs other than alcohol (30.3%) than male respondents (17.5%).

Rurality

- Respondents residing in areas outside of the Twin Cities Metro area are less likely to report being a passenger in a vehicle with a driver going more than 5 mph over the speed limit (45.4%), as compared to residents within the Twin Cities Metro area (63.5%).
- Respondents residing in areas outside of the Twin Cities Metro area are less likely to report reading, hearing or seeing information about Planning a Sober Ride (19.6%), as compared to residents within the Twin Cities Metro area (32.8%).

Marital Status

- Married respondents report being a passenger in a car with someone not wearing a seatbelt (7.9%) significantly less than unmarried respondents (17.6%).

High-Risk Drivers

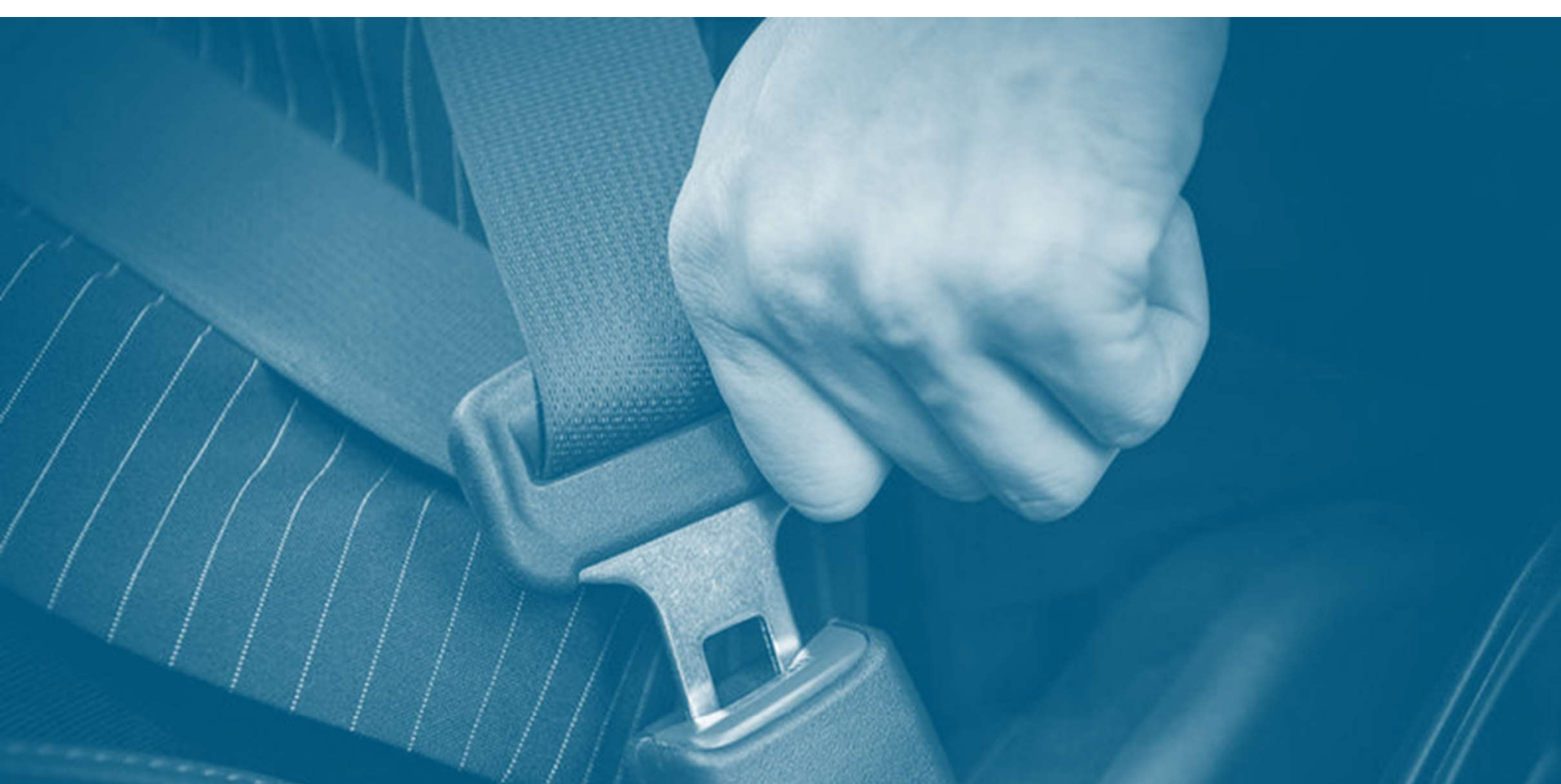
Unmarried males under the age of 35

- High-risk drivers are significantly more likely to report receiving information about seatbelt enforcement (72.9%), as compared to non-risky drivers (46.6%). While not statistically significant, higher percentages of high-risk drivers have read, seen, or heard about other traffic safety messages.
- High-risk drivers are significantly less likely (76.6%) than non-risky drivers to report always using a seatbelt (89.8%).
- For multiple messages, high-risk drivers report hearing about traffic safety through online ads statistically significantly more than non-risky drivers.
- High risk drivers report using their phone for non-hands-free usage significantly more (15.3% saying 'nearly every time you drive') than non-risky drivers (3.6%).

High-Risk Drivers, continued

Unmarried males under the age of 35

- High risk drivers report not being a passenger in a car with a speeding, distracted, impaired, or unbuckled driver statistically significantly less (19.8%) than non-risky drivers (36%).
- Compared to non-risky drivers (11.1%), high-risk drivers are more likely to report that driving after consuming marijuana is not dangerous (28.8%).
- Compared to non-risky drivers (8.6%), high-risk drivers are more likely (23.9%) to report driving after taking a prescription warning of the dangers of taking before driving.
- 18.5% of high-risk drivers reporting that drivers impaired by non-alcoholic drugs cannot be arrested for a DWI. This is statistically significantly higher than non-risky drivers (5.6%).
- Over half of high-risk drivers (54.9%) have heard, seen, or read about 'Drive Sober or Get Pulled Over' campaigns as compared to non-risky drivers (32.7%), but less likely to have heard, seen, or read about 'Start Seeing Motorcyclists' campaigns (36.4% v 54.8%).



Key Findings

Key Findings

- ❖ **On average, about half or more than half of all respondents report having read, seen, or heard about various traffic safety messages.**
 - Seatbelt enforcement – 49.3%
 - Speeding – 66.2%
 - Drunk driving – 67%
 - MN Ignition Interlock law – 46.9%
 - Hands-free law – 78.2%
 - Details of cell phone usage – 50.2%
 - Motorcyclists – 59.4%
- ❖ **Overall, most of respondents reported avoiding risky driving behaviors, such as distracted and impaired driving. However, they did acknowledge occasionally being a passenger in a vehicle while the driver was engaged in these types of behaviors.**
 - When reporting their own behavior, Minnesotans always wear seatbelt (88.4%), rarely or never drive >5mph over the speed limit (53.9%) , never drive after drinking (80.4%), never or rarely engage in non-hands-free phone usage (68.1%) , never drive after taking illegal (94.0%) or prescribed (87.6%) drugs, and never nod off while driving (92.7%)
 - Minnesotans are more like to be a passenger in a motor vehicle with a driver who is impaired (7.9%), distracted (33.2%), unbuckled (12.8%), or speeding (56.8%).

Key Findings

- ❖ **High risk drivers (unmarried men under 35), tend to read, hear, or see traffic messaging more so than non-risky drivers, yet they engage in risking driving behaviors than non-risky drivers.**

In the past 6 months, have you read, seen, or heard anything about...	% Yes	
	Not high risk	High risk driver
... seat belt enforcement?	46.6%	72.9%*
... speed enforcement?	65.8%	70.0%
... police enforcement of drunk driving?	65.4%	80.3%
... texting, emailing, or accessing the Internet while driving?	48.6%	64.1%
... encouraging driver awareness of watching out for motorcyclists or motorcycle rider safety?	58.7%	64.8%

	Not high risk	High risk driver
How often do you use seat belts when you drive or ride in a motor vehicle? (% Always)	89.8%	76.6%*
On a road with a speed limit of 55 mph, how often do you drive faster than 60 mph? (% Most of the time)	18.7%	30.0%
In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking one or more alcoholic beverages? (% 1+)	19.4%	21.2%
In the past 6 months, how frequently have you texted, emailed, or utilized your cell phone for purposes other than hands-free talking while driving? (% Nearly every time)	3.6%	15.3%*
In the past 6 months, have you driven a motor vehicle within 2 hours after taking illegal drugs of any kind? (% yes)	4.3%	8.7%

*Significantly different at the 95% CI

Key Findings

- ❖ **TV was the most common modality in which traffic safety messages were seen.**
 - TV was the #1 or #2 messaging modality for all messages except for 'Start Seeing Motorcyclists'.
- ❖ **Despite many respondents being aware of traffic safety messaging, there was mixed knowledge about the consequences of certain driving behaviors.**
 - When asked about the likelihood of getting pulled over or arrested for drunk driving, speeding, etc. respondents were torn whether this would be very likely, somewhat likely, somewhat unlikely, or very unlikely to happen. Others admitted they were not sure.



Recommendations

Recommendations

Messaging Modalities

- Different demographics are made aware of messages through different modalities. Newspapers are more effective for older populations, TV/radio/online ads are more effective for younger populations. This should be considered when trying to provide messages to age-specific populations.

High-Risk Drivers

- Traffic messaging does not seem to be effective for unmarried men under 35. Performing some message testing with this group may yield ideas for more effective messaging.

Recommendations

Passengers in Vehicles with Dangerous Drivers

- Respondents were more likely to be a passenger in a car with a driver who was speeding, unbuckled, impaired, or distracted as opposed to engaging in those behaviors themselves. MN OTS may want to consider increasing awareness of the dangers of being passengers in these situations.
- Alternately, some drivers may be misreporting their own behaviors due to stigmatization.

Increase Awareness of Consequences

- While many respondents are aware of traffic safety messages, there are mixed responses about the consequences of dangerous driving behaviors. MN OTS may want to consider increasing awareness and messaging about the consequences of certain driving behaviors.



Thank you!

