

3M Road Safety

United States

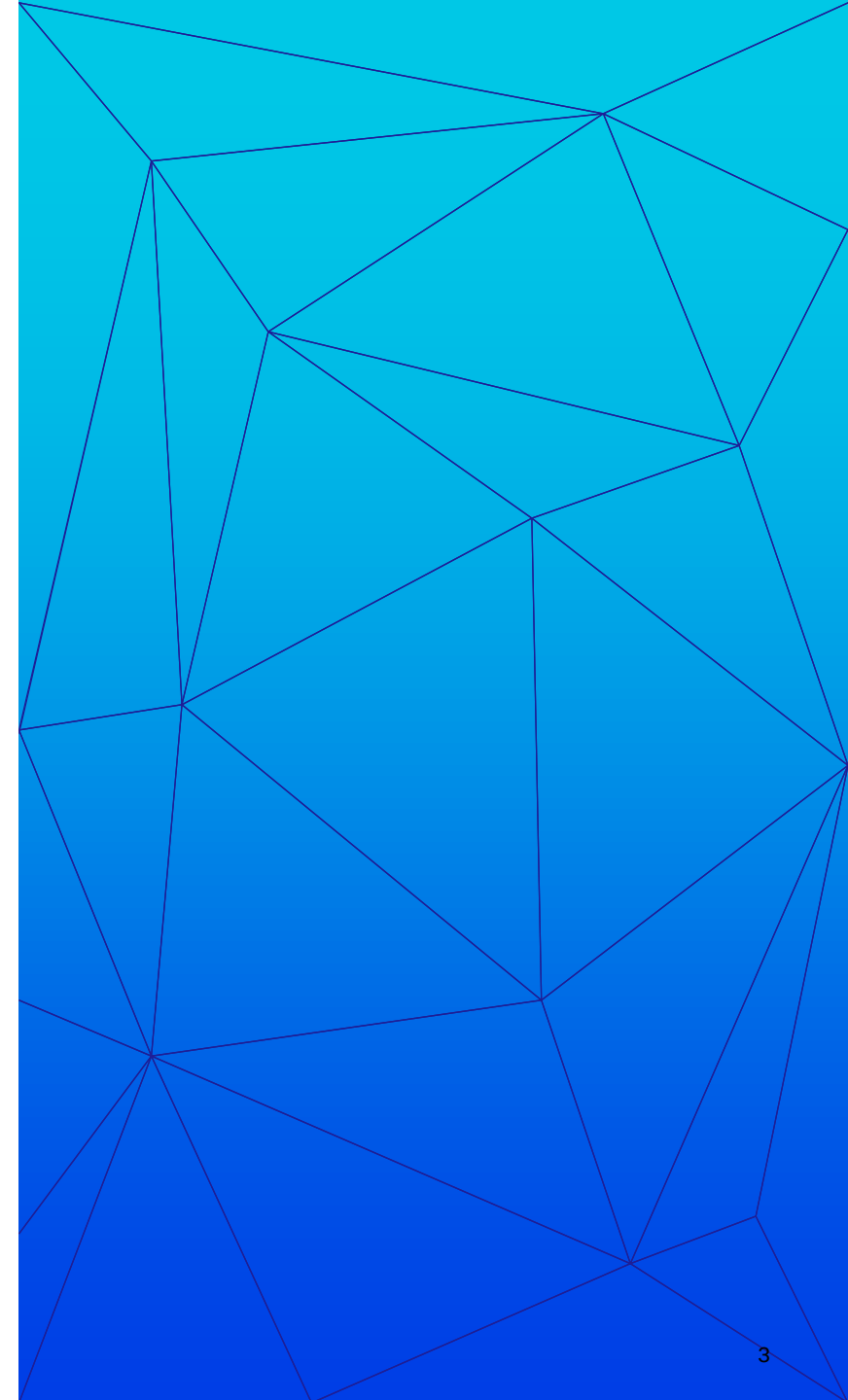
KEY FINDINGS

1. Among the 47% of Americans planning to travel in the next 6 months, 77% plan to travel by car (personal vehicle, rental car, taxi, or rideshare) and half (51%) plan to travel for Christmas.
 - Although many are excited and happy about their upcoming travel plans, half of Americans (51%) are concerned about transportation and roadway safety when traveling outside of their community.
2. Top transportation/roadway safety concerns include drivers using the phone while driving (83%), driver negligence (82%), bad weather (77%), and night visibility (71%).
 - Over a third of Americans (36%) say that getting COVID-19 gives them a similar level of fear as their transportation or roadway concerns.
3. Americans are most concerned about safety when in a car as the passenger or as a pedestrian; there is less concern about safety on bicycles, public transportation and motorcycles, which is likely tied to lower usage of these forms of transportation. Cyclists are 45% more likely to be concerned about safety on a bicycle.
 - Over a third of Americans (35%) know someone who was seriously injured or killed in a traffic accident which causes impacts on feelings of safety; this group is 53% more likely to be concerned about safety when in a car as the passenger.
4. Parents are concerned about their children getting to and from school (67%), with half (48%) saying their children travel to school in a personal vehicle and 38% via school bus.
 - Concern for children is not solely among parents; 75% of Americans believe their communities should do more to make streets safe for children traveling to and from school.
5. Community differences exist in American perceptions of reliable and safe access to transportation in their communities. Those living in suburban areas are most likely to say they have reliable and safe access to transportation infrastructure, and those living in rural areas are least likely for all forms of transportation except roads for driving.
6. Most Americans believe that their communities should do more for transportation access, safety, and equity.

Methodology

This poll was conducted between October 9, 2021 and October 13, 2021 among a sample of 2000 American adults. The interviews were conducted online and the data were weighted based on age, gender, education, region and ethnicity.

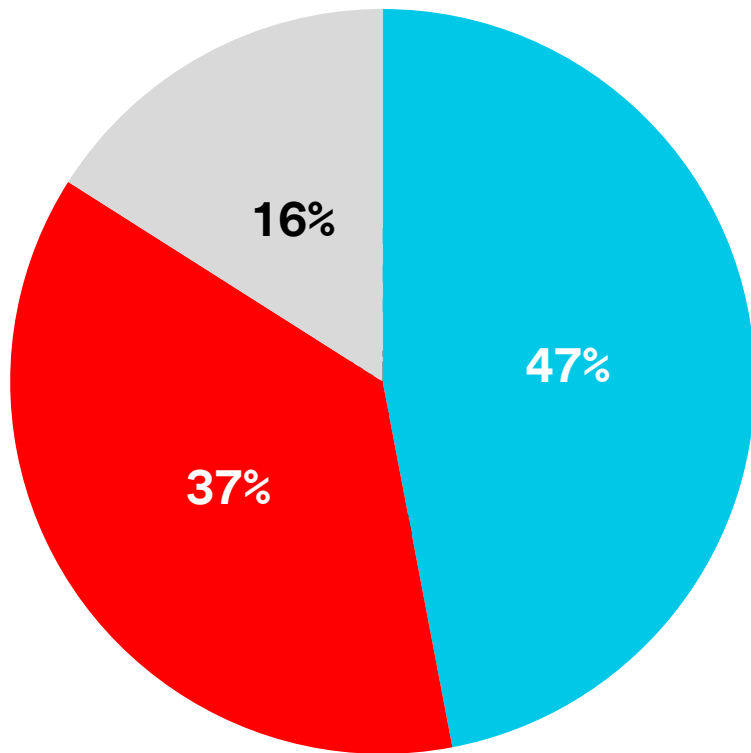
Results from the full survey have a margin of error of plus or minus 2 percentage points.



Travel Plans

Half of Americans are planning to take a vacation or trip in the next 6 months, and travelers are most likely to travel for Christmas.

For business or leisure, are you planning to take a vacation or trip in the next 6 months?

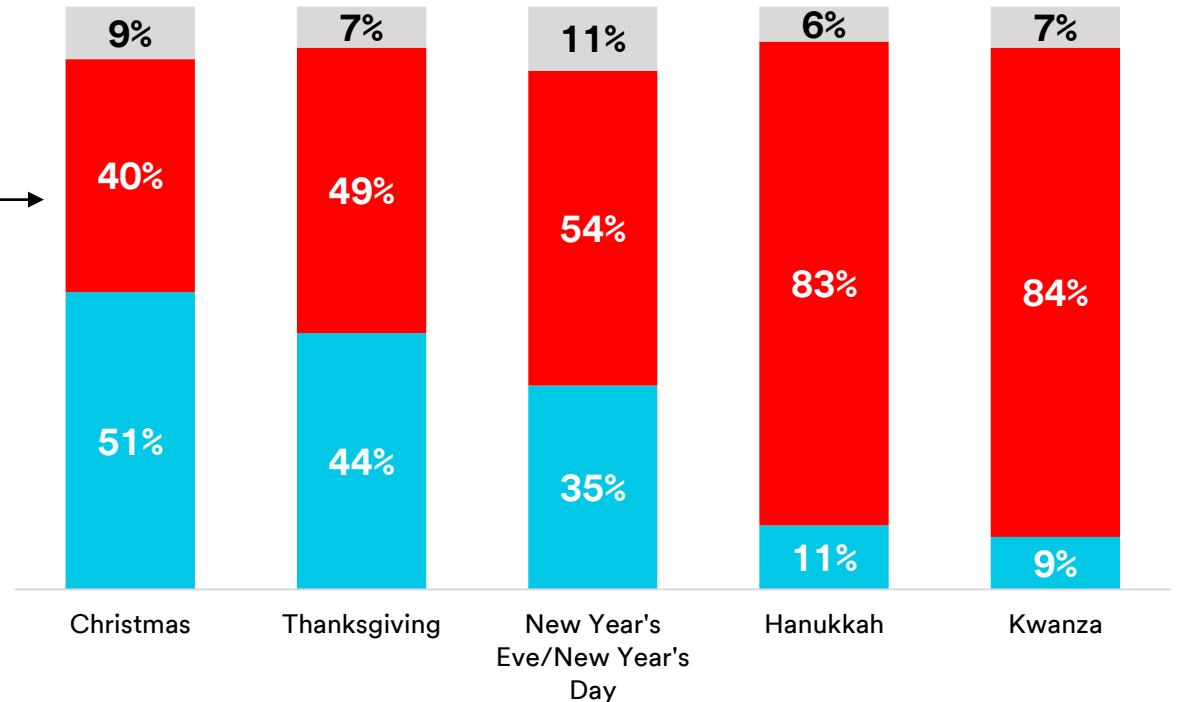


■ Yes ■ No ■ Don't Know

Do you plan to travel for...

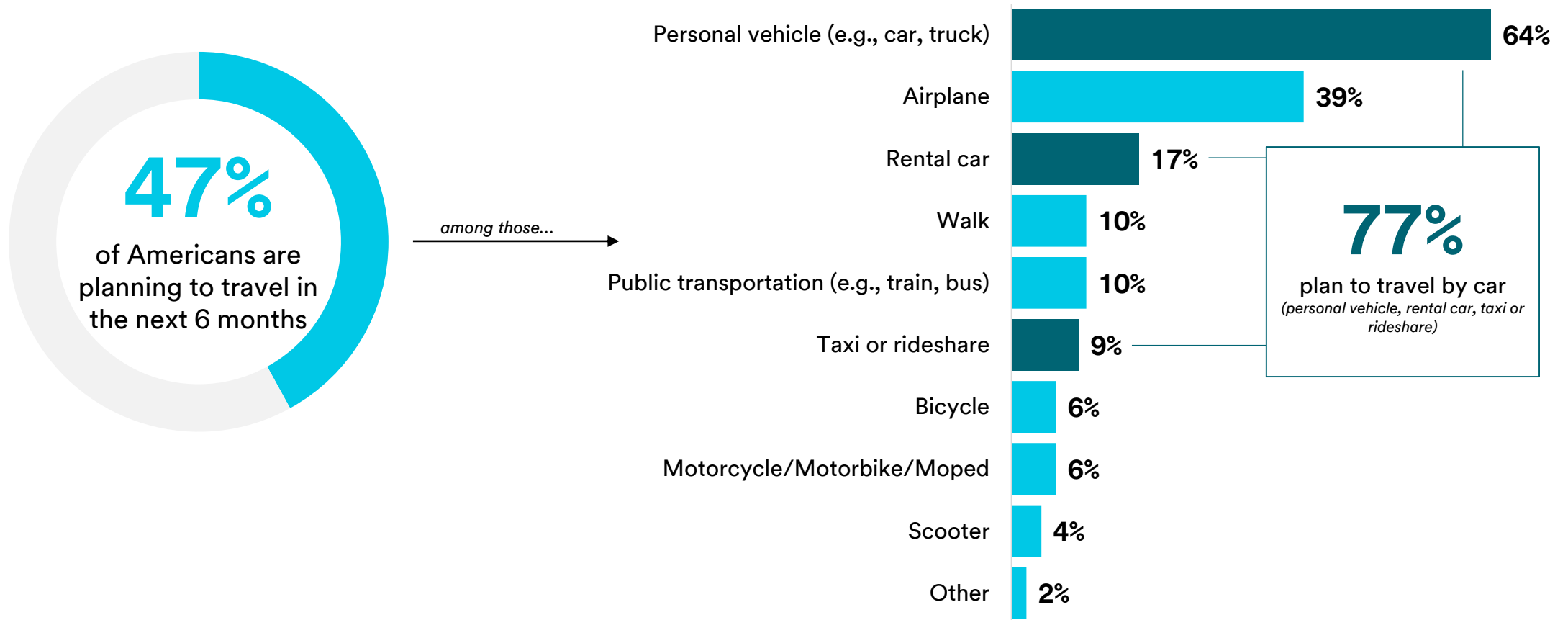
■ Yes ■ No ■ Don't know

among those who are planning to travel in the next 6 months...



Most Americans taking a trip in the next 6 months are planning to travel by personal vehicle.

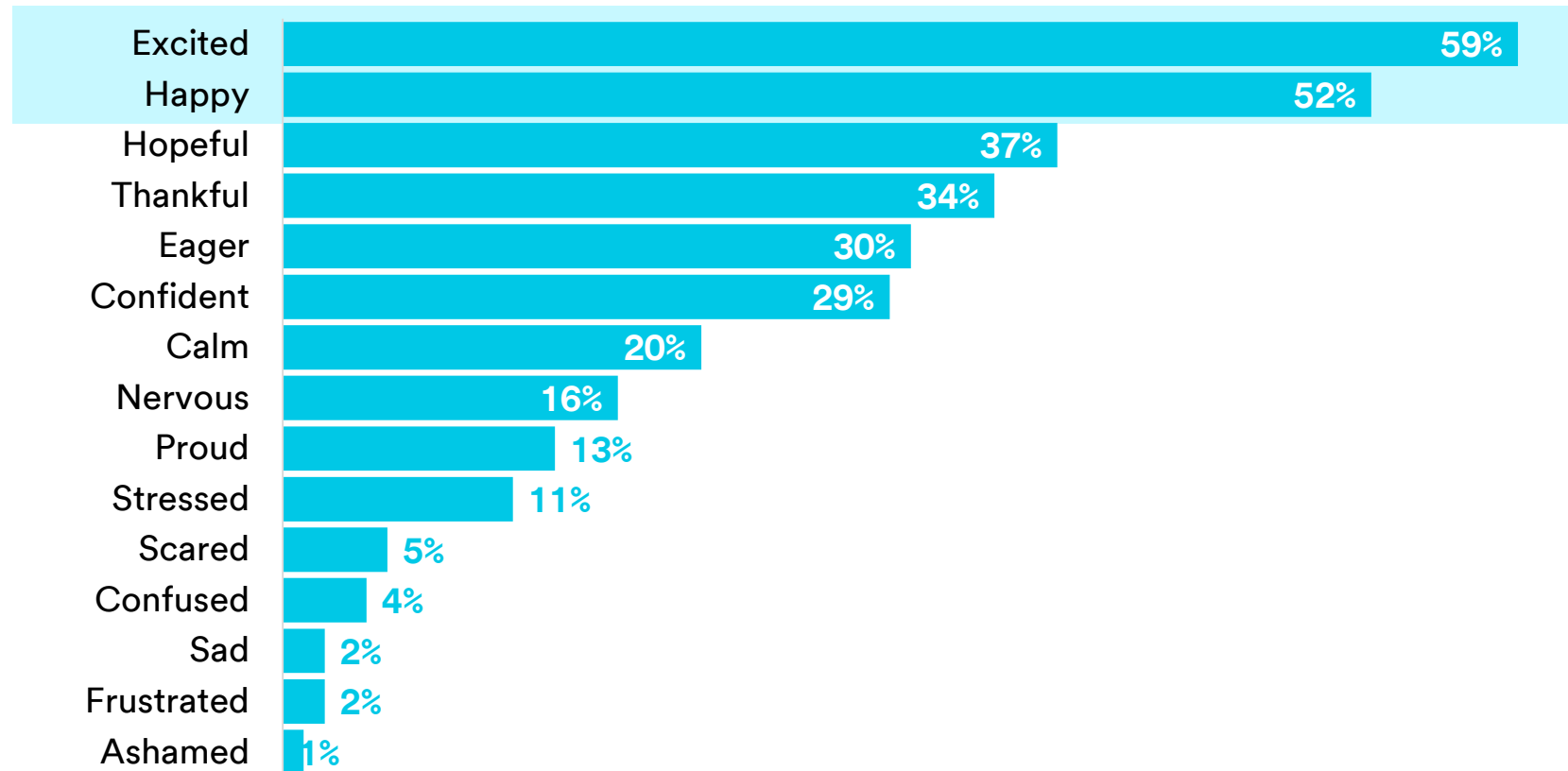
What method(s) of transportation are you planning to use for your upcoming vacation or trip?



American travelers are most likely to be happy and excited about their upcoming travel plans.

among those who are traveling in the next 6 months

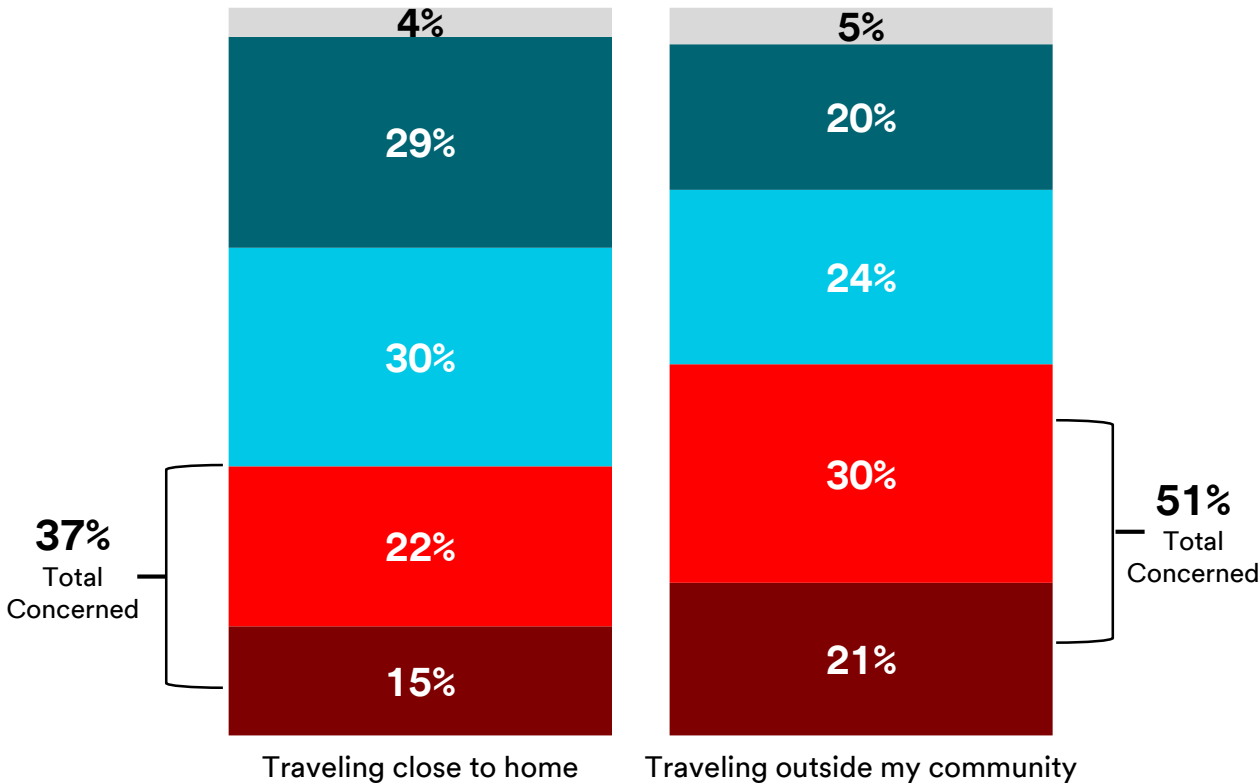
How are you feeling about your upcoming travel plans?



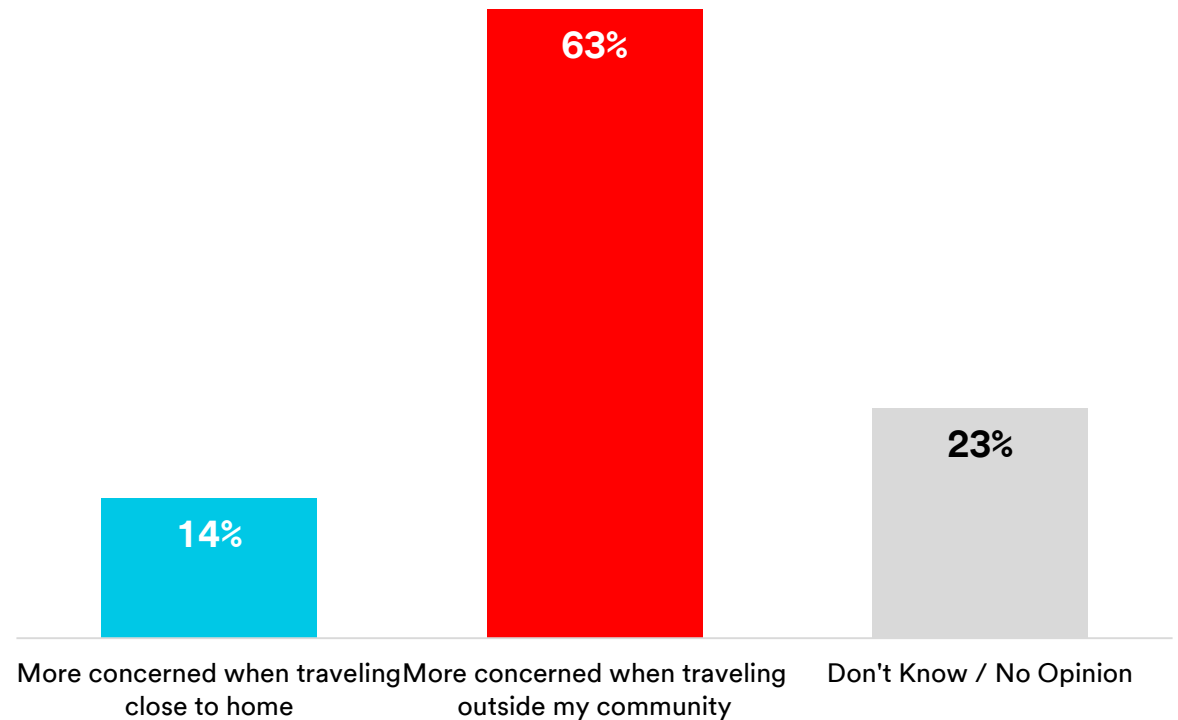
Despite positive feelings about upcoming travel, Americans are split on if they are concerned about safety when traveling outside their community.

How concerned are you, if at all, about transportation and roadway safety in the following transportation scenarios?

■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
■ Not at all concerned
 ■ Don't know/Don't use



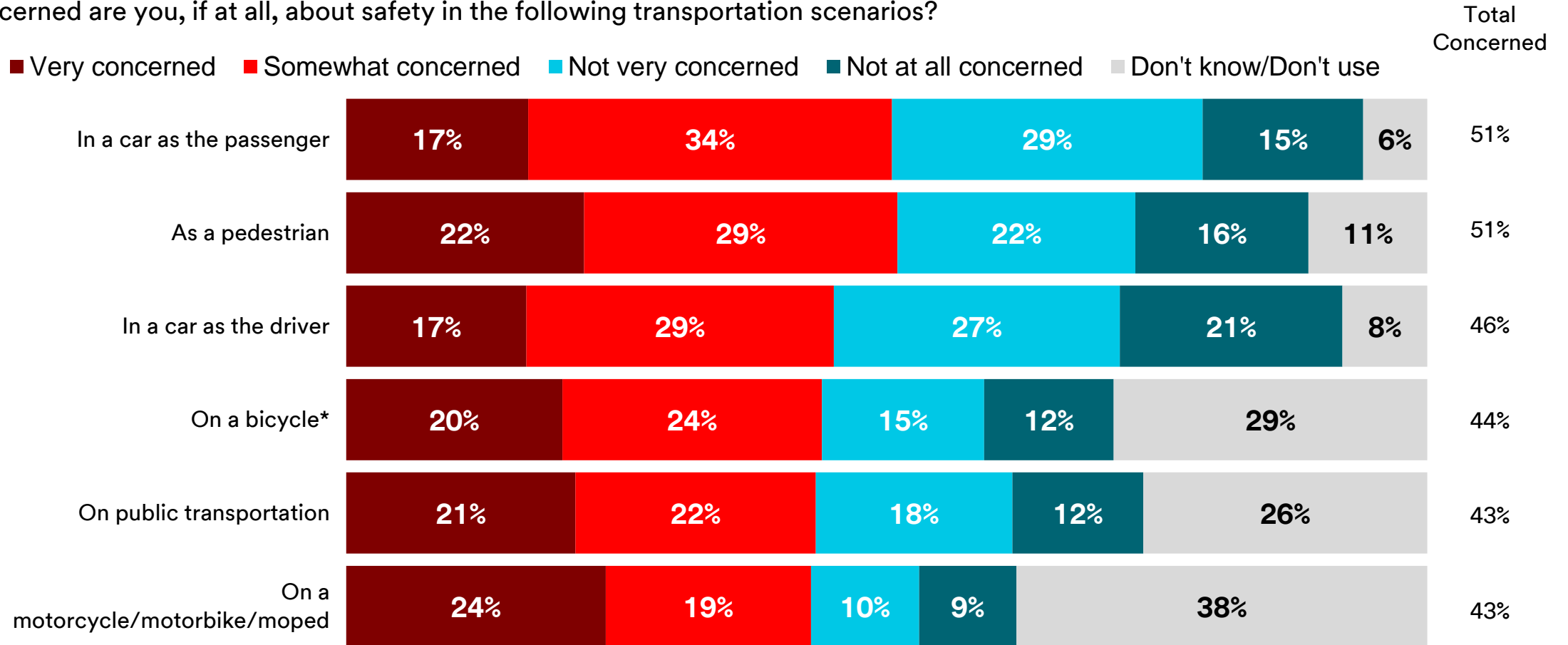
Generally, are you more concerned about transportation and roadway safety when traveling close to home or on a trip outside your community?



Safety Concerns

Americans are less concerned about safety on bicycles, public transportation, and motorcycles, likely due to lower usage.

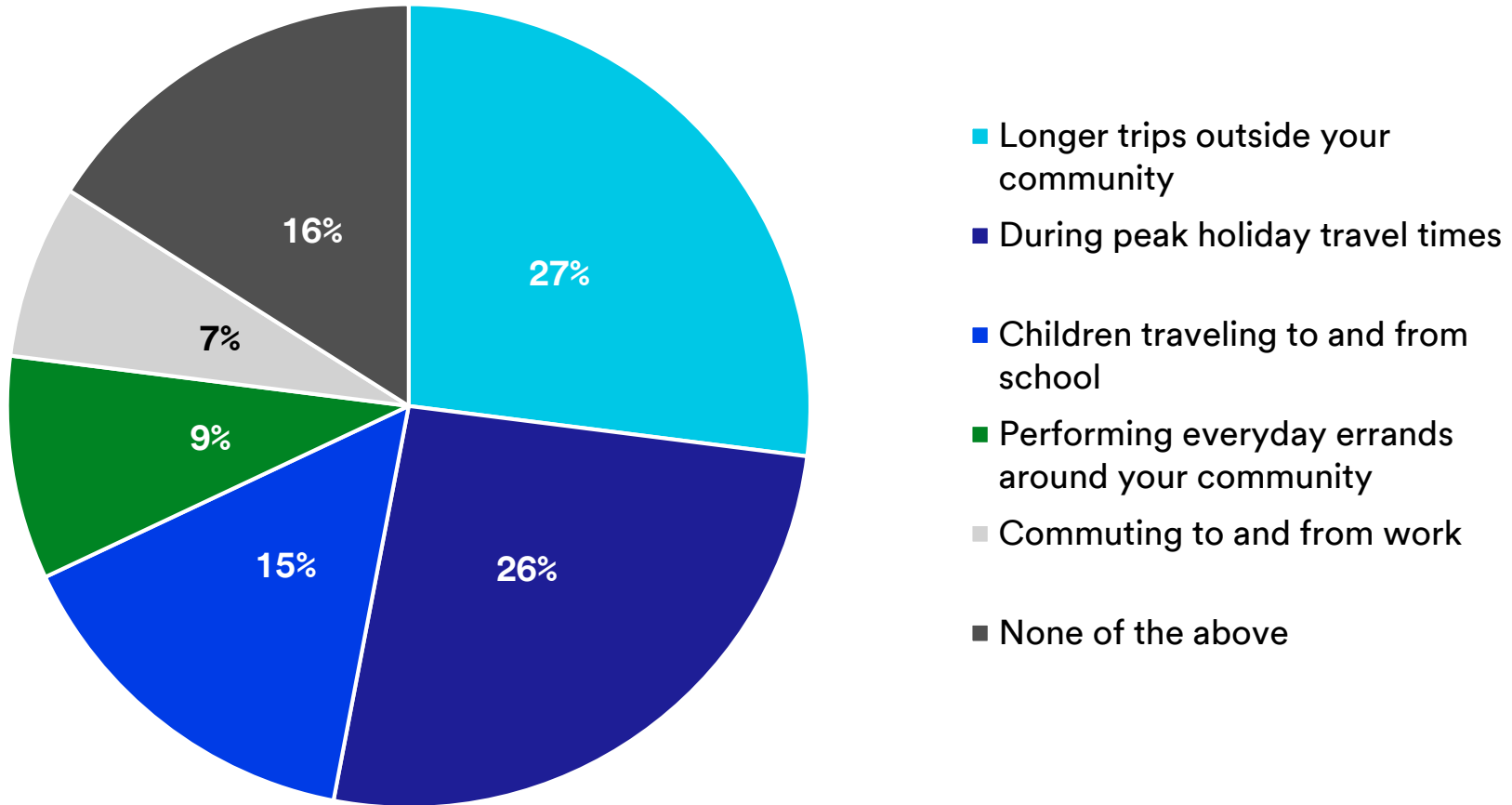
How concerned are you, if at all, about safety in the following transportation scenarios?



*Cyclists are 45% more likely to be concerned

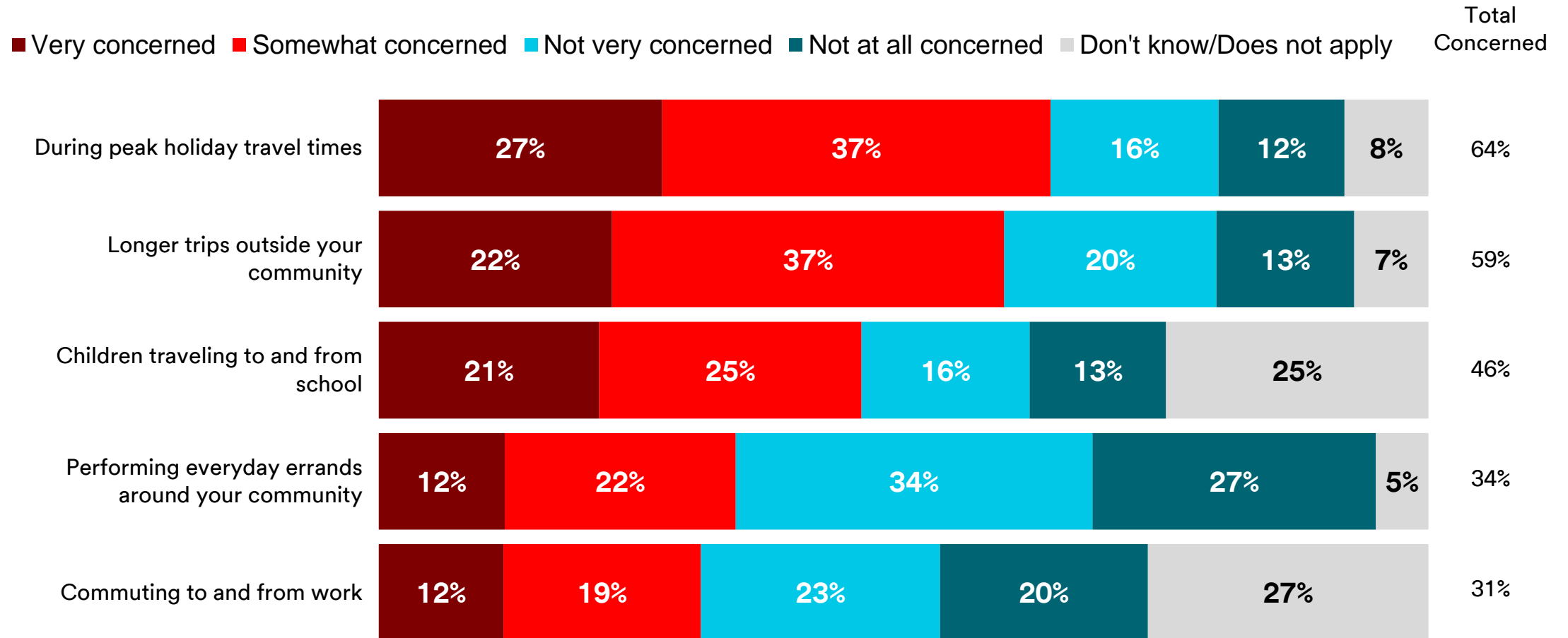
Americans are most concerned about longer trips outside their community and peak holiday travel times.

Of the following, when are you most concerned about transportation and roadway safety?



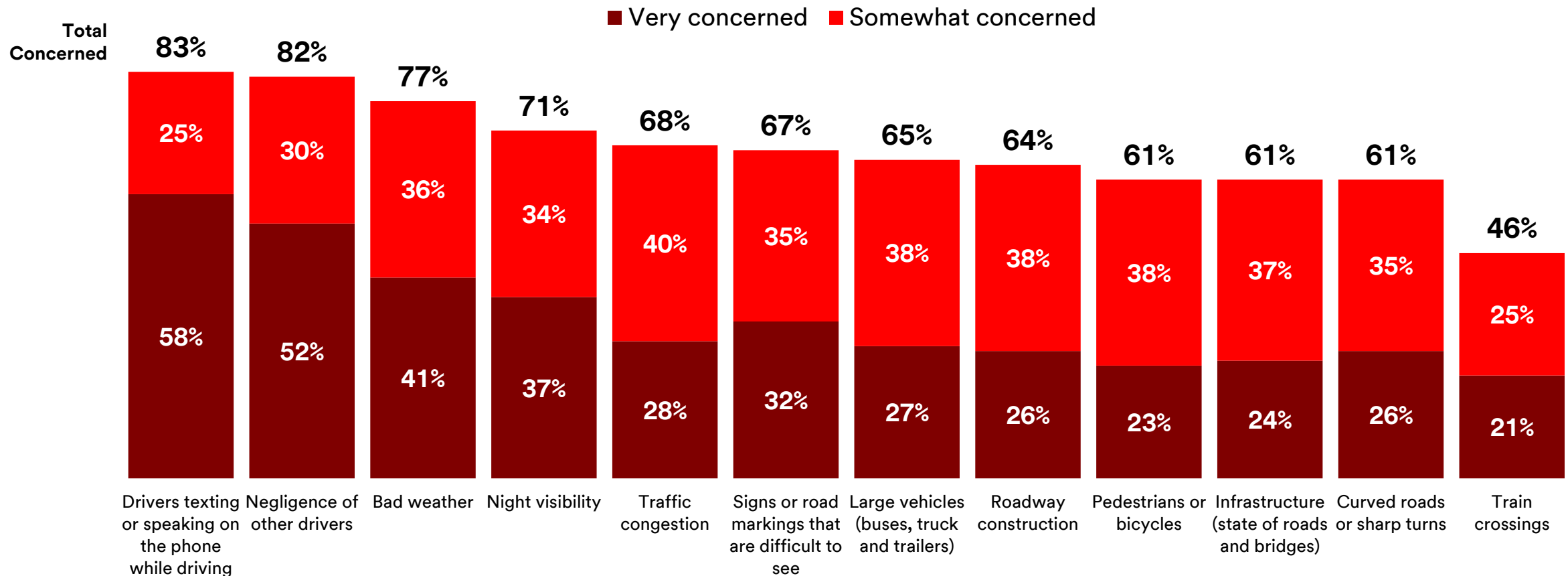
64% of Americans are concerned about safety during peak holiday travel times. Americans are less likely to be concerned about everyday errands and their commute.

How concerned are you, if at all, about transportation and roadway safety in the following transportation scenarios?



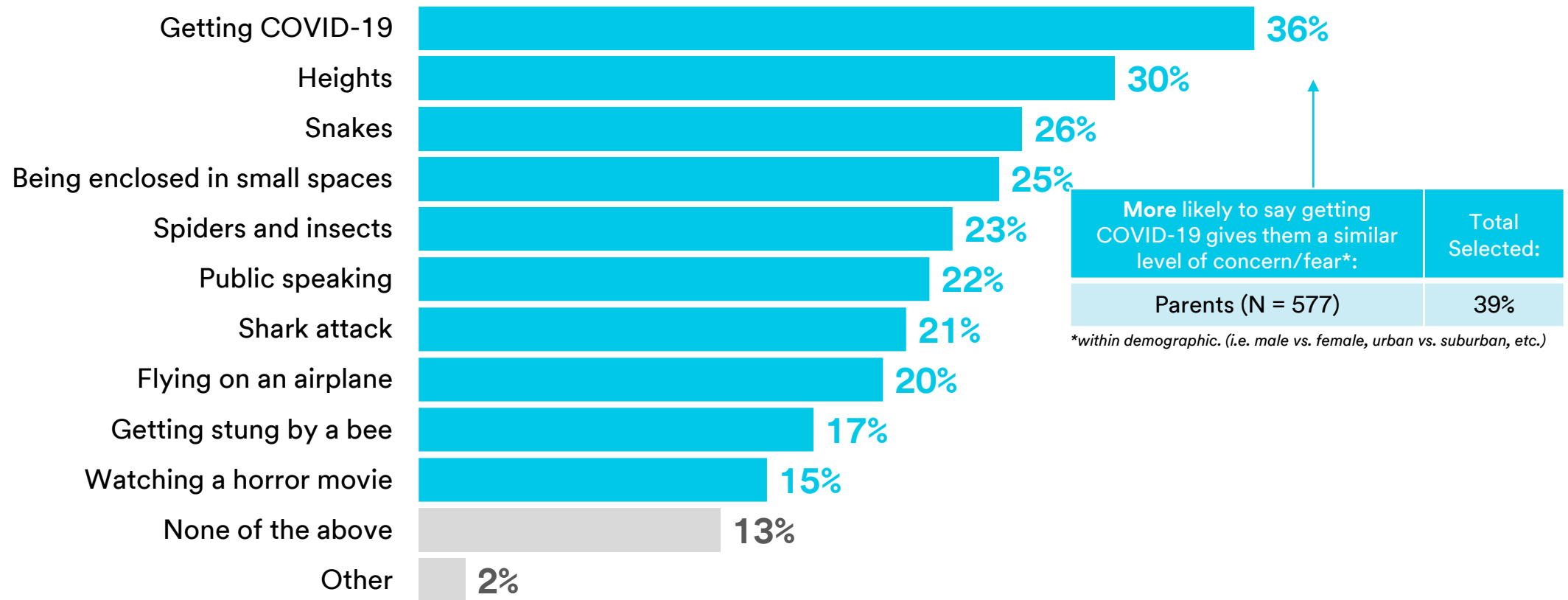
Americans are most concerned about driver phone use/negligence (82%+ concerned), but bad weather and night visibility are top concerns as well (71%+).

How concerned are you, if at all, about transportation and roadway safety in the following transportation scenarios?



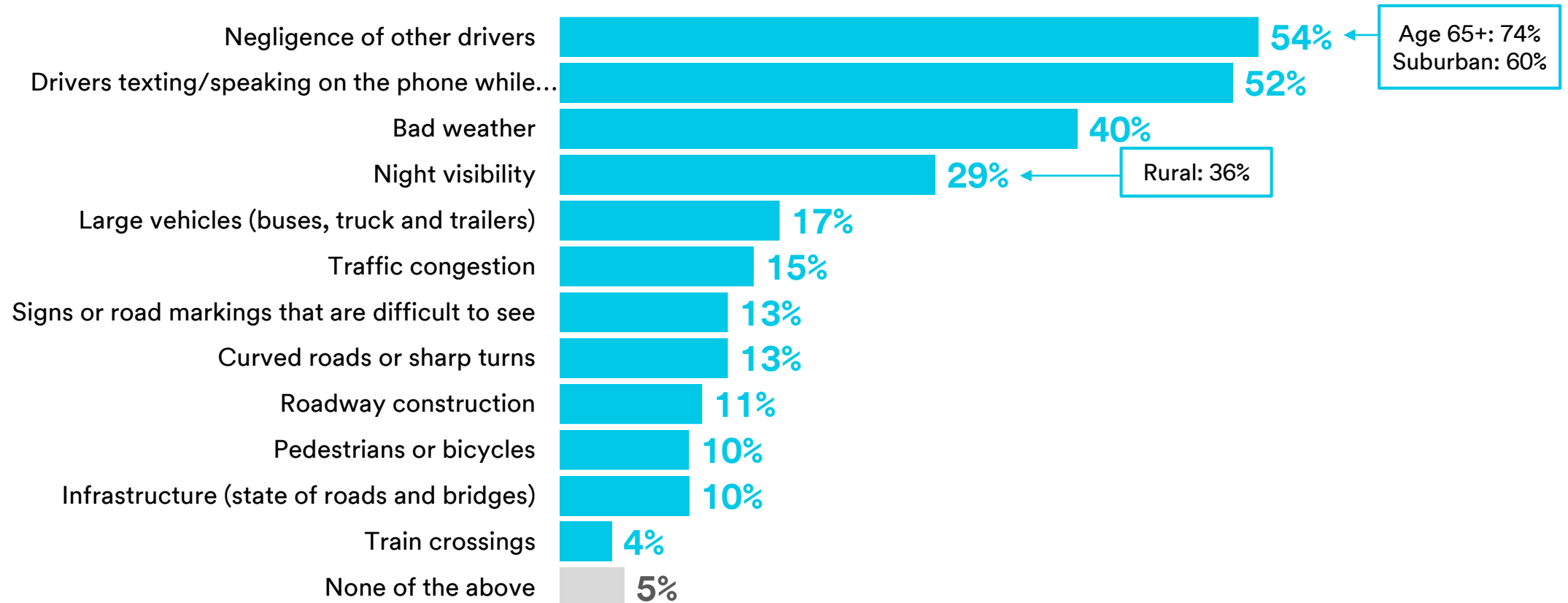
36% of Americans say getting COVID-19 gives them a similar level of concern or fear as their transportation safety concerns.

You mentioned that [safety concern] is a concern for you. Which of the following, if any, give you a similar level of concern or fear? Please select all that apply.



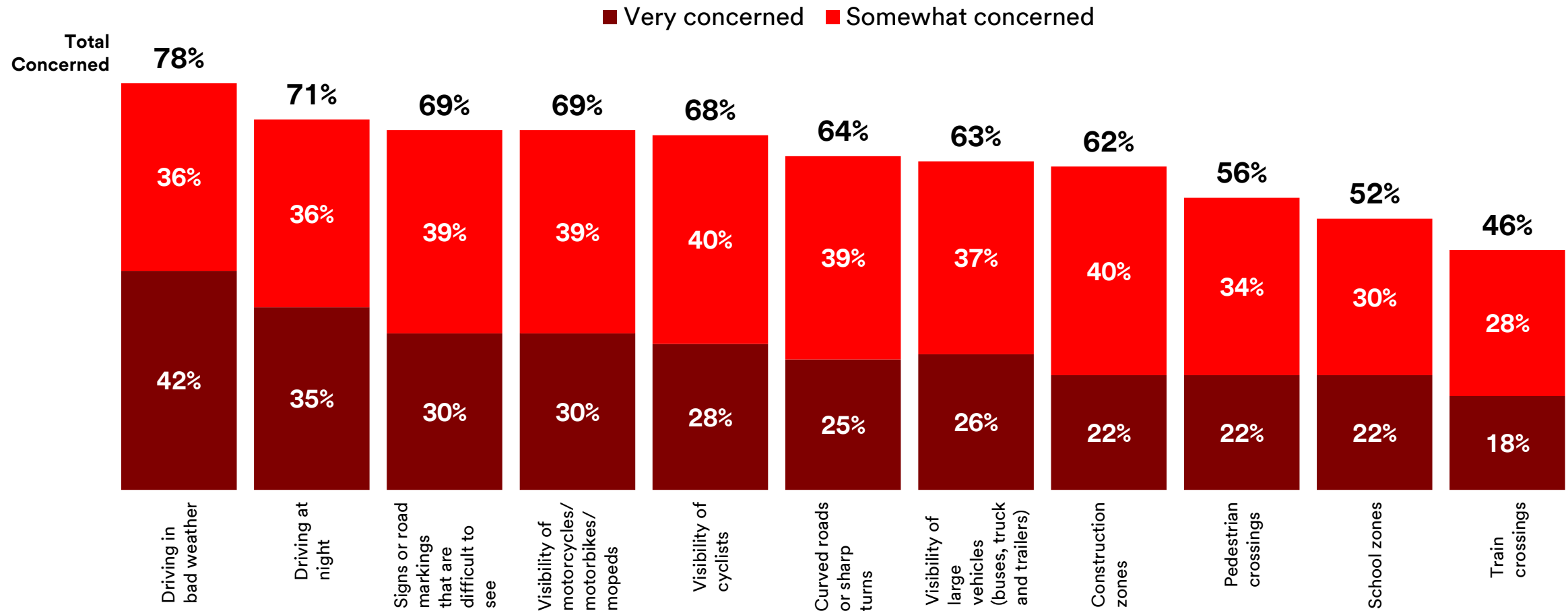
Half of Americans are most concerned about driver negligence or driver phone usage. Those aged 65+ are more likely to be most concerned about driver negligence.

Thinking about road safety, which of the following are you most concerned about? Please select up to 3.



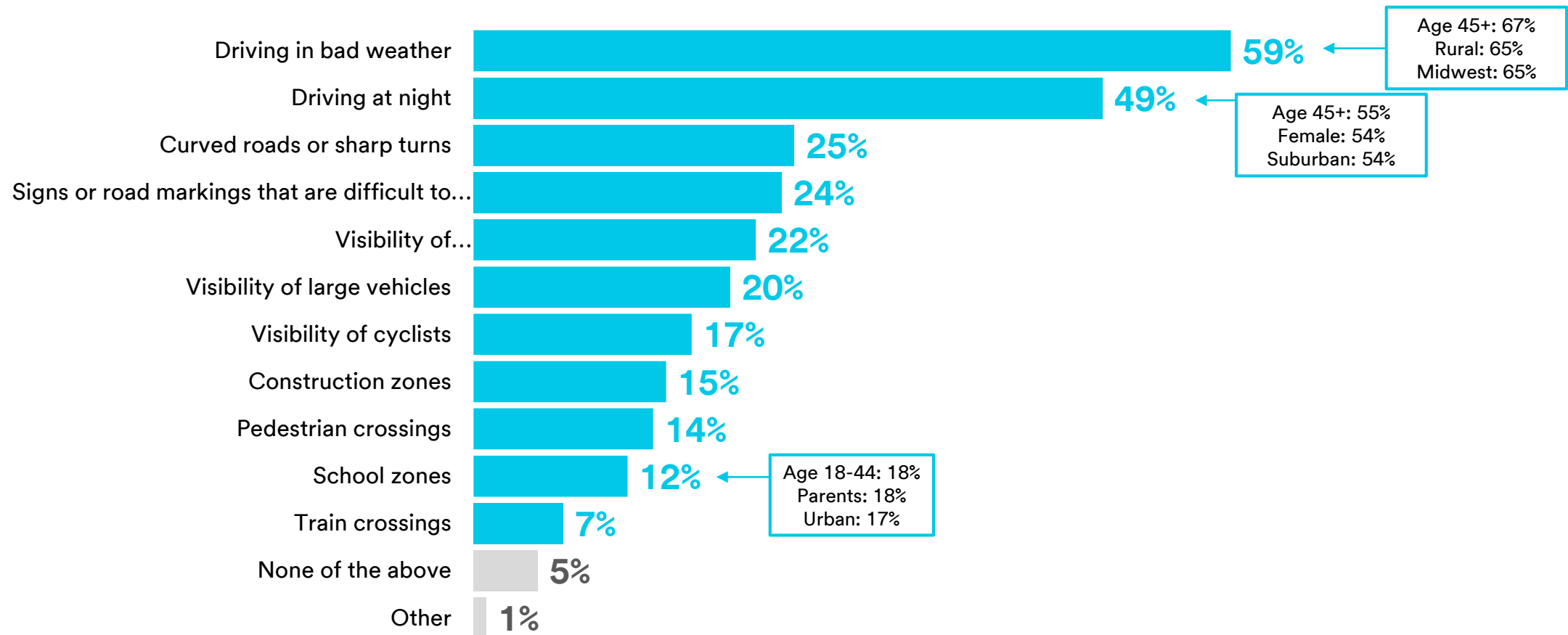
Visibility issues are a concern for most Americans. 78% are concerned about driving in bad weather.

Thinking specifically about visibility on roadways, how concerned are you, if at all, about the following?



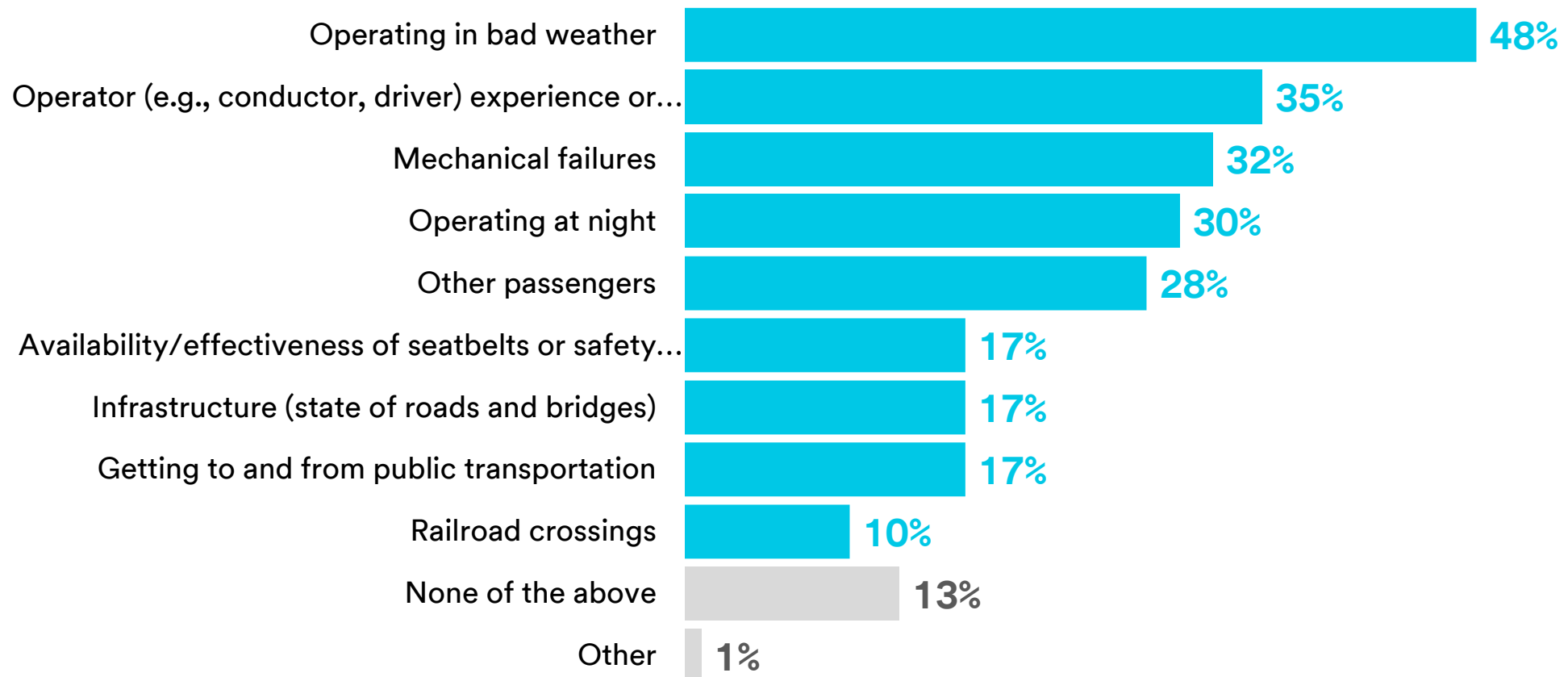
Driving in bad weather and driving at night are Americans' top visibility concerns. Those 45+ are more likely to be concerned.

Thinking specifically about visibility on roadways, which of the following are you most concerned about? Please select up to 3.



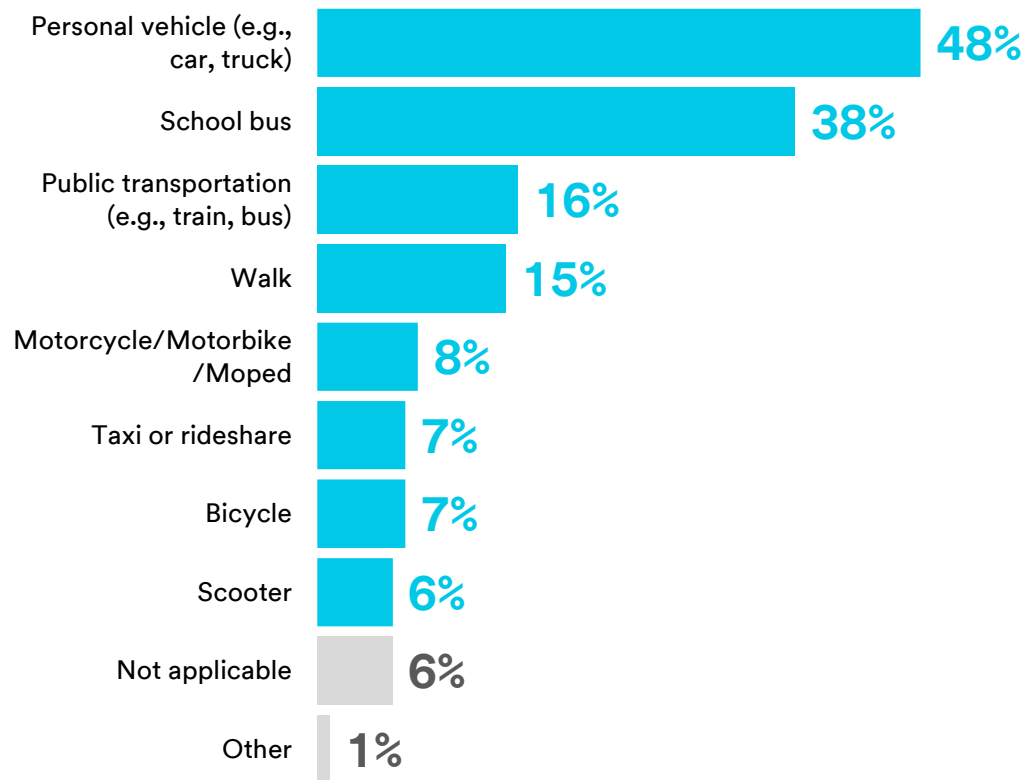
When thinking about public transportation safety, Americans are most concerned about operating in bad weather.

Thinking specifically about safety on public transportation, which of the following are you most concerned about? Please select up to 3.



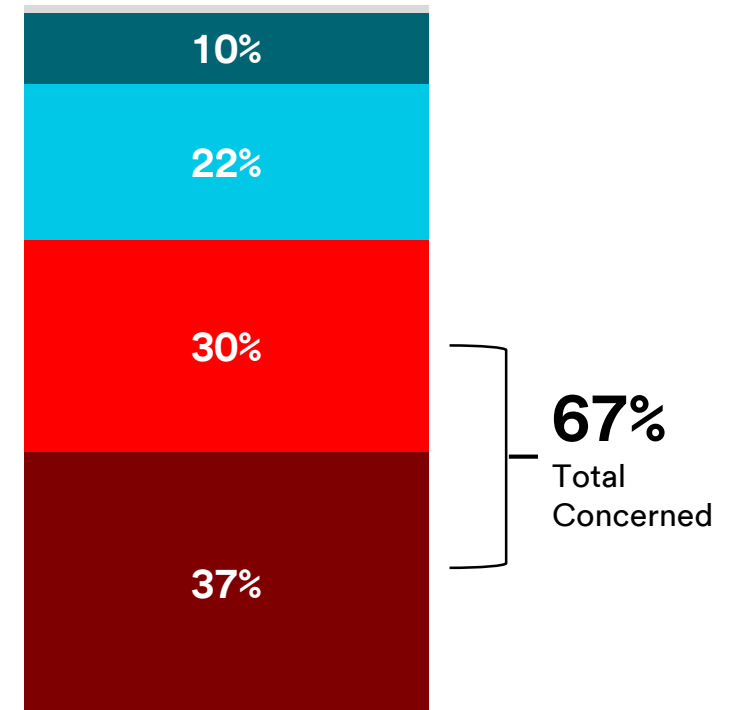
Most parents report their children travel to school via personal vehicle or school bus and 67% are concerned about their children getting to and from school safely.

How do your children typically get to school? Please select all that apply.



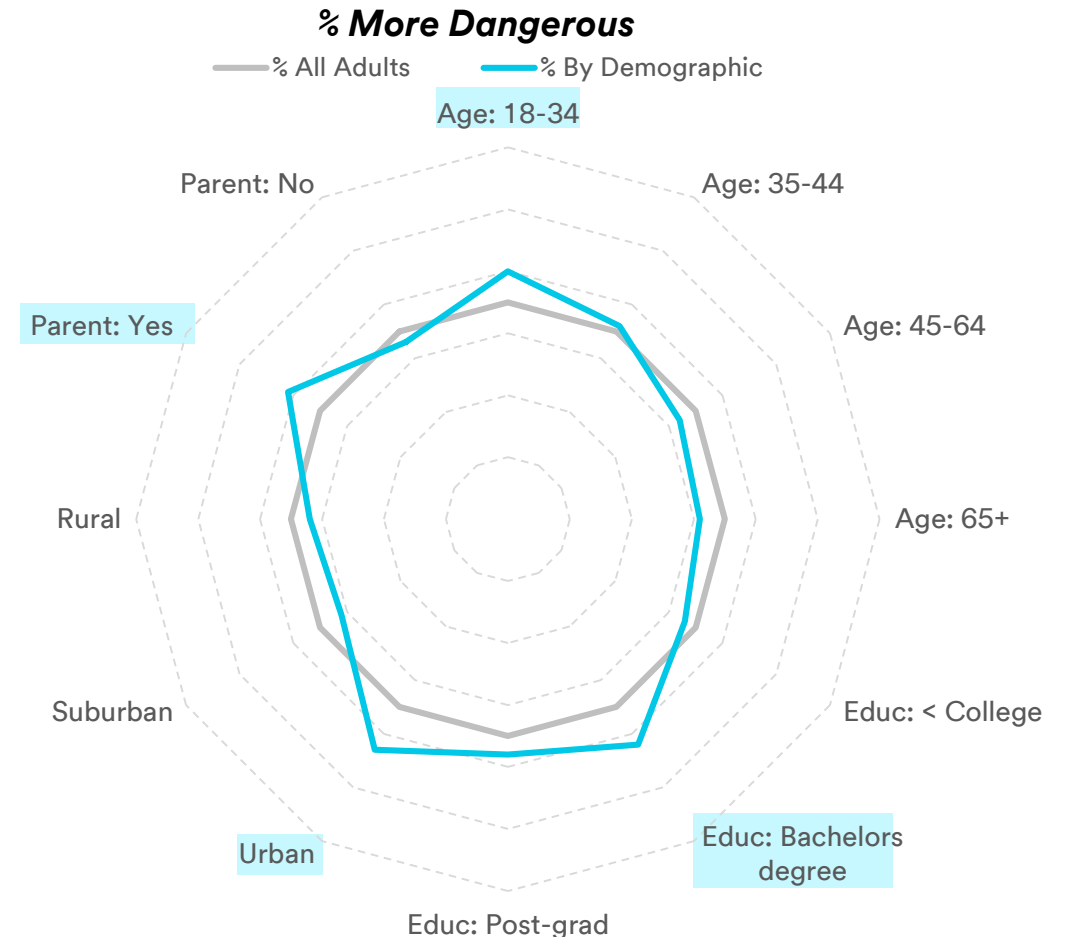
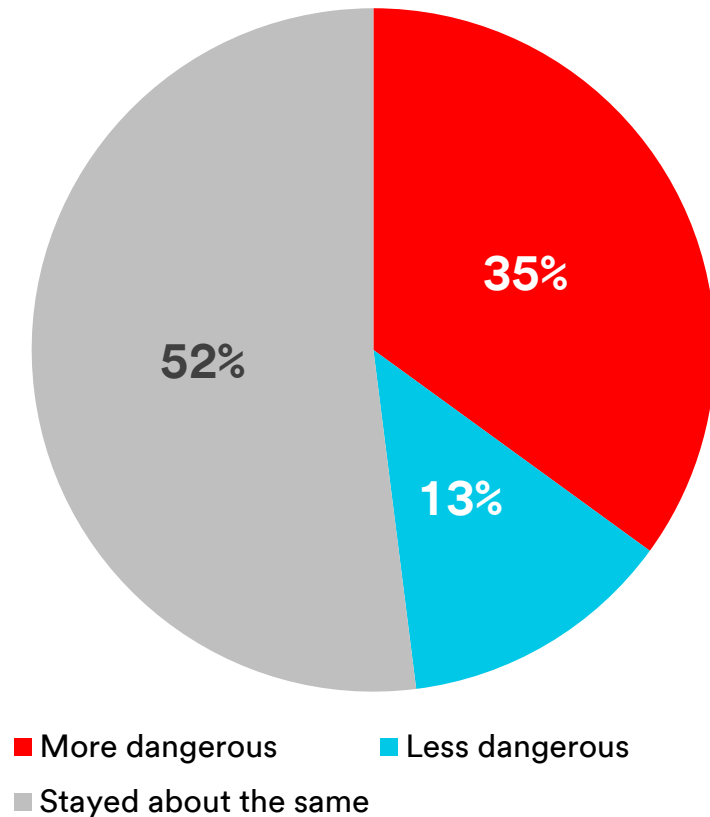
How concerned are you, if at all, about your children getting to and from school safely?

■ Very concerned ■ Somewhat concerned
■ Not very concerned ■ Not at all concerned
■ Don't know



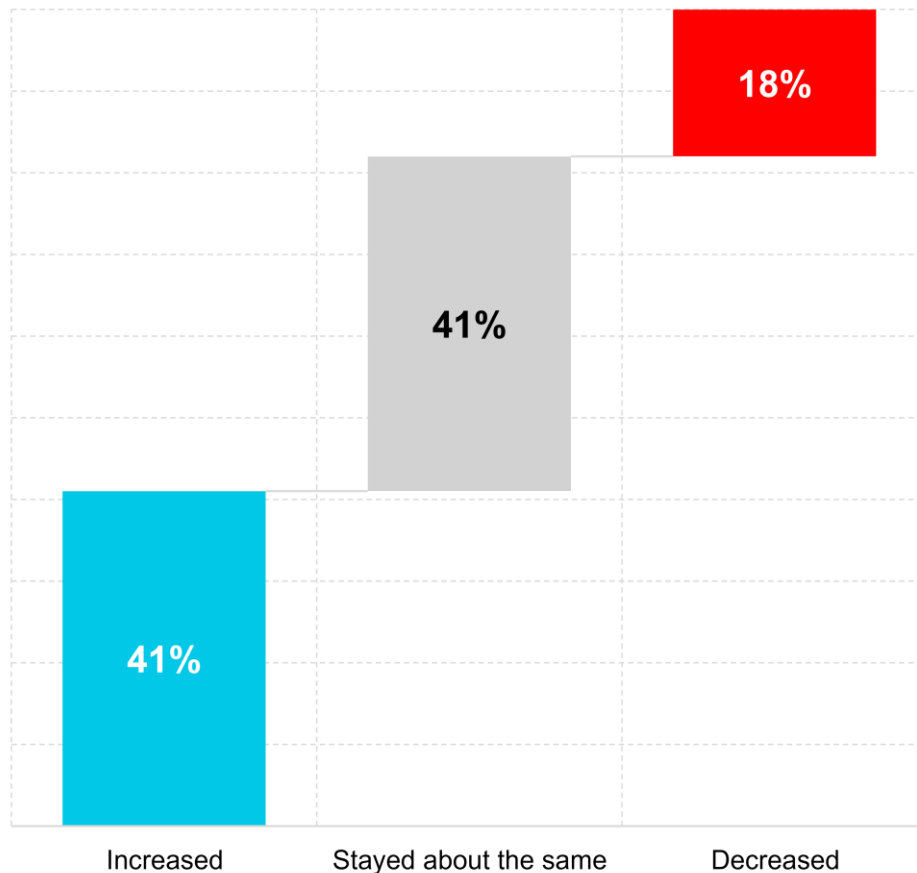
A third of Americans think transportation has become more dangerous during the pandemic; those 18-34, living in urban areas, and parents are more likely to think so.

Do you think transportation during the pandemic has become more dangerous, less dangerous, or stayed about the same?

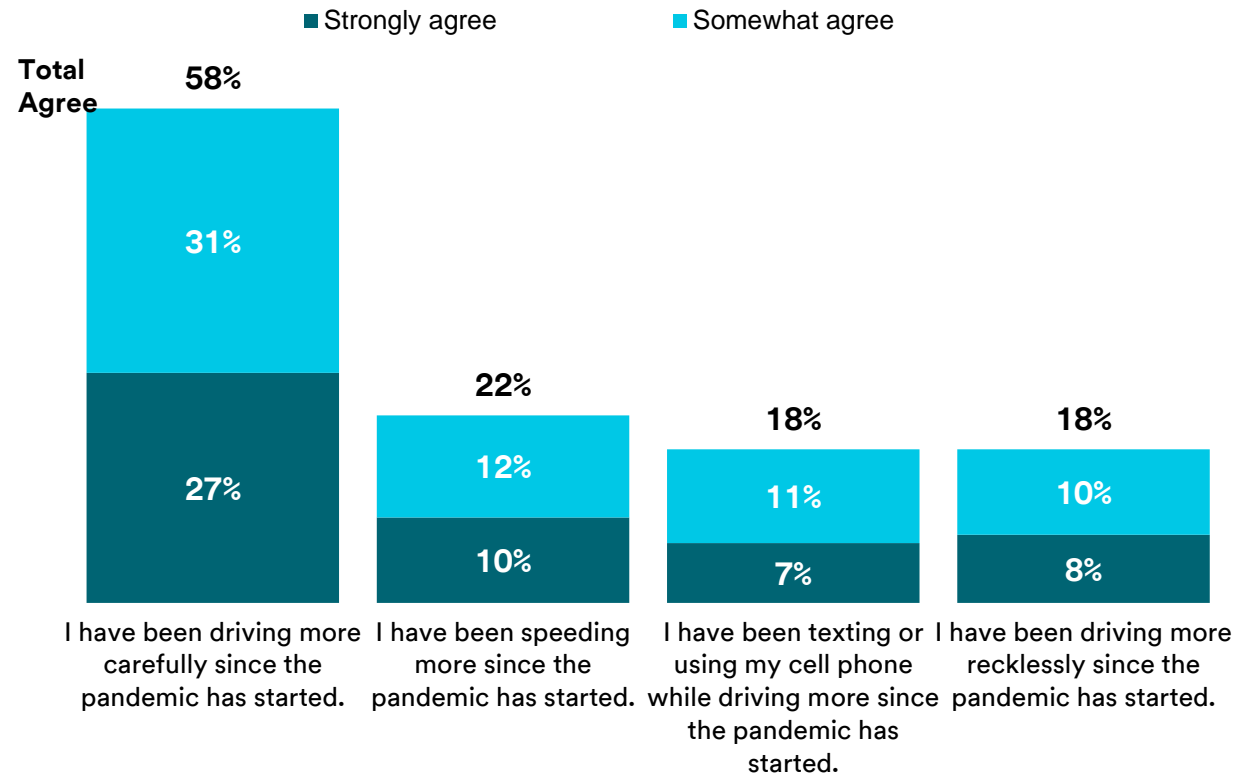


Americans are split on if they believe that traffic fatalities increased in 2020, and 58% think they have been driving more carefully since the pandemic has started.

Do you believe the rate of traffic fatalities in the US increased, decreased, or stayed about the same in 2020 compared to 2019?



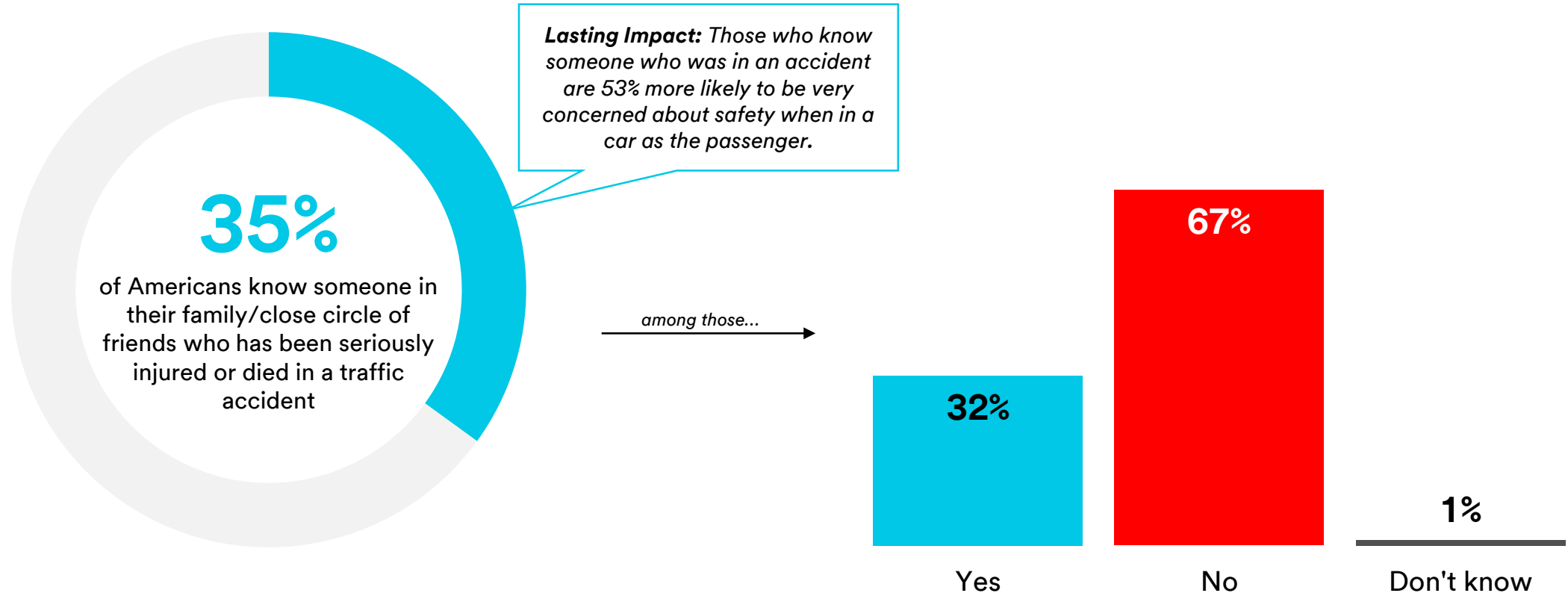
Do you agree or disagree with the following statements?



35% of Americans know someone who has been seriously injured or died in a traffic accident; a third of them occurred in the past 18 months.

Do you know anyone in your family or close circle of friends who has been seriously injured or died in a traffic accident?

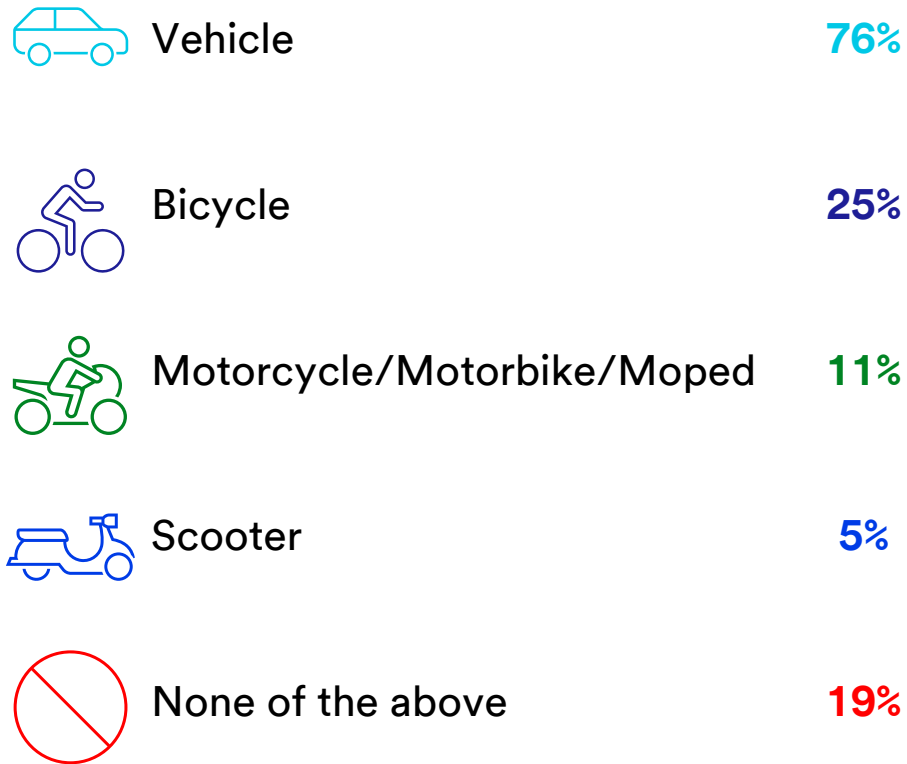
Did this traffic accident occur in the past 18 months?



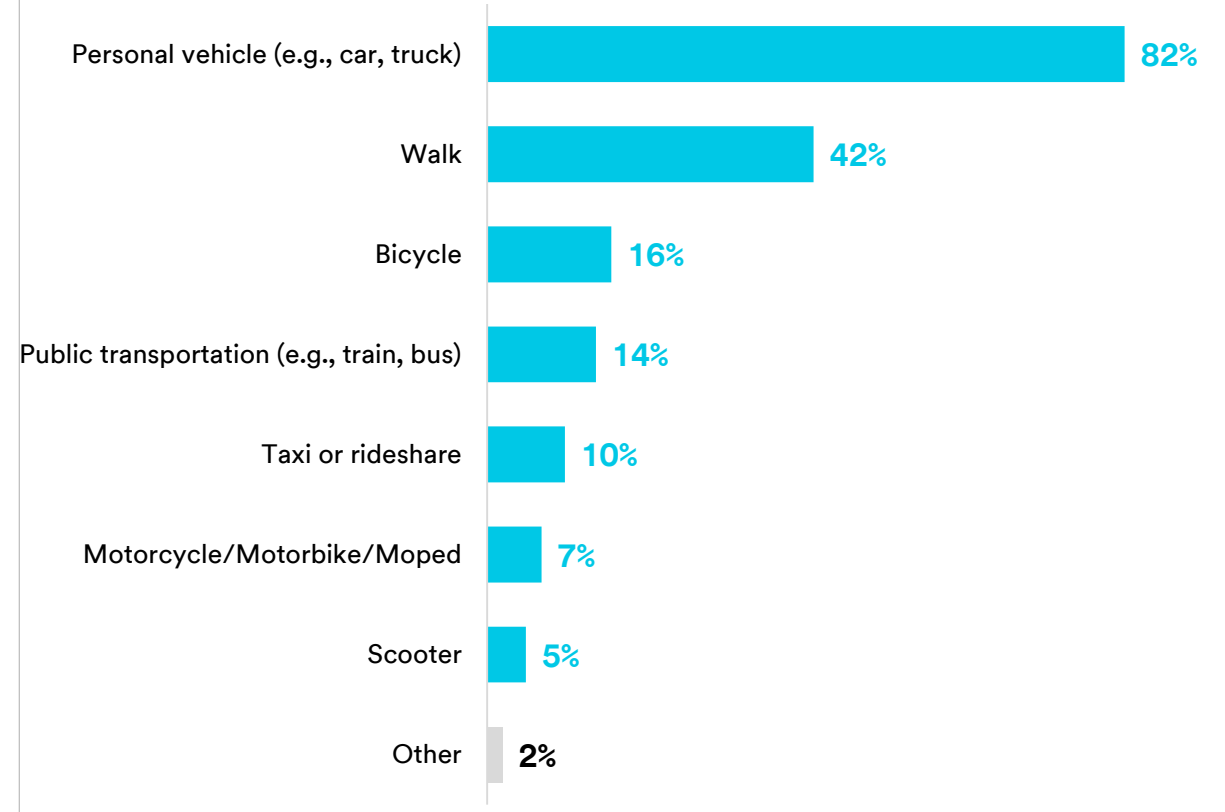
Accessibility and Improvements

Most Americans own or lease a vehicle and personal vehicle is the most common form of transportation for Americans in a typical week.

Do you currently own or lease any of the following?

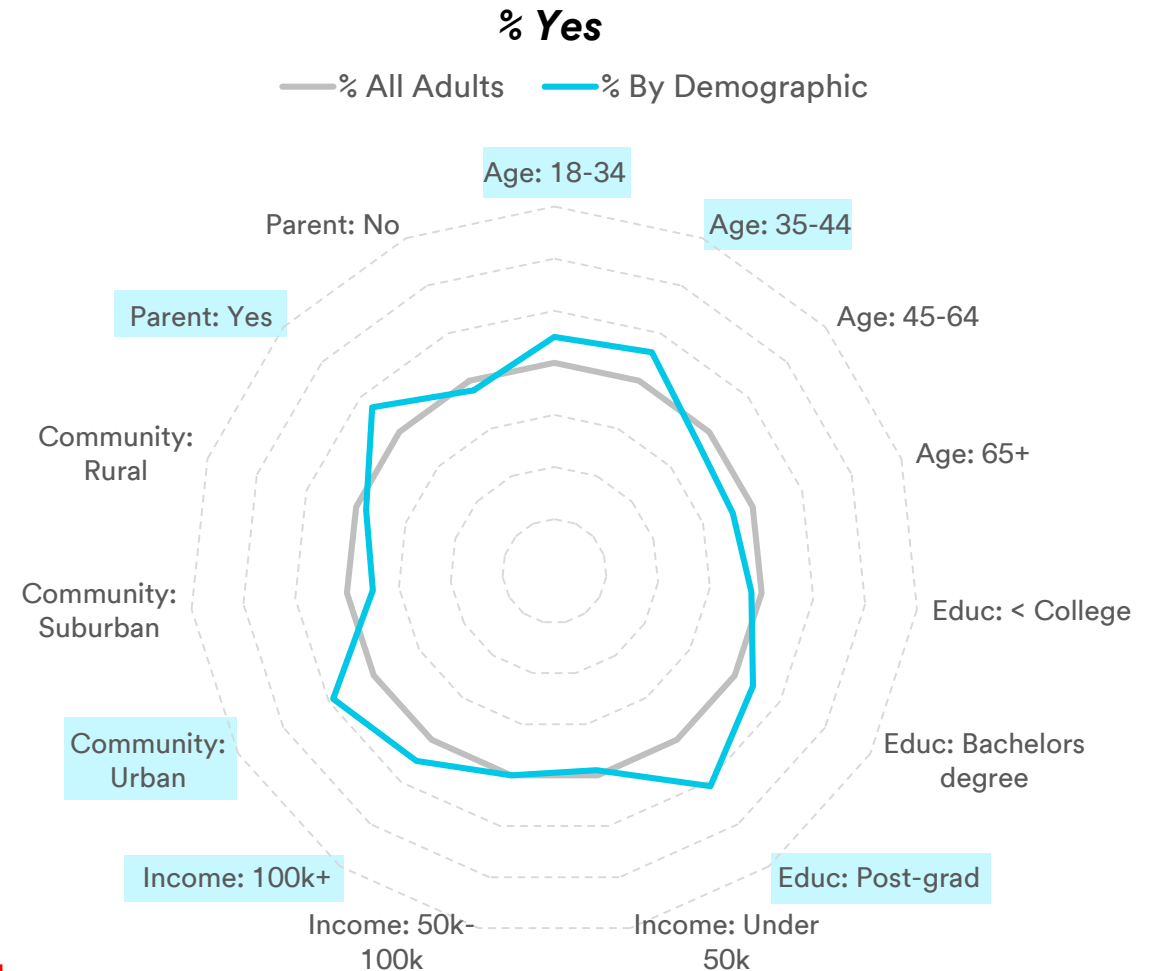
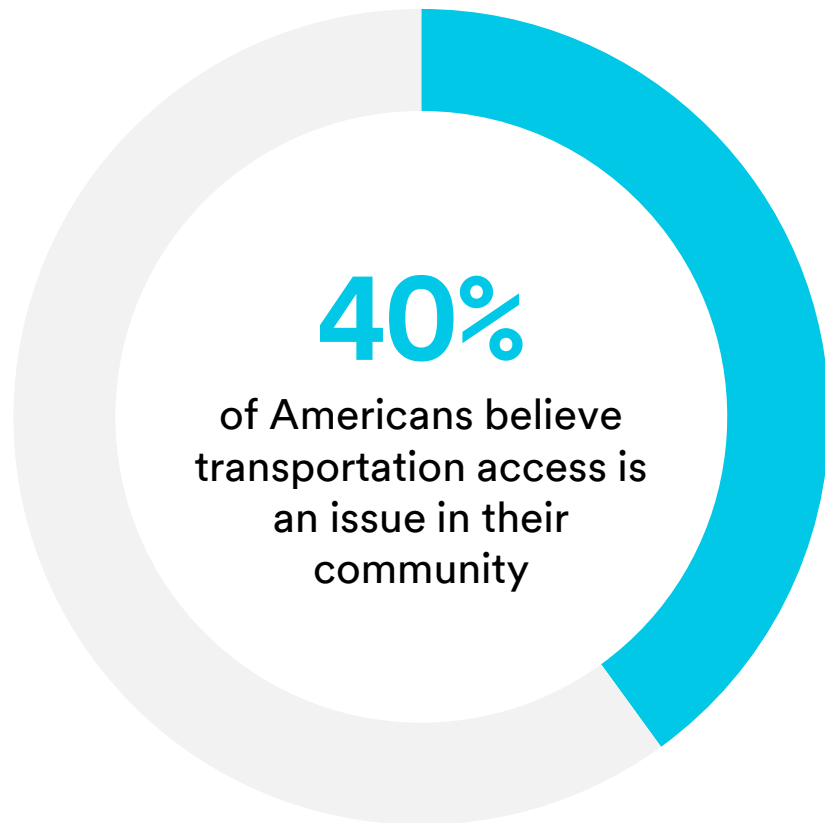


In a typical week, which of the following forms of transportation do you use?



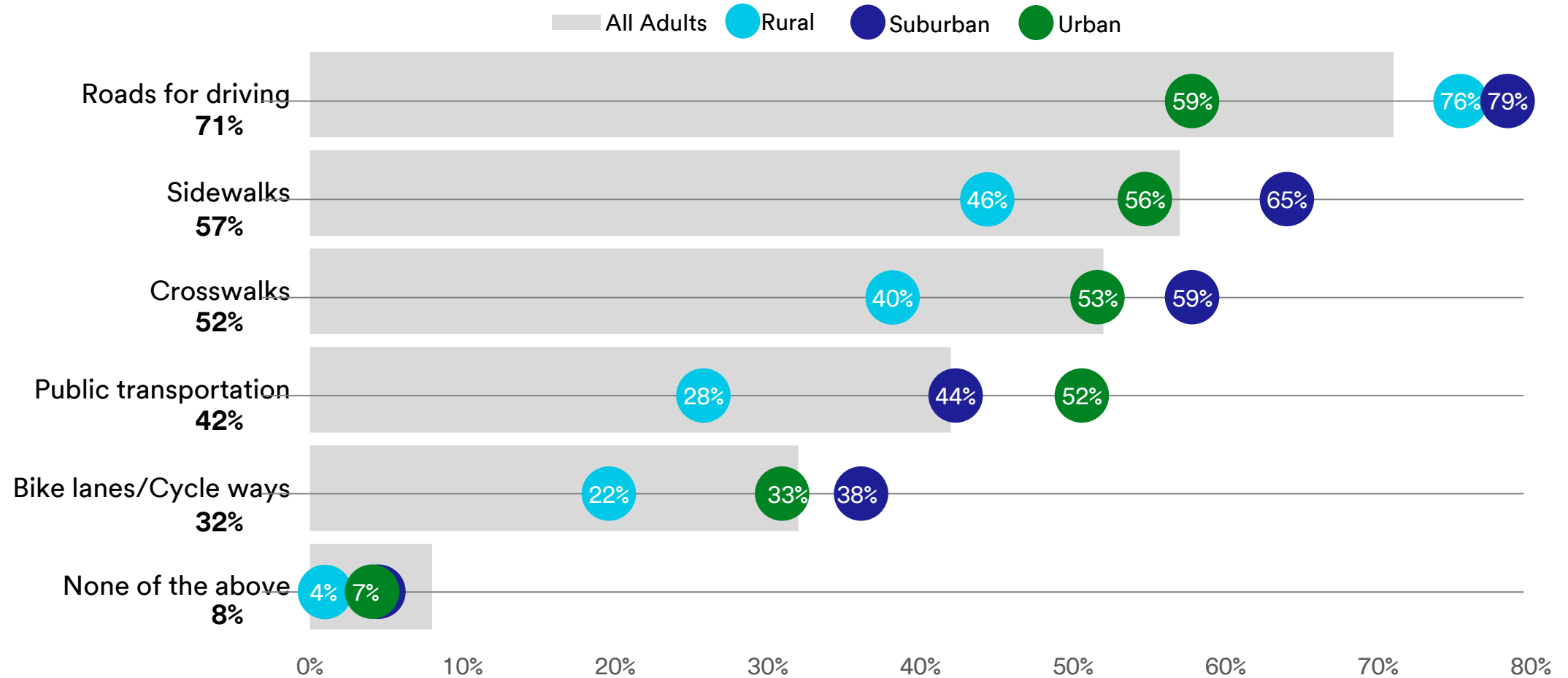
40% of Americans believe transportation access is an issue in their communities. Those 18-44, parents, in urban areas, with higher income/education are more likely to believe so.

Do you believe transportation access is an issue in your community?



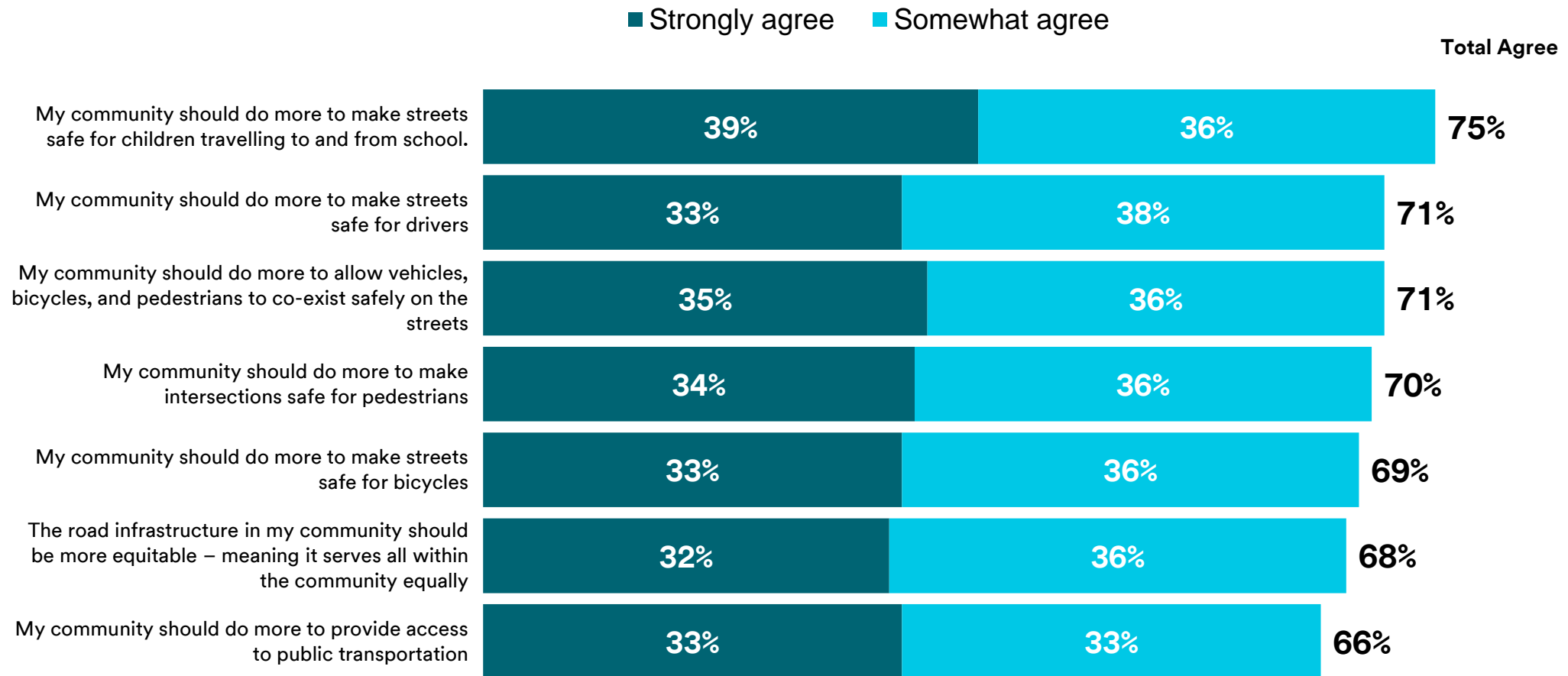
Most Americans feel they have reliable and safe access to roads for driving and sidewalks; less feel they have access to public transportation and bike lanes.

I have reliable and safe access to...? Please select all that apply.



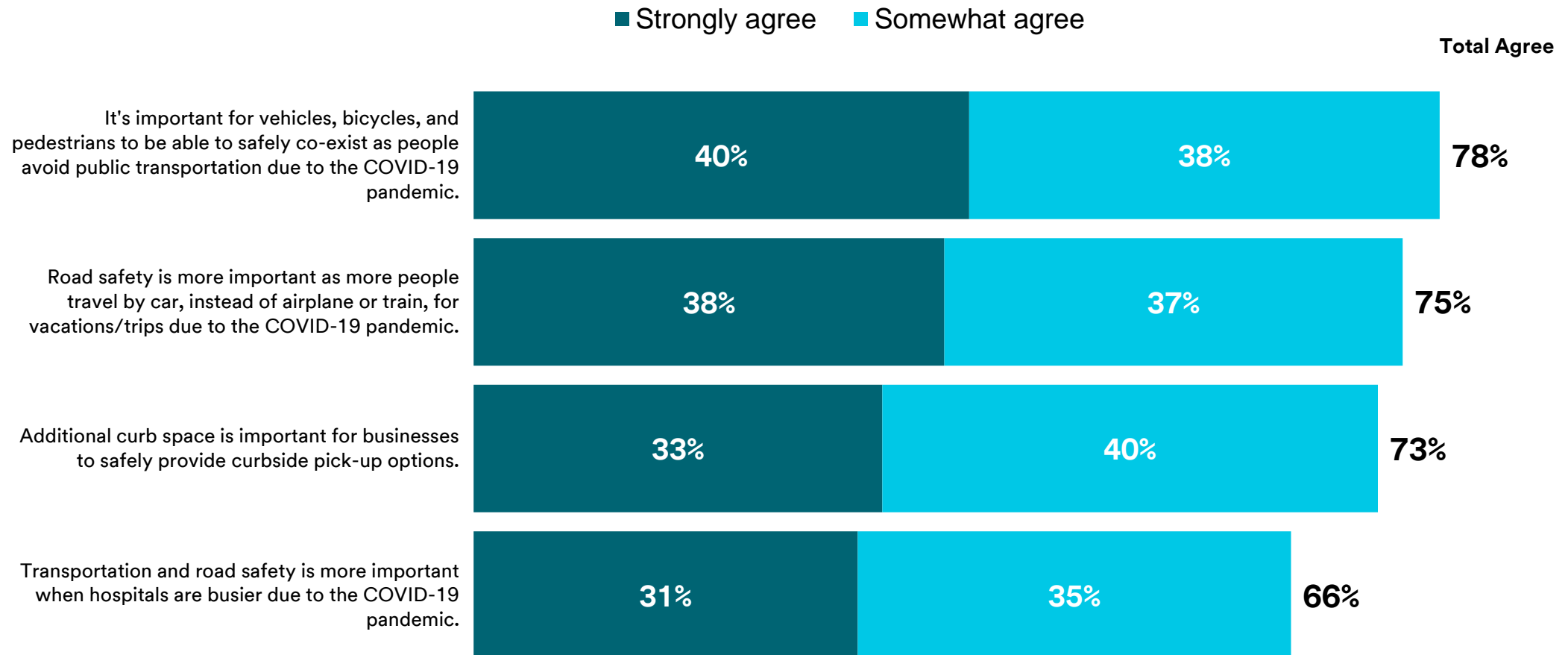
75% of Americans agree that their communities should do more to make streets safe for children traveling to and from school.

Do you agree or disagree with the following statements?



75% of Americans believe COVID-19 has made road safety more important as more people travel by car instead of airplane or train for their vacations and trips.

Do you agree or disagree with the following statements?

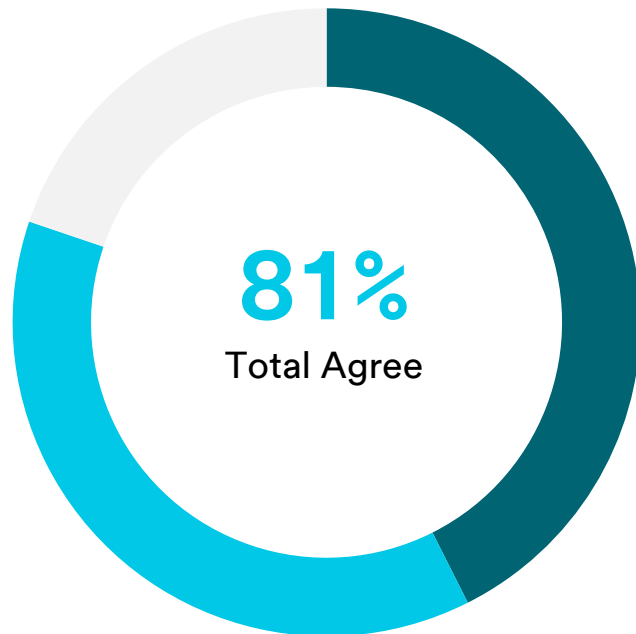


Most Americans agree protected bike lanes are important to keep bikers safe and that providing safe infrastructure will reduce traffic congestion.

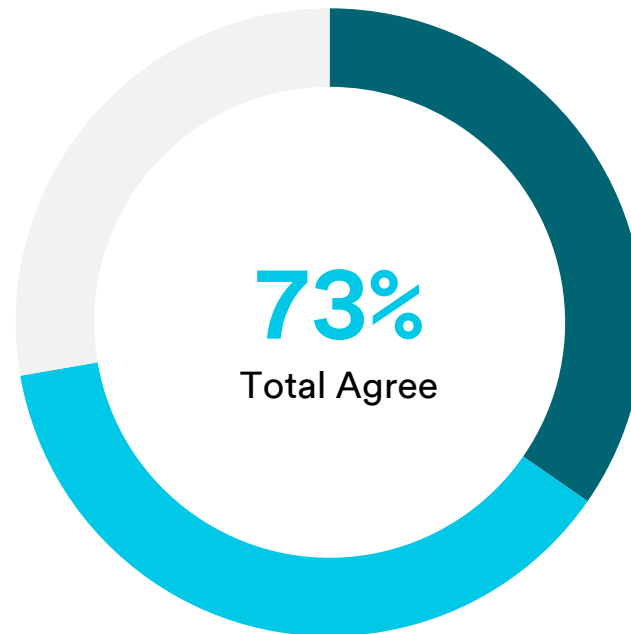
Do you agree or disagree with the following statements?

■ Strongly agree ■ Somewhat agree

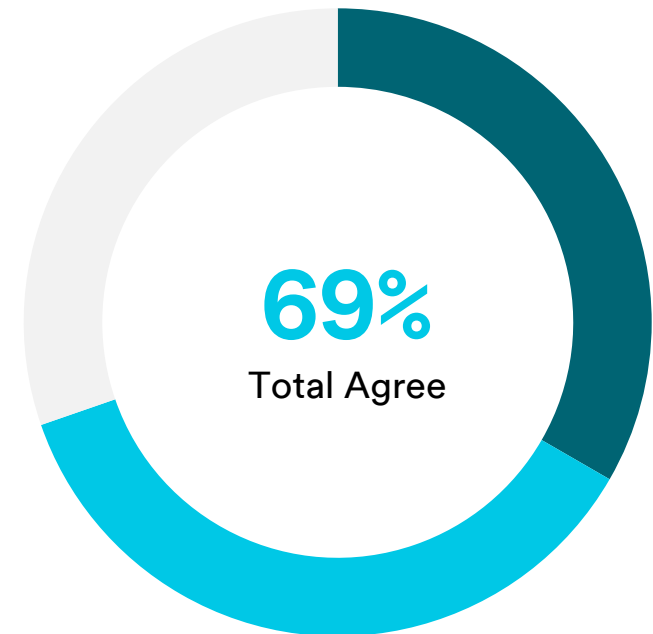
Protected bike lanes/cycle ways are important to keep bikers safe.



Providing safe infrastructure for walking or cycling will help reduce traffic congestion.



Urban areas should provide more curb space for safer rideshare pick-ups.



Thank you