Center for Transportation Safety
Safety Research and Outreach

Traffic Safety Culture Indexing
2015 Texas Survey

Behavioral Research Group
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How we Conducted the Survey
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1,465 Respondents
Survey Question Categories:

1. Problems reported as bigger/smaller than 3 years ago
2. Support for countermeasures
3. Acceptable driving behavior
4. Self-reported driving behavior
Sample Demographics

**Age**

- 18-21: Survey 14.3%, Texas 8.6%
- 22-30: Survey 23.3%, Texas 19.0%
- 31-45: Survey 29.7%, Texas 26.8%
- 46-65: Survey 32.5%, Texas 26.7%
- Over 65: Survey 10.2%

**Race/Ethnicity**

- White: Survey 47.3%, Texas 45.3%
- Black: Survey 10.7%, Texas 11.5%
- Hispanic: Survey 34.4%, Texas 37.6%
- Asian: Survey 4.2%, Texas 3.8%
- Other: Survey 3.3%, Texas 3.3%
- Combination: Survey 0.5%, Texas 0.1%

**Education**

- High School or less: Survey 24.8%, Texas 39.7%
- Some college: Survey 31.2%, Texas 24.6%
- College graduate: Survey 16.3%, Texas 11.4%
- Advanced degree: Survey 7.7%

**Gender**

- Male: Survey 48.3%, Texas 49.6%
- Female: Survey 51.7%, Texas 50.4%
Sample Demographics

Age Distribution:
- 18-21: 14.3%
- 22-30: 23.3%
- 31-45: 29.7%
- 46-65: 26.8%
- Over 65: 5.9%

Compared to Texas:
- 18-21: 8.6%
- 22-30: 19.0%
- 31-45: 32.5%
- 46-65: 26.7%
- Over 65: 10.2%
Sample Demographics

Education

- High School or less: 24.3%, 44.8%
- Some college: 31.2%, 39.7%
- College graduate: 16.3%, 24.6%
- Advanced degree: 11.4%, 7.7%

Survey vs Texas
Sample Demographics

Race/Ethnicity

- White: 47.3% (Survey), 45.3% (Texas)
- Black: 10.7% (Survey), 11.5% (Texas)
- Hispanic: 34.4% (Survey), 37.6% (Texas)
- Asian: 4.2% (Survey), 3.8% (Texas)
- Other: 3.3% (Survey), 0.1% (Texas)
- Combination: 0.5% (Survey), 1.3% (Texas)
Sample Demographics

Gender

<table>
<thead>
<tr>
<th></th>
<th>Survey</th>
<th>Texas</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>48.3%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Female</td>
<td>51.7%</td>
<td>50.4%</td>
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</table>
What problems did respondents say were bigger than 3 years ago?
What problems did respondents say were bigger than 3 years ago?

Out of the way, lady...

RIGHT MEOW!

SLOW DOWN!

YOU'RE GONNA KILL US BOTH

YOU GOT A DUI AND CAN'T DRIVE ANYMORE

GOOD
Statewide Seatbelt Use 90.5%
Child Restraint Use (ages 0-4) 87.2%
School Age Children (ages 5-16) 63.8%
Support for Countermeasures

- **NO TEXTING WHILE DRIVING**
- **HAND-HELD MOBILE PHONE USE PROHIBITED**
Support for Countermeasures

- Speeding ticket cameras in school zones
- Speeding ticket cameras on residential streets
- Speeding ticket cameras on freeways

Legend:
- Support
- Neutral
- Oppose
Support for Countermeasures
Support for Countermeasures

- Texting or Emailing While Driving Law: 87% TTI Texas, 89% AAAFTS National
- Hand-held Cell Phone Law: 74% TTI Texas, 68% AAAFTS National
- DWI Interlock: 74% TTI Texas, 80% AAAFTS National
- Motorcycle Helmet Law: 78% TTI Texas, 82% AAAFTS National
What driving behaviors are considered acceptable/unacceptable?

- Using social media
- Drunk driving
- Drive through a red light
- Not wear their seatbelt
- Drive when sleepy
- Type text messages or emails
- Talk on a hands-free cell phone
- Talk on a hand-held cell phone
How did respondents self-report their driving behavior?

% that self-report they don’t engage in these behaviors

- Drunk Driving: 86%
- Not wearing their seatbelt: 77%
- Social media use: 76%
- Internet use: 68%
- Sleepy driving: 63%
- Driven through a red light: 56%
- Typed text messages or emails: 44%
- Talk on a hands-free cell phone: 33%
- Talk on a hand-held cell phone: 26%
How did respondents self-report their driving behavior?

TEXTING WHILE DRIVING IS DANGEROUS

EXCEPT WHEN I DO IT
How did respondents self-report their driving behavior?

- Texted or Emailed: TTI Texas 18%, AAAFTS National 14%
- Used Internet: TTI Texas 12%, AAAFTS National 4%
- Not wearing a Seatbelt: TTI Texas 7%, AAAFTS National 6%
- Sleepy Driving: TTI Texas 7%, AAAFTS National 2%
- Ran a Red Light: TTI Texas 6%, AAAFTS National 2%
Is Texas a state where traffic safety culture is highly valued?

Well, we know that:

- The dangers of texting while driving are recognized by the public.
- Some key traffic safety issues are perceived as getting worse, such as:
  - Texting while driving
  - Speeding
  - Drunk driving
- There is support for countermeasures to address some of these issues.
- Risky driving behaviors are generally viewed as unacceptable, such as:
  - Using a cell phone while driving for texting, emailing, or social media use
  - Driving while drunk or sleepy
  - Driving through a red light
  - Not wearing a seatbelt
Is Texas a state where traffic safety culture is highly valued?

On the other hand:

• Talking on a cell phone while driving (hand-held or hands-free) is fairly widely accepted

• There is also a “Do as I say not as I do” mentality especially concerning texting or talking on a cell phone while driving
  – AAAFTS, found this to be prevalent throughout the country

• Speeding, while of increased concern to some Texans, has mixed support for countermeasures to address the problem
Contact Information

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