

## Understanding the High Risk Driver

Is Anybody Listening? Reaching the Right Audience with the Right Message  
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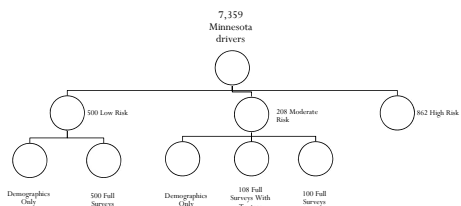
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## Survey Population



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## A New Plan

- Let's conduct a survey that targets drivers with risky behaviors
  - > High risk – during the previous 30 days:
    - Driving at least once after drinking two or more drinks OR
    - Any two of the following:
      - Driving 10 miles per hour or faster than the posted speed limit more than half the time
      - Driving at least once without wearing a seat belt
      - Texting or accessing the Internet while driving
  - > Moderate risk
    - Any one of speeding, non-seat belt use, or texting/accessing the Internet
  - > Low risk
    - None of the above



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### Sample and Design

- ➔ Sample
  - > Other behaviors were considered (e.g., distracted, drowsy, aggressive), but decided to focus on four.
- ➔ Design
  - > Evaluation of risk
  - > Social norms
  - > Behavior change modeling
  - > Risk perception
  - > Demographics

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### Findings

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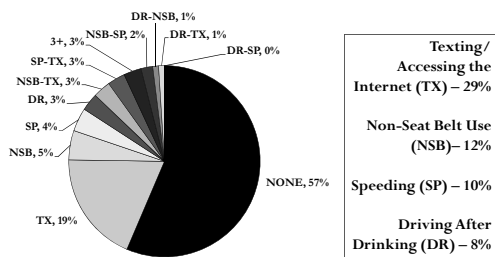
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### Risky Behaviors Are Not Rare

➔ Nearly half of MN drivers exhibit at least one risky behavior



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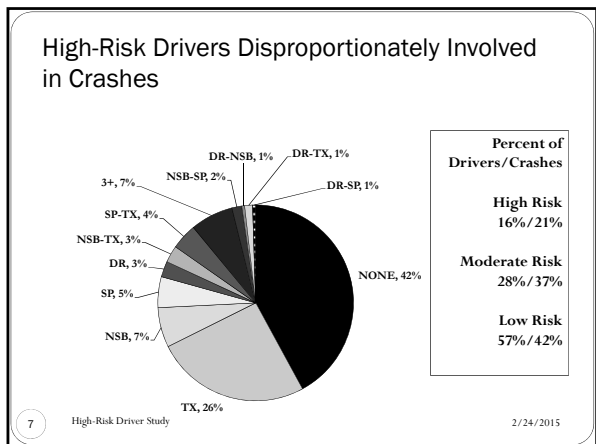
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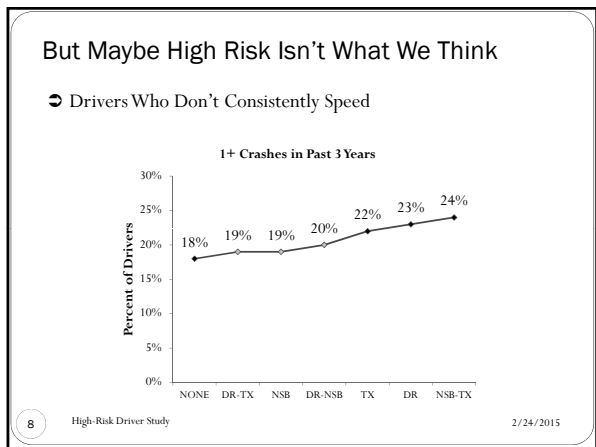
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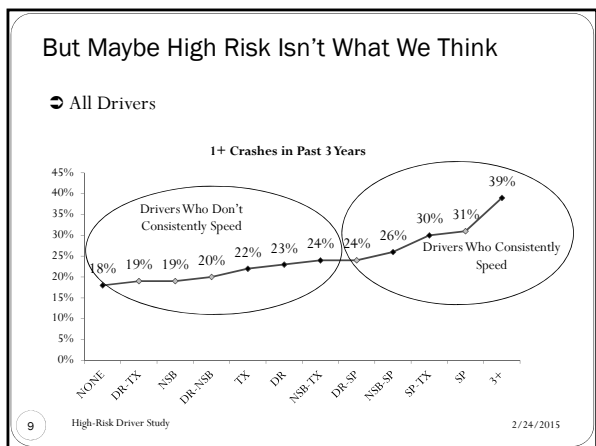
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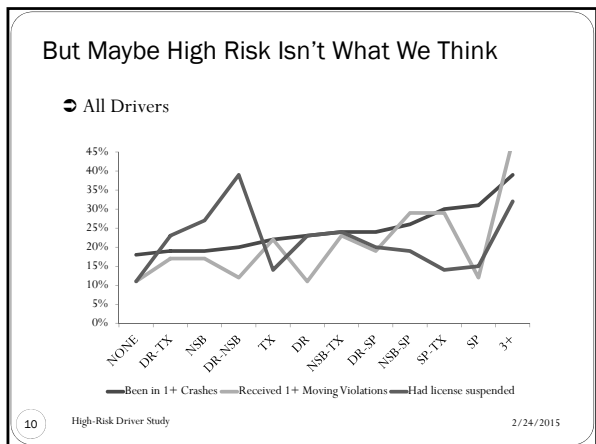
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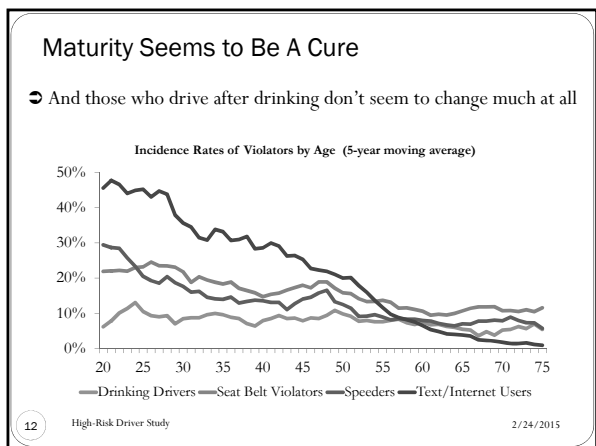
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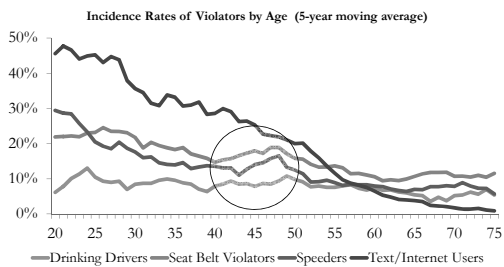
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### Maturity Seems to Be A Cure

➤ But Some People Regress?



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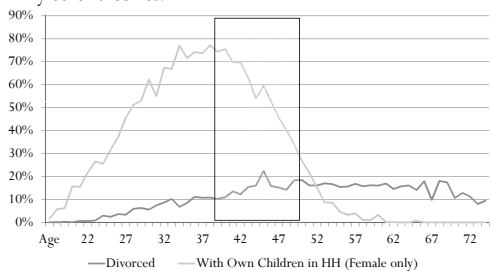
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### The Kids Are Gone!

➤ Any other theories?



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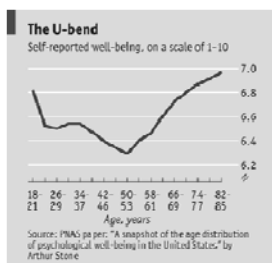
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### Middle Age is Tough

➤ Any other theories?



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### Motivations to Change

- Do drivers acknowledge that they should change their risky behaviors?
- What do they fear more – enforcement or crashes (or nothing)?
- What has caused the change in behavior of people who have changed?

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### Non-Seat Belt Users



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### Non-Seat Belt Users – Past Change



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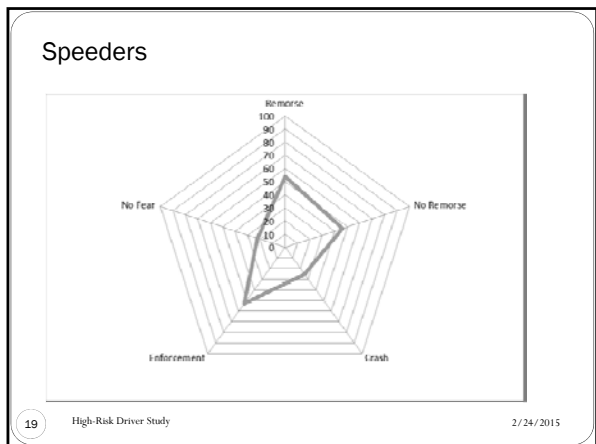
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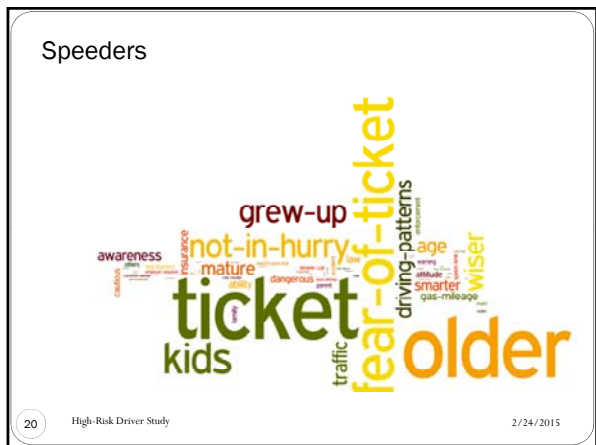
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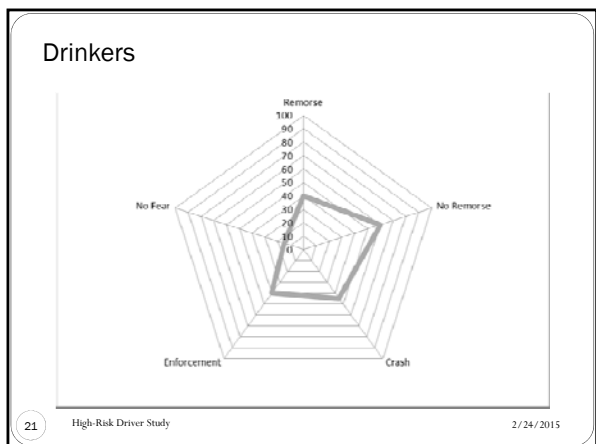
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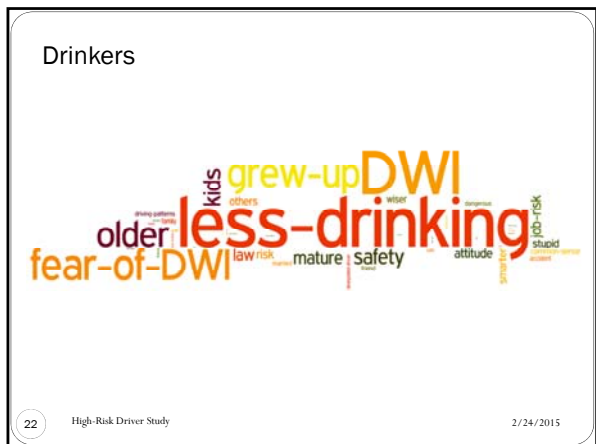
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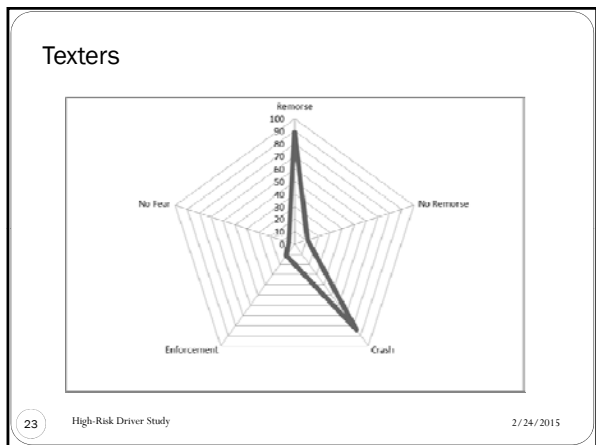
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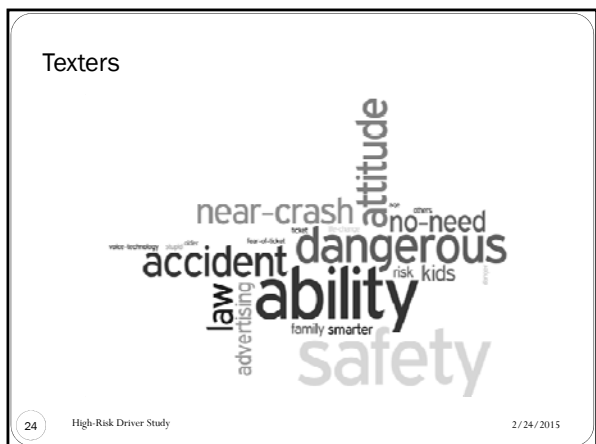
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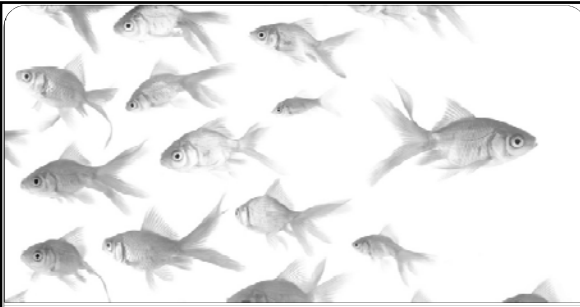
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**Personalities and Perceptions**

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**Personalities Differ**

- Speeders and texters are more emotional than average
  - > More social, competitive, impatient, thrill seeking
- Drinkers and non-seat belt users are less emotional
  - > Less social, impatient, thrill seeking
- High-risk drivers:
  - > Generally more stubborn, less optimistic

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**High-Risk Driving Requires Rationalization**

- The Truth
  - > High-risk drivers are at increased risk of crashes and law enforcement actions compared to low-risk drivers.

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### High-Risk Driving Requires Rationalization

➤ The Self-Image:

- > A majority of high-risk drivers (53 percent) considered themselves to be above average drivers
- > Almost none (4 percent) believed they were more likely to be in a crash than other drivers.

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### 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.



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### 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



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**Outreach**

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**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... - overestimate how common their behavior is - overestimate their own driving ability - underestimate the risk of their behaviors	Education on social norms and risks
There is no such thing as "moderate risk"	We need to redefine our thinking on moderate risk

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**Inconsistent Belt Users**

- Generally want to use their seat belt, but don't
- More concerned about crashes than enforcement, but difference isn't large
- Need help building a seat belt habit
- Kids and role modeling tend to be big behavior changers
- Recommendation:
  - > Remind them about seat belts, use family as leverage
  - > This group generally wants your help

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### Speeders

- Only about half believe that they should stop
- Very little concern about crashes despite a much higher risk
- Other than enforcement, change comes from within:
  - > Age, maturity, "growing up", growing wiser
- Recommendation:
  - > Push enforcement message, encourage them to "act responsibly" and consider the risks
  - > This group hasn't yet figured out why it's bad to speed
  - > Emotional appeals may be effective, but it must be about them, not others

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### Drivers After Drinking

- Most don't see it as a problem
- More worried about enforcement than safety
- Other than enforcement, change comes from within:
  - > Age, maturity, "acting responsibly", growing wiser
- Recommendation:
  - > Push enforcement message, encourage them to "act responsibly" and consider the risks
  - > This group generally doesn't see their behavior as a problem
  - > The key is to get them to lower their belief about how many drinks is okay before driving

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### Texters

- Very much recognize that they shouldn't do it
- Not worried about enforcement at all
- Recognition that their ability is impaired
- Recommendation:
  - > This group needs reminding and reinforcement
  - > Press that it's a dangerous practice that impairs their driving ability
  - > Emphasize crash risk
  - > More strict or publicized laws/enforcement?

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### Final Thoughts Part One

- Develop a clear idea about who you are trying to target
- Divide the high-risk drivers into distinct groups
- What are their characteristics or behaviors
- Consider your communication platform and venue
  - > What are the means of communicating the message
    - Media reach
    - Shelf life
    - Attention getting
    - Expense
- Understand that resistance to changing behavior is out there

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### Final Thoughts Part Two

- Develop messages with the best potential for changing behavior of the target group
- Test messages in focus groups
  - > A message could be perceived differently by females and males
- Utilize the feedback and revise
  - > Get the message to the target group
- Monitor and evaluate

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### Final Thoughts Part Three

- Emotion Versus Impact
- Personalize
- News Nuggets
- Engage the Audience
- Most Drivers Are Making Smart Choices, But A Bad Choice On One Behavior – “One Poor Choice” Can Lead To:

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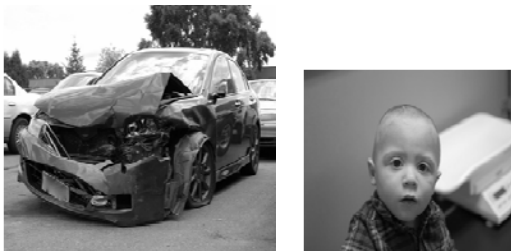
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### “One Text Message Almost Killed My Son”



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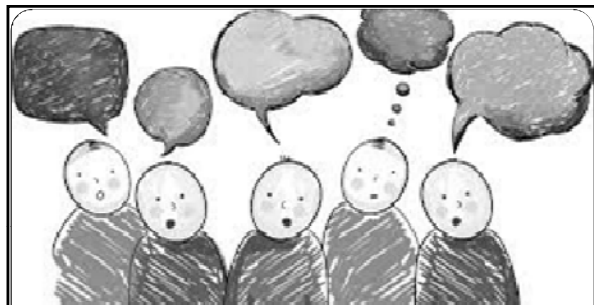
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### Let's Talk

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