

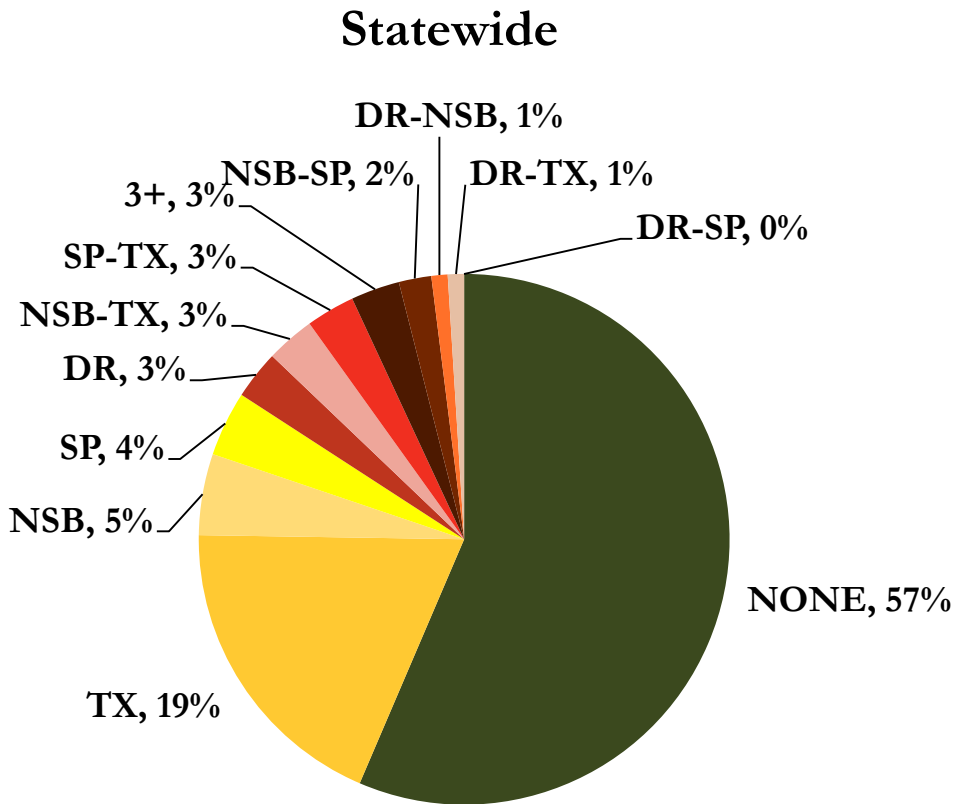
Understanding the High Risk Driver

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How Common are Risky Driving Behaviors?

Nearly half of MN drivers exhibit at least one risky behavior



Texting/
Accessing the
Internet (TX) – 29%

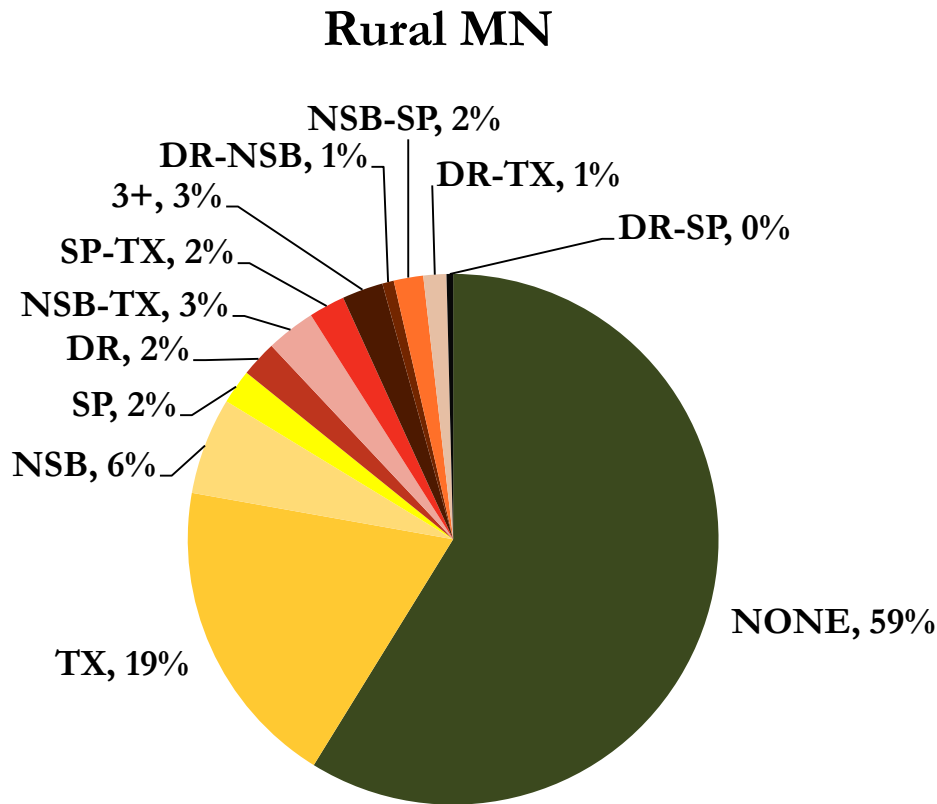
Non-Seat Belt Use
(NSB) – 13%

Speeding (SP) – 11%

Driving After
Drinking (DR) – 7%

How Common are Risky Driving Behaviors?

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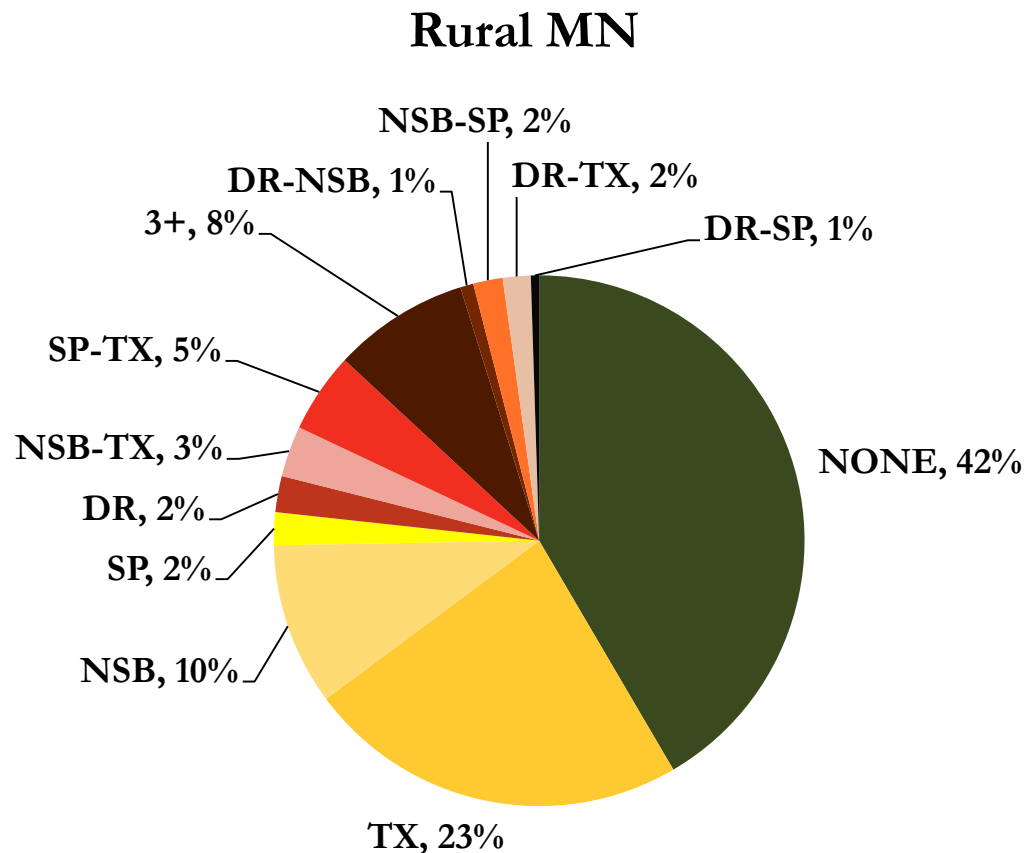
**Texting/
Accessing the
Internet (TX) – 28%**

**Non-Seat Belt Use
(NSB)– 14%**

Speeding (SP) – 9%

**Driving After
Drinking (DR) – 7%**

High-Risk Drivers Disproportionately Involved in Crashes



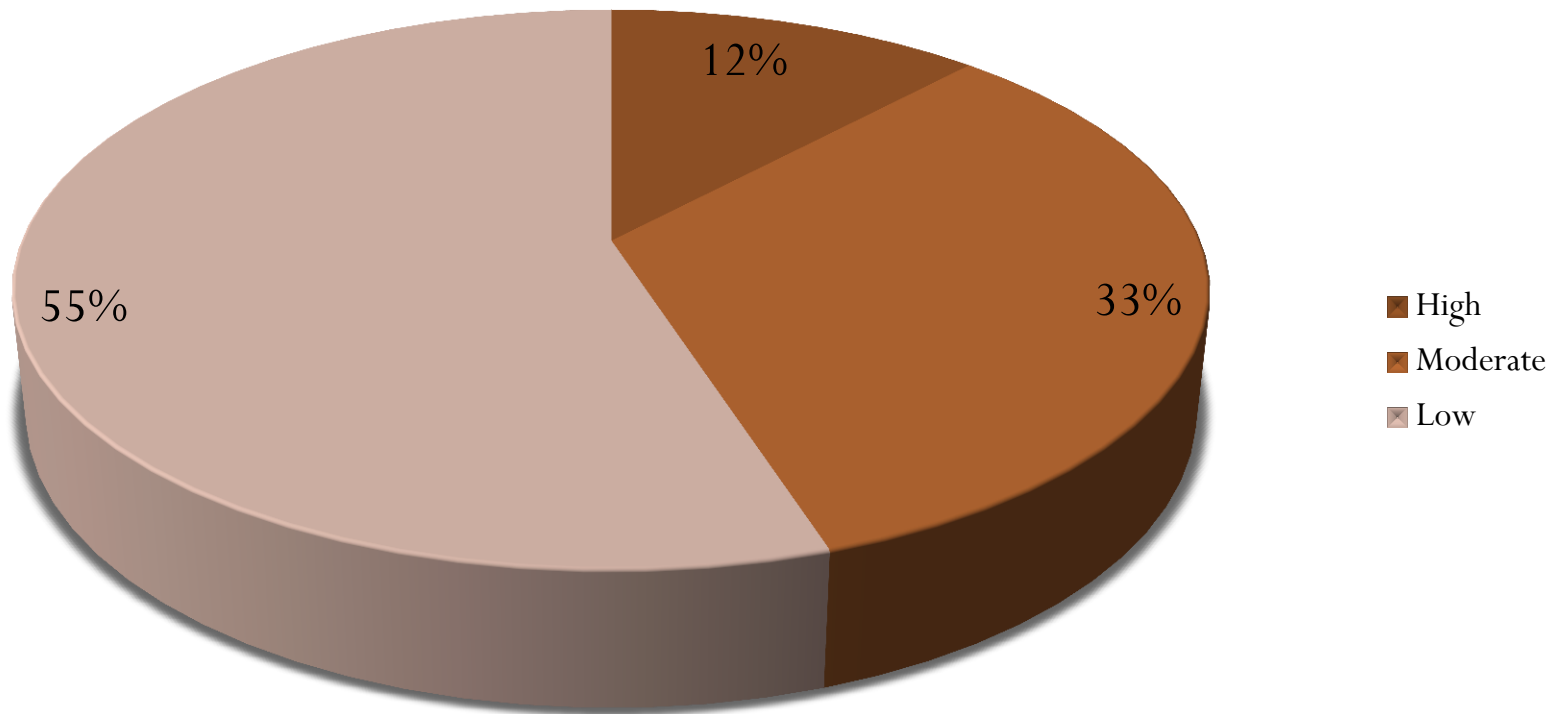
Percent of Drivers/Crashes

High Risk
14%/23%

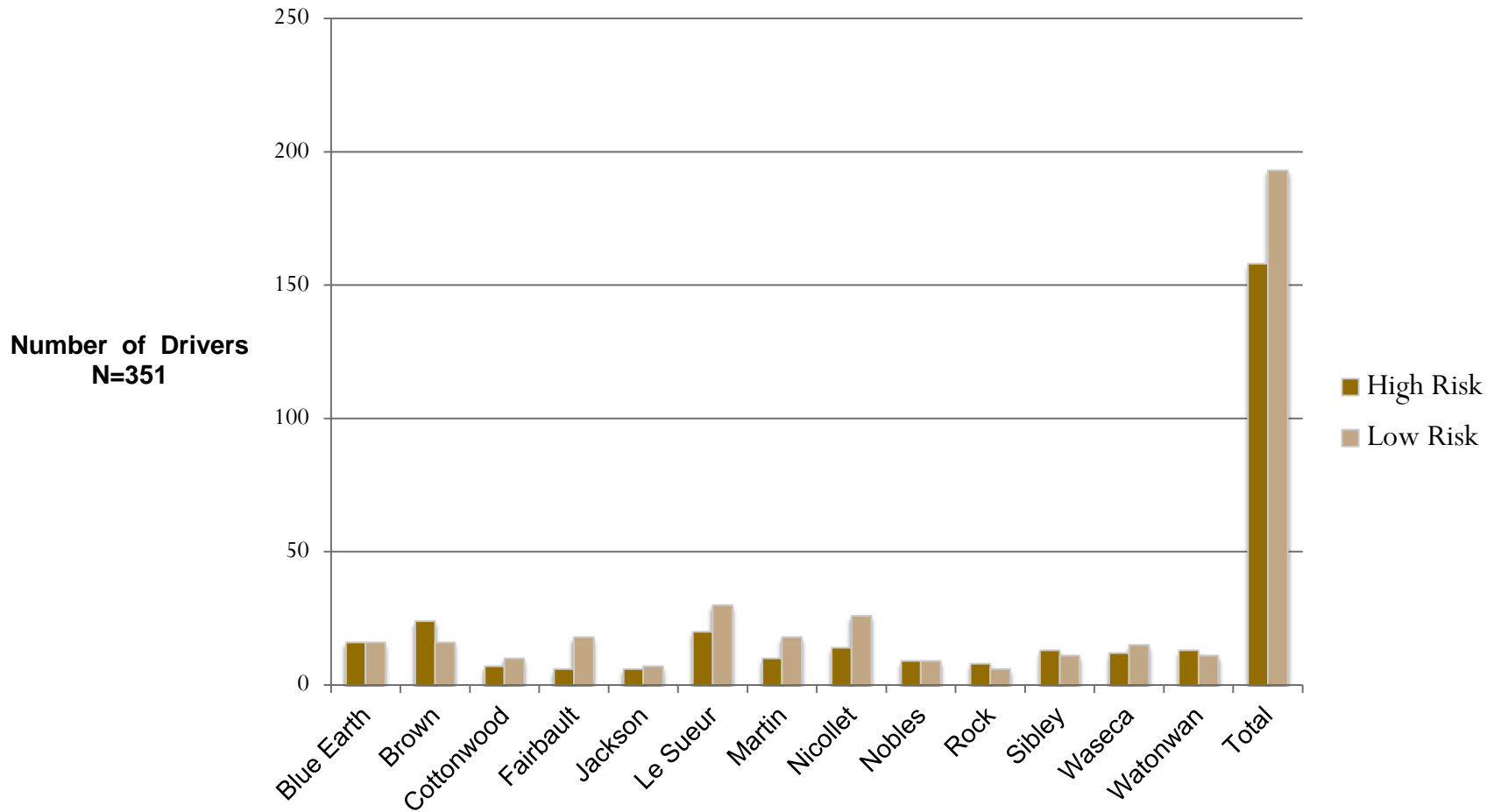
Moderate Risk
27%/35%

Low Risk
59%/42%

South Central MN Driver Risk



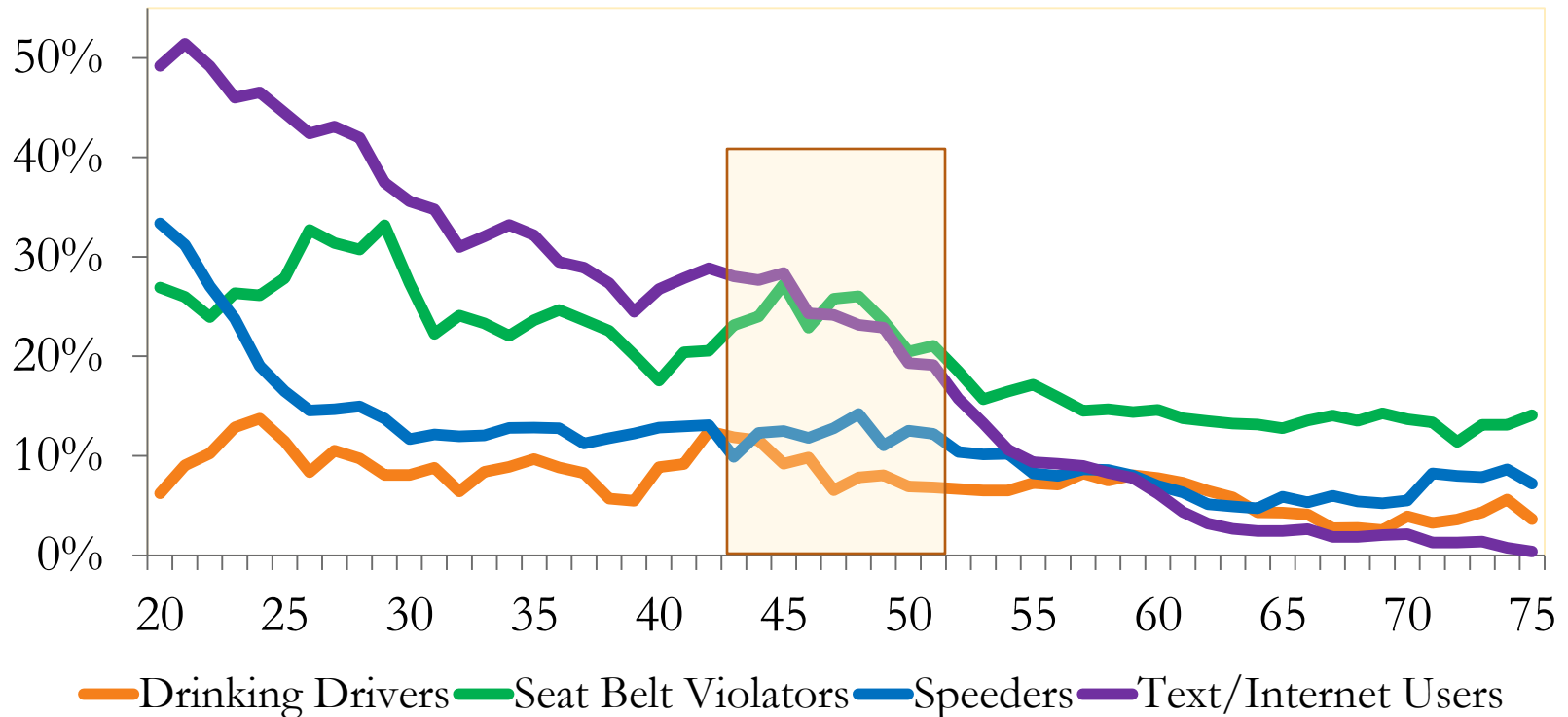
High/Low Risk Drivers by County



Maturity Seems to be a Cure

Incidence Rates of Violators by Age (5-year moving average)

Rural MN

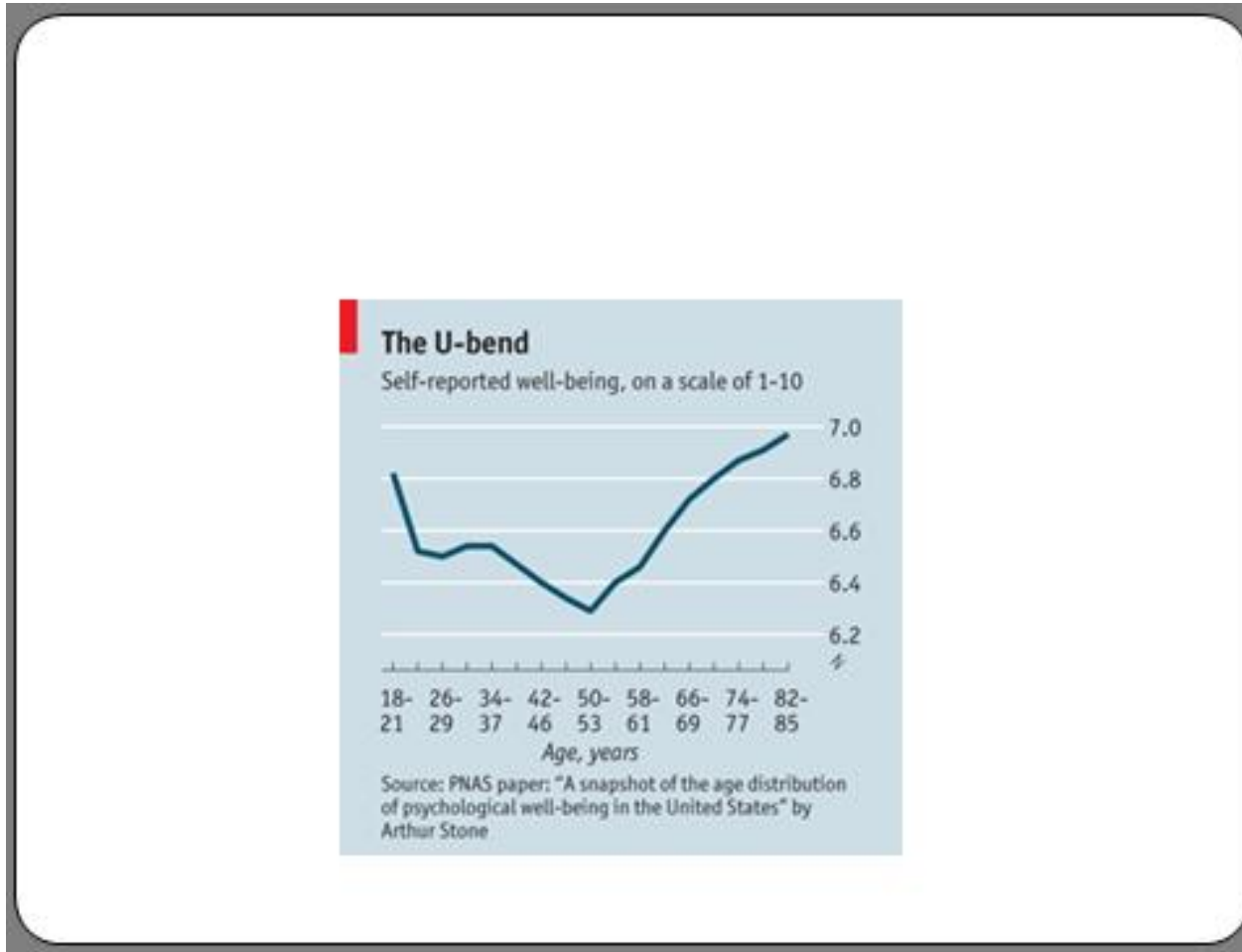


Is Middle Age Tough?



This Emotional Life is provided by the Corporation for Public Broadcasting and Public Television Viewers. Additional funding provided by the University of Phoenix and the Substance Abuse and Mental Health Services Administration.

Age Distribution of Psychological Well-being



Non-Seat Belt Users – Rural MN



Texting/Accessing the Internet – Rural MN



High-Risk Driving Requires Rationalization

The Self-Image:

- > A majority of high-risk drivers (53 percent) considered themselves to be above average drivers
- > Only four percent believed they were more likely to be in a crash than other drivers.



High-Risk Driving Requires Rationalization

Skewing of Social Norms

- > Perceptions of risky behaviors are common among all groups
- > Those who themselves exhibited a particular behavior had an even higher perception of how common that behavior really is.



High-Risk Driving Requires Rationalization

Lower Perceptions of Risks

- > Perceptions of the dangers of each of the four behaviors were considerably lower among high-risk drivers than low-risk drivers.
 - Those who exhibit a particular behavior generally have a lower perception of the dangers of that behavior



What did you learn?

This...

...implies?

Risky behaviors are common

Speeding seems to carry a strong
crash risk

High risk drivers...

- overestimate how common their
behavior is
- overestimate their own driving
ability
- underestimate the risk of their
behaviors

There is no such thing as “moderate
risk”

Final Thoughts

- ➔ “A high-risk driver’s opinion of their own skills may lead them to underestimate their risk of a crash which reinforces the idea that crashes are something that happens to other less competent drivers rather than themselves”
- ➔ Most Drivers Are Making Smart Choices, But “One Poor Choice” Can Lead To:

“One Text Message Almost Killed My Son”

