



Rural Traffic Safety Culture

Positive Traffic Safety Culture

Car crashes rank among the leading cause of death in the United States.



2008 Traffic Safety Culture Index

April, 2008



607 14th Street, NW, Suite 201 | Washington, DC 20005 | AAAFoundation.org | 202-638-5944

Key Findings

Second Annual Traffic Safety Culture Index

Limitations

Safety Culture: Do People Care?

- 4/5 actually talked to the person about it

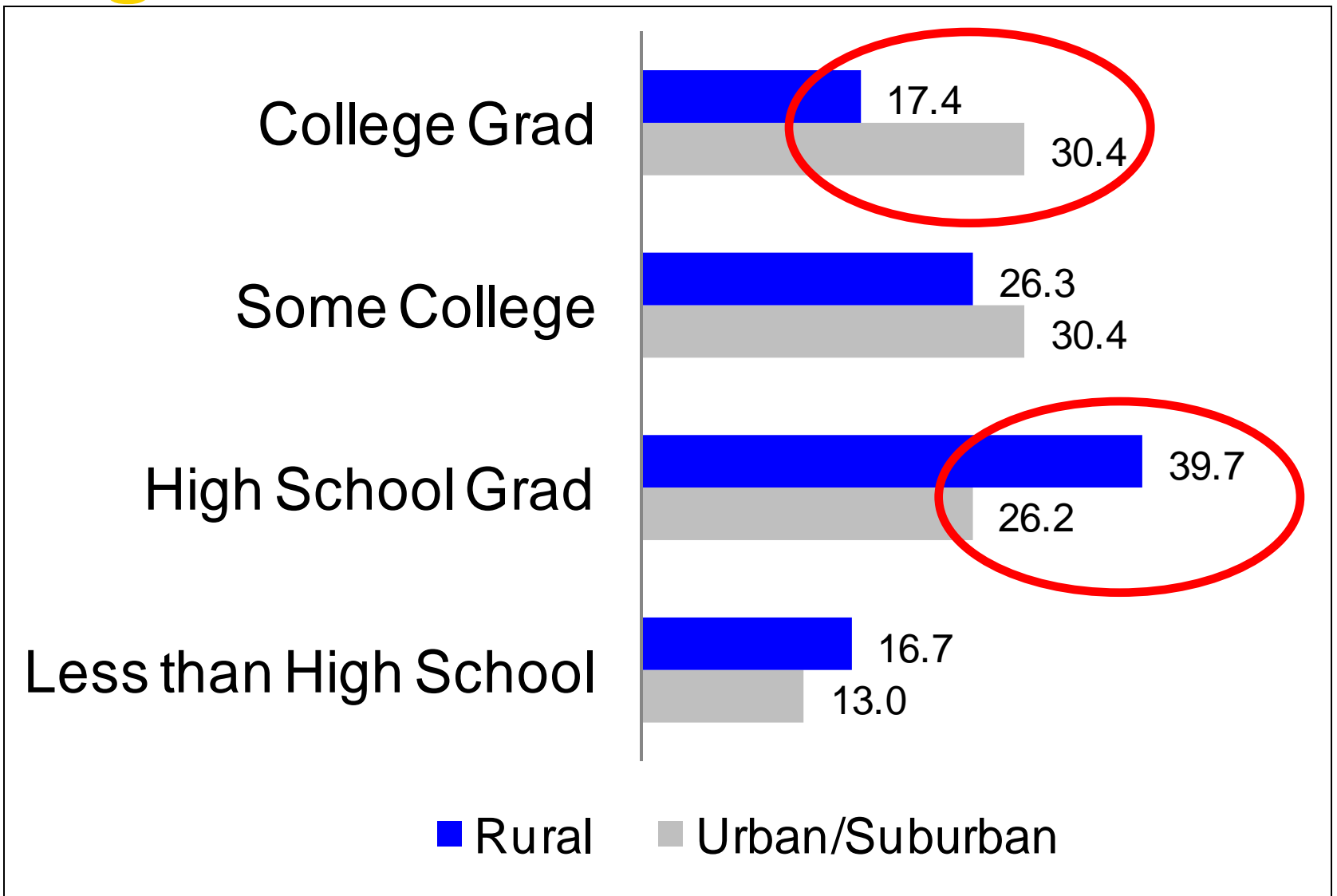
Do People Care? (cont.)

But Still...

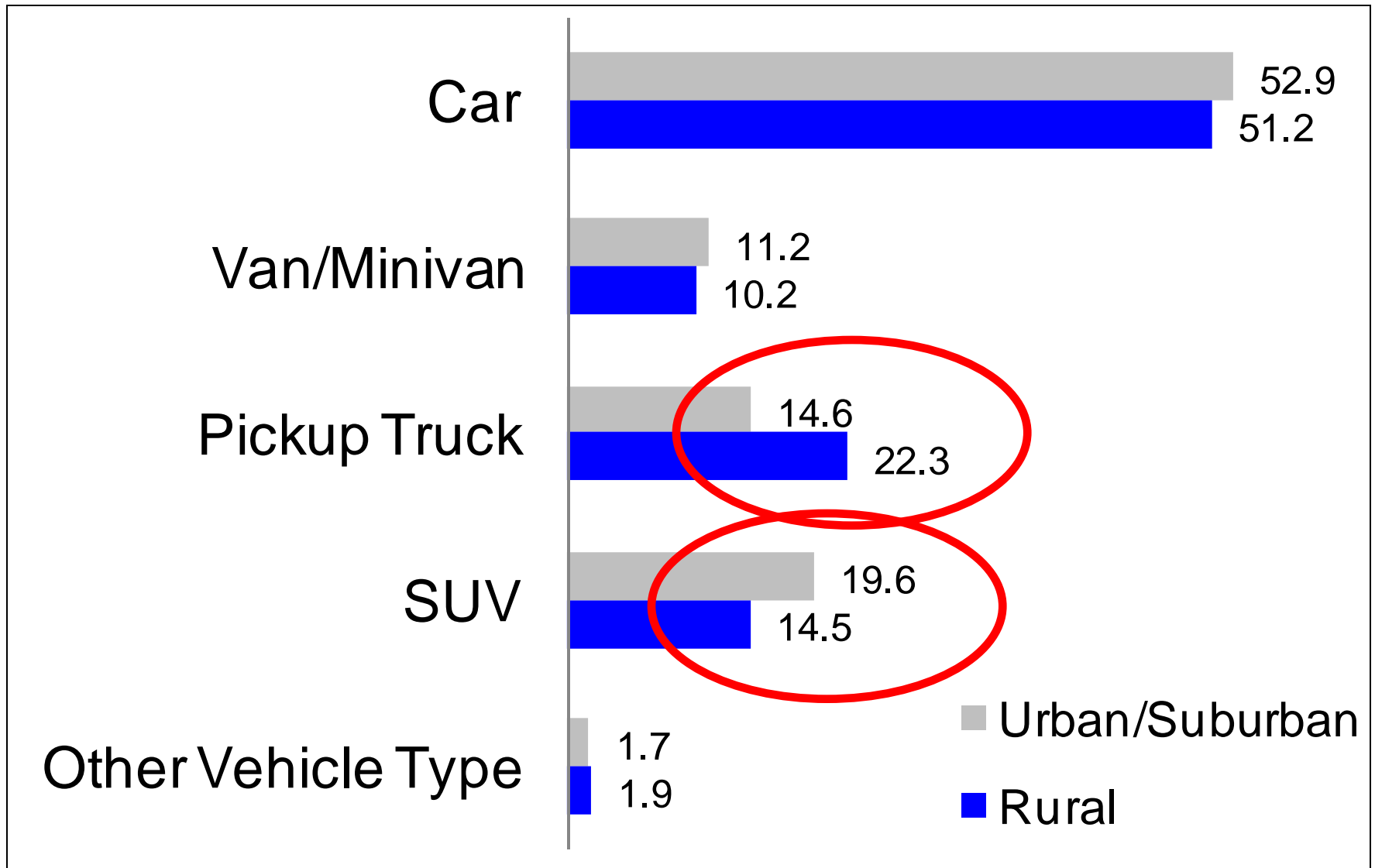
“Do as I Say, Not as I Do”

Rural Safety Culture: Defining Rural

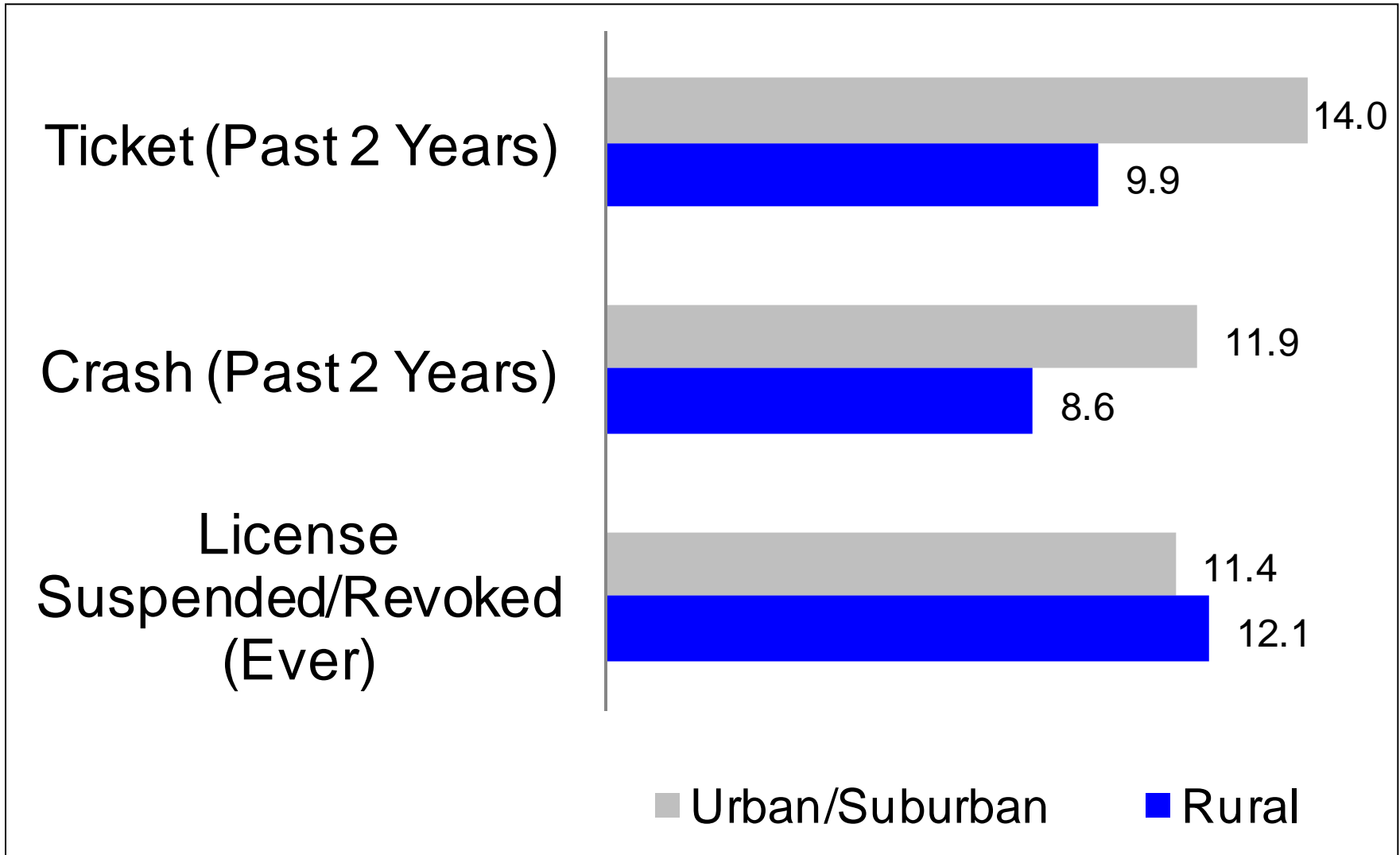
Highest Level of Education



Vehicle Driven Most Often

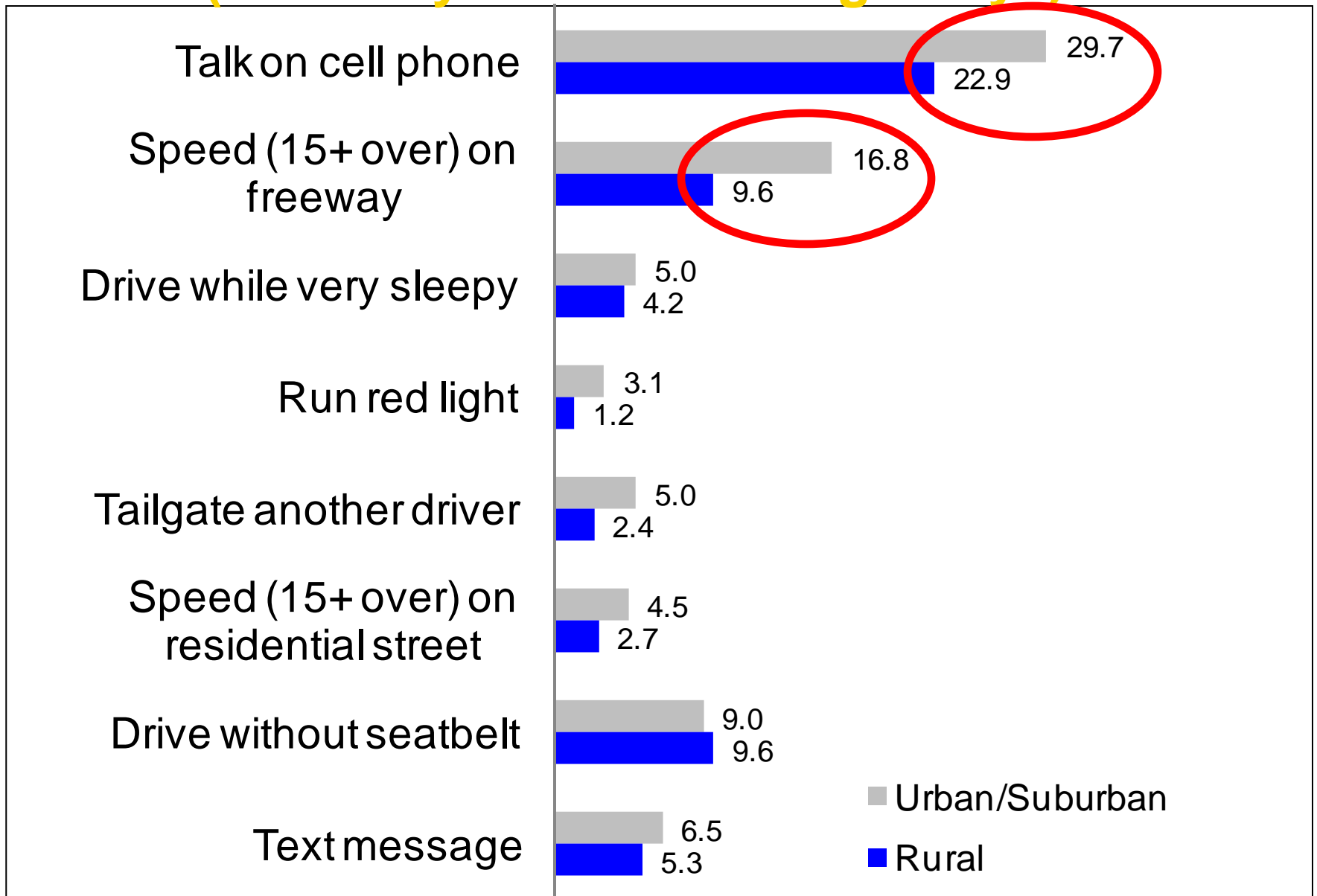


Tickets and Crashes

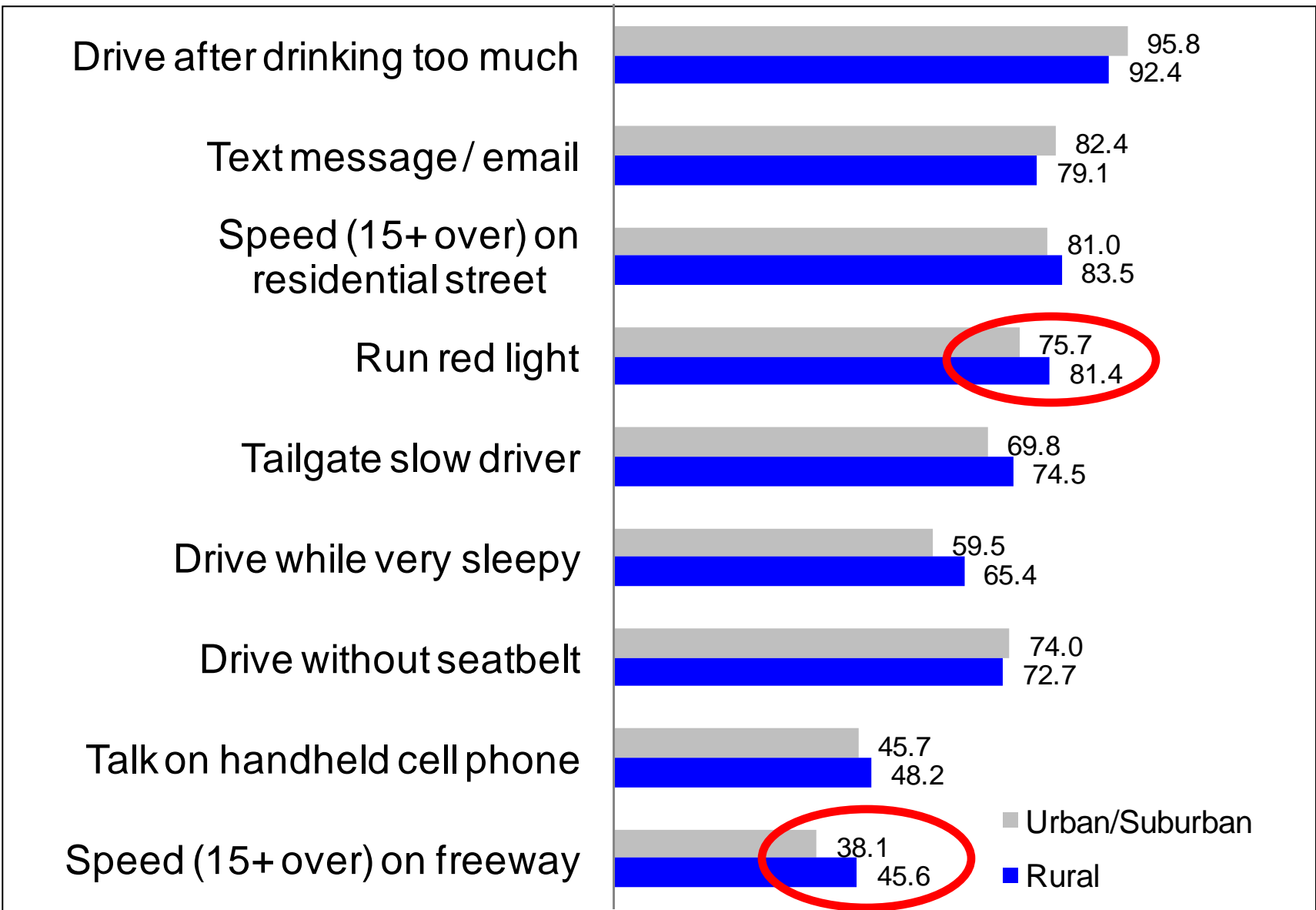


Recent Driving Behavior

(% “Fairly Often” or “Regularly”)

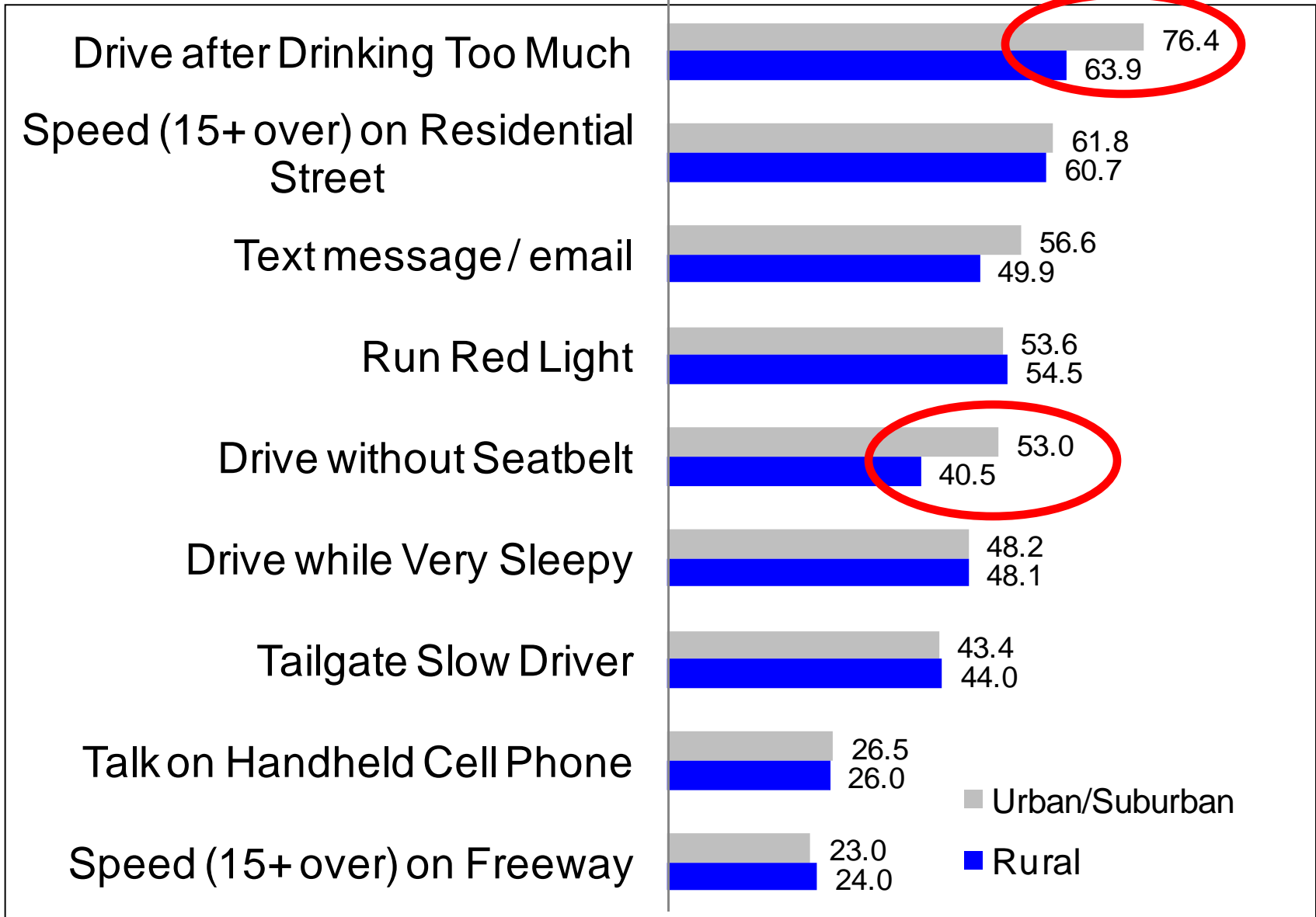


Acceptance of Dangerous Driving (% “Completely Unacceptable”)



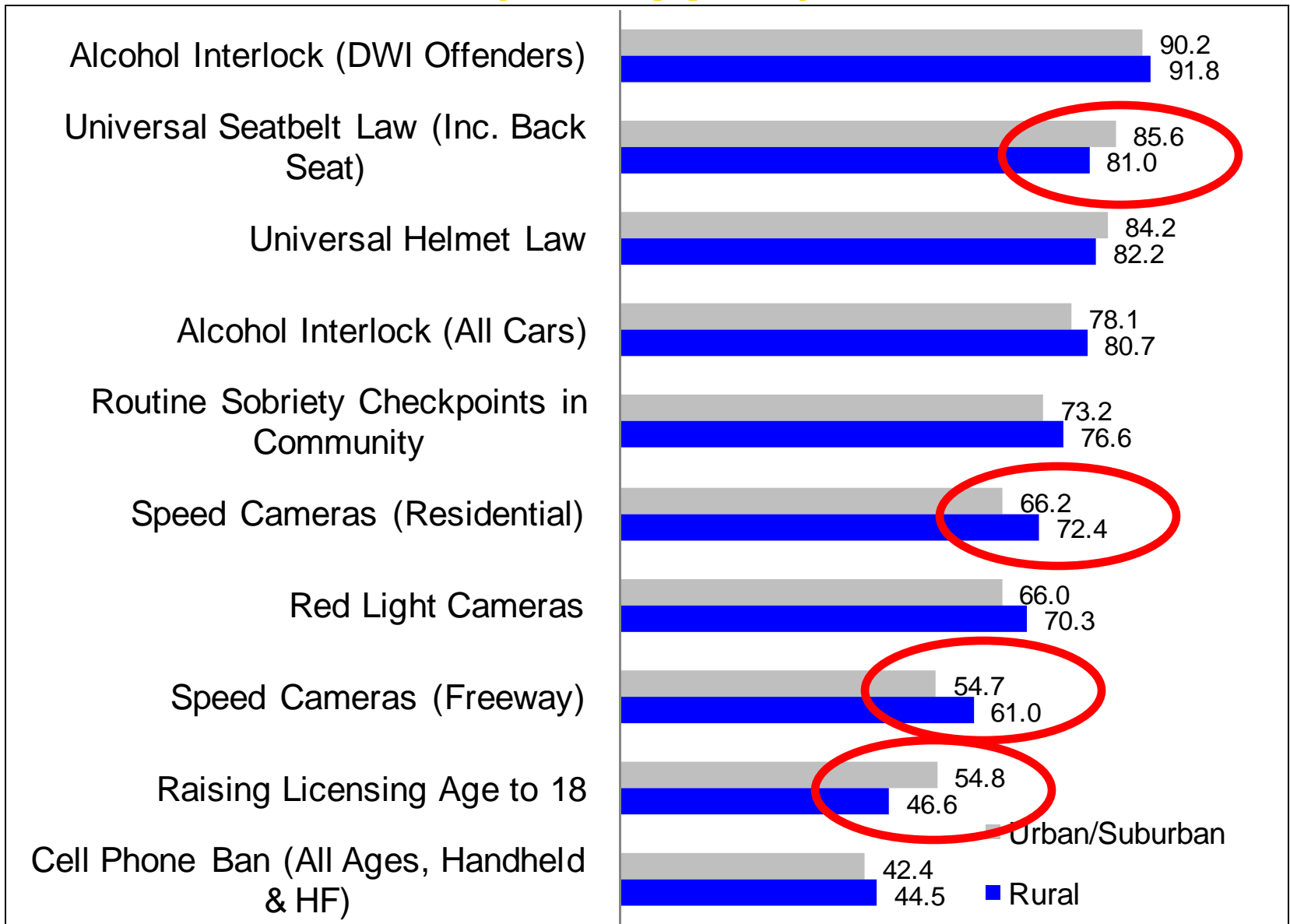
Perceived Social Norms

(% “Completely Unacceptable”)



Support for Safety Measures

(% Support)



Key Urban/Rural Differences

Key Urban/Rural Differences

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THANKS



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