



**TOWARD ZERO DEATHS**  
Because your life counts

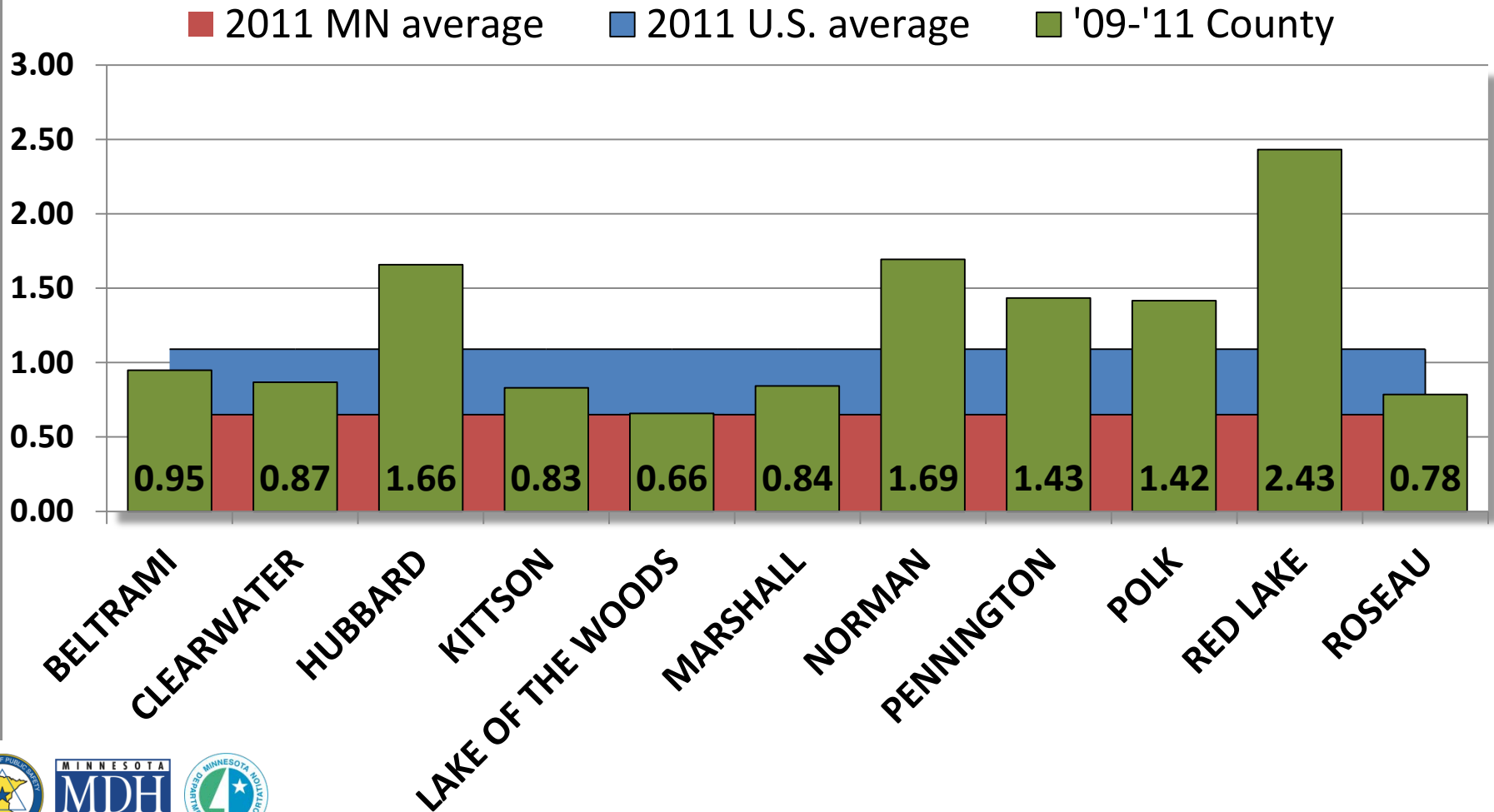
# Northwest Minnesota TZD Region Crash Data

Bemidji

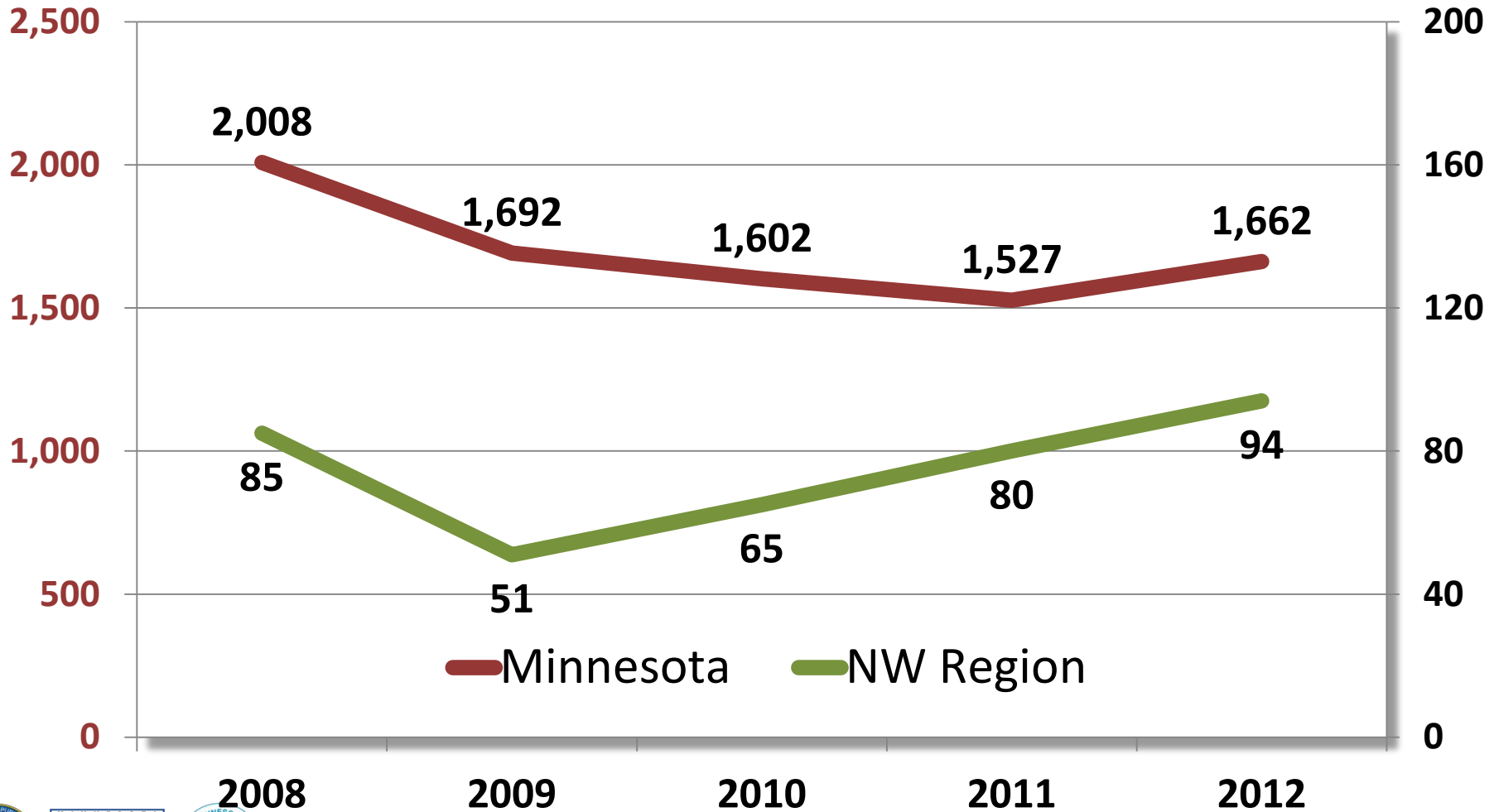
June 6, 2013



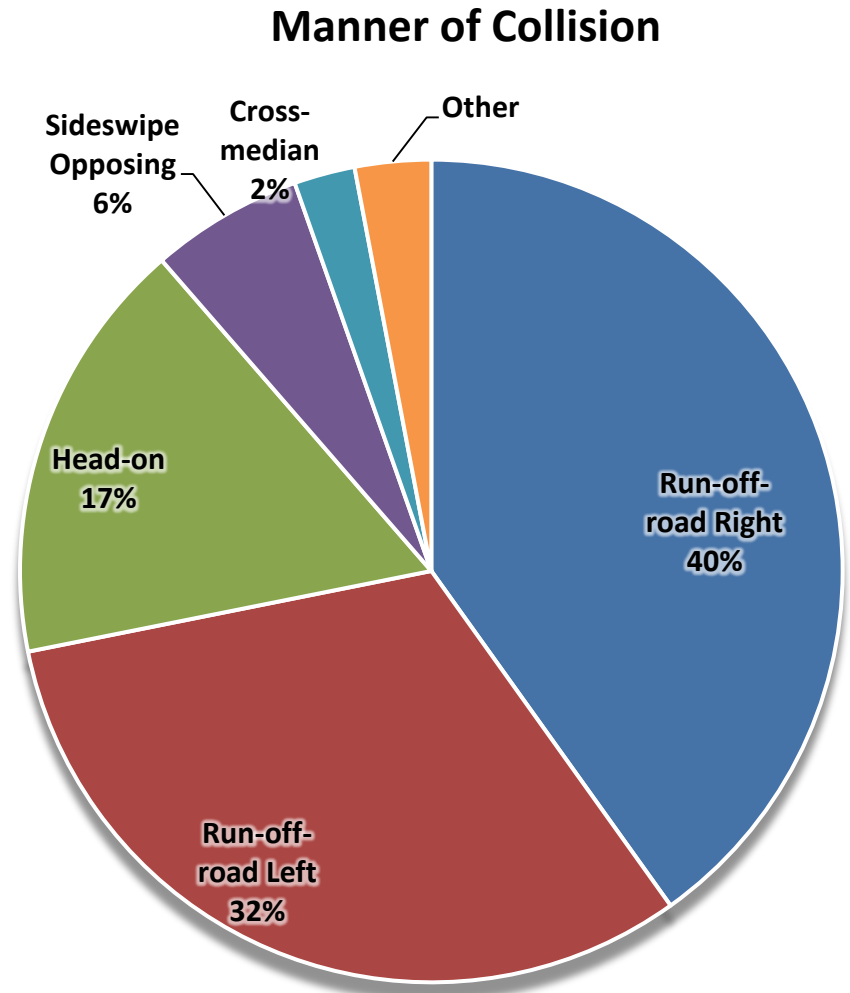
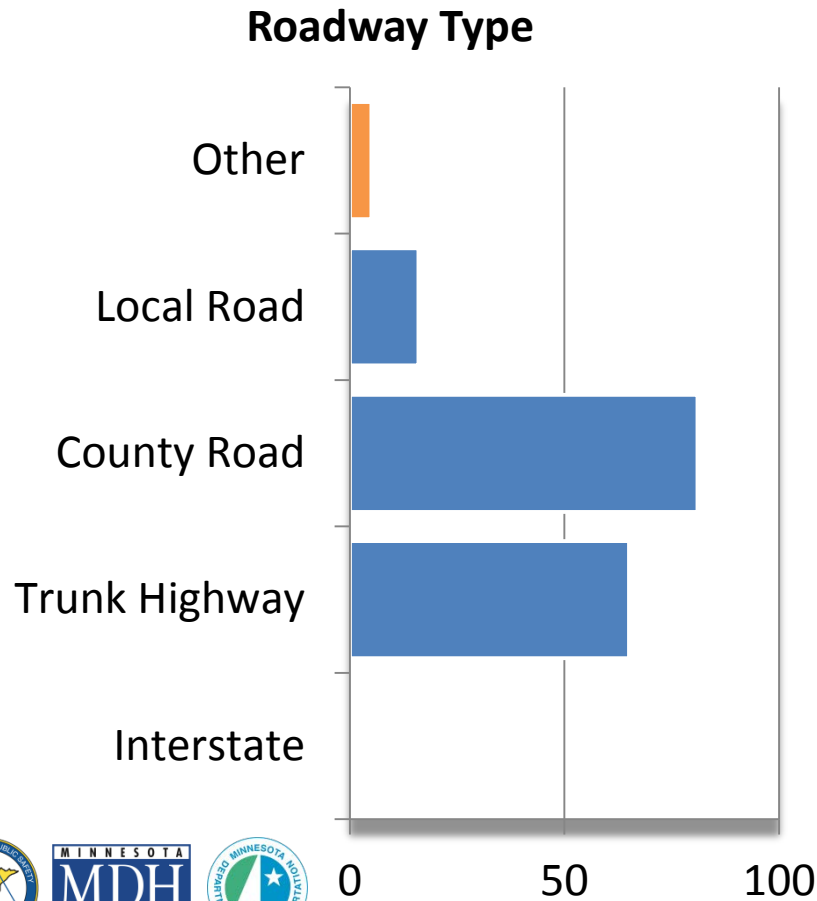
# Northwest Minnesota TZD Region 2009-2011 Fatality Rates per 100M Vehicle Miles Traveled by County



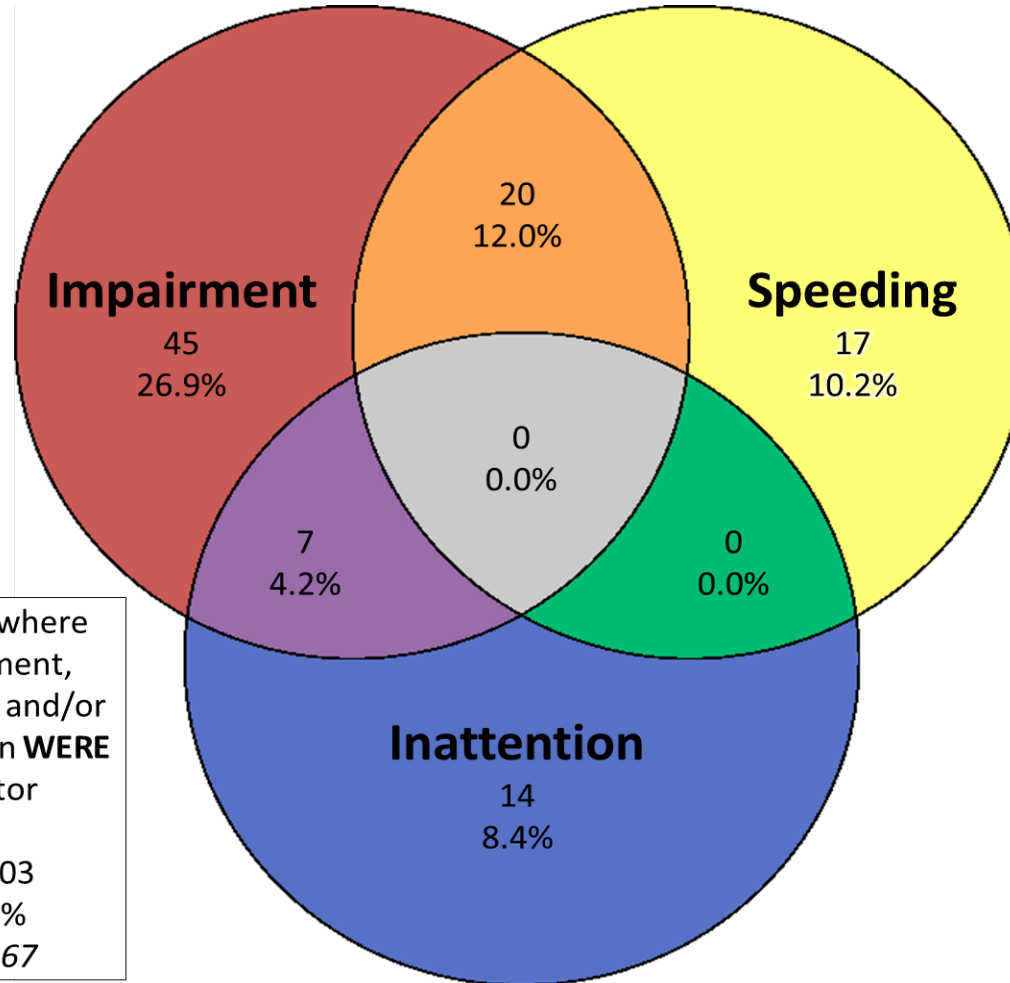
# 2008-2012 Fatalities and Serious Injuries



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



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



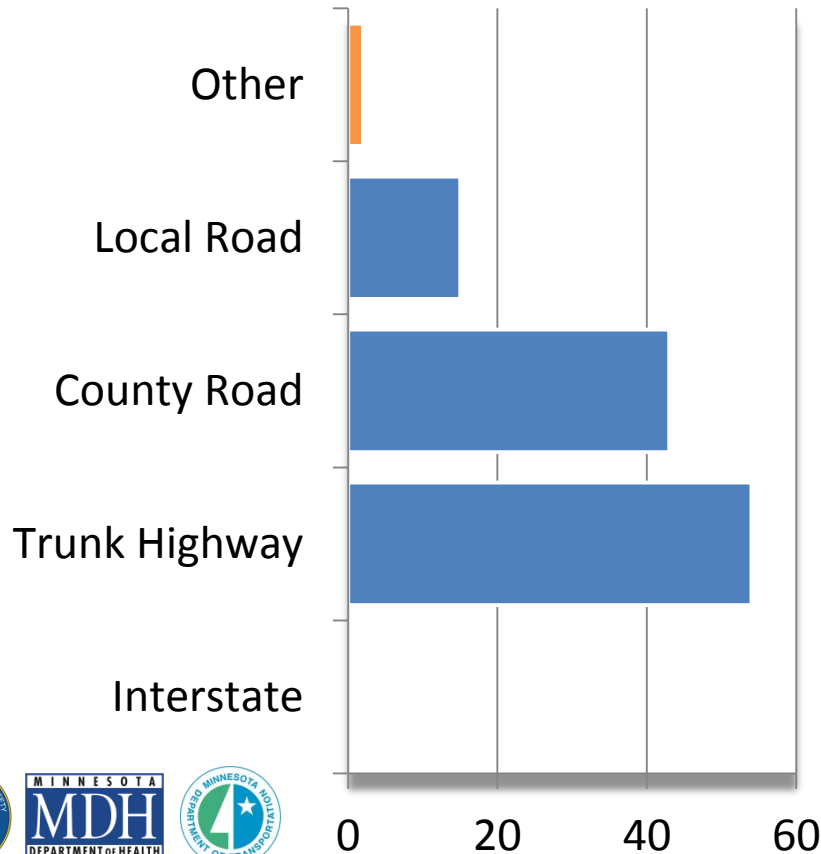
Crashes where impairment, speeding, and/or inattention **WERE** a factor

*n* = 103  
61.7%  
*N* = 167

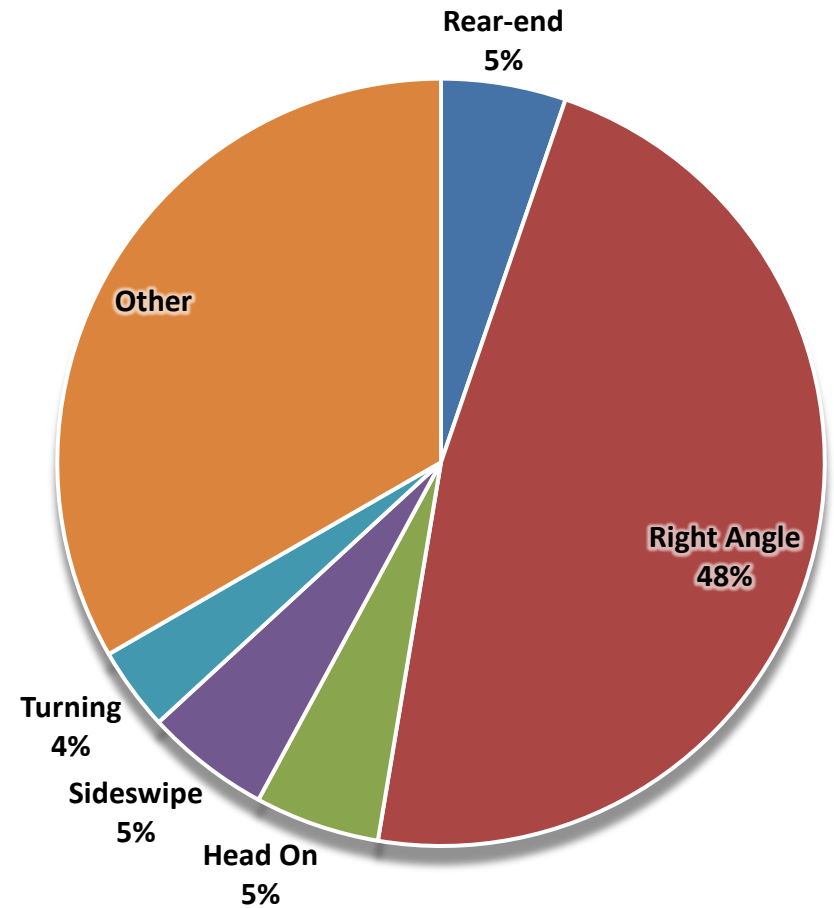
Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

# Northwest Minnesota TZD Region: Intersection Crashes Account for 37% of all Fatal and Serious Injury Crashes

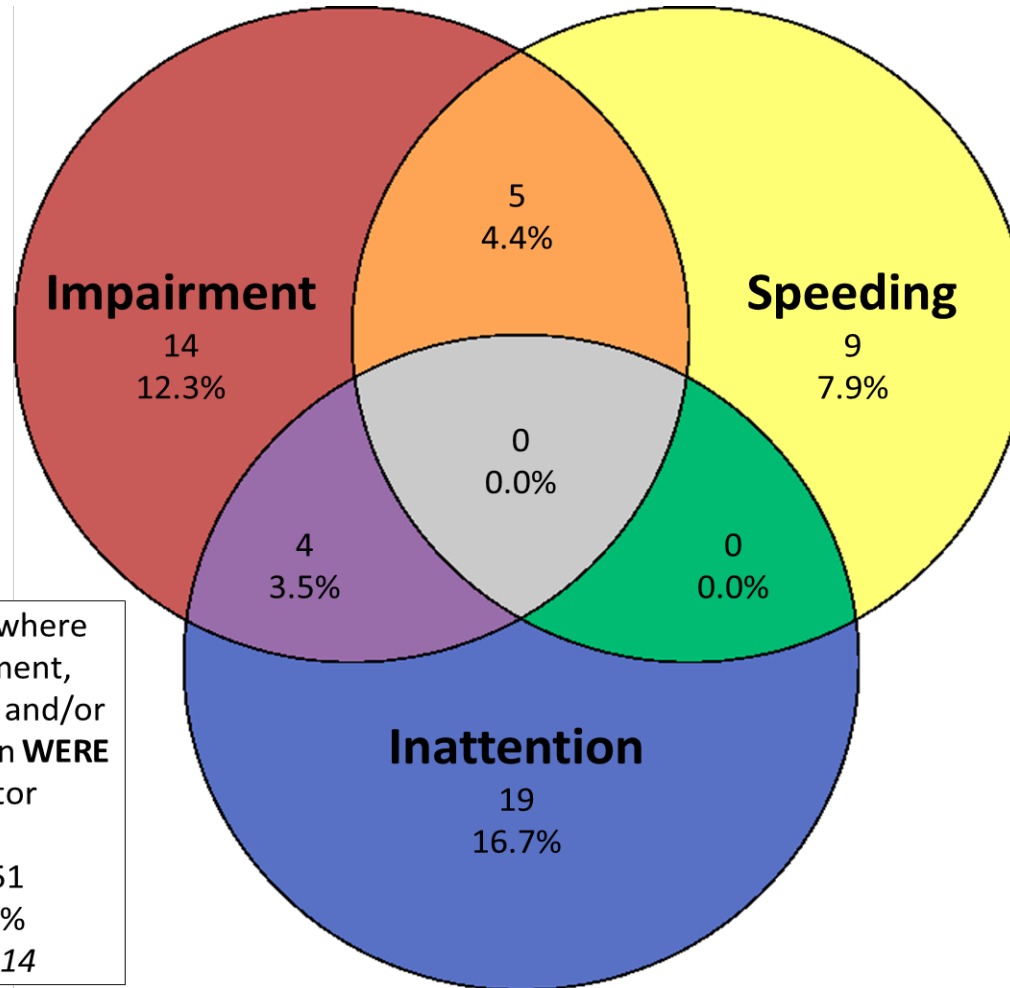
Roadway Type



Manner of Collision



# Northwest 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* = 51  
44.7%  
*N* = 114

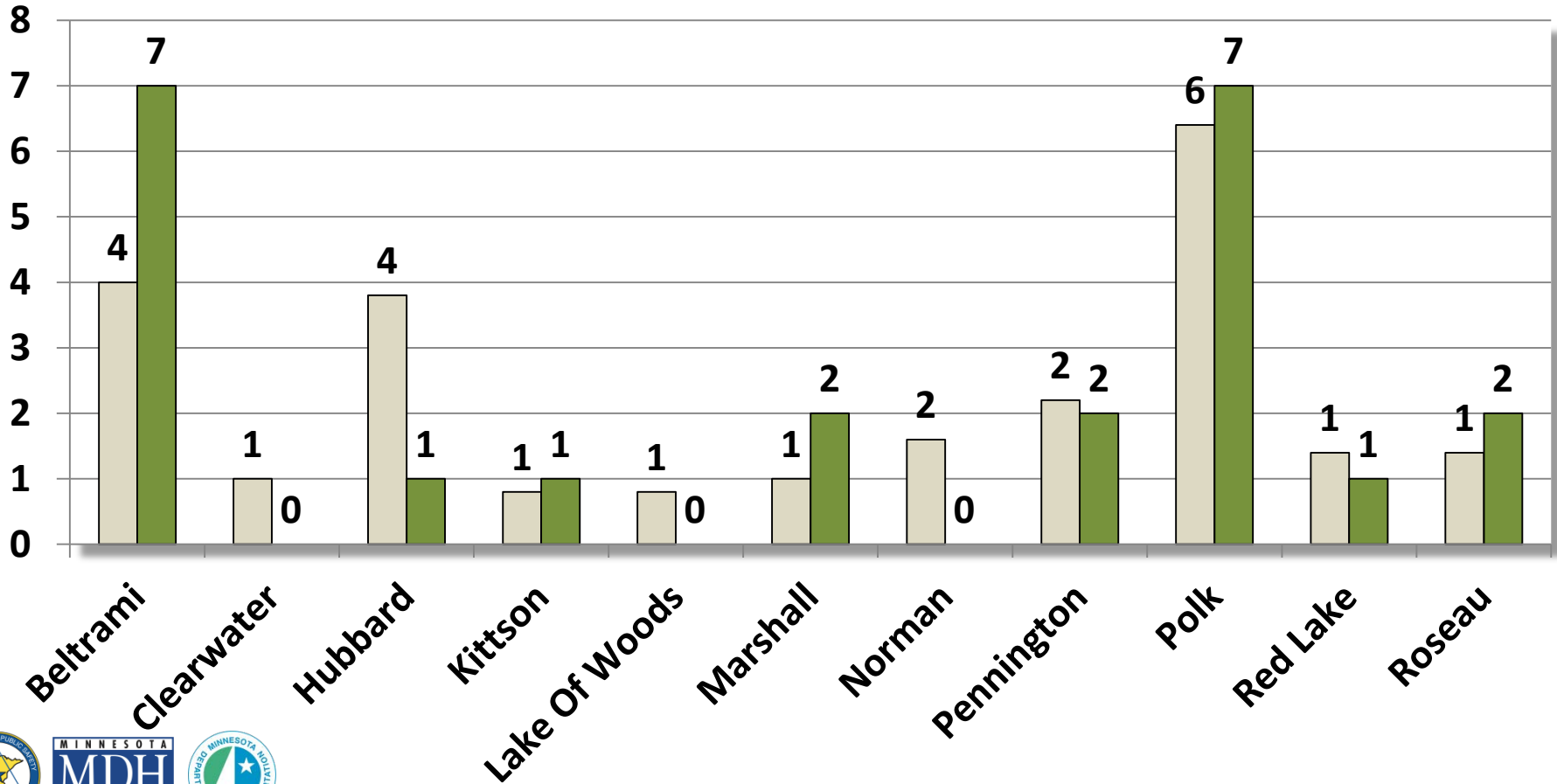
Data Source: TIS Crash Data, 2008-2012. Accessed 3/26/2013

# Northwest Minnesota TZD Region

## Fatalities by County, 2007-2012

Five year average 24  
2012 fatalities 23

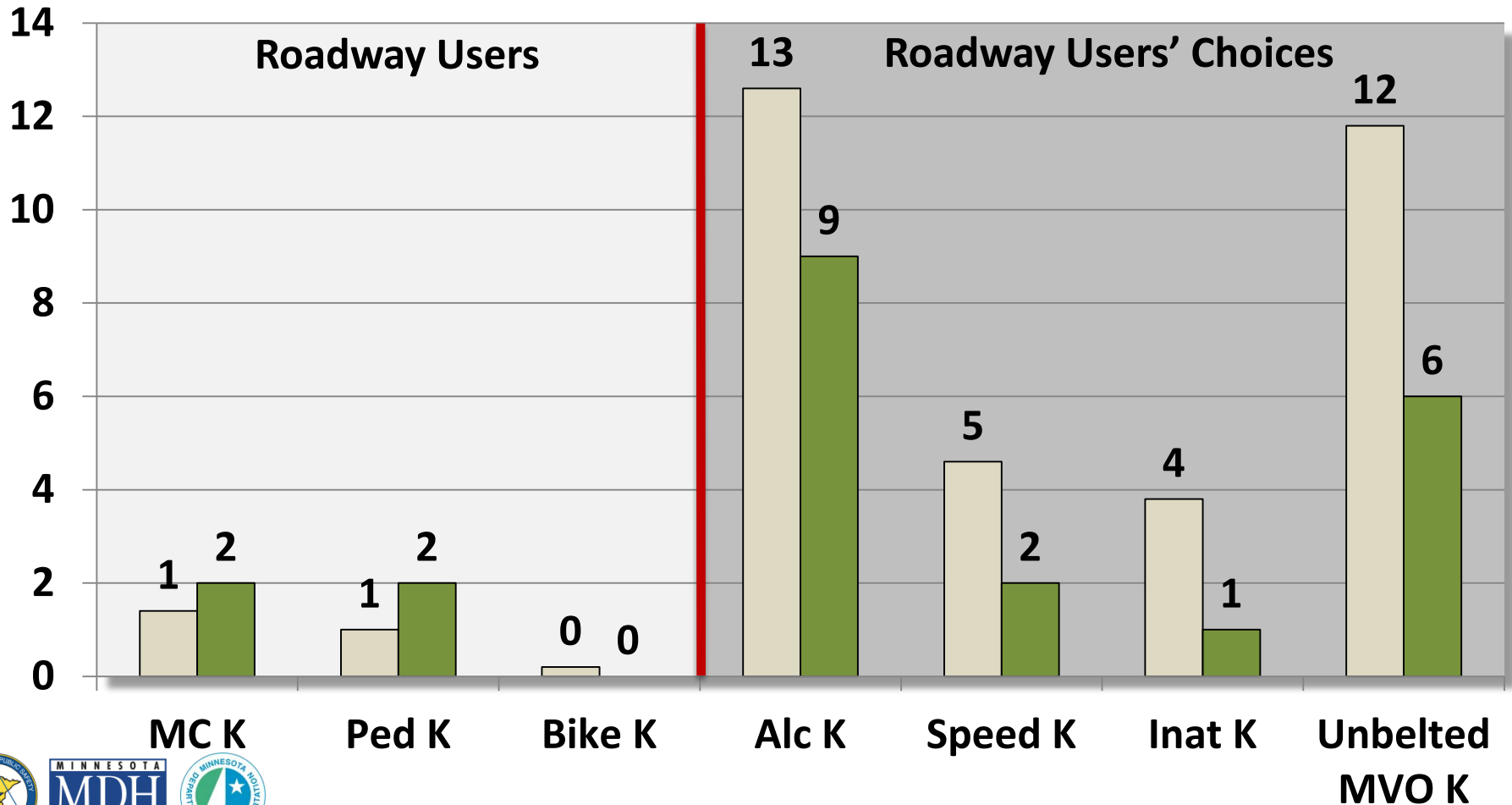
■ '07-'11 average    ■ 2012



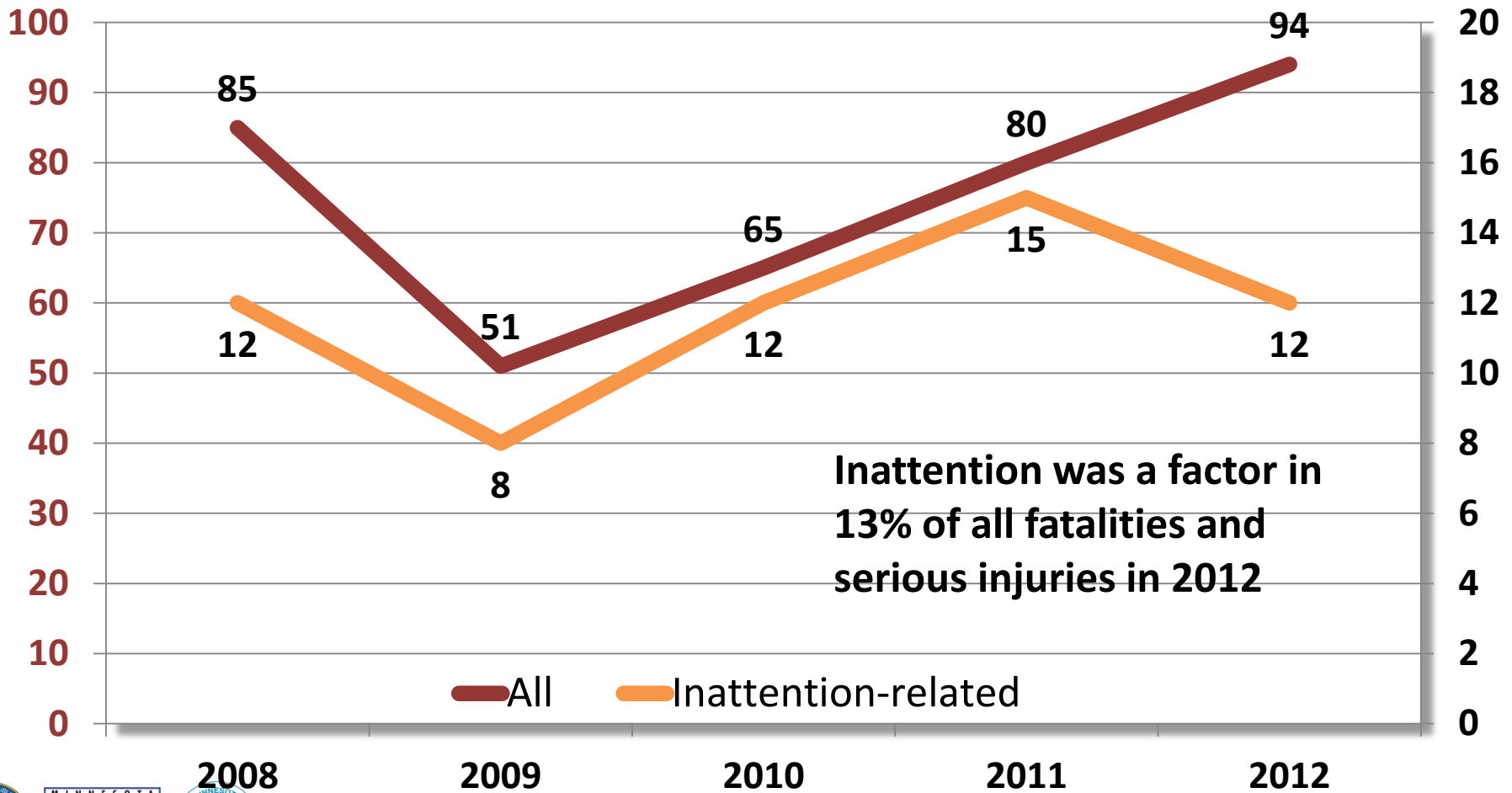


# Northwest Minnesota Fatality Trends, 2007-2012

■ '07-'11 average   ■ 2012



# Northwest Minnesota TZD Region **Inattention-Related** Fatalities and Serious Injuries, 2008-2012



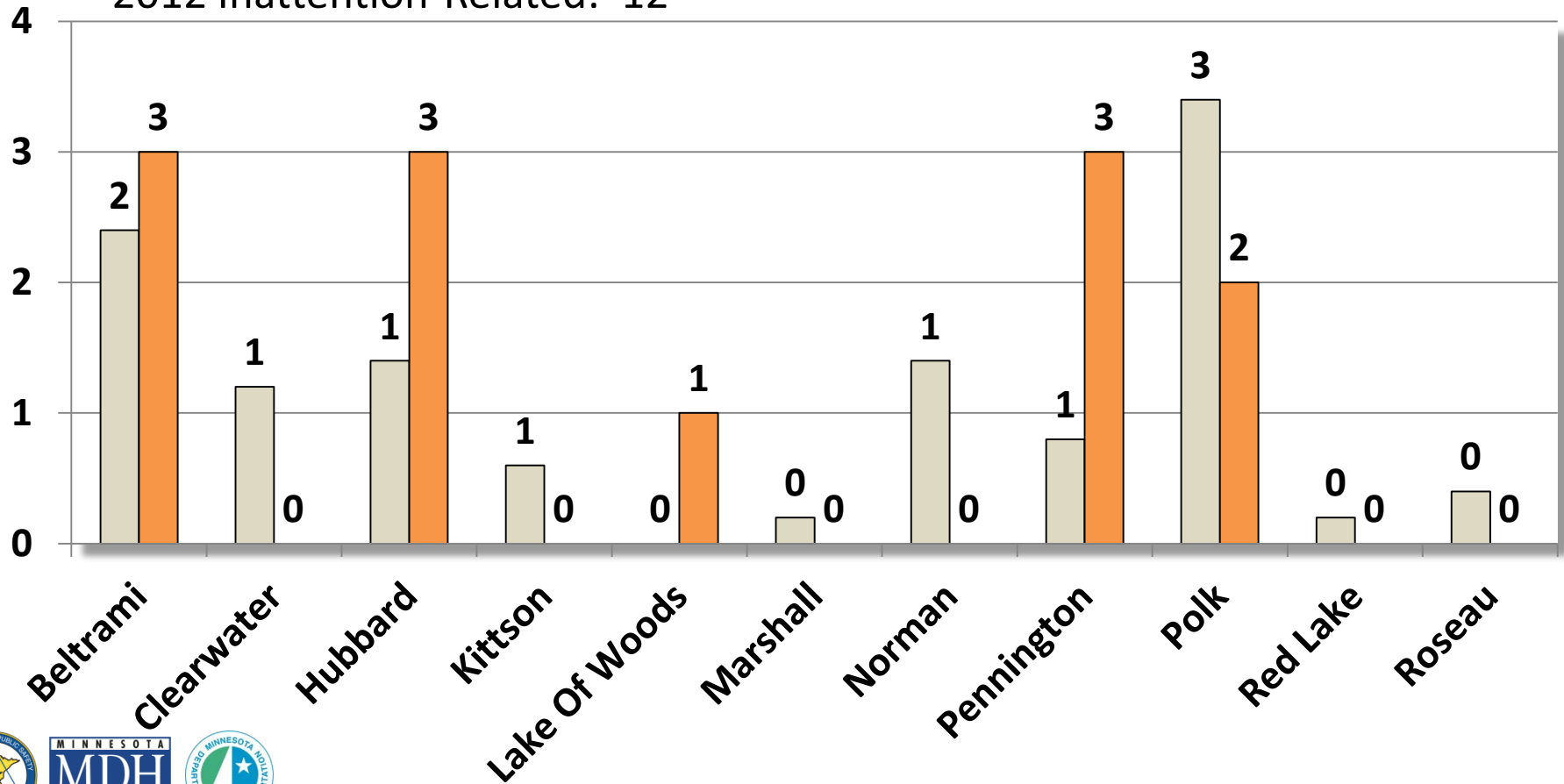
# Northwest Minnesota TZD Region **Inattention-Related** Fatalities and Severe Injuries by County, 2007-2012

Five year average: 12

2012 Inattention-Related: 12

■ '07-'11 average

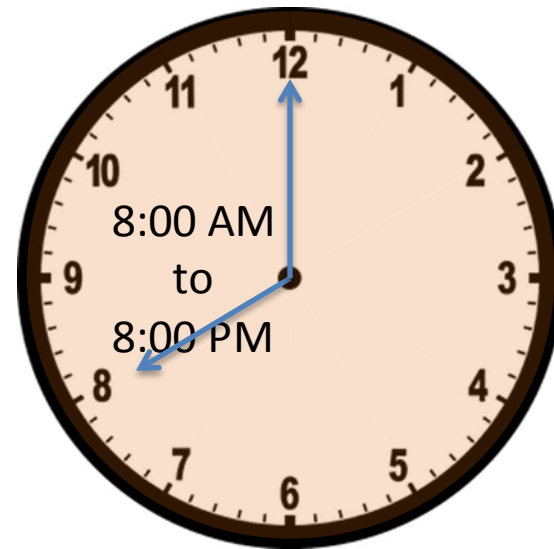
■ 2012



# Northwest Minnesota TZD Region

## Inattention-Related Audience

- Who?
  - All ages
  - Male and Female (females disproportionately affected)
- When?
  - “Work hours”



# Northwest Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries, 2008-2012



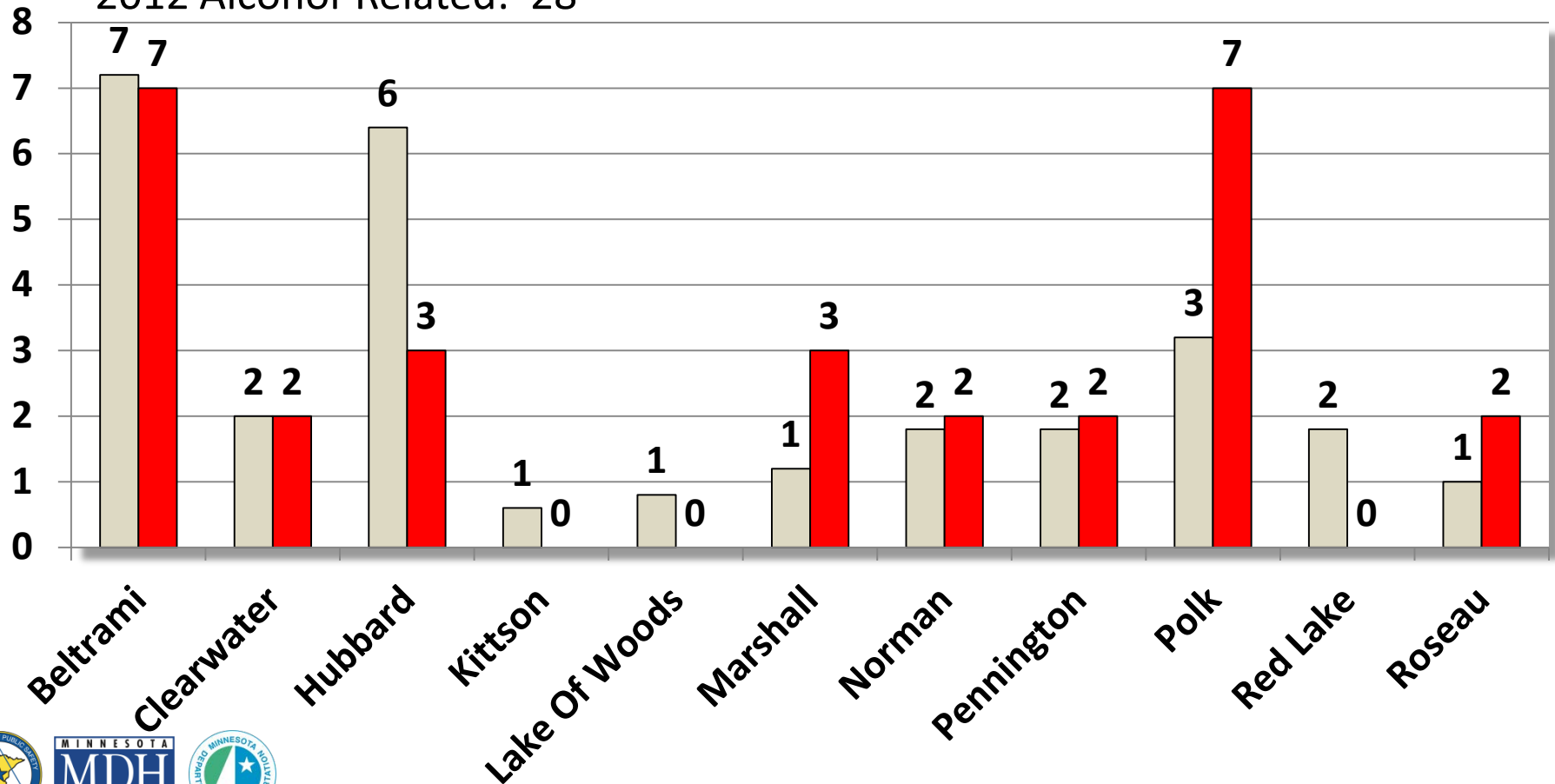
# Northwest Minnesota TZD Region **Alcohol-Related** Fatalities and Severe Injuries by County, 2007-2012

Five year average: 28

2012 Alcohol-Related: 28

■ '07-'11 average

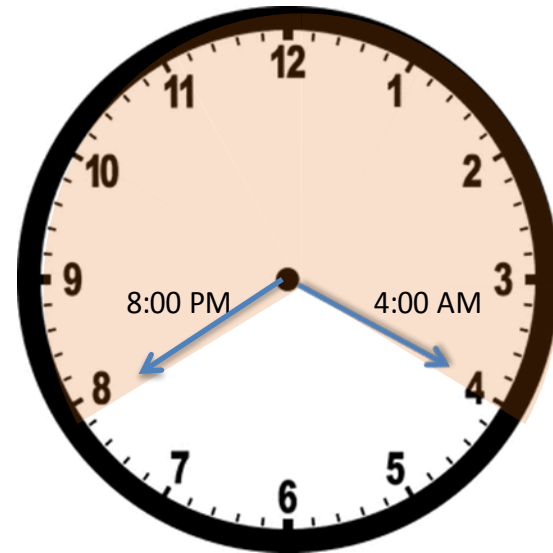
■ 2012



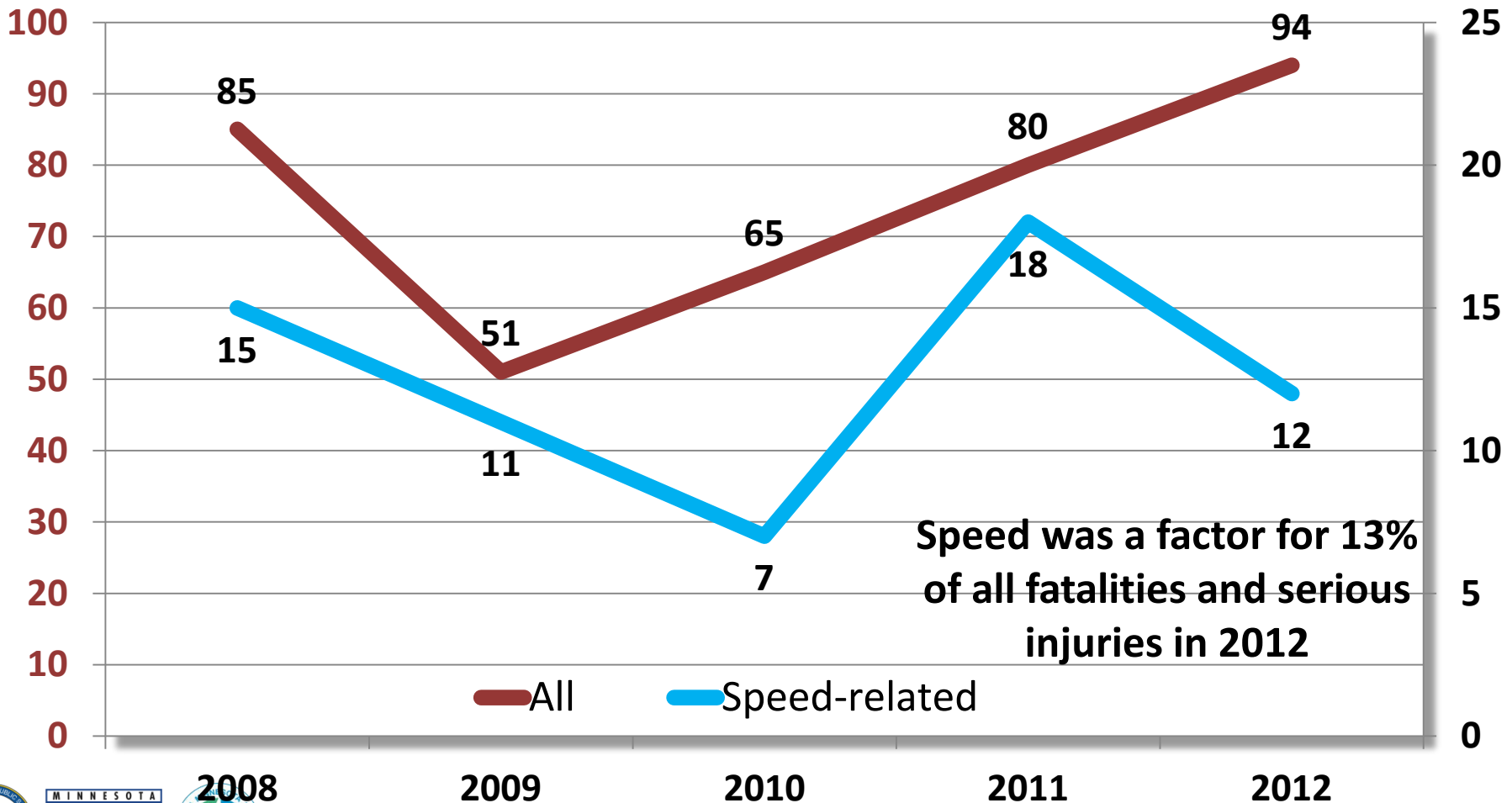
# Northwest Minnesota TZD Region

## Alcohol-Related Audience

- Who?
  - Young (21-29)
  - Males
- When
  - Weekends
  - 8 p.m. to 4 a.m.



# Northwest Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries, 2008-2012





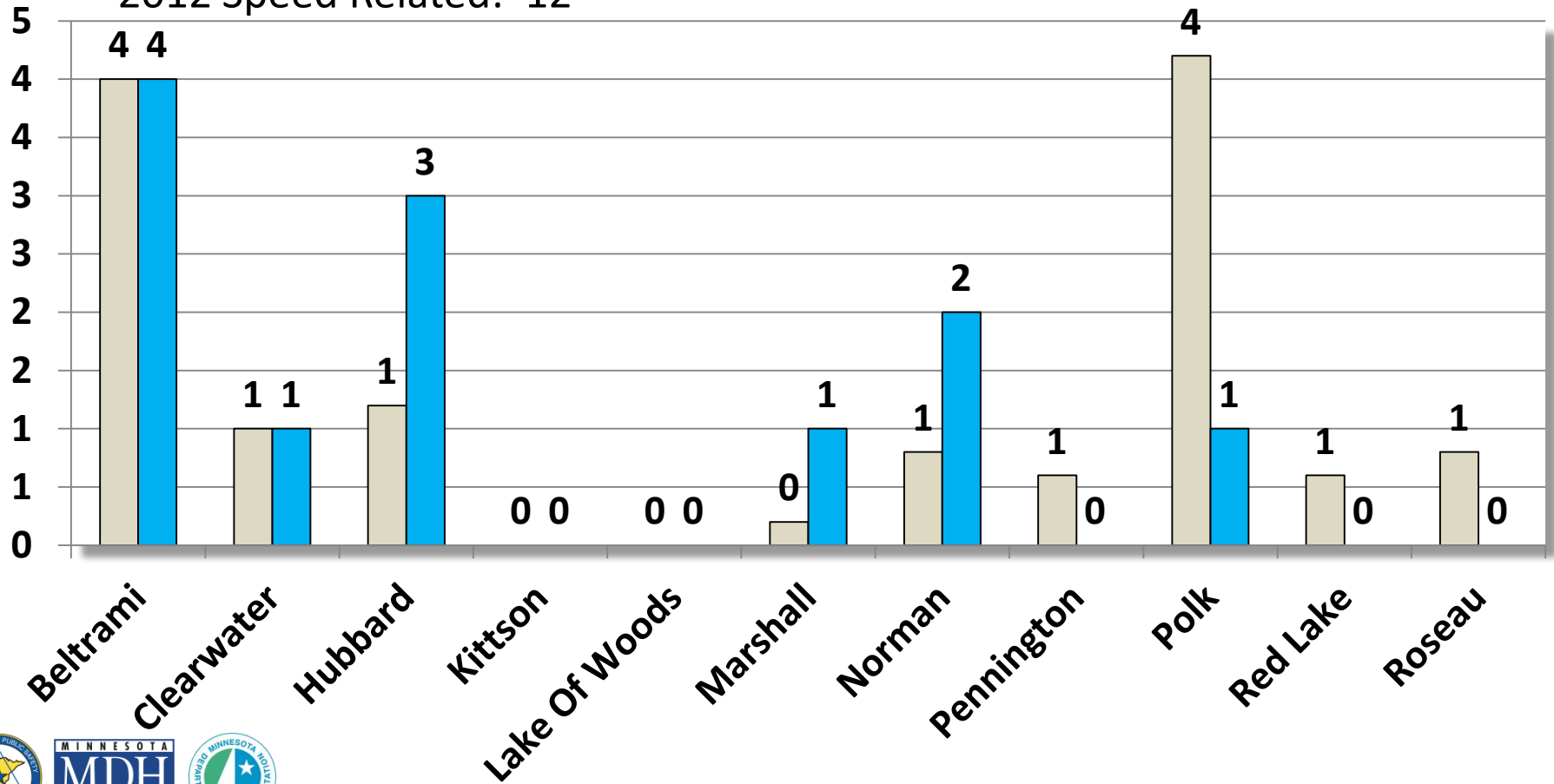
# Northwest Minnesota TZD Region **Speed-Related** Fatalities and Severe Injuries by County, 2007-2012

Five Year Average: 13

2012 Speed Related: 12

■ '07-'11 average

■ 2012



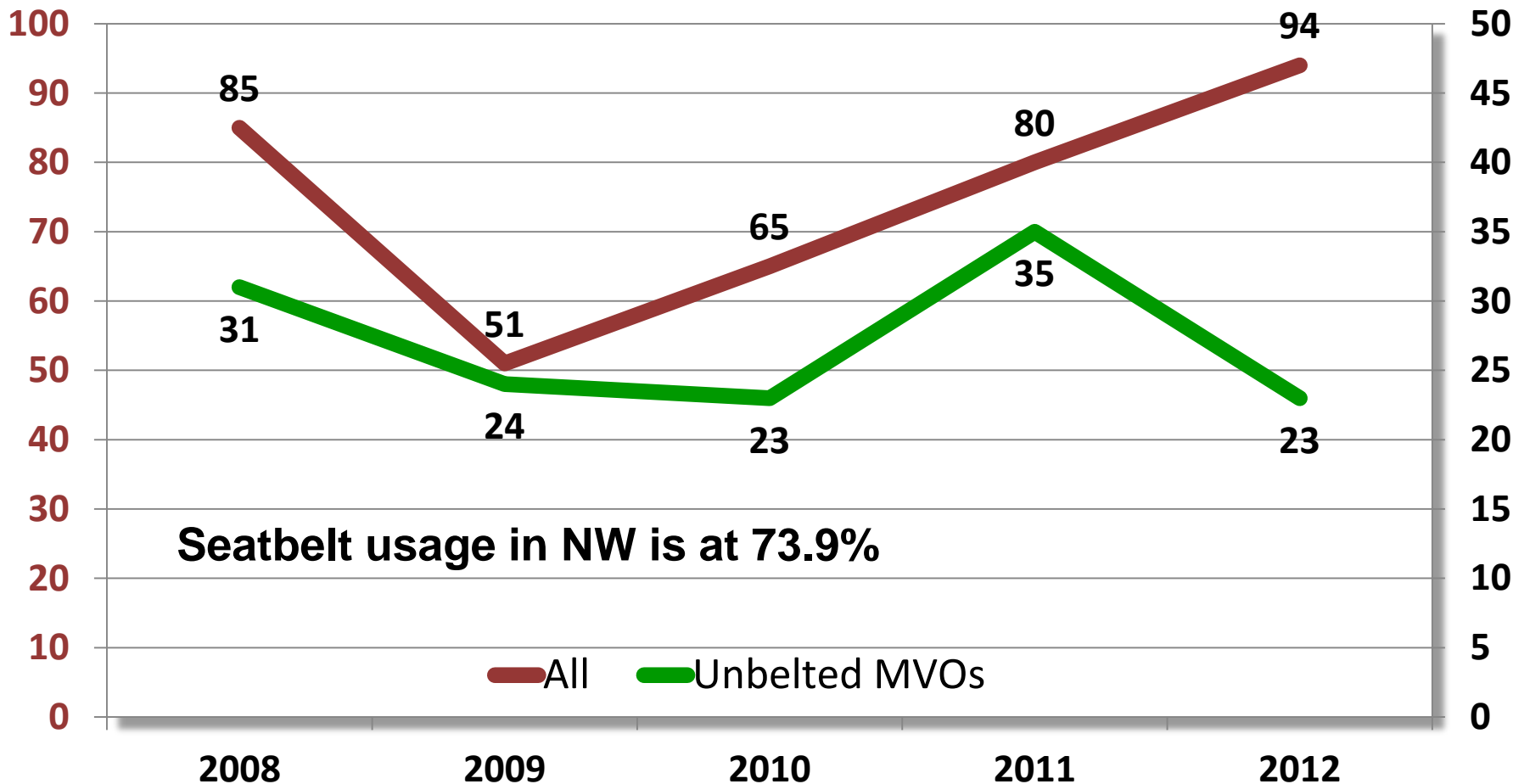
# Northwest Minnesota TZD Region

## Speed-Related Audience

- Who?
  - Young (21-29)
  - Male
- When?
  - All week (particularly Saturday)

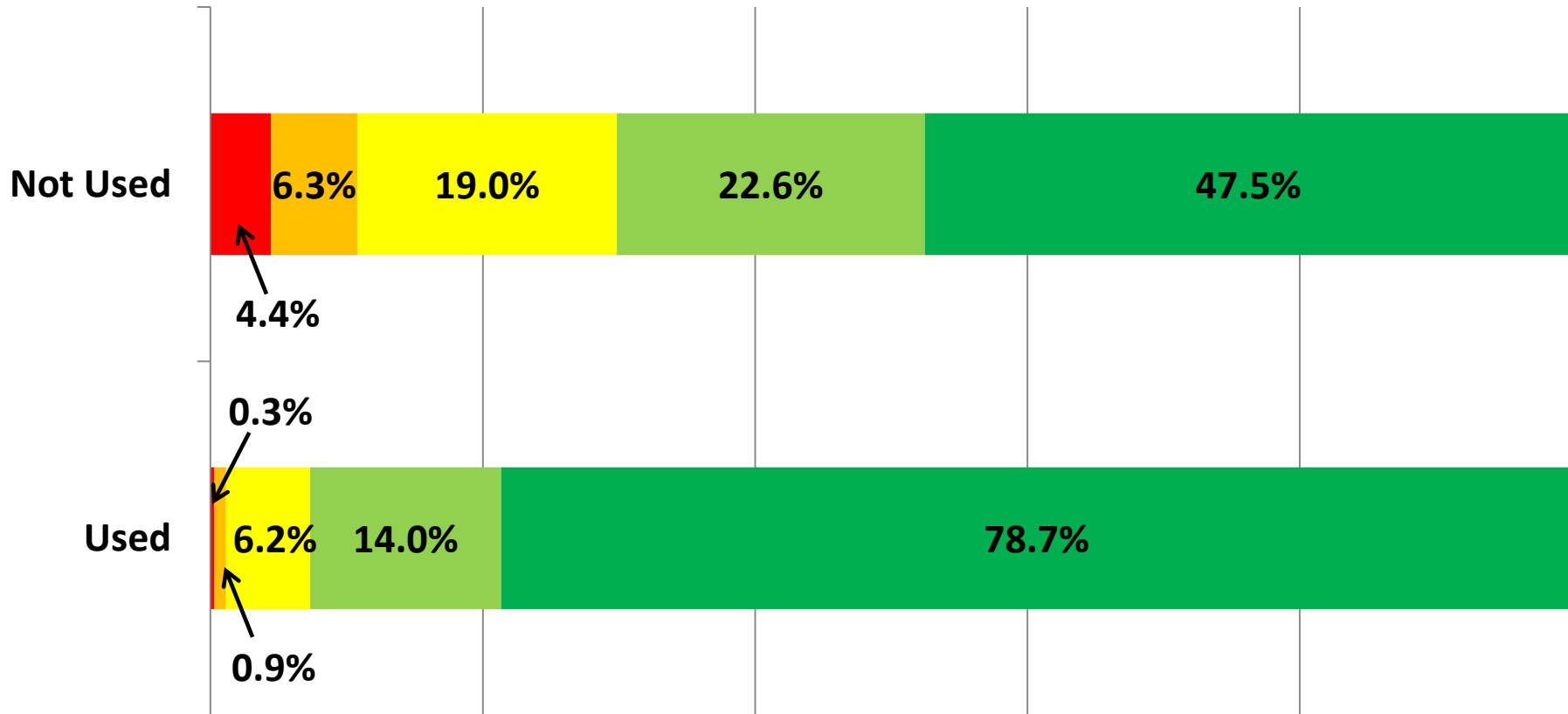


# Northwest Minnesota TZD Region **Unbelted Motor Vehicle Occupant** Fatalities and Severe Injuries, 2008-2012



# Northwest Minnesota TZD Region Percentage of Injury Severity by **Belt Usage**, 2008-2012

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



## Northwest Minnesota TZD Region **Seat Belt** Audience

- Males
  - Over 2 out of 3 unbelted fatalities & serious injuries
- Young (18-26)
  - 1 out of 3 unbelted fatalities & serious injuries
- Alcohol impairment
  - 3 out of 5 unbelted fatalities & serious injuries

# Northwest Minnesota TZD Region 2008-2012

## Key Findings

- Traffic fatalities and serious injuries
  - Increased in 2012 (up 11% compared to 2008)
  - Occur more frequently during summer months (particularly July)
  - Over 1 out of 3 are 15-29 years-old
- Nearly 2 out of 3 fatalities are male

# Northwest 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](http://www.minnesotatzd.org)

