

YOUNG OHIO DRIVER STUDY

KEY FINDINGS

1. Self-reported dangerous behaviors and intentions are predicted by beliefs.
2. Multiple messages in key channels (i.e. highway signs, Instagram) may be ideal.
3. Cellphone use while driving (CUWD) should be a key target.
4. Speeding is also a common problematic behavior.

DRUNK DRIVING

Over 100 drivers admitted to driving drunk in the past 30 days (nearly 10% of the sample).

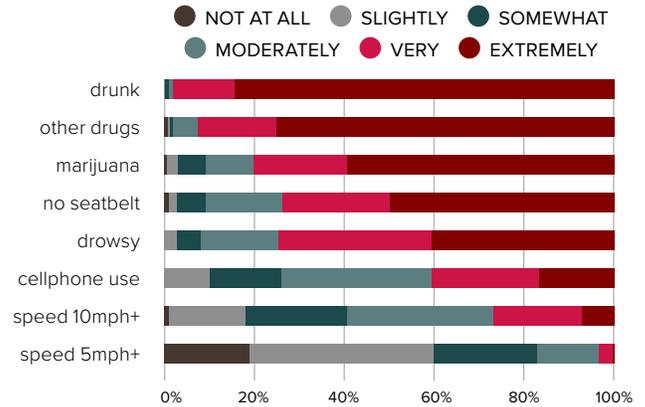


DRUGGED DRIVING

Nearly 100 drivers admitted to driving after taking illegal drugs or medication that indicates they should not operate a vehicle in the past 30 days (8% of the sample).



YOUNG DRIVERS RISKINESS RATINGS



CELL PHONE USE WHILE DRIVING

80% use phones at least sometimes; nearly 30% use phones at least half of the time.

Cellphone use was the only variable that predicted both **greater likelihood of lifetime crash and having had a crash in the past year.**



SPEEDING

Speeding is the **most common dangerous driving behavior.**

95% drive 5mph over the speed limit.

77% sped 10mph+

at least once in the past 30 days.

About 70% report speeding at least half of the time;

20% speed 100% of the time.



The **larger metro areas have less speeding** than smaller metro areas.

SEATBELT USE

Seatbelt use is very high.



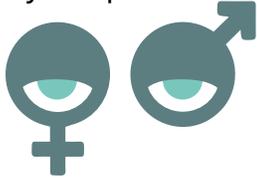
86% of young drivers wear their seatbelt every time they drive.



Cleveland is particularly problematic for seatbelt use relative to the rest of the state.

DROWSY DRIVING

Nearly 50% never drove “while so tired or fatigued” that they had trouble keeping their eyes open.



Both genders report drowsy driving.

POSTTEST

47% have ever been in a crash as the driver, 10% of those crashes were in the past year

(lower than baseline, likely due to fewer young drivers on the road during shutdown)



Where people noticed traffic safety ads:

82% noticed signs on the highway; 68% on billboards.

SPATIAL DISTRIBUTION OF DRIVING BEHAVIORS BY COUNTY

CATEGORY	DISTRIBUTION OF HOTSPOT	PERCEIVED PREVALENCE (higher = worse)		BENEFIT (higher = worse)		RISK (higher = better)	REACTANCE (higher = worse)	
Drunk driving	Cuyahoga Hamilton	Scioto Pike Jackson	Perry Muskingum	Hamilton Franklin Knox		—	Hamilton Defiance Hancock	Seneca Sandusky
Drugged driving	Cuyahoga Ross Pike	Summit		Knox		Butler Warren	Hamilton Defiance Hancock	Seneca Sandusky Mahoning
Distracted driving	Hamilton	Ottawa Sandusky Athens	Hocking Meigs	Athens Hocking	Meigs Washington	Cuyahoga Montgomery	Defiance Hancock Seneca	Sandusky Stark
Speeding	Athens Hocking	Vinton Miami	Athens Hocking Meigs	Washington Summit Stark	Athens Hocking Meigs	Washington Miami Champaign	Cuyahoga Hamilton	Athens Meigs Washington
No Seatbelt	—	Warren Clinton Champaign	Fulton Licking	Scioto Pike Jackson	Highland Cuyahoga Summit	Montgomery Butler	Belmont Jefferson Defiance	Hancock Seneca
Drowsy driving	Hamilton Defiance	Summit Stark Montgomery Miami	Champaign Jackson Pike	Miami Champaign	Knox Washington	Cuyahoga Hamilton	Meigs Athens	Vinton Defiance

PREDICTIVE ANALYSES

Overall index of unsafe behavior which was higher for those who:

- Estimated greater prevalence of unsafe behavior in others.
- Perceived lower risks of unsafe behaviors.
- Perceived greater benefits of unsafe behaviors.
- Not predicted by any demographics or reactance.

Drivers that report greater unsafe behaviors are more likely than safer drivers to believe:

- Many other people also drive unsafely.
- Risks of unsafe behaviors are low.
- Benefits of unsafe behaviors are high.
- These beliefs predict more consistently than any demographic variables like age, race, or gender.*

Changing these beliefs could improve driver safety.

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