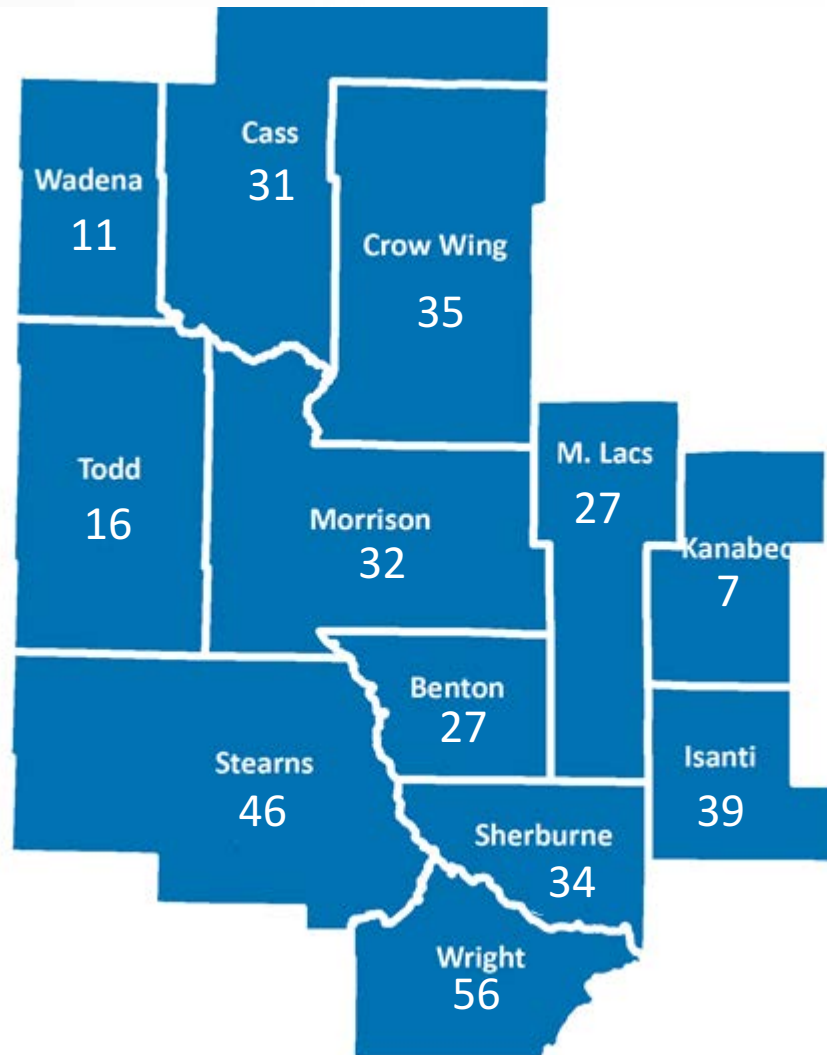


MINNESOTA
TOWARD **ZERO** DEATHS

East Central Minnesota Regional Crash Data

April 5, 2018

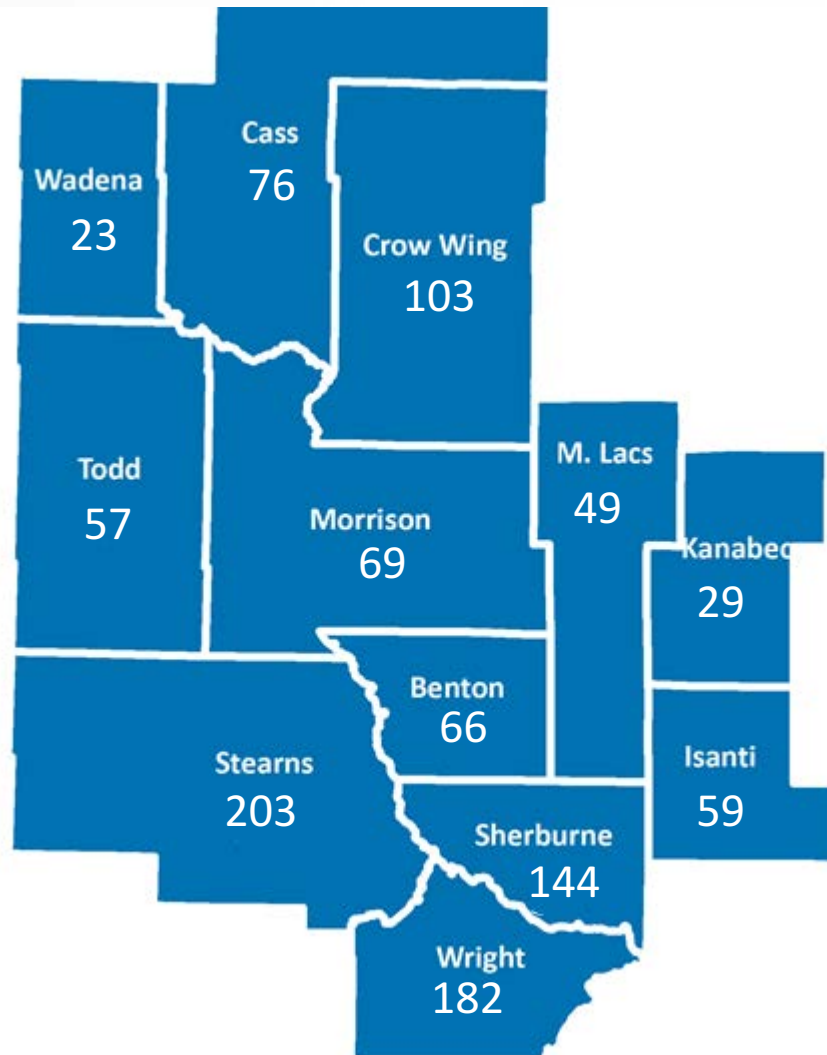
East Central MN Fatalities, 2013-2017*



Region Totals	
2013	69
2014	75
2015	83
2016	63
2017*	71

*2017 data are preliminary

East Central MN Serious Injuries, 2013-2017*

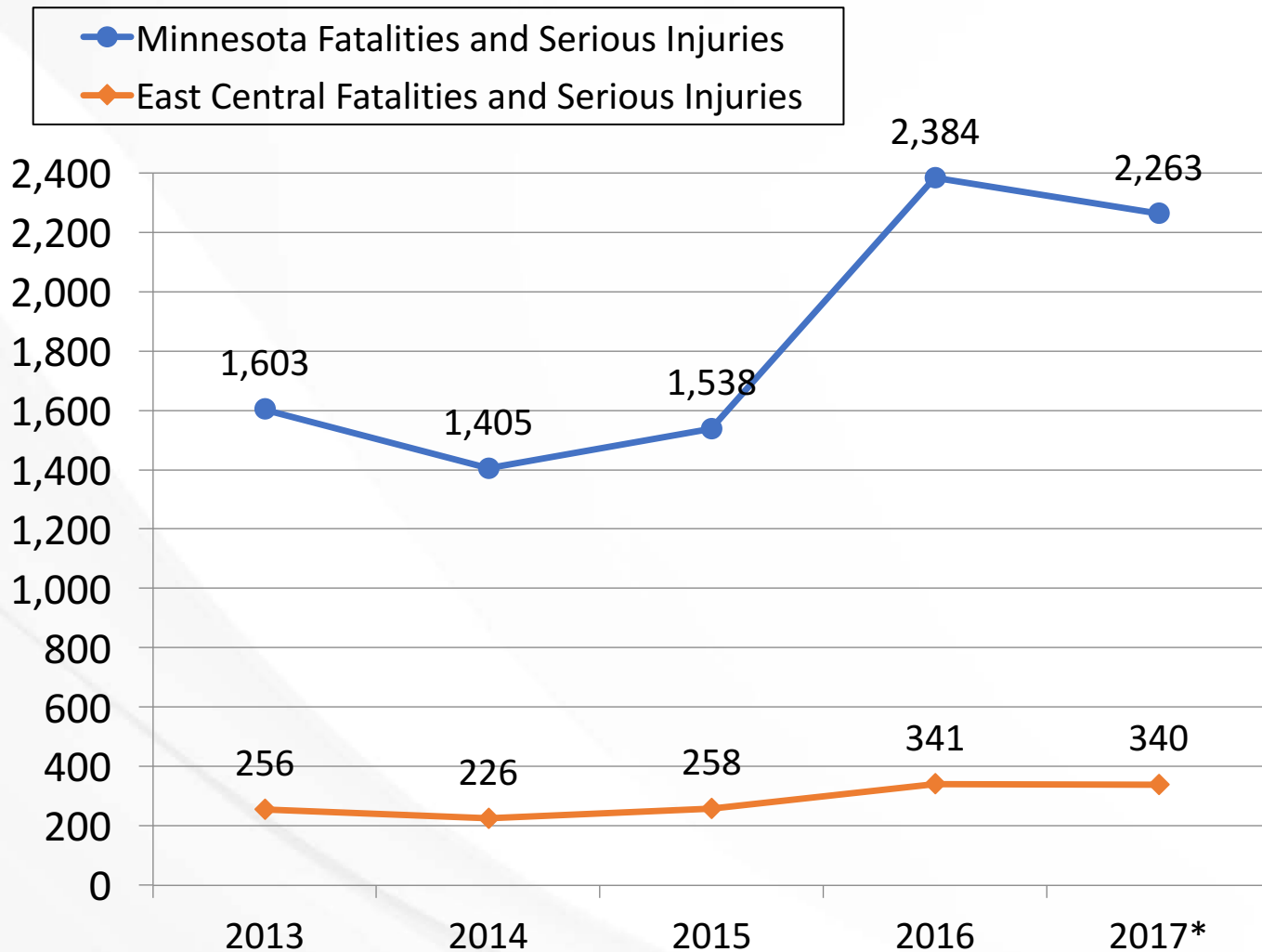


Region Totals	
2013	187
2014	151
2015	175
2016	278
2017*	269

*2017 data are preliminary

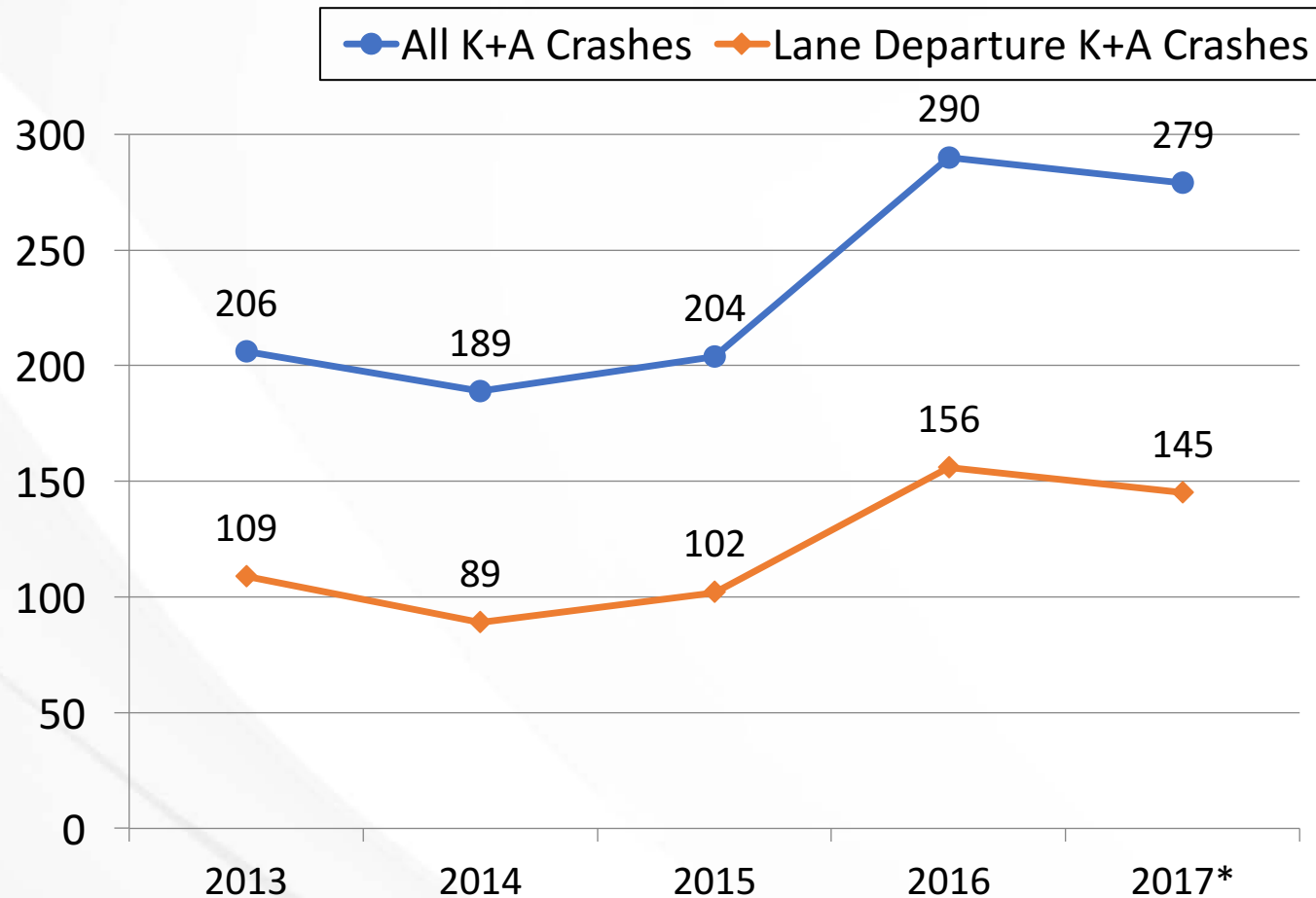
Note: New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions.

Traffic Fatalities and Serious Injuries



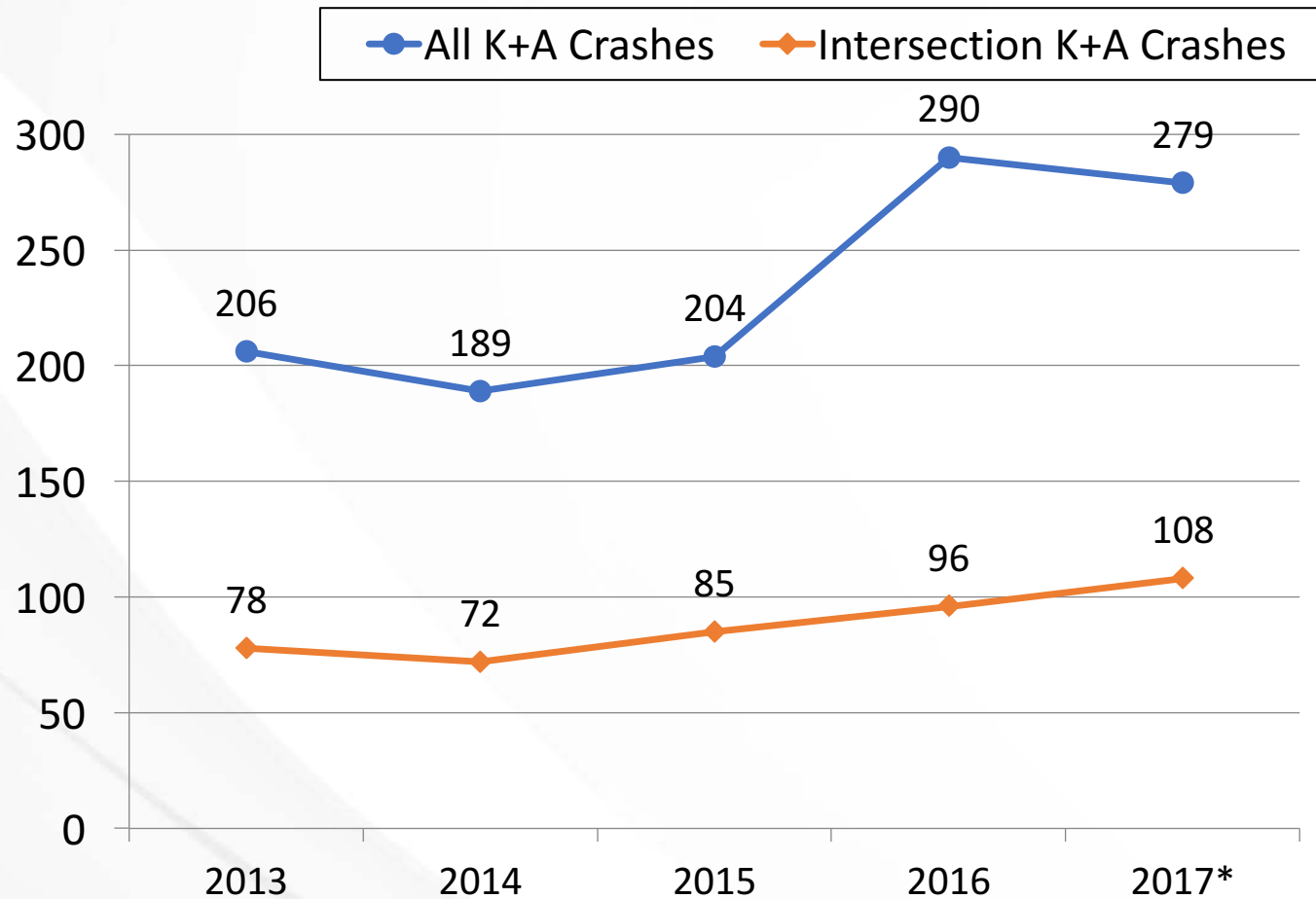
*2017 data are preliminary

Lane Departure Crashes



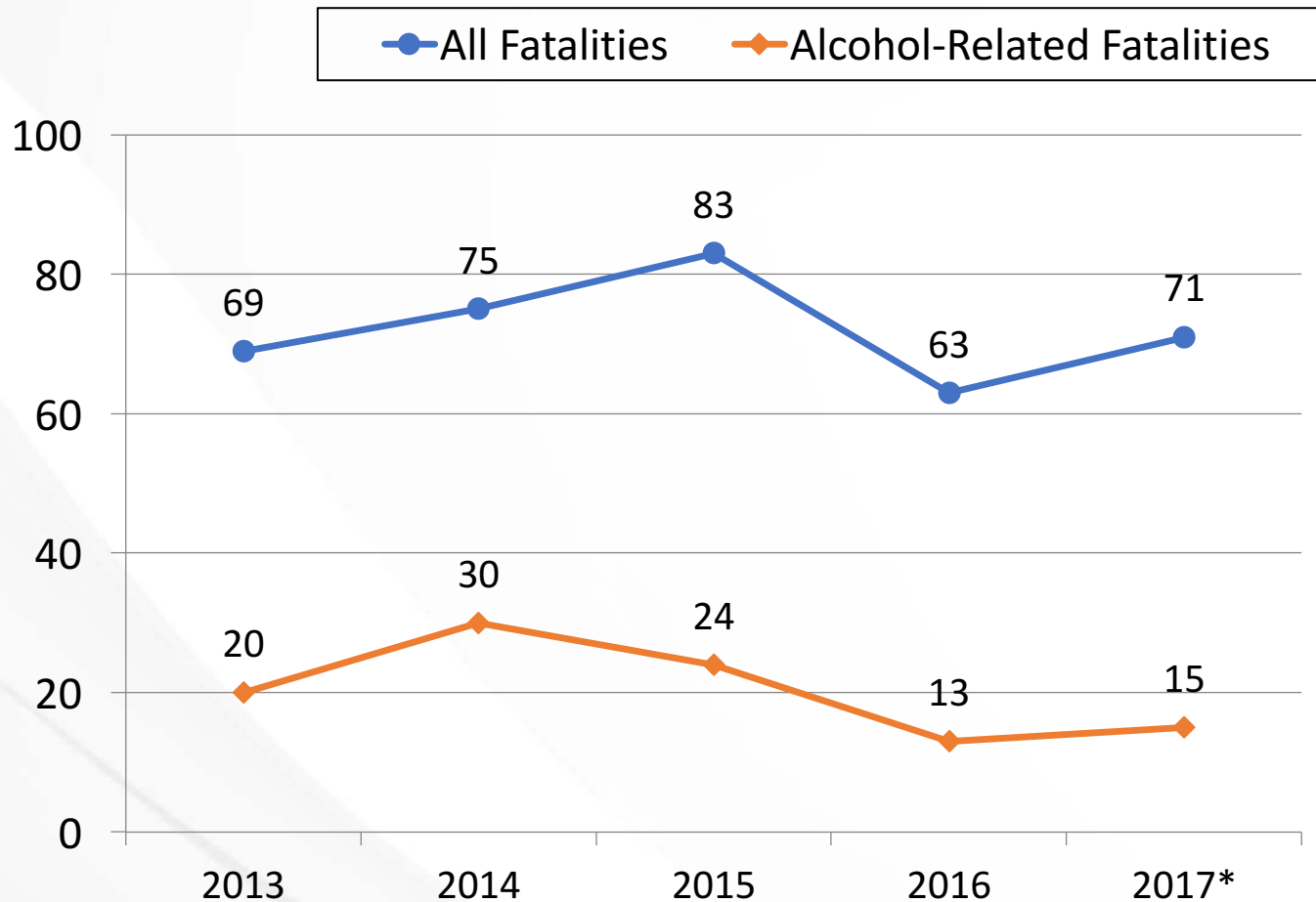
*2017 data are preliminary

Intersection Crashes



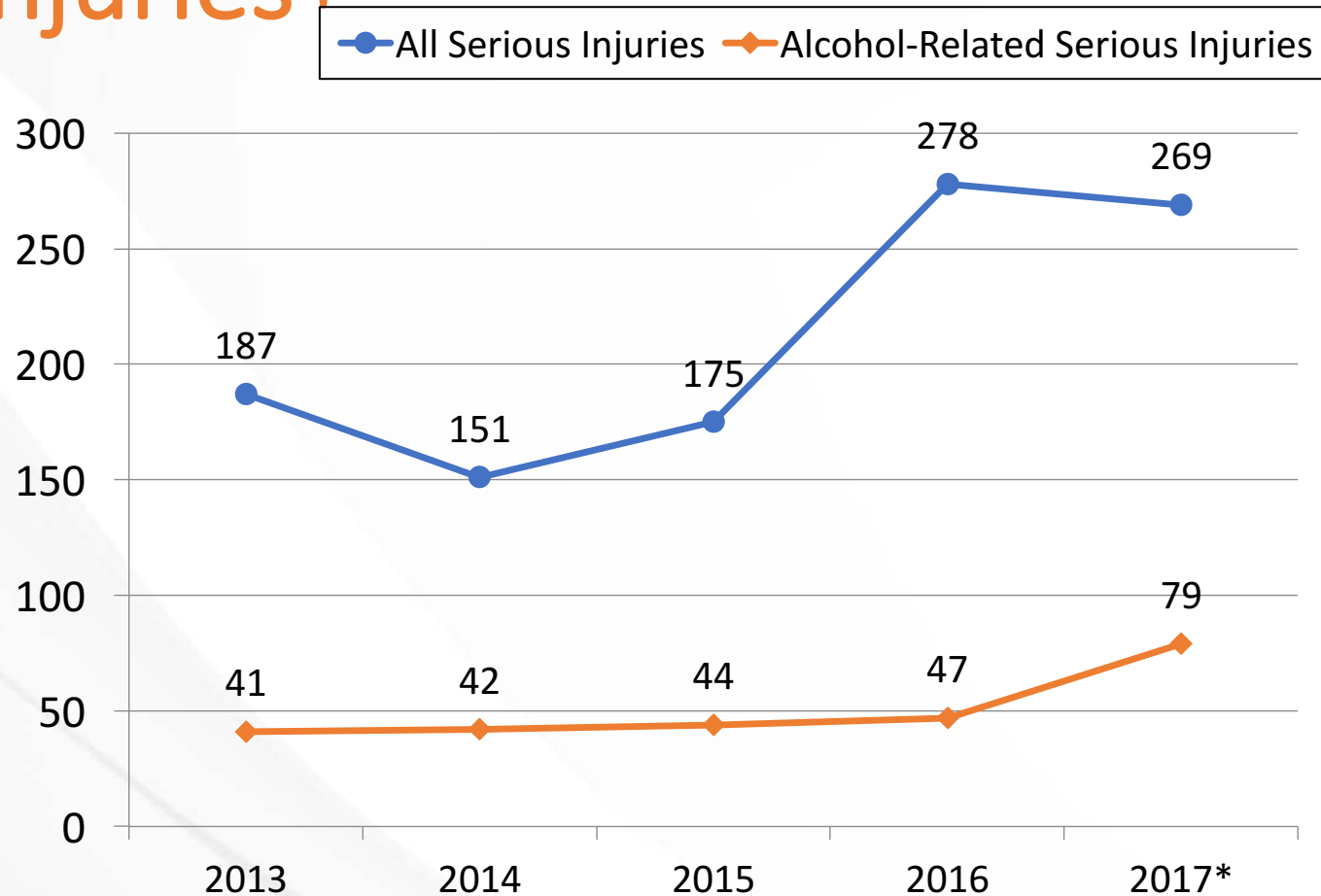
*2017 data are preliminary

Alcohol-Related Fatalities



*2017 data are preliminary

Alcohol-Related Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Alcohol-Related Target Audience

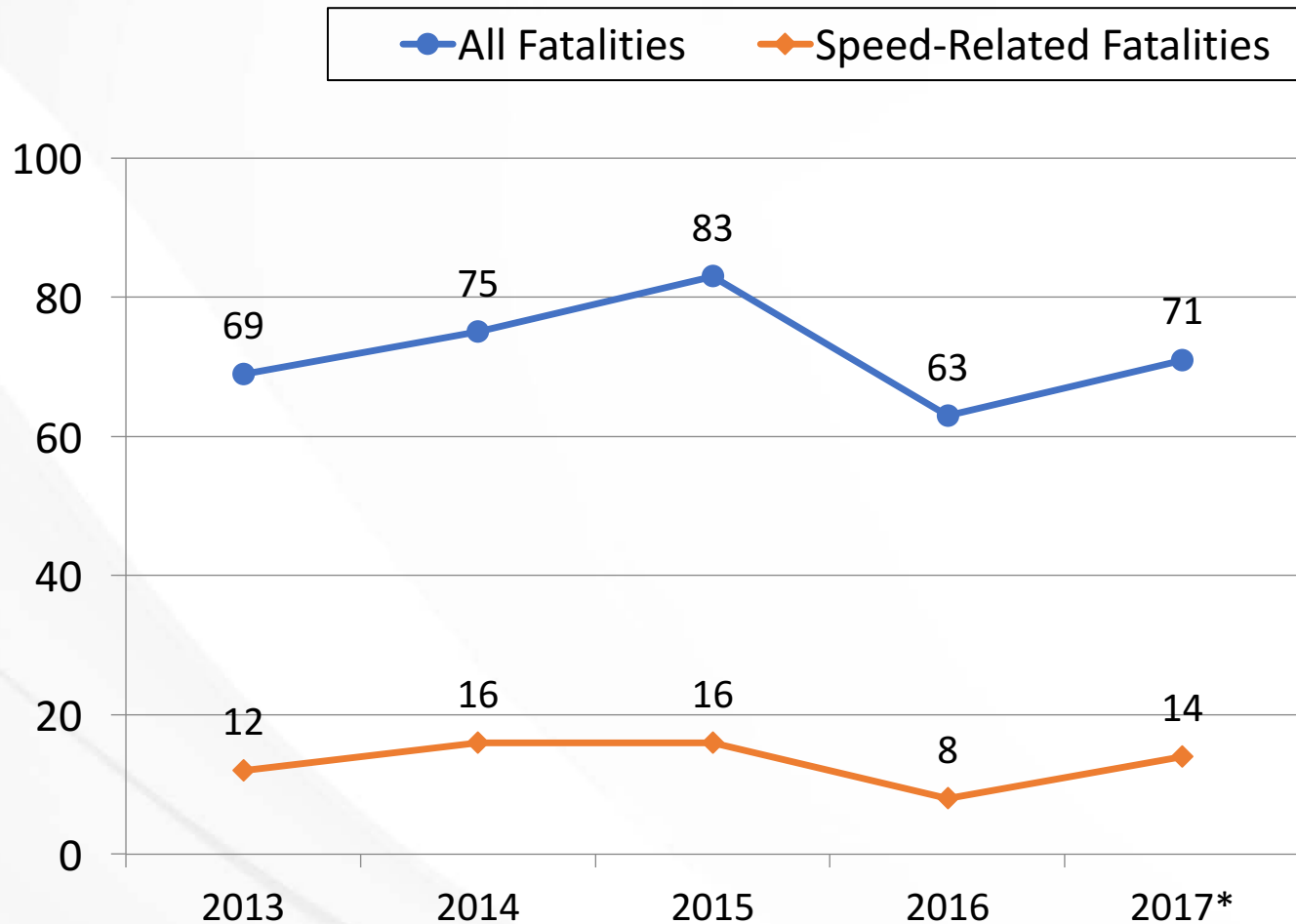
Who?

- Young adults (age 21-35)—31% of alcohol-related fatalities
- Men—80% of alcohol-related fatalities

When?

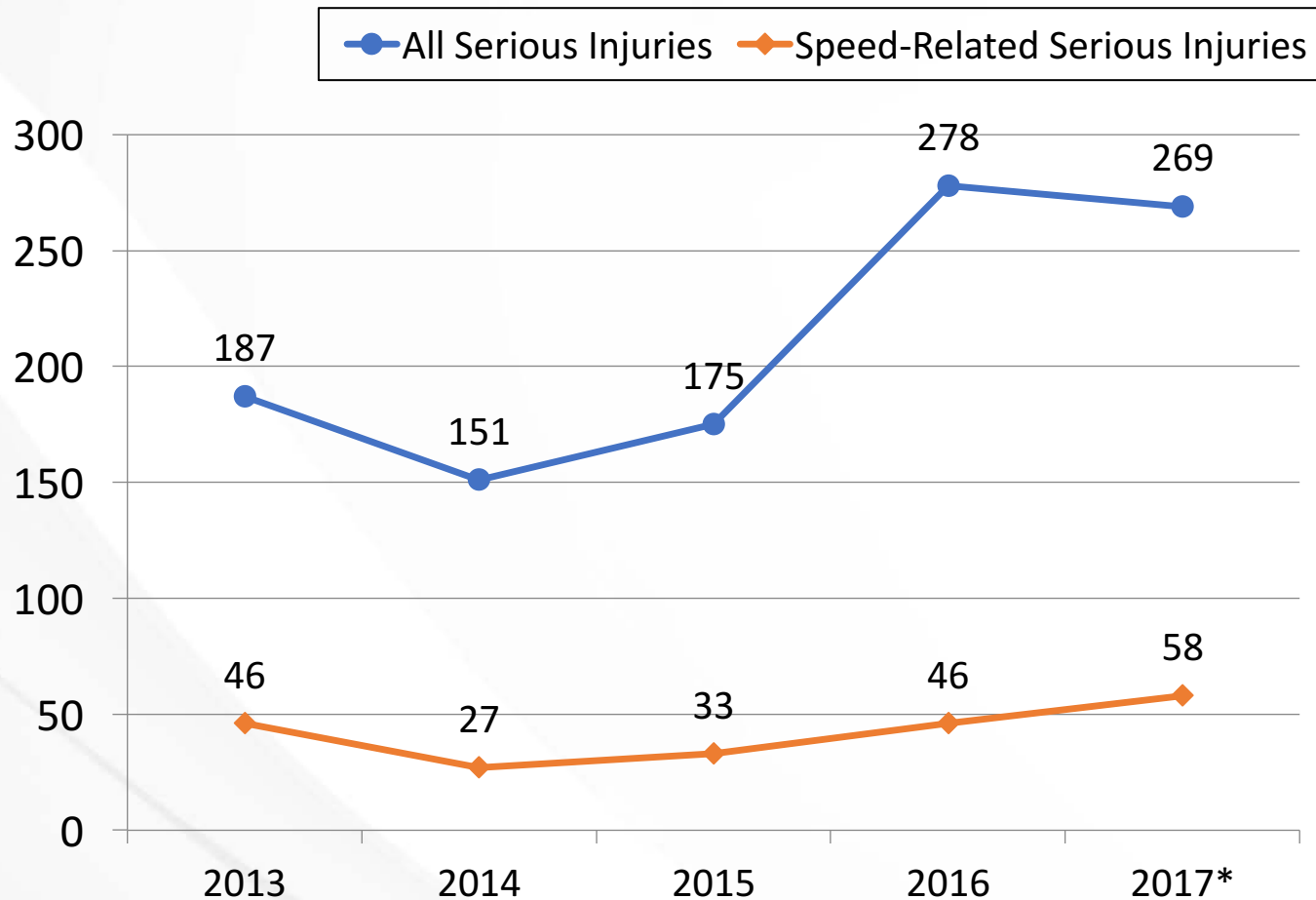
- 6 PM – 2 AM
- Weekends (Friday, Saturday, and Sunday)

Speed-Related Fatalities



*2017 data are preliminary

Speed-Related Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Speed-Related Target Audience

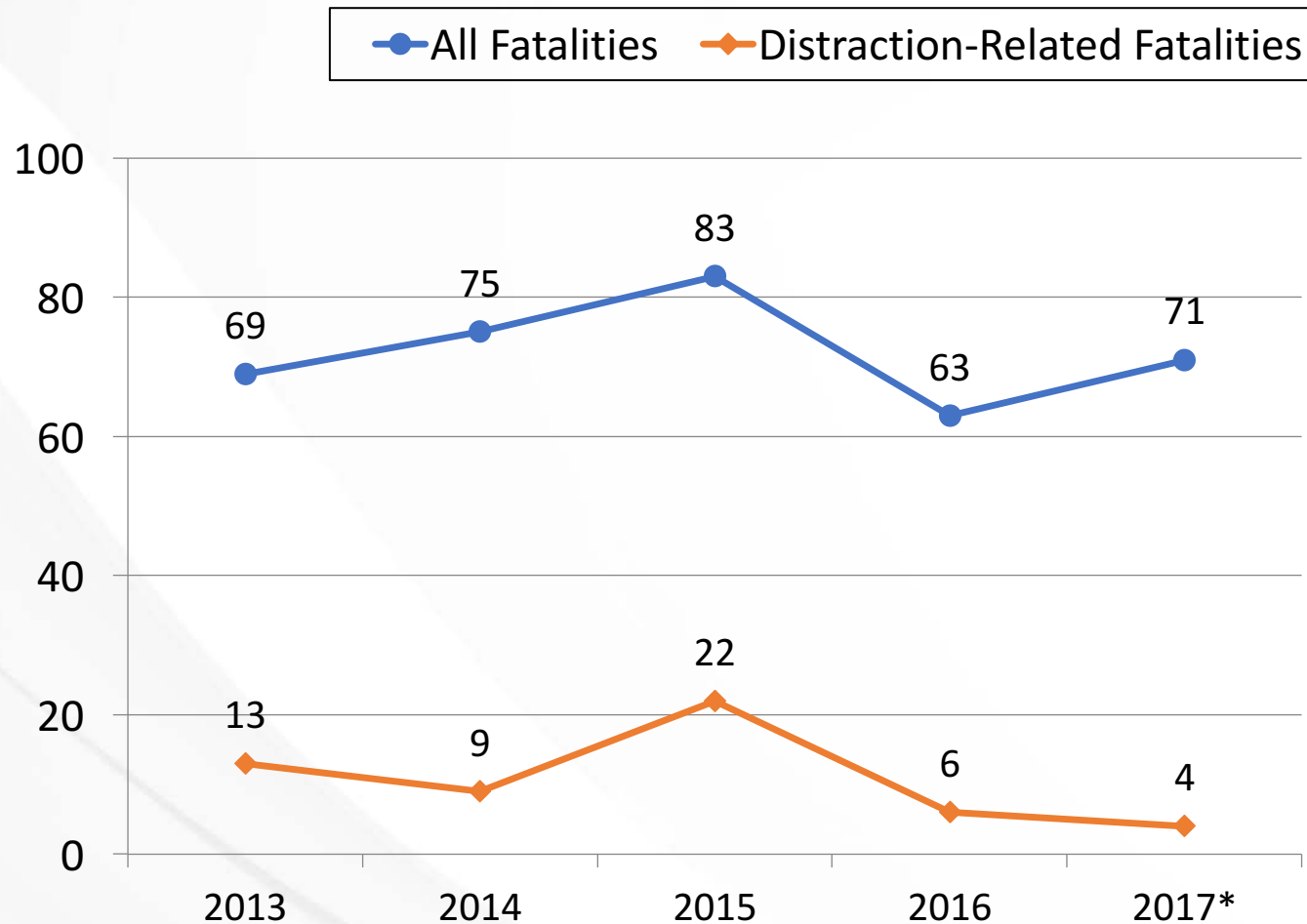
Who?

- Teens and young adults (age 16-30) make up half of fatalities and serious injuries
- Men—almost 75% of fatalities and serious injuries

When?

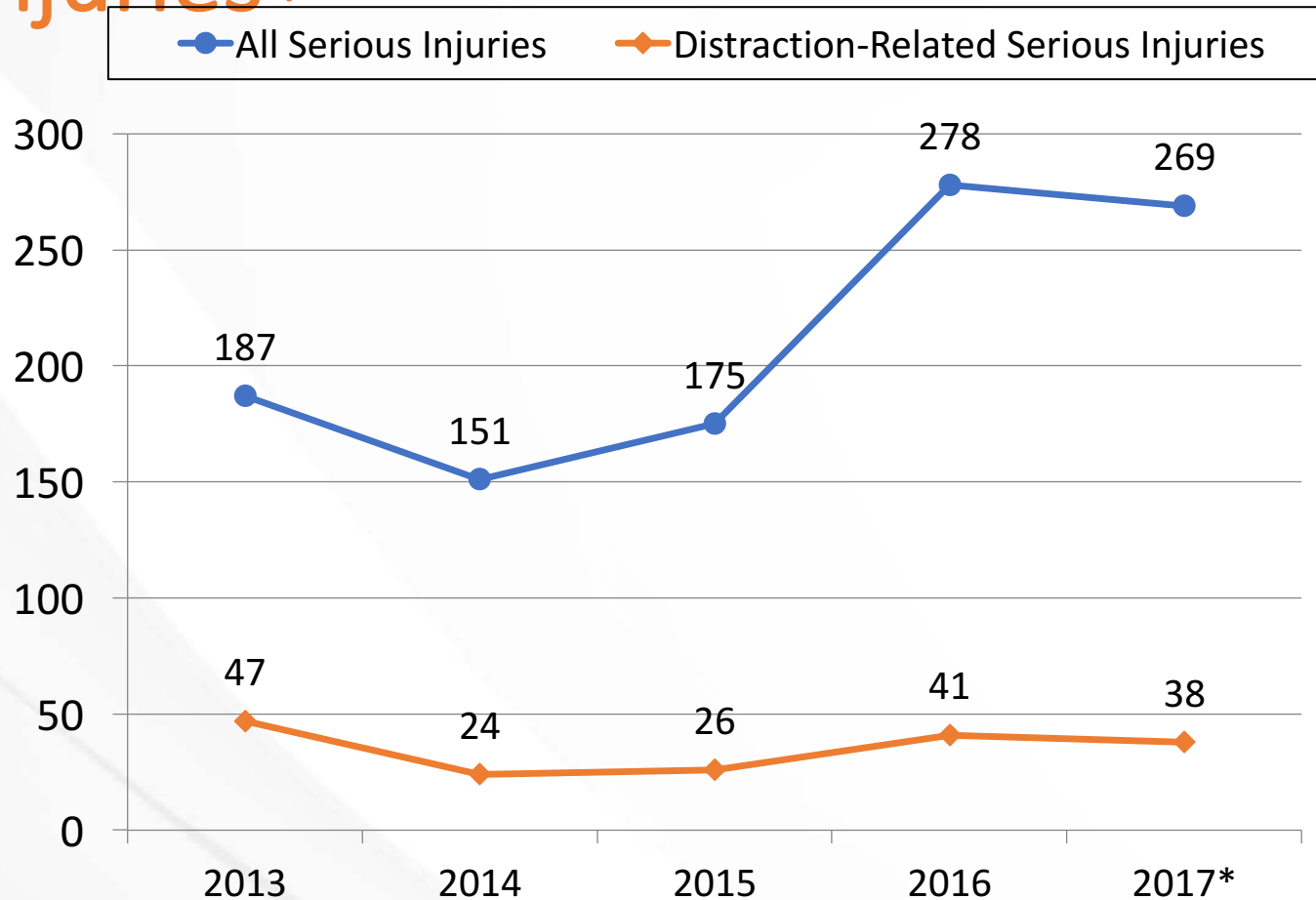
- Afternoon and evening—almost half occurred between 2 PM and 10 PM
- Weekends (Friday, Saturday, and Sunday)

Distraction-Related Fatalities



*2017 data are preliminary

Distraction-Related Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Distraction-Related Target Audience

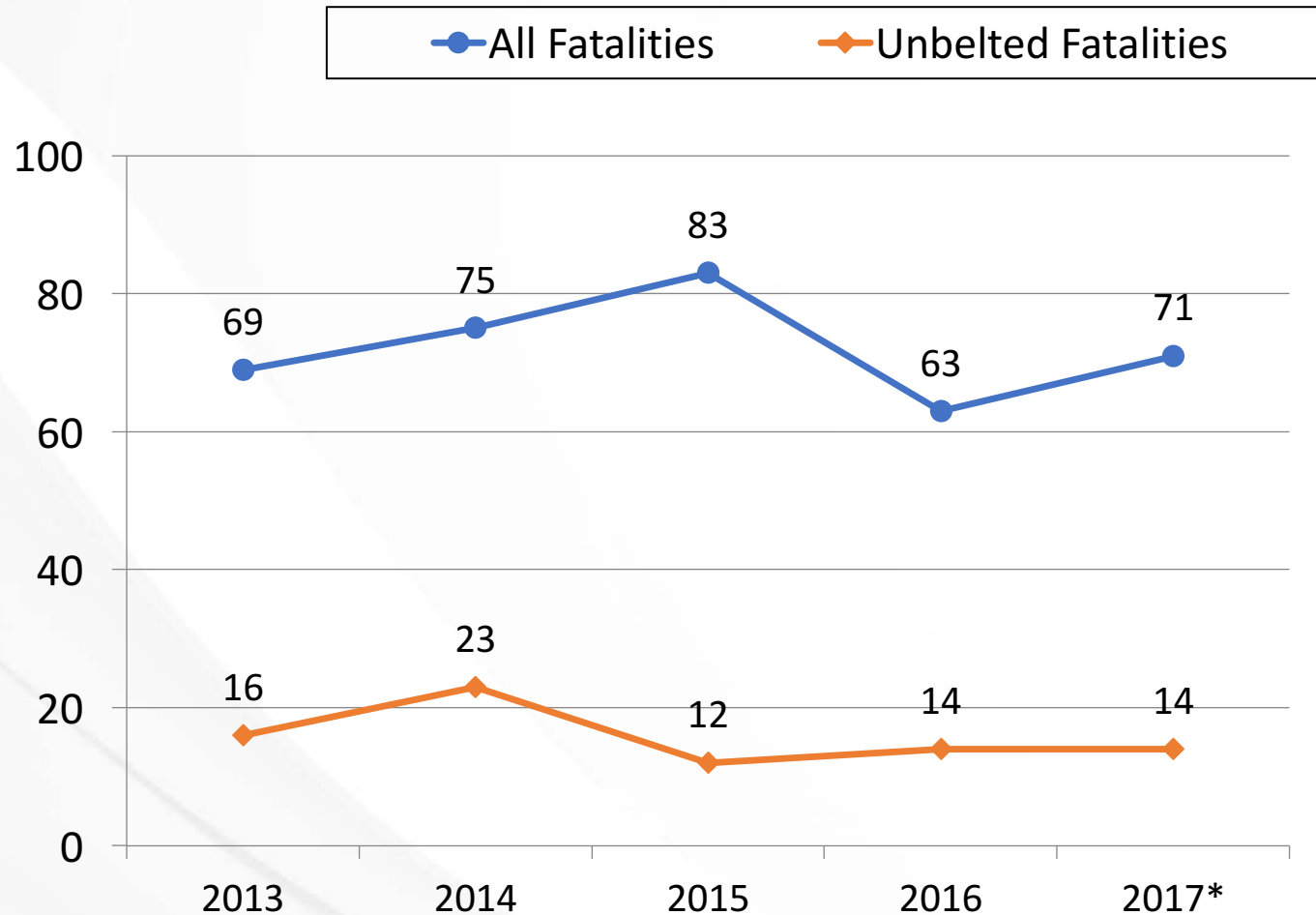
Who?

- All ages
- Men—64% of fatalities and serious injuries

When?

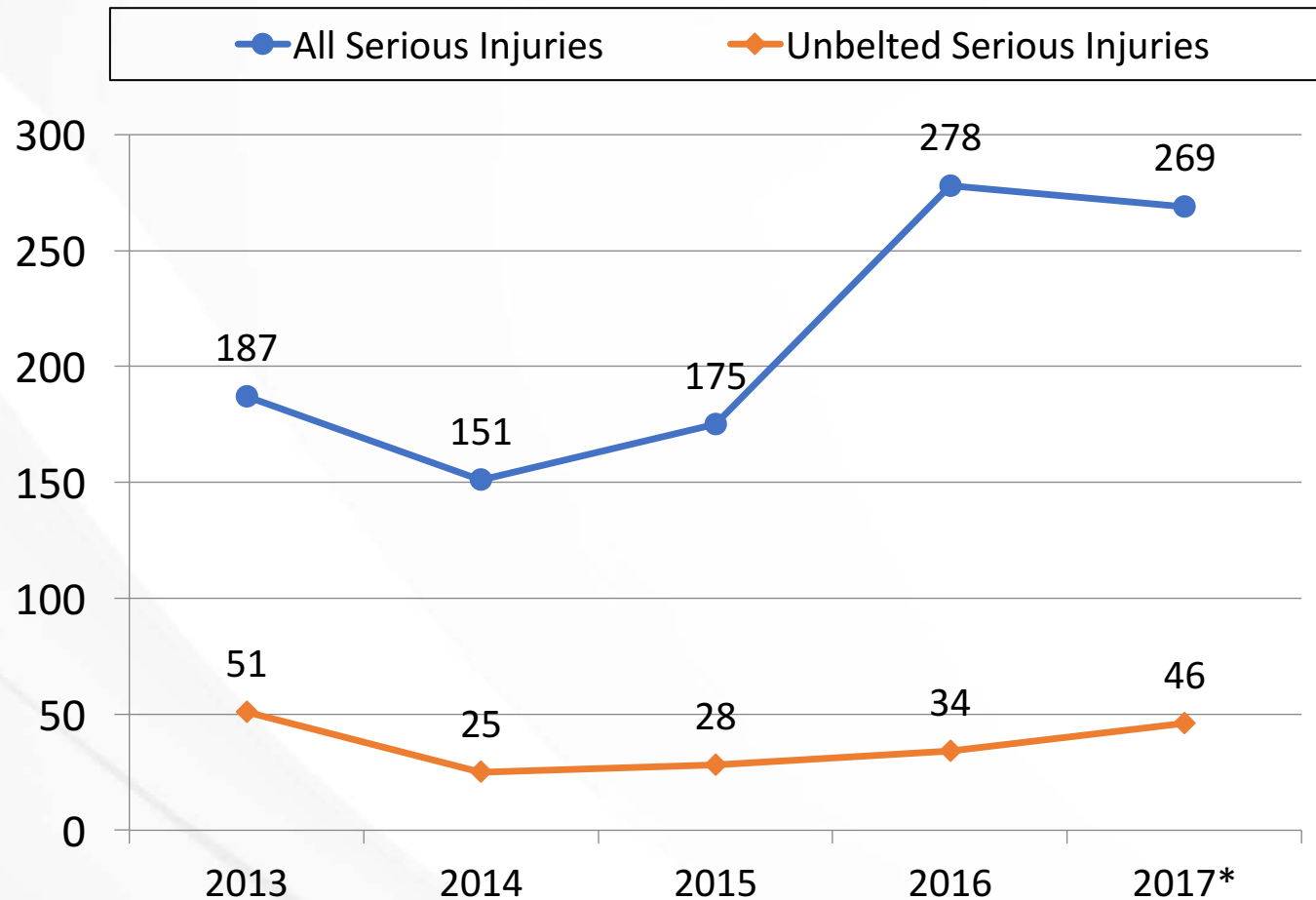
- “Work hours” (10 AM – 6 PM)

Unbelted Fatalities



*2017 data are preliminary

Unbelted Serious Injuries†



† New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions. The numbers of reported injuries at various classifications of injury severity are not directly comparable to earlier years.

* 2017 data are preliminary

Seat Belt Target Audience

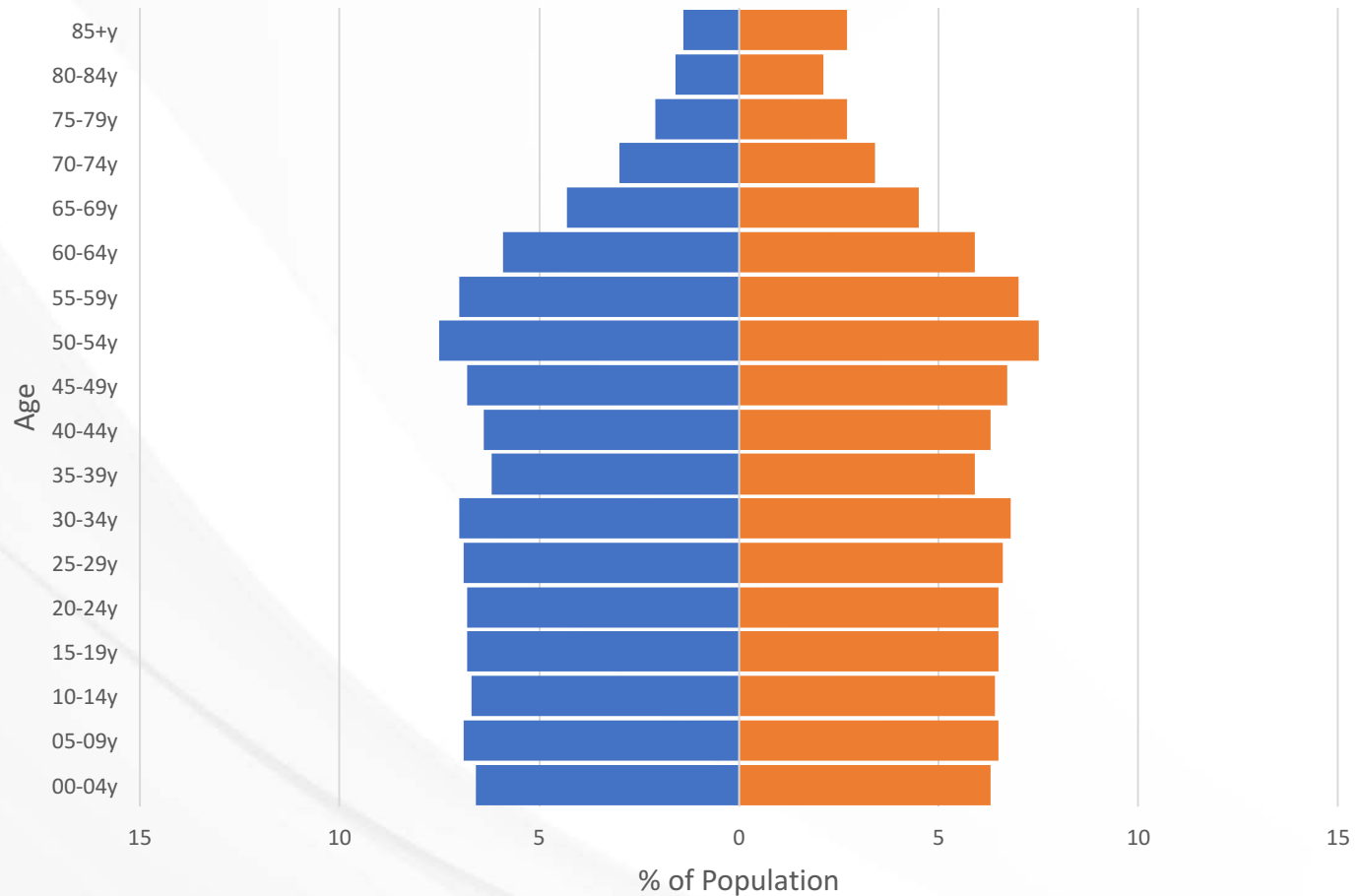
Who?

- Teens and young adults (age 16-35) make up more than half of fatalities and serious injuries
- Men account for 71% of fatalities and serious injuries

When?

- Weekends (Friday, Saturday, and Sunday)

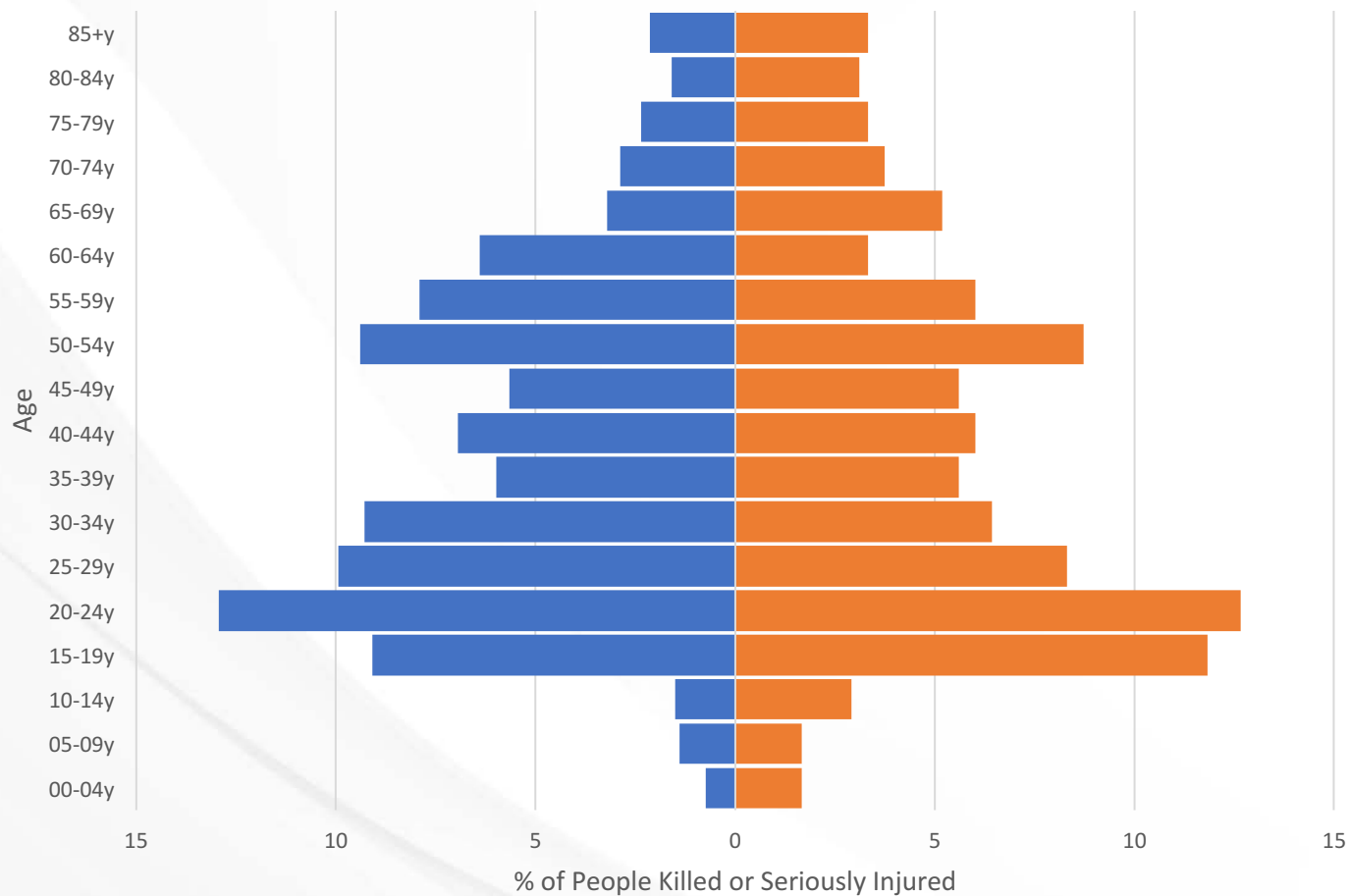
Population of Minnesota, 2015*



*Population data from the MN State Demographic Center

■ % Male ■ % Female

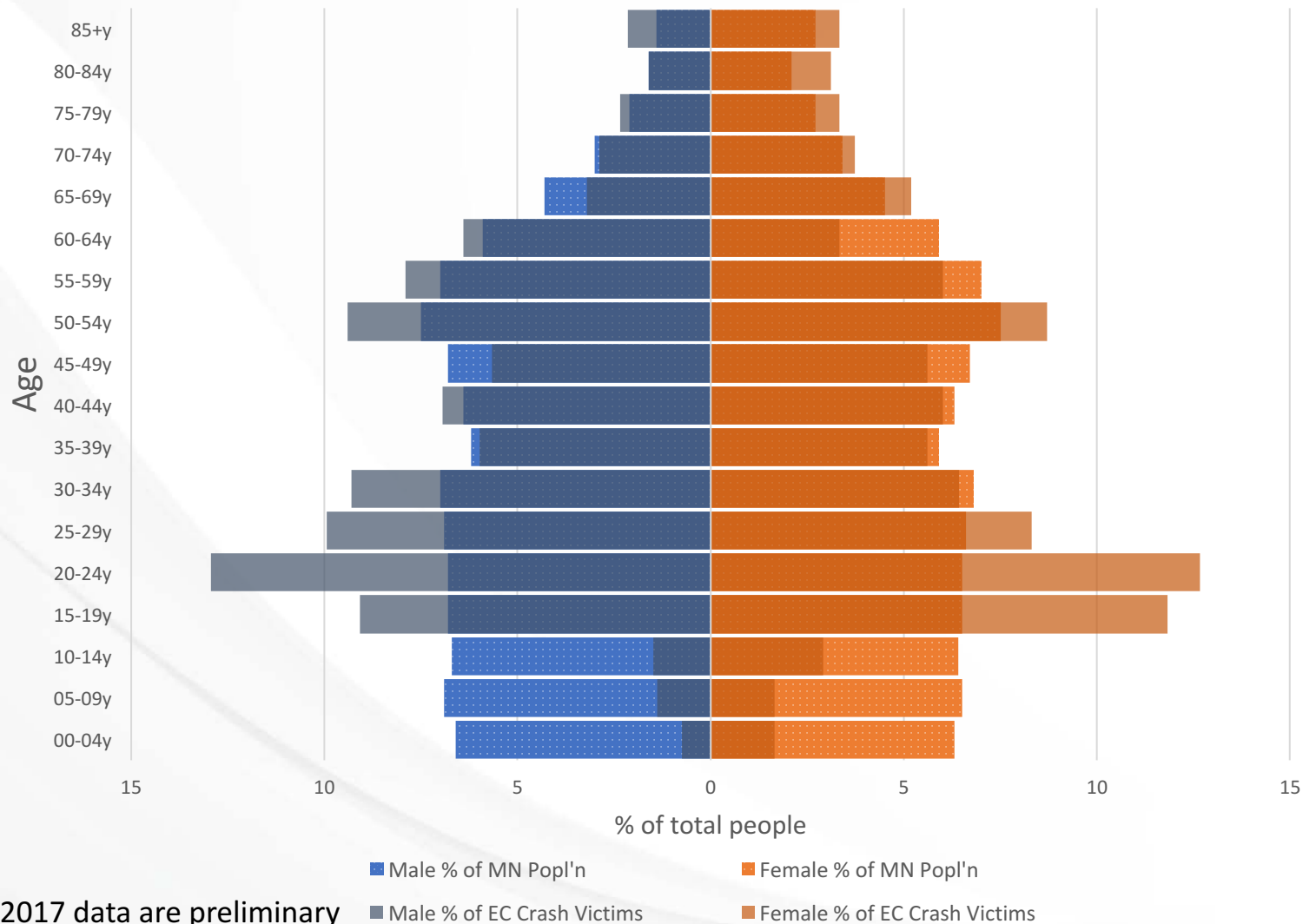
People Killed or Seriously Injured – East Central Region 2013-2017*



*2017 data are preliminary

■ % Male ■ % Female

MN Population and East Central Crash Victims, 2013-2017*



*2017 data are preliminary



East Central Minnesota Key Findings

- Compared to 2016, fatalities were up but serious injuries were down in 2017
- The “Big Four” remain a challenge
 - Impairment
 - Distraction
 - Seat belt use
 - Speed
- Teens and young adults continue to be overrepresented in crashes

Additional Resources

- **Minnesota Toward Zero Deaths**
 - www.MinnesotaTZD.org
- **Strategic Highway Safety Plan**
 - www.mndot.gov/TrafficEng/Safety/SHSP
- **Minnesota Crash Facts**
 - <https://dps.mn.gov/Divisions/OTS>