



# NORTH CAROLINA TRAFFIC SAFETY CULTURE SURVEY RESULTS



September 2018



# Table of Contents

Methodology	1
NC Vision Zero	2
Demographics	3
Seat Belts	4
Phone Use	6
Drinking and Driving	7
Speeding	8
Empowered Passenger	9
NC Traffic Safety Campaigns	10

# Methodology

**T**his report communicates findings from the 2017 North Carolina Traffic Safety Culture Survey, which the Institute for Transportation Research and Education conducted in October 2017. The purposes of the survey were (1) to identify culturally-conditioned understandings of various driving behaviors and (2) to compare data from previous years and explore how traffic safety culture is changing in North Carolina.

## Context

Every year at the North Carolina State Fair, the North Carolina Governor's Highway Safety Program organizes Safety City, an educational exhibit covering a multitude of topics relevant to traffic safety, such as drinking & driving, seat belts, and child safety seats.

## Procedure

As fairgoers entered Safety City, researchers stationed at the NC Vision Zero booth informed them about the survey and, if they were over 18 years old, requested that they participate. The researchers set no specific criteria for selecting participants but postulated "fairgoers" to constitute a naturally representative sample. Participants took the survey either electronically, using one of several tablet computers available in the booth, or manually, using a paper version with identical questions. In either case, the survey took participants about five minutes to complete.

## Conditions

Researchers clearly communicated to each participant that the survey was voluntary, that all answers would be summarized for anonymity, and that personal data would be kept secure. As an incentive to participate, researchers offered fair-goers a chance to enter a prize drawing.



# NC Vision Zero

---

## Principles

1. No loss of life on North Carolina roads is acceptable.
2. All road users deserve safe streets.
3. North Carolinians should not incur risk of death or serious injury in exchange for mobility.
4. A safe system approach is required to eliminate fatal and serious injuries.

## Vision Statement

NC Vision Zero aims to eliminate traffic fatalities and serious injuries through collaborative, data driven interventions.

## Mission Statement

To supply all safety stakeholders in North Carolina with effective resources, tools, and information, enabling them to eliminate traffic fatalities and serious injuries.

For more information, visit [ncvisionzero.org](https://ncvisionzero.org)

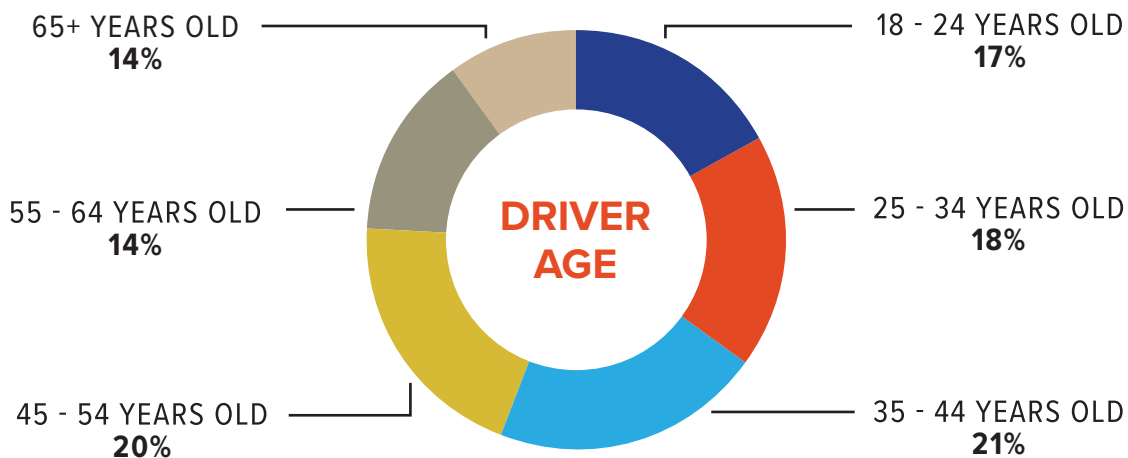
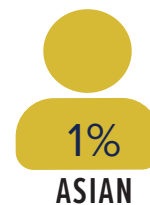
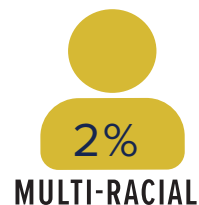
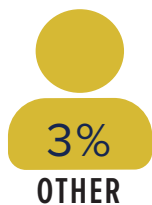
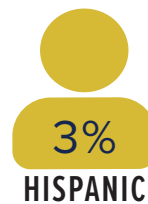
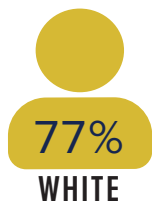
# Demographics

TOTAL  
PARTICIPANTS

3,584

FEMALE ♀  
64%

MALE ♂  
36%



PARTICIPANTS REPRESENTED  
91 / 100 NORTH CAROLINA  
COUNTIES

# Seat Belts

92%

of participants reported that they **ALWAYS** wear a seat belt while driving



96%

of participants said it is **UNACCEPTABLE** to drive without a seat belt

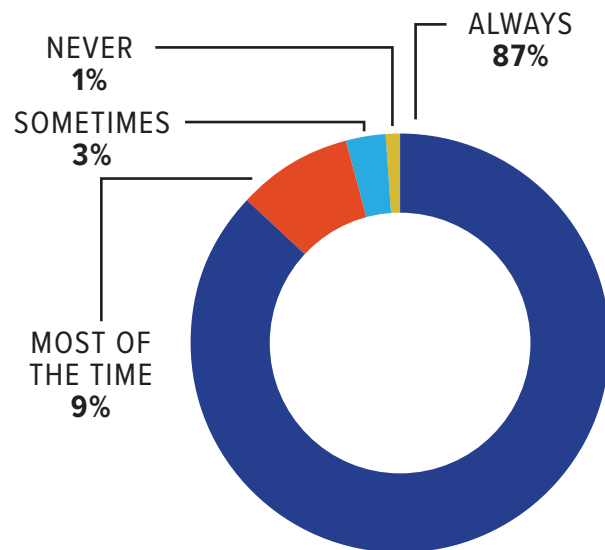


98%

of participants said it is **UNACCEPTABLE** to drive with an unbuckled passenger



How often do you wear a seat belt while riding as a passenger?



HAVE YOU TOLD SOMEONE TO BUCKLE UP IN THE LAST YEAR?

90% YES | 10% NO

# Phone Use

87%

of participants said it is **UNACCEPTABLE** to talk on a *hand-held* phone while driving.

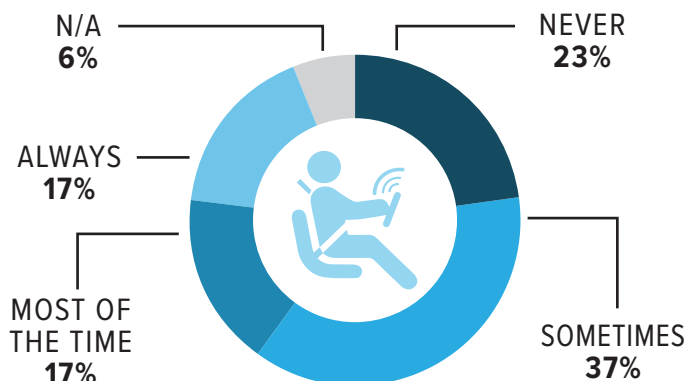
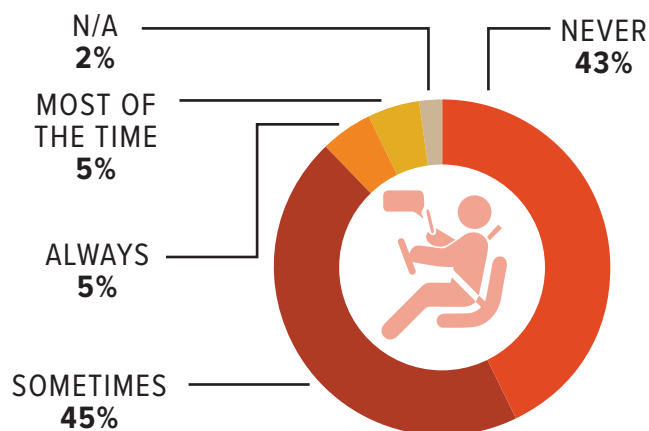


78%

of participants said it is **ACCEPTABLE** to talk on a *hands-free* phone while driving.



How often do you talk on a hand-held phone while driving?



How often do you talk on a hands-free phone while driving?

HAVE YOU STOPPED SOMEONE FROM USING A PHONE WHILE DRIVING IN THE LAST YEAR?

63% YES | 37% NO

# Phone Use

98%

of participants said it is **UNACCEPTABLE** to *read text* on a phone while driving

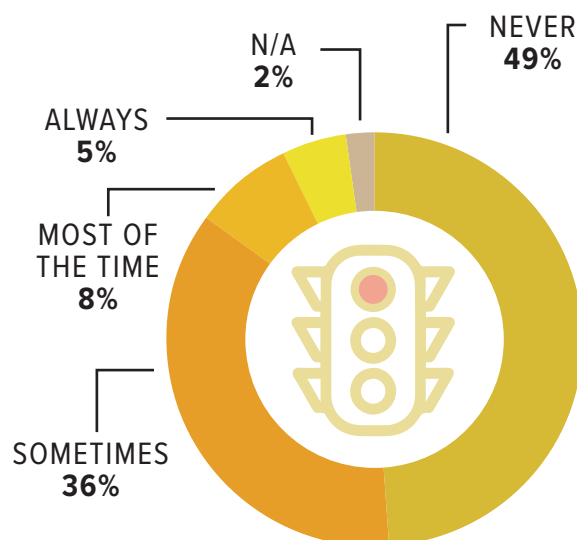
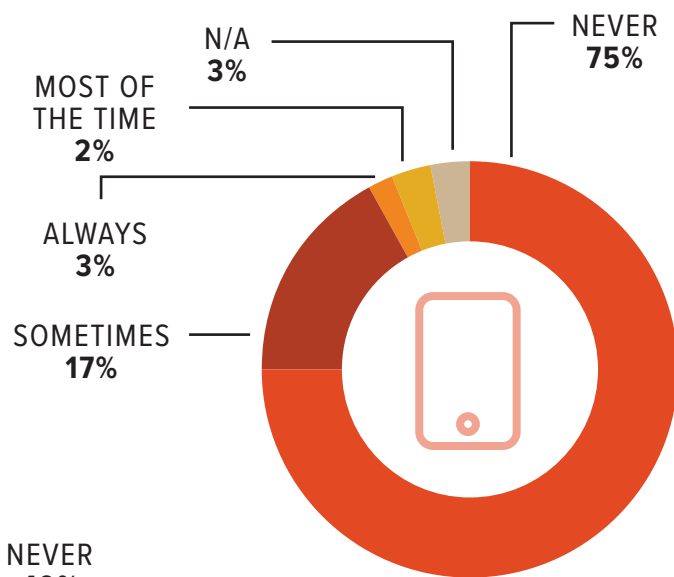


99%

of participants said it is **UNACCEPTABLE** to *type text* on a phone while driving



How often do you use a phone to check the web, check email, change music, etc. while driving?



How often do you use a phone to check the web, check email, change music, etc. while stopped at a red light?



# Drinking and Driving

80%

of participants said it is **UNACCEPTABLE** to drive after drinking **1 or 2** alcoholic drinks

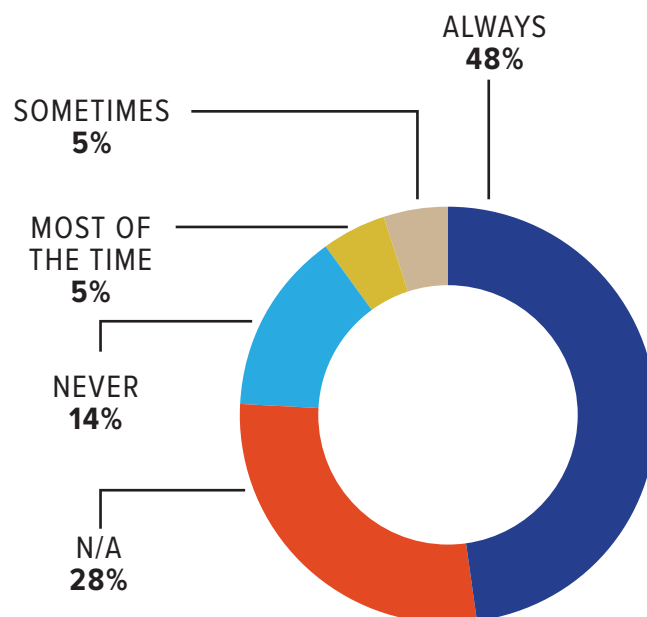


99%

of participants said it is **UNACCEPTABLE** to drive after drinking **more than 2** alcoholic drinks



How often do you use a designated driver, rideshare service (Uber, Lyft), or taxi to travel after drinking more than two alcoholic drinks??



HAVE YOU INTERVENED TO STOP SOMEONE FROM DRIVING AFTER DRINKING ALCOHOL IN THE LAST YEAR?

48% YES | 52% NO

# Speeding



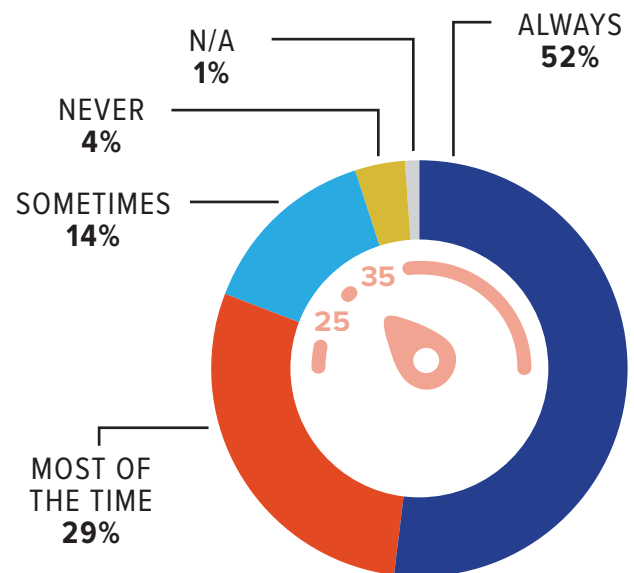
85%

of participants said it is **UNACCEPTABLE** to drive **5 mph over** the speed limit on a neighborhood street

99%

of participants said it is **UNACCEPTABLE** to drive **10 mph over** the speed limit on a neighborhood street

How often do you drive the speed limit (within 5mph)?



IS IT ACCEPTABLE TO DRIVE 10 MPH OVER THE SPEED LIMIT ON THE HIGHWAY?

83% NO

17% YES

# Empowered Passenger

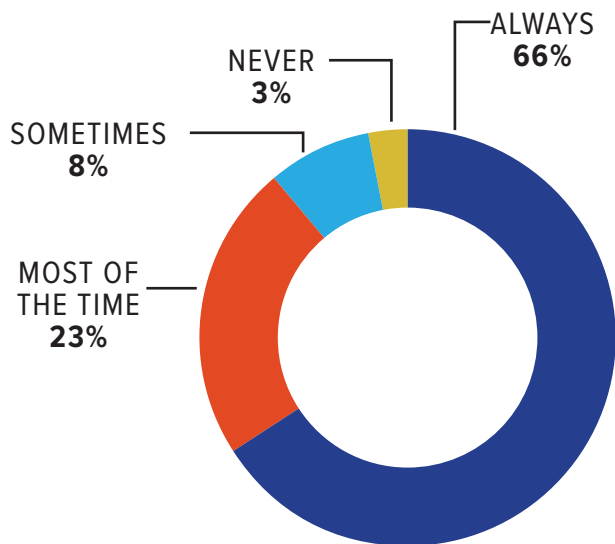
98%

of participants said arriving **SAFELY** is more important to them than being late



99%

of participants said the safety of North Carolina roads is **IMPORTANT** to them



How often do you use a crosswalk (when available) to cross the street?



IN THE LAST YEAR **75%** OF PARTICIPANTS SPOKE UP WHEN THEY FELT UNSAFE IN A VEHICLE

IF I AM DRIVING A VEHICLE AND ONE OF MY PASSENGERS FELT UNSAFE, WOULD I WANT THEM TO TELL ME?

99% YES | 1% NO

# North Carolina Traffic Safety Campaigns

## HAVE YOU HEARD OF THE FOLLOWING CAMPAIGNS?

HEARD OF IT    NEVER HEARD OF IT

