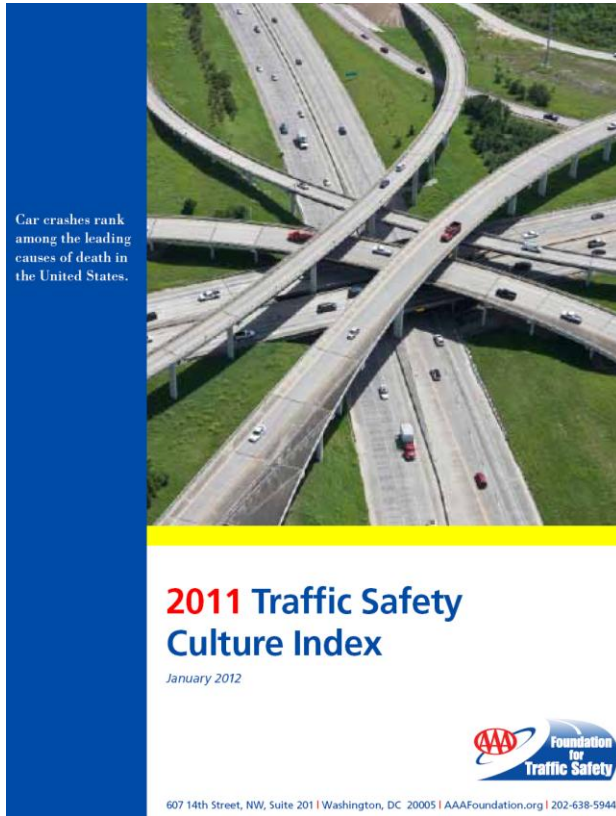


2011 Traffic Safety Culture Index



Key Findings

- Culture of complacency persists
- Prevailing attitude continues to be: *“Do as I say, not as I do.”*

The Study

General Public

- Random sample of 3,147 U.S. residents of driving-age (16+)
- Conducted June 6 – June 28, 2011 using web-enabled probability-based panel representative of the U.S. population
- Conducted by Knowledge Networks for the AAA Foundation

The Survey

Perceived threat

“Do you feel ___ are a very serious threat, a somewhat serious threat, a minor threat, or not a threat to your personal safety?”

Acceptability

“How acceptable do you, personally, consider it to be for a driver to ___? Do you consider that completely unacceptable, somewhat unacceptable, somewhat acceptable, or completely acceptable?”

The Survey

Behaviors

“In the past 30 days, how often have you ____?
Have you done that regularly, fairly often, rarely,
just once, or never?”

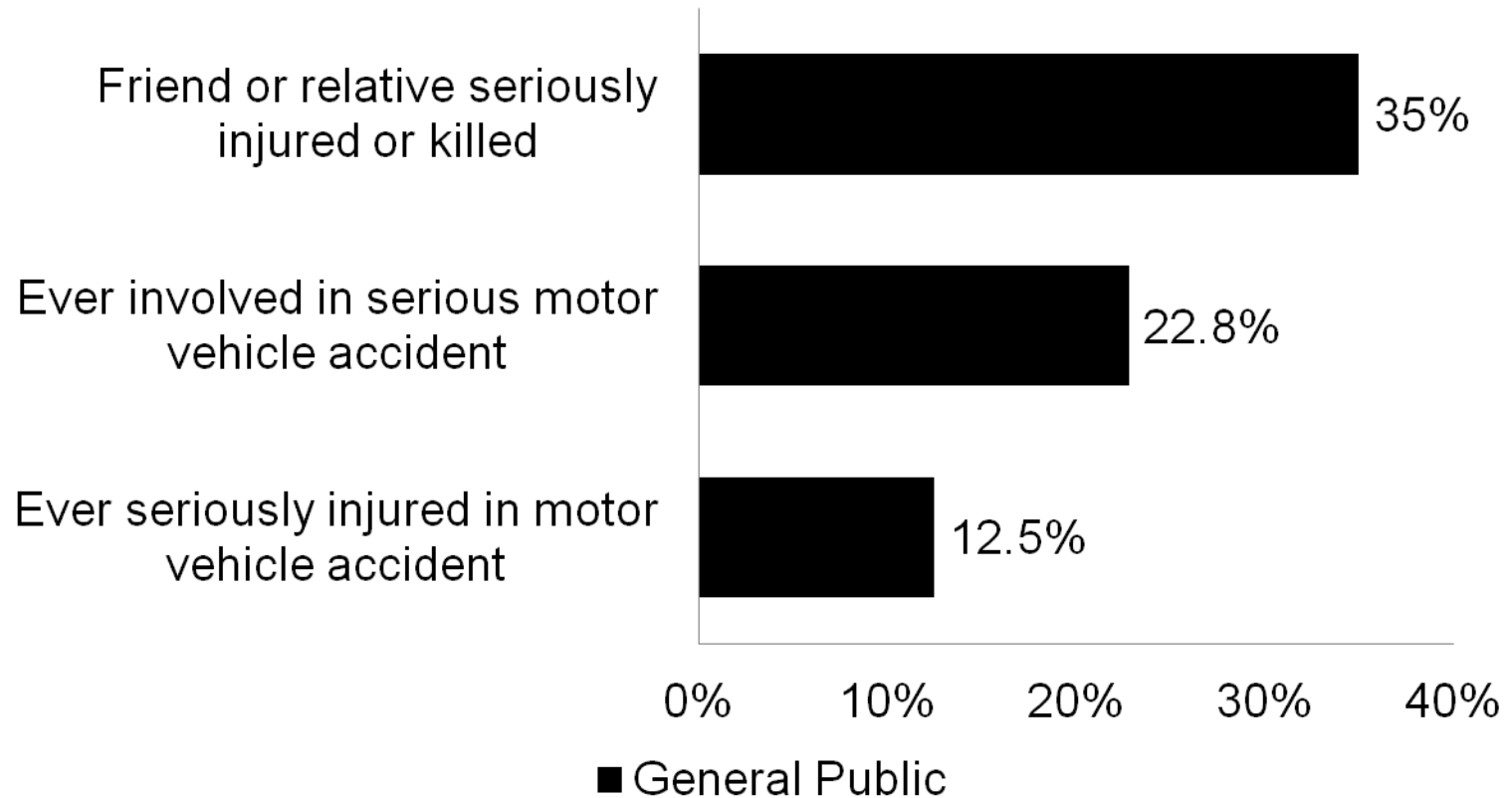


Personal Experience with Crashes

- Nearly **one of every two** Americans has been involved in a serious crash, has had a friend or relative seriously injured or killed in crash, or both.

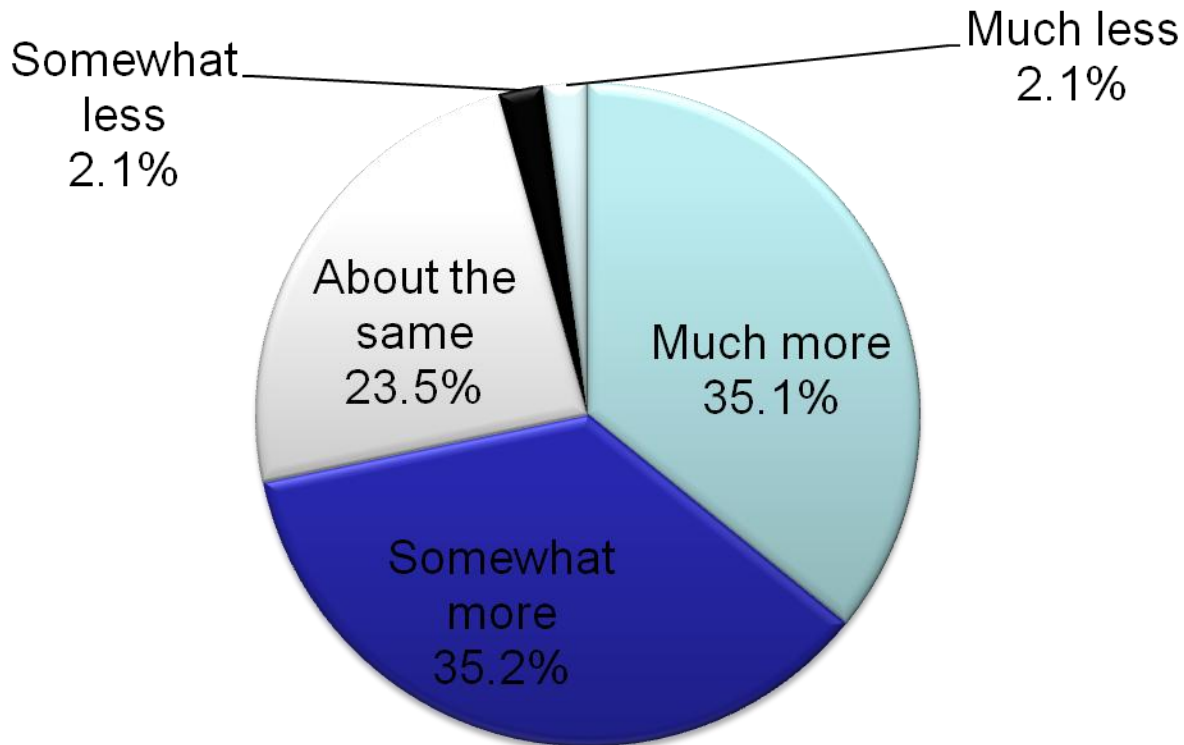


Personal Experience with Crashes



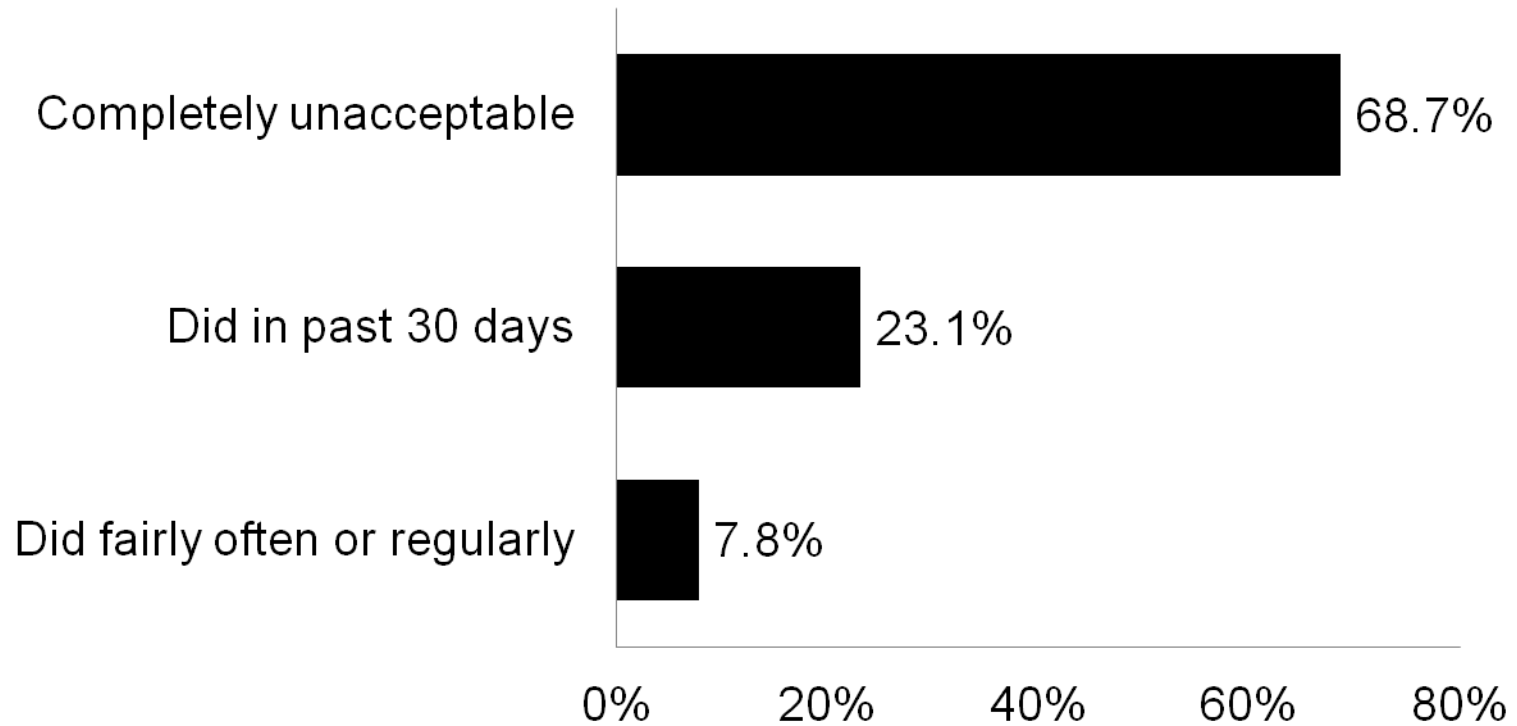
In Your Opinion, How Much Attention Should the U.S. Government Give to...?

Making roads and highways safer





Driving Without Wearing Seatbelt

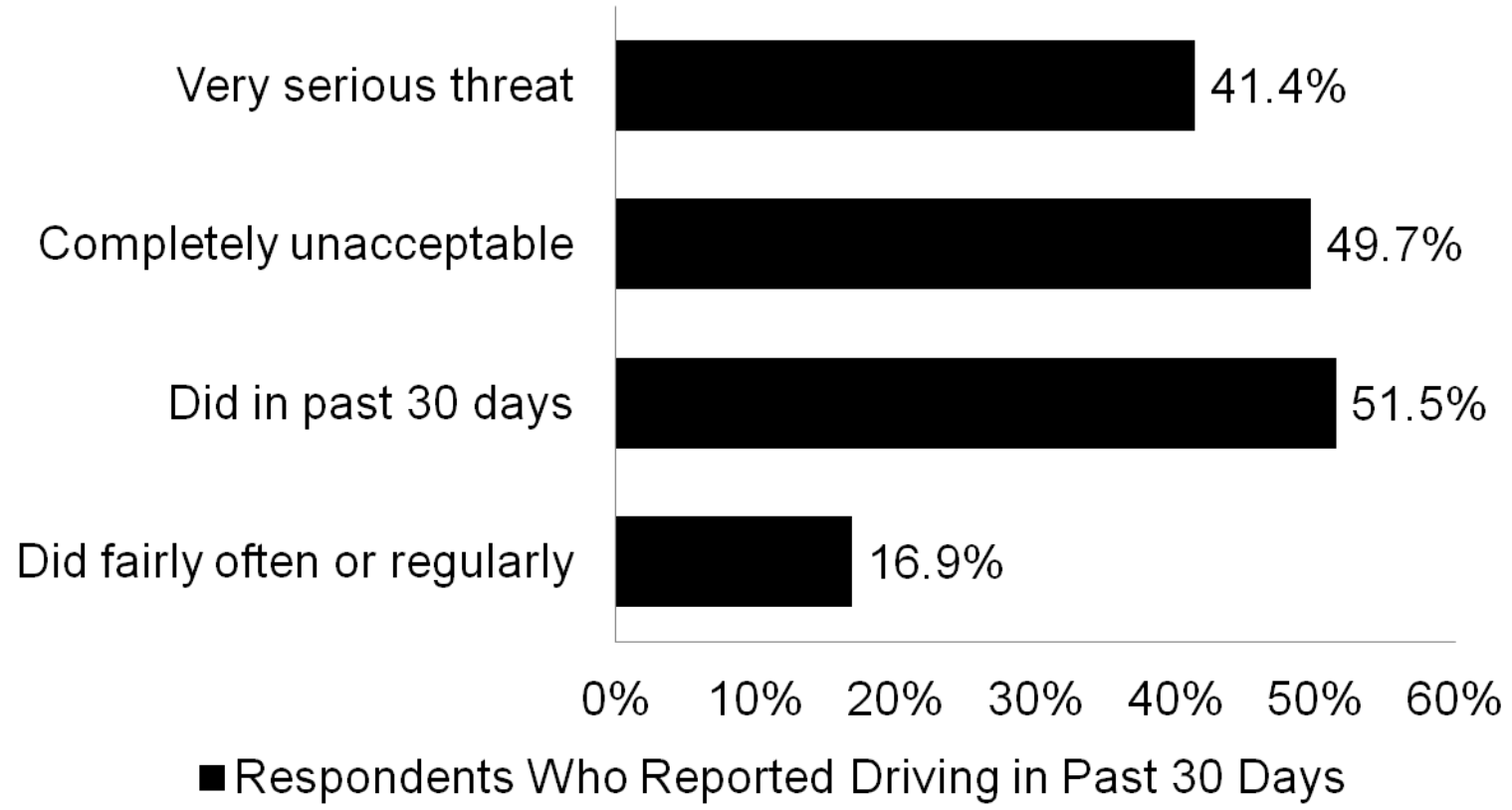


■ Respondents Who Reported Driving in Past 30 Days

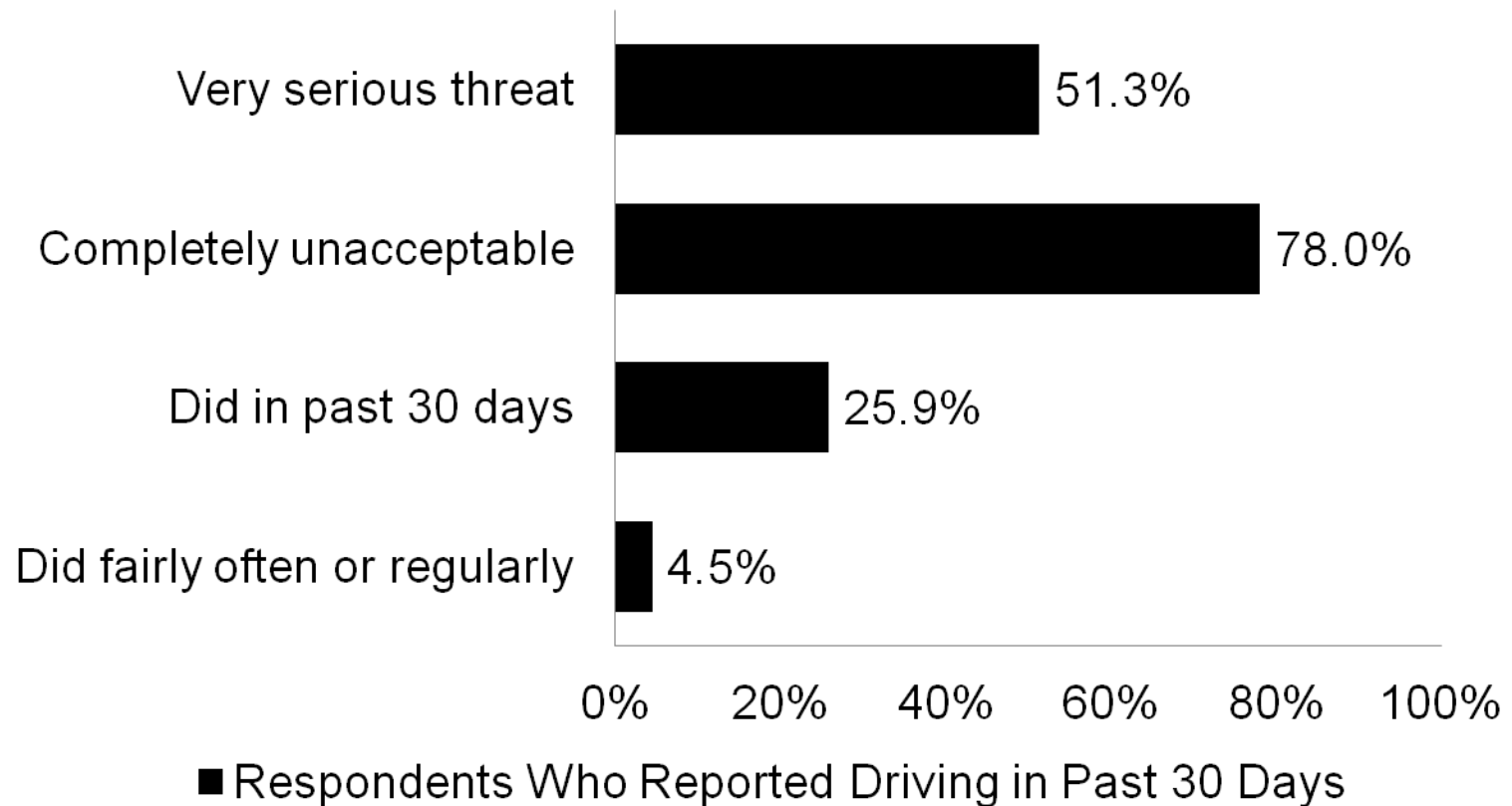




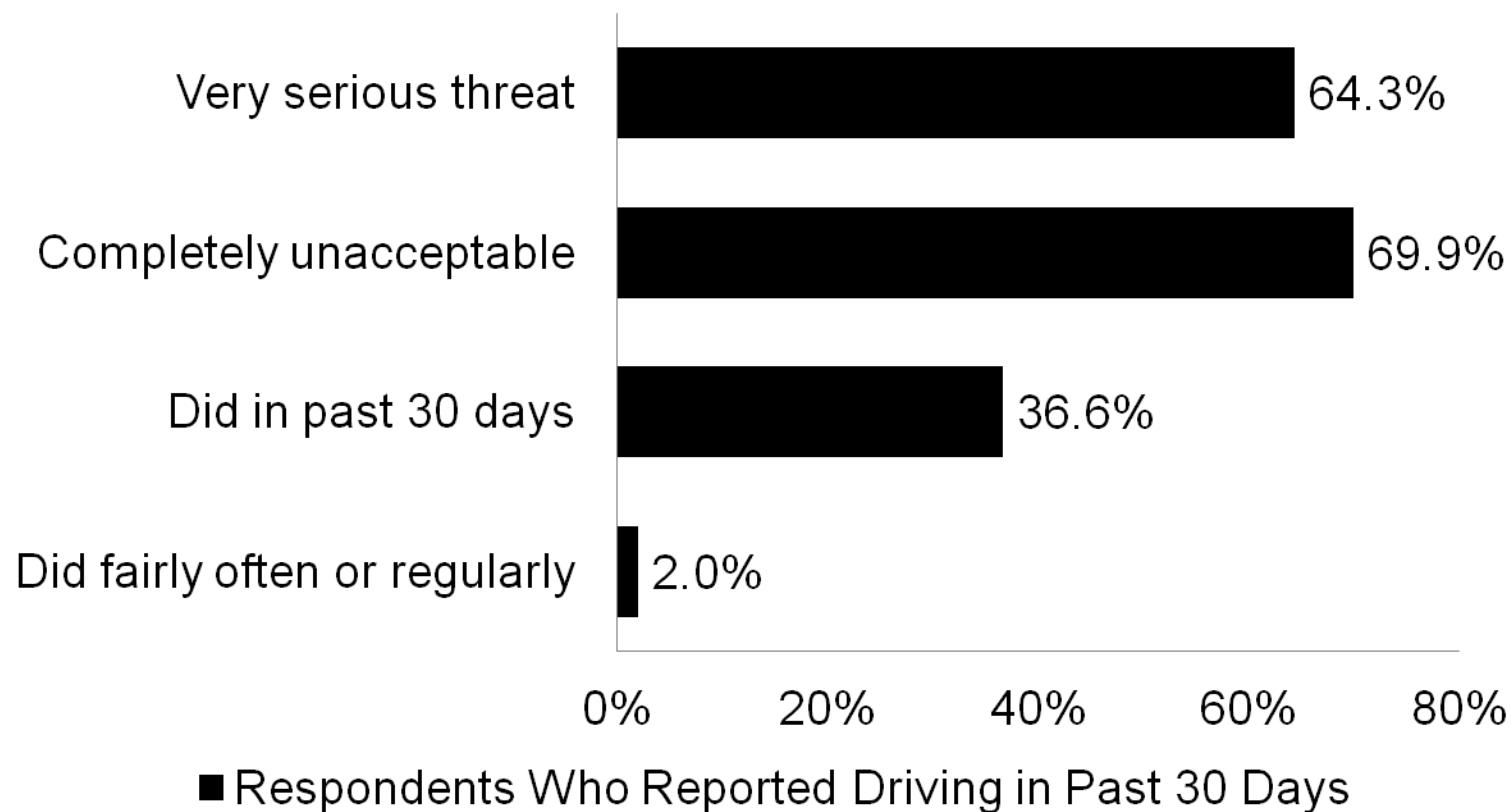
Speeding (15+ mph over) on Freeways



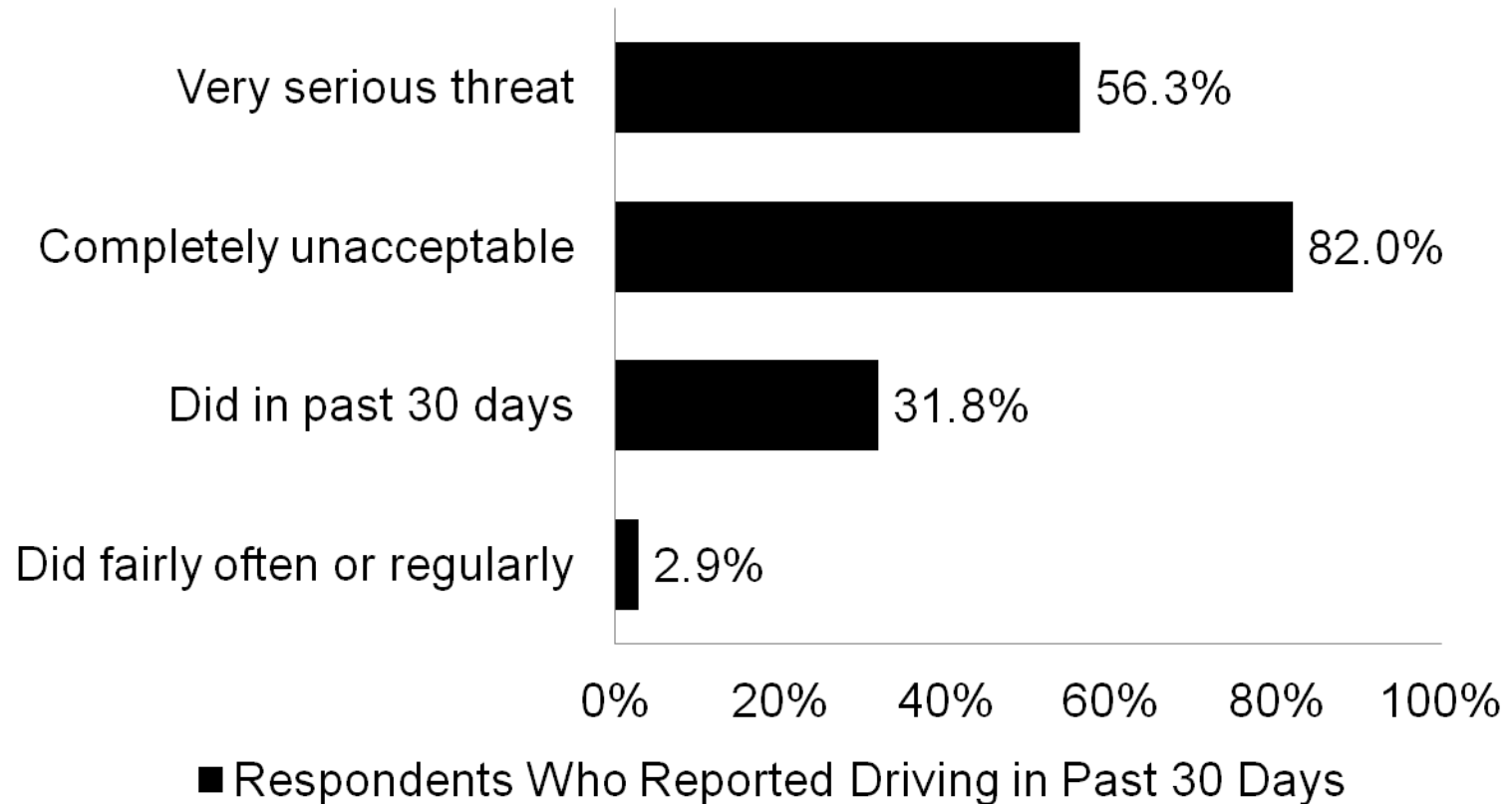
Speeding (15+ mph over) on Residential Streets



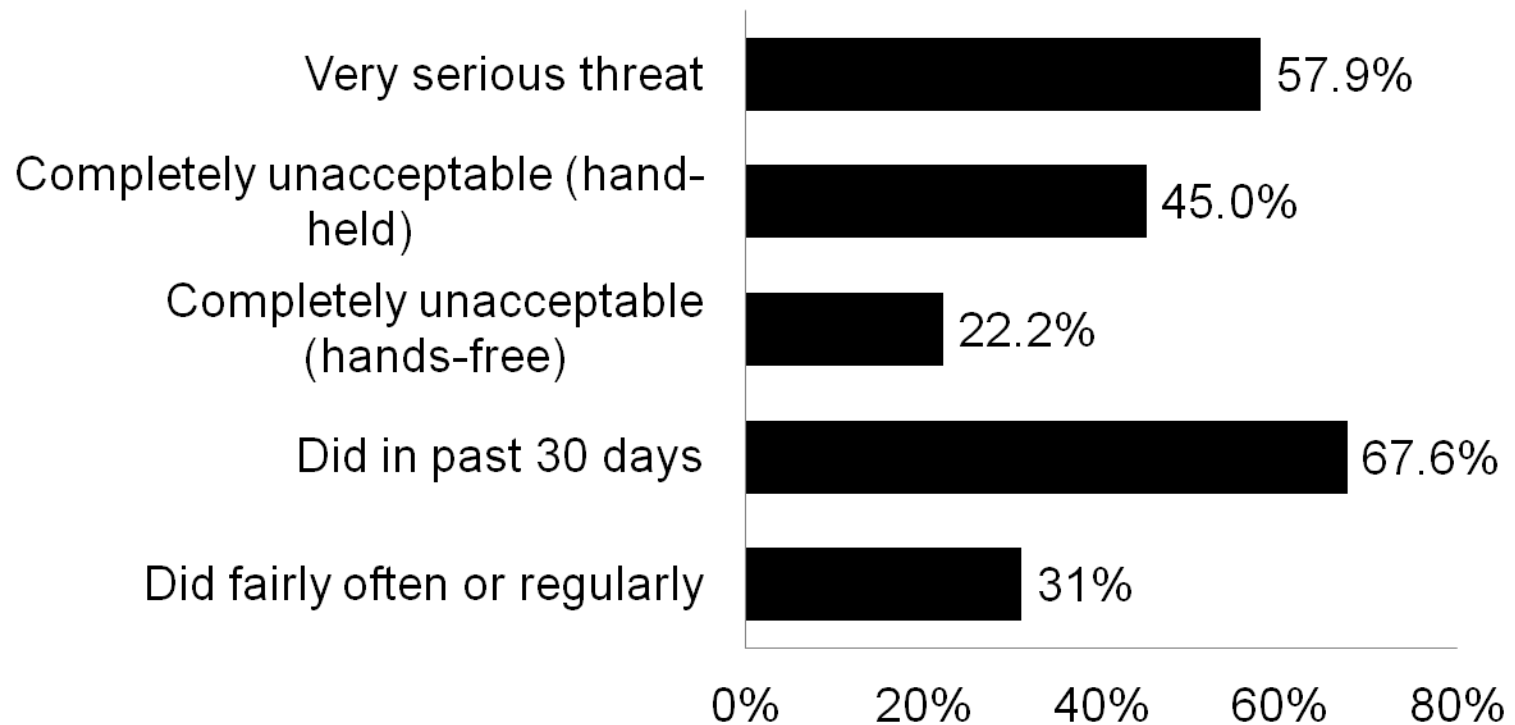
Red Light Running



Drowsy Driving

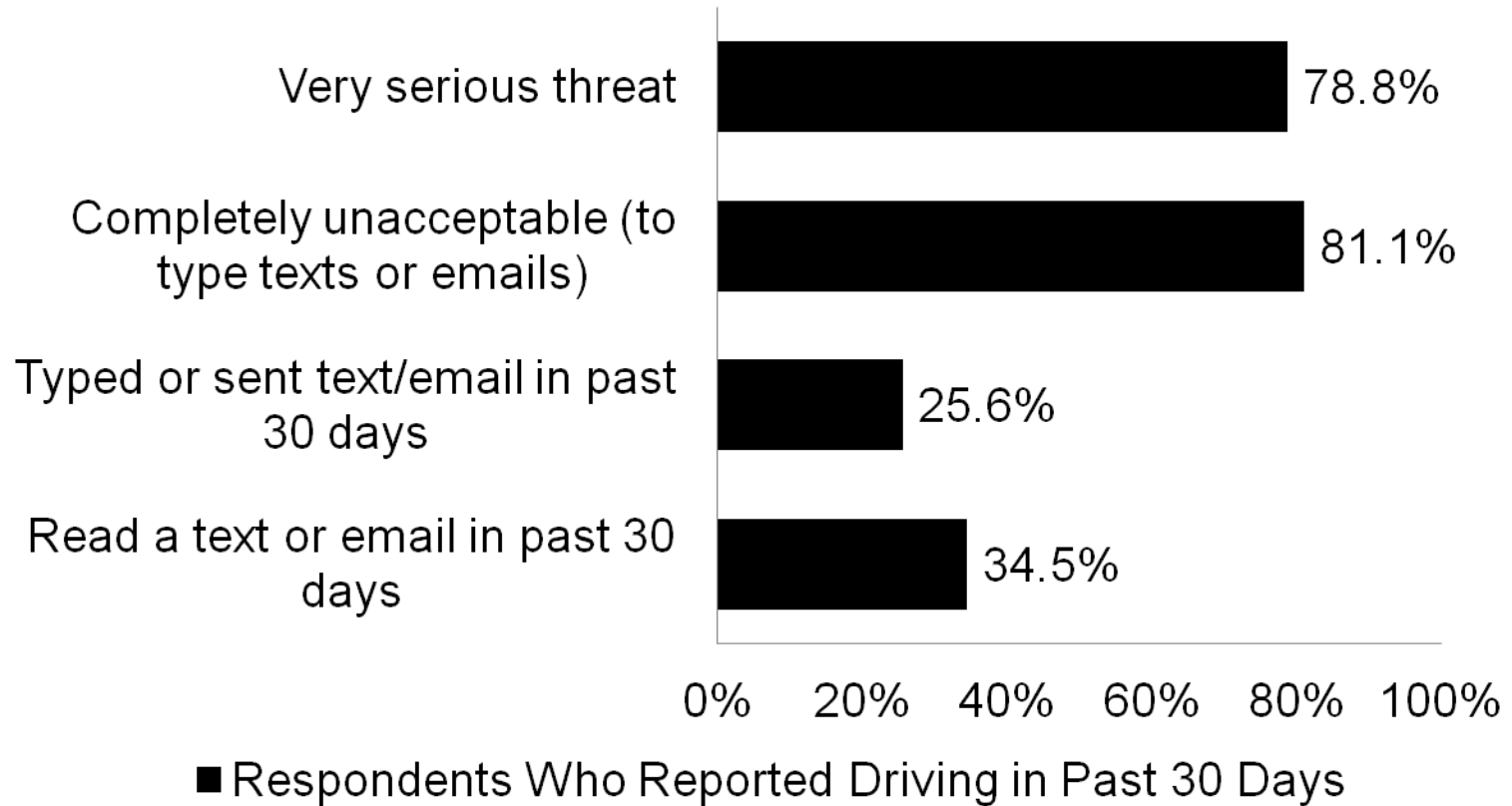


Cell Phones



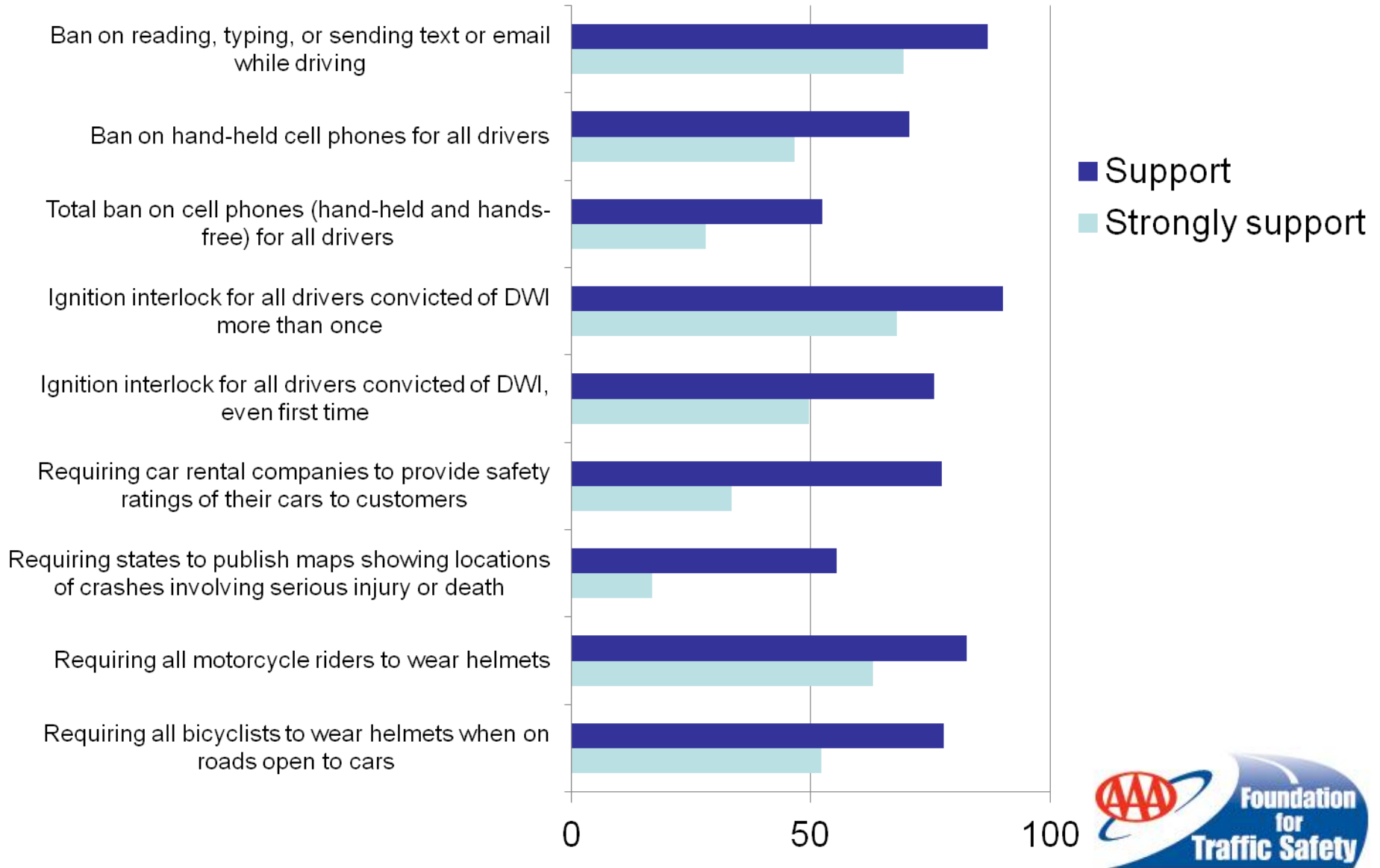
■ Respondents Who Reported Driving in Past 30 Days

Texting / Email





Public Support for Countermeasures



What can be done?

First, we must recognize:

Culture change is possible

But, it is:

- ✓ Complex
- ✓ Long term
- ✓ No silver bullet
- ✓ No one size fits all solution

What can be done?

10. Adopt a Toward Zero Death vision
9. Reframe the debate as a Public Health issue
8. Apply Holistic Solutions, Based On Science
7. Increase Accountability & Transparency
6. Evaluate, Evaluate, Evaluate

What can be done?

5. Support more Research, especially related to changing beliefs/attitudes
4. Refine & expand public awareness efforts, including social norming approaches
3. Start Earlier – Target the youth
2. Don't use it as an excuse
1. Be a Safety Ambassador

★ ★ ★ ★ Safety Culture

The AAA Foundation for Traffic Safety is a 501(c)(3) public charity located in Washington, DC that is dedicated to saving lives and reducing injuries.

It is supported by donations from AAA/CAA Clubs, AAA/CAA members, and other organizations associated with AAA/CAA.



For more information, go to:

AAAFoundation.org

