

Statewide Driver Attitude and Awareness Survey

In response to federal and state requirements, this project addressed the ongoing need for data on driver attitudes, awareness, and self-reported behaviors related to traffic safety in Texas.

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Project Need and Approach

Since 2010, the Texas A&M Transportation Institute's (TTI's) Center for Transportation Safety has conducted annual attitude and awareness surveys to track trends in driver behavior and awareness. Recent findings highlight a continued increase in self-reported speeding, with more drivers exceeding speed limits on both local roads and highways. While awareness of speeding enforcement has grown, it remains below pre-pandemic levels. A significant majority of respondents (75.1 percent) reported encountering impaired driving messages, and self-reported cell phone use while driving, including talking and texting, has risen. The Click It or Ticket message continues to be the most recognized traffic safety campaign. These insights help Texas monitor shifts in driving behaviors and perceptions, guiding future traffic safety initiatives and countermeasures.

The federal government requires states to use performance measures to track progress on traffic safety goals. The Governors Highway Safety Association and the National Highway Traffic Safety Administration (NHTSA) recommend a core set of performance measures, including surveys, to assess driver attitudes and awareness of traffic safety programs. NHTSA suggests incorporating 10 core questions in these surveys that address behaviors like impaired driving, seat belt use, and speeding, as well as awareness of enforcement efforts. For 2024, TTI conducted a survey that included these core questions, along with additional items tailored to support the Texas Department of Transportation's (TxDOT's) traffic safety problem identification, planning and evaluation efforts.

This project's key activity was conducting a statewide survey to assess driver attitudes, behaviors, and awareness of traffic safety initiatives.



Photo credit: Texas Department of Transportation



Self-reported cell phone use while driving, including talking and texting, has risen.

Project Activities

This grant repeated some prior survey content but added questions customized for 2024. TTI designed the 2024 survey instrument to include the core questions recommended by NHTSA as well as questions of importance to TxDOT's traffic safety problem identification, planning, and evaluation efforts. The survey was conducted July 19–26, 2024.

Following data collection, duplicate and disqualifying responses were removed, leaving a sample of 2,627 valid respondents. The survey's findings tracked changes in awareness and behavior, informing the development of targeted safety initiatives and countermeasures for emerging traffic safety challenges in Texas.

Benefits to Texas Transportation Safety

The survey conducted under this traffic safety grant can serve as a performance measurement tool for TxDOT, assessing and helping guide the traffic safety program in Texas. The survey can also be used to gauge support for issues that may have legislative interest, such as questions on support for sobriety checkpoints and knowledge of the Slow Down, Move Over law. More broadly, the findings can serve as a resource for the legislature and various state agencies by informing new plans, programs, or policies that have the potential to reduce transportation-related deaths and injuries in Texas.

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