

SAFE DRIVING

Community Research Survey

February – March 2024



CREATIVE SERVICES THAT MAKE A REAL DIFFERENCE

Key Findings

We asked our community about their beliefs and behaviours around safe driving. Our survey started with a series of questions to measure how well participants understand the factors that affect the safety of driving, and then asked about their strategies they use to help them drive safely.

After responses were submitted by the participant for each safety question, the correct answer was shown, with the hope that the survey itself could raise knowledge about driving dangers and decrease the number of crashes in Lane County.

Of particular interest to us was the awareness of the dangers of vehicle speed and intoxicants.

SPEED

Speed is a major factor in the survivability of a crash. This was recognized by 81% of driver survey participants. While 90% of long-term drivers are more likely to recognize this danger, only 63% of those who have been driving zero to four years are aware.

INTOXICANTS

Driving under the influence of beer, wine, liquor, cannabis and some prescription drugs poses a danger to the community. Although laws tolerate a level of alcohol in the blood, people's ability to drive safely is affected by consuming any level. Those who are under the influence of a substance are less able to judge how impaired they are, and believe they are safe to drive when they are not.

Of the people who indicated that they consume intoxicating substances, 66% make a plan for a ride home every time they will be consuming beer, liquor, wine or cannabis, while 31% indicate that they make a plan only when they plan to consume an amount that would exceed the legal driving amount, and 2% make a plan only when they remember. The remaining 1% never make a plan for a ride home.

Those who have been driving between 10 and 20 years are least likely to make a plan every time (49%), followed by those who have been driving more than 20 years (53%). Respondents who have been driving fewer than 9 years are most likely to make a plan every time (71%).

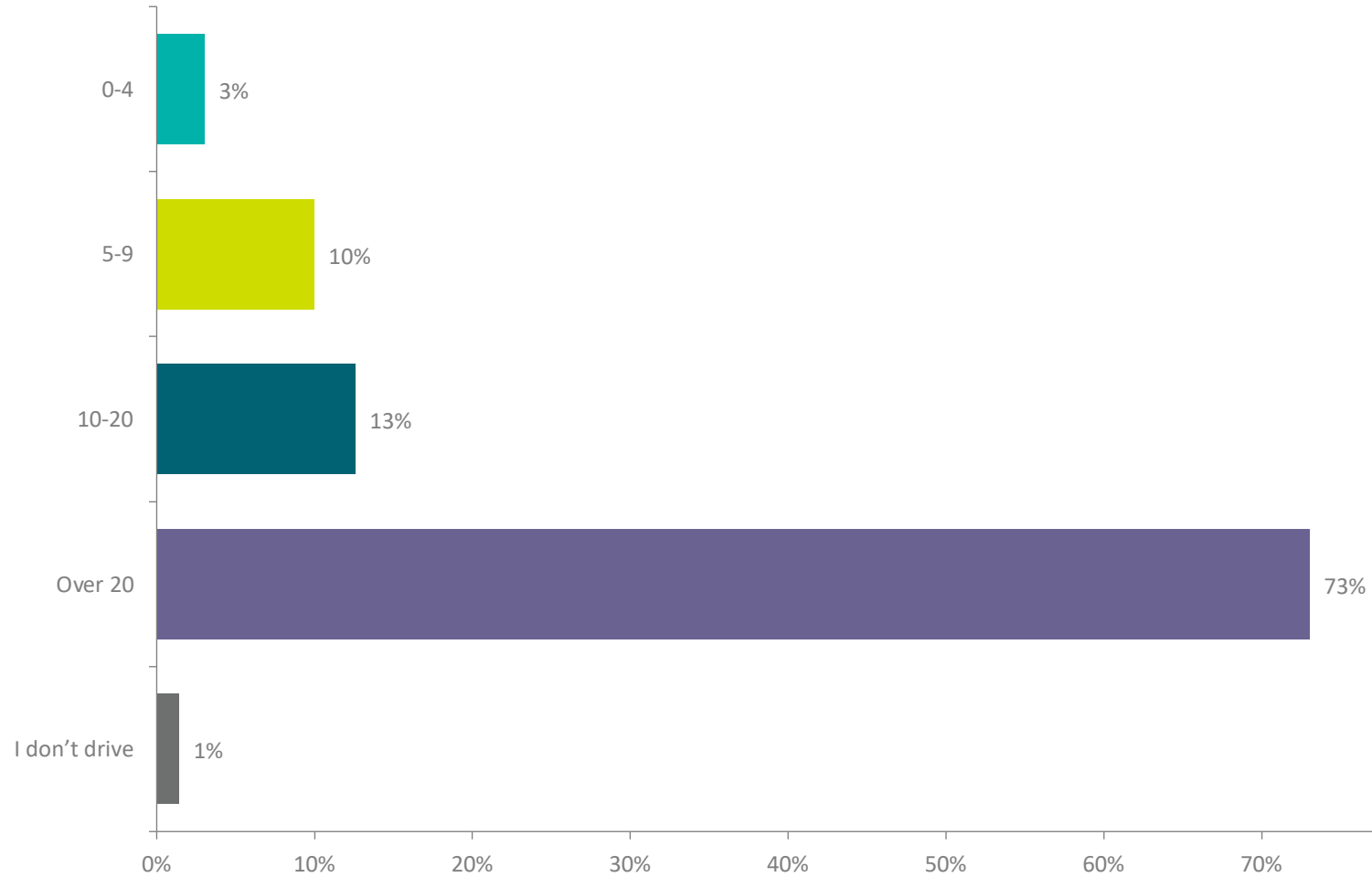
Methodology

In February through March 2024, Turell Group conducted a community survey to gauge the awareness of drivers about the dangers of vehicle speed and intoxicants. The survey was distributed to individuals who have signed up to participate in Turell Group Community Research Surveys, and through Turell Group's channels and connections. In addition, the survey was distributed by Safe Lane Transportation Coalition. Participation was incentivised through a \$1 donation to *Free Bikes 4 Kids Eugene-Springfield* for each completed survey.

A total of 924 participants completed the survey. The results are not a representative sample of the Eugene/Springfield community and portray a snapshot of those who elected to participate. The results are not generalizable to the broader community but do give a general sense of attitudes of individuals who drive.

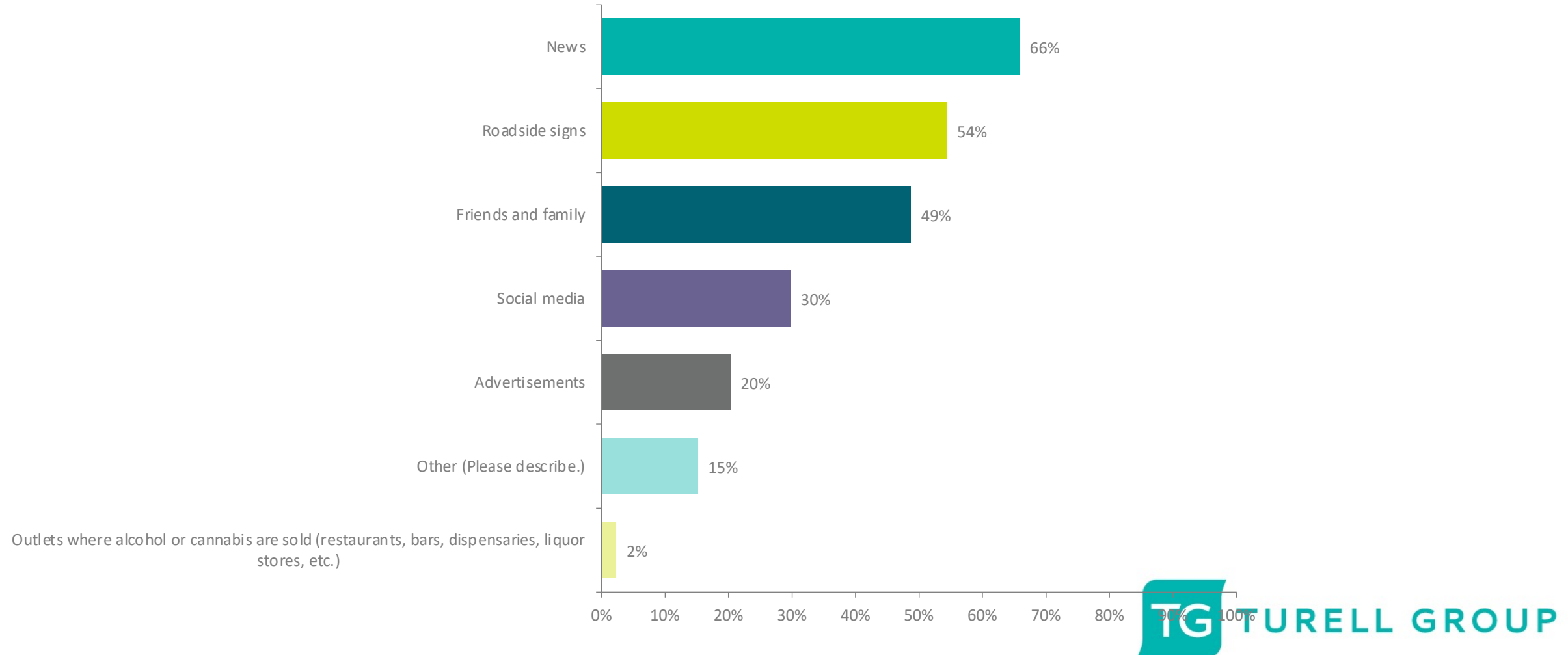
Q1: How many years have you been driving?

Answered: 923 Skipped: 1



Q2: How do you learn about safe driving strategies or new driving laws? (Select all that apply.)

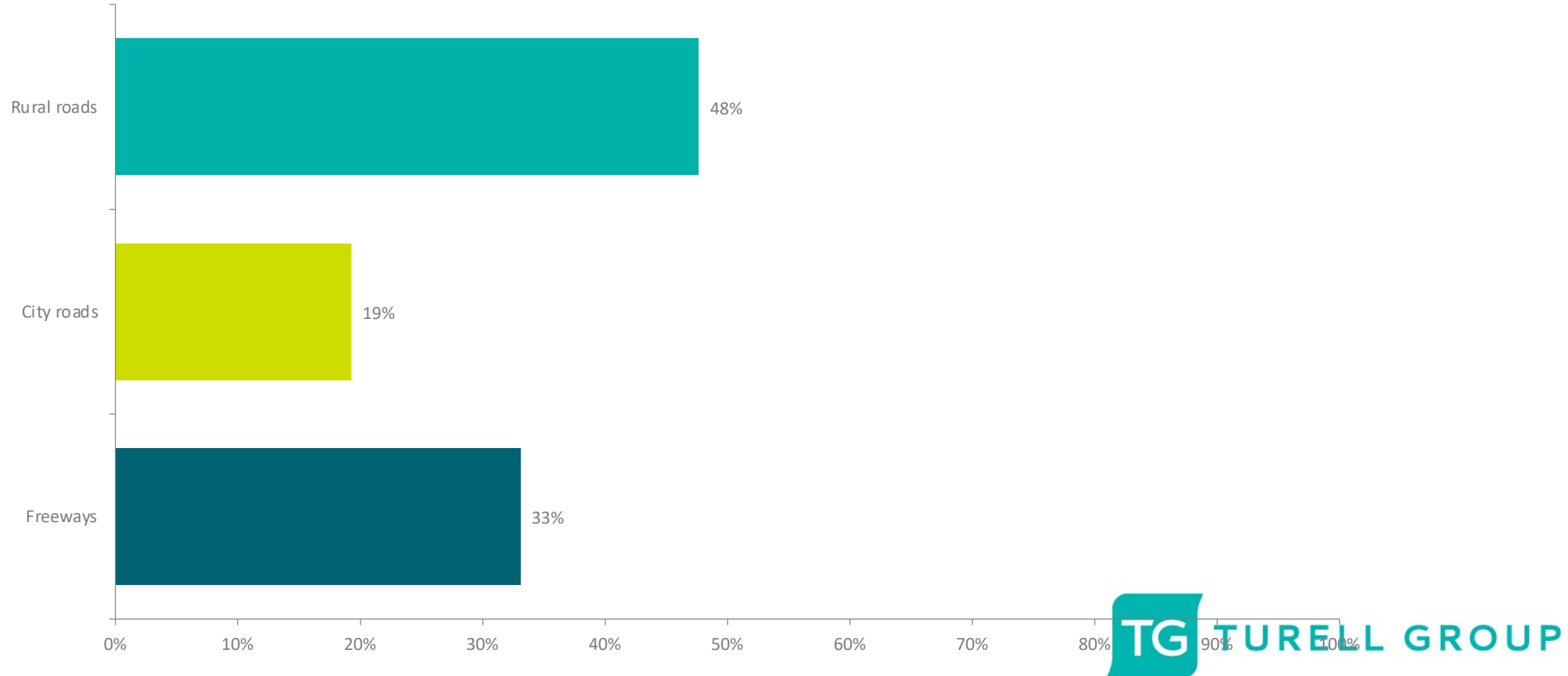
Answered: 918 Skipped: 6



Q3: Which of the following do you think are the deadliest for drivers?

Answer: Rural roads are the deadliest roads, due to the combination of speed and distance to medical care.

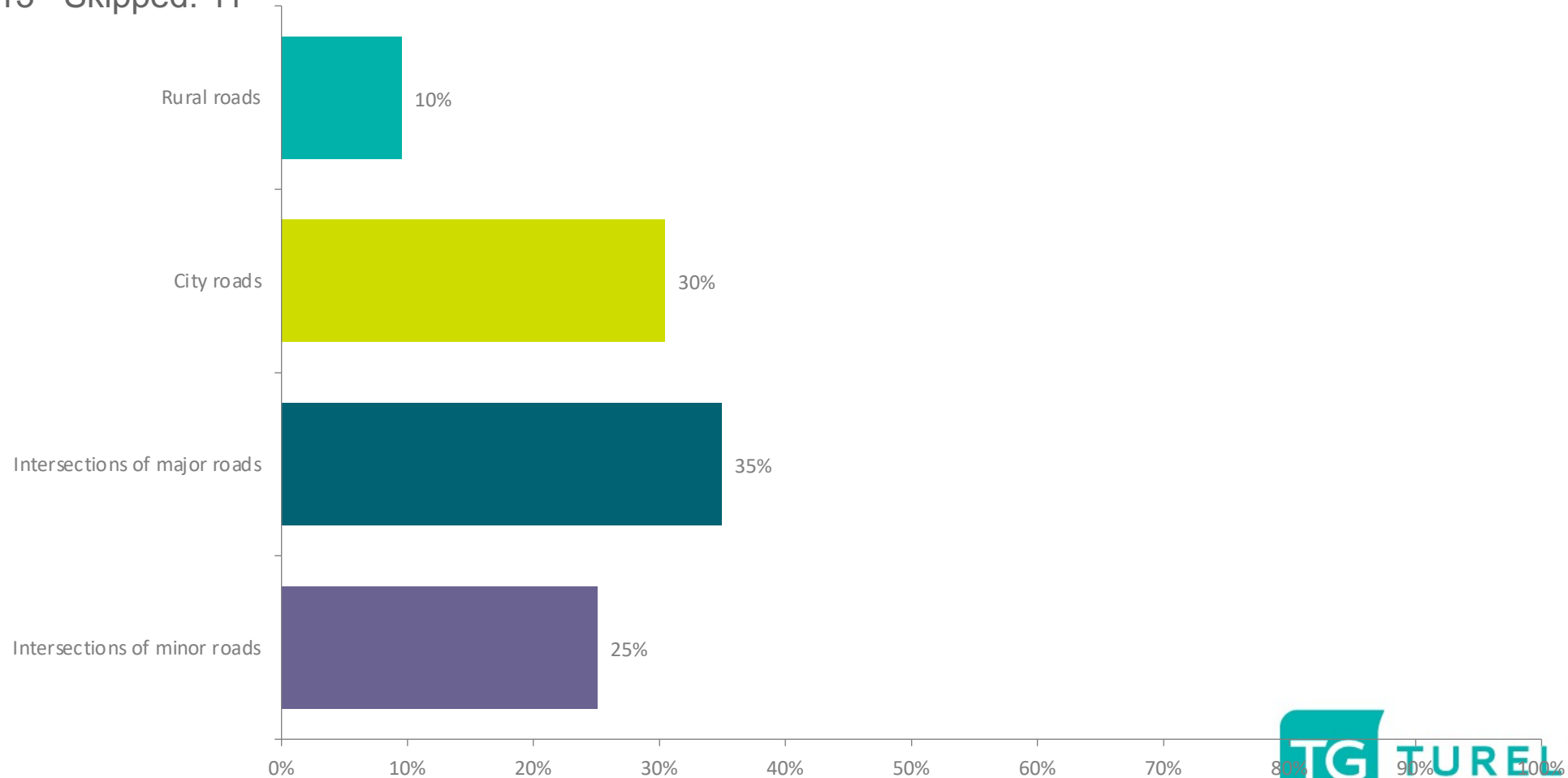
Answered: 919 Skipped: 5



Q4: Which of the following do you think are the deadliest for pedestrians?

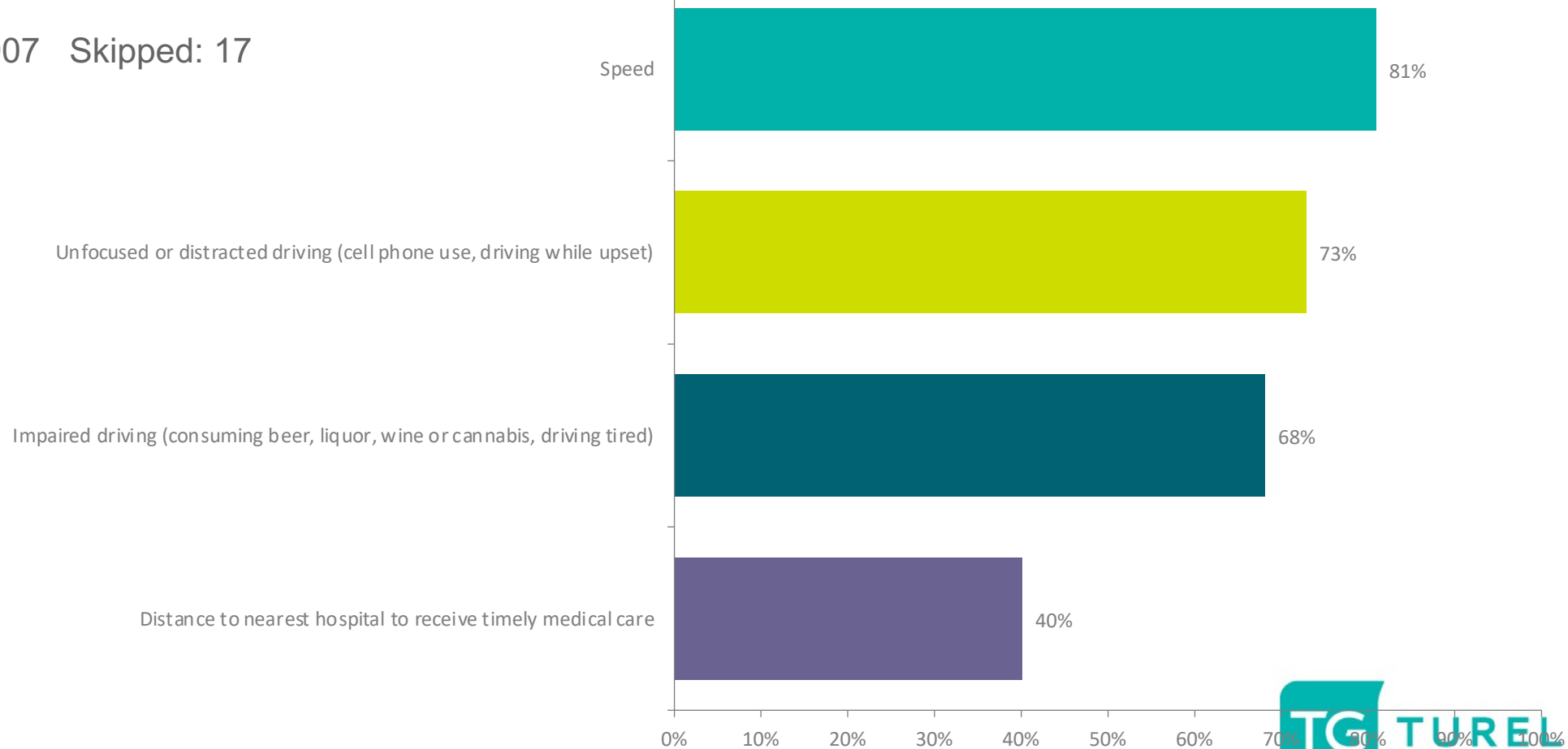
Answer: Intersections of minor roads, followed by intersections of major roads are deadliest for pedestrians.

Answered: 913 Skipped: 11



Q5: What do you think are the main factors in a car wreck being severe enough to cause someone in the collision to die? (Can select multiple answers.) **Answer: All of these are factors in affecting the survivability of a collision - speed, unfocused driving, impaired driving, and distance to medical care.**

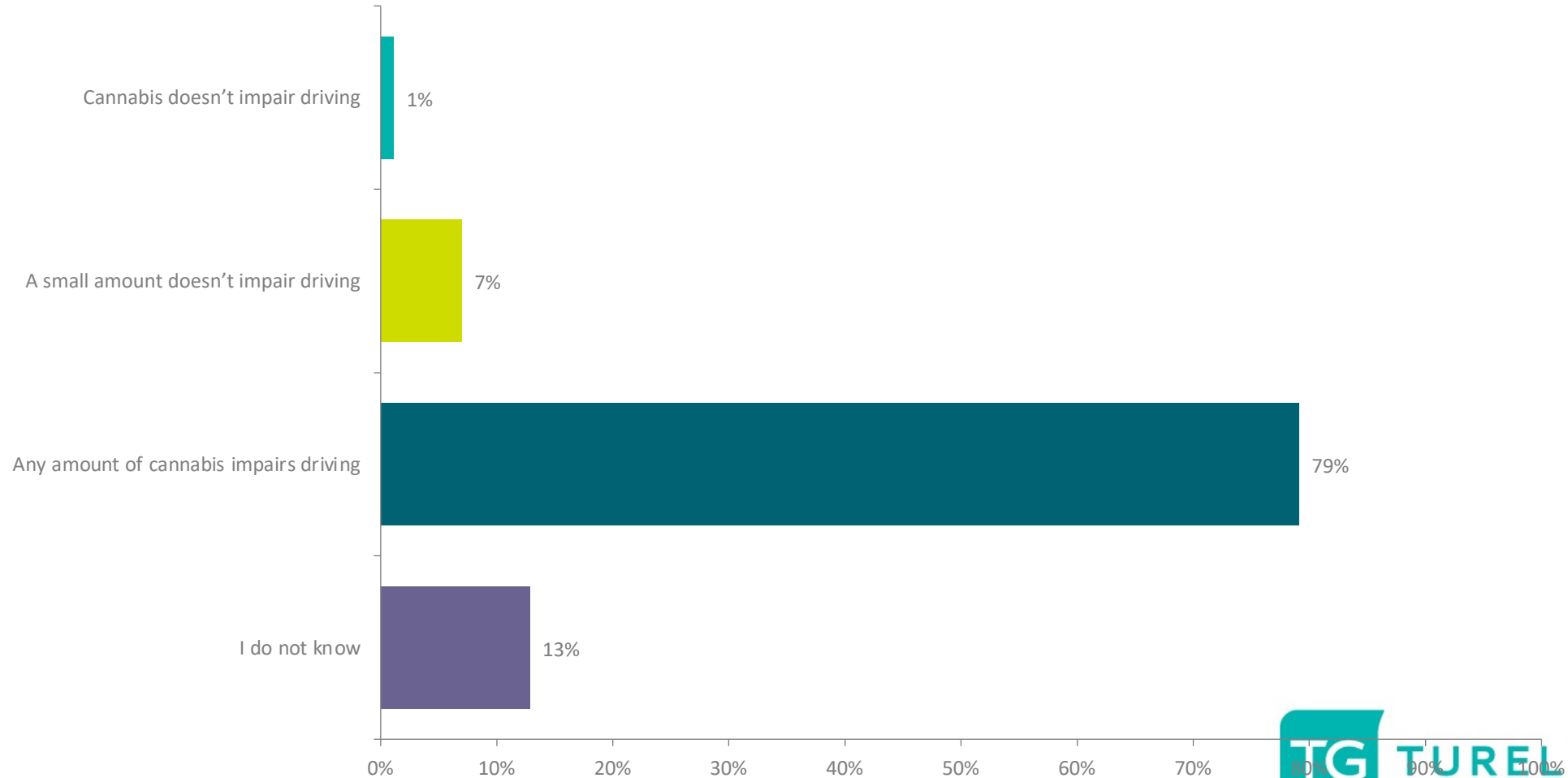
Answered: 907 Skipped: 17



Q6: What effect do you think cannabis has on one's ability to drive safely?

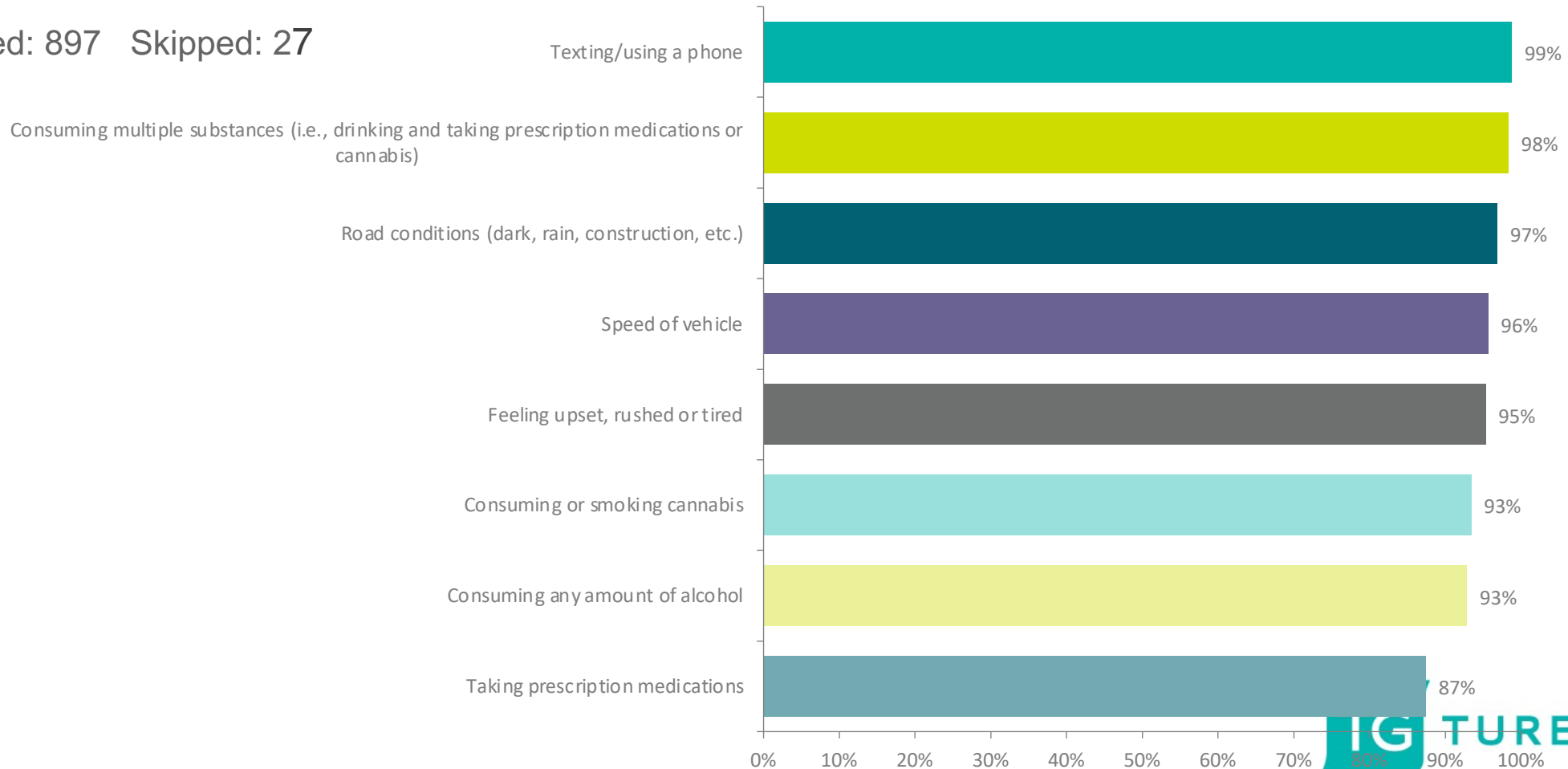
Answer: Any amount of cannabis impairs driving.

Answered: 904 Skipped: 20



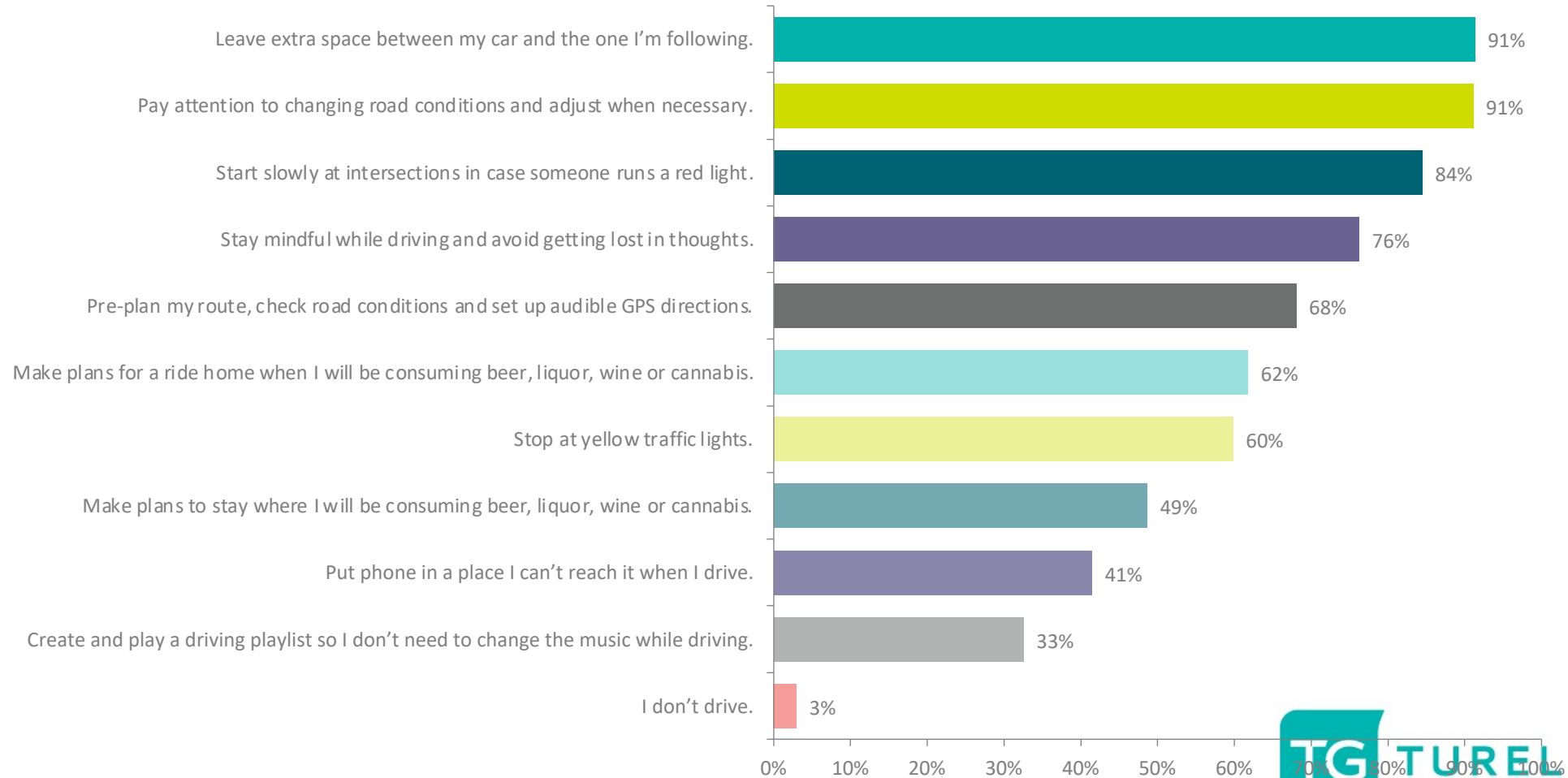
Q7: Which of the following do you think would affect someone's ability to drive safely? (Can select multiple answers.) **Answer: All affect the ability to drive safely - feelings, texting, speeding, road conditions, and alcohol, cannabis, some prescription medications individually and in combination.**

Answered: 897 Skipped: 27



Q8: What strategies do you typically use to help you be a safe driver? (Select all you typically do.)

Answered: 876 Skipped: 48



Q9: How often do you make a plan to avoid driving home before going out and consuming beer, liquor, wine or cannabis? (i.e., Uber/Lyft, designated driver, friend to call, spend the night, etc.)

Answered: 564 Skipped: 360

