



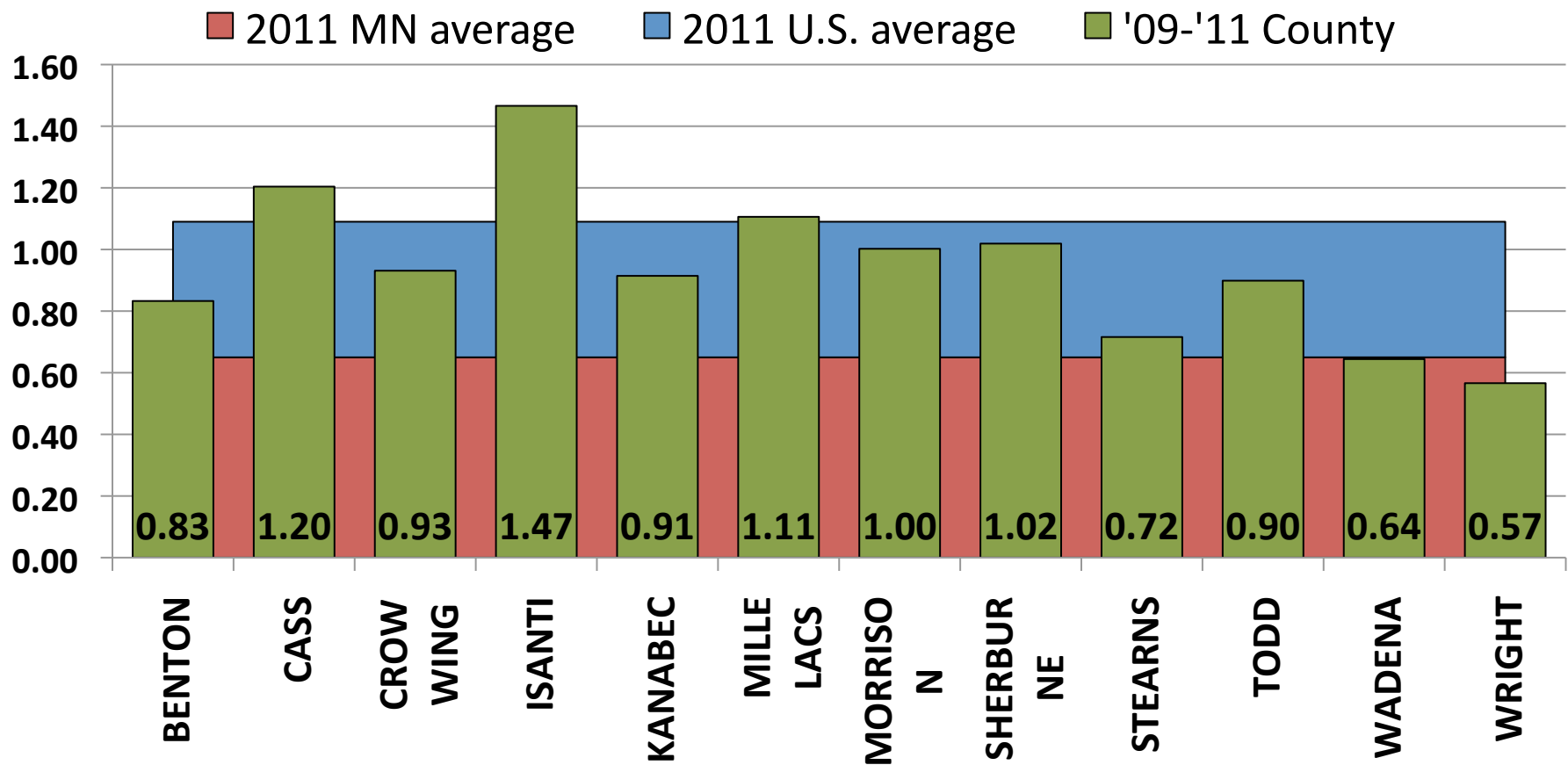
TOWARD ZERO DEATHS
Because your life counts

East Central Minnesota TZD Region Crash Data

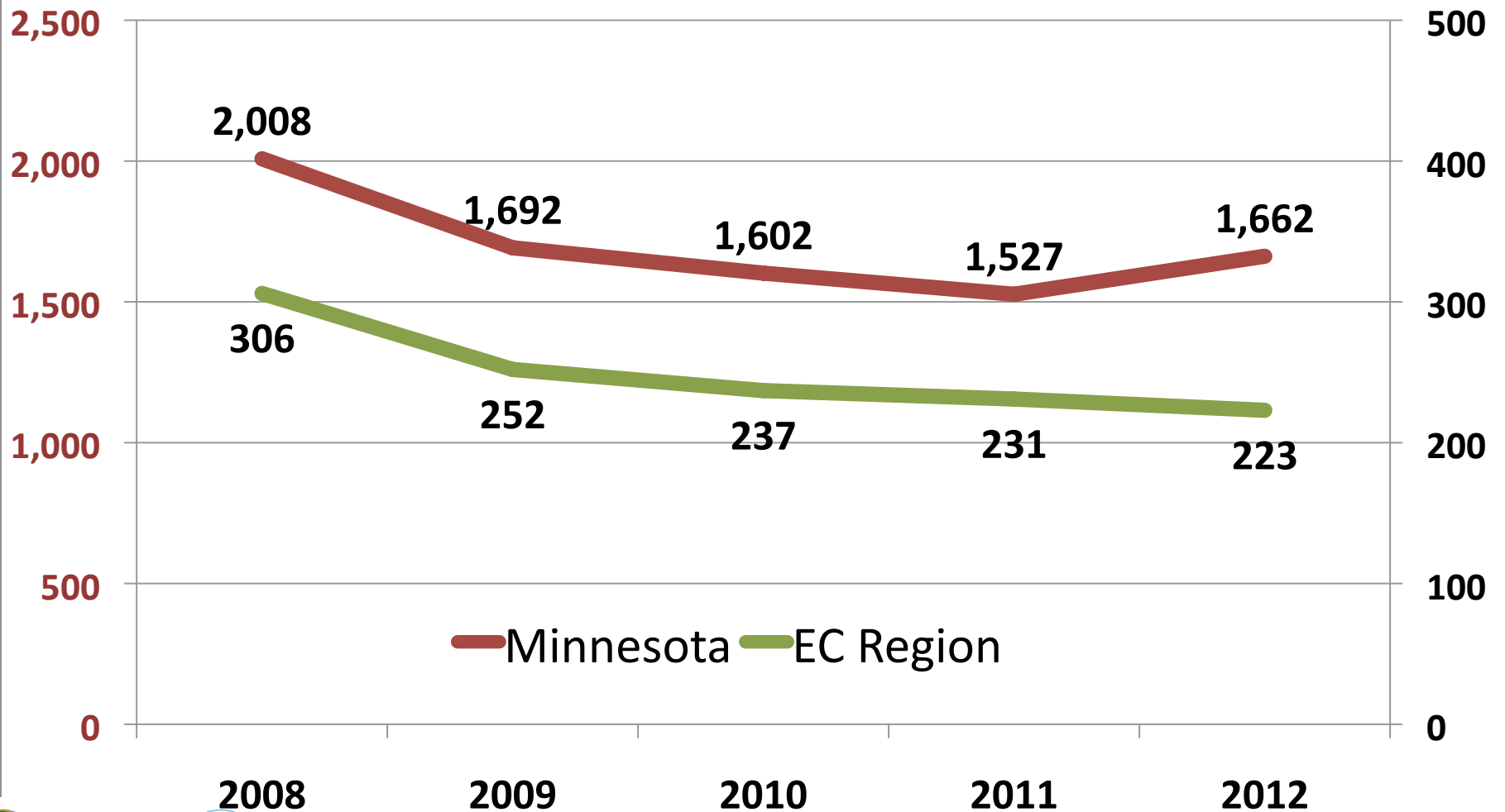
St. Cloud
June 4, 2013



East Central Minnesota TZD Region 2009-2011 Fatality Rates per 100M Vehicle Miles Traveled by County

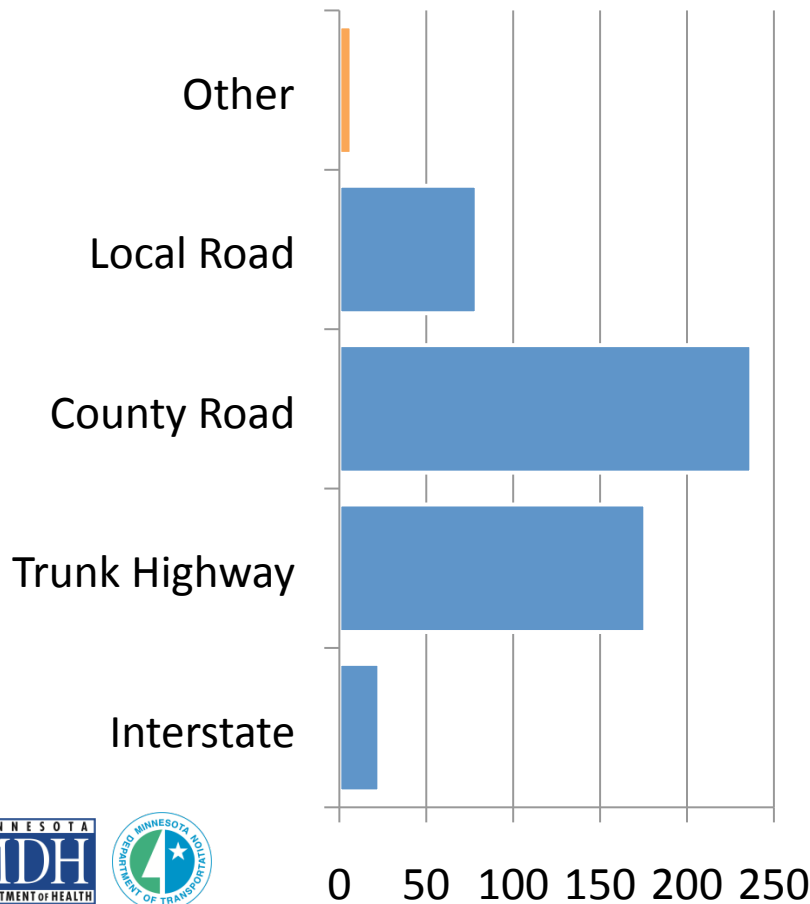


2008-2012 Fatalities and Serious Injuries

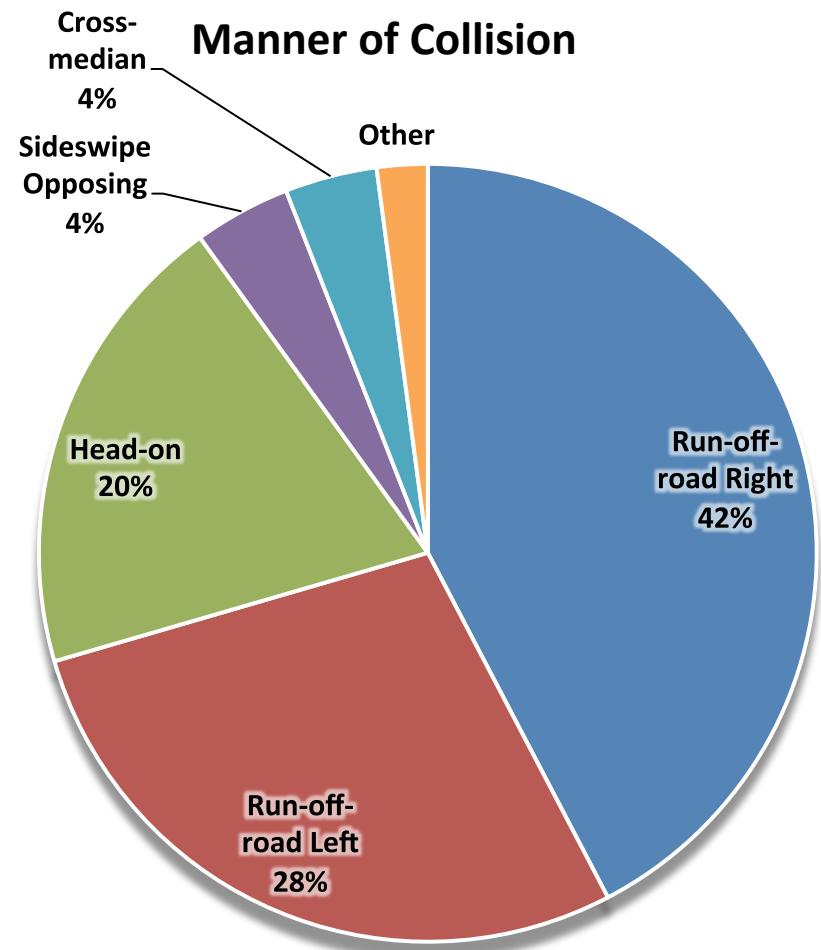


East Central Minnesota TZD Region: Lane Departure Accounts for 54% of all Fatal and Serious Injury Crashes

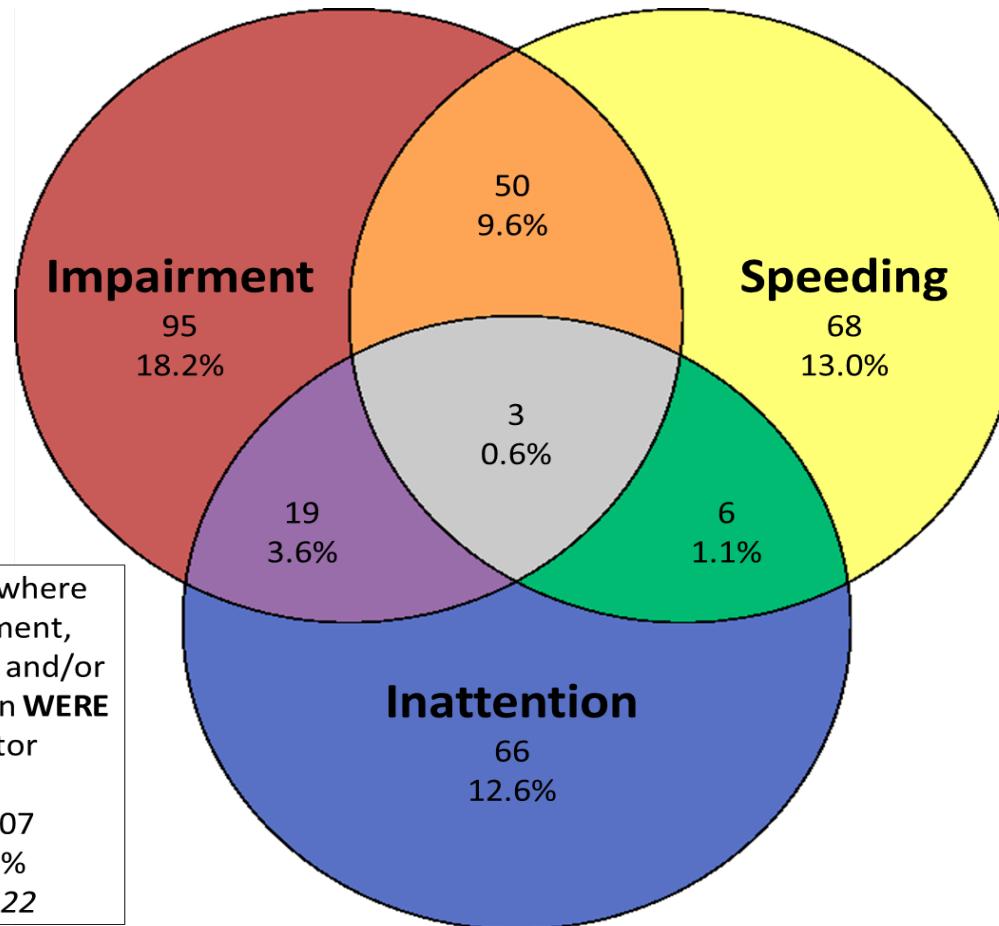
Roadway Type



Manner of Collision



East Central TZD Region Driver's Choices that Lead to Fatal and Serious Injury Lane Departure Crashes



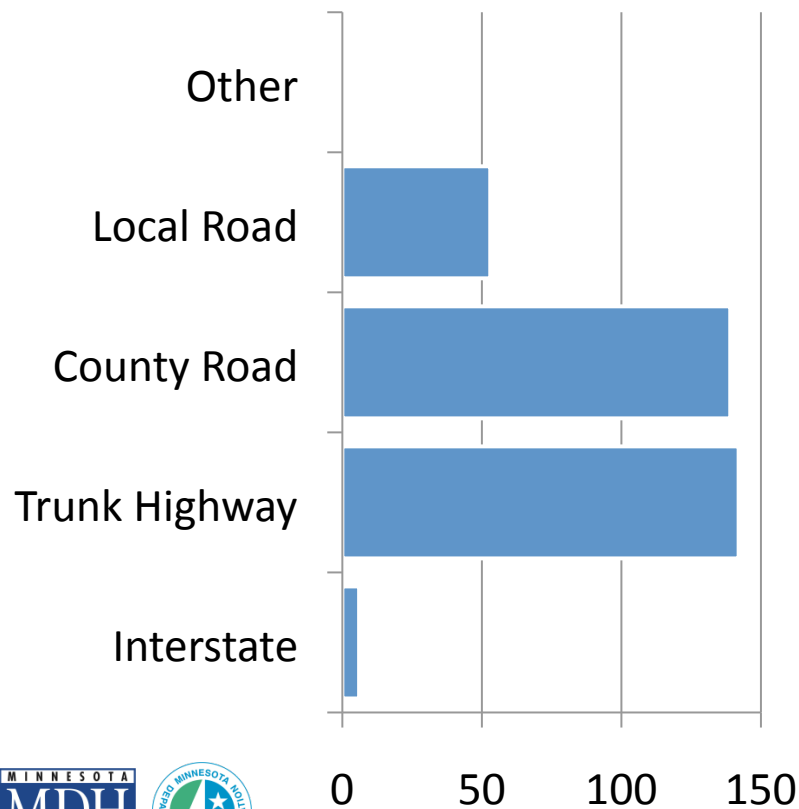
Crashes where impairment, speeding, and/or inattention **WERE** a factor

n = 307
58.8%
N = 522

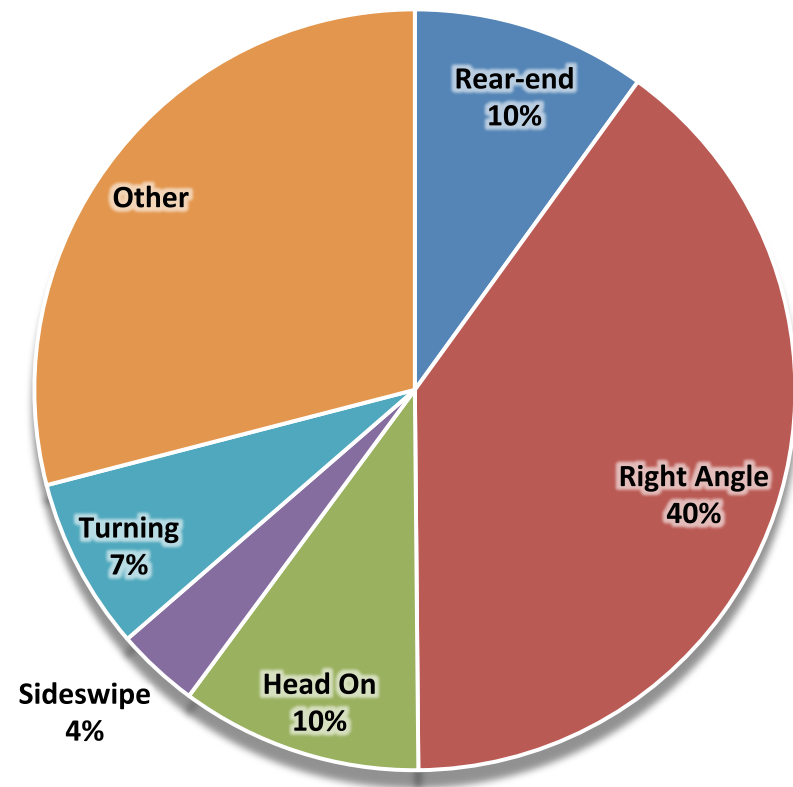
Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

East Central Minnesota TZD Region: Intersection Crashes Account for 35% of all Fatal and Serious Injury Crashes

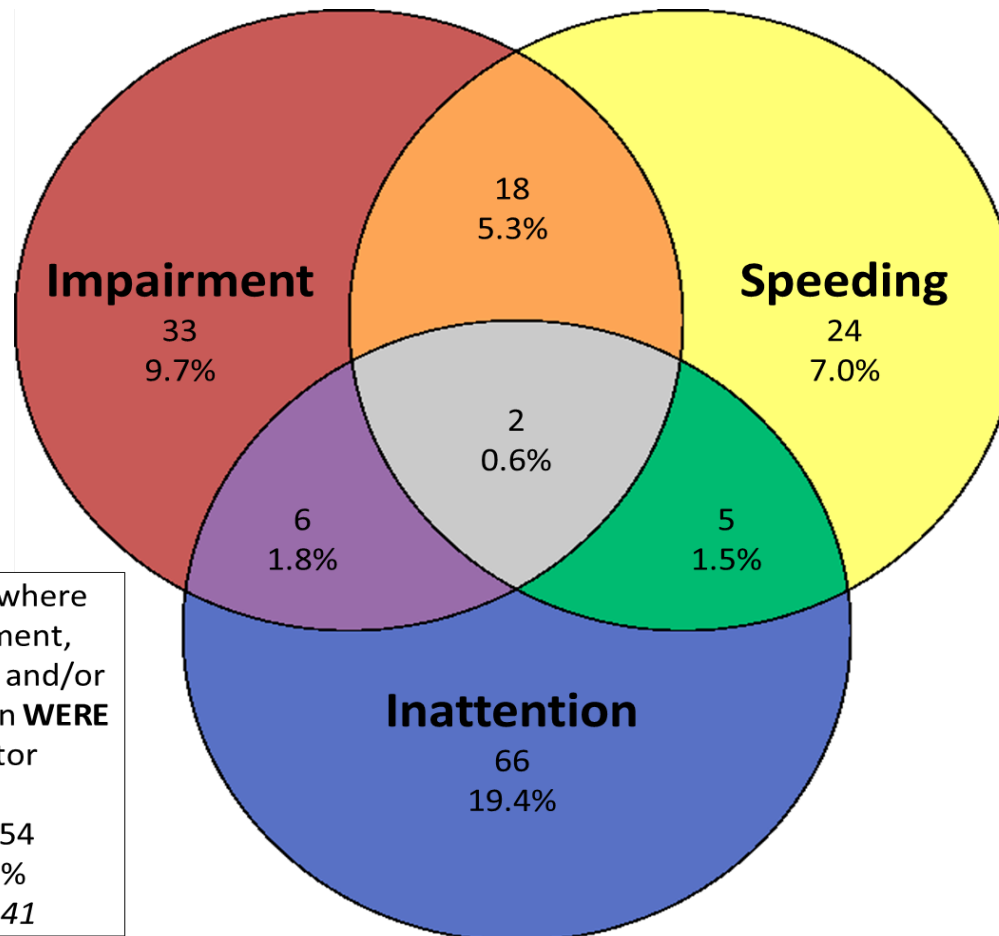
Roadway Type



Crash Diagram



East Central TZD Region Driver's Choices that Lead to Fatal and Serious Injury Intersection Crashes



Crashes where impairment, speeding, and/or inattention **WERE** a factor

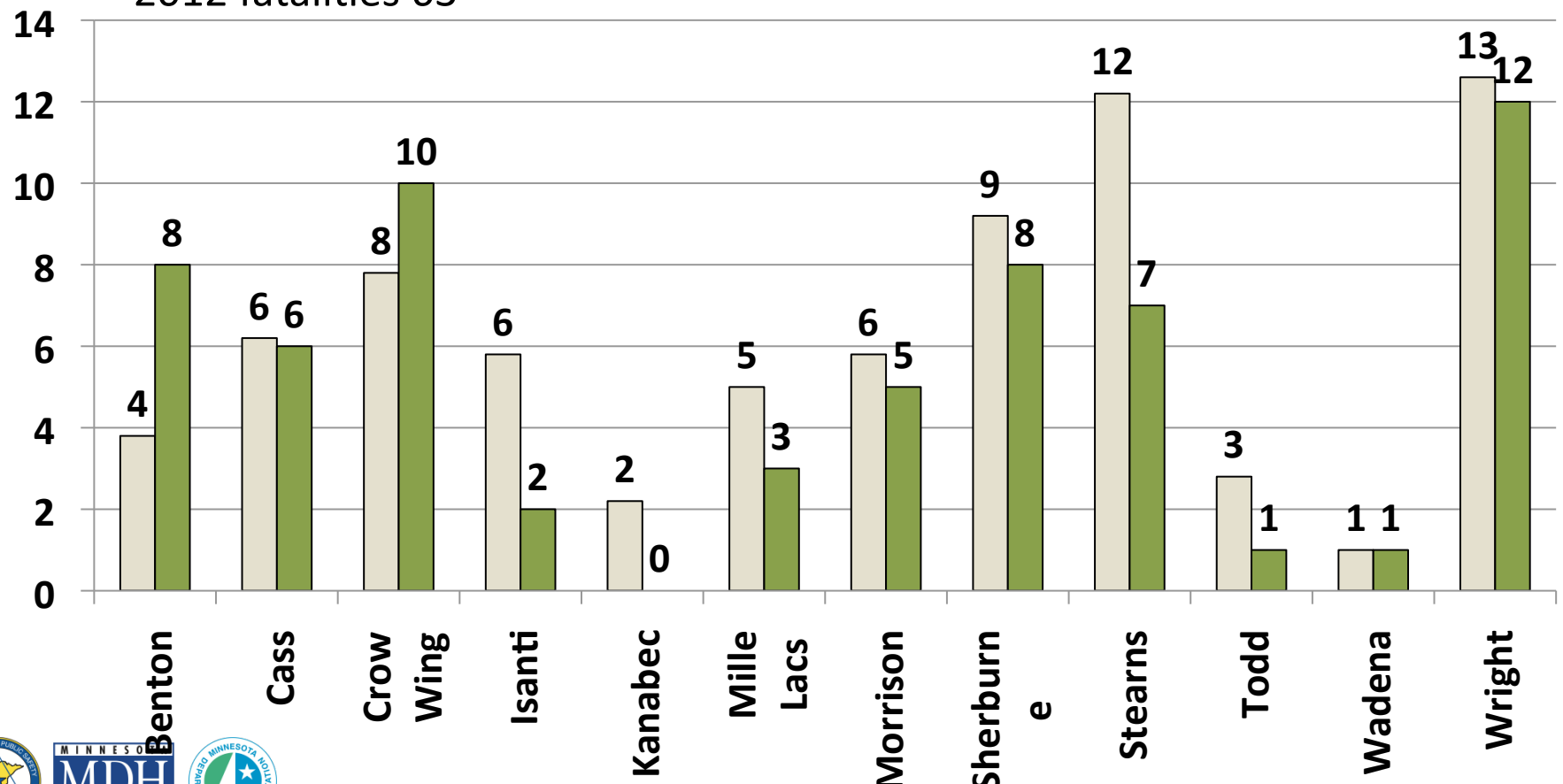
n = 154
45.2%
N = 341

Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

East Central Minnesota TZD Region Fatalities by County, 2007-2012

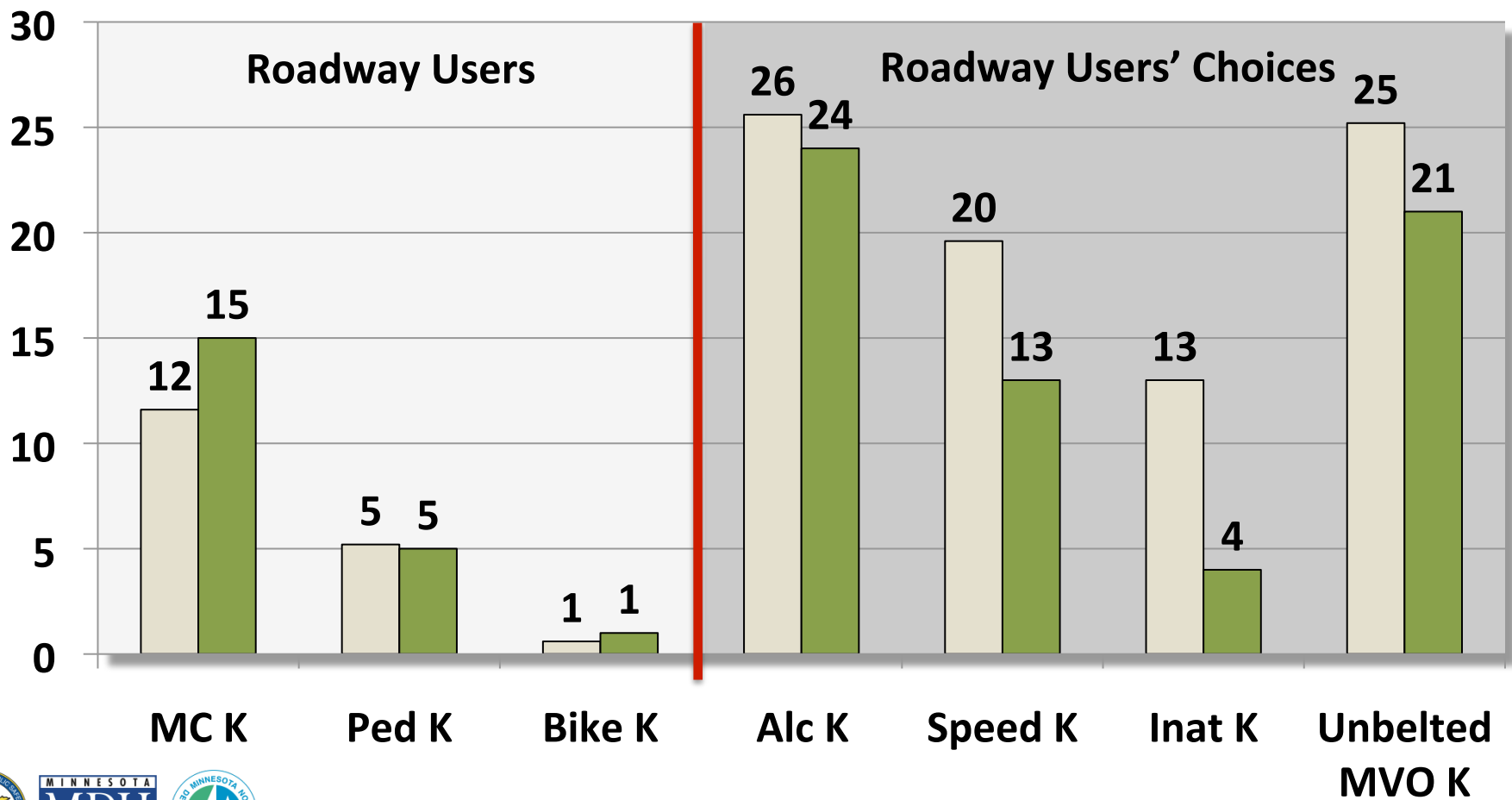
Five year average 74
2012 fatalities 63

□ '07-'11 average ■ 2012

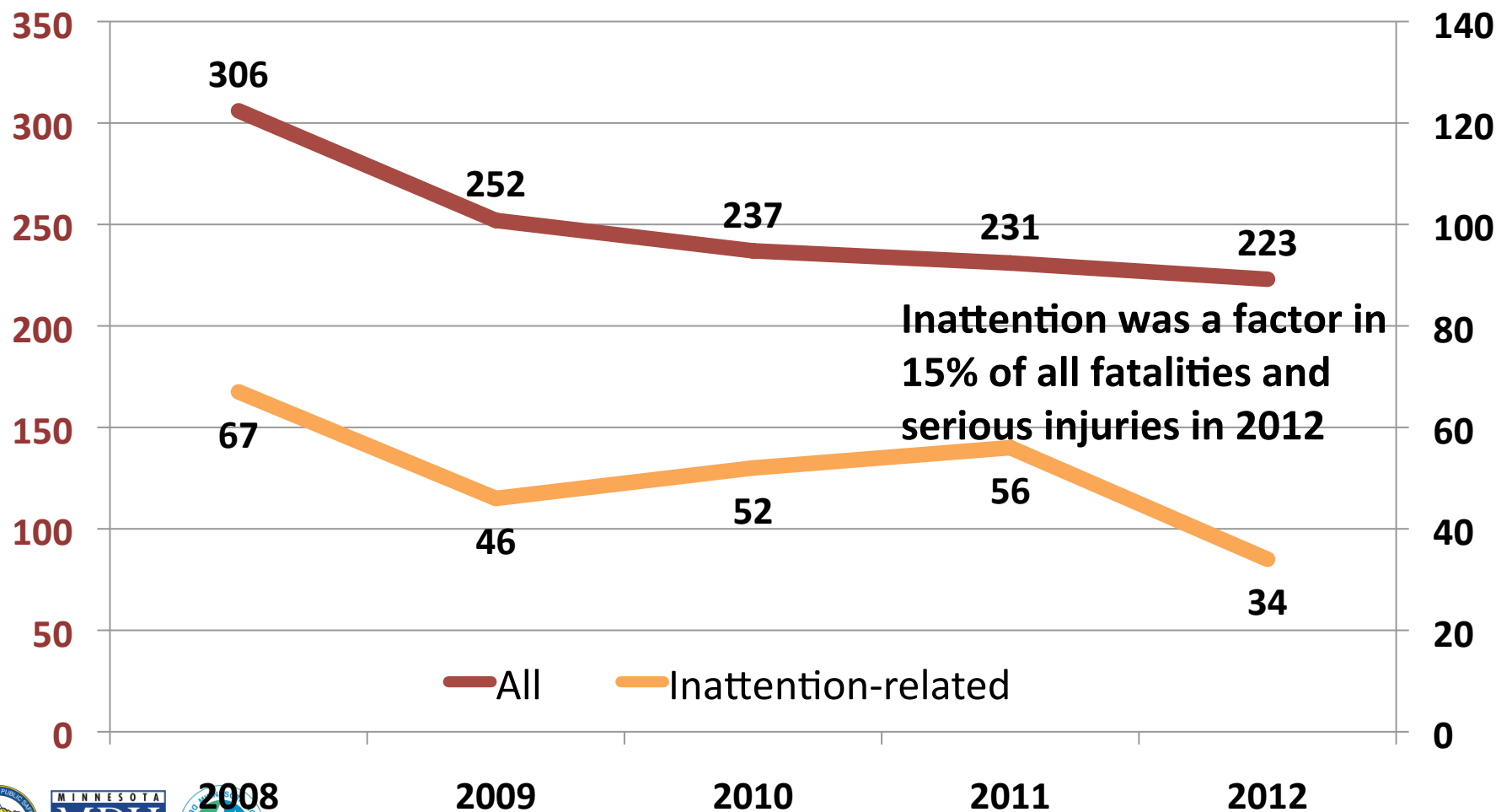


East Central Minnesota Fatality Trends, 2007-2012

□ '07-'11 average ■ 2012



East Central Minnesota TZD Region **Inattention-Related** Fatalities and Serious Injuries, 2008–2012

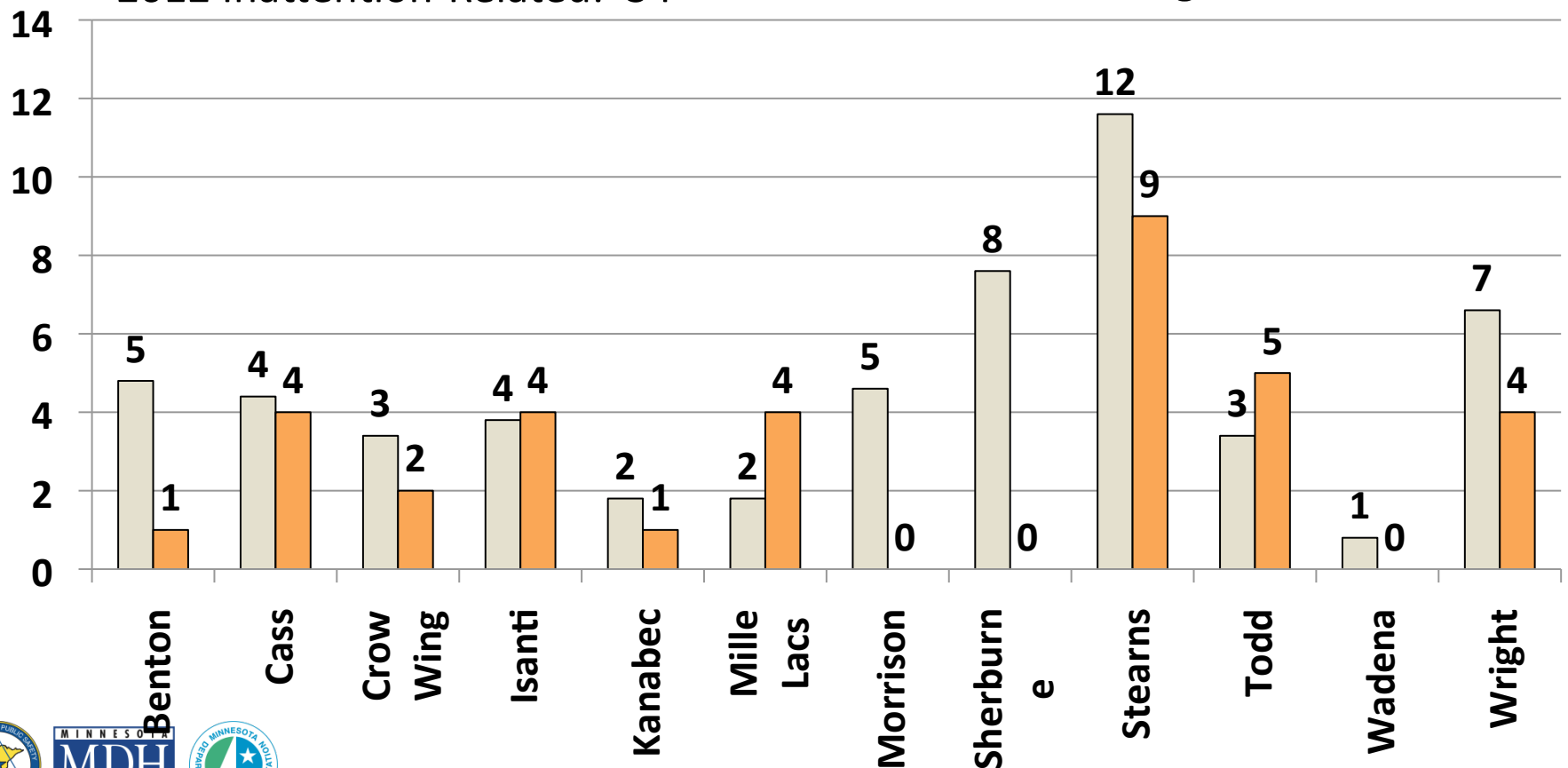


East Central Minnesota TZD Region **Inattention-Related** Fatalities and Severe Injuries by County, 2007–2012

Five year average: 55

2012 Inattention-Related: 34

□ '07-'11 average ■ 2012



East Central Minnesota TZD Region

Inattention-Related Audience

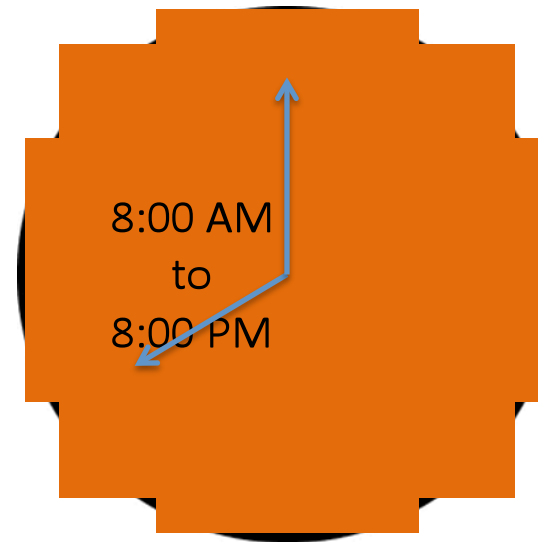
§ Who?

§ All ages

§ Male and Female (females disproportionately affected)

§ When?

§ “Work hours”



East Central Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries, 2008–2012

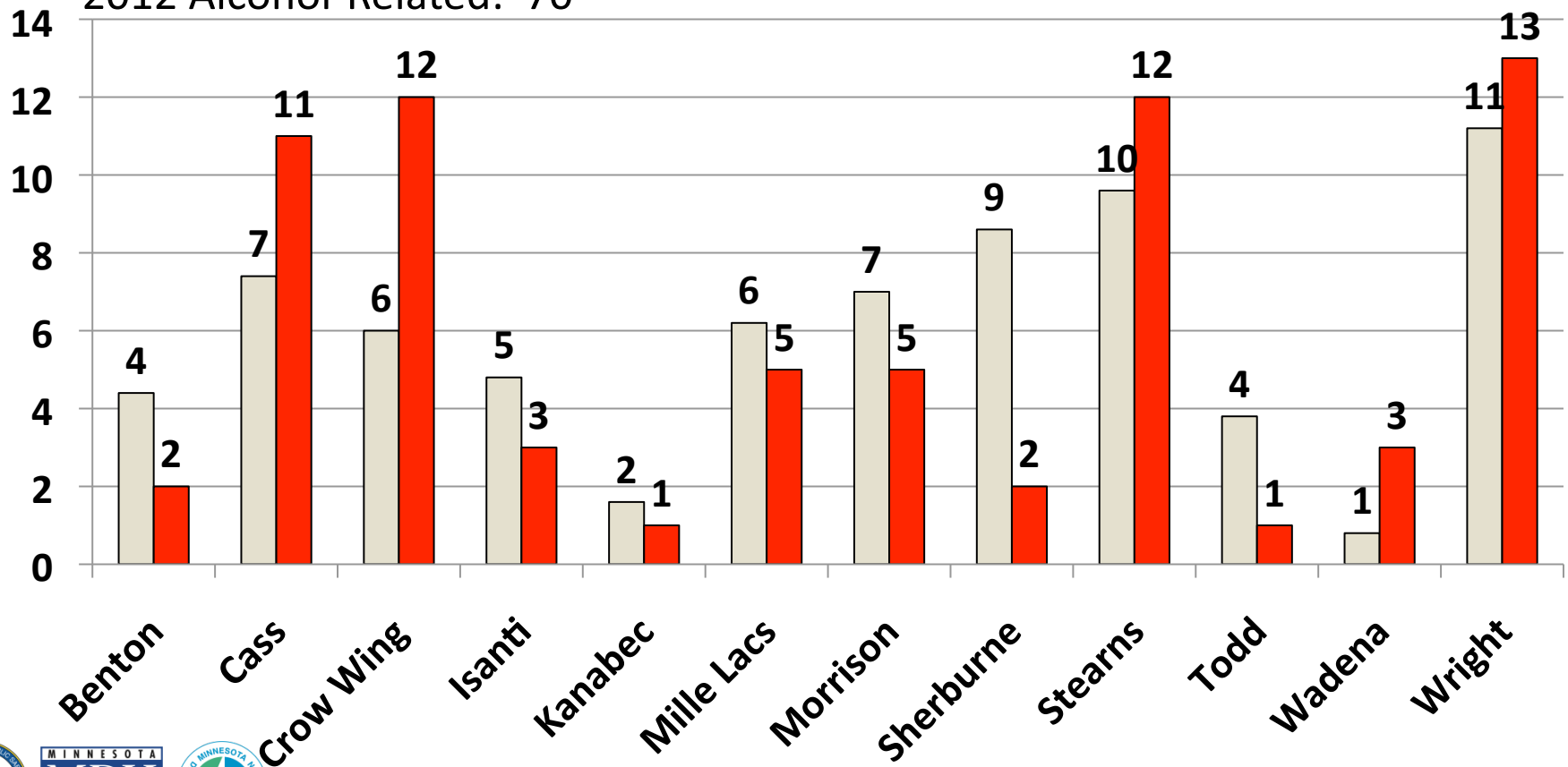


East Central Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries by County, 2007-2012

Five year average: 71

2012 Alcohol-Related: 70

■ '07-'11 average ■ 2012



East Central Minnesota TZD Region

Alcohol-Related Audience

§ Who?

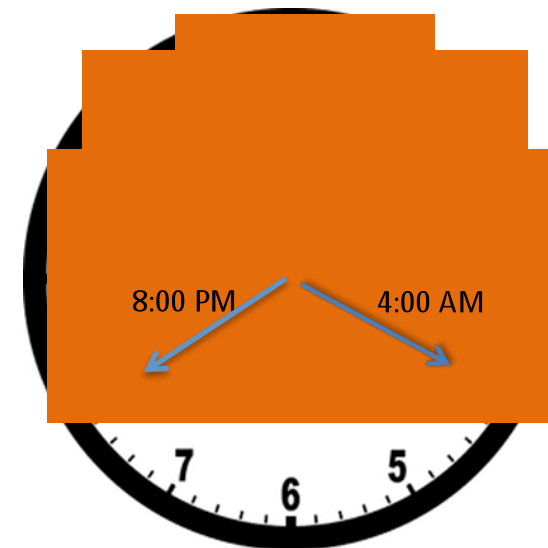
§ Young (21–29)

§ Males

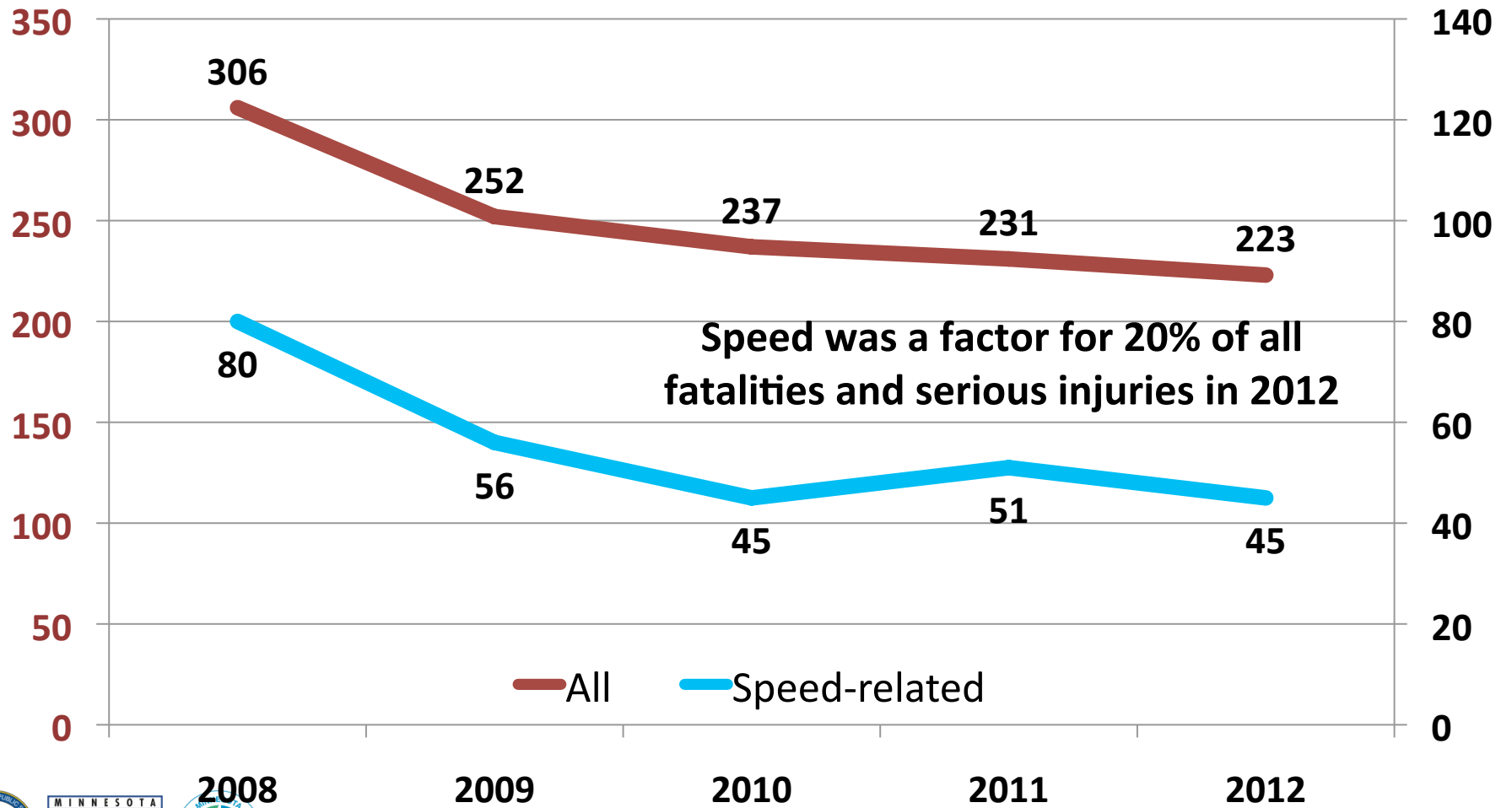
§ When

§ Weekends

§ 8 p.m. to 4 a.m.



East Central Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries, 2008–2012

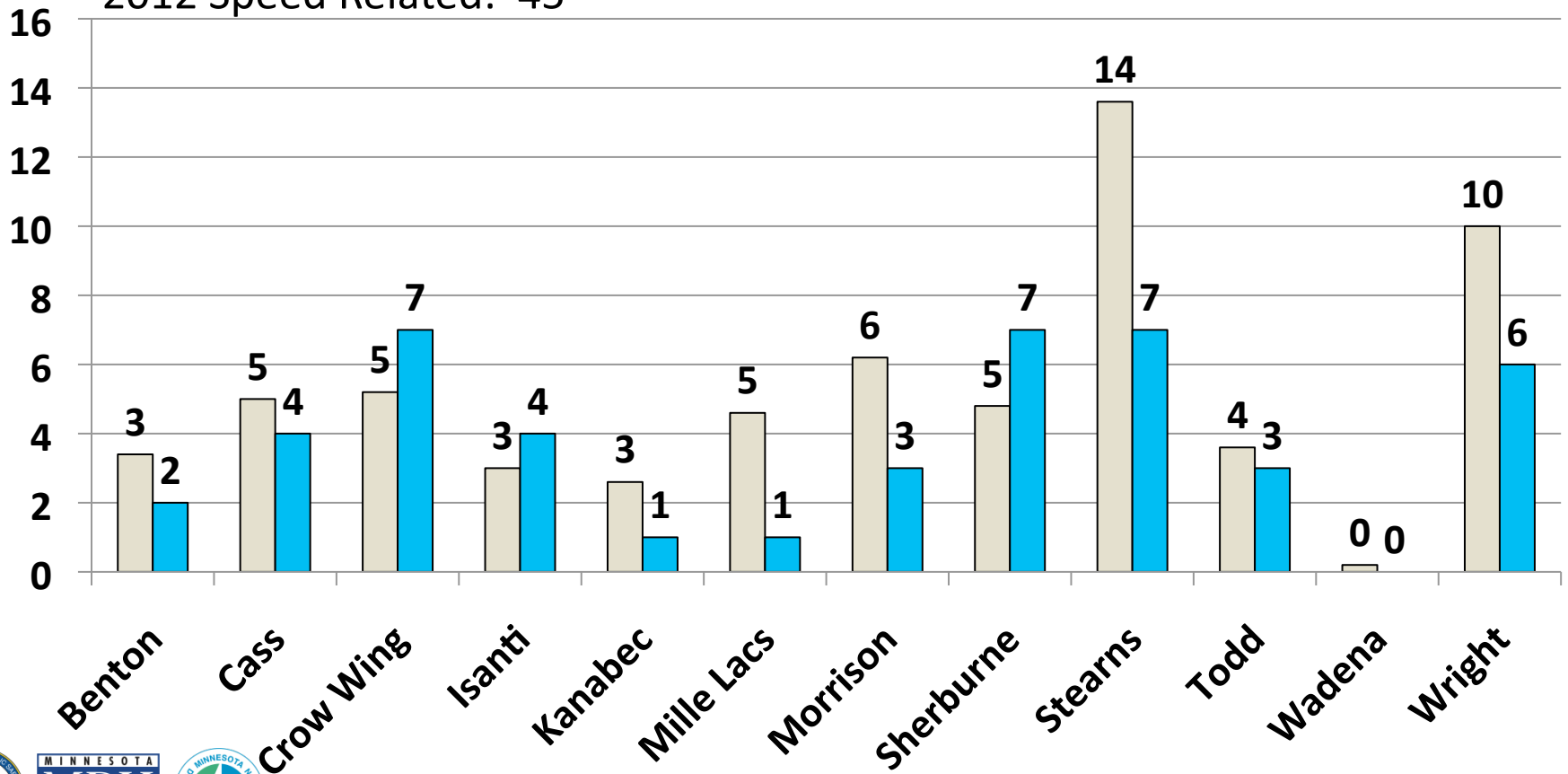


East Central Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries by County, 2007-2012

Five Year Average: 62

2012 Speed Related: 45

■ '07-'11 average ■ 2012



East Central Minnesota TZD Region

Speed-Related Audience

§ Who?

§ Young (16-29)

§ Male

§ When?

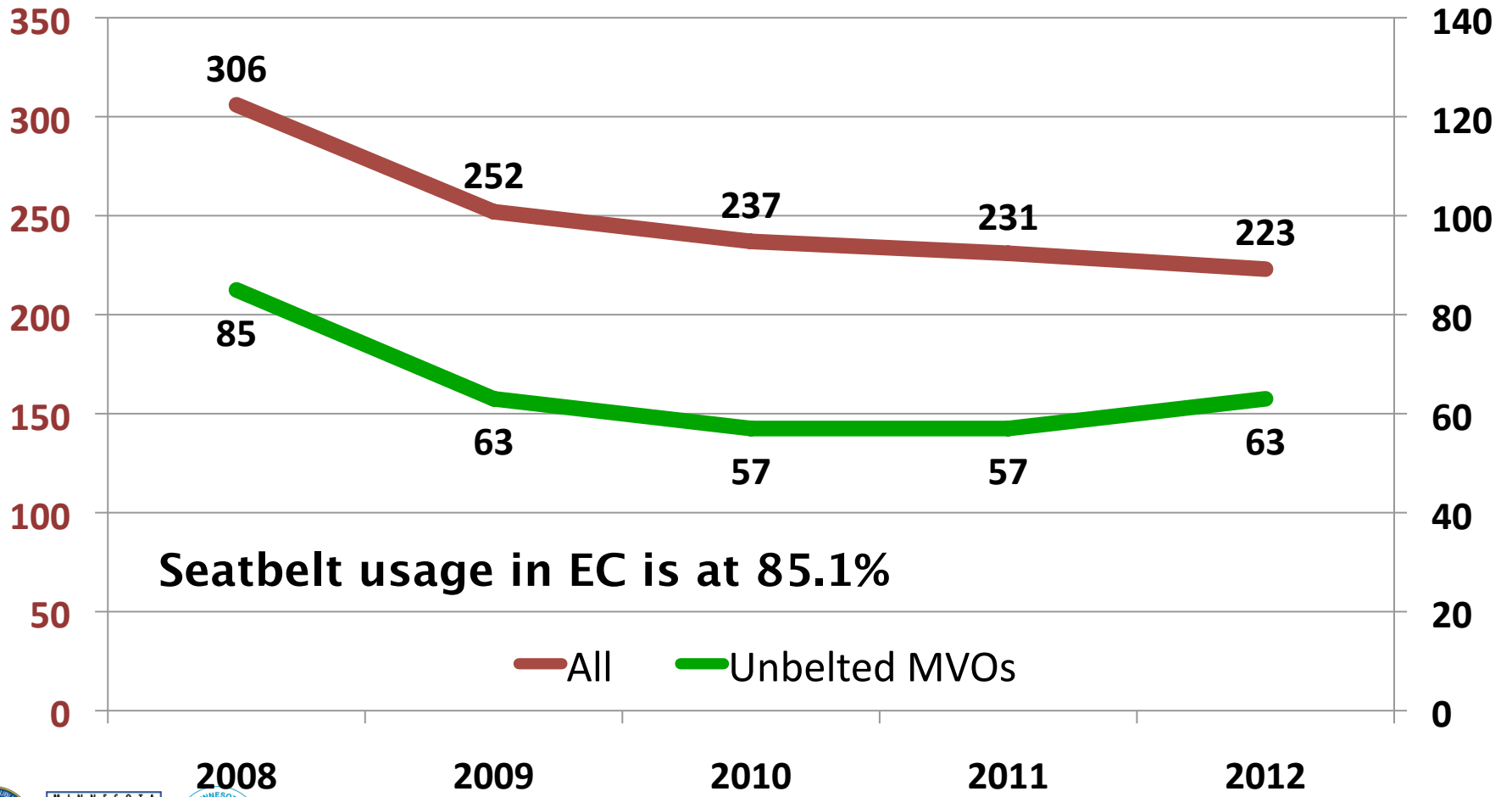
§ Weekend



Any Time



East Central Minnesota TZD Region **Unbelted Motor Vehicle Occupant** Fatalities and Severe Injuries, 2008-2012



2008

2009

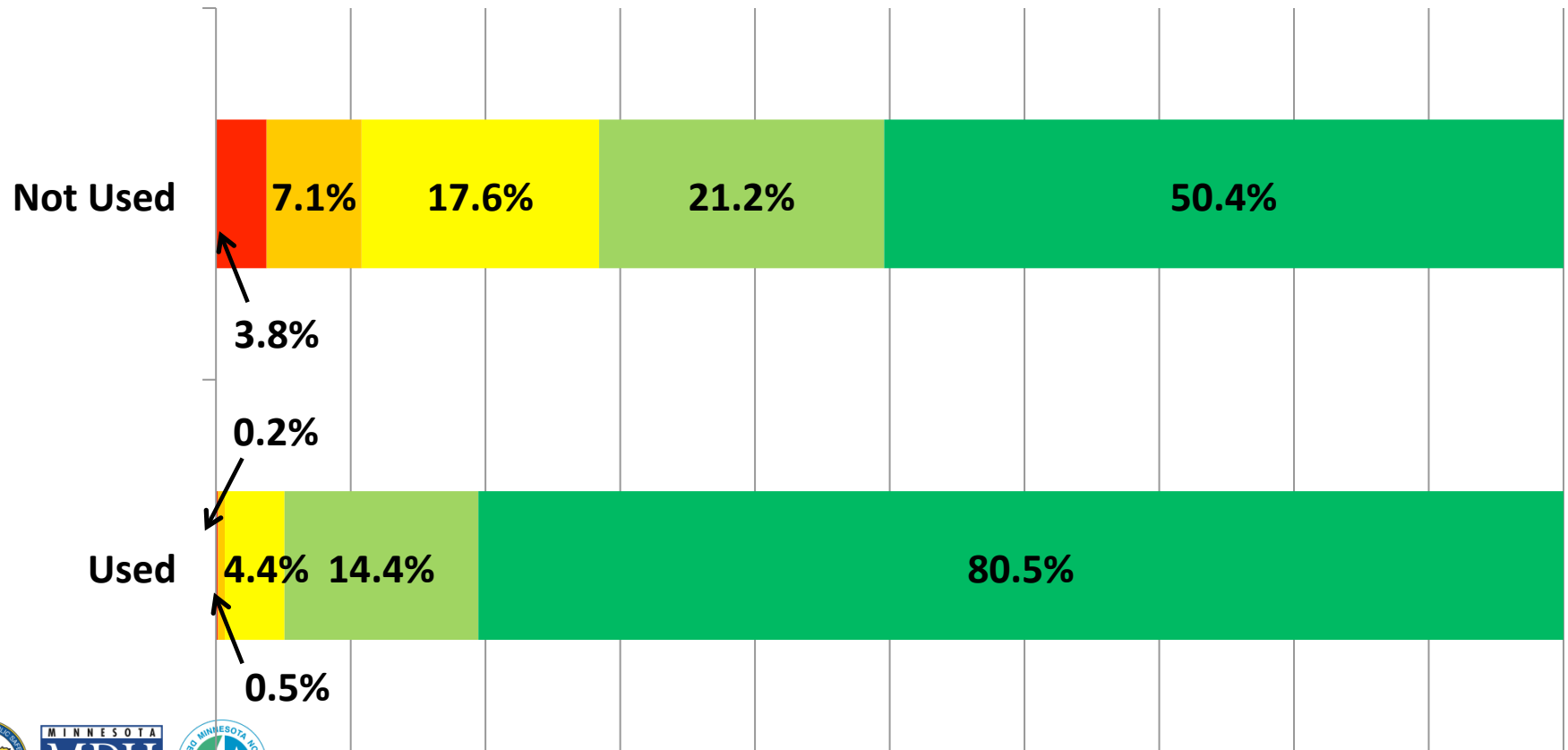
2010

2011

2012

East Central Minnesota TZD Region Percentage of Injury Severity by Belt Usage, 2008-2012

■ Killed
 ■ Serious Injury
 ■ Moderate Injury
 ■ Minor Injury
 ■ No Injury



East Central Minnesota TZD Region **Seat Belt** Audience

§ Males

§ Over 2 out of 3 unbelted fatalities & serious injuries

§ Young (16-35)

§ Half of unbelted fatalities & serious injuries

§ Alcohol impairment

§ Over half of unbelted fatalities & serious injuries

East Central Minnesota TZD Region 2008-2012

Key Findings

- § Traffic fatalities and serious injuries
 - § Dropped by 27%
 - § Occur more frequently during summer months
 - § Nearly 1 out of 3 are 16-29 years-old
- § Over 2 out of 3 fatalities are male

East Central Minnesota TZD Region 2008-2012

Key Findings

- § Greater percentage of inattention-related fatalities and serious injuries among females
- § Nearly 3 out of 4 alcohol-related fatalities are male
- § Speeding is an over-represented factor in single vehicle crashes – particularly for 15 to 34-years-olds
- § Males are more likely to be unbelted than females

TZD on the Web

§ TZD Web Site

www.minnesotatzd.org

