

zero[®] Fatalities

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A UDOT and DPS Program

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TRAFFIC SAFETY CULTURE RESEARCH

December 2020

Penna Powers

Lighthouse Research

OBJECTIVES

1. Benchmark safety culture
2. Measure behaviors
3. Measure perceived norms

“The shared belief system of a group of people, which influences road user behaviors and stakeholder actions that impact safety.”

DEMOGRAPHICS

1216 total surveys

609 surveys in Survey A

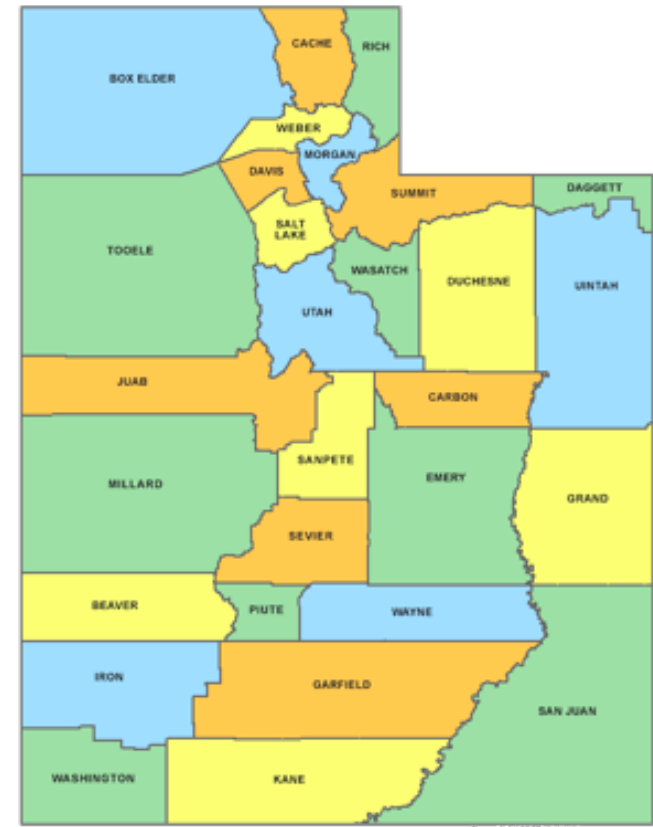
607 surveys in Survey B

95% confidence level

3.9% margin of error

50% women

50% men



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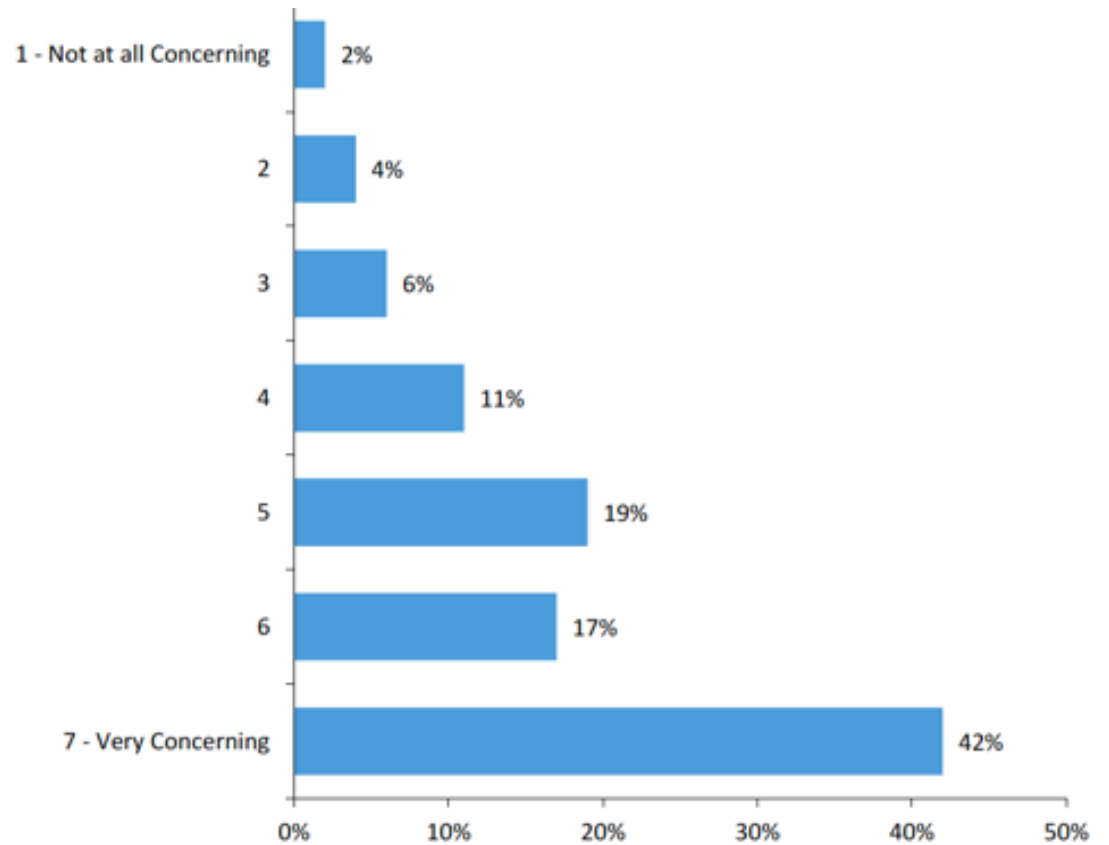
SAFETY CULTURE



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SAFETY CULTURE

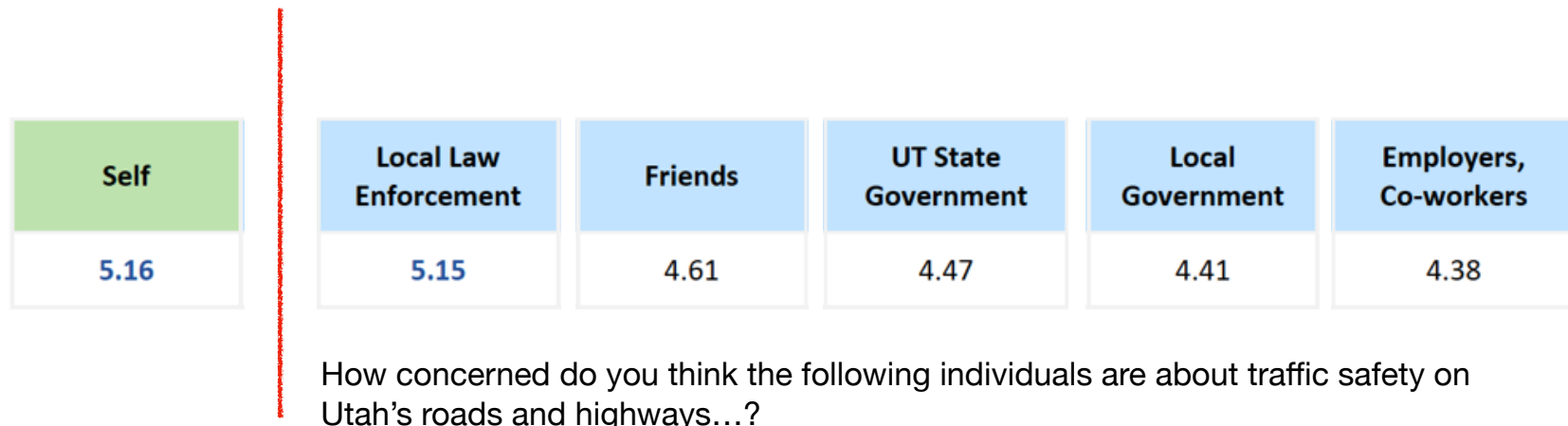
Approximately 250 people are killed on Utah roads each year. How concerning is this to you?



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SAFETY CULTURE

On a 1-7 rating scale where 1 is “not at all concerned” and 7 is “very concerned,” how concerned are you about traffic safety on Utah’s roads and highways?





Distracted Driving

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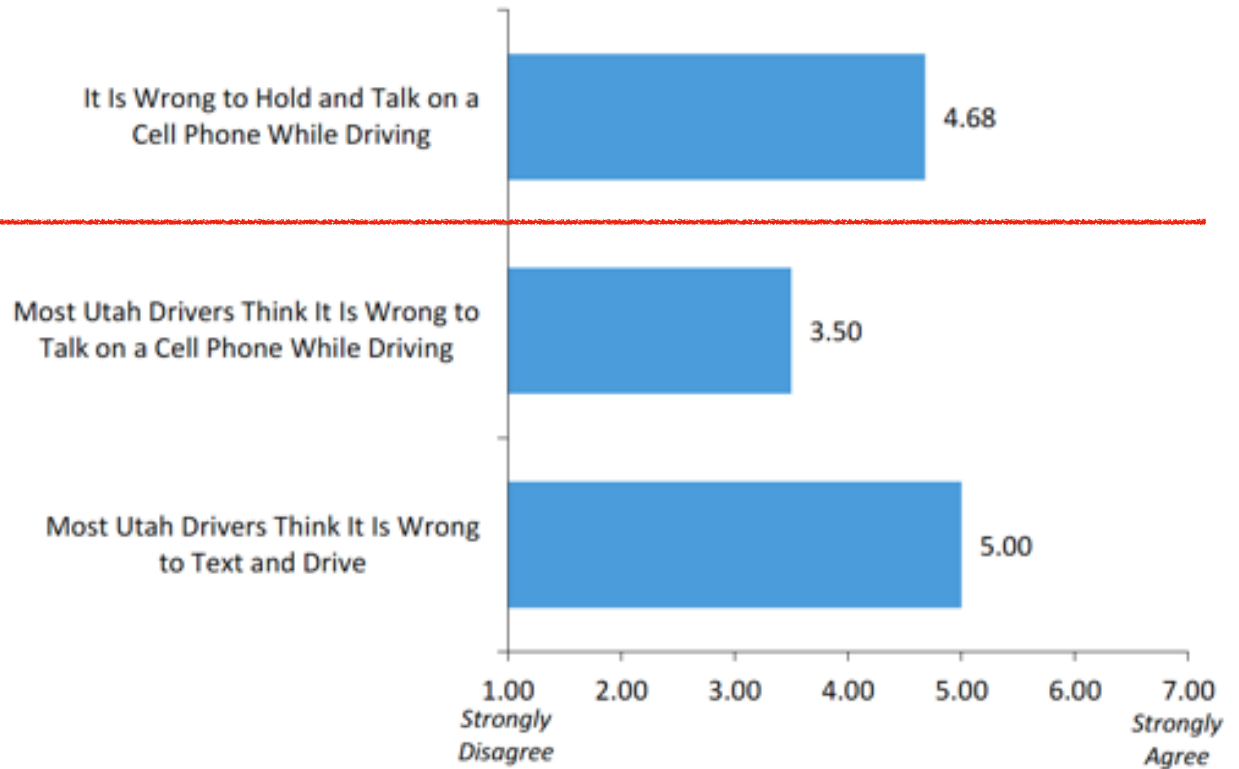
DISTRACTED DRIVING

Safety Culture



Please rate how much you agree or disagree with the following statements..

PERCEPTION OF OTHERS



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DISTRACTED DRIVING

Behavior: me vs them



In the last 30 days, have you done the following while driving...?

	PERSONAL PERCEPTION % Who Have Personally Done in the Last 30 Days
Use Hands-Free Technology (Bluetooth, GPS)	77%
Talk on a Cell Phone Hands-Free	69%
Hold and Talk on a Cell Phone	45%
Text or Email Others	24%
Read Something or Watch a Video	13%
Record a Video or Video Chat with Others	8%

PERCEPTION
OF OTHERS

% Who Think At <u>Least One-Half</u> of Drivers Do
81%
80%
89%
79%
46%
42%

While driving, what portion of Utah drivers do you think...

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Not Buckled Up

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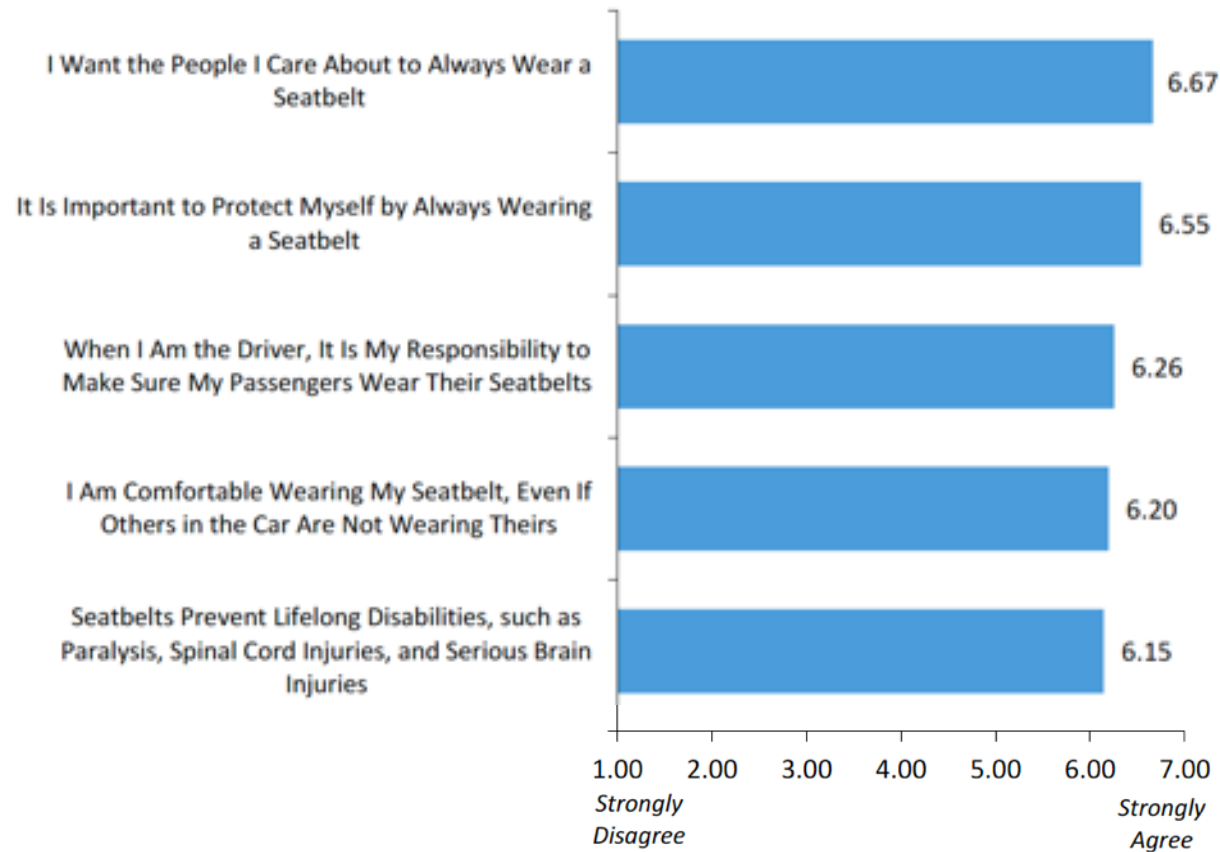


NOT BUCKLED UP

Safety Culture



Please rate how much you agree or disagree with the following statements...



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NOT BUCKLED UP

Behavior: me vs them



PERSONAL PERCEPTION

How much of the time do...	Less than Half	About Half	More than Half	Always
...you wear a seatbelt?	2%	1%	7%	89%
...you wear a seatbelt within 1 or 2 miles of home?	1%	3%	12%	80%

PERCEPTION OF OTHERS

...other UT drivers wear a seatbelt?	2%	27%	66%	5%
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Aggressive Driving

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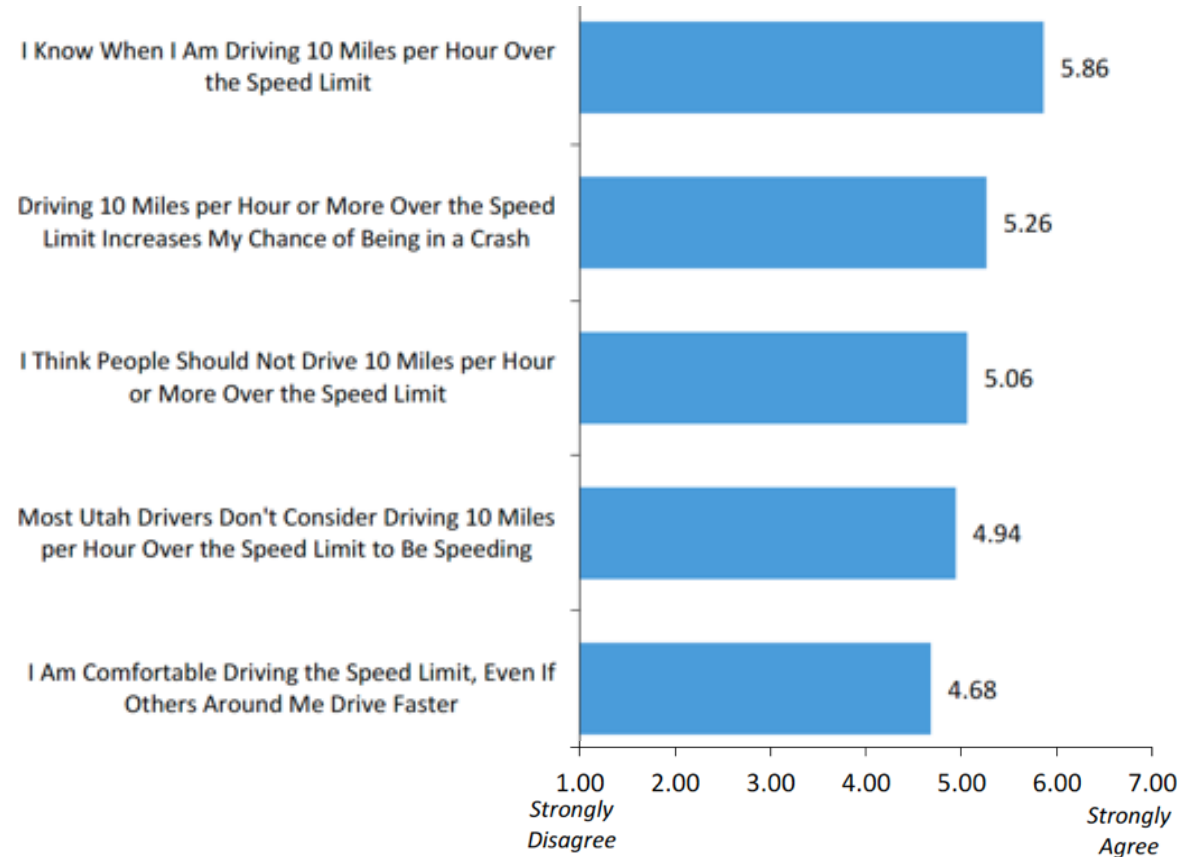


AGGRESSIVE DRIVING

Safety Culture



Please rate how much you agree or disagree with the following statements...



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AGGRESSIVE DRIVING

Safety Culture



PERSONAL PERCEPTION

	5 MPH	10 MPH	15 MPH	20 MPH
At what point do YOU think speeding is wrong?	26%	52%	16%	4%

PERCEPTION OF OTHERS

	5 MPH	10 MPH	15 MPH	20 MPH
At what point do other UT drivers think speeding is wrong?	5%	36%	31%	20%

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AGGRESSIVE DRIVING

Behavior: me vs them



PERSONAL PERCEPTION

	< Half	About Half	> Half	Always
How often do YOU drive 10 MPH+ over the limit?	52%	12%	7%	2%

PERCEPTION OF OTHERS

How often do other UT drivers driver 10 MPH+ over the limit?	15%	37%	42%	6%
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Impaired Driving

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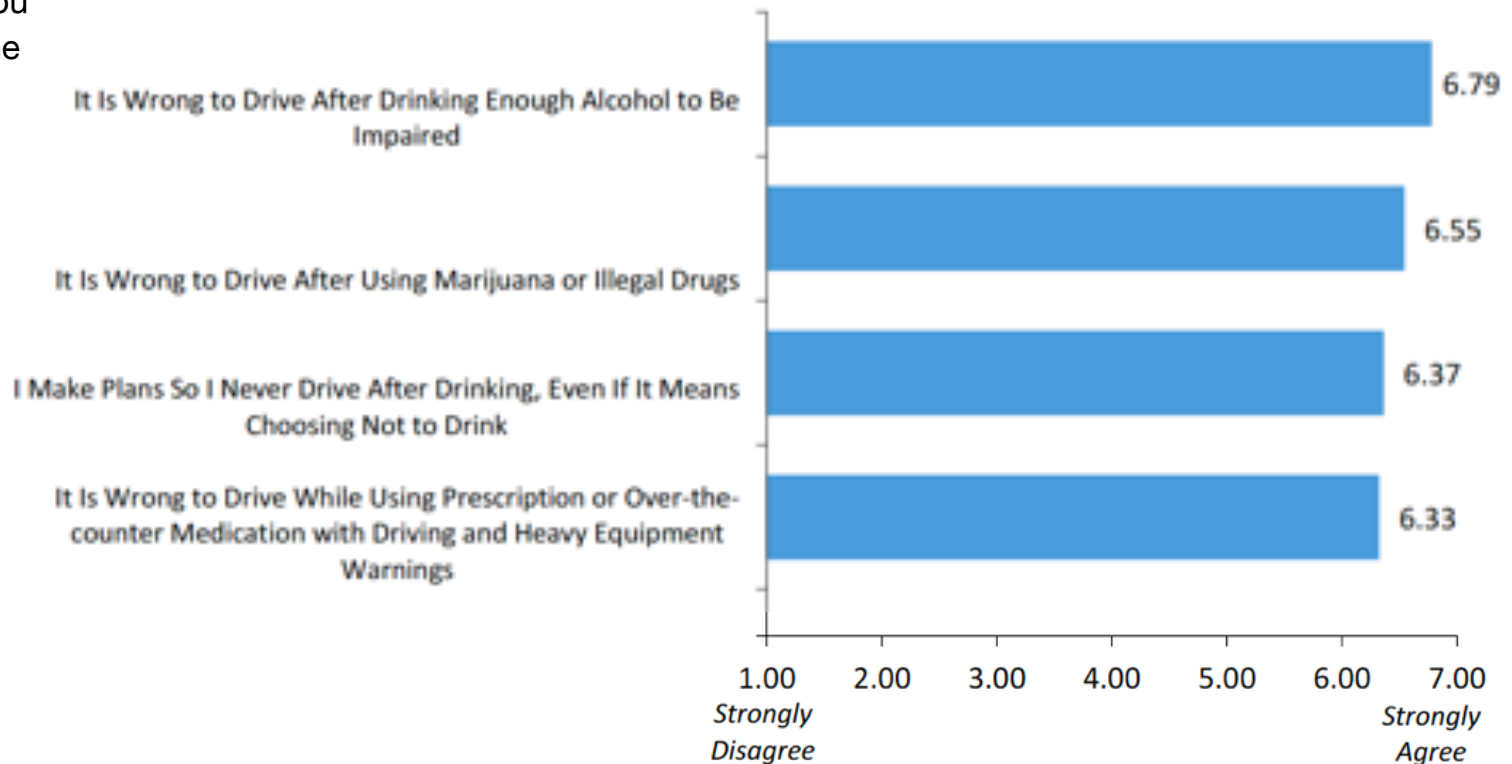


IMPAIRED DRIVING

Safety Culture



Please rate how much you agree or disagree with the following statements...



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IMPAIRED DRIVING

Safety Culture



	PERSONAL PERCEPTION	PERCEPTION OF OTHERS
	Me	Most Utah Drivers
It is wrong to drive after drinking enough alcohol to be impaired	6.79	5.79
It is wrong to drive after using marijuana or illegal drugs	6.55	5.29
It is wrong to drive while using prescription or OTC medication with driving and heavy equipment warnings	6.33	4.93
It is wrong to drive after drinking ANY alcohol	5.26	4.65

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IMPAIRED DRIVING

Behavior: me vs them



In the last 30 days, have you done the following...?

	PERSONAL PERCEPTION	PERCEPTION OF OTHERS
	% Who Have Personally Done in the Last 30 Days	% Who Think <u>At Least One-Half</u> of Drivers Have Done in the Last 30 Days
Drive within 2 Hours of Drinking Alcohol	7%	31%
Driven after Having Too Much to Drink	0%	20%
Driven after Using Marijuana or Illegal Drugs	0%	21%
Driven after Using Rx or OTC Medication with a Warning to Not Drive	1%	38%

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