

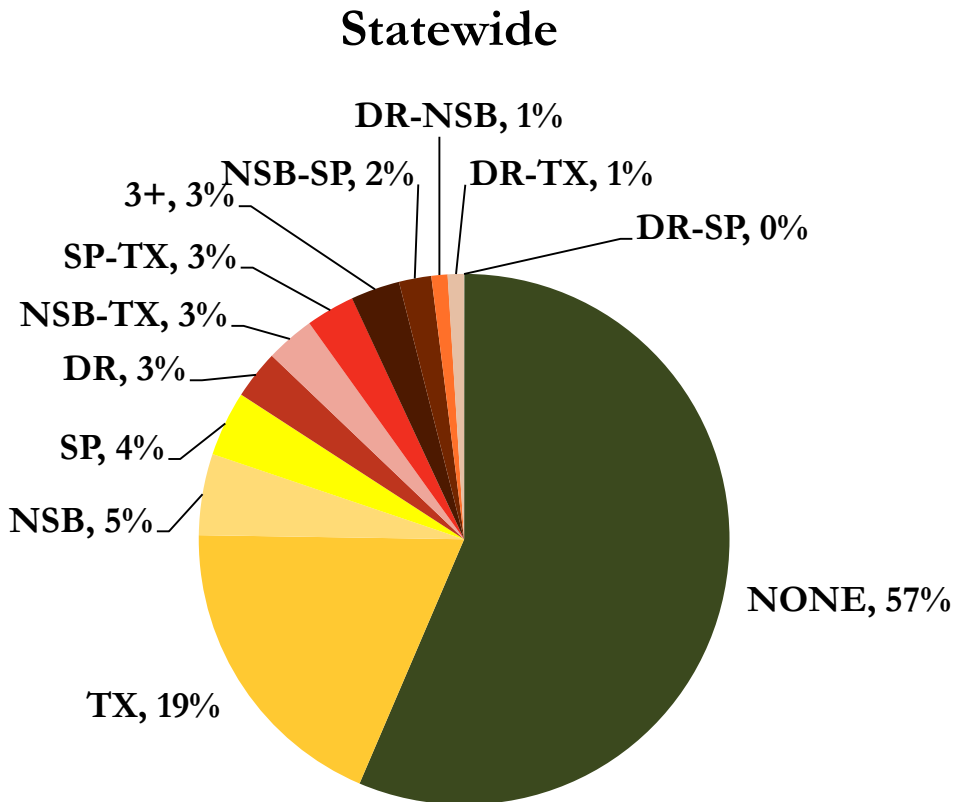
# Understanding the High Risk Driver

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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%

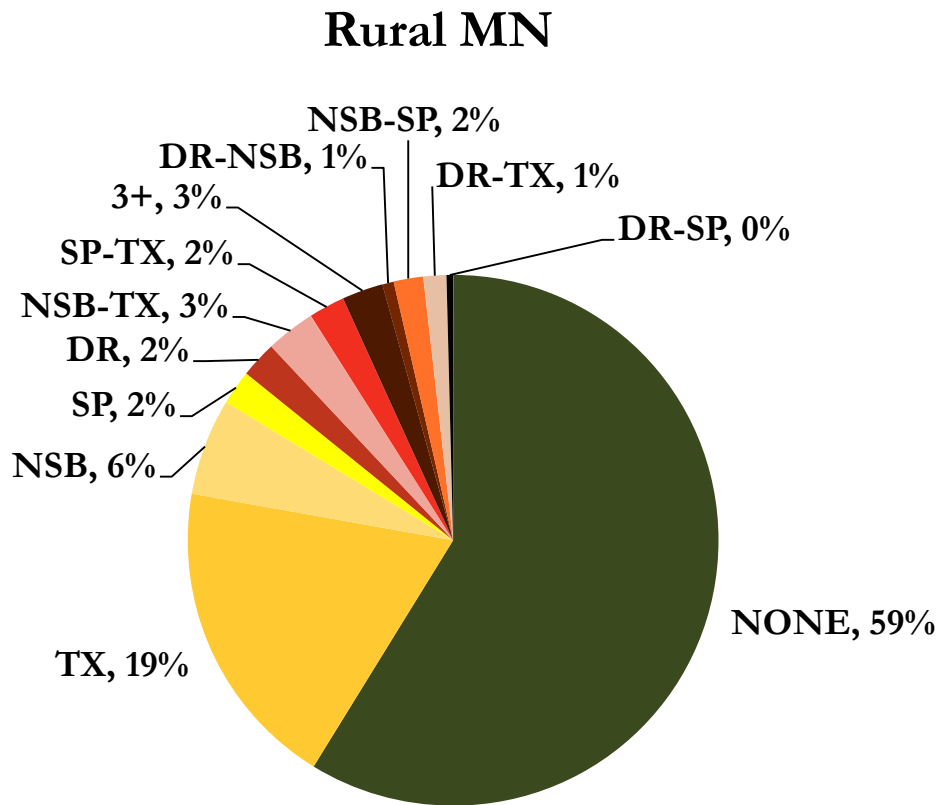
Non-Seat Belt Use  
(NSB) – 13%

Speeding (SP) – 11%

Driving After  
Drinking (DR) – 7%

# How Common are Risky Driving Behaviors?

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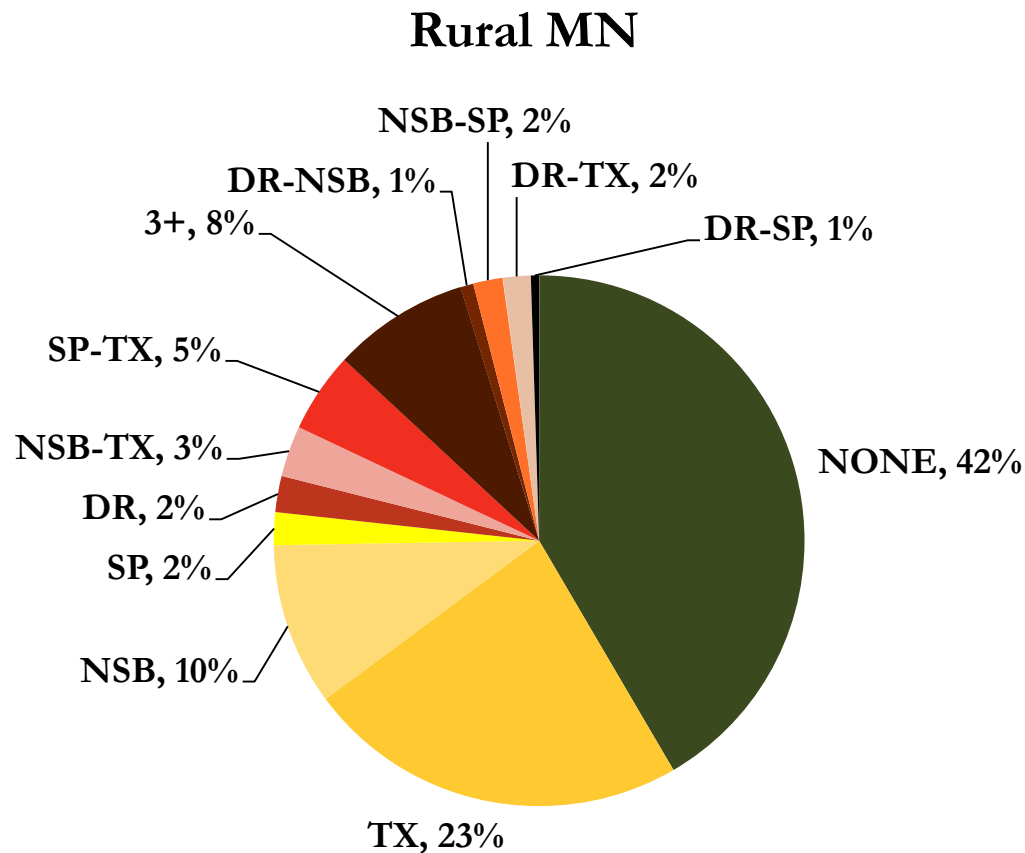
**Texting/  
Accessing the  
Internet (TX) – 28%**

**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%

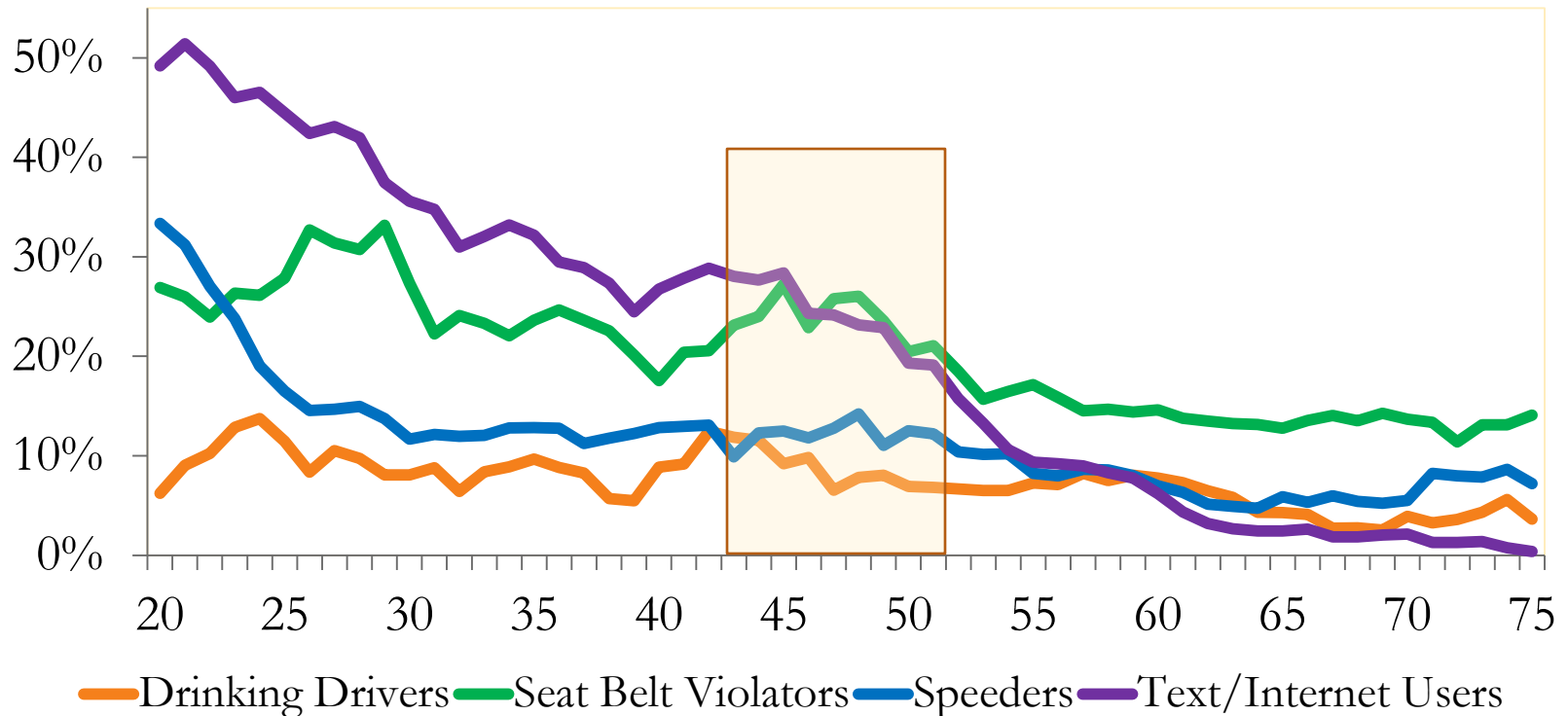
**Moderate Risk**  
27%/35%

**Low Risk**  
59%/42%

# Maturity Seems to be a Cure

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

Rural MN



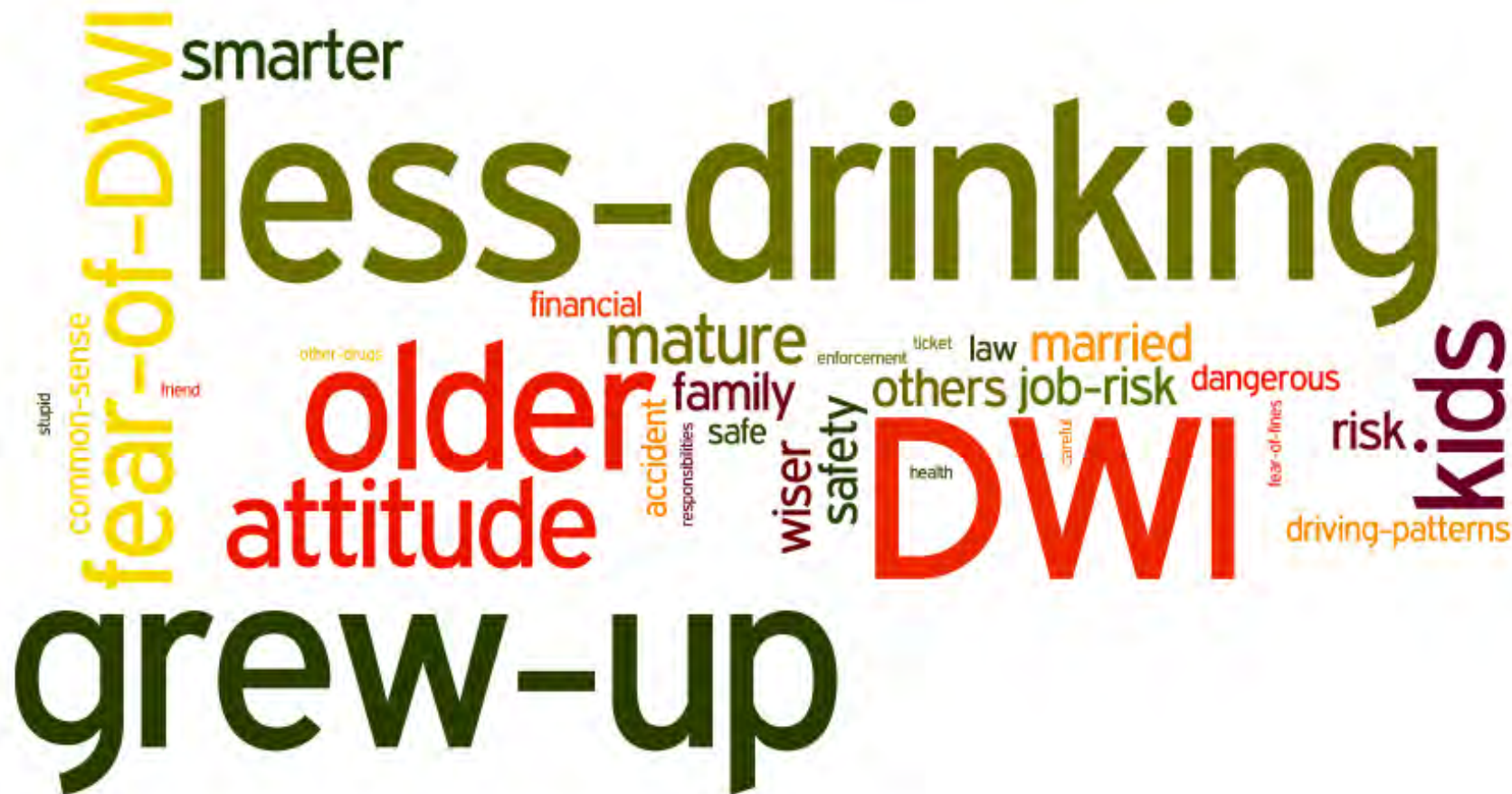
# Non-Seat Belt Users – Rural MN



# Speeding 10 MPH or Faster than the Posted Speed Limit More than Half the Time – Rural MN



# Driving After Drinking – 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 we learn? Overview

This...	...implies this
Risky behaviors are common	Mass media can still be effective
Speeding seems to carry a strong crash risk	More emphasis on speeding is warranted
High risk drivers... <ul style="list-style-type: none"><li>- overestimate how common their behavior is</li><li>- overestimate their own driving ability</li><li>- underestimate the risk of their behaviors</li></ul>	Education on social norms and risks
There is no such thing as “moderate risk”	We need to redefine our thinking on moderate risk

# Final Thoughts

- ➔ Understand that resistance to changing behavior is out there
- ➔ Most Drivers Are Making Smart Choices, But “One Poor Choice” Can Lead To:

# “One Text Message Almost Killed My Son”

