

Traffic Safety Issues in North Dakota
Phase II: Driver Knowledge, Attitude, Behavior and Beliefs
Focus Group: Young Male Drivers

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ABSTRACT

Traffic safety is a widespread social concern. Tackling the problem requires understanding the people who are driving. This includes information about driver behavior, but also about perceptions these drivers hold regarding their driving. North Dakota crash data points at a specific group of drivers as a problem group. Male drivers ages 18 to 34 have a high incidence of crash occurrences in the state. This population is selected based on data showing the majority of crashes and crash-related fatalities occur in this population. Specific traffic safety issues, seat belt use, and impaired driving are major concerns. The answer seems simple but the problem lies in the question, “How can we change driving behaviors to reduce or stop the resulting tragedies?” Data is needed to answer this crucial question. Engaging North Dakota drivers in traffic safety surveys and focus groups will enable the gathering of information that can be condensed into a tool to be used for program planning and countermeasure selection decisions. What will give the DOT the most “bang for the buck” in traffic safety education, policies, and investment for target populations?

TABLE OF CONTENTS

1. INTRODUCTION	1
1.1 Objective.....	4
1.2 Organization	4
2. THE PROBLEM: PROOF IN THE NUMBERS	5
2.1 The Impaired Driving Problem.....	5
2.2 The Seat Belt Non-use Problem	5
2.3 The Drivers Causing the Problem — Age	6
2.4 The Drivers Causing the Problem — Gender	7
3. RESEARCH QUESTIONS	9
3.1 Goals.....	9
3.2 Research Questions	9
4. METHOD	11
4.1 Scope	11
4.2 Focus Groups.....	11
4.3 Examples of Focus Groups in Transportation	12
4.4 Project Execution.....	13
4.5 Focus Group Specifics.....	15
5. RESULTS	17
5.1 Focus Group Questionnaires: The Participants	17
5.2 Focus Group Discussions: Theme Development.....	27
5.2.1 Seat Belt Themes.....	27
5.2.2 Impaired Driving Themes	28
6. SUMMARY AND “NEXT STEP” OPPORTUNITIES	33
6.1 Seat Belt Use: Opportunities	33
6.2 Alcohol-Impaired Driving: Opportunities	34
6.3 Conclusion.....	35
REFERENCES	37
APPENDIX A: North Dakota Seat Belt and DUI Conviction Numbers and Statistics (2004-2006)	A-1
APPENDIX B: Focus Group Discussion Guide: Traffic Safety Issues in North Dakota	B-1
APPENDIX C: Participant Questionnaire	C-1
APPENDIX D: Regional Results for Bismarck Region	D-1
APPENDIX E: Regional Results for Devils Lake Region	E-1
APPENDIX F: Regional Results for Dickinson Region	F-1
APPENDIX G: Regional Results for Fargo Region (including Mayville and Wahpeton)	G-1
APPENDIX H: Regional Results for Grand Forks Region	H-1
APPENDIX I: Regional Results for Jamestown/Valley City Region REGION	I-1
APPENDIX J: Regional Results for Minot Region	J-1
APPENDIX K: Regional Results for Williston Region	K-1

LIST OF FIGURES

Figure 1.1	Traffic Fatality Trends: Top & Bottom States, Average Yearly Change 1994-2006	1
Figure 1.2	North Dakota Traffic Fatalities, 1994-2006 (FARS online query)	2
Figure 1.3	North Dakota Motor Vehicle Crashes: PDO, Injury & Fatal, 1997-2006.....	3
Figure 2.1	North Dakota Crashes: Age of Unbelted Occupants, 2006.....	6
Figure 2.2	Driver Age, Percent of DUI Convictions in North Dakota (2004-2006)	7
Figure 2.3	Driver Gender, Percent of DUI Convictions in North Dakota (2004-2006)	8
Figure 4.1	North Dakota Human Services Prevention Regions	13
Figure 5.1	Age Distribution of Focus Group Participants.....	17
Figure 5.2	Focus Group Participants' Education Level.....	18
Figure 5.3	Participant Income Level	19
Figure 5.4	Participant Marital Status.....	19
Figure 5.5	Participant Child Status.....	19
Figure 5.6	Participants Driver's License Status: Do you have a valid ND license?.....	20
Figure 5.7	Participants with a Commercial Driver's License.....	20
Figure 5.8	Age Participants Received Driver's License	21
Figure 5.9	Participant Speeding Violations.....	21
Figure 5.10	Participants Who Have Had a DUI Conviction	22
Figure 5.11	Participant Seat Belt Usage.....	22
Figure 5.12	Views on if Drinking and Driving is a Problem with Peers.....	23
Figure 5.13	Would Stricter Penalties be Effective for Increasing Seat Belt Use?.....	23
Figure 5.14	Would Stricter Penalties be Effective for Decreasing Drinking and Driving?	24
Figure 5.15	All Rankings Provided for Methods to Promote Male Driver Seat Belt Use.....	25
Figure 5.16	Ranked Most Effective for Promoting Seat Belt Use for Male Drivers.....	25
Figure 5.17	All Rankings Provided for Methods to Deter Male Driver Drinking and Driving	26
Figure 5.18	Ranked Most Effective for Deterring Drinking and Driving for Male Drivers	27

LIST OF TABLES

Table 2.1 Percent of North Dakota Alcohol-Related Fatal Crashes	5
Table 4.1 Focus Groups Administered in Each Region.....	13
Table 4.2 Focus Group dates and Locations	14
Table 5.1 Sample Seat belt Comments	30
Table 5.2 Sample Impaired Driving Comments	31
Table 5.3 Sample “Other” Comments.....	32

INTRODUCTION

Traffic safety is a widespread social concern. Each year vehicle crashes are the cause of numerous injuries and death. In 2006, motor vehicle crashes caused 42,642 deaths in the United States (FARS query 2008). While no motor vehicle fatalities are acceptable, and there is not an appropriate or accepted fatality rate, there are states that have been making better progress than others when looking at historical data. Figure 1.1 shows historical trends in nation-wide traffic fatalities for some of the top and bottom states. The numbers graphed are the yearly change in fatality rates per 100 million vehicle miles traveled on average from 1994 to 2006 (FARS 2008).

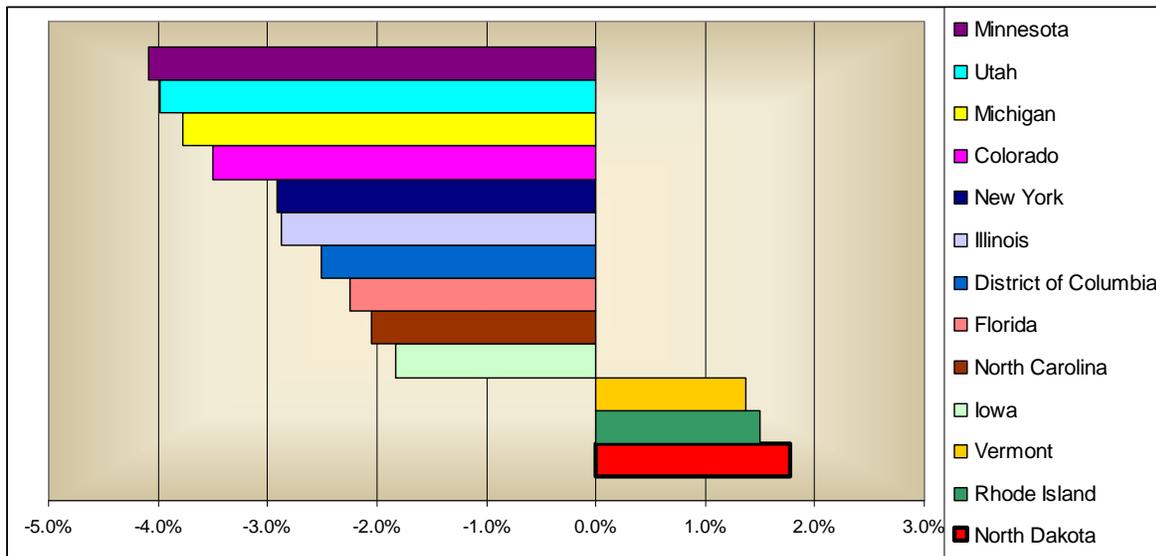


Figure 1.1 Traffic Fatality Trends: Top & Bottom States, Average Yearly Change 1994-2006 in per 100M Vehicle Miles Traveled

The top or “best” ten states are those with negative bars, meaning the state’s fatality rates, on average, have decreased from year to year. The three states with trend lines shown in the positive direction are the bottom or “worst” three states. These states have experienced, on average, positive yearly changes in fatality rates, meaning more people killed based on miles traveled from year to year (FARS query 2008). Minnesota ranks the best at number one while North Dakota ranks 51 among the 50 states and the District of Columbia. Using the per vehicle miles traveled gives the numbers context, so they can be compared on an equivalent basis. Since North Dakota has a small number of fatalities relative to some of the greatly populated states, this is a good method for comparison.

The North Dakota Department of Transportation's (NDDOT) Office of Traffic Safety (OTS) is aware of the unacceptable traffic fatality trends and has a vision to make positive changes. Figure 1.2 graphs North Dakota traffic fatalities from 1994 to 2006. The fatalities were lower in the 1994 to 1996 period, and have climbed since then, staying fairly stable in the last five years. However, the state wants these numbers to decrease. That is the only acceptable goal: to reduce the number of traffic-related deaths in the state. Clearly, actions need to be taken to reduce these trends.

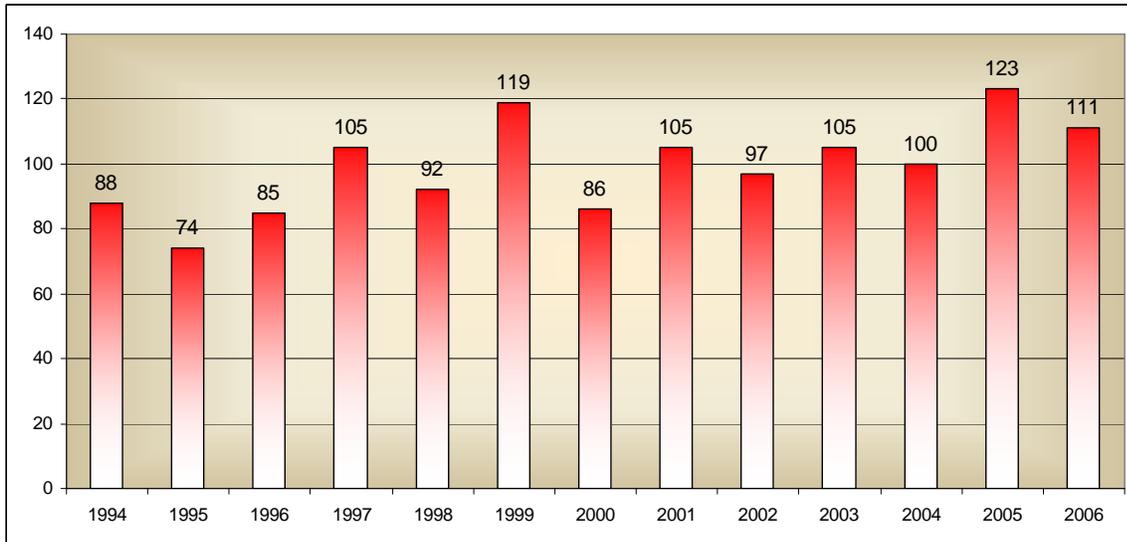


Figure 1.2 North Dakota Traffic Fatalities, 1994-2006 (FARS online query)

While fatal crashes are the most devastating, two other crash types need to be addressed. The other two crash types are injury crashes and property damage only (PDO) crashes. Again, while death is not involved, they can cause pain, suffering and economic strains. North Dakota has opportunity for improvement in reducing all types of motor vehicle crashes. During the ten-year period 1997 to 2006, there was an average of 15,527 crashes annually in North Dakota (ND Crash Summary 2006). The three crash types are shown in Figure 1.3. Total crashes in the state have been fairly stable over these ten years, with a low of 14,423 in 1998 and a high of 16,922 in 2004. PDO crashes make up nearly 80% of all crashes over these 10 years, while injury crashes comprise 20% and fatal crashes are 0.6% of all North Dakota crashes.

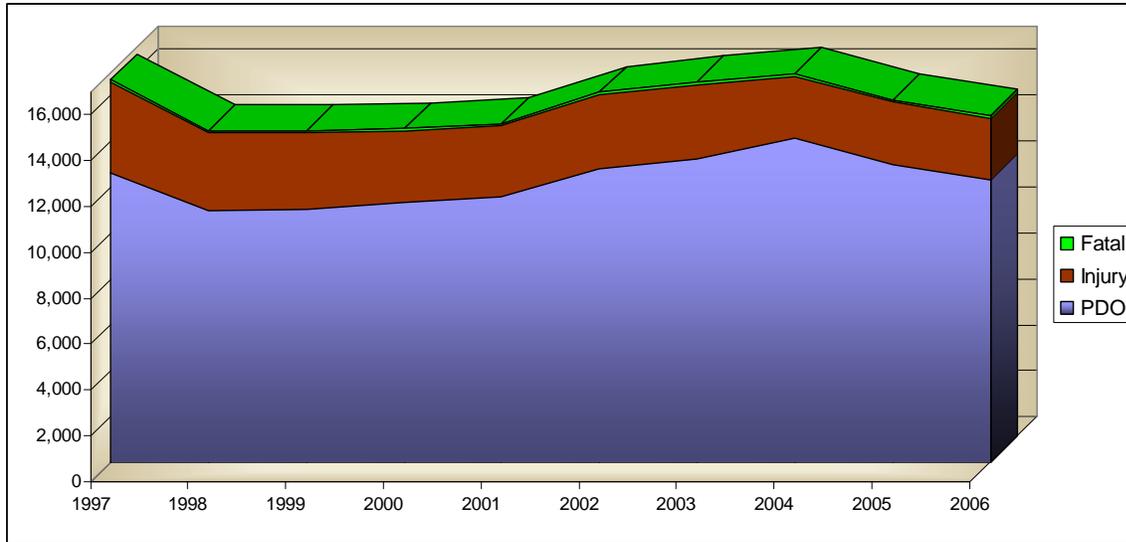


Figure 1.3 North Dakota Motor Vehicle Crashes: PDO, Injury & Fatal, 1997-2006

The reasons for vehicle crashes are many: wild animals, weather conditions, impaired driving, distracted driving, poor road conditions, ... and the list goes on. While some issues regarding traffic safety are engineering matters, there are also human behavior issues. Many motor vehicle crashes are due to poor driver behavior which can be altered with the right data, research and educational tools. Tackling the human behavior problem requires understanding of those who are driving. This includes gathering in-depth information about driver behavior and also about perceptions these drivers hold regarding their driving. While these issues are true nationwide, there are specific criteria that need to be addressed individually for each state, and this is no exception for the state of North Dakota.

Given the vastness of driver behavior problems, it is unrealistic to address the problem as a whole. Instead, we can focus on specific behaviors within a small group of people and target a group where need for change is evident. North Dakota crash data reveals concerns in the areas of driving under the influence as well as seat belt use. In 2006, the use of alcohol, drugs and/or medication was the second leading contributing factor in North Dakota fatal crashes (ND Crash Summary 2006). As for seat belt use, it plays a huge role in saving lives. Of the fatalities in 2007, 72% were unbelted (ND crash data). Analysis of the current data for North Dakota distinguishes a certain demographic group with a high proportion of crashes involving alcohol and/or lack of seat belt use. Male drivers ages 18 to 34 have a high incidence of crash occurrences in the state. This population is selected based on data showing the majority of crashes and crash-related fatalities occur in this population. North Dakota Traffic Trends from 2005 indicates the highest rate of vehicle crashes based on number of drivers for each age category, is highest for drivers 18-20, followed by 21-24 and then 25-34 (NDDOT, 2005). The NDDOT Traffic Trends also shows crash involvement by gender. Although males make up half of the driving population, in 2005 they made up 57% of people involved in all crashes.

The problems in North Dakota are evident: lack of seat belt use and impaired driving. The answer seems simple — persuade North Dakota drivers to use their seat belts and never to drive after consuming alcohol. But, the problem lies in the question, “How can we change driving behaviors to reduce or stop the resulting tragedies?” Changing human behavior is not easy. Data are needed to answer this crucial question. Engaging North Dakota drivers in traffic safety surveys and focus groups will provide information that can be condensed into a tool to be used for program planning and countermeasure selection decisions. What intervention will give the OTS the most “bang for the buck” in traffic safety education, policies, and investment for target populations?

1.1 Objective

The objective of this project is to obtain as much information as possible regarding risky driving behaviors in male drivers ages 21 to 34. The literature shows that young adult males can be labeled “risky drivers” as a whole. The results from this project will enable the OTS to formulate customized programs that educate drivers and positively impact behaviors to improve traffic safety. Obtaining accurate, up-to-date information assures the best use of time and money invested. The knowledge gained in this research will be used to provide resources and education that is effective in traffic crash prevention, and ultimately in reducing crash fatalities and injuries in not only the target group, but for all people on the road who potentially could be affected by poor driver behavior.

1.2 Organization

The following report is made up of five sections. First, the problem is discussed using North Dakota crash data and driver record data. The second section includes the specific research questions addressed. The third portion of the report explains the methods used to gather data and provides an explanation of project administration. Next, results of the focus groups and pre-discussion questionnaires are provided. Lastly, a summary of the project is included along with discussion regarding potential opportunities for making positive seat belt use and impaired driving changes for the state of North Dakota.

2. THE PROBLEM: PROOF IN THE NUMBERS

The problem is large and complicated. Ultimately, North Dakota is not seeing the reduction it wants in crashes, and the resulting injuries or death. The two focus areas identified as high potential for improvements are seat belt use and alcohol-impaired driving. Analysis of North Dakota crash data and driver record data point this out and will be discussed later in the report.

2.1 The Impaired Driving Problem

In 2006, driving under the influence ranked number three in type of driver citations given due to all types of crash events for North Dakota (ND Crash Summary 2006). In North Dakota fatal crashes for the same year, DUI was the number one type of driver citation given at the crash event (ND Crash Summary 2006). In addition, the same publication notes that the use of alcohol, drugs and/or medication is the second leading contributing factor in North Dakota fatal crashes for 2006 (after speeding or too fast for conditions). A contributing factor for a vehicle crash is recorded by a police officer at the scene of the crash, and the officer can record a maximum of two factors for each unit (ND Crash Summary 2006). These two statistics are alarming — citations connected to vehicle crashes along with crash contributing factors are highly attributed to alcohol.

The average portion of North Dakota fatal crashes related to alcohol use for the 1998 to 2006 time period is 47.4%. Table 2.1 contains the numbers for each year (ND Crash Summary 2006).

Table 2.1 Percent of North Dakota Alcohol-Related Fatal Crashes, 1998 to 2006

Year	All Fatal Crashes	Alcohol-Related	% Alcohol-Related
1998	79	37	46.8
1999	92	45	48.9
2000	80	40	50.0
2001	96	48	50.0
2002	84	41	48.8
2003	95	48	50.5
2004	95	38	40.0
2005	105	49	46.7
2006	101	46	45.4
Total	827	392	47.4

2.2 The Seat Belt Non-use Problem

Although North Dakota has made some improvements in occupant seat belt use, there is still progress to be made. Seat belt use for our state has increased steadily from just under 40% in 1998 to 79% in 2006 (ND Crash Summary 2006). The statistics for seat belt use in North Dakota traffic fatalities are staggering. Of the 744 North Dakota fatalities from 1999 through 2006, 76% were not restrained (FARS online). In 2006, 67% of the fatalities in North Dakota were not using seat belts (ND Crash Summary 2006). When comparing North Dakota to other states, improvements seem evident. In 2005, 36 states

reported better seat belt use rates than North Dakota. In this year, Hawaii and Washington had 95% seat belt use while North Dakota's was just over 76% (ORDOT, 2005).

2.3 The Drivers Causing the Problem — Age

Male drivers ages 18-34 have a high incidence of crash occurrences in the state. This population is selected based on data showing the majority of crashes and crash-related fatalities for North Dakota occur in this portion of the population. North Dakota Traffic Trends from 2005 indicates the highest rate of vehicle crashes based on number of drivers for each age category is highest for drivers 18-20, followed by 21-24 and then 25-34 (ND Traffic Trends 2005). Age is a factor in seat belt use also. North Dakota Crash Summary shows ages of unbelted crash occupants for 2006. The age group with the greatest portion of unbelted occupants for all crashes is ages 20-24 with 20%. Figure 2.1 shows the ages for unbelted occupants for all types of crashes in the state for 2006 (ND Crash Summary).

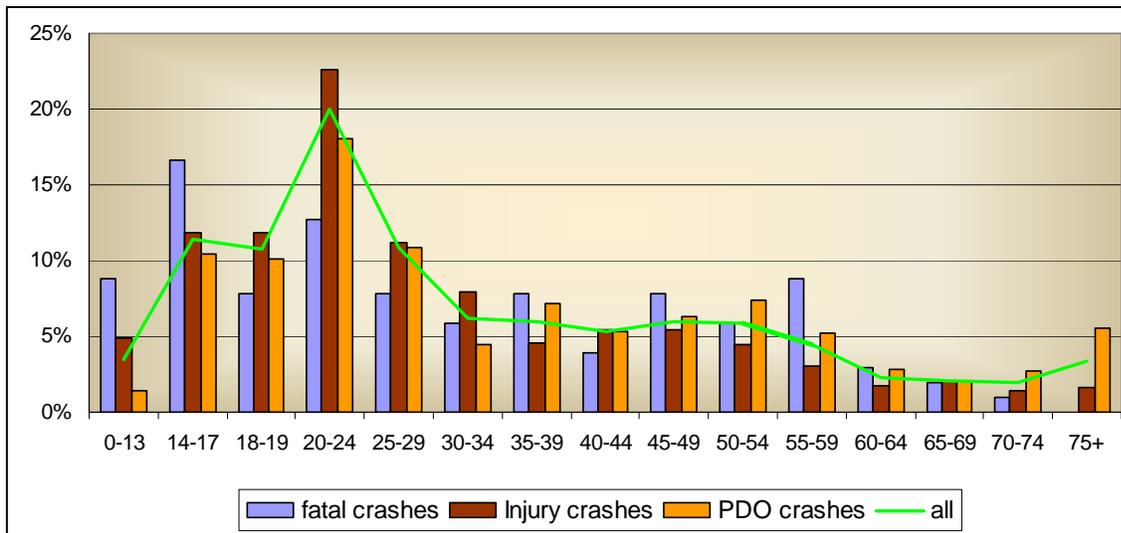


Figure 2.1 North Dakota Crashes: Age of Unbelted Occupants, 2006

In 2006, just under 65% of all alcohol-related crashes in North Dakota were due to drivers between 17 and 34 years of age. Impaired drivers of the legal age to consume alcohol (ages 21-34) make up 47% of all alcohol-related crashes in the state (ND Crash Summary 2006). For the purposes of this study, the focus is on the latter group, as the research questions do not address underage drinking.

As far as the age categories that tie closely to the impaired driving citations, drivers 21-34 are prevalent. When looking at North Dakota citation and driver record data (NDDOT data 2007), the three-year period from 2004 to 2006 indicates that age group encompasses almost 52% of all DUIs, while only accounting for 24% of the driver population (based on 2006 license numbers). Figure 2.2 shows the comparison for three age groups.

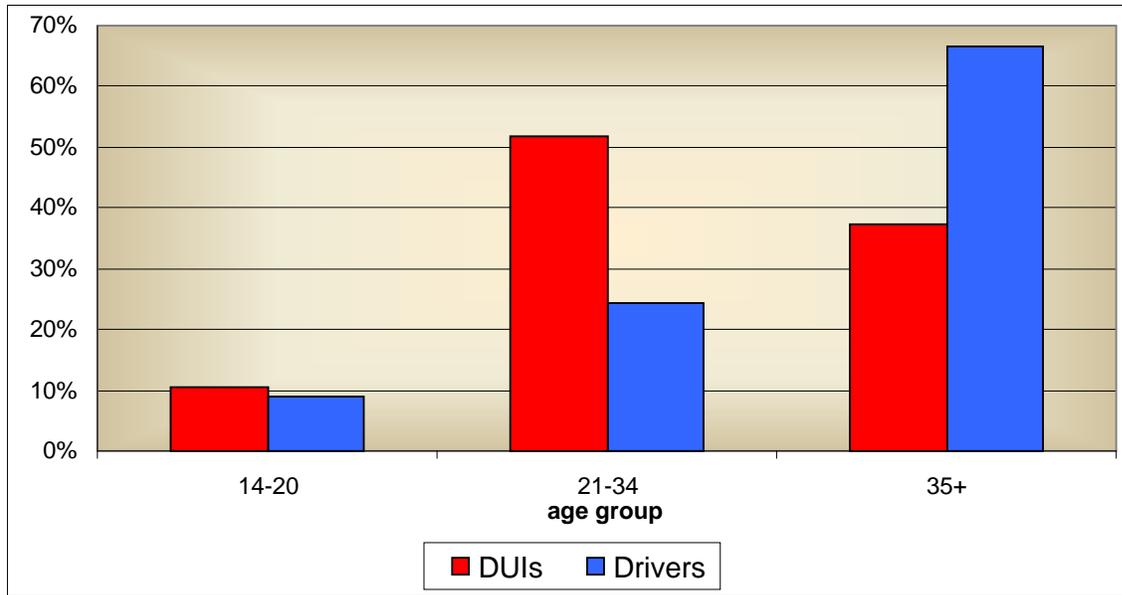


Figure 2.2 Driver Age, Percent of DUI Convictions in North Dakota (2004-2006)

2.4 The Drivers Causing the Problem – Gender

NDDOT Traffic Trends (2005) also shows crash involvement by gender. Although males make up only half of the driving population, in 2005 they made up 57% of people involved in all North Dakota crashes. When looking at North Dakota traffic fatality data, males stand out. For the same year, 66% of male fatality victims (vehicle operator) in ND were unbelted compared to 58% of females who were not using a seat belt (ND Crash Summary 2006).

North Dakota DUI citation data further illustrate the gender dissemination for drinking and driving. DUI convictions for 2004-2006 show males predominantly are arrested for drinking and driving (NDDOT data 2007). Men make up 76% of DUIs for these years, while they make up only 50% of licensed drivers, as of 2006 (ND Crash Summary 2006, NDDOT data 2007). Figure 2.3 provides a comparison of North Dakota DUI convictions by the gender of the driver.

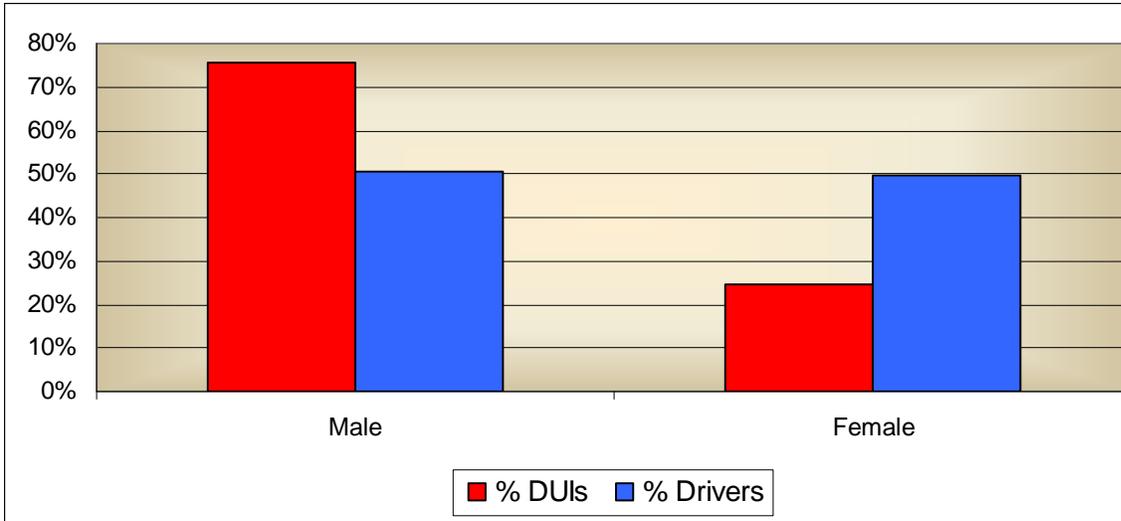


Figure 2.3 Driver Gender, Percent of DUI Convictions in North Dakota (2004-2006)

Looking at North Dakota traffic conviction data further supports the problem. In the three-year period from 2004 to 2006, a Chi-square test compared all drivers convicted of a seat belt violation. Looking at these convictions by age and gender, the difference is statistically significant ($p < .0001$). Males make up a majority of the convictions in this period (72%). Of the males, the largest number of convictions was in the age group 21-27 years old with 22%. The complete set of statistics for seat belt convictions is included in Appendix A.

Using the same analysis for DUI convictions for the years 2004 to 2006 shows similar trends. A Chi-square test indicates a statistically significant difference between genders and age groups ($p < .0001$). When comparing the people convicted of DUIs by age and gender, males comprise 76%. The age with the most DUIs is 21-27, making up 36% of the DUIs for male drivers. The complete set of numbers for this comparison is included in Appendix A.

3. RESEARCH QUESTIONS

3.1 Goals

The ultimate goal of this research is to collaborate with the North Dakota Department of Transportation (NDDOT) Office of Traffic Safety (OTS), North Dakota Safe Communities, and young, male drivers to make positive changes to advance traffic safety in the state. Focus groups were administered statewide to collect information on the targeted drivers' knowledge, attitudes, behaviors and beliefs regarding driving under the influence of alcohol and seat belt use. Information and ideas gathered from the focus groups will be used to reduce North Dakota traffic fatalities, injuries, and crashes overall.

3.2 Research Questions

The specific research questions addressed by the research collaborators are listed below:

1. What are the specific drinking behaviors, beliefs and attitudes of young, male North Dakota drivers regarding driving with an illegal blood alcohol limit?
2. What contributes to impaired driving in this target group of drivers?
3. How do we reduce or stop impaired driving in this target group of drivers?
4. What are the behaviors, beliefs and attitudes of young, male drivers in North Dakota regarding use of seat belts?
5. What contributes to or inhibits seat belt use in this group of people?
6. How do we increase seat belt use in this target group of drivers?

Answers to these questions will allow for improvements in traffic safety in North Dakota. Decreases in drinking and driving will potentially lead to reductions in vehicular crashes and resulting injuries and death. As for seat belt use, it is the best defense against impaired drivers. Increasing seat belt use among this population will save lives and prevent injuries in the event of a crash.

4. METHOD

4.1 Scope

The young, male driver traffic safety project aims to collect information regarding risky behavior of drivers ages 21-34 that actively operate a vehicle in North Dakota. Information for this project was collected through focus groups consisting of males falling into the appropriate age categories from each of the eight North Dakota Human Service Regions (to allow results to advance prevention efforts on a regional basis). Questions regarding behaviors specific to traffic safety focused on impaired driving and seat belt use. Participants were asked about specific driving behaviors, as well as their knowledge, attitudes, behaviors and beliefs regarding drinking and driving and seat belt use. Opinions about methods for prevention of unsafe driving in this specific target group were also included in discussions.

4.2 Focus Groups

In order to obtain detailed information regarding driving behaviors in North Dakota, focus groups were conducted throughout the state with the targeted group of drivers, males ages 21-34. A focus group is a discussion referring to a specific topic with a group of people with similar backgrounds. The discussion is led by a group facilitator who introduces the discussion topics and assists the group in moving forward with discussion. The focus group methodology has limitations like all research techniques, but it also has many advantages. A main advantage is the possibility of uncovering attitudes and opinions that are hard to achieve with a simple survey. Since a facilitator is involved, any unclear responses can be clarified on the spot with follow-up questions. In addition, “they are usually well accepted by the community as they make use of the group discussion which is a form of communication found naturally in most communities” (Dawson 1993).

Participant selection is usually achieved through a convenience sample with the use of a screening question tool. In other words, only those people who meet specific criteria are included in the group discussion. Each discussion should consist of four to twelve people and commonly takes one to two hours. The discussion should focus on two or three main ideas, which in this case will revolve around impaired driving and/or seat belt use in young, male drivers and will attempt to gain answers to questions such as the following:

1. What would make young, male drivers who drink and drive stop this behavior?
2. What would make young, male drivers use their seat belts?

The information collected from the focus groups will be distributed to traffic safety partners for use in developing customized programs to educate drivers and positively impact risky behaviors to improve traffic safety.

As mentioned above, focus groups are discussions held with roughly ten people to discuss a clearly-defined topic. The timeframe is usually one to two hours. Typically, the participants are given some type of compensation for participation, whether it is direct monetary compensation or a donation to a charity. There are focus group facilities in some urban locations, but focus groups also can be conducted in community rooms in buildings such as schools, community centers, restaurants, churches, libraries, stores or banks. Participants are commonly chosen by convenience sample. That means the participants are chosen based on availability and accessibility, and thus not representative of the larger population. To make sure each participant fits the criteria, a screening tool is used in the recruitment process. This is a set of questions that defines the characteristics needed for the study. The focus group is administered by a

focus group moderator who introduces the focus group topic(s) and keeps discussion moving. The moderator uses a discussion guide for each focus group that is developed beforehand and outlines the issues of interest. It is important to record the discussions that take place, so they are commonly audio recorded or video recorded, in addition to an observer taking notes.

This qualitative research method was first used in the 1930s by social scientists (Dawson et al. 1993). More recently, focus groups have been used as a research tool for a wide range of subject areas. Although they are well-planned in advance, the objective is to allow for a thoughtful, free-flowing discussion among participants where real feelings and experiences allow for better understanding of a specific topic. As stated in a National Highway Traffic Safety Administration report about fatigued driving, “Focus groups are useful tools for providing insight into the experiences, behavior, attitudes and perceptions of a specific audience. The people selected to participate in focus groups are chosen according to common characteristics related to the topic of the group. Focus group discussions allow for group interaction and provide insight into why a specific audience holds certain opinions beyond that which we can achieve through other quantitative research techniques” (Nelson et al.). Although focus groups do not provide hard statistics, they provide a human face to an issue of importance. Focus groups allow researchers to delve deep into a topic and retrieve a level of understanding not always obtainable with quantitative methods like surveys.

4.3 Examples of Focus Groups in Transportation

1. Focus groups have been used in exploring transportation issues. A National Highway Traffic Safety Administration study used focus groups to test countermeasures for vehicle crashes related to fatigue. Nelson et al., from the Harvard School of Public Health, conducted focus groups targeting two groups. The groups were young males and shift workers as these groups were identified as high risk targets that were likely to experience drowsy driving. The goal of this research was to uncover risk factors of drowsy driving, motivations for changing these factors, and potential interventions to decrease crashes involving falling asleep at the wheel (Nelson et al.).
2. A report prepared for the Wisconsin Departments of Transportation, Corrections and Health and Family Services used focus groups for analyzing alternatives for repeat impaired driving offenses other than incarceration (Dieringer Research Group, Inc. 2001). Wisconsin identified impaired driving as a major problem, and decided to focus on repeat offenders in efforts to improve this problem. The Dieringer Research Group, Inc. held four focus groups with people considered experts in the field of impaired driving. These participants included people with jobs in the areas of police departments, education, counseling, treatment, attorneys and public health. A summary with recommendations was presented to the Wisconsin Departments listed above, from the focus groups as well as individual interviews and phone surveys (Dieringer Research Group, Inc. 2001).
3. The National Highway Traffic Safety Administration (NHTSA) also did a study in 2003 using focus groups to study drinking associated with driving motorcycles. The study, which is titled, “Drinking, Riding, and Prevention: A Focus Group Study,” delves into the critical problem of motorcycle crashes related to alcohol consumption. NHTSA wanted to research attitudes and beliefs of people who drive motorcycles in regards to drinking and riding. There were twenty focus groups conducted around the United States for purposes of this study. Patterns and themes from these discussions were analyzed and used for report preparation with a recommendation section for reducing impaired motorcycle driving (Becker et al. 2003).

4. Another focus group study example within the transportation realm is a project conducted for the Colorado Department of Transportation in 2006. The Colorado DOT hired private consultants to conduct six focus groups on perceptions of traffic congestion. Traffic congestion is a substantial issue in the state of Colorado and one that state residents are concerned about. This qualitative research was conducted to understand residents' feelings and views of congestion in the state, measure tolerance of traffic congestion, assess perceptions of the DOT's efforts in this area and obtain in-depth information about how this issue affects the lifestyle of Colorado residents (PBS&J and Public Opinion Strategies 2006).

4.4 Project Execution

Initially, 16 focus groups were planned statewide. The 16 focus groups were distributed throughout the eight regions based on population. Table 4.1 summarizes the initial focus group schedule. Figure 4.1 shows the eight North Dakota Human Services regions that were the geographical stratification for conducting the focus groups.

Table 4.1 Focus Groups Administered in Each Region

Region	Focus Groups, Originally Scheduled	Focus Groups, Actually Administered	Safe Communities Coordinators
Bismarck	4	2	1
Devils Lake	1	1	1
Dickinson	1	1	1
Fargo	4	4	3
Grand Forks	2	2	1
Valley City/Jamestown	1	1	2
Minot	2	1	1
Williston	1	1	1
North Dakota	16	13	11

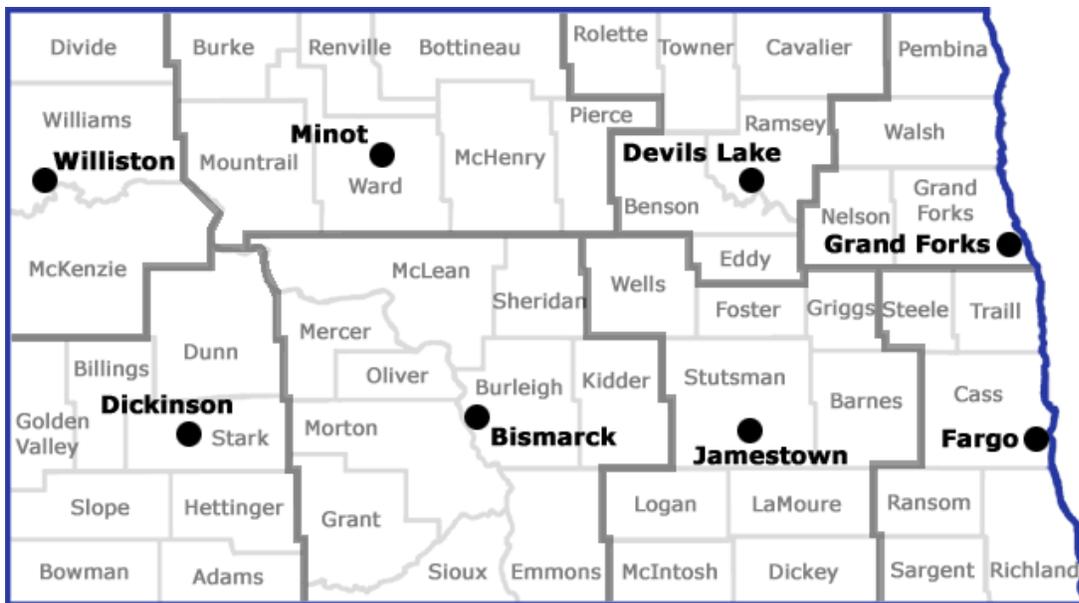


Figure 4.1 North Dakota Human Services Prevention Regions
Source: <http://www.nd.gov/humanservices/>

The focus groups were conducted between October 1 and December 10, 2007. Two focus groups originally intended for the Bismarck region and one for the Minot region were cancelled due to lack of participant interest within the timeline of the project. The specific dates and locations of the 13 final focus groups are summarized in Table 4.2. All the focus groups were during the timeframe of a typical lunch hour, except for the Dickinson meeting. The focus groups were during this time so participants could be given lunch as an incentive for participation. In some cases, the participants' employers allowed them this time to participate with no time limit as a volunteer opportunity to assist the Safe Communities of that particular region. The Dickinson focus group was at 5:30 p.m. and participants were given dinner as an incentive for assisting with the discussion. This was due to participant availability and convenience.

Table 4.2 Focus Group Dates and Locations

Focus Group No.	Region	Date	Trip	Location
1	Grand Forks	October 1, 2007	A	Grand Forks
2	Grand Forks	October 2, 2007	B	Park River
3	Devils Lake	October 10, 2007	C	Devil's Lake
4	Williston	October 16, 2007	D	Williston
5	Dickinson	October 17, 2007	D	Dickinson
6	Jamestown/Valley City	October 24, 2007	E	Valley City
7	Bismarck	October 29, 2007	F	Mandan
8	Fargo	October 31, 2007	G	Wahpeton
9	Fargo	November 5, 2007	H	Fargo
10	Fargo	November 15, 2007	I	Fargo
11	Bismarck	November 28, 2007	J	Bismarck
12	Fargo	December 6, 2007	K	Mayville
13	Minot	December 10, 2007	L	Minot

A discussion guide was developed in a collaborative effort between the OTS, the North Dakota Safe Communities coordinators and the Rural Transportation Safety and Security Center. The discussion guideline includes outline questions or topic-openers that focus on seat belt use and impaired driving. Care was taken to keep the guideline phrasing objective and non-influential. The complete guide is included in this paper as Appendix B. This discussion guide was used by the project facilitator as a tool to guide discussion. It was not followed exactly at each discussion, as the facilitator let the participants lead discussion in various directions. It was simply used as an outline to keep the discussion focused on the specified topics, in this case seat belt use and impaired driving.

4.5 Focus Group Specifics

Specific details for each focus group were coordinated by Safe Communities coordinators in each region. The Safe Communities coordinators found participants for the focus groups, as well as locations and catering options for the corresponding meetings. The time and effort of these coordinators was invaluable, as they knew the people and places suitable for the project. Recruiting six to 12 participants for each of the 13 focus groups would have been a monumental task in itself if Safe Communities had not been brought into the research process. Splitting it up among these organizations that are well-developed and integrated into the community made the process go smoothly. This “buy-in” is important when working on an action research project involving personal intervention with individuals as the researcher needs trust and credibility, which can be given through the community representative – in this case, the Safe Communities coordinators.

Each focus group was attended by the participants for that region, the group facilitator, Tamara VanWechel, and the project coordinator, Laurel Benson. After welcoming the men and thanking them for coming, they were invited to get food or look at food choices while organizers waited for others to arrive. In most cases, the Safe Communities coordinator who helped plan the meeting was in attendance and helped to welcome the participants. The coordinators were encouraged to say a few words and explain their part in the project before the meeting started. They left the room before the discussion began for consistency and methodological reasons.

The group facilitator introduced herself and the project coordinator and encouraged participants to eat as the meeting progressed. The project and process were briefly explained. The facilitator then opened the discussion using the discussion guide as an outline, first discussing seat belt use and then impaired driving.

Before conducting the official focus groups for this study, a practice run was conducted at the Upper Great Plains Transportation Institute and North Dakota State University. This involved using the same methodology as planned for all the group discussions as practice for purposes of meeting length and discussion flow.

5. RESULTS

5.1 Focus Group Questionnaires: The Participants

The number of participants per focus group range from three to 11, with the average being seven. The grand total for number of participants involved in the focus groups around the state is 92. The pre-discussion questionnaire asks participants demographic questions, along with a few questions regarding traffic safety issues and beliefs. The complete questionnaire is included in this paper as Appendix C. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project. A regional breakdown of some questions can be found in the regional results sections included as Appendices D through K.

As stated previously, the targeted group for this project is male drivers ages 21-34. The breakdown of participants' ages is shown in Figure 5.1. Participants ages 27-29 make up the largest group with 30%.

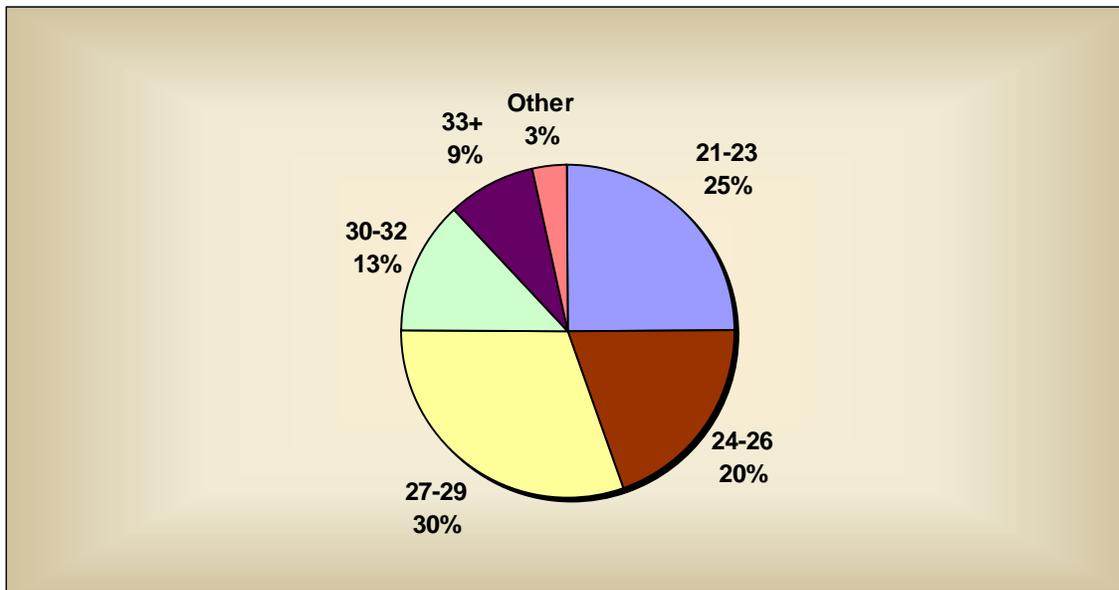


Figure 5.1 Age Distribution of Focus Group Participants

Twenty-seven percent of the participants indicate they had “some college” education and the same percentage had a two-year college degree. The level of education for the participants is broken down further in Figure 5.2.

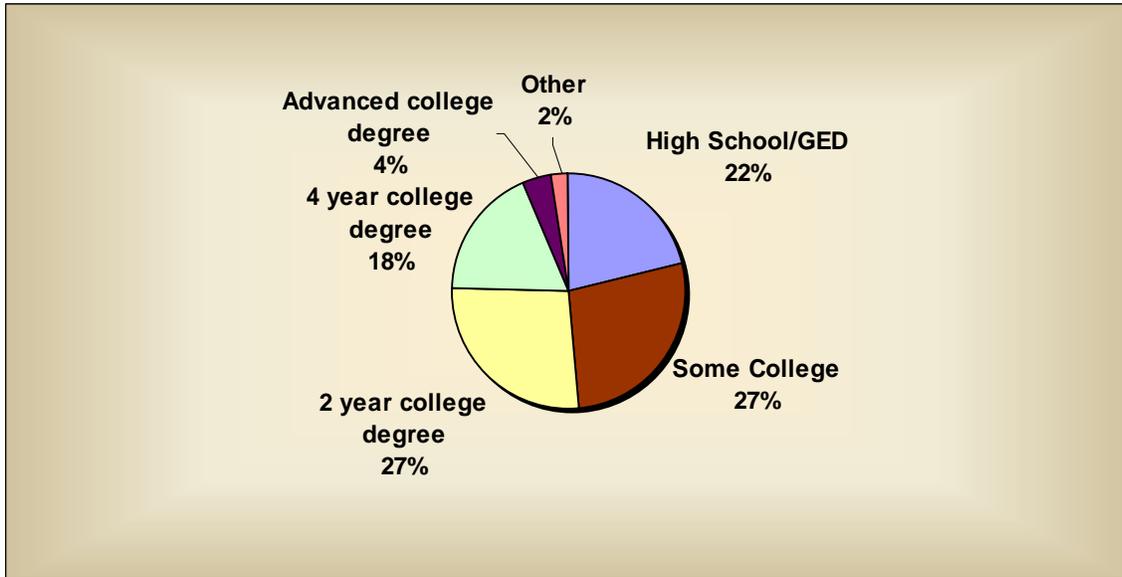


Figure 5.2 Focus Group Participants' Education Level

The income level category where the greatest number of participants fall is the category \$26,000-35,000 annually (37%). Figure 5.3 shows the complete spectrum of income levels for the focus group participants. According to the 2006 American Community survey, the average annual income for North Dakota males was just over \$38,000 (Webster & Bishaw 2007). The focus group participants have income levels that are slightly lower than this 2006 average.

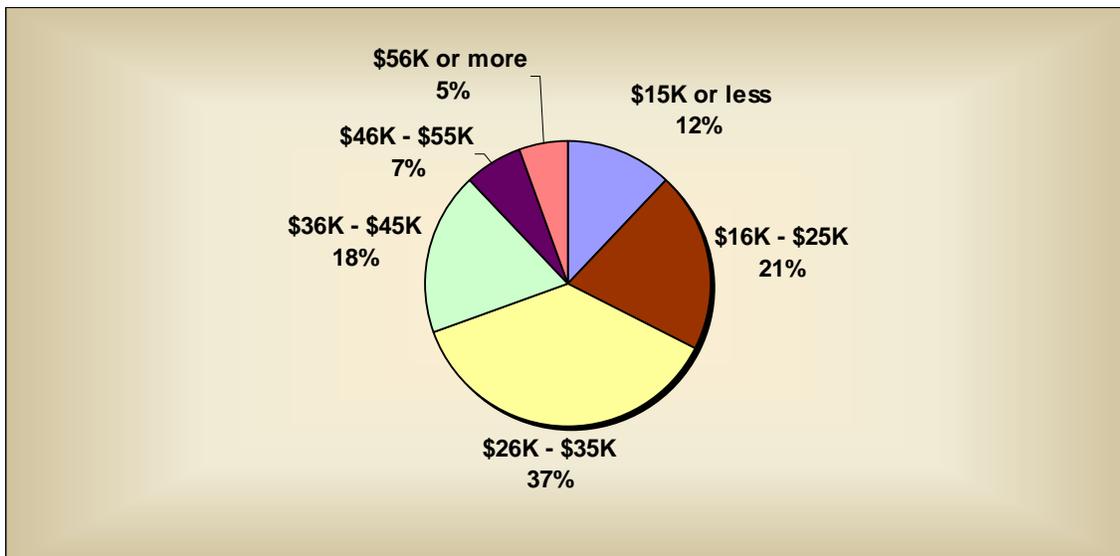


Figure 5.3 Participant Income Level

The focus group questionnaire includes questions regarding marital and child status of the participants. With 55% indicating they are single, this category of participants make up the majority. The results are presented in Figure 5.4. Figure 5.5 shows the majority of participants indicate they do not have children (62%).

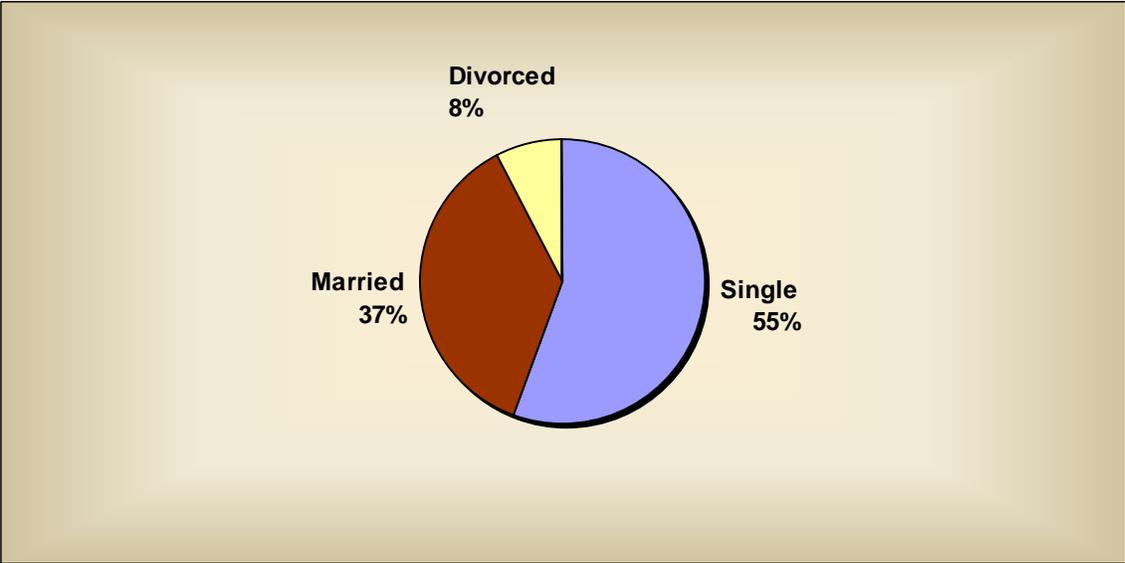


Figure 5.4 Participant Marital Status

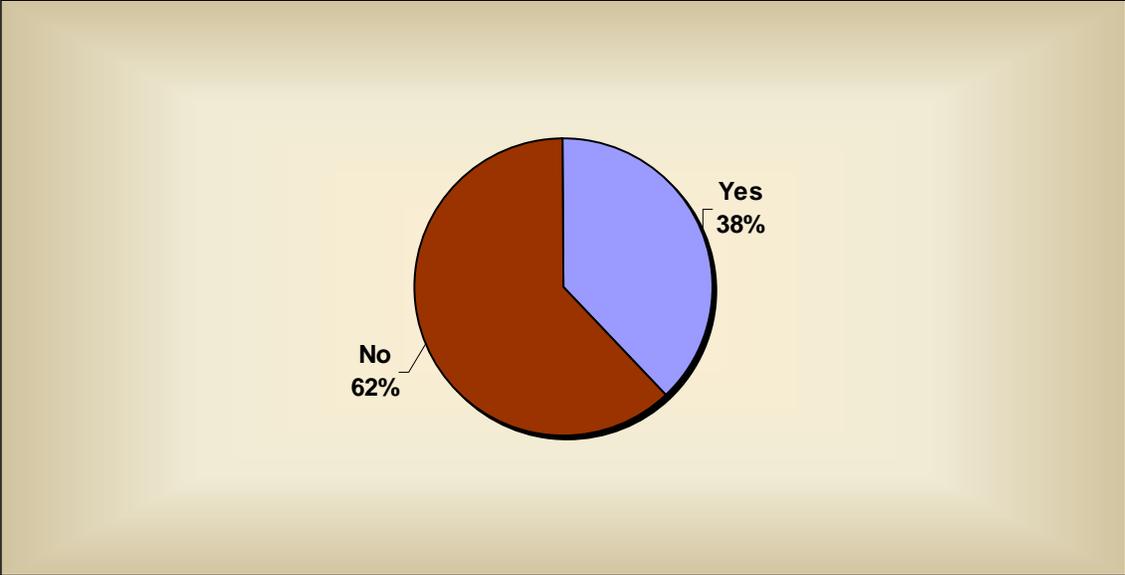


Figure 5.5 Participant Child Status

Eighty-six percent of the men indicate they have a valid driver's license from North Dakota, and 4% have a valid Minnesota license. As indicated, Figure 5.6 shows a few of the men do not have a valid license. Figure 5.7 shows about one-third of the men also have a commercial driver's license.

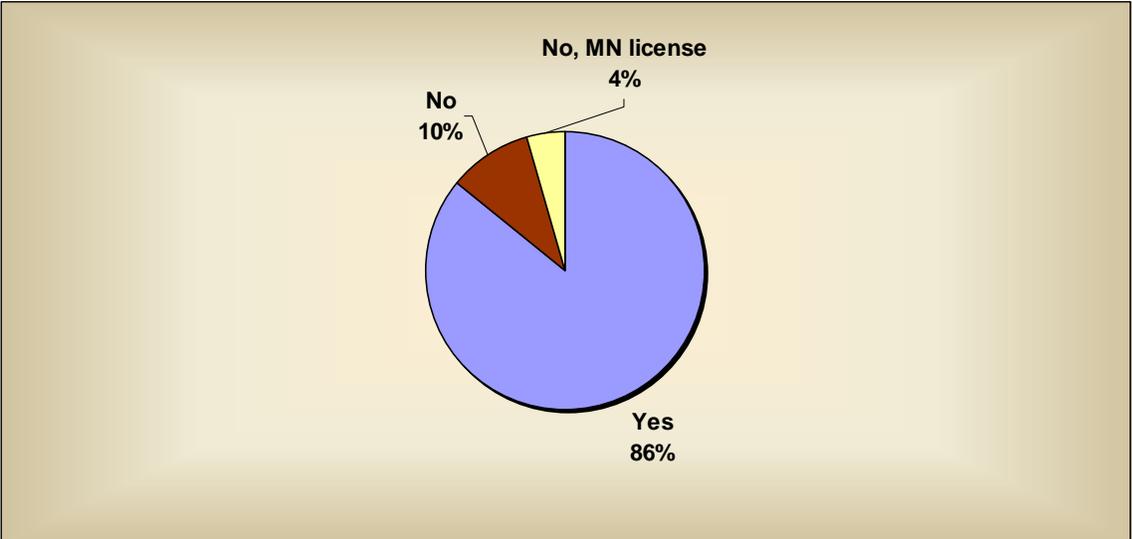


Figure 5.6 Participants Driver's License Status: Do You Have a Valid ND License?

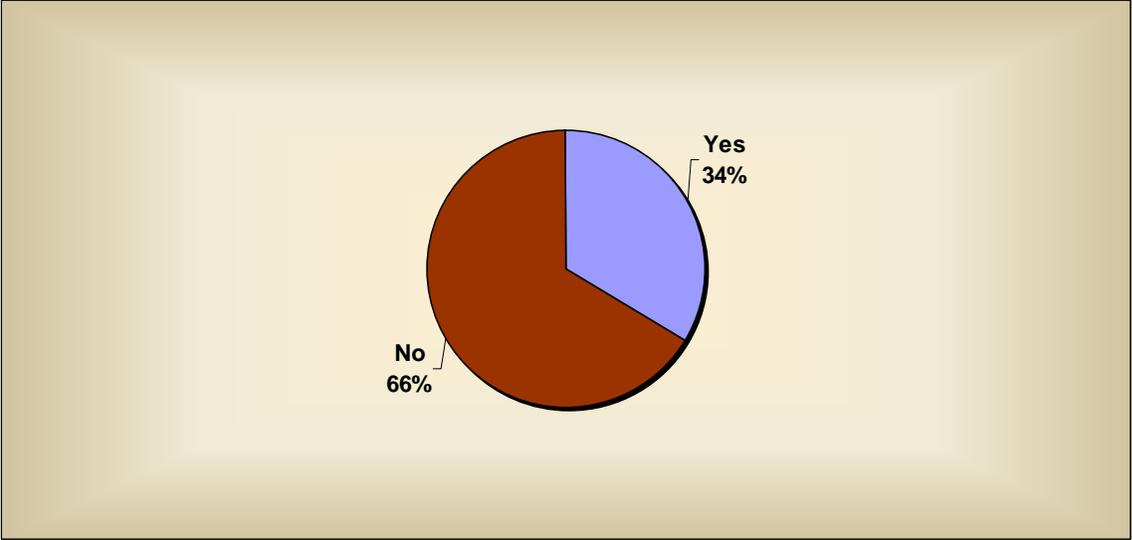


Figure 5.7 Participants with a Commercial Driver's License

North Dakota residents can get a driver's license at age 14 after completing driver's education and the necessary behind-the-wheel training. Of the men who participated in our focus groups, a large majority (85%) indicate they got their driver's license between ages 14 and 16 as shown in Figure 5.8.

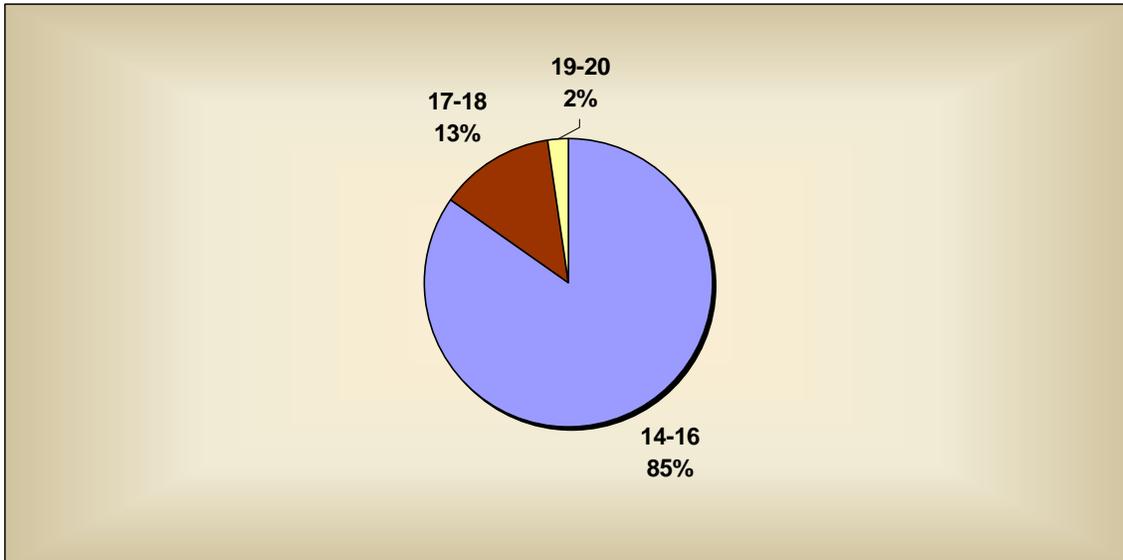


Figure 5.8 Age Participants Received Driver's License

One question included in the short survey asks roughly how many speeding violations each participant has been issued. Just over 50% of the people involved in the focus groups admit to having between one and three speeding violations (Figure 5.9). When asked about driving under the influence (DUI) violations, only 13% have ever been convicted (Figure 5.10).

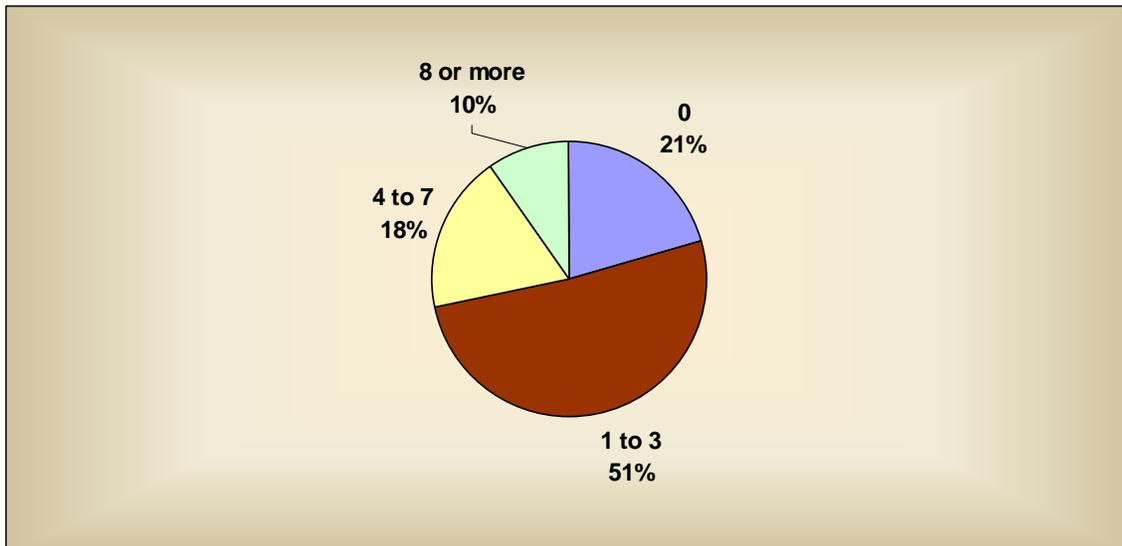


Figure 5.9 Participant Speeding Violations

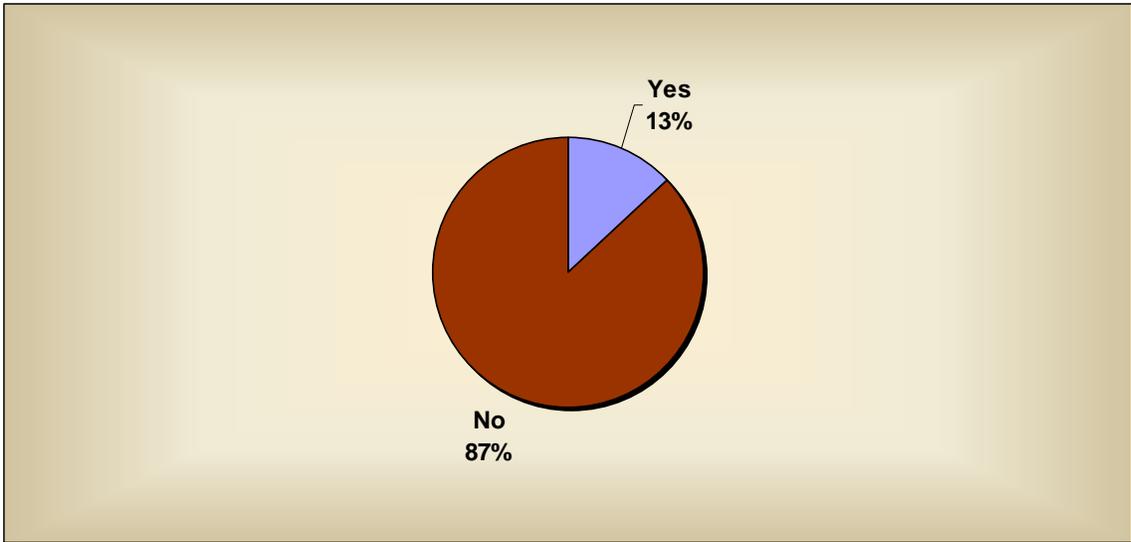


Figure 5.10 Participants Who Have Had a DUI Conviction

In 2006, the North Dakota seat belt use was 79% (NHTSA 2007). Figure 5.11 shows how often focus group participants wear their seat belts. Sixty-three percent indicate they use a safety belt either “Always” or “Most of the time,” which falls below the statewide seat belt usage number for 2006.

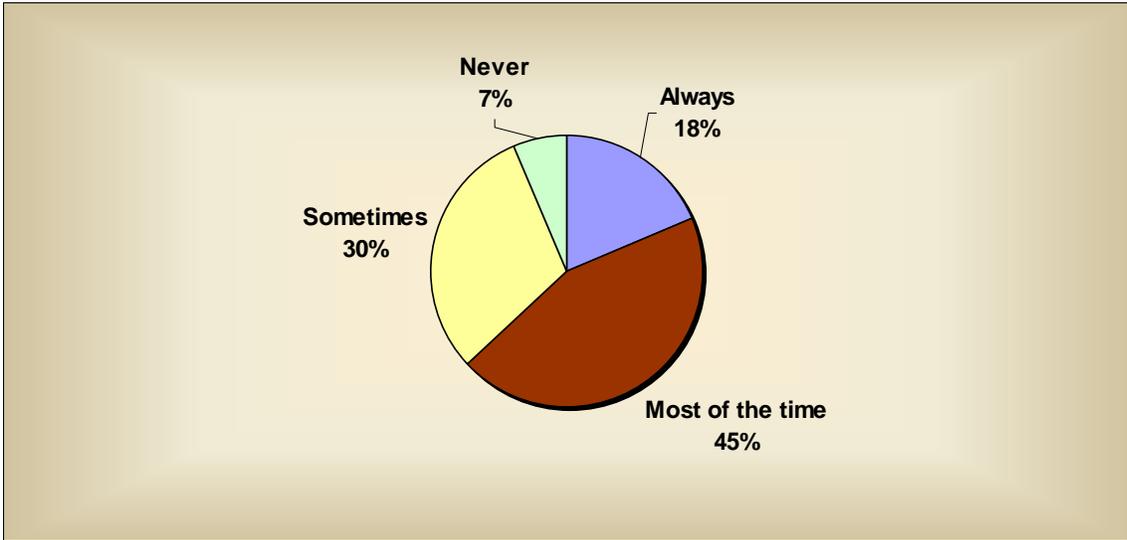


Figure 5.11 Participant Seat Belt Usage

To get an idea of the beliefs of male drivers ages 21 to 34 regarding drinking and driving, they are asked the following: Do you feel drinking and driving is a problem within your group of peers? A vast majority indicate “yes” as illustrated in Figure 5.12.

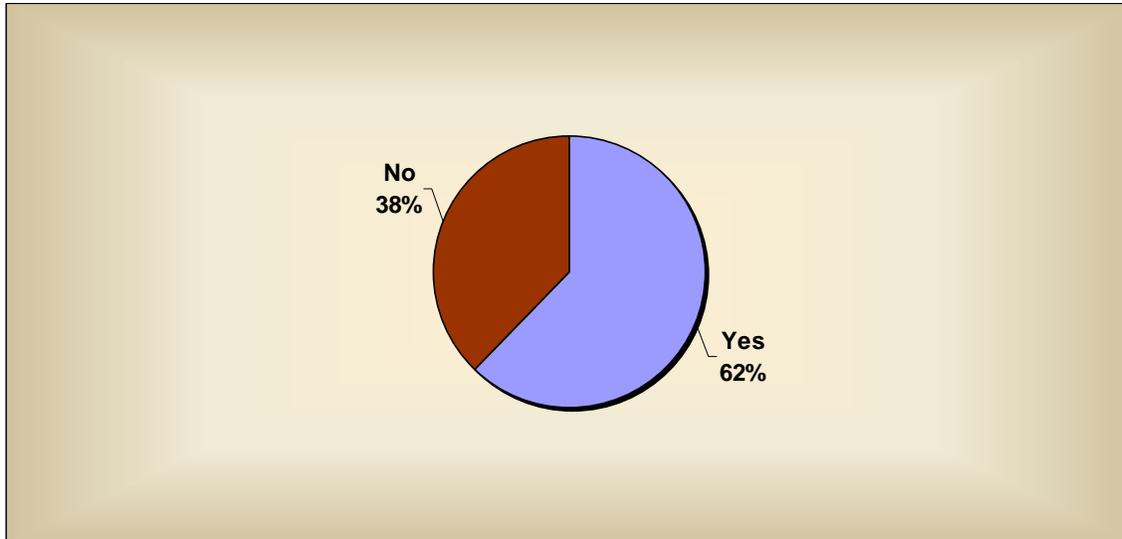


Figure 5.12 Views on if Drinking and Driving is a Problem with Peers

Questions are included regarding the beliefs of current seat belt and DUI violations. The first question asks if stricter penalties would be effective in getting more male drivers to use a seat belt. The majority of participants indicate “yes” as shown in Figure 5.13. Figure 5.14 shows “yes” responses to a parallel question regarding stricter penalties for DUI convictions. Sixty-three percent of the people questioned think harsher penalties would be an effective method of decreasing drinking and driving.

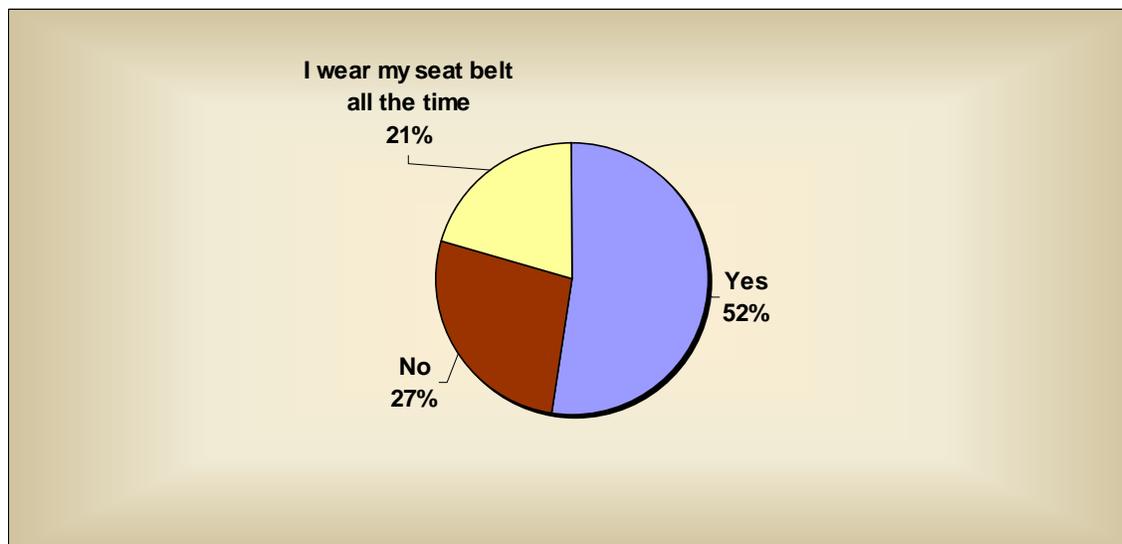


Figure 5.13 Would Stricter Penalties be Effective for Increasing Seat Belt Use?

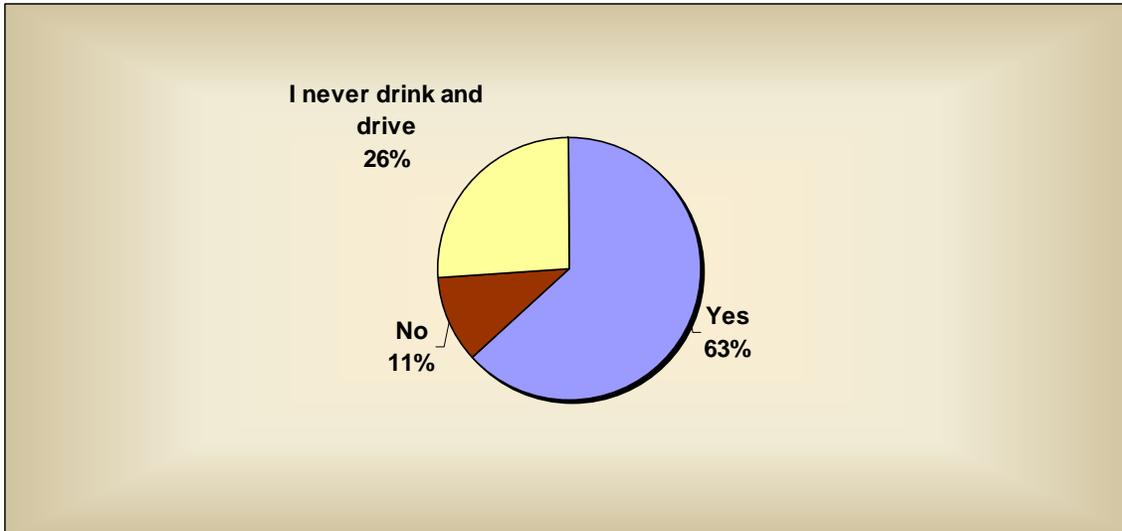


Figure 5.14 Would Stricter Penalties be Effective for Decreasing Drinking and Driving?

The following is the complete question that corresponds with Figure 5.15 and Figure 5.16. Participants rank the seven options from 1 to 7, with “1” being most effective way of improving seat belt use among young, male drivers. Figure 5.15 shows all ranks provided by participants throughout the state. The bar graph indicates the quantities for each rank (1 through 7) for each category. The highlighted categories in Figure 5.15 (law enforcement and children in car) are viewed as “most effective” overall. The options with the least effective ranking are media coverage and peer pressure.

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

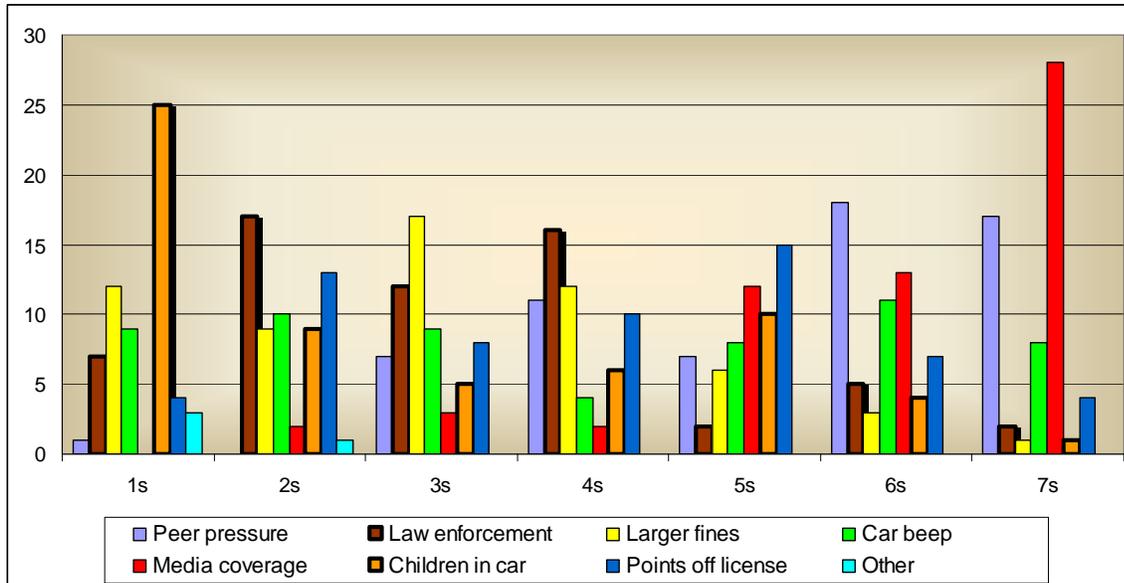


Figure 5.15 All Rankings Provided for Methods to Promote Male Driver Seat Belt Use

The most effective methods are highlighted again in Figure 5.16. The options with the highest number are viewed as most effective for getting young males to wear seat belts by the focus group participants overall. The totals in the figure are the number of participants who rank that option as either a “1” or “2.”

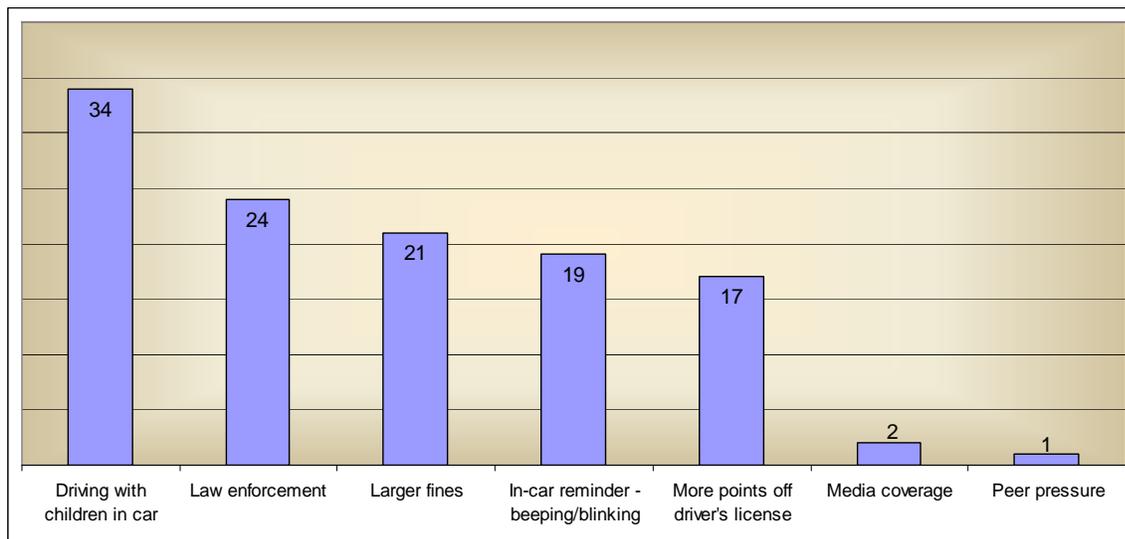


Figure 5.16 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective). *Total number of 1 or 2 rankings

The following is the complete question that corresponds with Figure 5.17 and Figure 5.18. Participants rank the seven options for stopping drinking and driving from “1” to “7,” with one being most effective. Figure 5.17 shows statewide participant answers to this question. The bar graph indicates the quantities for each rank (1 through 7) for each category, with the highlighted bars being viewed as “most effective” overall. Again, “law enforcement,” “children,” and “larger fines” are perceived by the greatest number of participants as being effective methods for deterring drinking and driving. On the other hand, “peer pressure” and “media coverage” are ranked least effective.

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

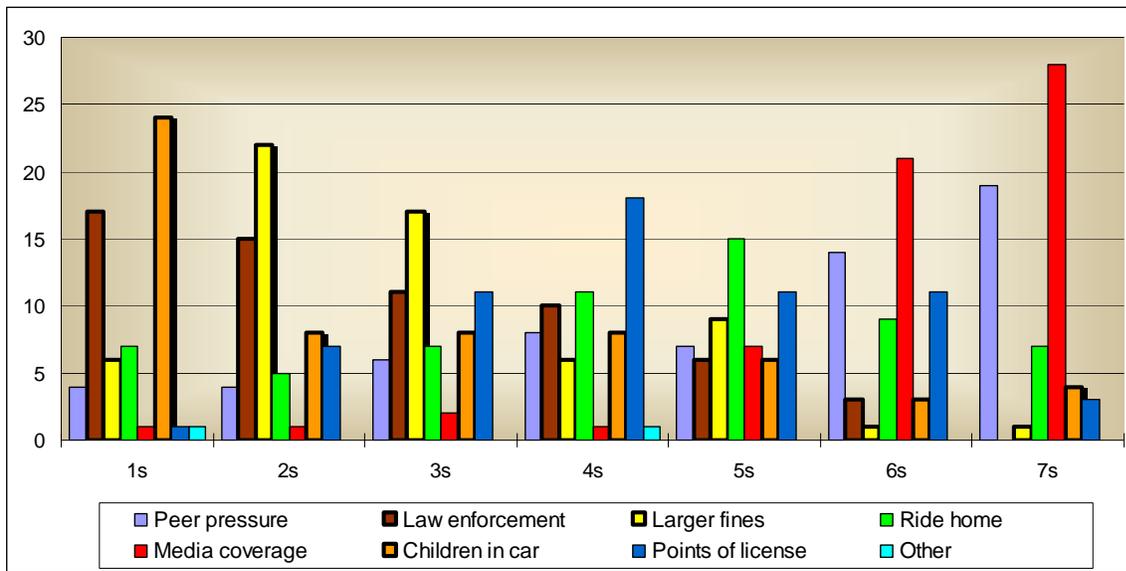


Figure 5.17 All Rankings Provided for Methods to Deter Male Driver Drinking and Driving

The most effective methods (or “best” methods, as viewed by focus group participants) are highlighted again in Figure 5.18. The options with the highest number are viewed as most effective for influencing young males not to drink and drive by the focus group participants overall. The totals in the figure are the number of participants who rank that option as either a “1” or “2.”

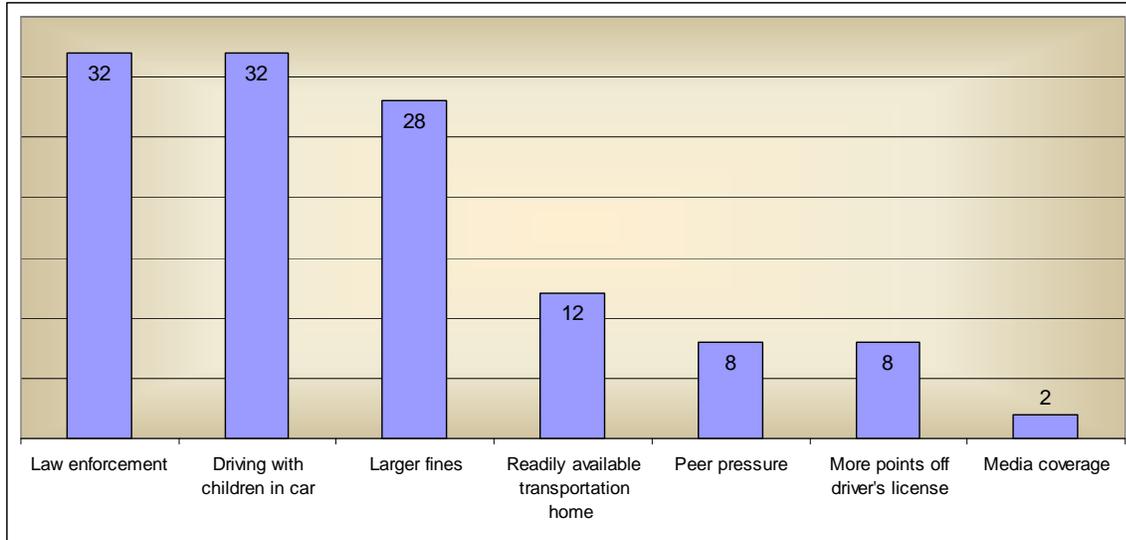


Figure 5.18 Ranked Most Effective for Deterring Drinking and Driving for Male Drivers on a Scale of 1 (most effective) to 7 (least effective). *Total number of 1 or 2 rankings

The methods these participants indicate would be most effective for decreasing drinking and driving in the targeted group are “law enforcement” and “children in car.” These are the methods that were ranked “1” or “2” by the most people. “Larger fines” also ranks high among participants as a method for deterring drinking and driving.

5.2 Focus Group Discussions: Theme Development

Themes were generated based on analysis of the group discussions. The following themes were discussed in roughly six or more of the 13 focus groups. However, it should be noted that this is a qualitative research practice, and thus the results can be considered subjective. The results from focus group research are not generalizable to the entire population that makes up the demographics of the target group. Instead, the information provides an in-depth look into the attitudes, behaviors and beliefs of people that fit into the target group. Thus, the results can direct action strategies to implement opportunities that will have the greatest impact for the largest number of people. The researchers coded the comments/discussions based on the discussion guideline questions and the keywords and answers from the participants. Patterns for the summed statewide focus groups have been deciphered and are discussed in the following paragraphs. For information broken down by region, refer to Appendices D through K.

5.2.1 Seat belt Themes

How many of the participants use seat belts regularly (or ‘most of the time’)?

- Approximately half of the men participating in the focus groups based on a raise of hands

Who uses them?

- People in larger cities (versus small/rural towns)

When are young males more apt to wear seat belts?

- On the highway or interstate
- When children or other family members (wife, mother, etc.) are in the car

When do men start wearing seat belts??

- After having children
- In general, mid 20s (if they are going to start at all)

When do you put your seat belt on (motions you go through when driving away) for those who do buckle up?

- When backing up or when a few blocks down the street
- After hearing the car's auditory seat belt signal/beep

Is it an important safety/health issue?

- Yes — In general, the belief is seat belt use is an important public safety issue.

Reasons why males (ages 21-34) do not wear seat belts

- In a small town/Only going a few blocks
- In and out of the car a lot

Do you ask passengers riding with you to wear their seat belts?

- If they are children, yes
- If passengers are adults, no — in general, they do not ask friends to buckle up

What is the best way to motivate males ages 21-34 to wear a seat belt?

- Increase fines for seat belt non-compliance tickets or make the seat belt law primary
- Scare tactics or personal experience stories (for example, someone's brother died in an accident and was unbuckled)
- However, it was noted in at least six of the groups that either nothing would make them personally use a seat belt or they believe nothing will make some people wear a seat belt.
- Also, multiple comments were made regarding seat belt use as a personal choice, and some participants do not want to be told what to do.

5.2.2 Impaired Driving Themes

In general, do you think drinking and driving is a problem in North Dakota?

- Yes - in at least eleven of the focus groups

Why is drinking and driving a problem in North Dakota?

- People think they are "okay" to drive – maybe they have had only a few drinks and their perception of "okay" is off.
- Police officers either "look the other way" in smaller communities, or there just is not adequate police enforcement in these rural areas.
- The drinking culture in North Dakota makes it possible because it seems like people view drinking and driving as an "okay thing to do."
- DUIs are socially accepted in our state or they are not a "big deal."

If/when you go out for the evening and plan on having a drink(s), do you have a plan for getting home safely?

- Having a designated driver or calling someone to come and drive them home
- Call a cab or walk
- Roughly eight of the groups brought up problems with taxis. Many people said they would use a taxi to get home from the bar, but they are hard to contact, there are not enough of them around or they stop running before the bar closes.

What are the best ways to deter drinking and driving in men ages 21-34?

- Have some type of readily available transportation during bar operating-hours
- A common issue is the unwillingness to leave a vehicle at the establishment overnight. There is potential for vandalism and it is an annoyance to try to find a way to retrieve it the next morning.
- Approximately 10 of the groups believed that DUI penalties need to be stiffer to be effective in decreasing impaired driving. Discussions evolved over North Dakota DUI laws being minimal or “a joke.” Many brought up laws being much harsher (or perceived to be harsher) in other states or countries (such as Canada, Minnesota and New Mexico).
- Job-retention is important for participants of the focus groups. Some people discussed employment policies related to DUIs. Some jobs require a valid driver’s license while others simply reserve the right to let employees go if they are convicted of drinking and driving. Because economic viability is based on income flow, this was perceived as a common deterrence in drinking and driving.
- Another common theme involves drinking-establishment responsibility. The groups thought bars should carry some responsibility for their patrons. They thought bartenders should offer to call a cab, or give some type of transportation option (maybe the bar should have a bus or other vehicle that drops people off at home at the end of the night). Otherwise, bars could give out vouchers for cabs.
- Several groups mentioned that it would be helpful if bars would provide free drinks and/or snacks to the designated driver.
- To get the point across to people in this demographic audience, they felt the best options would be scare/shock tactics or stories/information from people who have experienced injury or death of a loved one because of an impaired driver, or who have had horrific experiences as the impaired driver.

Each of the meetings across the state provides rich information and valuable insight into the traffic safety concerns addressed. Many participants had interesting and helpful comments. The comments have been summarized in the previous text. Some of the specific comments are included in Table 5.1, Table 5.2 and Table 5.3.

Table 5.1 Sample Seat Belt Comments

Not willing to change habits for themselves (start using seat belts)
Seat belt use is individual decision, should not be a law
Cops don't always wear seat belts
It is a hassle to wear seat belt while hunting
Getting a ticket doesn't convince me to wear a seat belt
Parents are good example for children — when they promote and use seat belts
Seat belt fines are not effective
Spotting a cop does not make me buckle up
Quoting statistics doesn't work in getting guys to put on seat belts
Seat belt use in North Dakota is random
One person indicated he was pulled over for speeding and just got a seat belt ticket — he was happy because he would rather just have the \$20 seat belt ticket
One person said he started regularly wearing his seat belt after getting a ticket for noncompliance
Seat belt law is “communist” — should be a choice
Said seat belt fines in Minnesota are much greater than North Dakota
Participants who were/are ambulance personnel saw first-hand effects of not buckling up. These people were adamant seat belt users.
Law enforcement is less of a factor than safety for seat belt use because it is only secondary offense
I don't wear a seat belt because of risk of being stuck in car in accident/fire
One person worked as paramedic and saw nasty accidents — says that changes your view of using restraints to a must
Don't wear seat belt because I want to be able to escape accident in case of fire

Table 5.2 Sample Impaired Driving Comments

Promote good parenting — don't let kids drink at home
Look at other states DUI penalties — better/more strict
Discussed needing to raise legal limit for DUI up from .08
“Buzz” driving happens a lot versus being completely drunk while driving
Cops should give rides home from the bar
See who can drive at the end of the evening — who isn't drunk or “least drunk”
Drinking culture in North Dakota — “everyone I know in North Dakota drinks”
Different bar closing times creates a problem — when bars in one city close, drive to next town where they are open later
Checkpoints don't work
Bars need to provide free soda to designated driver
DUI penalties should vary by severity of blood alcohol level
Drinking and driving gets to be a social “norm” in small towns
Impaired driving is a problem in North Dakota, but it is a problem everywhere
“Embarrassment factor” not a concern — Drinking and driving is socially acceptable
Canada has stiff DUI penalties
Need different degrees of penalties for DUIs
Educate at a young age the consequences of impaired driving
Parental involvement! — set a good example
Making taxis more available WON'T help college students because they will spend last \$ on beer (would need to be free)
Support in the courts — too many technicalities to keep DUI charge in court, too many “ways out”
Lack of responsibility on the part of younger drinkers who have “rich parents to bail them out”
Lack of major crime in North Dakota means cops are always “looking for DUIs” and therefore, it seems like a bigger issue
One Native American participant says he is always the designated driver because they are targeted more by cops
DUIs will always be a problem as long as there is alcohol
When going out, plan to “stop drinking early enough” so you are able to drive home
ND DUI penalty system is a “joke”

Table 5.3 Sample “Other” Comments

Ad campaigns are annoying — no one pays attention to them
Seat belt ads/campaigns are NOT effective
One group thought generally that education or personal stories do not work as a deterrent
Loss of license does not work in all cases. One participant has lost his license, has had 11 citations for driving under suspension — but still drives. Has to get to work.
Promote family values

6. SUMMARY AND “NEXT STEP” OPPORTUNITIES

This section presents a summary of the project themes that resulted from the focus groups. The discussions provide key ideas that possibilities for traffic safety improvement are many. The recommendations are drawn from both the participant questionnaires and the focus group discussions, but primarily from the in-depth discussions held in each region.

The NDDOT OTS has limited time and resources. Although a variety of actions could be taken, priorities and corresponding timelines will have to be decided based on their annual Highway Safety Plan (HSP) and available resources. Potential steps are outlined as well as issues that need to be considered to make positive changes for North Dakota traffic crash trends. The focus group discussions, however, present information that provide a path of opportunities for improving seat belt use and impaired driving issues for North Dakota drivers, especially young, male drivers.

6.1 Seat Belt Use: Opportunities

The seat belt discussions provide key points that are consistent throughout North Dakota. The problem is not lack of knowledge. Most people agree that use of seat belts is a safety issue. Thus, they understand wearing a safety restraint will aid in protection if a car crash occurs. Instead, the men seem to want freedom of choice when deciding to put on a seat belt. Additionally, many people say they either put a seat belt on when kids are in the vehicle or at least insist on the children using restraints before the vehicle moves. Again, they understand the safety aspect, but need to be convinced it can affect them personally. It was noted in several of the meetings that “shock” tactics or use of real stories regarding car crash tragedies may be effective for promoting seat belt use. This is also true for crashes that are the result of drinking and driving. Hearing these horror stories and graphic details that go along with them may make the safety aspect more tangible to male drivers in this targeted age category.

Another key concept indicates, in general, even men who do not wear seat belts regularly will wear them in adverse conditions. For example, they will wear them when the weather is poor due to rain, snow or fog. Many indicate they will put their seat belts on if they are going to drive a long distance or on a major road where the speed limits are higher and more law enforcement is likely. It is noted on multiple occasions, that when driving in one of the larger North Dakota cities such as Bismarck, Grand Forks or Fargo, many will put on a seat belt because of more police presence or the greater perceived likelihood of being in a car crash. Other comments indicate there is a consistent belief that other states have harsher seat belt penalties, such as neighboring Minnesota. This is also true when DUI penalties/fines are discussed.

It is evident that once these men start wearing a seat belt, for whatever reason, once it becomes habit it sticks. Therefore, it becomes important for children to buckle up at a young age and hear the safety message consistently from parents and other adults. This is a concept that will have long-term effects. In the short-run, however, vigorous and increased law enforcement is deemed the most effective way to increase seat belt use. Implementing stricter penalties is another method that could likely show quick improvements, but it is a legislative issue out of the hands of the ND Office of Traffic Safety. The OTS cannot directly change fines for seat belt use, although it can give support for or against strategic legislation. However, an effective strategy may be to use the current seat belt law as a factual media push. Even though North Dakota’s seat belt law is secondary, it is still a law. As such, it is against the law to be unbuckled while operating a vehicle in the state although it cannot be a primary offense.

6.2 Alcohol-Impaired Driving: Opportunities

The focus group discussions also provide ideas that seem consistent throughout North Dakota. Overwhelmingly, the participants of the focus groups agree that drinking and driving is a problem in North Dakota. They do not all agree that this is a problem with a specific group however, just that it is a problem overall. The problem with drinking and driving is the fact that people are impaired when they make the decision to drive. The focus groups discussed that once an individual has had a few alcoholic drinks, one actually believes he or she is “okay” to drive. Some of the groups thought educating people about the number of drinks that someone can have before reaching the legal limit might prove helpful. Many people are unsure if just having a beer or two after work will actually lead to being over the legal blood alcohol limit.

Another key concept indicates job-retention is a factor in some men’s decisions about drinking and driving. When strict work policies regarding “no tolerance” for DUI violations are implemented, participants feel strongly that drinking and driving is not acceptable for their livelihood. For example, people who say employment requires a valid driver’s license say they will not risk drinking and driving, or they will be out of a job. Perhaps more and better publicized job policies about drinking and driving could be effective in deterring this activity.

Readily available transportation home from a drinking establishment was a topic in most groups. The general consensus is that if a taxi is available, many will use it to get home after having a few drinks. However, taxis are only available in some of the bigger North Dakota cities, and frequently those services are limited. Comments are often noted about using a taxi service if you can contact it. On weekends, taxis are in high demand and nearly impossible to contact for transport home. On a positive note, most people say if there is a good transport option home from the bar, they will use it. In addition, some participants feel drinking establishments should take greater responsibility for its patrons by providing some type of transportation home or at least offering to call a designated driver or taxi. The idea of having a plan before going out for a night on the town appears crucial. As long as there is a plan at the beginning of the night, whether it is a designated driver, using a taxi, walking home or making the decision to have only one beer, the results are good. When men do have a plan, they usually follow it and avoid the chance of operating a vehicle while intoxicated.

Just as is indicated in the seat belt section, there is a lot of discussion on stricter penalties for the impaired driving issue. Again, this legislative issue is not something over which the OTS has direct control. However, more and higher visibility law enforcement is perceived as an effective strategy for decreasing drinking and driving in North Dakota. The idea overall, is that a push from the enforcement side, along with stricter DUI penalties and collaboration with harsher and more consistent rulings from the judicial branch, will have a great impact on DUI trends for male drivers.

The drinking and driving problem also comes with short-term and long-term solutions. The theme of drinking being a social “norm” is evident. Discussions often provide comments about lack of entertainment options (“nothing else to do”) in North Dakota. This is viewed as especially applicable in small towns, which leads to North Dakota residents drinking and possibly driving, and it is viewed as being “okay.” Although something needs to be done in the short-term to decrease accidents resulting from drinking and driving, a cultural shift seems necessary in order to delve into the root of the problem, as it is perceived by the focus group deliberations. Again, parenting and family values are noted as being at the heart of making real changes.

6.3 Conclusion

The information gathered from the statewide focus groups is valuable and enlightening. It becomes evident there is no easy answer. Both of these traffic safety issues, seat belt use and impaired driving, are complicated. Data show there is room for improvement, and the North Dakota OTS believes improvements are possible. The focus groups provide a roadmap of opportunities that will play a role in taking action to jumpstart progress in these areas.

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**APPENDIX A: NORTH DAKOTA SEAT BELT AND DUI
CONVICTION NUMBERS AND STATISTICS
(2004-2006)**

Table 2 of age by Sex			
Controlling for Conviction_type=Safety Belt violation			
age	Sex		Total
	Female	Male	
14-20 yrs	825	1490	2315
	4.57	8.26	12.84
	35.64	64.36	
	16.05	11.55	
21-27 yrs	1293	2811	4104
	7.17	15.59	22.76
	31.51	68.49	
	25.16	21.8	
28-34 yrs	648	1753	2401
	3.59	9.72	13.31
	26.99	73.01	
	12.61	13.59	
35-41 yrs	612	1495	2107
	3.39	8.29	11.68
	29.05	70.95	
	11.91	11.59	
42-48 yrs	681	1769	2450
	3.78	9.81	13.58
	27.8	72.2	
	13.25	13.72	
49-55 yrs	502	1556	2058
	2.78	8.63	11.41
	24.39	75.61	
	9.77	12.07	
56 or older	578	2022	2600
	3.2	11.21	14.42
	22.23	77.77	
	11.25	15.68	
Total	5139	12896	18035
	28.49	71.51	100

Statistic	DF	Value	Prob
Chi-Square	6	146.8638	<.0001

Sample size=18,035

Table of Age by Sex - DUI			
Age	Sex		Total
	Female	Male	
14-20 yrs	390	974	1364
	3.04	7.58	10.62
	28.59	71.41	
	12.4	10.04	
21-27 yrs	1110	3453	4563
	8.64	26.89	35.53
	24.33	75.67	
	35.31	35.6	
28-34 yrs	475	1631	2106
	3.7	12.7	16.4
	22.55	77.45	
	15.11	16.82	
35-41 yrs	461	1243	1704
	3.59	9.68	13.27
	27.05	72.95	
	14.66	12.82	
42-48 yrs	435	1151	1586
	3.39	8.96	12.35
	27.43	72.57	
	13.84	11.87	
49-55 yrs	185	715	900
	1.44	5.57	7.01
	20.56	79.44	
	5.88	7.37	
56 or older	88	532	620
	0.69	4.14	4.83
	14.19	85.81	
	2.8	5.49	
Total	3144	9699	12843
	24.48	75.52	100

Statistic	DF	Value	Prob
Chi-Square	6	73.3013	<.0001

Sample size = 12,843

APPENDIX B: FOCUS GROUP DISCUSSION GUIDE

TRAFFIC SAFETY ISSUES IN NORTH DAKOTA

Rural Transportation Safety and Security Center,
Upper Great Plains Transportation Institute, NDSU
September 28, 2007

DISCUSSION GUIDE

1. Introduction and Explanation

a. Moderator -Tamara VanWechel, UGPTI/NDSU

b. Informed Consent

1. Title: Traffic Safety Issues in North Dakota, Male Driver Focus Groups
2. This project is being done for the North Dakota Department of Transportation. We are coordinating with the NDDOT to collect statewide data on driver knowledge, attitude, behavior and beliefs regarding traffic safety issues. The NDDOT wants to know how they can reduce traffic fatalities, injuries, and crashes. We have decided to conduct several focus groups around the state to get this information.
3. Your participation in this project is voluntary – you can quit at any time.
4. We are simply going to have a discussion about driving. We want to know what you think about a couple of traffic safety issues. This should take approximately 1 hour of your time.
5. Lunch has been provided as a token of our appreciation. Thanks for participating in this project. Again – your participation today is greatly appreciated – as today’s discussion will be very useful for the DOT in addressing traffic safety in this region and in North Dakota as a whole.
6. Everything is completely confidential. Your identities and responses are confidential.
7. Lastly, you should feel free to contact me or the NDSU IRB Office with any questions you have. The contact information is on the handout provided.

c. Goal & Scope-

Focus group explanation - A focus group is a discussion with a group people of similar backgrounds referring to a specific topic. The discussion is led by a group facilitator who introduces the discussion topics and assists the group in moving forward with discussion.

The basics of today’s focus group:

- We are interested in what you think.
- This is a research project. There is no hidden agenda – we simply want to know about your viewpoints.
- You should feel free to discuss things among each other. You do not need to address me only.
- Everyone can talk – you don’t need to raise your hand. Please try to talk in an orderly manner without interrupting.
- There are no right answers.
- It is ok to have an opinion that is different from the majority – just please be honest.
- Do not be shy!
- Any questions before we begin?

2. Seat Belt use – opinions

- a. Tell me what your views are on seat belt use in North Dakota. Do you think people generally use them, generally don't use them? Do you think there is a specific category of people that use them or don't?
Explore – males, females, young, old
- b. Do you use seat belts?
Explore – Where? When? How regularly?
- c. Are there certain situations when you always wear a seat belt?
Explore – Traveling out-of-state, when with children, on the interstate? Speeding?
- d. Are there certain situations when you never wear a seat belt?
Explore – Driving a short distance? On rural road?
- e. Describe the motions you go through when you get in your vehicle from the time you sit down until you start driving.
- f. Do you think wearing a seat belt is important (is it a health/safety issue)? Do you think it is beneficial for family members and friends to wear their seat belts?
- g. Why do you think people wear seat belts – motivation?
Explore – Health? Safety? Habit? Children?
- h. Why do you think people do not wear seat belts?
Explore – Forget? Not worth it? Annoying?
- i. Are there certain stereotypes attached to a male who wears a seat belt?
Explore – Smart?, Silly? Nerd? Respected? Responsible?
- j. You get in your car with a friend, put on your seat belt – and your friend does not. Do you say anything?

3. Methods

- a. Have any of you heard or seen advertisements from the DOT or other organizations regarding use of seat belts? Example, "Click it or Ticket." Or "Winners Buckle Up."
- b. Do you think they are effective?
- c. What would be the best way to get information to males roughly your age about wearing seat belts?
- d. What or who could motivate men to wear seat belts on a regular basis?
Explore – Cops? Significant other? Law?
- e. If you had to - how would you make your peers wear their seat belts regularly?

4. Drinking and Driving – opinions

- a. Do you think drinking and driving in North Dakota is a problem?
Explore – Do more or less people drink in this state than others? Is it a “rural problem”?
- b. Who do you think does drink and drive? Certain demographic characteristics?
Explore – age, gender,
- c. Do you think it is a regular practice for males ages 21-34? (Having a few too many and then thinking they are ok to drive)
- d. Do you know men (friends, family, coworkers) that fall into roughly the same age category as you who have driven after having more alcohol than they should (above the legal limit)?
- e. Why do you think it happens in this age group of males?
Explore – Are there certain things that lead to drinking then driving? Parties, sports events?
- f. Do you think there are things that would be helpful for getting young males home after they have been drinking?
- g. Do you think there are guys that do this over and over?
Discussion about 2 groups (1. “upstanding citizens” who may drink occasionally versus 2. guys that do it over and over).
We are talking about 2 very different things.

5. Methods

- a. Have any of you heard or seen anti-drinking and driving media ads on the radio or TV? “Do Buckle, Don’t Booze” or “Drunk Driving. Over the Limit. Under Arrest.” or “Safe and Sober”
- b. Do you think they are effective?
- c. What would be the best way to get information to male about how serious the consequences can be from drinking and driving – if they don’t already “get it”?
- d. What are some things that would deter men from getting behind the wheel of a vehicle after consuming alcohol? – high fines, embarrassment, suspended license, loss of job
- e. What are your thoughts on these things we discussed about stopping drinking and driving? – would they work?
- f. If you were trying to motivate someone to not drink then drive, what would you do or say?

6. Closing remarks/Thanks

We have had a good discussion. I am going to wrap up the discussion – is there anything additional anyone would like to end with? Thank you.

APPENDIX C: PARTICIPANT QUESTIONNAIRE

North Dakota Department of Transportation
Traffic Safety Issues Questionnaire - Thanks

1. Age: 21- 23 24 - 26 27- 29 30- 32 33 +
2. Education level: (circle one)
 High school/GED Some college 2 year college degree 4-year college degree
 Advanced college degree (Master's, PhD) Other _____
3. Marital Status: Single Married Divorced Widowed
4. Do you have any children? Yes No
5. Individual income level: \$15,000 or less \$16,000 – 25,000 \$26,000 – 35,000
 \$36,000 – 45,000 \$46,000 – 55,000 \$56,000 or more
6. Do you have a valid ND Driver's license? (check one) Yes No
 No (have MN license)
7. Do you have a commercial driver's license? (check one) Yes No
8. At what age did you get a driver's license? 14-16 17-18 19-20 21+
9. Roughly how many speeding violations have you had? 0 1-3 4-7 8 or more
10. Have you ever had a DUI? Yes No
11. How often do you wear your seat belt?
 Always Most of the time Sometimes Never
12. Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank "other" if it is left blank.

___ Peer pressure	___ Media coverage such as TV, radio or billboard announcements
___ Law enforcement	___ Driving with children in car
___ Larger Fines	___ More points off driver's license
___ In-car reminder (beeping and/or blinking indicator)	
___ Other _____	

13. Do you feel drinking and driving is a problem within your group of peers? Yes No

14. Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank "other" if it is left blank.

- | | |
|--|---|
| ___ Peer pressure | ___ Media coverage such as TV, radio or billboard announcements |
| ___ Law enforcement | ___ Driving with children in car |
| ___ Larger Fines | ___ More points off driver's license |
| ___ Low-cost AND readily available transportation home from drinking establishment | |
| ___ Other _____ | |

15. Would stricter penalties (losing your license or large fines) force you to wear a seat belt all the time? Yes No I already wear my seat belt all the time

16. Would stricter penalties (losing your license or large fines) force you to never drink and drive? Yes No I never drink and drive

APPENDIX D: REGIONAL RESULTS FOR BISMARCK REGION

BISMARCK REGION RESULTS

The number of participants from the Bismarck region is 11. The grand total for number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Bismarck region.

Participant Questionnaires

The following information comes from one-page questionnaires the participants filled out prior to focus group discussions.

Figure D-1 Bismarck Region — Age Participants Received Driver's License
(# of participants in each category)

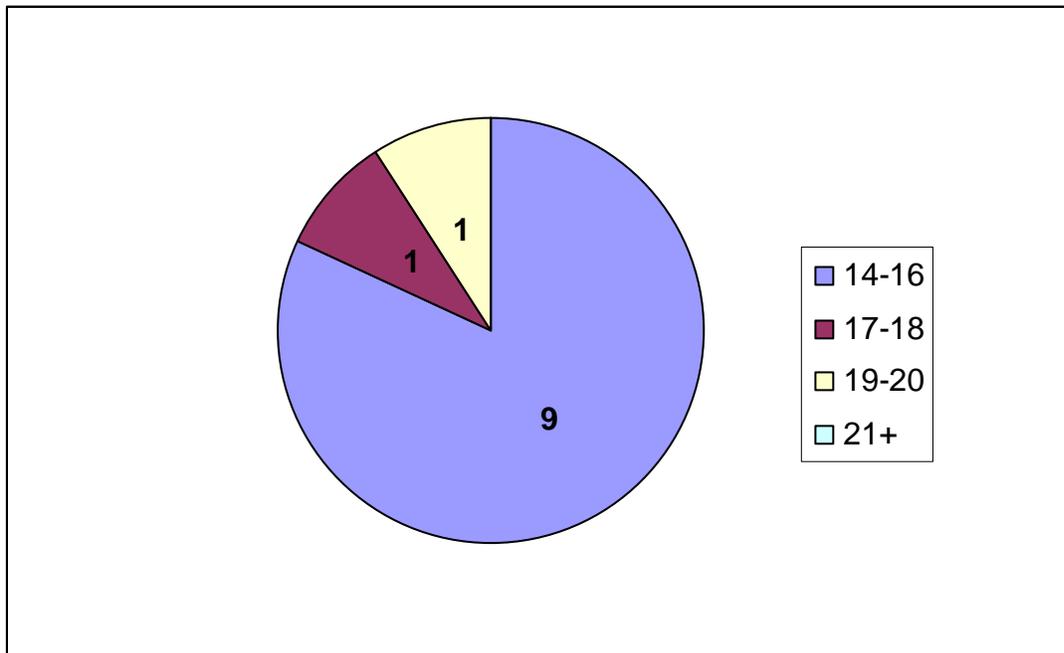


Figure D-2 Bismarck Region — Frequency of Seat Belt Use (# of participants in each category)

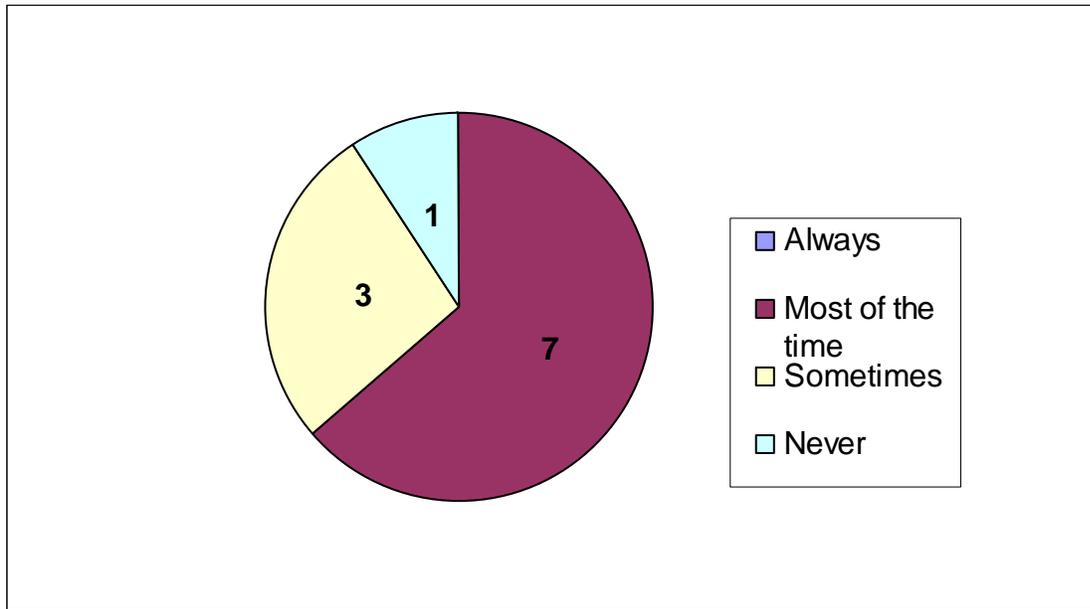


Figure D-3 Bismarck Region — Do You Feel Drinking and Driving is a Problem with Your Peers? (# of participants in each category)

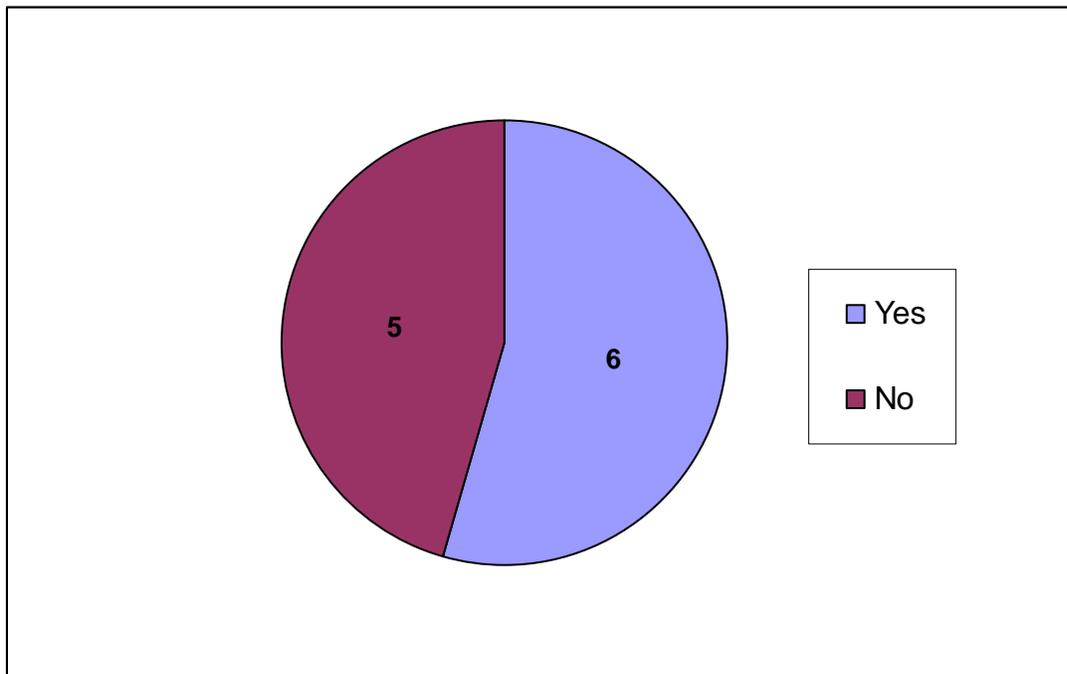


Table D-1 Bismarck Region — Seat Belt Penalties

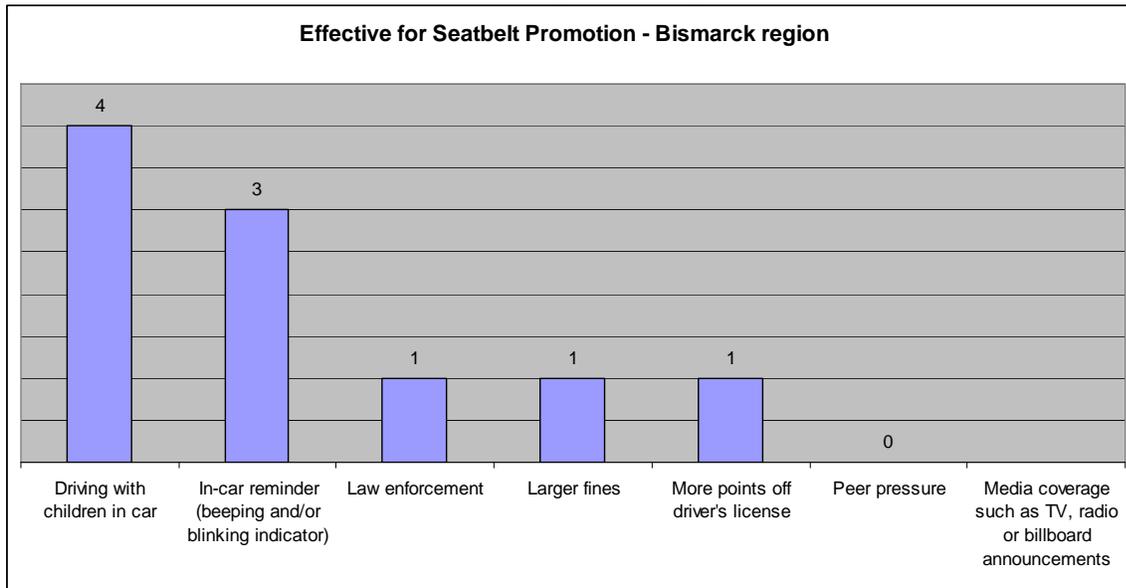
Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	3
No	6
I already wear my seat belt all the time	2

Table D-2 Bismarck Region — Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	6
No	2
I never drink and drive	3

Figure D-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)

*Total number of 1 or a 2 rankings for the region

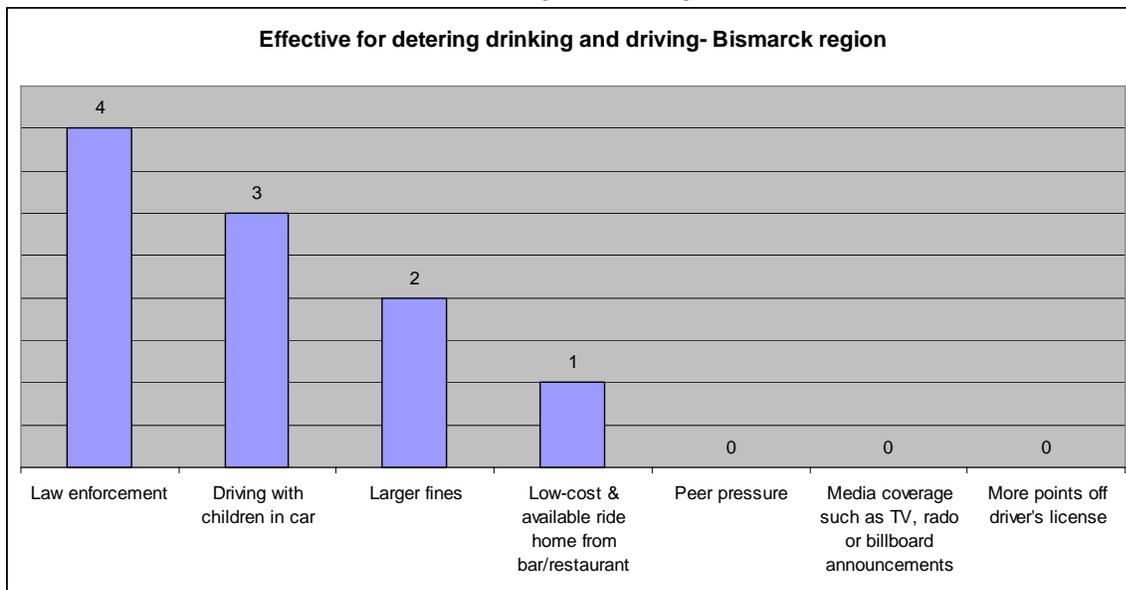


The following is the complete question that corresponds with Figure D-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure D-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank "other" if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver's license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure D-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of 1 or a 2 rankings for the region



The following is the complete question that corresponds with Figure D-5. Participants ranked the seven options from 1 to 7, with "1" being most effective. Therefore, the options in Figure D-5. with the highest number are viewed as most effective for deterring drinking and driving among young males by this region's participants. The totals in the figure are the number of participants who ranked that option as either a "1" or "2."

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank "other" if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver's license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arise from the focus group discussion(s) in this region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table D-3 Bismarck Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing		
	Older people		
	Younger people		
	More women than men		
	People with kids		
	People in larger cities	X	
How many participants wear seat belts regularly? — rough estimate		45.5%	
When do young men wear seat belts? Why?	On interstate or highway	X	
	Bad weather conditions - ice, snow, rain	X	
	When driving at higher speeds	X	
	When I spot a cop		
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job		
	Don't trust other drivers		
	In larger city		
	Habit	X	
	Why don't you wear a seat belt?	Uncomfortable	
		Forget	
It's a hassle/I'm lazy			
Going a few blocks/small town/in and out of car a lot		X	
Parents did not promote it			
When do males start wearing a seat belt if they do start?		When married	
	When they have kids	X	
	Someone they knew got hurt or killed in an accident		
	Mid-20s	X	
	After getting a seat belt ticket	X	
	Do you think seat belt use is a health/safety issue?	Yes	X
Yes — for kids			
No			
Motions you go through after getting into your vehicle		Put seat belt on while pulling away or down the street	X
	Right after starting car	X	
	After hearing the car “beep”	X	
	Just “forget” to put on seat belt		

Question	Possible answers	Answers for region
	Will buckle seat belt behind back in order to stop “beeping”	X
How would you get peers or family to wear a seat belt? Do you ask your passengers to wear a seat belts?	Lead by example	X
Do you ask your passengers to wear seat belts?	No — just lead by example	
	If the passengers are kids	
	some said yes	X
What is the best motivation for seat belt use for young males?	Accident coverage in media	
	Scare tactics or personal/real stories	X
	Audio signal in car is annoying — makes some put seat belt on	
	Highlight the safety issue	
	DOT campaigns	X
	Higher tickets/fines/or make primary law	X
	Public awareness/education	
	Significant other or other family member	
	Nothing would make me use it/Some people will never wear it no matter what	X
	More law enforcement	
Why don't you use a seat belt?	We don't think we have to	
	Don't like to	
	Don't think we should be told what to do/should be a personal choice	X

Table D-4 Bismarck Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region
Do you think drinking and driving is a problem in ND?	Yes	X
	Maybe	
Why or with whom is it a problem in ND?	With males	X
	With younger kids	X
	There is nothing else to do	
	A big problem in small towns/rural — nothing to do	X
	Live outside of town a few miles and need to get home	
	People think they are “ok” to drive after a drink or two	X
	Ages 21-34 problem because age group is careless, no kids	
	No public transit options like big cities	X
	Police officers “look the other way” in small towns or just not enough cops for enforcement	X
	Culture/it’s ok to do/or DUIs are not a “big deal”	X
	Best methods for deterring drinking and driving in young male population?	
Readily available transportation to get home		X
Some don't want to leave vehicle at establishment overnight — help get car home		
Greater police presence		
Potential for increased insurance costs		X
Stiffer law/penalties		X
Job — if NO DUI is policy		X
Drinking establishments should carry some responsibility for patrons — provide some type of transportation option		X
More entertainment options		
Scare/shock tactics		X
Not wanting to live with consequences of hurting/killing someone		X
Education — stories from people with bad experiences		X
There are always going to be people you can't change		
Bars should give out free soda and/or food to designated driver		
Do you think bar employees try to stop impaired driving?		
	No	
Do you have a plan of action for getting home when you go out drinking?		
	Have a designated driver or call someone	X
	Yes	X
	The “least drunk” drives	
	Stop drinking “early enough” so you can drive	

Question	Possible answers	Answers for region
	In small town, no one thinks about this	
	Start with a plan, but it dissolves into the night	
	Planning would be easier if better transportation options were available	
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	X
	Will call a cab or walk	X
	No	

Table D-5 Bismarck Region Comments

Other Comments
Seat belt use in ND is random
One person indicated he was pulled over for speeding and just got a seat belt ticket — he was happy because he rather just have the \$20 seat belt ticket
One person said he started wearing his seat belt after getting a seat belt ticket
Seat belt law is “communist” — should be a choice
Seeing an officer does not make them wear seat belt
DUI penalties should vary by severity of blood alcohol rating
Drinking and driving gets to be a social “norm” in small towns
Doesn't wear seat belt because of risk of being stuck in car in accident/fire
One person said seat belt use is law/ticket issue, safety is #2
Lack of major crime in North Dakota means cops are always “looking for DUIs” and therefore, it seems like a bigger issue
One Native American participant says he is always the designated driver because they are targeted more
Teach kids early on about the consequences of drinking and driving and what to do to get home safely
Promote family values
DUIs will always be a problem as long as there is alcohol

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in our state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

APPENDIX E: REGIONAL RESULTS FOR DEVILS LAKE REGION

DEVILS LAKE REGION RESULTS

The number of participants from the Devils Lake region was 11. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Devils Lake region.

Participant Questionnaires

The information in the following figures and tables comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure E-1 Devils Lake Region – Age Received Driver's License (# of participants in each category)

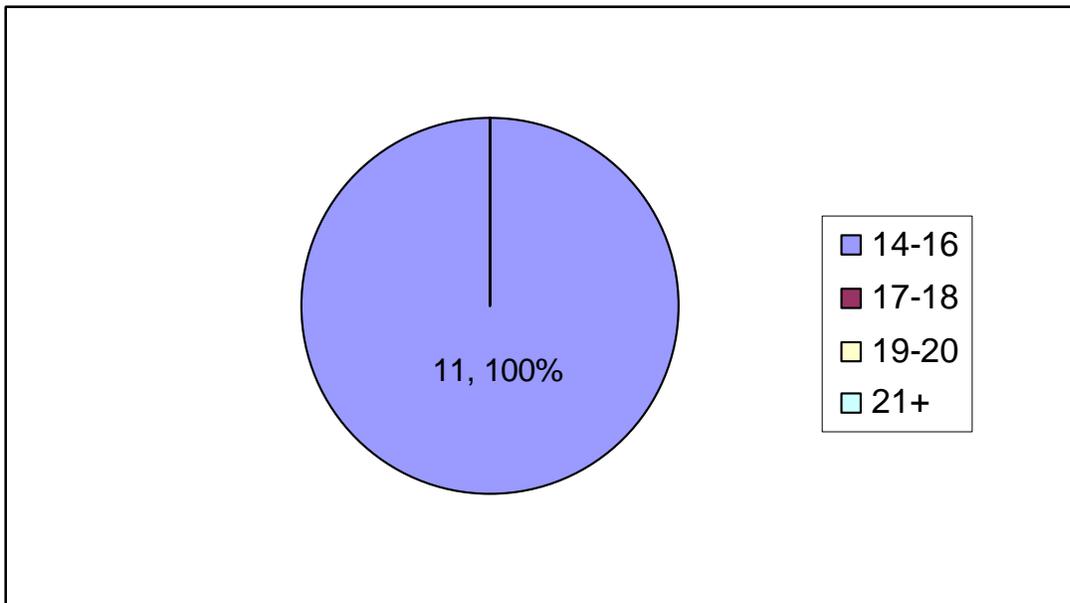


Figure E-2 Devils Lake Region – Frequency of Seat Belt Use (# of participants in each category)

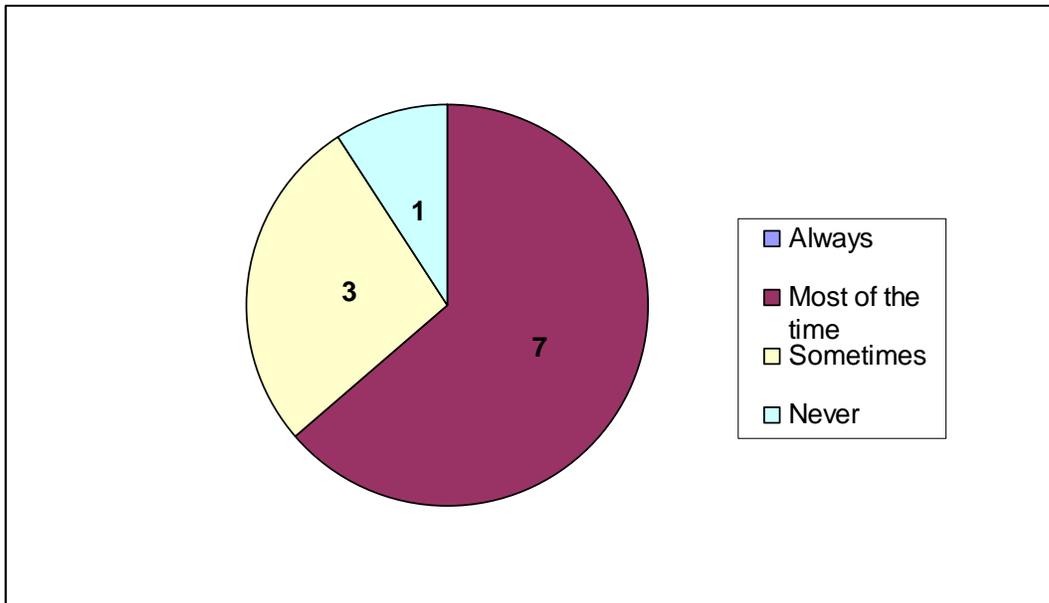


Figure E-3 Devils Lake Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

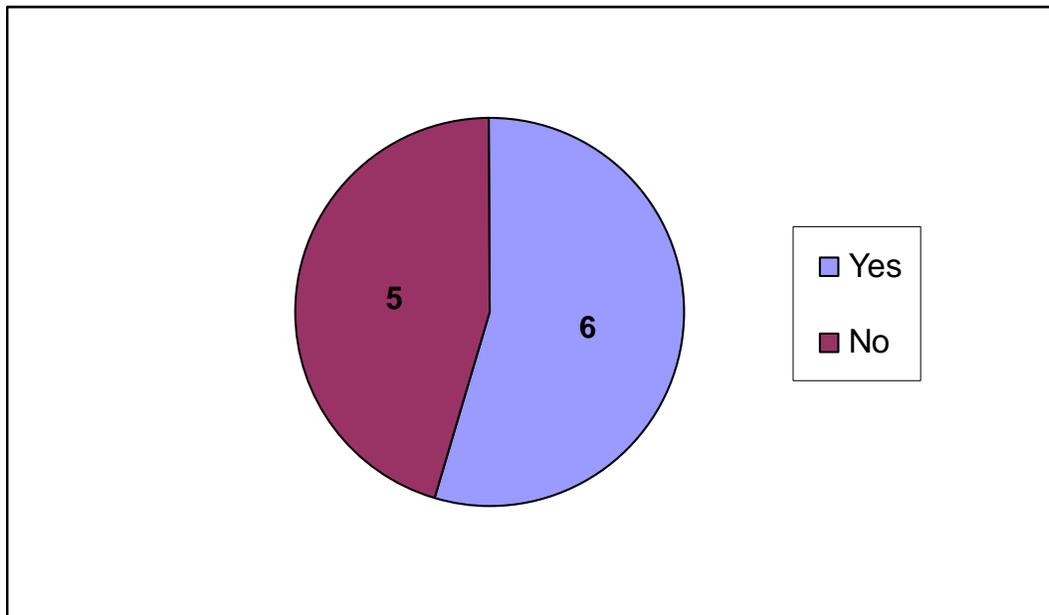


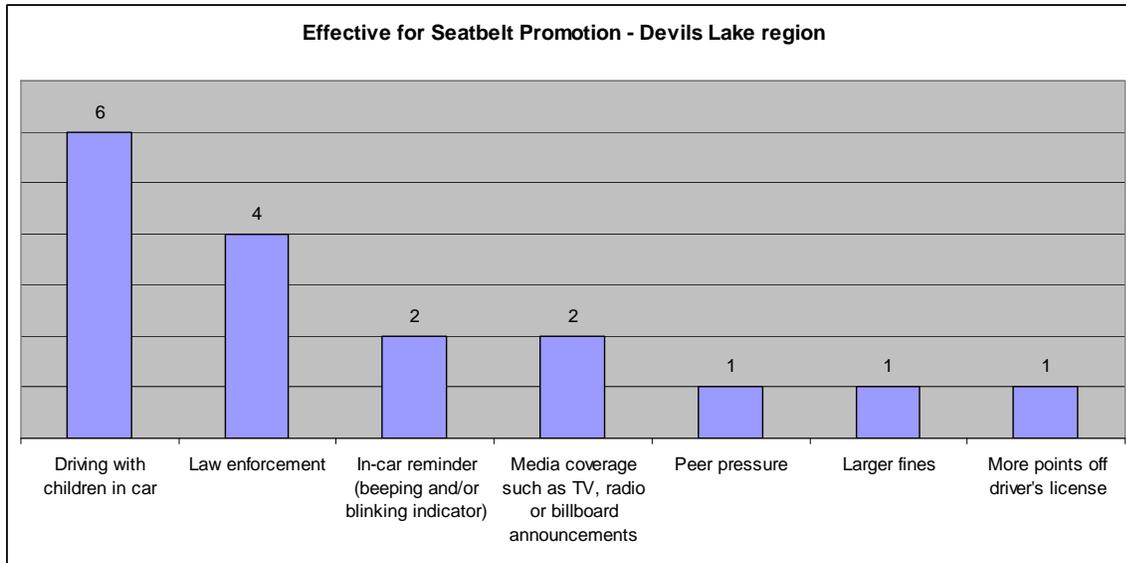
Table E-1 Devils Lake Region – Seat Belt Penalties

Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	6
No	4
I already wear my seat belt all the time	1

Table E-2 Devils Lake Region – Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	6
No	3
I never drink and drive	2

Figure E-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of 1 or a 2 rankings for the region



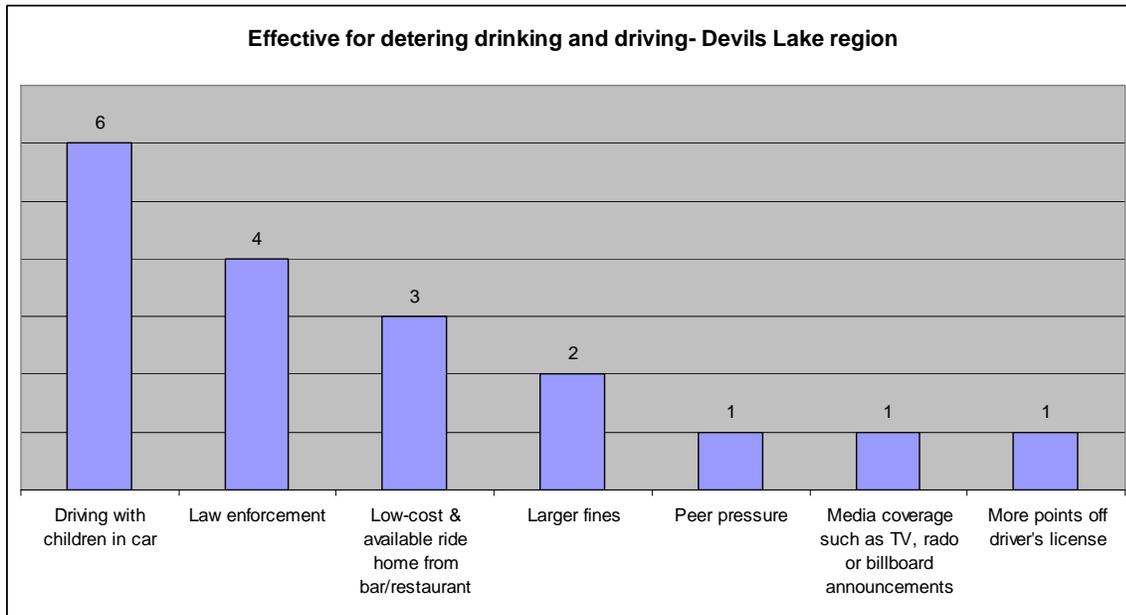
The following is the complete question that corresponds with Figure E-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure E-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are how many participants ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure E-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)

*Total number of 1 or a 2 rankings for the region



The following is the complete question that corresponds with Figure E-5. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure E-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are how many participants ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in the Devils Lake region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table E-3 Devils Lake Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing		
	Older people	X	
	Younger people		
	More women than men		
	People with kids		
	People in larger cities		
How many participants wear seat belts regularly? — rough estimate		36.4%	
When do young men wear seat belts? Why?	On interstate or highway		
	Bad weather conditions — ice, snow, rain		
	When driving at higher speeds	X	
	When I spot a cop		
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job		
	Don't trust other drivers		
	In larger city		
	Habit		
	Why don't you wear a seat belt?	Uncomfortable	
		Forget	
It's a hassle/I'm lazy			
Going a few blocks/small town/in and out of car a lot			
Parents did not promote it			
When do males start wearing a seat belt if they do start?		When married	X
	When they have kids	X	
	Someone they knew got hurt or killed in an accident		
	Mid-20s	X	
	After getting a seat belt ticket		
Do you think seat belt use is a health/safety issue?	Yes		
	Yes — for kids	X	
	No		
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street	X	
	Right after starting car		
	After hearing the car “beep”	X	
	Just “forget” to put on seat belt		
	Will buckle seat belt behind back in order to stop		

Question	Possible answers	Answers for region
	“beeping”	
How would you get peers or family to wear seat belts? Do you ask your passengers to wear seat belts?	Lead by example	
Do you ask your passengers to wear seat belts?	No — just lead by example	
What is the best motivation for seat belt use for young males?	If the passengers are kids	
	some said yes	
	Accident coverage in media	
	Scare tactics or personal/real stories	
	Audio signal in car is annoying — makes some put seat belt on	
	Highlight the safety issue	
	DOT campaigns	
	Higher tickets/fines/or make primary law	
	Public awareness/education	
	Significant other or other family member	
	Nothing would make me use it/Some people will never wear it no matter what	X
	More law enforcement	X
Why don't you use a seat belt?	We don't think we have to	
	Don't like to	
	Don't think we should be told what to do/should be a personal choice	

Table E-4 Devils Lake Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region	
Do you think drinking and driving is a problem in ND?	Yes	X	
	Maybe		
Why or with whom is it a problem in ND?	With males	X	
	With younger kids		
	There is nothing else to do	X	
	A big problem in small towns/rural — nothing to do	X	
	Live outside of town a few miles and need to get home		
	People think they are “ok” to drive after a drink or two		
	Ages 21-34 problem because age group is careless, no kids		
	No public transit options like big cities		
	Police officers “look the other way” in small towns or just not enough cops for enforcement		
	Culture/it's ok to do/or DUIs are not a “big deal”		
	Best methods for deterring drinking and driving in young male population?	Readily available transportation to get home	X
		Some don't want to leave vehicle at establishment overnight - help get car home	X
Greater police presence			
Potential for increased insurance costs		X	
Stiffer law/penalties			
Job — if NO DUI is policy			
Drinking establishments should carry some responsibility for patrons — provide some type of transportation option			
More entertainment options			
Scare/shock tactics			
Not wanting to live with consequences of hurting/killing someone			
Education — stories from people with bad experiences			
There are always going to be people you can't change		X	
Bars should give out free soda and/or food to designated driver			
Do you think bar employees try to stop impaired driving?			
		No	
Do you have a plan of action for getting home when you go out drinking?	Have a designated driver or call someone	X	
	Yes		
	The “least drunk” drives		
	Stop drinking “early enough” so you can drive	X	

Question	Possible answers	Answers for region
	In small town, no one thinks about this	
	Start with a plan, but it dissolves into the night	
	Planning would be easier if better transportation options were available	X
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	X
	Will call a cab or walk	
	No	

Table E-5 Devils Lake Region Comments

Other Comments
Mentioned cops don't always wear seat belts
Mentioned not wearing seat belts when hunting
Discussed needing to raise legal limit — DUI up from .08. Some felt this blood alcohol limit is too low and doesn't allow for a drink or two after work with buddies
Someone said the person with the "largest ride" takes everyone home from the bar
Servers don't do anything for patrons except if they are falling down drunk

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in the state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

**APPENDIX F: REGIONAL RESULTS FOR DICKINSON
REGION**

DICKINSON REGION RESULTS

The number of participants from the Dickinson region was seven. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Dickinson region.

Participant Questionnaires

The following information comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure F-1 Dickinson Region — Age Participants Received Driver’s License
(# of participants in each category)

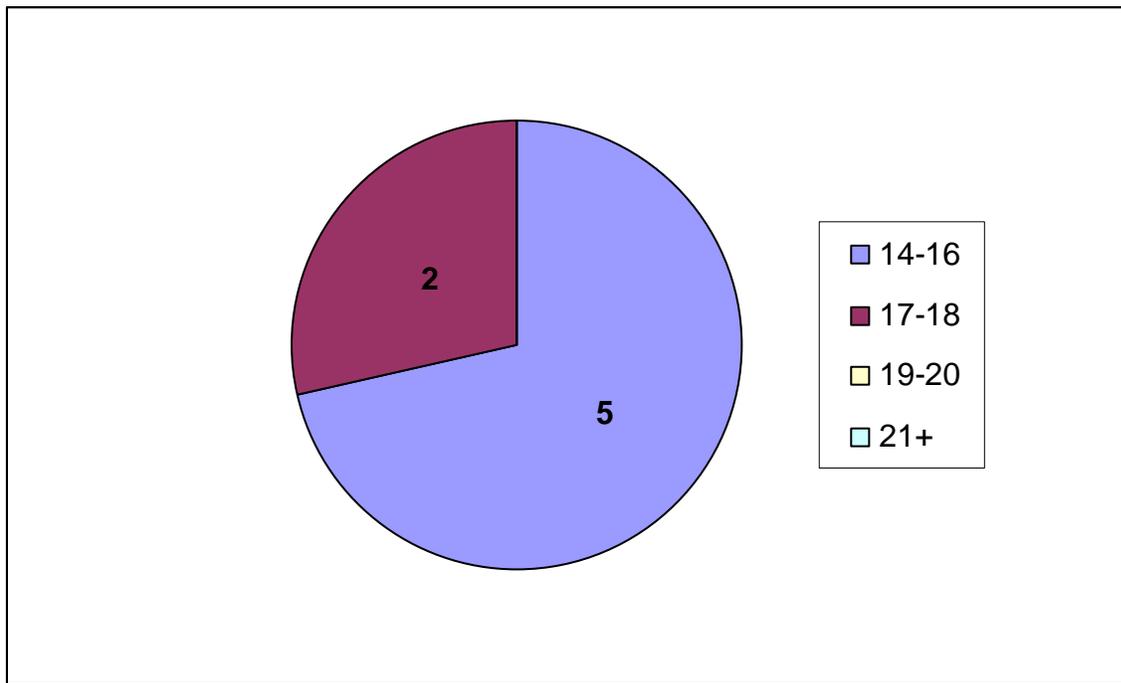


Figure F-2 Dickinson Region – Frequency of Seat Belt Use
(# of participants in each category)

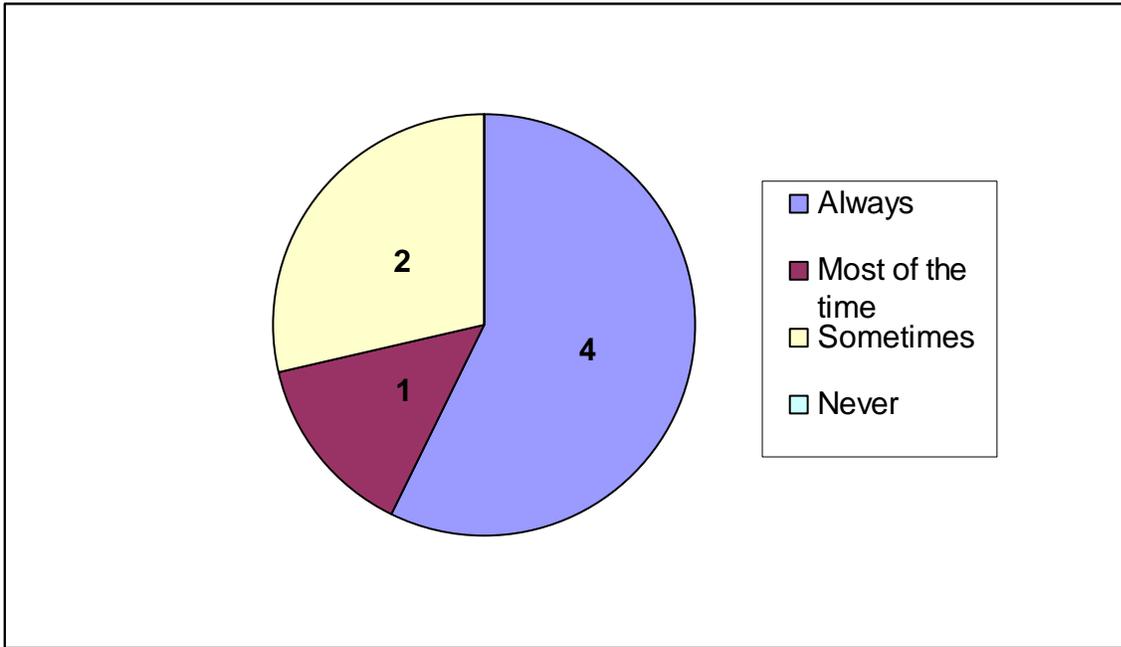


Figure F-3 Dickinson Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

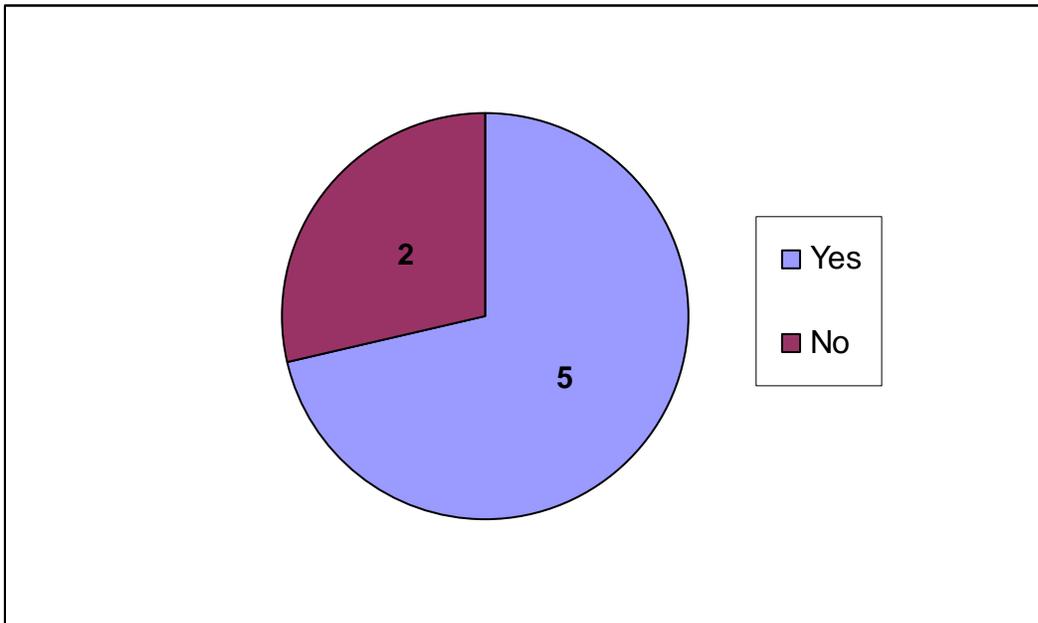


Table F-1 Dickinson Region — Seat Belt Penalties

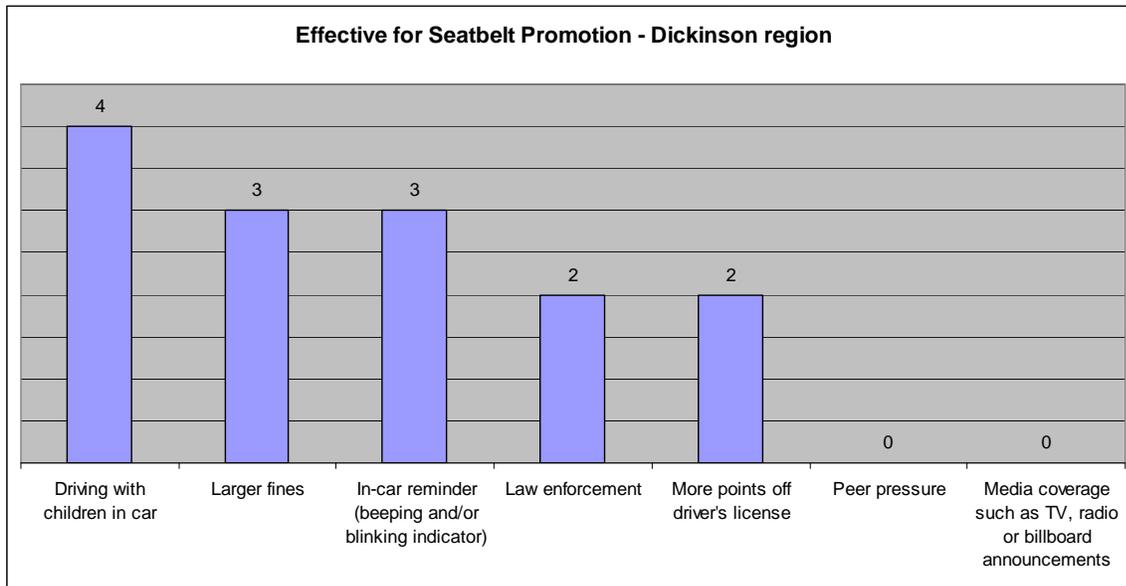
Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	2
No	1
I already wear my seat belt all the time	4

Table F-2 Dickinson Region — Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	3
No	0
I never drink and drive	4

Figure F-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)

*Total number of “1” or a “2” rankings for the region

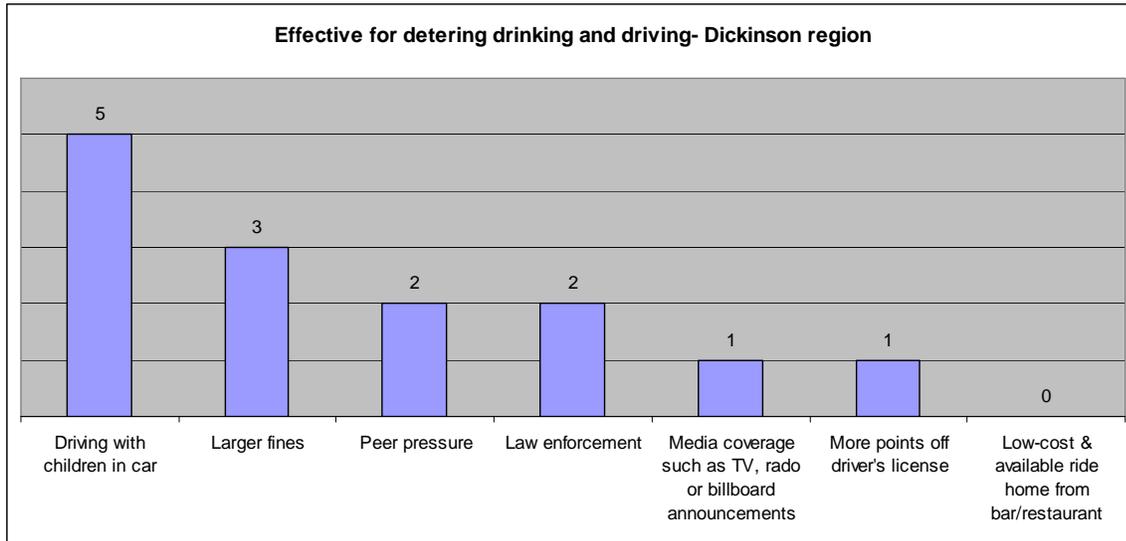


The following is the complete question that corresponds with Figure F-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure F-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure F-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region



The following is the complete question that corresponds with Figure F-5. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure F-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in this region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table F-3 Dickinson Region Seat belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing		
	Older people		
	Younger people		
	More women than men		
	People with kids		
	People in larger cities	X	
How many participants wear seat belts regularly? — rough estimate		71.4%	
When do young men wear seat belts? Why?	On interstate or highway	X	
	Bad weather conditions — ice, snow, rain		
	When driving at higher speeds		
	When I spot a cop		
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job		
	Don't trust other drivers		
	In larger city	X	
	Habit	X	
	Why don't you wear a seat belt?	Uncomfortable	
		Forget	
It's a hassle/I'm lazy		X	
Going a few blocks/small town/in and out of car a lot		X	
Parents did not promote it		X	
When do males start wearing a seat belt if they do start?		When married	X
	When they have kids		
	Someone they knew got hurt or killed in an accident	X	
	Mid-20s	X	
	After getting a seat belt ticket		
Do you think seat belt use is a health/safety issue?	Yes		
	Yes — for kids		
	No		
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street		
	Right after starting car	X	
	After hearing the car "beep"	X	
	Just "forget" to put on seat belt		
	Will buckle seat belt behind back in order to stop "beeping"		
How would you get peers or family to wear seat belts? Do you ask your passengers to wear seat belts? Do you ask your passengers to wear seat belts?	Lead by example		
	No — just lead by example		

Question	Possible answers	Answers for region
What is the best motivation for seat belt use for young males?	If the passengers are kids	X
	some said yes	
	Accident coverage in media	
	Scare tactics or personal/real stories	
	Audio signal in car is annoying — makes some put seat belt on	
	Highlight the safety issue	
	DOT campaigns	
	Higher tickets/fines/or make primary law	X
	Public awareness/education	
	Significant other or other family member	
Why don't you use a seat belt?	Nothing would make me use it/Some people will never wear it no matter what	
	More law enforcement	
	We don't think we have to	
	Don't like to	
	Don't think we should be told what to do/ should be a personal choice	

Table F-4 Dickinson Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region
Do you think drinking and driving is a problem in ND?	Yes	X
	Maybe	
Why or with whom is it a problem in ND?	With males	
	With younger kids	
	There is nothing else to do	
	A big problem in small towns/rural — nothing to do	X
	Live outside of town a few miles and need to get home	
	People think they are “ok” to drive after a drink or two	X
	Ages 21-34 problem because age group is careless, no kids	
	No public transit options like big cities	X
	Police officers “look the other way” in small towns or just not enough cops for enforcement	X
	Culture/it's ok to do/or DUIs are not a “big deal”	
Best methods for deterring drinking and driving in young male population?	Readily available transportation to get home	X
	Some don't want to leave vehicle at establishment overnight — help get car home	X
	Greater police presence	
	Potential for increased insurance costs	X
	Stiffer law/penalties	X

Question	Possible answers	Answers for region
	Job — if NO DUI is policy	X
<p>Do you think bar employees try to stop impaired driving?</p> <p>Do you have a plan of action for getting home when you go out drinking?</p>	Drinking establishments should carry some responsibility for patrons — provide some type of transportation option	
	More entertainment options	
	Scare/shock tactics	
	Not wanting to live with consequences of hurting/killing someone	
	Education — stories from people with bad experiences	
	There are always going to be people you can't change	
	Bars should give out free soda and/or food to designated driver	X
	No	
	Have a designated driver or call someone	X
	Yes	
	The "least drunk" drives	X
	Stop drinking "early enough" so you can drive	
	In small town, no one thinks about this	
	Start with a plan, but it dissolves into the night	
	Planning would be easier if better transportation options were available	
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	
	Will call a cab or walk	X
	No	

Table F-5 Dickinson Region Comments

Other Comments
Seat belt fines are not effective
Spotting a cop does not make them put on their seat belt
See who can drive at the end of the evening - who isn't drunk or "least drunk"
This group thought generally that education or personal stories do not work as a deterrent
Parents need to promote seat belt use

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in our state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

**APPENDIX G: REGIONAL RESULTS FOR FARGO REGION
(INCLUDING MAYVILLE AND WAHPETON)**

FARGO/WAHPETON/MAYVILLE REGION RESULTS

The number of participants from the Fargo region was 28 with 18 from the Fargo discussions, seven from Wahpeton and three from Mayville. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Fargo region.

Participant Questionnaires

The following information comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure G-1 Fargo Region – Age Participants Received Driver’s License
(# of participants in each category)

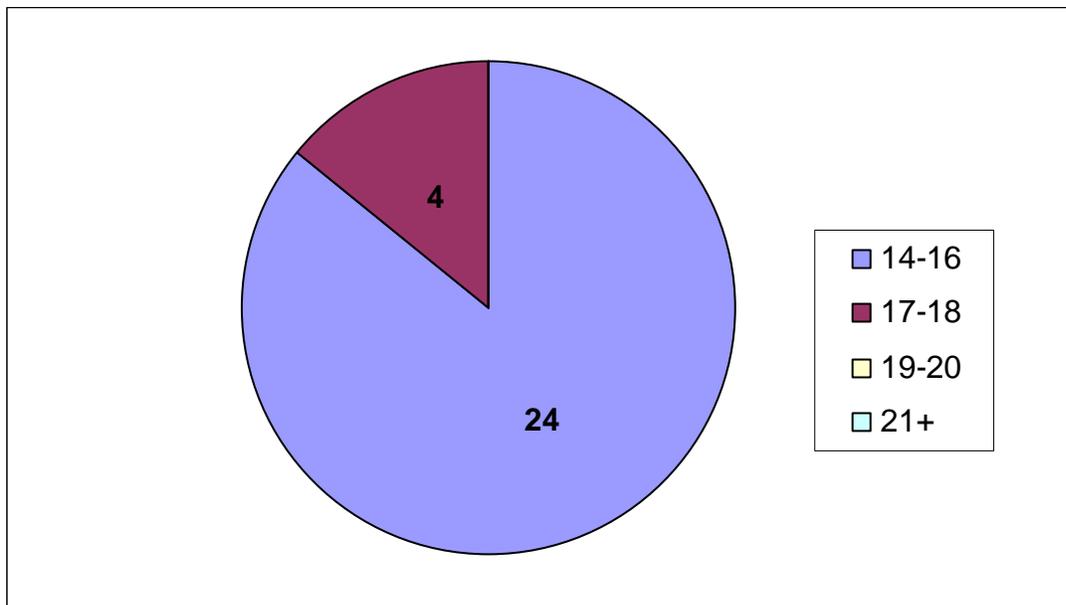


Figure G-2 Fargo Region – Frequency of Seat Belt Use (# of participants in each category)

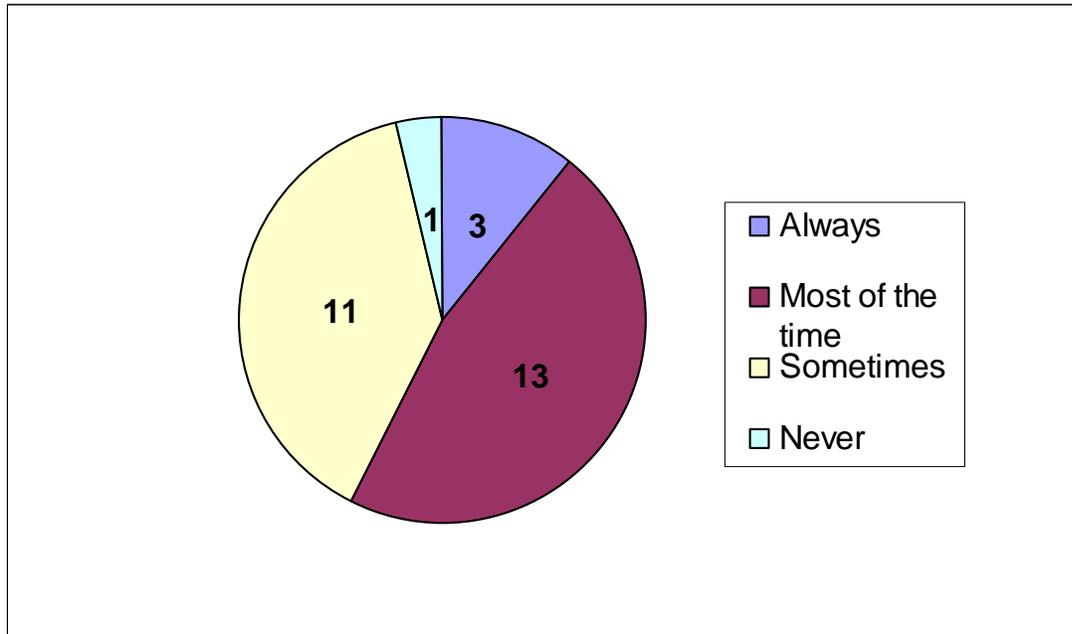


Figure G-3 Fargo Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

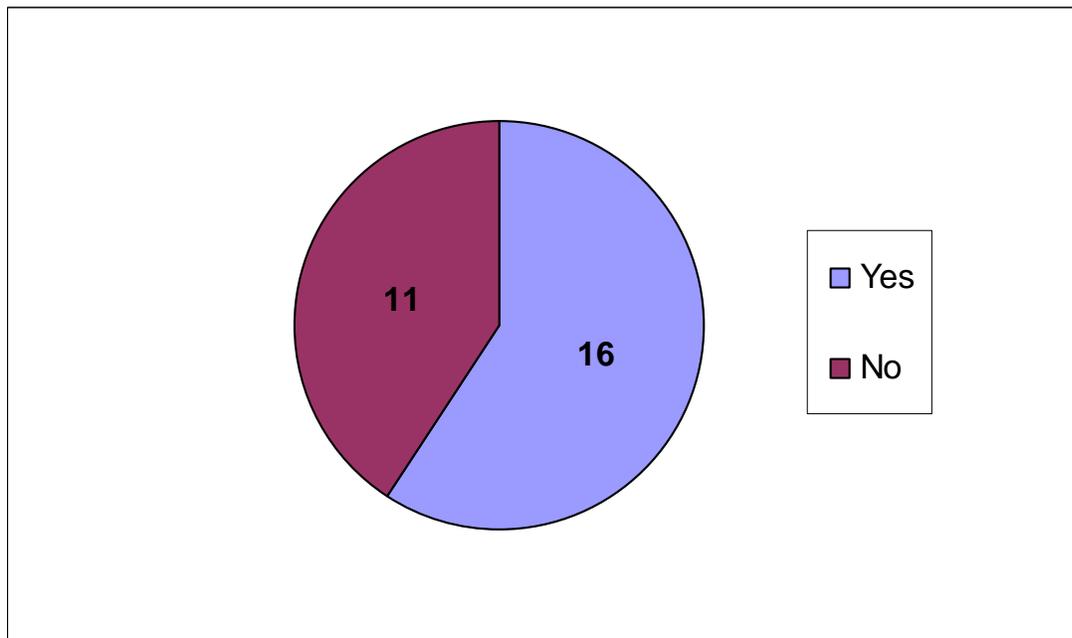


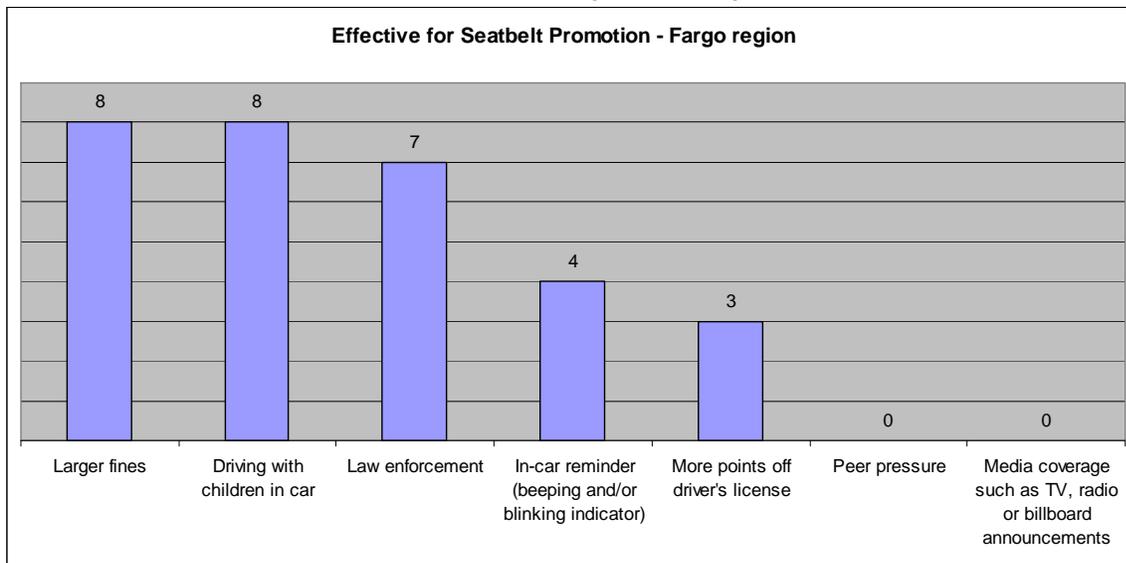
Table G-1 Fargo Region – Seat Belt Penalties

Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	17
No	7
I already wear my seat belt all the time	4

Table G-2 Fargo Region – Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	18
No	3
I never drink and drive	7

Figure G-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region

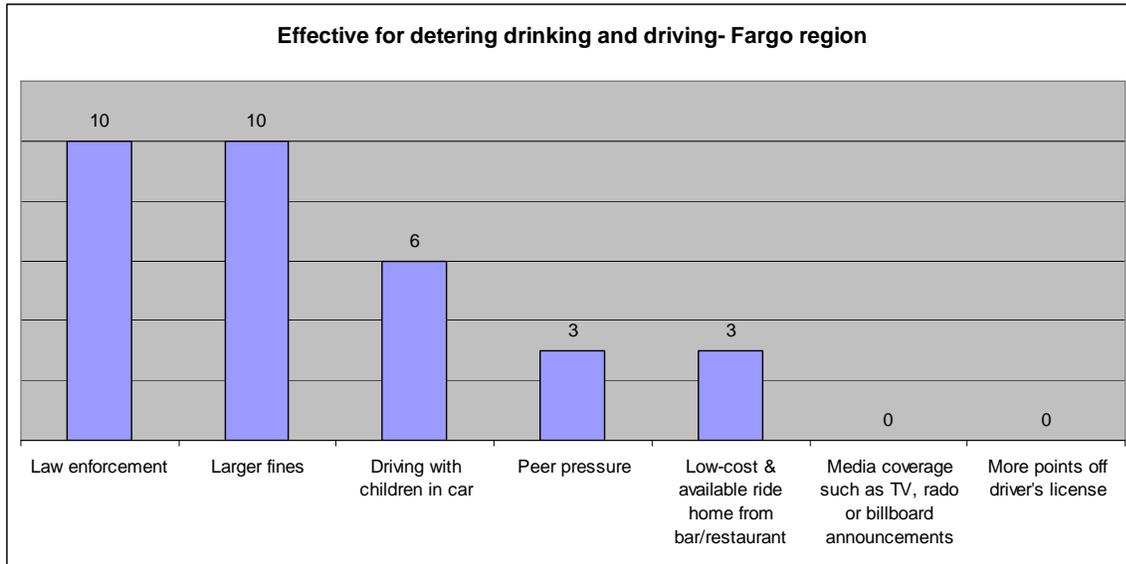


The following is the complete question that corresponds with Figure G-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure G-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure G-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of 1 or a 2 rankings for the region



The following is the complete question that corresponds with Figure G-5. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure G-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in the Fargo region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table G-3 Fargo Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing		
	Older people		
	Younger people	X	
	More women than men		
	People with kids		
	People in larger cities	X	
How many participants wear seat belts regularly? — rough estimate		50.0%	
When do young men wear seat belts? Why?	On interstate or highway	X	
	Bad weather conditions — ice, snow, rain	X	
	When driving at higher speeds	X	
	When I spot a cop	X	
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job	X	
	Don't trust other drivers		
	In larger city		
	Habit		
	Why don't you wear a seat belt?	Uncomfortable	X
		Forget	X
It's a hassle/I'm lazy		X	
Going a few blocks/small town/in and out of car a lot		X	
Parents did not promote it		X	
When do males start wearing a seat belt if they do start?	When married		
	When they have kids	X	
	Someone they knew got hurt or killed in an accident		
	Mid-20s		
	After getting a seat belt ticket		
Do you think seat belt use is a health/safety issue?	Yes	X	
	Yes — for kids		
	No		
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street	X	
	Right after starting car	X	
	After hearing the car “beep”	X	

Question	Possible answers	Answers for region
How would you get peers or family to wear a seat belt? Do you ask your passengers to wear seat belts? Do you ask your passengers to wear seat belts?	Just “forget” to put on seat belt	
	Will buckle seat belt behind back in order to stop “beeping”	
	Lead by example	
	No — just lead by example	
What is the best motivation for seat belt use for young males?	If the passengers are kids	X
	some said yes	X
	Accident coverage in media	
	Scare tactics or personal/real stories	X
	Audio signal in car is annoying - makes some put seat belt on	
	Highlight the safety issue	
	DOT campaigns	X
	Higher tickets/fines/or make primary law	X
	Public awareness/education	X
	Significant other or other family member	X
Why don't you use a seat belt?	Nothing would make me use it/Some people will never wear it no matter what	X
	More law enforcement	X
	We don't think we have to	X
	Don't like to	X
	Don't think we should be told what to do/should be a personal choice	X

Table G-4 Fargo Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region
Do you think drinking and driving is a problem in ND?	Yes	X
	Maybe	
Why or with whom is it a problem in ND?	With males	X
	With younger kids	X
	There is nothing else to do	X
	A big problem in small towns/rural — nothing to do	X
	Live outside of town a few miles and need to get home	
	People think they are “ok” to drive after a drink or two	X
	Ages 21-34 problem because age group is careless, no kids	X
	No public transit options like big cities	
	Police officers “look the other way” in small towns or just not enough cops for enforcement	X
	Culture/it’s ok to do/or DUIs are not a “big deal”	X
	Best methods for deterring drinking and driving in young male population?	
Readily available transportation to get home		X
Some don’t want to leave vehicle at establishment overnight — help get car home		X
Greater police presence		X
Potential for increased insurance costs		
Stiffer law/penalties		
Job — if NO DUI is policy		X
Drinking establishments should carry some responsibility for patrons — provide some type of transportation option		X
More entertainment options		
Scare/shock tactics		X
Not wanting to live with consequences of hurting/killing someone		X
Education — stories from people with bad experiences		X
There are always going to be people you can’t change		X
Bars should give out free soda and/or food to designated driver		
Do you think bar employees try to stop impaired driving?		
	No	X
Do you have a plan of action for getting home when you go out drinking?		
	Have a designated driver or call someone	X
	Yes	X
	The “least drunk” drives	X
	Stop drinking “early enough” so you can drive	

Question	Possible answers	Answers for region
	In small town, no one thinks about this	
	Start with a plan, but it dissolves into the night	
	Planning would be easier if better transportation options were available	
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	X
	Will call a cab or walk	X
	No	

Table G-5 Fargo Region Comments

Other Comments
Seat belt use should be a personal choice
Spotting a cop does not make them put on their seat belt
Said seat belt files in MN are much greater
Impaired driving is a problem in ND, but it is a problem everywhere
“embarrassment factor— not a concern — Drinking and driving is socially acceptable
Ad campaigns are annoying no one pays attention to them
Canada has stiff DUI penalties
Need different degrees of penalties for DUIs
Educate the youth at a young age about the consequences of drinking impaired
Parental involvement! — set a good example
Three participants were/are ambulance personnel saw first-hand effects of not wearing seat belt
This group thought law enforcement less of a factor than safety because it is only secondary offense
Making taxis more available WON'T help college students because they will spend last \$ on beer (would need to be free)
Support in the courts — too many technicalities to keep DUI charge in court, too many “ways out”
Seat belt ads/campaigns are NOT effective
This group discussed the DUI “embarrassment factor” — in a small town, everyone knows.
Hardest to tell parents
Lack of responsibility on the part of younger drinkers who have “rich parents to bail them out”
DUI not a “big deal”

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in the state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

**APPENDIX H: REGIONAL RESULTS FOR GRAND FORKS
REGION**

GRAND FORKS REGION RESULTS

The number of participants from the Grand Forks region was 15 with seven being from the Grand Forks discussion and eight from the Park River discussion. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Grand Forks region.

Participant Questionnaires

The following information comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure H-1 Grand Forks Region — Age Received Driver's License (# of participants in each category)

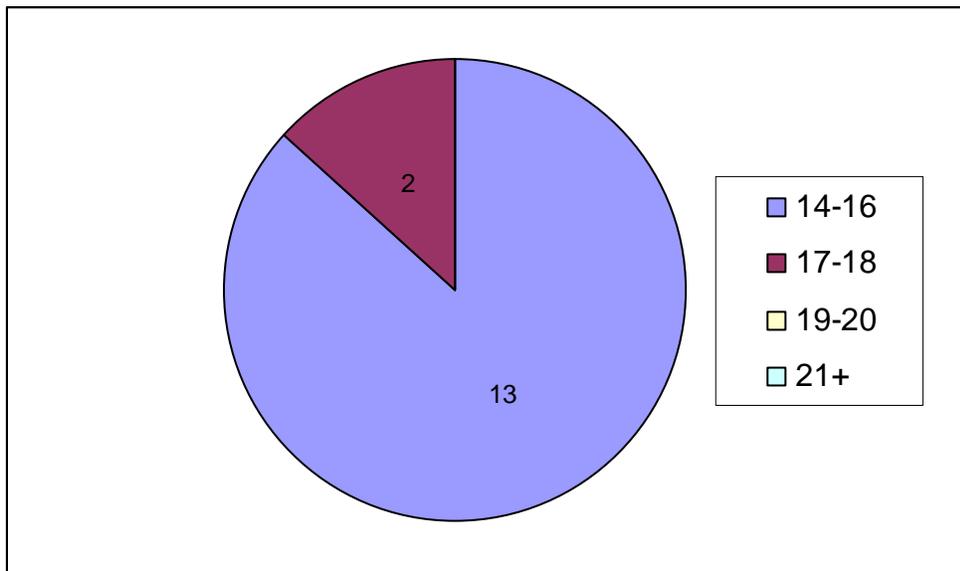


Figure H-2 Grand Forks Region —Frequency of Seat Belt Use (# of participants in each category)

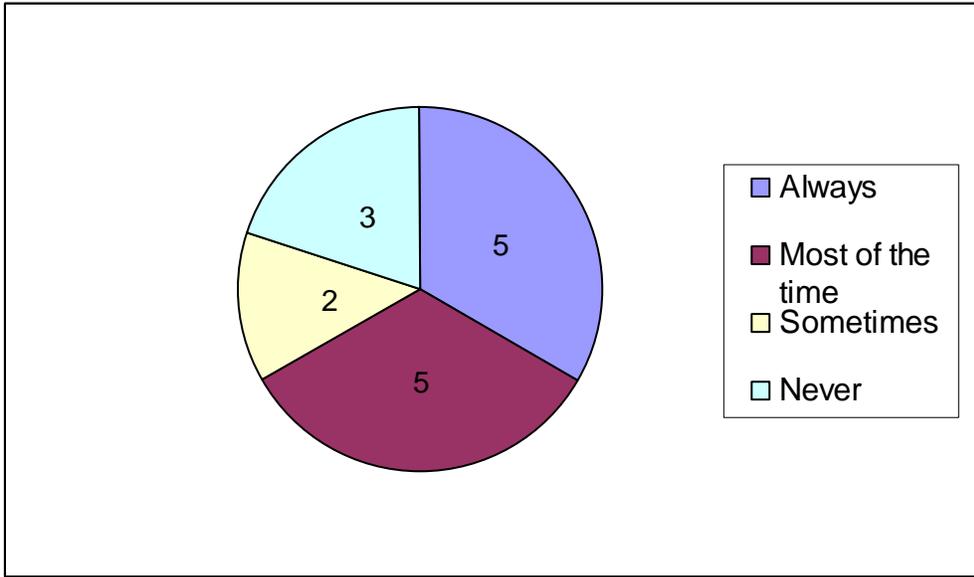


Figure H-3 Grand Forks Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

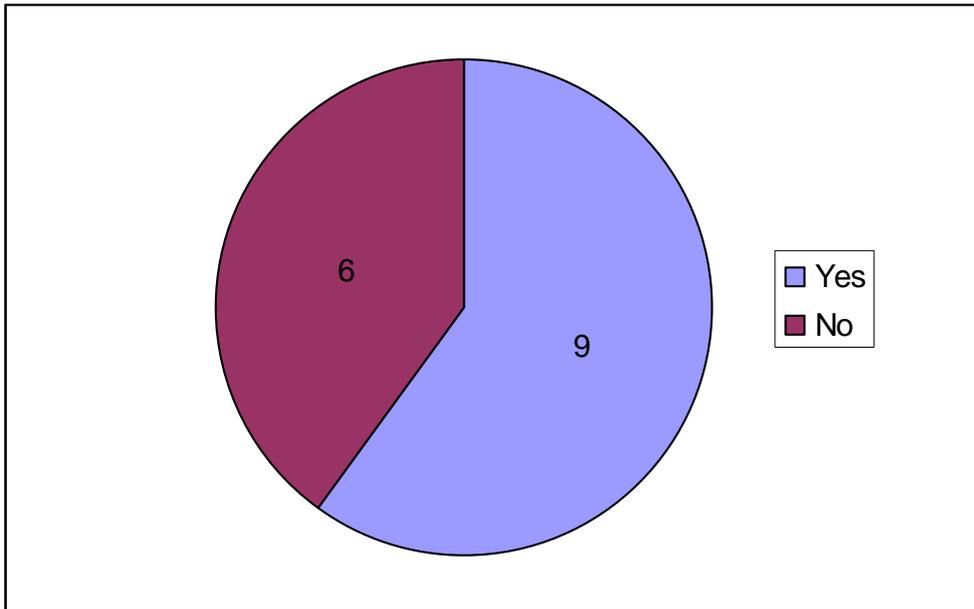


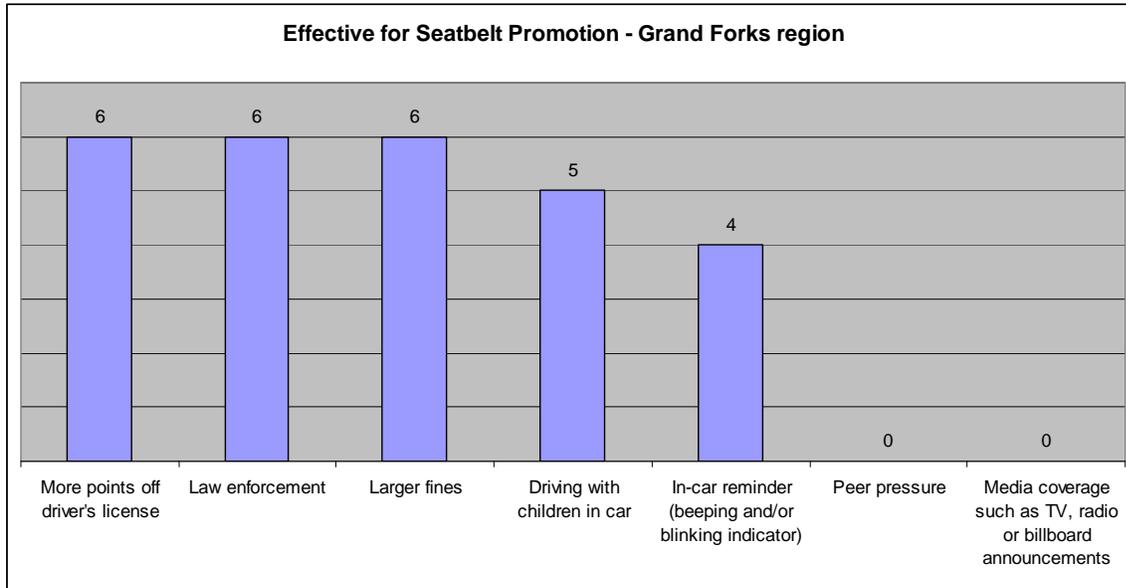
Table H-1 Grand Forks Region — Seat Belt Penalties

Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	7
No	4
I already wear my seat belt all the time	4

Table H-2 Grand Forks Region — Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	10
No	1
I never drink and drive	4

Figure H-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of 1 or a 2 rankings for the region

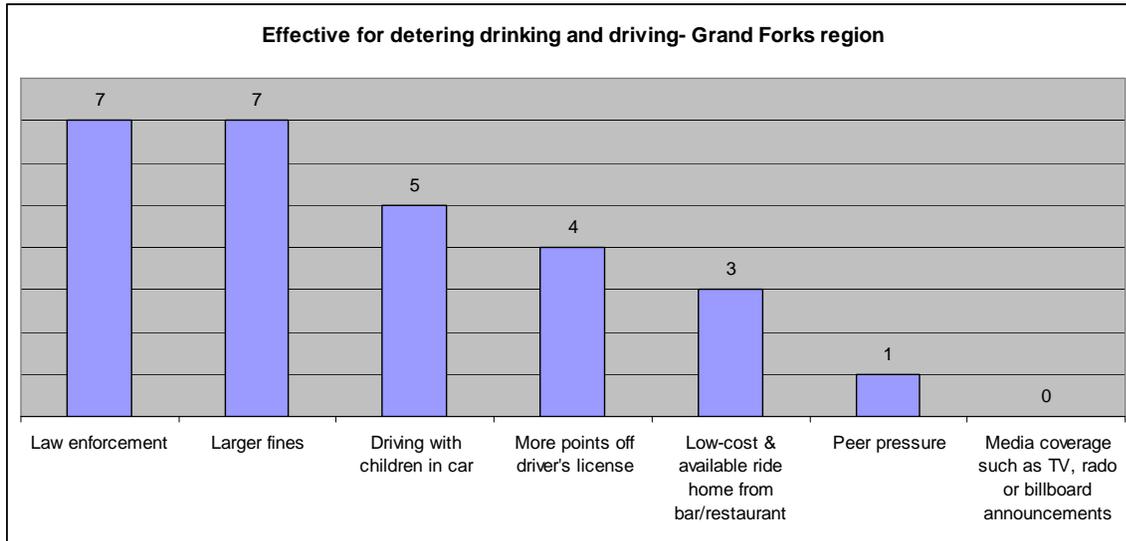


The following is the complete question that corresponds with Figure H-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure H-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure H-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region



The following is the complete question that corresponds with Figure H-5. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure H-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in this region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table H-3 Grand Forks Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing	X	
	Older people	X	
	Younger people	X	
	More women than men	X	
	People with kids	X	
	People in larger cities		
How many participants wear seat belts regularly? — rough estimate		46.7%	
When do young men wear seat belts? Why?	On interstate or highway	X	
	Bad weather conditions — ice, snow, rain		
	When driving at higher speeds	X	
	When I spot a cop	X	
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job		
	Don't trust other drivers		
	In larger city		
	Habit		
	Why don't you wear a seat belt?	Uncomfortable	
		Forget	
		It's a hassle/I'm lazy	
		Going a few blocks/small town/in and out of car a lot	X
Parents did not promote it			
When do males start wearing a seat belt if they do start?	When married	X	
	When they have kids	X	
	Someone they knew got hurt or killed in an accident	X	
	Mid-20s	X	
	After getting a seat belt ticket		
Do you think seat belt use is a health/safety issue?	Yes	X	
	Yes — for kids	X	
	No		
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street	X	
	Right after starting car		
	After hearing the car "beep"	X	
	Just "forget" to put on seat belt	X	
	Will buckle seat belt behind back in order to stop "beeping"	X	
How would you get peers or family to wear seat belts? Do you ask your passengers to wear seat belts?	Lead by example	X	

Question	Possible answers	Answers for region
Do you ask your passengers to wear seat belts?	No — just lead by example	X
	If the passengers are kids	X
What is the best motivation for seat belt use for young males?	some said yes	X
	Accident coverage in media	X
	Scare tactics or personal/real stories	X
	Audio signal in car is annoying — makes some put seat belt on	X
	Highlight the safety issue	X
	DOT campaigns	
	Higher tickets/fines/or make primary law	X
	Public awareness/education	
	Significant other or other family member	X
	Nothing would make me use it/Some people will never wear it no matter what	X
	More law enforcement	
Why don't you use a seat belt?	We don't think we have to	X
	Don't like to	X
	Don't think we should be told what to do/should be a personal choice	

Table H-4 Grand Forks Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers in region	
Do you think drinking and driving is a problem in ND?	Yes	x	
	Maybe	x	
Why or with whom is it a problem in ND?	With males	x	
	With younger kids		
	There is nothing else to do	x	
	A big problem in small towns/rural — nothing to do	x	
	Live outside of town a few miles and need to get home		
	People think they are “ok” to drive after a drink or two	x	
	Ages 21-34 problem because age group is careless, no kids	x	
	No public transit options like big cities	x	
	Police officers “look the other way” in small towns or just not enough cops for enforcement		
	Culture/it’s ok to do/or DUIs are not a “big deal”	x	
	Best methods for deterring drinking and driving in young male population?	Readily available transportation to get home	x
		Some don’t want to leave vehicle at establishment overnight — help get car home	x
Greater police presence		x	
Potential for increased insurance costs			
Stiffer law/penalties		x	
Job — if NO DUI is policy		x	
Drinking establishments should carry some responsibility for patrons — provide some type of transportation option		x	
More entertainment options		x	
Scare/shock tactics		x	
Not wanting to live with consequences of hurting/killing someone			
Education — stories from people with bad experiences		x	
Do you think bar employees try to stop impaired driving?		There are always going to be people you can’t change	
	Bars should give out free soda and/or food to designated driver	x	
Do you think bar employees try to stop impaired driving?	No		
Do you have a plan of action for getting home when you go out drinking?	Have a designated driver or call someone	x	
	Yes		
	The “least drunk” drives		
	Stop drinking “early enough” so you can drive		

Question	Possible answers	Answers in region
	In small town, no one thinks about this	x
	Start with a plan, but it dissolves into the night	x
	Planning would be easier if better transportation options were available	x
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	x
	Will call a cab or walk	
	No	x

Table H-5 Grand Forks Region Comments

Other Comments
Promote good parenting — not letting kids drink at home
Look at other states DUI penalties — better/more strict
More/better education regarding seat belt use
In some bars, they give a “to go” cup
People think they are OK to drive — happens all the time and may not even cross their minds to NOT drive
With males, if you feel you can walk straight, you can drive
You can't stop drinking and driving completely
Some responsibility should fall on drinking establishment

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in the state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

**APPENDIX I: REGIONAL RESULTS FOR
JAMESTOWN/VALLEY CITY REGION**

JAMESTOWN/VALLEY CITY REGION RESULTS

The number of participants from the Jamestown/Valley City region was seven. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Jamestown/Valley City region.

Participant Questionnaires

The following information comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure I-1 Jamestown/Valley City Region — Age Participants Received Driver's License
(# of participants in each category)

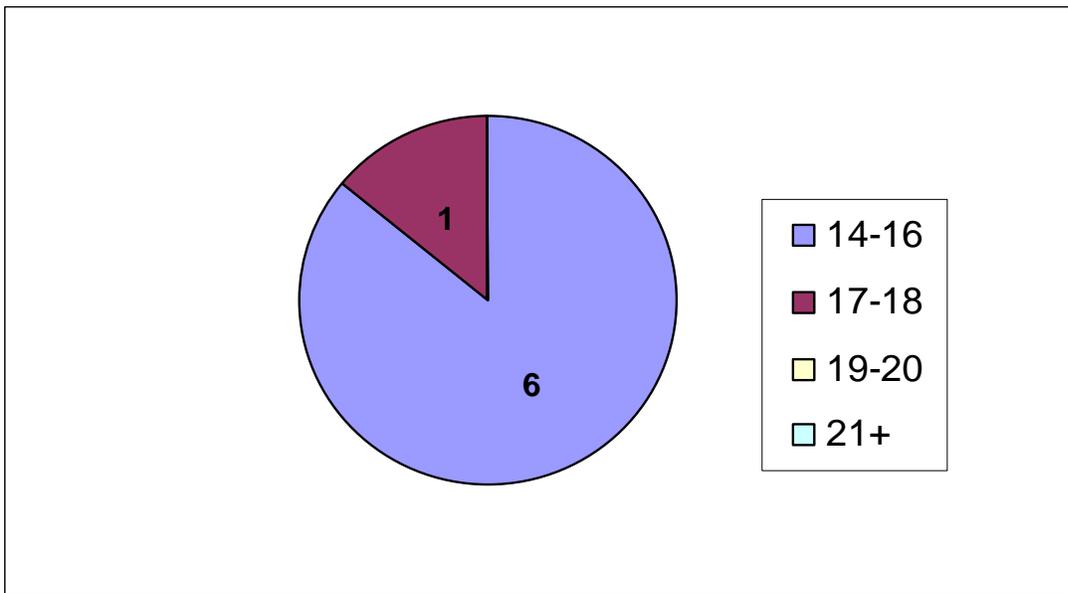


Figure I-2 Jamestown/Valley City Region — Frequency of Seat Belt Use
 (# of participants in each category)

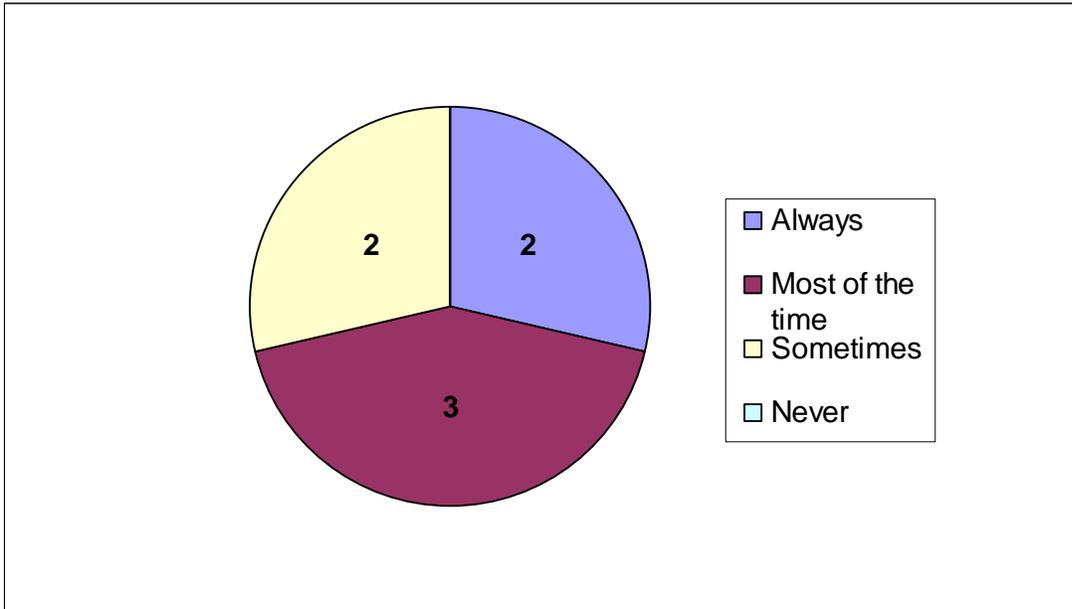


Figure I-3 Jamestown/Valley City Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

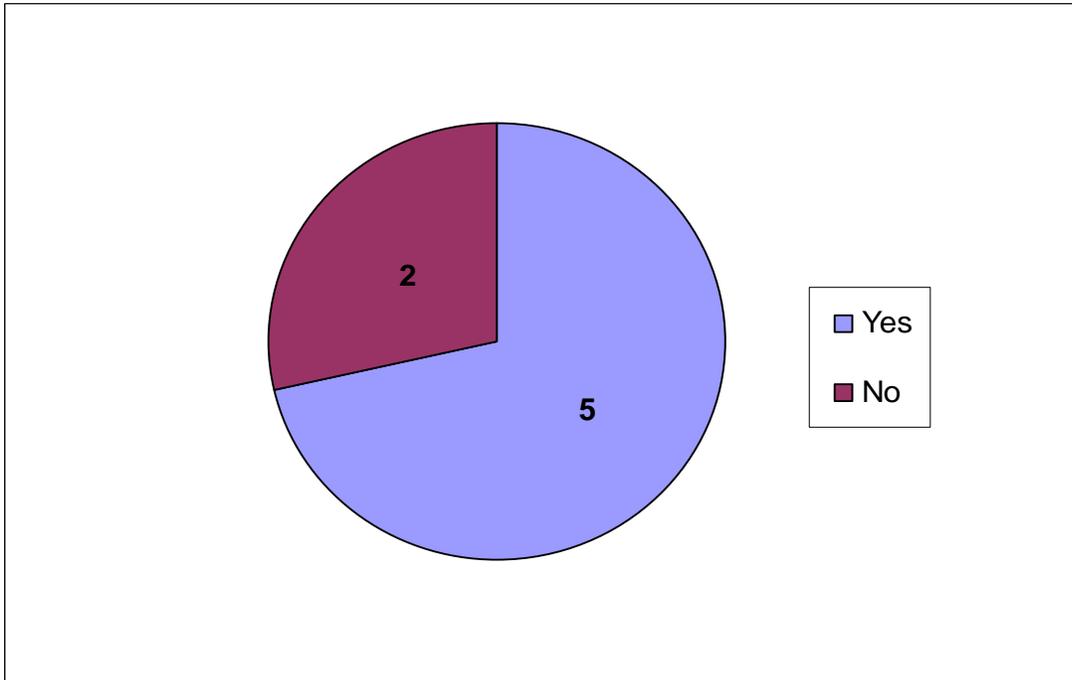


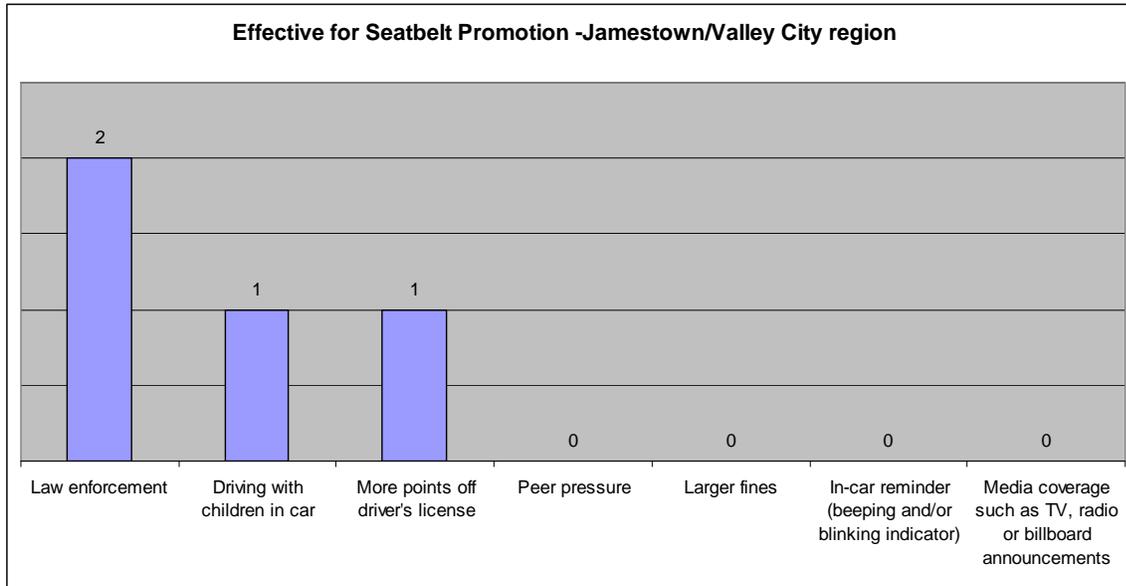
Table I-1 Jamestown/Valley City Region — Seat Belt Penalties

Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	3
No	2
I already wear my seat belt all the time	2

Table I-2 Jamestown/Valley City region - Impaired driving penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	4
No	1
I never drink and drive	2

Figure I-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of 1 or a 2 rankings for the region

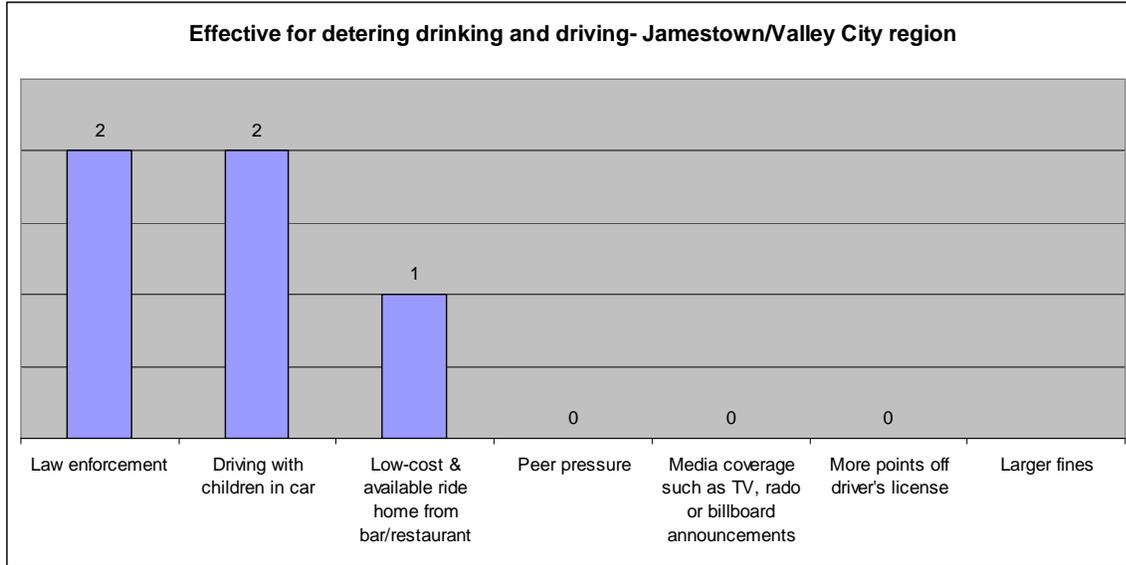


The following is the complete question that corresponds with Figure I-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure I-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure I-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region



The following is the complete question that corresponds with Figure I-5. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure I-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in this region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table I-3 Jamestown/Valley City Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing	X	
	Older people		
	Younger people		
	More women than men		
	People with kids		
	People in larger cities	X	
How many participants wear seat belts regularly? — rough estimate		57.1%	
When do young men wear seat belts? Why?	On interstate or highway		
	Bad weather conditions — ice, snow, rain		
	When driving at higher speeds		
	When I spot a cop		
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job		
	Don't trust other drivers		
	In larger city		
	Habit		
	Why don't you wear a seat belt?	Uncomfortable	X
		Forget	X
It's a hassle/I'm lazy		X	
Going a few blocks small town in and out of car a lot		X	
Parents did not promote it			
When do males start wearing a seat belt if they do start?	When married		
	When they have kids	X	
	Someone they knew got hurt or killed in an accident	X	
	Mid-20s		
	After getting a seat belt ticket	X	
Do you think seat belt use is a health/safety issue?	Yes	X	
	Yes — for kids		
	No		
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street		
	Right after starting car		
	After hearing the car "beep"	X	
	Just "forget" to put on seat belt		
	Will buckle seat belt behind back in order to stop "beeping"		
	Lead by example		
How would you get peers or family to wear seat belts? Do you ask your passengers to wear seat belts?			
Do you ask your passengers to wear seat belts?	No — just lead by example	X	

Question	Possible answers	Answers for region
What is the best motivation for seat belt use for young males?	If the passengers are kids	
	some said yes	
	Accident coverage in media	X
	Scare tactics or personal/real stories	X
	Audio signal in car is annoying — makes some put seat belt on	X
	Highlight the safety issue	
	DOT campaigns	
	Higher tickets/fines/or make primary law	
	Public awareness/education	
	Significant other or other family member	
	Nothing would make me use it/Some people will never wear it no matter what	
Why don't you use a seat belt?	More law enforcement	
	We don't think we have to	X
	Don't like to	
	Don't think we should be told what to do/should be a personal choice	

Table I-4 Jamestown/Valley City Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region
Do you think drinking and driving is a problem in ND?	Yes	X
	Maybe	
Why or with whom is it a problem in ND?	With males	
	With younger kids	
	There is nothing else to do	X
	A big problem in small towns/rural — nothing to do	
	Live outside of town a few miles and need to get home	X
	People think they are "ok" to drive after a drink or two	X
	Ages 21-34 problem because age group is careless, no kids	
	No public transit options like big cities	
	Police officers "look the other way" in small towns or just not enough cops for enforcement	X
	Culture/it's ok to do/or DUIs are not a "big deal"	X
	Best methods for deterring drinking and driving in young male population?	Readily available transportation to get home
Some don't want to leave vehicle at establishment overnight — help get car home		
Greater police presence		
Potential for increased insurance costs		
Stiffer law/penalties		X

Question	Possible answers	Answers for region
	Job — if NO DUI is policy	X
<p>Do you think bar employees try to stop impaired driving?</p> <p>Do you have a plan of action for getting home when you go out drinking?</p>	Drinking establishments should carry some responsibility for patrons — provide some type of transportation option	X
	More entertainment options	
	Scare/shock tactics	
	Not wanting to live with consequences of hurting/killing someone	
	Education — stories from people with bad experiences	
	There are always going to be people you can't change	
	Bars should give out free soda and/or food to designated driver	X
	No	
	Have a designated driver or call someone	
	Yes	
	The "least drunk" drives	
	Stop drinking "early enough" so you can drive	
	In small town, no one thinks about this	
	Start with a plan, but it dissolves into the night	
	Planning would be easier if better transportation options were available	
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	X
	Will call a cab or walk	
	No	X

Table I-5 Jamestown/Valley City Region Comments

Other Comments
One person worked on ambulance and saw the the horrible effects of not buckling up — always wears seat belt
Quoting statistics doesn't work in getting guys to put on seat belt
Drinking culture in ND — "everyone I know in ND drinks"
Different bar closing times — when bars in one city close, drive to next town to Peanut Bar that is open later
Checkpoints don't work
Bars need to give free soda to designated driver

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in the state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

APPENDIX J: REGIONAL RESULTS FOR MINOT REGION

MINOT REGION RESULTS

The number of participants from the Minot region was six. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Minot region.

Participant Questionnaires

The following information comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure J-1 Minot Region — Age Received Driver's License (# of participants in each category)

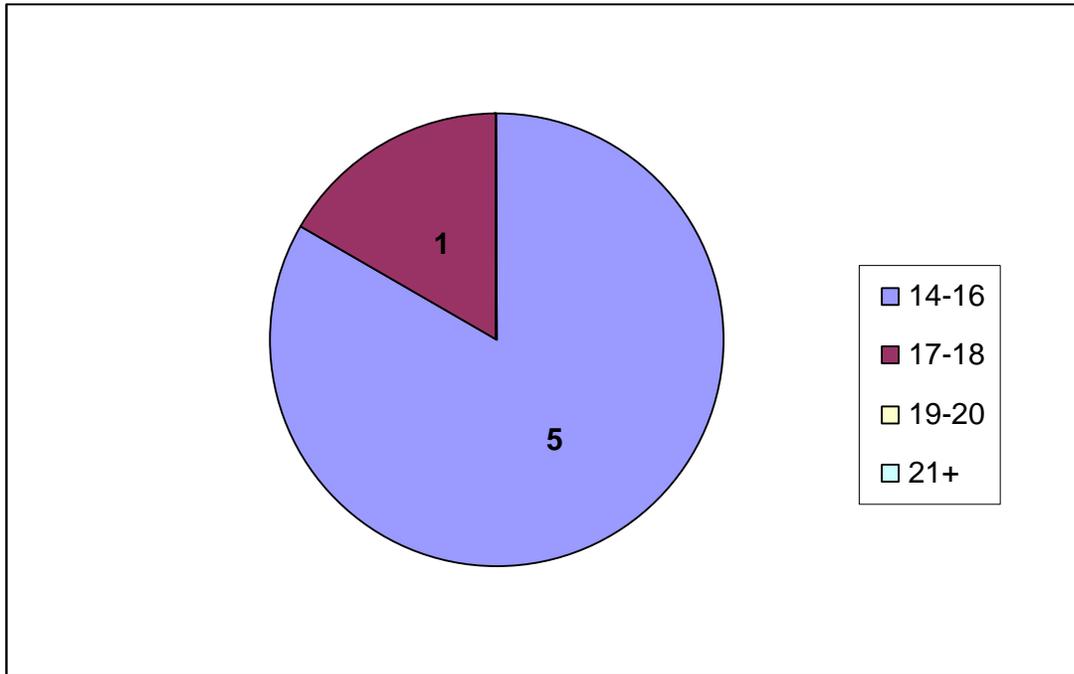


Figure J-2 Minot Region — Frequency of Seat Belt Use (# of participants in each category)

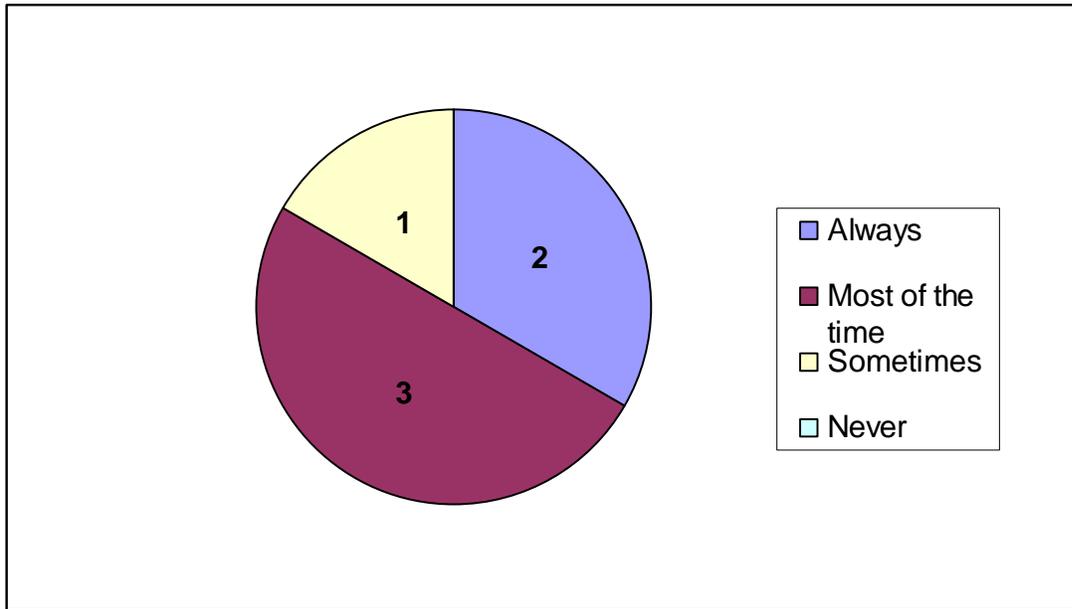


Figure J-3 Minot Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

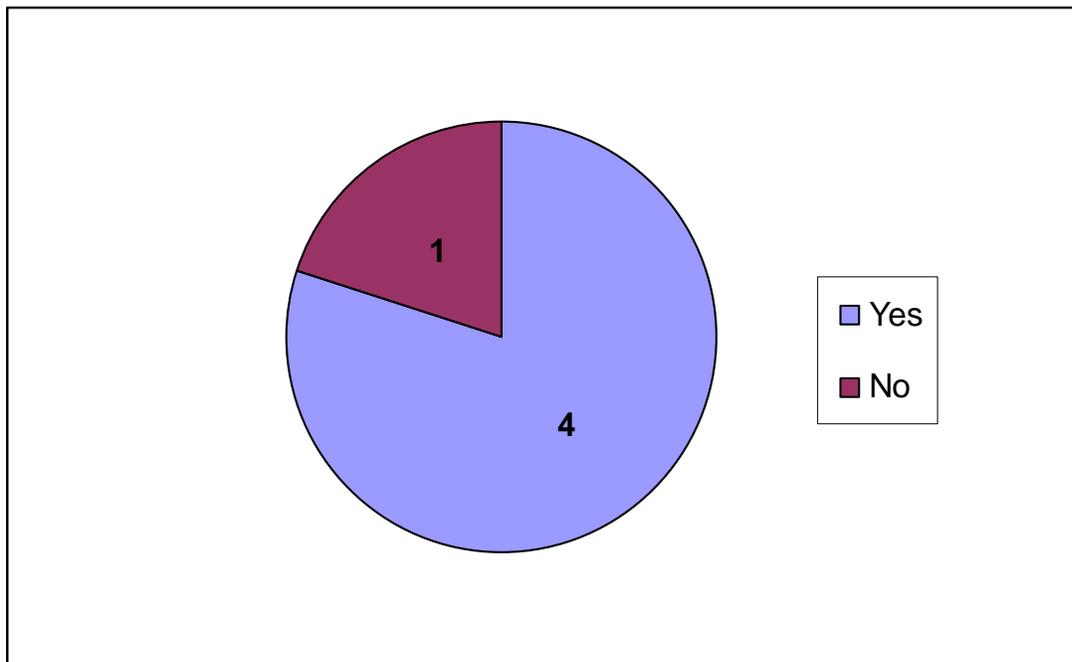


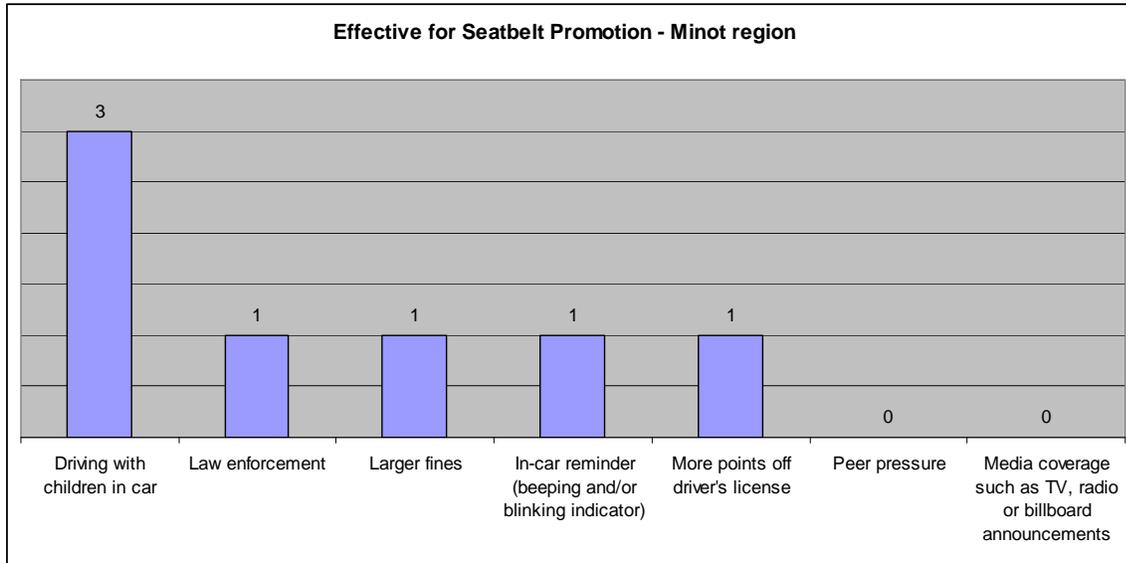
Table J-1 Minot Region — Seat Belt Penalties

Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	5
No	0
I already wear my seat belt all the time	1

Table J-2 Minot Region — Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	5
No	0
I never drink and drive	1

Figure J-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region

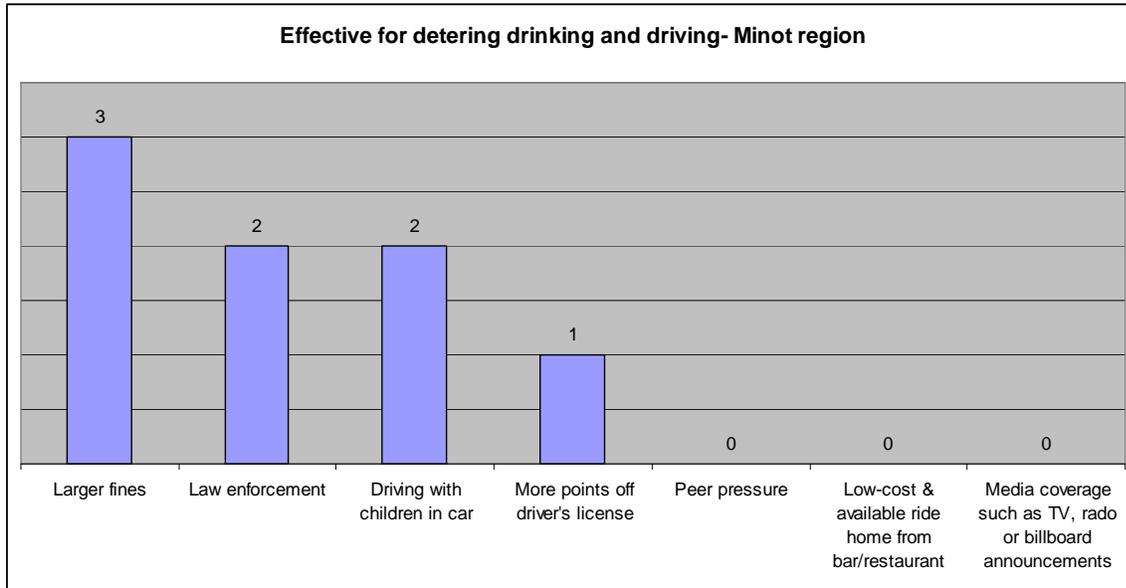


The following is the complete question that corresponds with Figure J-4. Participants ranked the seven options from 1 to 7, with 1 being most effective. Therefore, the options in Figure J-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure J-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region



The following is the complete question that corresponds with Figure J-5. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure J-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in this region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table J-3 Minot Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region	
Who uses seat belts?	Seat belt use is increasing	X	
	Older people		
	Younger people		
	More women than men		
	People with kids	X	
	People in larger cities	X	
How many participants wear seat belts regularly? — rough estimate		83.3%	
When do young men wear seat belts? Why?	On interstate or highway		
	Bad weather conditions — ice, snow, rain	X	
	When driving at higher speeds		
	When I spot a cop		
	When a child or other family member (mom, spouse, etc.) is in the car	X	
	Job		
	Don't trust other drivers		
	In larger city		
	Habit	X	
	Why don't you wear a seat belt?	Uncomfortable	
		Forget	
It's a hassle/I'm lazy			
Going a few blocks/small town/in and out of car a lot			
Parents did not promote it			
When do males start wearing a seat belt if they do start?		When married	X
	When they have kids	X	
	Someone they knew got hurt or killed in an accident	X	
	Mid-20s		
	After getting a seat belt ticket		
Do you think seat belt use is a health/safety issue?	Yes	X	
	Yes — for kids		
	No		
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street	X	
	Right after starting car	X	
	After hearing the car "beep"	X	
	Just "forget" to put on seat belt		
	Will buckle seat belt behind back in order to stop "beeping"		
	How would you get peers or family to wear seat belts? Do you ask your passengers to wear seat belts?	Lead by example	
No — just lead by example			

Question	Possible answers	Answers for region
What is the best motivation for seat belt use for young males?	If the passengers are kids	
	some said yes	
	Accident coverage in media	
	Scare tactics or personal/real stories	X
	Audio signal in car is annoying — makes some put seat belt on	
	Highlight the safety issue	
	DOT campaigns	
	Higher tickets/fines/or make primary law	X
	Public awareness/education	
	Significant other or other family member	X
Why don't you use a seat belt?	Nothing would make me use it/Some people will never wear it no matter what	
	More law enforcement	X
	We don't think we have to	
	Don't like to	
	Don't think we should be told what to do/should be a personal choice	X

Table J-4 Minot Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region
Do you think drinking and driving is a problem in ND?	Yes	X
	Maybe	
Why or with whom is it a problem in ND?	With males	
	With younger kids	
	There is nothing else to do	
	A big problem in small towns/rural — nothing to do	
	Live outside of town a few miles and need to get home	
	People think they are “ok” to drive after a drink or two	
	Ages 21-34 problem because age group is careless, no kids	
	No public transit options like big cities	
	Police officers “look the other way” in small towns or just not enough cops for enforcement	X
	Culture/it's ok to do/or DUIs are not a “big deal”	X
Best methods for deterring drinking and driving in young male population?	Readily available transportation to get home	X
	Some don't want to leave vehicle at establishment overnight — help get car home	X
	Greater police presence	
	Potential for increased insurance costs	X
	Stiffer law/penalties	X

Question	Possible answers	Answers for region
<p>Do you think bar employees try to stop impaired driving?</p> <p>Do you have a plan of action for getting home when you go out drinking?</p>	Job — if NO DUI is policy	
	Drinking establishments should carry some responsibility for patrons — provide some type of transportation option	X
	More entertainment options	
	Scare/shock tactics	
	Not wanting to live with consequences of hurting/killing someone	
	Education — stories from people with bad experiences	
	There are always going to be people you can't change	
	Bars should give out free soda and/or food to designated driver	X
	No	
	Have a designated driver or call someone	X
	Yes	
	The "least drunk" drives	
	Stop drinking "early enough" so you can drive	X
	In small town, no one thinks about this	
Start with a plan, but it dissolves into the night		
Planning would be easier if better transportation options were available		
Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough		
Will call a cab or walk		
No		

Table J-5 Minot Region Comments

Other Comments
One worked as paramedic and saw nasty accidents — says that changes your view of using restraints to a must
One doesn't wear seat belt because wants to be able to escape accident in case of fire
For drinking nights, said plan to "stop drinking early enough" so they could drive home
ND DUI penalty system is a "joke"

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in the state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.

**APPENDIX K: REGIONAL RESULTS FOR WILLISTON
REGION**

WILLISTON REGION RESULTS

The number of participants from the Williston region was seven. The total number of participants involved in the focus groups around the state is 92. Based on the short pre-discussion questionnaire, the following demographic information provides an overview of the participant population that took part in this research project for the Williston region.

Participant Questionnaires

The following information comes from one-page questionnaires that the participants filled out prior to focus group discussions.

Figure K-1 Williston Region — Age Participants Received Driver's License
(# of participants in each category)

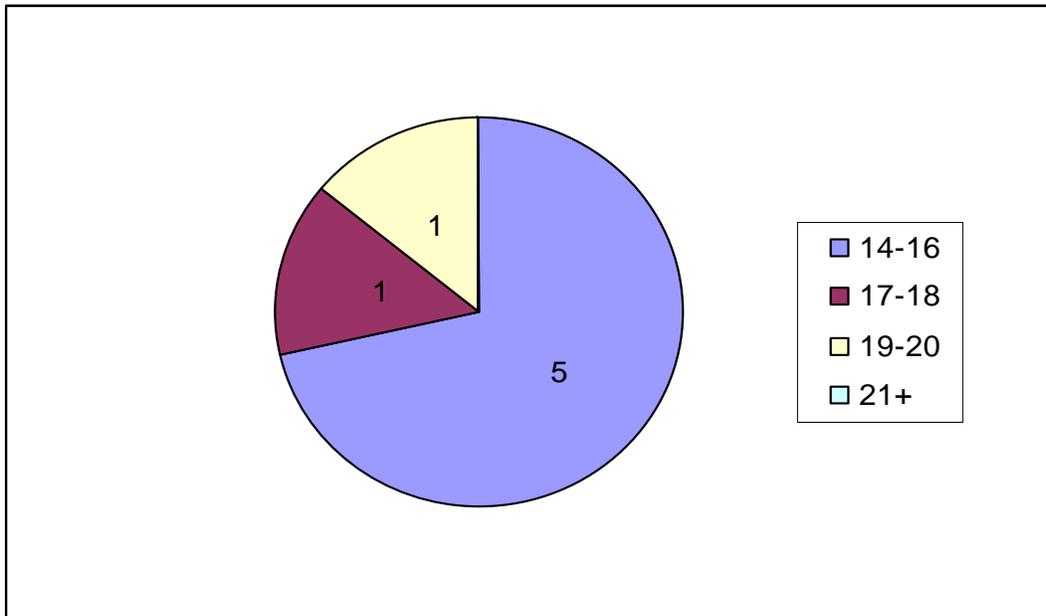


Figure K-2 Williston Region — Frequency of Seat Belt Use (# of participants in each category)

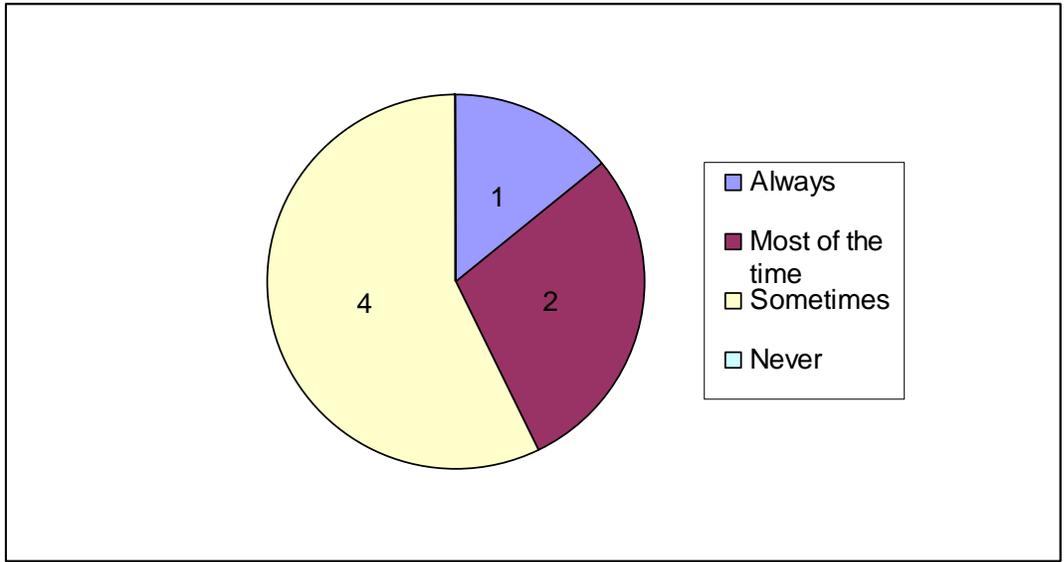


Figure K-3 Williston Region – Do You Feel Drinking & Driving is a Problem with Your Peers? (# of participants in each category)

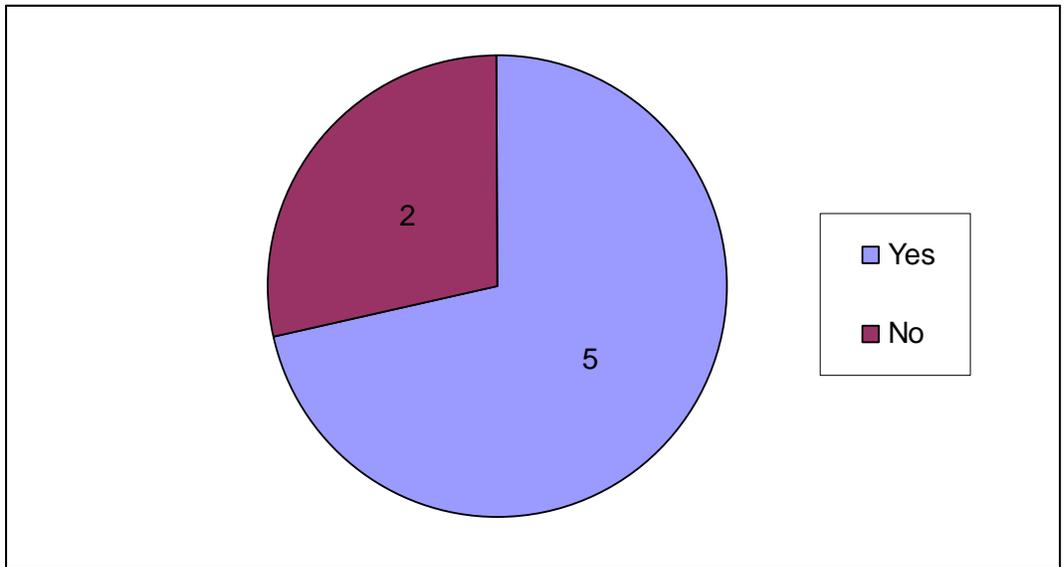


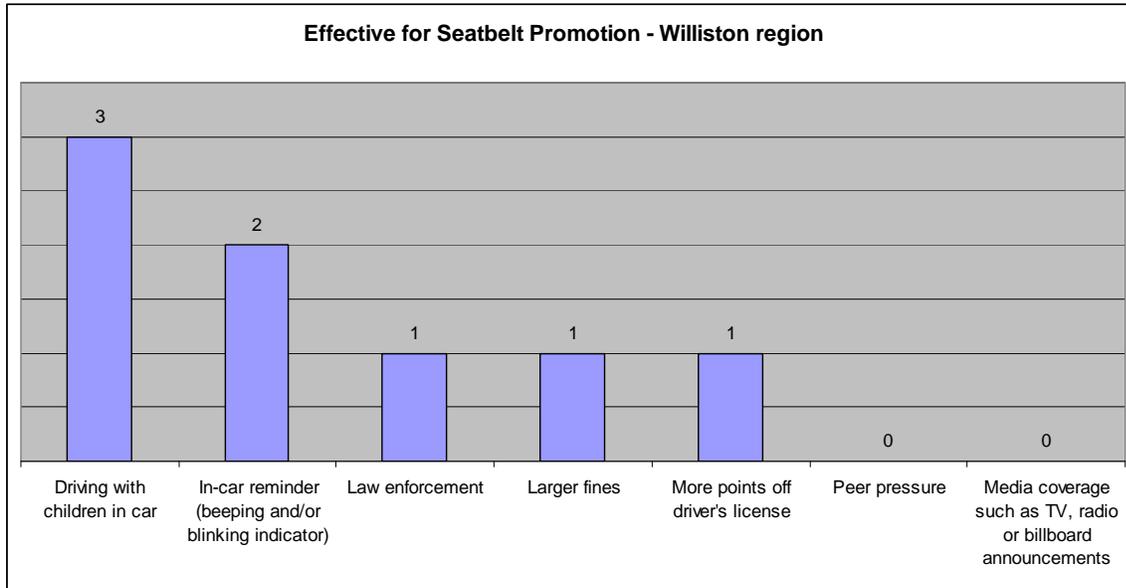
Table K-1 Williston Region — Seat Belt Penalties

Would stricter penalties force you to wear a seat belt all the time?	# of participants
Yes	5
No	1
I already wear my seat belt all the time	1

Table K-2 Williston Region — Impaired Driving Penalties

Would stricter penalties force you to never drink and drive?	# of participants
Yes	6
No	0
I never drink and drive	1

Figure K-4 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region

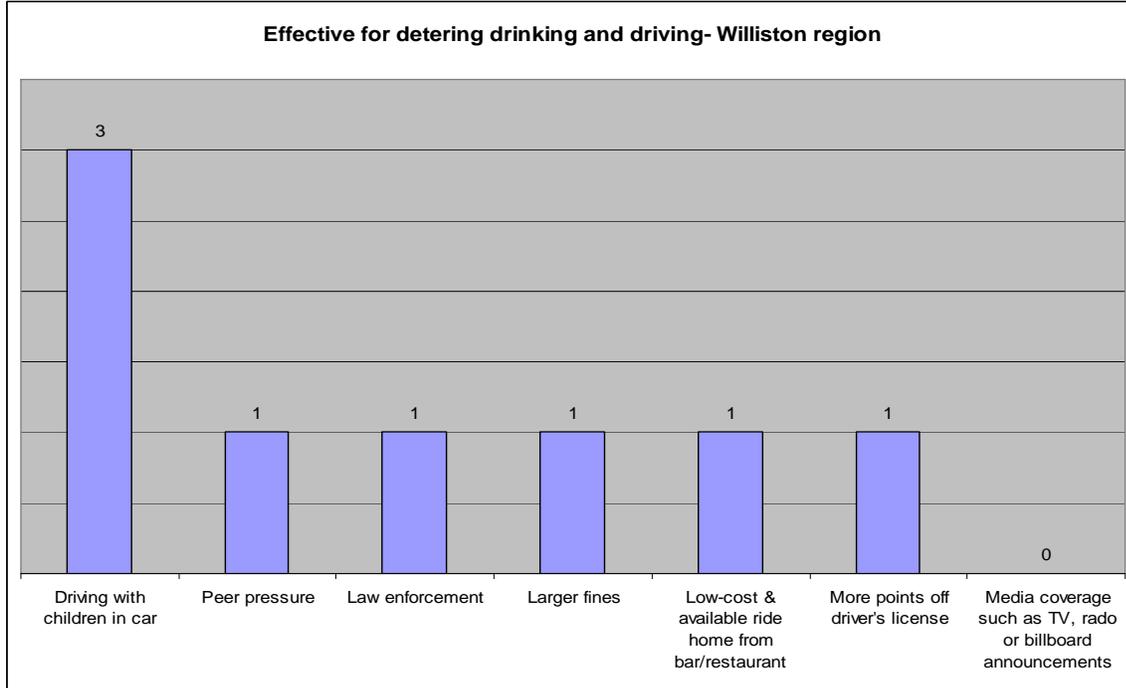


The following is the complete question that corresponds with Figure K-4. Participants ranked the seven options from 1 to 7, with “1” being most effective. Therefore, the options in Figure K-4 with the highest number are viewed as most effective for getting young males to wear seat belts by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective in making male drivers wear a seat belt) to 7 (least effective in making male drivers wear a seat belt). Do not rank “other” if it is left blank.

- ___ Media coverage such as TV, radio or billboard announcements
- ___ Peer pressure
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ In-car reminder (beeping and/or blinking indicator)
- ___ Other _____

Figure K-5 Ranked Most Effective for Promoting Seat Belt Use for Male Drivers on a Scale of 1 (most effective) to 7 (least effective)
 *Total number of “1” or a “2” rankings for the region



The following is the complete question that corresponds with Figure K-5. Participants ranked the seven options from 1 to 7, with 1 being most effective. Therefore, the options in Figure K-5 with the highest number are viewed as most effective for deterring drinking and driving of young males by this region’s participants. The totals in the figure are the number of participants who ranked that option as either a “1” or “2.”

Please rank the following from 1 (most effective for stopping drinking and driving) to 7 (least effective for stopping drinking and driving). Do not rank “other” if it is left blank.

- ___ Peer pressure
- ___ Media coverage such as TV, radio or billboard announcements
- ___ Law enforcement
- ___ Driving with children in car
- ___ Larger Fines
- ___ More points off driver’s license
- ___ Low-cost AND readily available transportation home from drinking establishment
- ___ Other _____

Focus Group Discussion

The following tables summarize the themes that arose from the focus group discussion(s) in this region. The possible answers are those themes/topics that were discussed for each question in the state overall. The specific answers that were addressed by this region, or arose in conversation in some form, are identified with an “X.”

Table K-3 Williston Region Seat Belt Discussion Overview

Question	Possible answers	Answers for region
Who uses seat belts?	Seat belt use is increasing	
	Older people	
	Younger people	
	More women than men	
	People with kids	
	People in larger cities	
How many participants wear seat belts regularly? — rough estimate		42.9%
When do young men wear seat belts? Why?	On interstate or highway	X
	Bad weather conditions — ice, snow, rain	X
	When driving at higher speeds	
	When I spot a cop	
	When a child or other family member (mom, spouse, etc.) is in the car	X
	Job	X
	Don't trust other drivers	X
	In larger city	
	Habit	
	Uncomfortable	X
	Why don't you wear a seat belt?	Forget
It's a hassle/I'm lazy		
Going a few blocks/small town/in and out of car a lot		X
Parents did not promote it		X
When do males start wearing a seat belt if they do start?		When married
	When they have kids	X
	Someone they knew got hurt or killed in an accident	
	Mid-20s	X
	After getting a seat belt ticket	
Do you think seat belt use is a health/safety issue?	Yes	X
	Yes — for kids	
	No	
Motions you go through after getting into your vehicle	Put seat belt on while pulling away or down the street	
	Right after starting car	
	After hearing the car "beep"	X
	Just "forget" to put on seat belt	
	Will buckle seat belt behind back in order to stop "beeping"	
	How would you get peers or family to wear seat belts? Do you ask your passengers to wear seat belts?	Lead by example
No — just lead by example		

Question	Possible answers	Answers for region
What is the best motivation for seat belt use for young males?	If the passengers are kids	
	some said yes	
	Accident coverage in media	
	Scare tactics or personal/real stories	X
	Audio signal in car is annoying — makes some put seat belt on	X
	Highlight the safety issue	
	DOT campaigns	
	Higher tickets/fines/or make primary law	X
	Public awareness/education	X
	Significant other or other family member	
	Nothing would make me use it/Some people will never wear it no matter what	X
Why don't you use a seat belt?	More law enforcement	
	We don't think we have to	
	Don't like to	
	Don't think we should be told what to do/should be a personal choice	X

Table K-4 Williston Region Drinking and Driving Discussion Overview

Question	Possible answers	Answers for region
Do you think drinking and driving is a problem in ND?	Yes	X
	Maybe	
Why or with whom is it a problem in ND?	With males	
	With younger kids	X
	There is nothing else to do	
	A big problem in small towns/rural — nothing to do	X
	Live outside of town a few miles and need to get home	
	People think they are “ok” to drive after a drink or two	X
	Ages 21-34 problem because age group is careless, no kids	X
	No public transit options like big cities	
	Police officers “look the other way” in small towns or just not enough cops for enforcement	X
	Culture/it's ok to do/or DUIs are not a “big deal”	X
Best methods for deterring drinking and driving in young male population?	Readily available transportation to get home	X
	Some don't want to leave vehicle at establishment overnight — help get car home	X
	Greater police presence	
	Potential for increased insurance costs	X
	Stiffer law/penalties	X

Question	Possible answers	Answers for region
<p>Do you think bar employees try to stop impaired driving?</p> <p>Do you have a plan of action for getting home when you go out drinking?</p>	Job — if NO DUI is policy	X
	Drinking establishments should carry some responsibility for patrons — provide some type of transportation option	
	More entertainment options	
	Scare/shock tactics	X
	Not wanting to live with consequences of hurting/killing someone	
	Education — stories from people with bad experiences	X
	There are always going to be people you can't change	
	Bars should give out free soda and/or food to designated driver	
	No	
	Have a designated driver or call someone	X
	Yes	
	The "least drunk" drives	
	Stop drinking "early enough" so you can drive	
	In small town, no one thinks about this	
	Start with a plan, but it dissolves into the night	
	Planning would be easier if better transportation options were available	
	Cabs exist, but hard to get a hold of at closing time/there are not enough cabs or they aren't open late enough	X
	Will call a cab or walk	X
No		

Table 1. Williston Region Comments

Other Comments
Getting a ticket doesn't make them wear a seat belt
"Buzz" driving happens a lot vs. completely drunk driving
Cops should give rides home
Discussed DUI laws of other countries - like Canada, more strict
Parents are good example for children - when they promote SB use

Concluding Remarks

Each of the discussions that occurred throughout the state of North Dakota was interesting and provided rich, in-depth information regarding two important traffic safety topics. The discussions confirmed that seat belt use and impaired driving are problems in the state. The state overall, as well as each region individually, has potential to make positive changes in seat belt use and impaired driving for young male drivers.