



Results from the Traffic Safety Statewide Survey

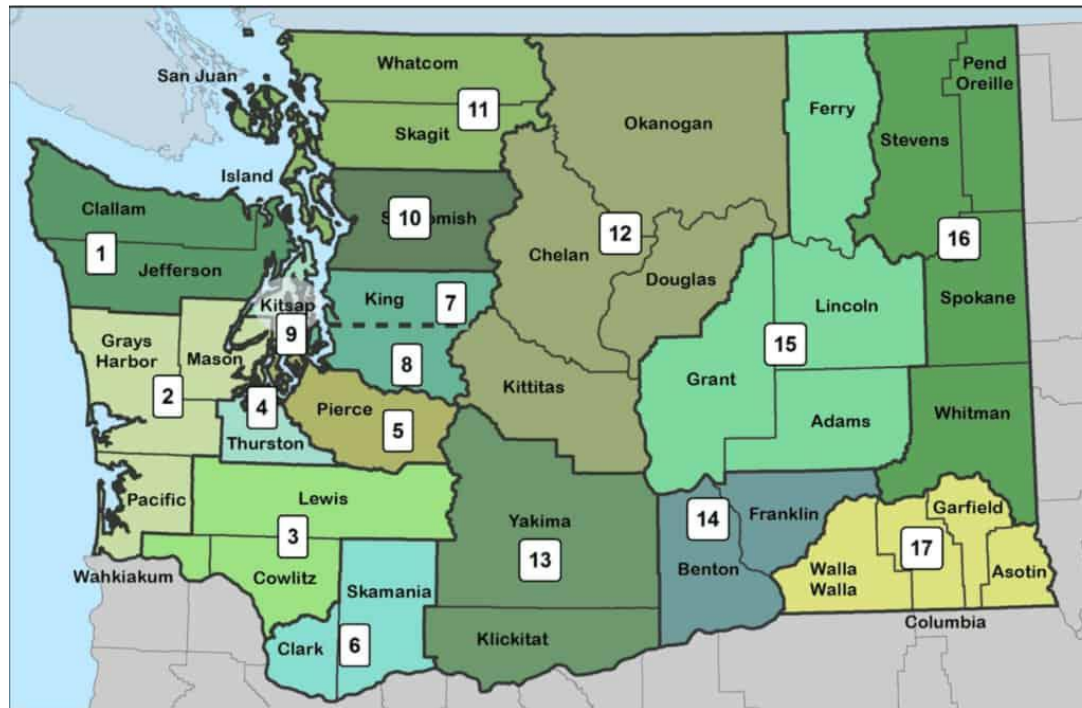
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SPE Consortium
November 8, 2023

SURVEY BACKGROUND

- The 104-question survey was developed and tested by the Center for Health and Safety Culture (Montana State University).
- The Address-Based Sampling (ABS) method was developed by the Social and Economics Research Center (Washington State University).
- Market Decisions Research, LLC:
 - Combined an ABS sample with an online panel sample for better response targeting and oversampling.
 - Conducted the survey in English and Spanish March-August 2023.
 - Analyzed all survey responses, developed infographics, a data compendium, and full report.

2023 SURVEY RESPONDENT DEMOGRAPHICS

- 10,964 survey completes (5,870 ABS and 5,094 online panel)
- Every Target Zero Manager Region (17 regions) have a minimum of 300 responses (the lowest was 368 responses in Region 15)

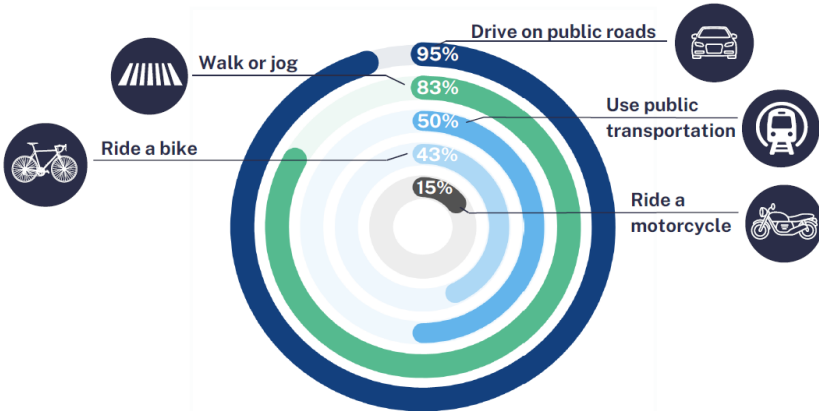


RESPONDENTS BY COUNTY

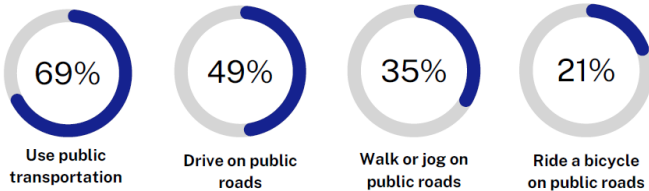
County	Total	County	Total	County	Total
Adams	76	Grays Harbor	121	Pierce	898
Asotin	80	Island	101	San Juan	38
Benton	306	Jefferson	135	Skagit	122
Chelan	135	King	2,042	Skamania	48
Clallam	210	Kitsap	347	Snohomish	835
Clark	574	Kittitas	63	Spokane	654
Columbia	49	Klickitat	36	Stevens	68
Cowlitz	175	Lewis	129	Thurston	385
Douglas	76	Lincoln	38	Wahkiakum	39
Ferry	29	Mason	114	Walla Walla	181
Franklin	84	Okanogan	54	Whatcom	272
Garfield	27	Pacific	83	Whitman	65
Grant	159	Pend Oreille	50	Yakima	290

INFOGRAPHICS – STATEWIDE + 17 TQM REGIONS

How do people use public roads?



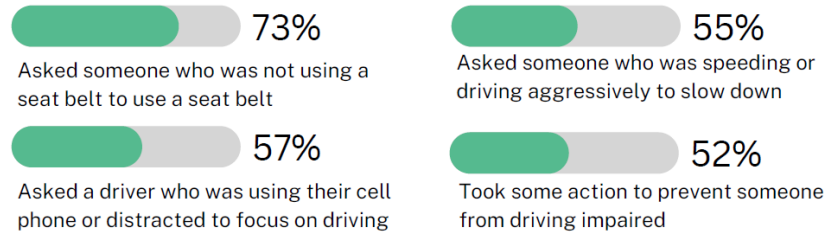
Adults who feel it is safe to...



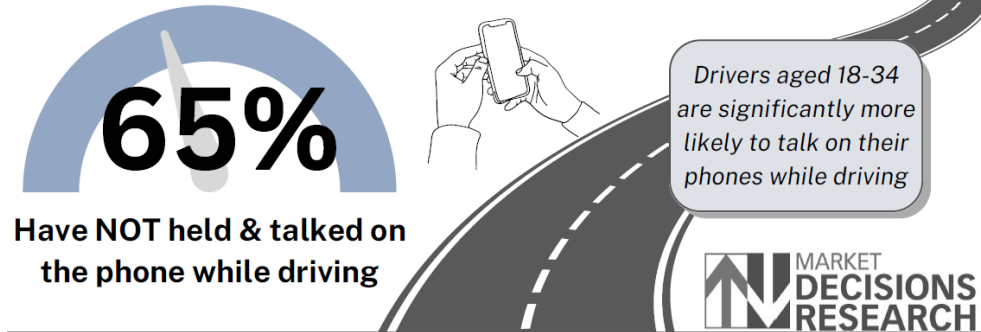
Belief in Zero Tolerance for Road Harm



Public Interventions on Unsafe Driving Practices

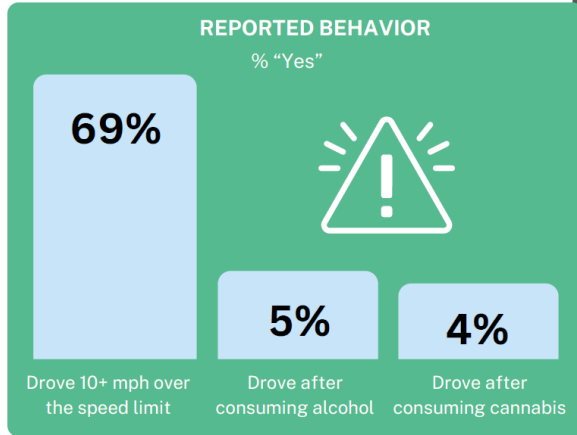


Phone Use While Driving



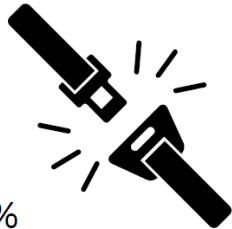
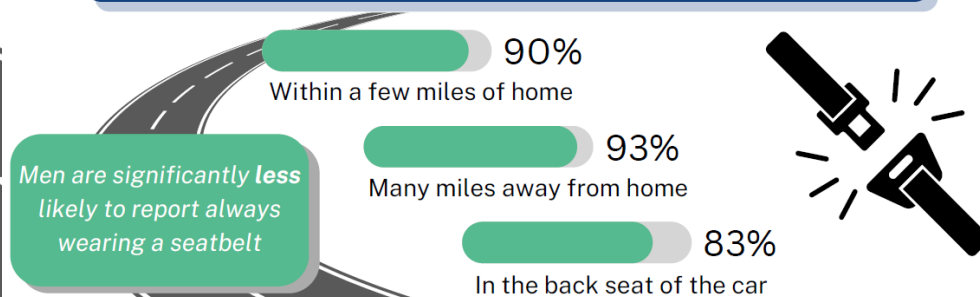
INFOGRAPHICS – CONT

Self-Reported High-Risk Driving Behavior

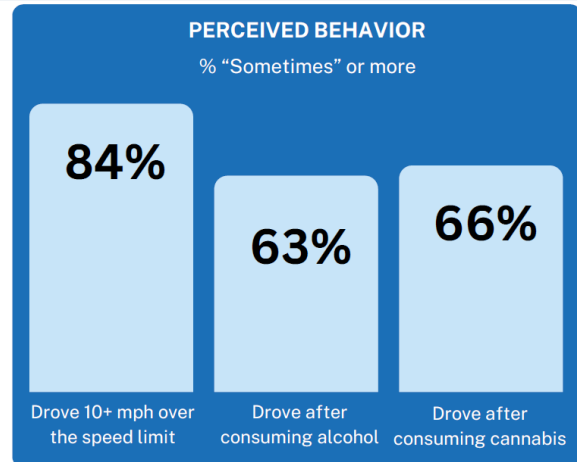


SPEED
LIMIT
55

Where and when adults consistently buckle up

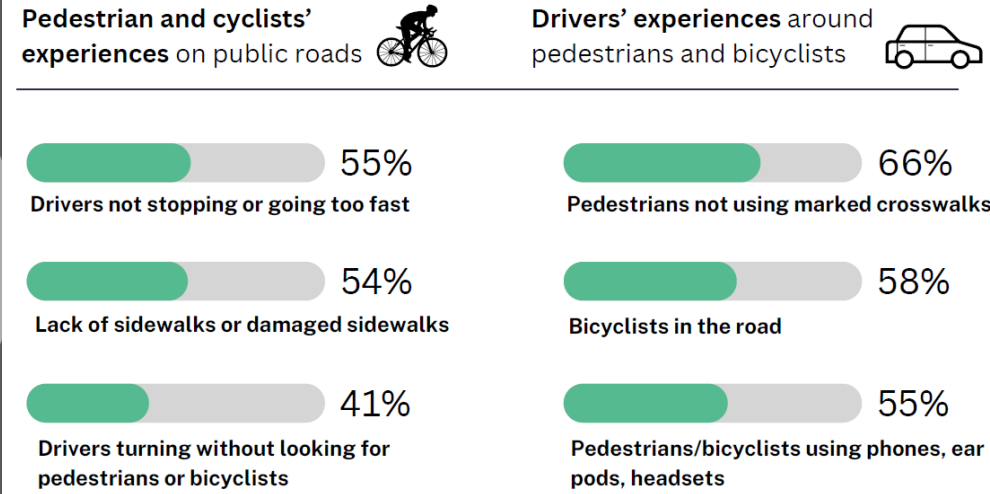


Perceived Frequency of High-Risk Driving Behavior in Community



Few drivers admit to driving under the influence, yet a majority suspect it's common in their community

Most commonly reported experiences involving pedestrians and cyclists



ADDITIONAL SURVEY HIGHLIGHTS

- How often have you...
- How dangerous do you feel it is to...
- How likely a driver will get caught by police for...
- How likely is it a driver caught by police for DUI will be prosecuted...
- Do you support or oppose police enforcing...

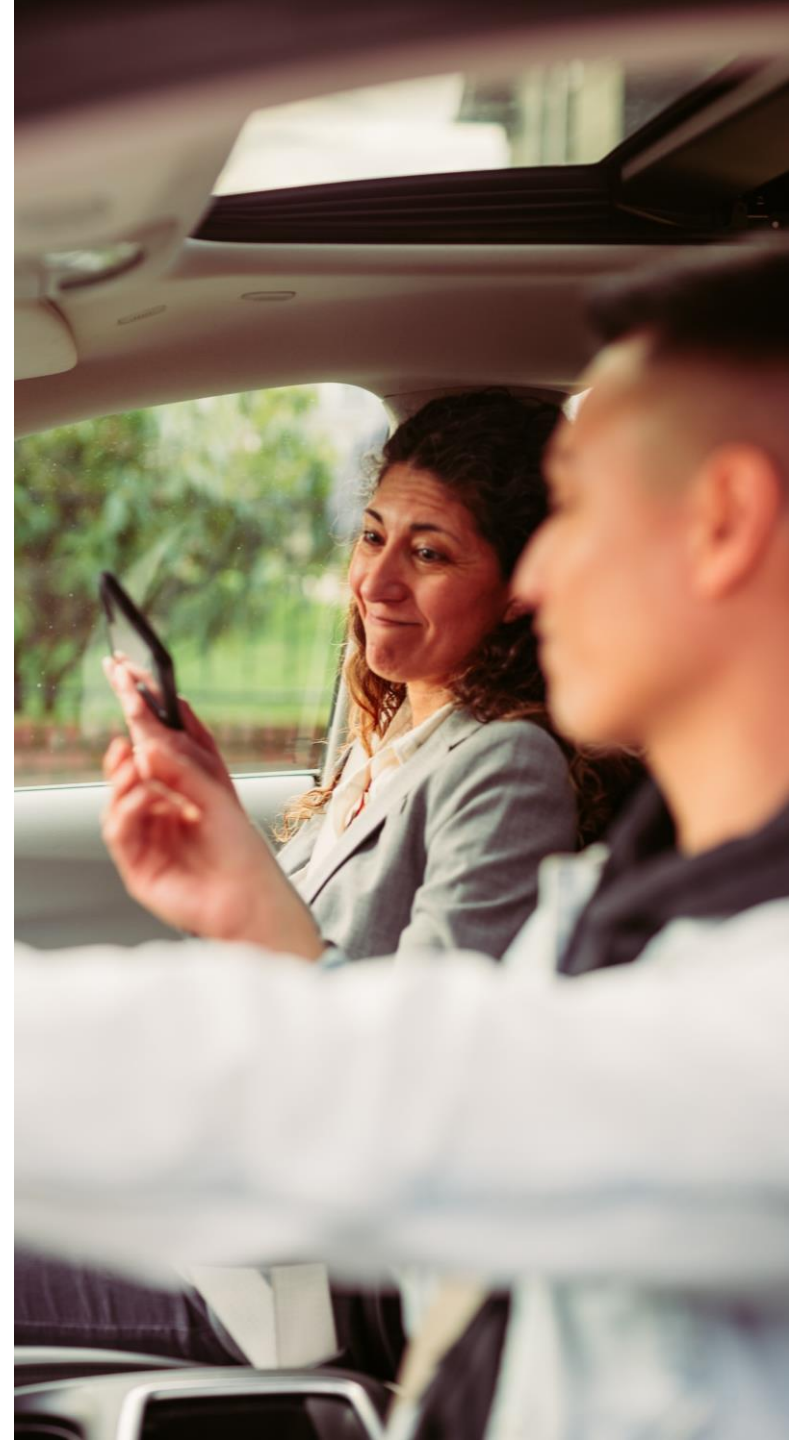
HOW OFTEN HAVE YOU...

Driven under the influence of alcohol

Driven under the influence of cannabis

Driven +10 mph over the speed limit

Used your cell phone while driving



You have to be careful
what you think you know.

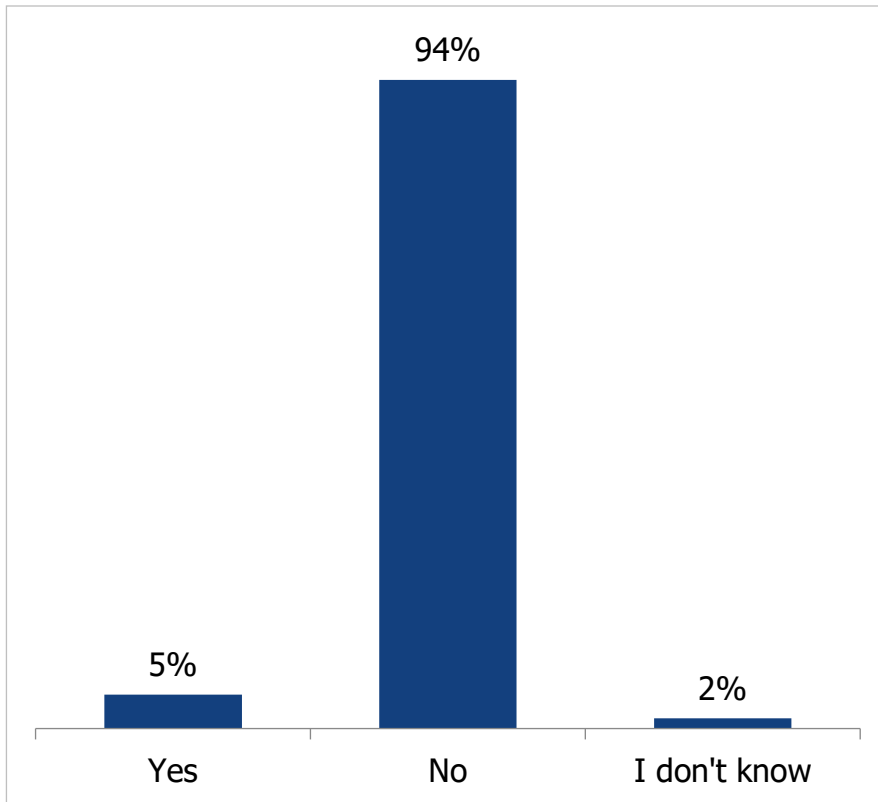
Simon Sinek

Which behavior is most prevalent?

- A: Driving under the Influence of Alcohol
 - B: Driving under the Influence of Cannabis
 - C: Often or Regularly driving 10+ mph over
 - D: Often or Regularly using cell phone while driving
- A: 5%
 - B: 4%
 - C: 20%
 - D: 5%

DRIVING BEHAVIORS

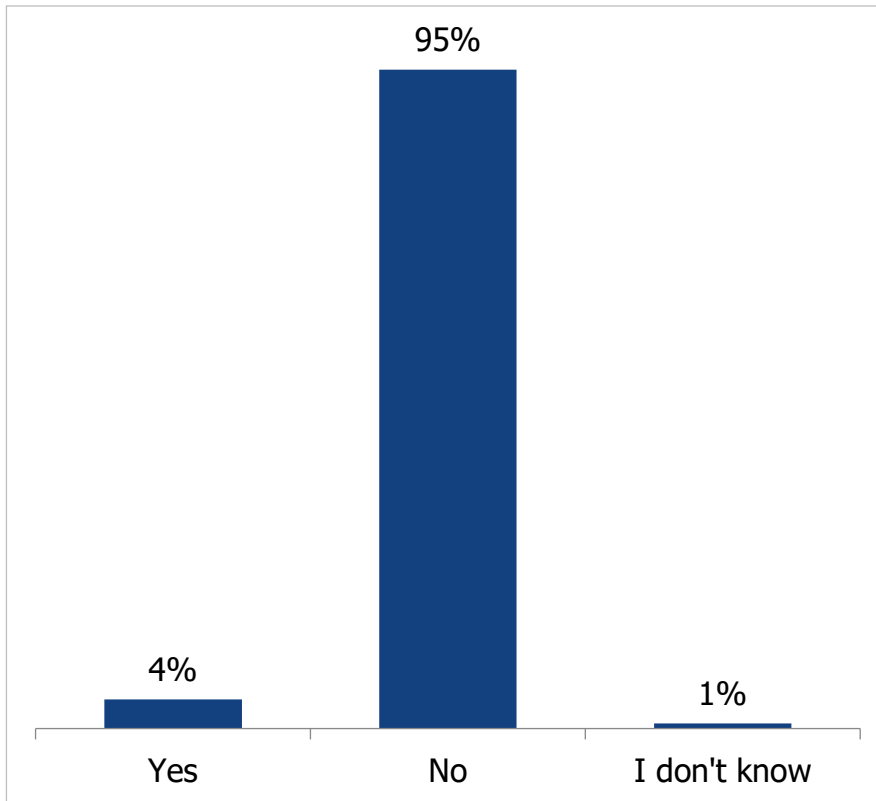
During the past 12 months, have you driven a vehicle while you were under the influence of alcohol? (Overall % and % by Demographics)



	Yes	No	I don't know
Gender			
Female	4%	95%	1%
Male	6%	92%	2%
Age			
18-34	6%	93%	1%
35-44	7%	92%	1%
45-54	5%	93%	2%
55-64	3%	95%	2%
65+	4%	95%	2%
Ethnicity			
Hispanic	6%	92%	1%
Non-Hispanic	5%	94%	1%
Race			
American Indian or Alaskan Native	5%	95%	-
Asian or Asian American	2%	97%	1%
Black or African American	9%	90%	1%
Native Hawaiian or Pacific Islander	5%	94%	1%
White	6%	93%	1%
Other	5%	94%	1%

DRIVING BEHAVIORS

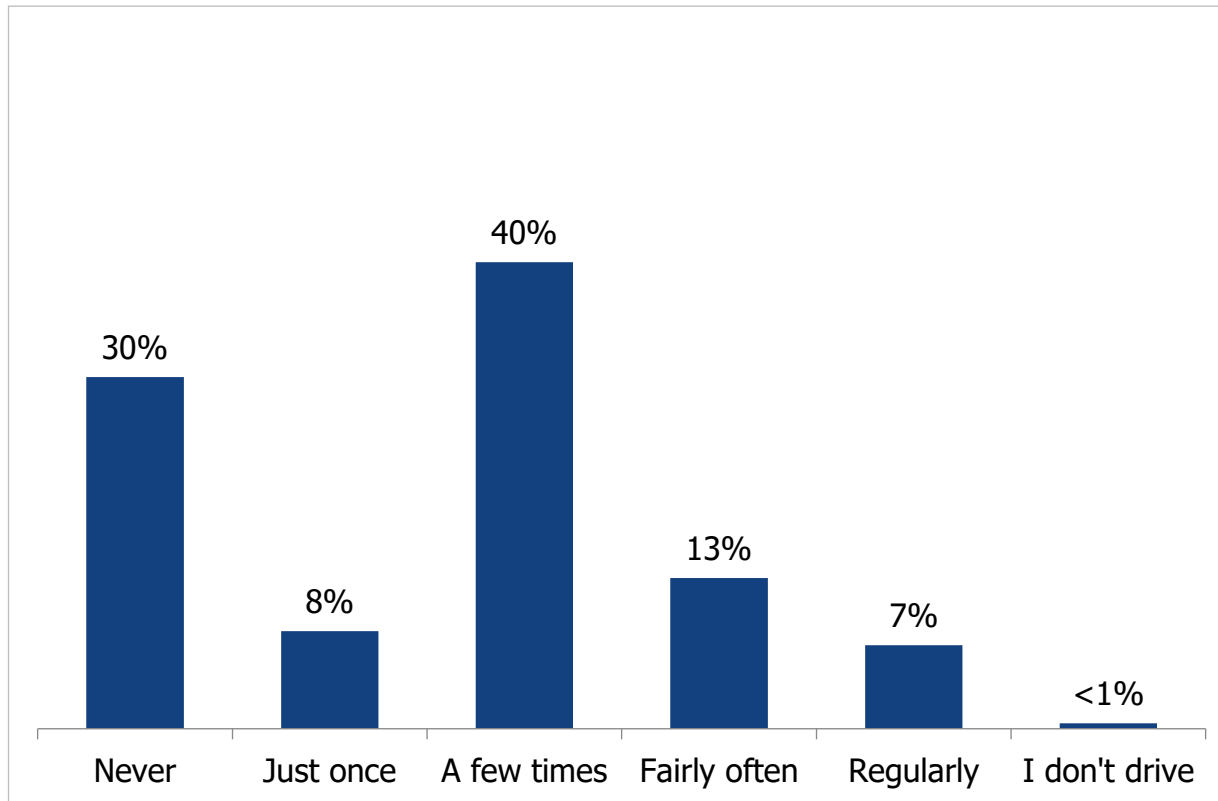
During the past 12 months, have you driven a vehicle while you were under the influence of cannabis (marijuana, weed, pot, edibles)? (Overall % and % by Demographics)



	Yes	No	I don't know
Gender			
Female	3%	96%	<1%
Male	5%	94%	1%
Age			
18-34	8%	91%	1%
35-44	5%	95%	1%
45-54	3%	97%	<1%
55-64	2%	97%	1%
65+	1%	98%	1%
Ethnicity			
Hispanic	7%	93%	<1%
Non-Hispanic	4%	95%	1%
Race			
American Indian or Alaskan Native	11%	89%	-
Asian or Asian American	1%	99%	-
Black or African American	10%	90%	1%
Native Hawaiian or Pacific Islander	5%	90%	4%
White	4%	95%	1%
Other	6%	93%	1%

DRIVING BEHAVIORS

In the past 30 days, how often have you driven 10 mph or more over the speed limit? (Overall %)



Summary

One in five drivers admit to fairly often or regularly exceeding the speed limit by 10 mph or more.

Less than half of drivers report never/just once speeding.

DRIVING BEHAVIORS

In the past 30 days, how often have you driven 10 mph or more over the speed limit?

	Never	Just once	A few times	Fairly often	Regularly	I don't drive
Gender						
Female	32%	9%	41%	12%	6%	<1%
Male	29%	8%	40%	14%	8%	1%
Transgender/Non-binary/Other	36%	3%	27%	11%	20%	3%
Age						
18-34	26%	11%	37%	15%	9%	1%
35-44	30%	9%	37%	15%	9%	<1%
45-54	28%	7%	41%	14%	9%	<1%
55-64	30%	6%	45%	14%	5%	<1%
65+	39%	7%	43%	8%	3%	<1%
Ethnicity						
Hispanic	31%	12%	34%	12%	10%	<1%
Non-Hispanic	30%	8%	41%	13%	7%	1%
Race						
American Indian or Alaskan Native	25%	11%	45%	15%	2%	1%
Asian or Asian American	32%	10%	36%	13%	8%	1%
Black or African American	31%	13%	35%	10%	8%	3%
Native Hawaiian or Pacific Islander	39%	13%	33%	8%	7%	-
White	28%	8%	42%	14%	8%	<1%
Other	32%	10%	37%	13%	8%	1%

Summary

There are few demographic variations in self-reported speeding behavior.

DRIVING BEHAVIORS

In the past 30 days, how often have you... (Overall %)

	Never	Just once	A few times	Fairly often	Regularly	I don't drive
Driven while holding and talking on a cell phone?	65%	9%	21%	3%	2%	<1%
Driven while reading or looking at your cell phone?	59%	8%	28%	3%	2%	<1%
Driven while manually typing or interacting with your cell phone with your hands?	68%	8%	19%	3%	1%	<1%

Summary

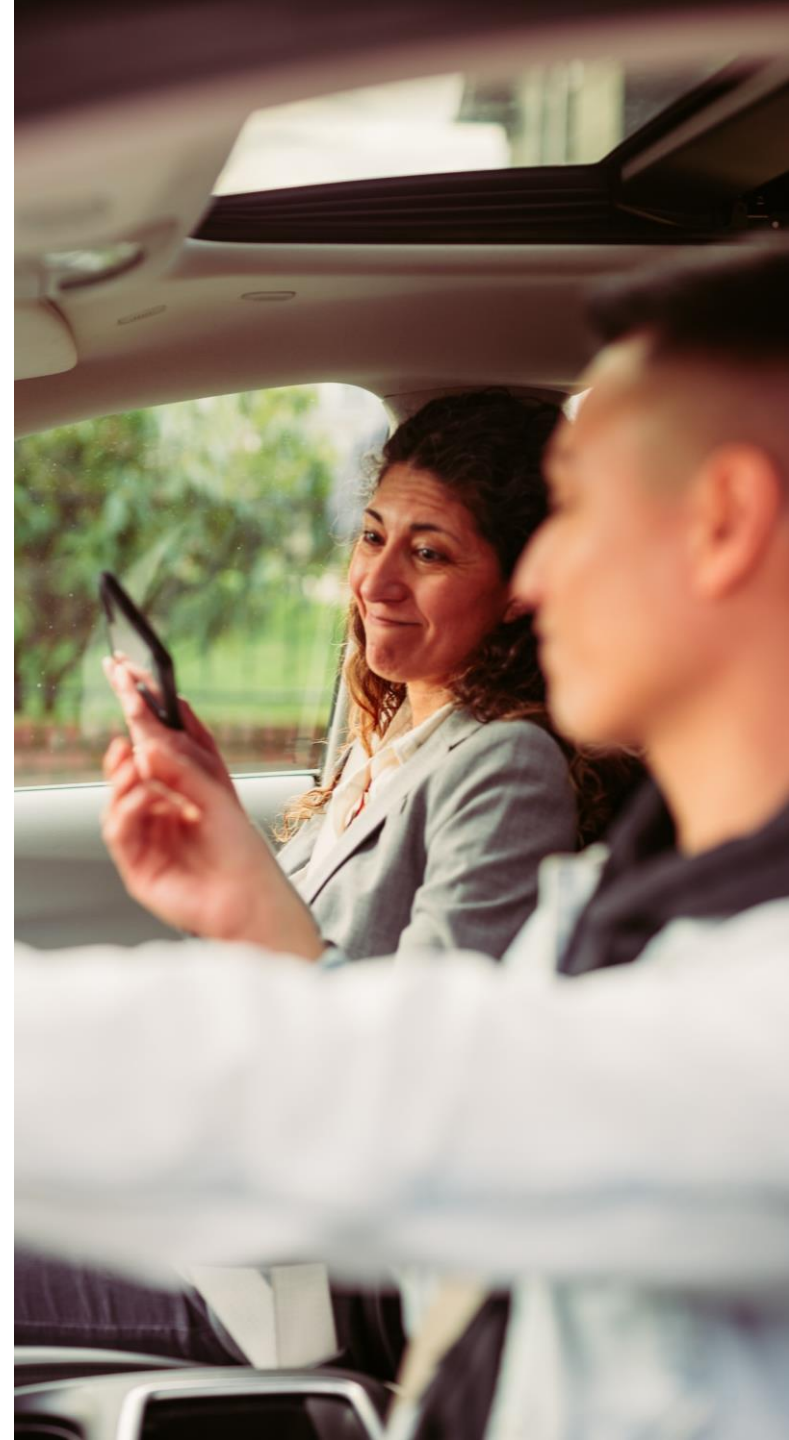
In the past 30 days, 41% of respondents said that they've driven while reading or looking at their cell phone at least one time or more.

A little more than one-third (35%) have driven while holding and talking on a cell phone.

And 32% have driven while manually typing or interacting with their cell phone with their hands.

DO YOU FEEL IT IS VERY/EXTREMELY DANGEROUS TO...

- Use cell phones while driving
- Drive 10+ mph over the speed limit
- Drive after 1 drink
- Drive after 2 or more drinks
- Drive within an hour of using cannabis
- Drive after using potentially impairing prescription drugs



You have to be careful
what you think you know.

Simon Sinek

Which behavior do people think is most dangerous?

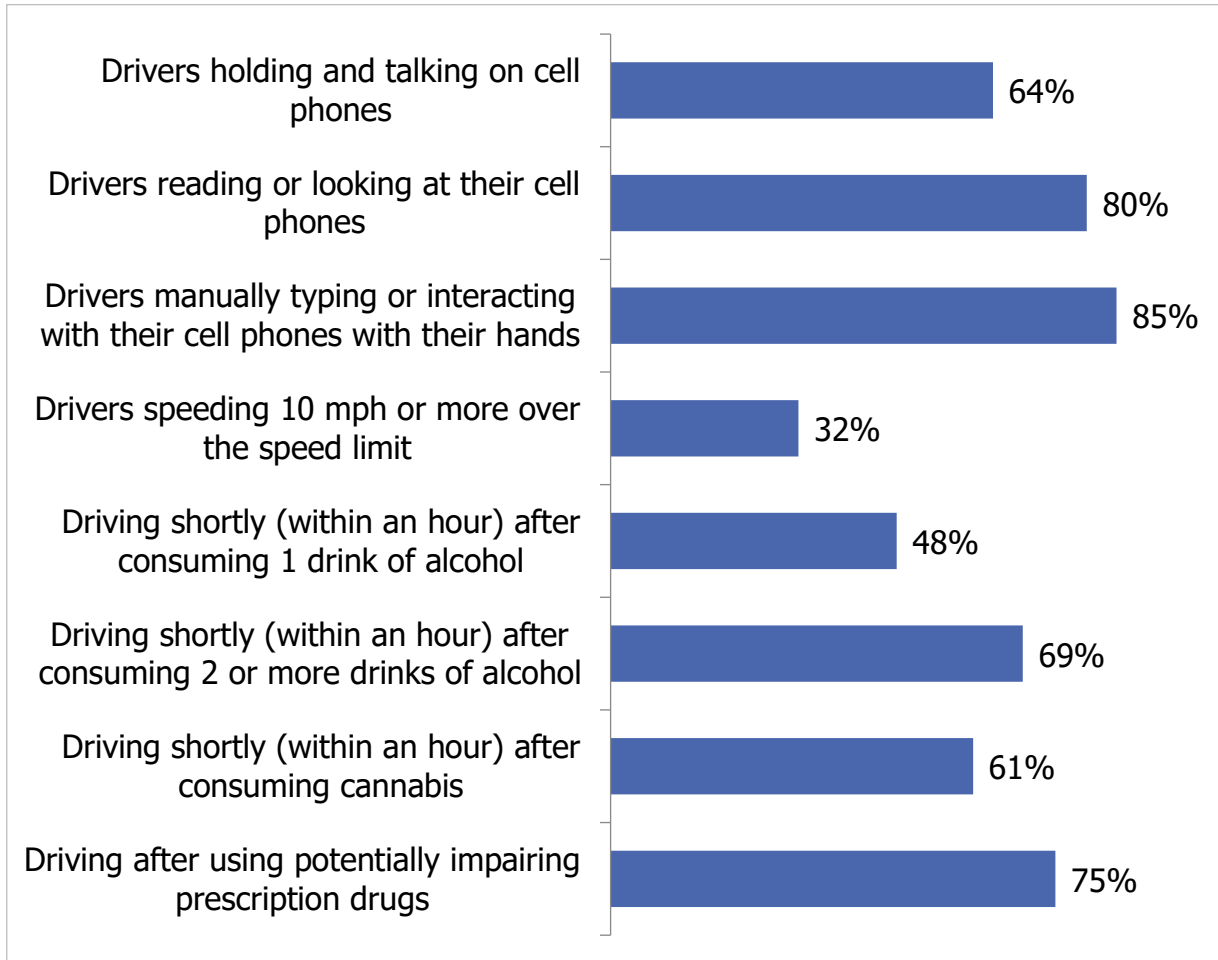
- A: Using cell phones
- B: Speeding 10+ mph over
- C: Driving after 2+ drinks
- D: Driving after using cannabis
- E: Driving after using Rx drugs

Bonus: Which DUI behavior do people think is most dangerous?

- C: Driving after 2+ drinks
- D: Driving after using cannabis
- E: Driving after using Rx drugs
 - A: 85%
 - B: 32%
 - C: 69%
 - D: 61%
 - E: 75%

SAFETY

How dangerous do you feel the following driving behaviors are? (% Very/Extremely Dangerous Overall)



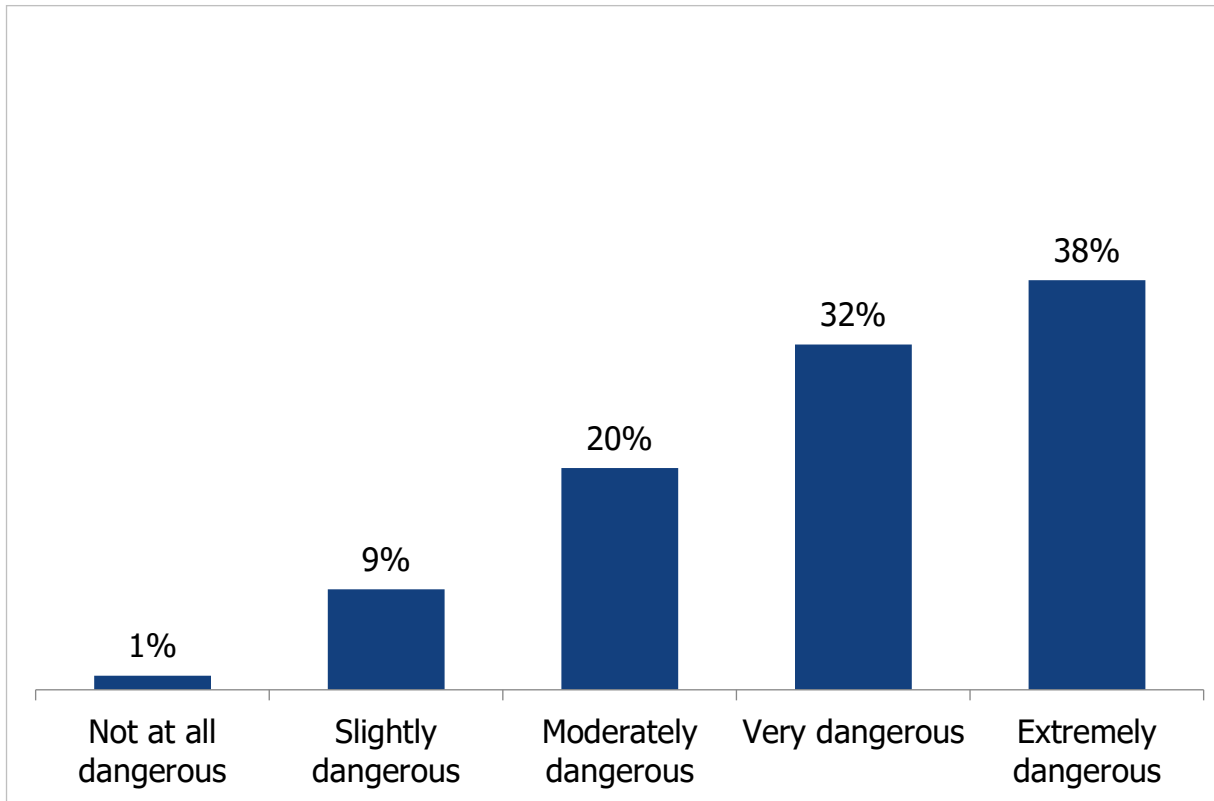
Summary

More than four in five (85%) of respondents statewide reported believing that it is very or extremely dangerous when drivers manually type or interact with their cell phones while driving.

Similarly, 80% reported believing that it is very or extremely dangerous when drivers read or look at their cell phones while driving.

SAFETY

How dangerous do you feel the following driving behaviors are? - Driving shortly (within an hour) after consuming 2 or more drinks of alcohol. (Overall %)

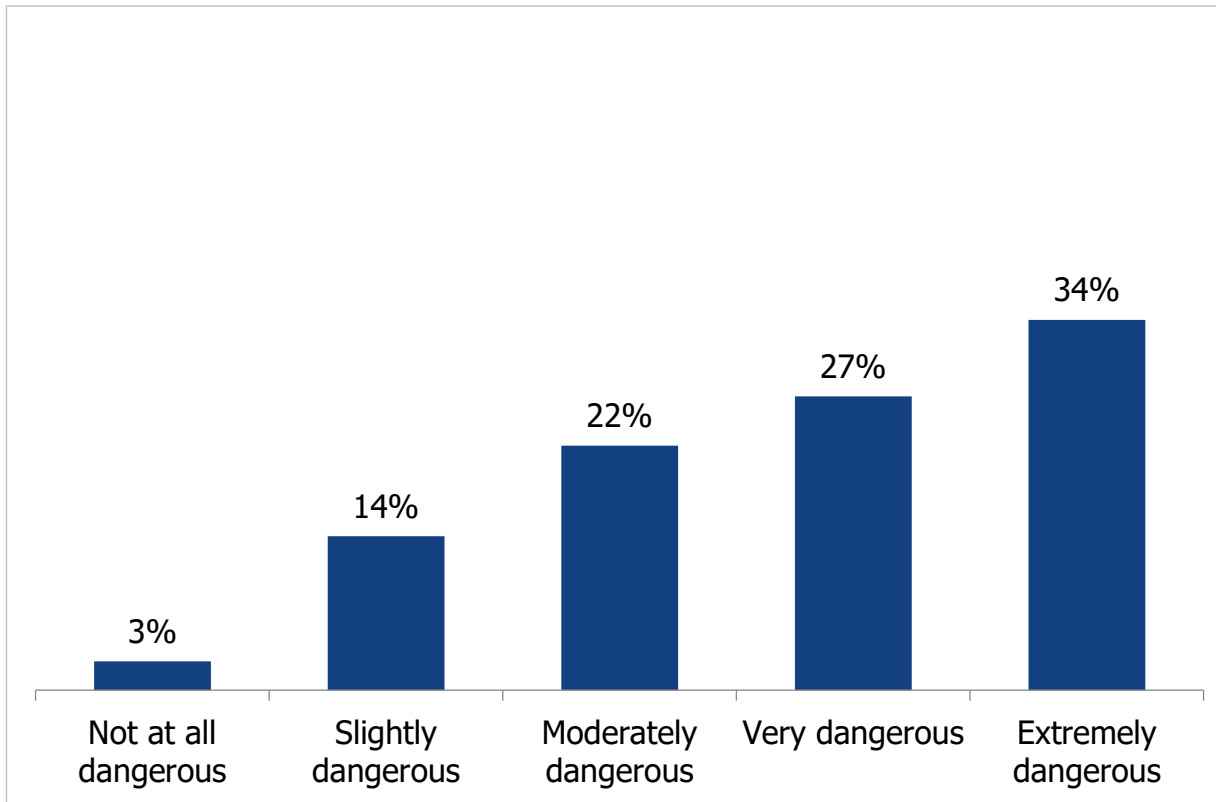


Summary

Overall, 70% of respondents reported believing that it is very or extremely dangerous to drive shortly (within an hour) after consuming 2 or more drinks of alcohol.

SAFETY

How dangerous do you feel the following driving behaviors are? - Driving shortly (within an hour) after consuming cannabis. (Overall %)

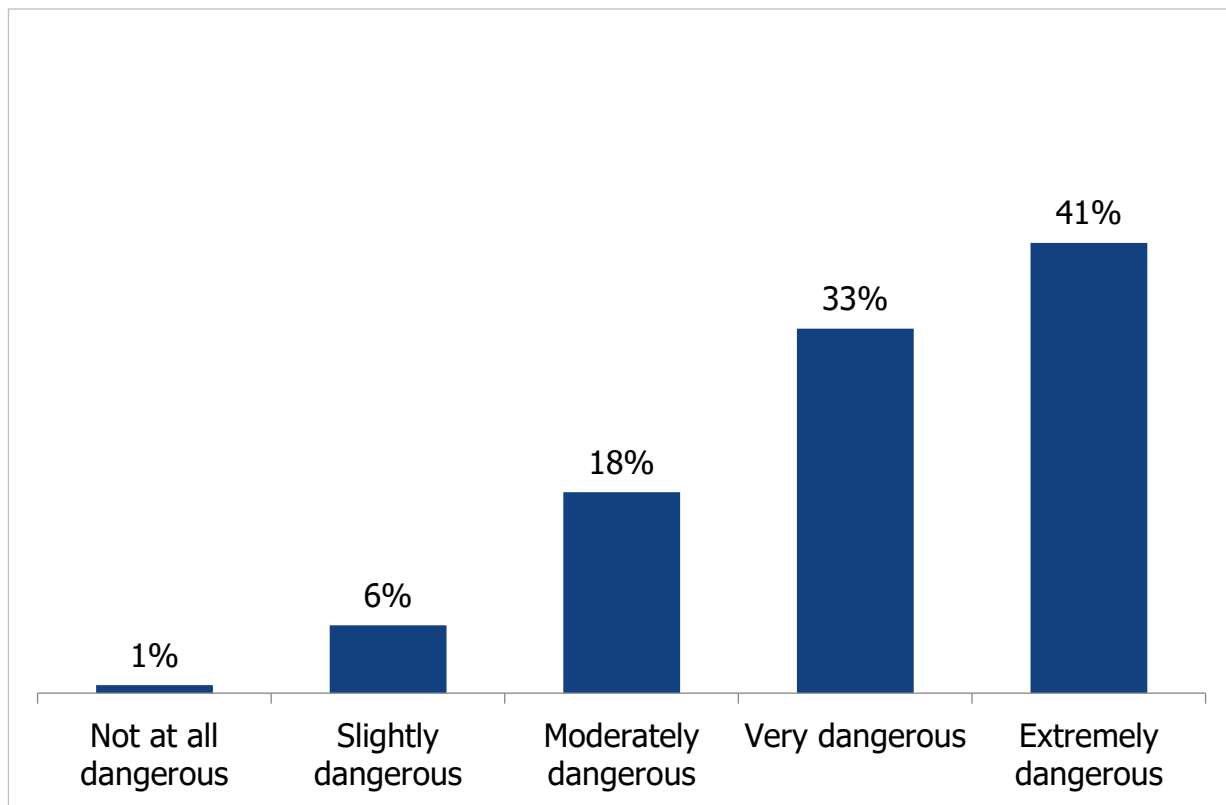


Summary

About three in five (61%) respondents overall reported believing that it is very or extremely dangerous to drive shortly (within an hour) after consuming cannabis.

SAFETY

How dangerous do you feel the following driving behaviors are? - Driving after using potentially impairing prescription drugs. (Overall %)



Summary

Three-quarters (74%) of respondents in the state reported believing that it is very or extremely dangerous to drive after using potentially impairing prescription drugs.

SAFETY

How dangerous do you feel the following driving behaviors are? - Driving after using potentially impairing prescription drugs

	Not at all dangerous	Slightly dangerous	Moderately dangerous	Very dangerous	Extremely dangerous
Gender					
Female	<1%	6%	16%	34%	45%
Male	1%	7%	21%	34%	37%
Transgender/Non-binary/Other	-	10%	21%	35%	34%
Age					
18-34	1%	7%	19%	34%	39%
35-44	<1%	8%	19%	33%	40%
45-54	1%	7%	18%	31%	43%
55-64	<1%	6%	20%	34%	40%
65+	<1%	4%	16%	35%	44%
Ethnicity					
Hispanic	1%	6%	16%	33%	44%
Non-Hispanic	1%	6%	19%	34%	40%
Race					
American Indian or Alaskan Native	2%	7%	12%	33%	46%
Asian or Asian American	1%	3%	13%	33%	51%
Black or African American	3%	5%	14%	32%	46%
Native Hawaiian or Pacific Islander	1%	7%	11%	35%	46%
White	1%	6%	20%	35%	39%
Other	1%	8%	17%	32%	42%

Summary

At WIDAC, there was a question about whether there were significant age differences among respondents reporting that driving after using potentially impairing prescription drugs is very or extremely dangerous.

Answer: There are NOT significant age differences among perceptions of the dangers of prescription drug use and driving.

HOW LIKELY ARE YOU TO BE CAUGHT BY POLICE FOR...

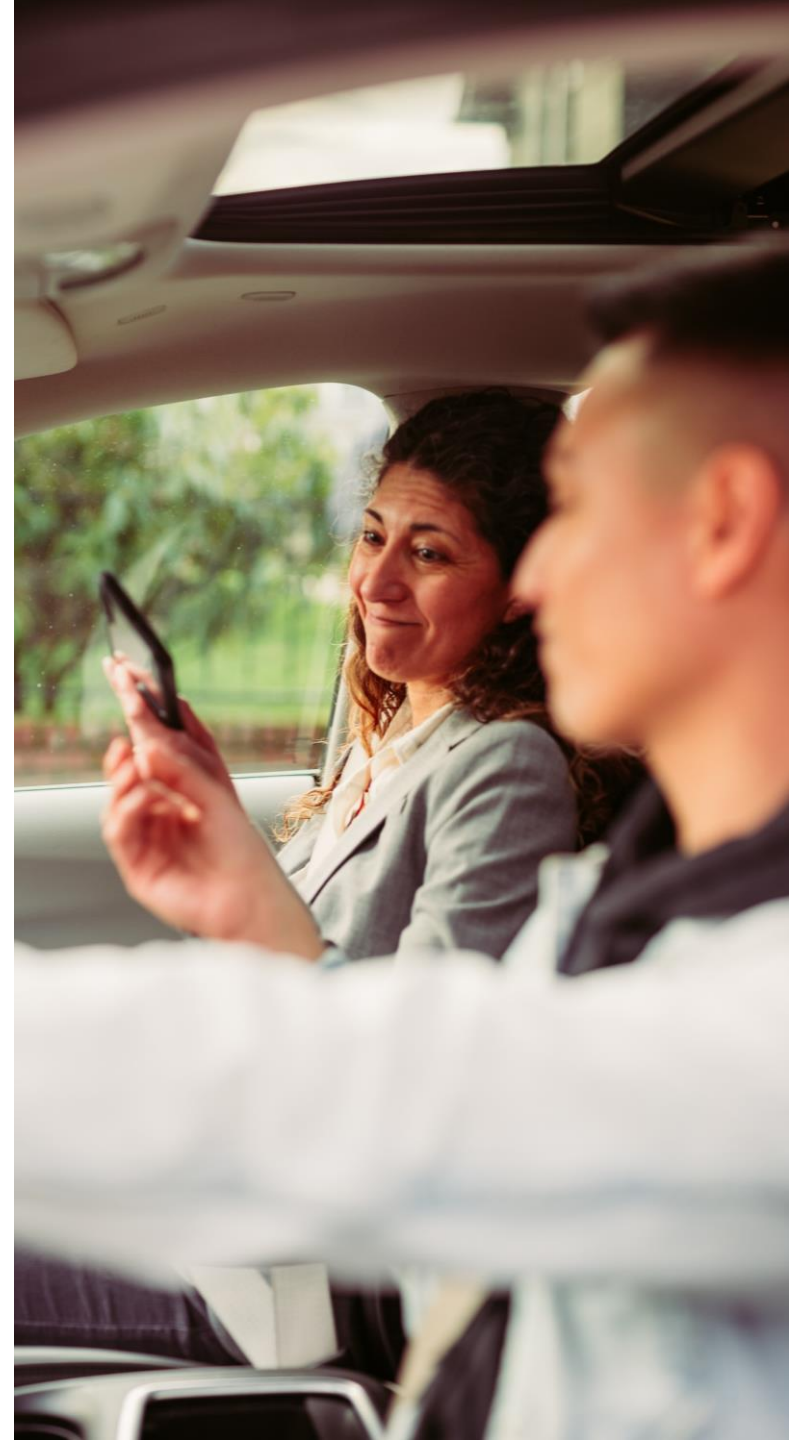
Using your cell phone while driving

Speeding 10+ mph over the limit

Driving under the influence of alcohol

Driving under the influence of cannabis

Not wearing a seat belt



You have to be careful
what you think you know.

Simon Sinek

Which behavior has the highest proportion responding not at all likely to be caught by police?

- A: Cell phone use while driving
 - B: Speeding 10+ mph
 - C: DUI - Alcohol
 - D: DUI – Cannabis
 - E: Not wearing a seat belt
- A: 28%
 - B: 17%
 - C: 12%
 - D: 19%
 - E: 27%

SAFETY

How likely is a driver in your community to be caught by the police for the following behaviors? (Overall %)

	Not at all likely	Slightly likely	Moderately likely	Very likely	Extremely likely	I Don't know
Driving while using a cell phone	28%	27%	16%	9%	6%	14%
Driving 10 mph or more over the speed limit	17%	29%	23%	13%	7%	10%
Driving under the influence of alcohol	12%	23%	26%	16%	9%	15%
Driving under the influence of cannabis	19%	26%	20%	10%	7%	17%
Driving while NOT wearing a seat belt	27%	26%	17%	9%	6%	16%

Summary

A sizeable proportion of respondents in the state reported believing that it is not at all likely or only slightly likely someone in their community would get caught by the police.

The proportion of respondents responding very or extremely likely to be caught by police is highest for DUI alcohol (25%).

SAFETY

How likely is a driver in your community to be caught by the police for the following behaviors? - Driving under the influence of alcohol

	Not at all likely	Slightly likely	Moderately likely	Very likely	Extremely likely	I Don't know
Gender						
Female	11%	21%	25%	17%	9%	18%
Male	13%	24%	27%	15%	10%	12%
Transgender/Non-binary/Other	10%	15%	39%	15%	11%	9%
Age						
18-34	13%	21%	23%	18%	12%	13%
35-44	13%	22%	25%	15%	9%	17%
45-54	13%	23%	28%	15%	7%	15%
55-64	10%	25%	28%	14%	8%	14%
65+	10%	25%	26%	15%	8%	16%
Ethnicity						
Hispanic	14%	18%	19%	23%	16%	11%
Non-Hispanic	12%	23%	27%	15%	9%	15%
Race						
American Indian or Alaskan Native	9%	24%	22%	23%	16%	7%
Asian or Asian American	13%	23%	22%	14%	11%	17%
Black or African American	14%	17%	22%	20%	16%	10%
Native Hawaiian or Pacific Islander	9%	15%	18%	27%	26%	5%
White	11%	25%	27%	15%	8%	14%
Other	13%	16%	25%	19%	11%	16%

Summary

Ages 18-34 are more likely to believe it is very or extremely likely a driver will be caught by police for DUI (30%), versus only 22-24% in other age groups.

Hispanic, AIAN, and Black people are more likely to believe it is very or extremely likely a driver will be caught by police for DUI (39%, 39%, and 36% respectively) compared to White (23%) and Asian (25%) people.

SUPPORT FOR POLICE ENFORCING...

Cell phone use while driving

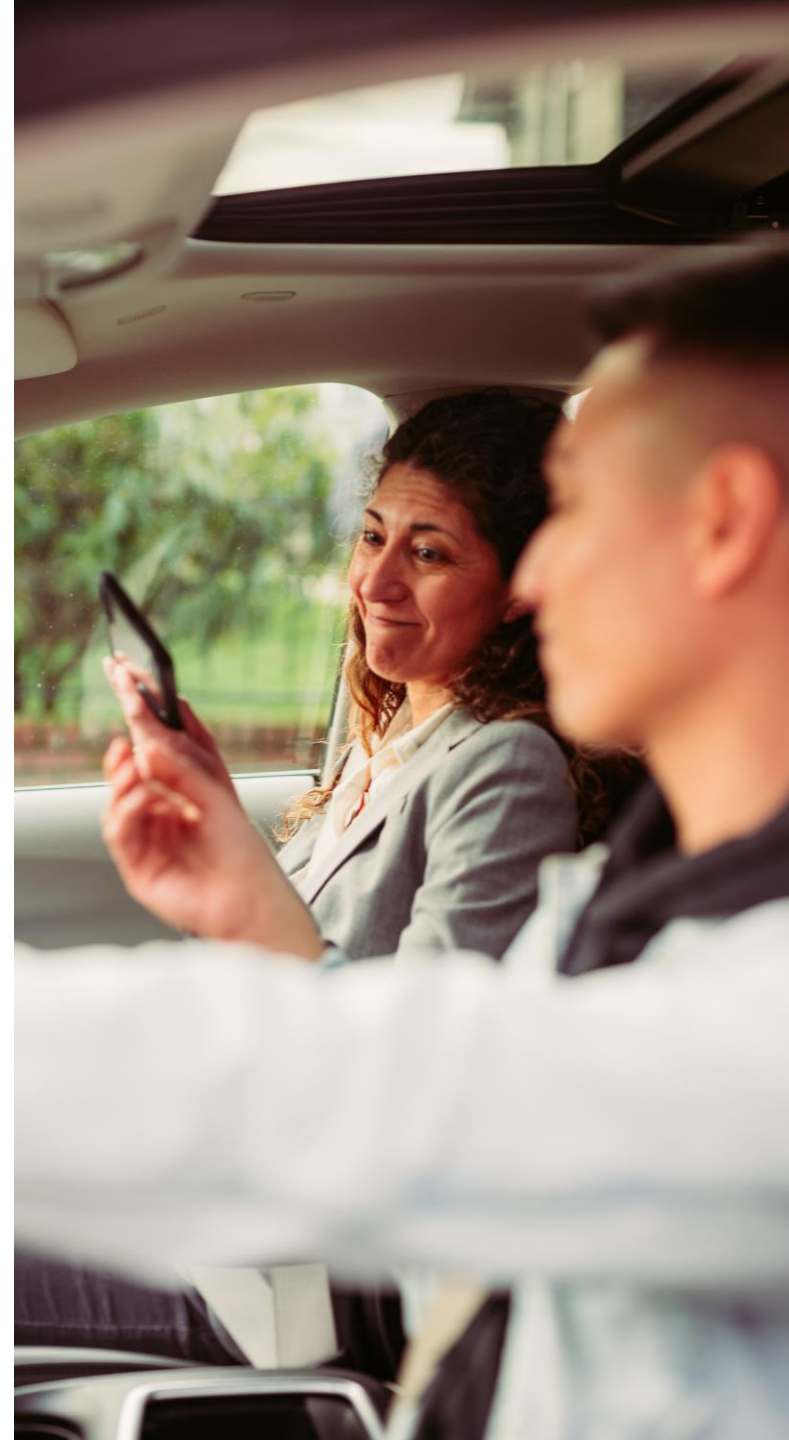
Speeding 10+ mph over the limit

Driving through a red light or stop sign

Driving under the influence of alcohol

Driving under the influence of cannabis

Not wearing a seat belt



You have to be careful
what you think you know.

Simon Sinek

Which TWO behaviors have the highest proportion responding somewhat or strongly support enforcement?

- | | |
|-------------------------------------|----------|
| ■ A: Cell phone use while driving | ■ A: 77% |
| ■ B: Speeding 10+ mph | ■ B: 60% |
| ■ C: Red light or stop sign running | ■ C: 84% |
| ■ D: DUI - Alcohol | ■ D: 86% |
| ■ E: DUI – Cannabis | ■ E: 78% |
| ■ F: Not wearing a seat belt | ■ F: 69% |

TRAFFIC SAFETY

How much do you support or oppose law enforcement enforcing the following traffic safety violations? (Overall %)

	Strongly oppose	Somewhat oppose	Neither support nor oppose	Somewhat support	Strongly support
Driving while using a cell phone	7%	6%	10%	23%	54%
Driving 10 mph or more over the speed limit	8%	12%	20%	29%	31%
Driving through a red light or not stopping at a stop sign	8%	3%	5%	14%	70%
Driving under the influence of alcohol	9%	2%	3%	7%	79%
Driving under the influence of cannabis	9%	4%	9%	11%	67%
Driving while NOT wearing a seat belt	11%	6%	15%	22%	47%

Summary

Four of every five respondents (79%) in the state reported that they strongly support law enforcement enforcing laws related to driving under the influence of alcohol.

The lowest level of strong support is speeding enforcement.

TRAFFIC SAFETY

How much do you support or oppose law enforcement enforcing the following traffic safety violations? - Driving under the influence of alcohol

	Strongly oppose	Somewhat oppose	Neither support nor oppose	Somewhat support	Strongly support
Gender					
Female	8%	1%	2%	5%	83%
Male	10%	2%	4%	8%	75%
Transgender/Non-binary/Other	7%	3%	2%	7%	80%
Age					
18-34	17%	4%	5%	8%	65%
35-44	10%	2%	4%	7%	77%
45-54	5%	1%	2%	7%	84%
55-64	4%	1%	2%	6%	87%
65+	4%	<1%	1%	5%	90%
Ethnicity					
Hispanic	14%	3%	5%	7%	72%
Non-Hispanic	9%	2%	3%	7%	80%
Race					
American Indian or Alaskan Native	17%	2%	2%	6%	73%
Asian or Asian American	15%	2%	5%	5%	74%
Black or African American	25%	4%	6%	10%	55%
Native Hawaiian or Pacific Islander	23%	2%	9%	11%	54%
White	7%	2%	3%	7%	82%
Other	11%	2%	3%	6%	78%

Summary

Males are slightly more likely than females to strongly oppose DUI alcohol enforcement.

Ages 18-34 are more strongly opposed to DUI alcohol enforcement than other age groups.

All race/ethnicity groups are more likely to be opposed to DUI alcohol enforcement compared to White people.

Black people and Native Hawaiian/PI are the most strongly opposed to DUI alcohol enforcement (one in four).

TRAFFIC SAFETY

How much do you support or oppose law enforcement enforcing the following traffic safety violations? - Driving under the influence of alcohol

	Strongly oppose	Somewhat oppose	Neither support nor oppose	Somewhat support	Strongly support
Education Level					
Less than high school degree	15.6%	3.3%	7.3%	3.8%	70.0%
High school graduate (includes GED)	16.5%	3.5%	4.9%	6.9%	68.1%
Some college, no degree	8.5%	1.6%	3.3%	6.2%	80.5%
2-year college degree (Associate's degree)	8.6%	1.7%	2.8%	6.7%	80.2%
4-year college degree (Bachelor's degree)	7.6%	1.1%	2.4%	7.3%	81.5%
Graduate or professional degree	6.9%	1.8%	1.8%	6.6%	82.9%
Income					
Less than \$29,999	17.2%	2.5%	4.9%	6.2%	69.2%
\$30,000 to \$49,999	11.8%	2.0%	3.7%	6.7%	75.8%
\$50,000 to \$74,999	9.2%	1.2%	2.8%	6.7%	80.1%
\$75,000 to \$99,999	8.3%	2.3%	2.9%	6.5%	79.9%
\$100,000 or more	6.9%	1.5%	2.9%	6.9%	81.7%
Past 30 day Alcohol Use					
Yes	7.1%	1.5%	3.0%	8.6%	79.9%
No	11.8%	2.0%	2.7%	4.3%	79.1%

Summary

People with a high school degree or less, and lower household incomes, are more likely to strongly oppose DUI-alcohol enforcement.

People who have consumed alcohol in the past 30 days are slightly more likely to strongly oppose DUI-alcohol enforcement than those who have not consumed alcohol. However, the proportion of these two groups who strongly support DUI-alcohol enforcement is nearly identical at ~80%.

You have to be careful
what you think you know.

Simon Sinek

Which counties have the highest proportion of people strongly supporting DUI-alcohol enforcement?

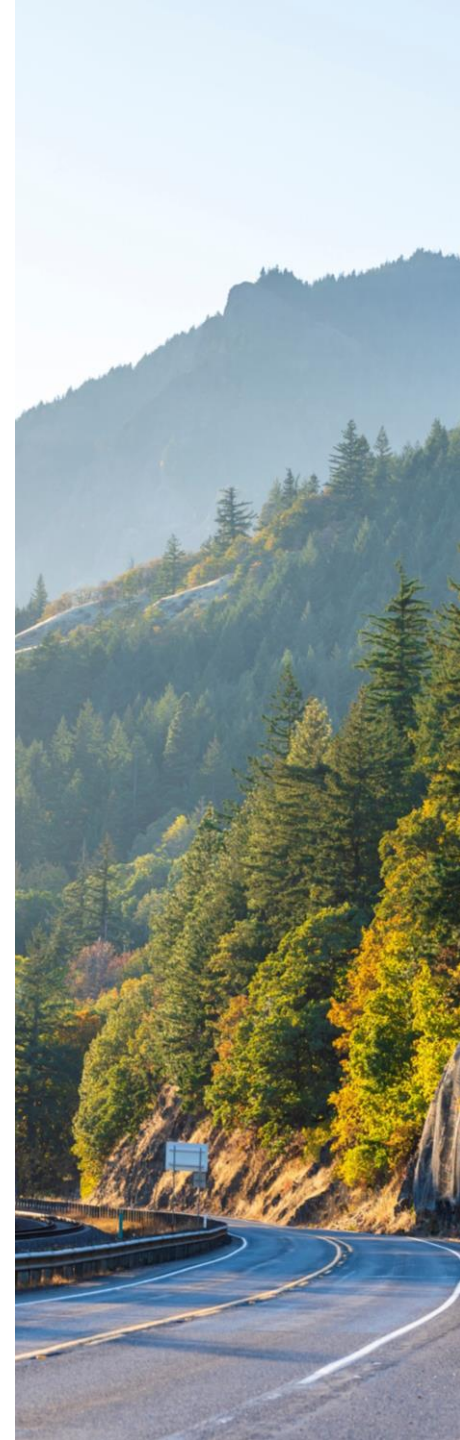
Overall statewide, 79% strongly support DUI-alcohol enforcement.

STRONGLY SUPPORT BY COUNTY

County	Total	County	Total	County	Total
Ferry	89%	Clark	80%	Yakima	72%
Pend Oreille	87%	Klickitat	80%	Skamania	69%
San Juan	85%	Grant	80%	Stevens	69%
Clallam	83%	Mason	79%	Chelan	69%
Lewis	83%	Spokane	78%	Whitman	66%
Kitsap	83%	Walla Walla	77%	Pacific	66%
Island	82%	Pierce	77%	Franklin	64%
Whatcom	82%	King	75%	Lincoln	62%
Skagit	82%	Okanogan	74%	Asotin	55%
Cowlitz	81%	Kittitas	74%	Columbia	51%
Snohomish	81%	Jefferson	74%	Wahkiakum	49%
Benton	81%	Grays Harbor	73%	Garfield	47%
Thurston	80%	Douglas	73%	Adams	38%

SUMMARY

- The frequency of Bystander Interventions are high – a good cultural foundation to build on
- Backseat belt use is lower than front seat use
- We need to work on perceptions around speeding, a primary factor in severe crashes
- Perception of LE apprehension is low, we need to increase general deterrence
- Support for traffic safety law enforcement is high, our LEAs need resources
- The public really dislikes cell phone distracted driving!
- Coming Soon...Survey Result Dashboards!



Questions

shoff@wtsc.wa.gov

Full survey results and infographics
are available here

[https://wtsc.wa.gov/research-
data/traffic-safety-reports/](https://wtsc.wa.gov/research-data/traffic-safety-reports/)