



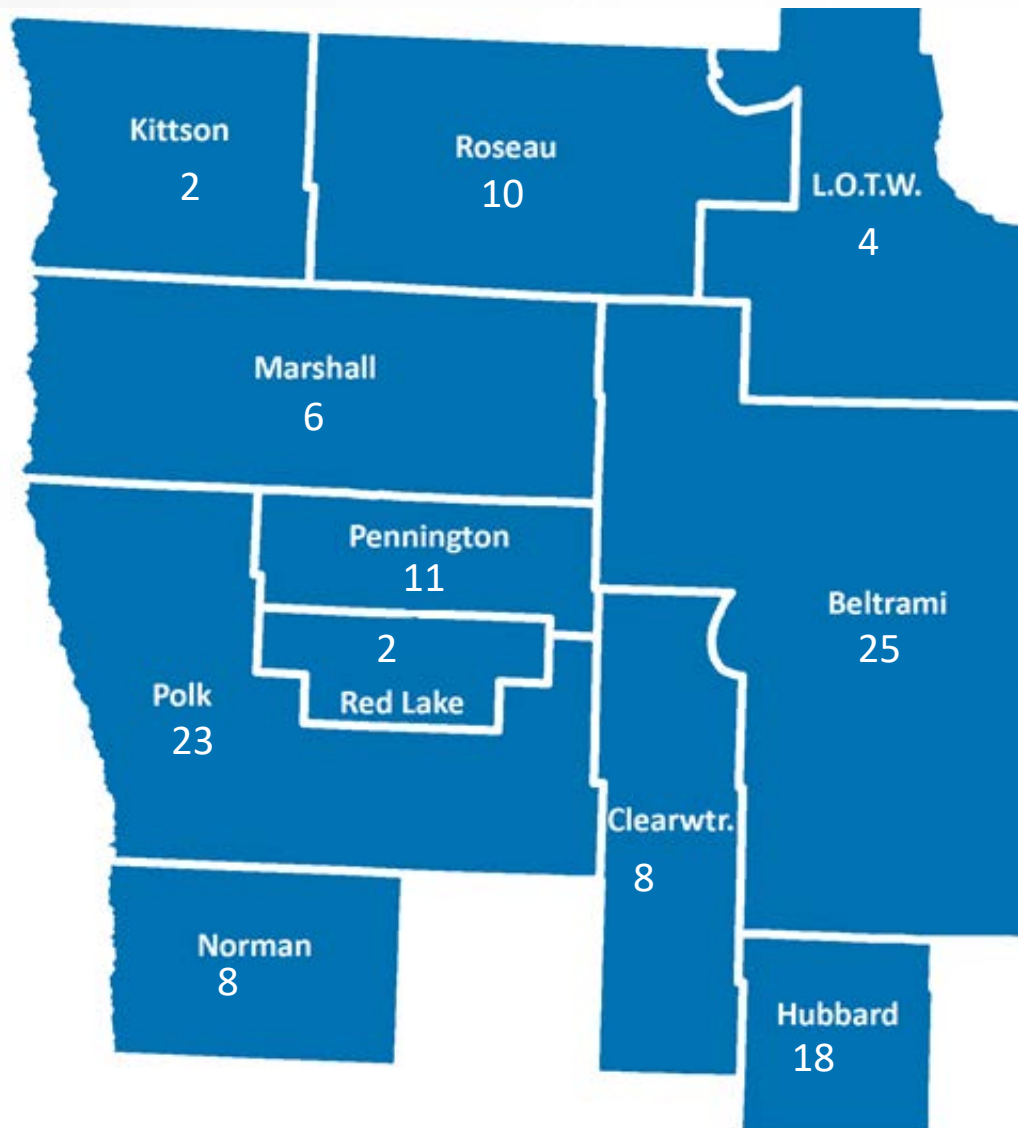
MINNESOTA

TOWARD **ZERO** DEATHS

Northwest Minnesota Regional Crash Data

May 23, 2018

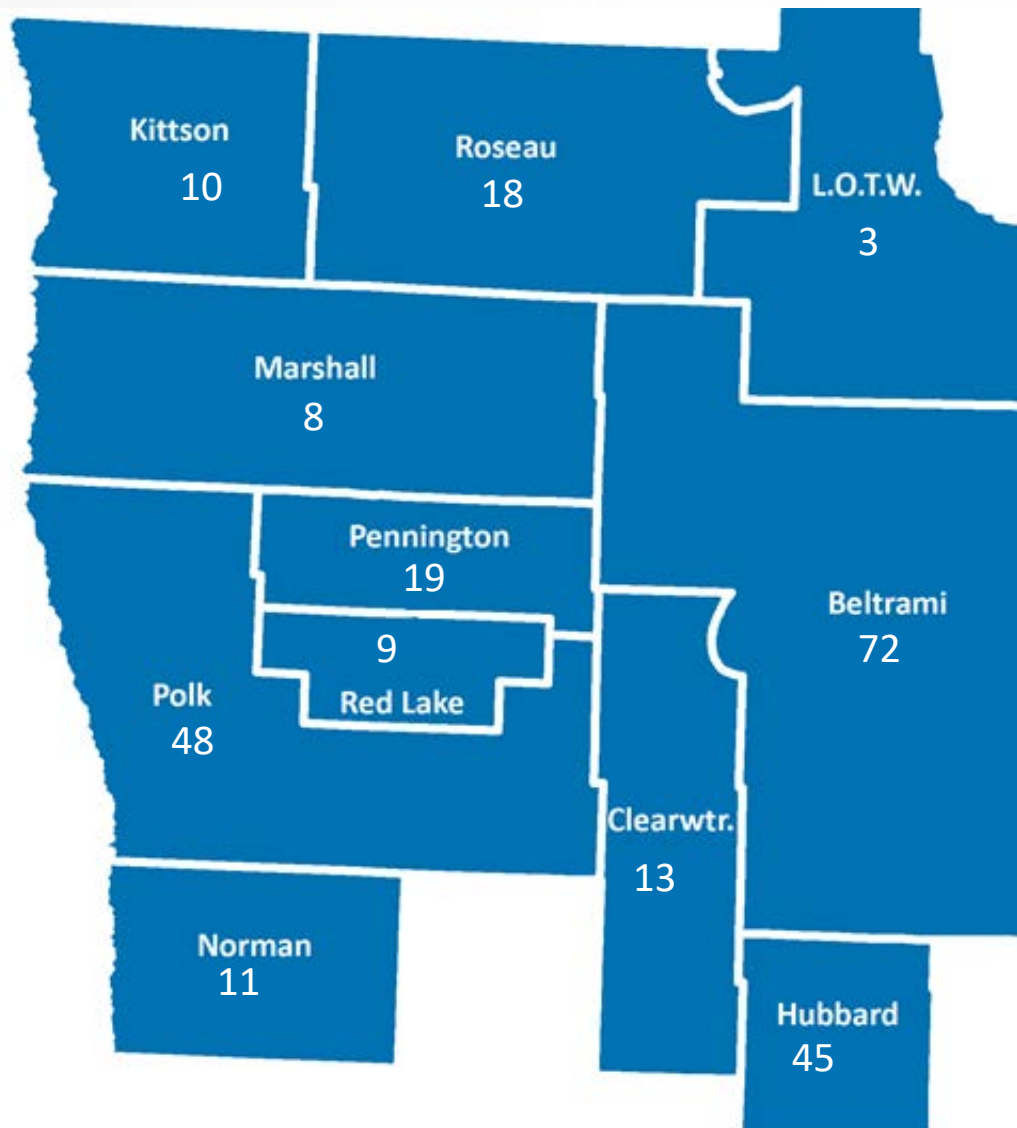
Northwest MN Fatalities, 2013-2017*



Region Totals	
2013	23
2014	23
2015	22
2016	29
2017*	20

*2017 data are preliminary

Northwest MN Serious Injuries, 2013-2017*

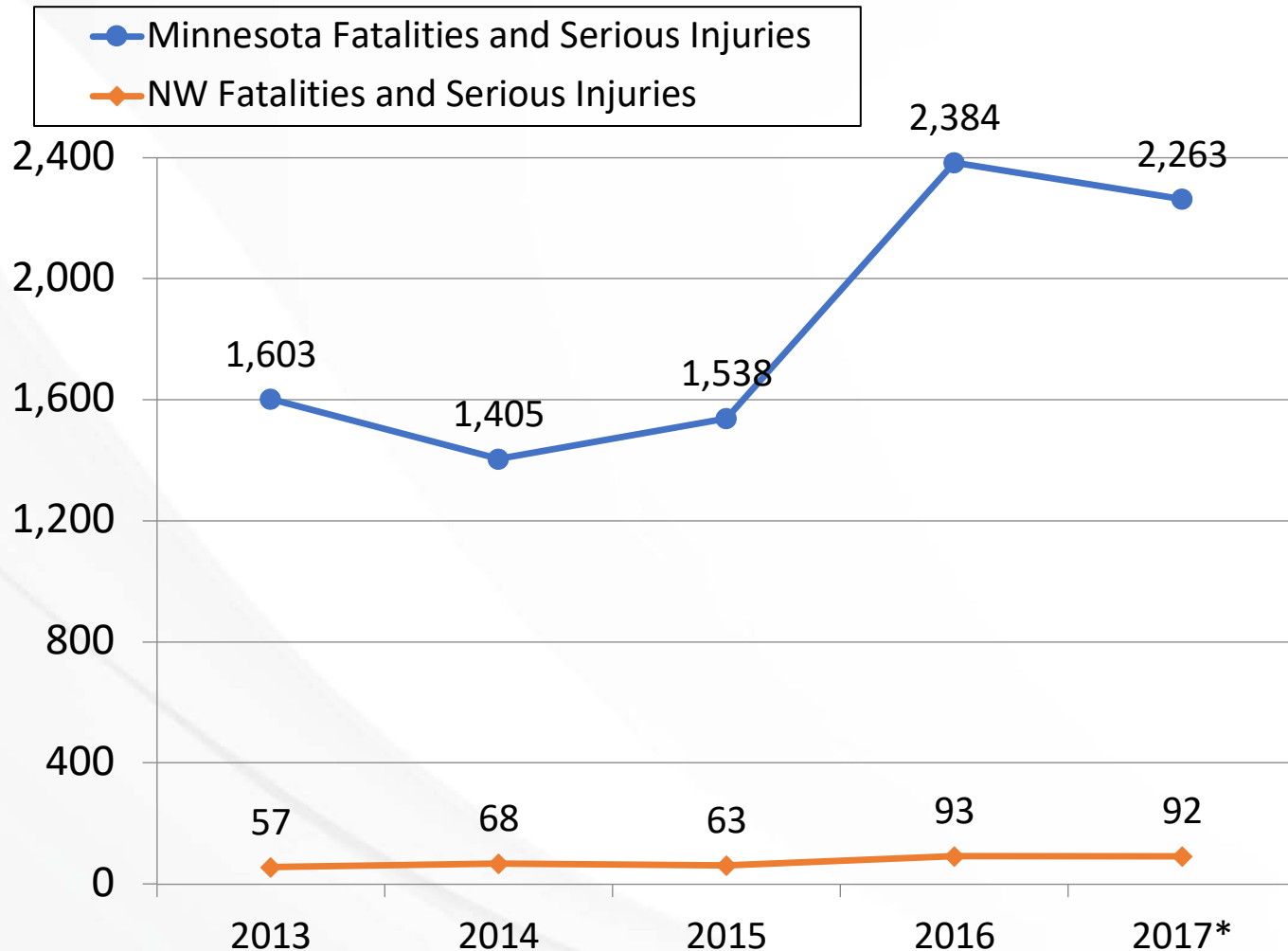


Region Totals	
2013	34
2014	45
2015	41
2016	64
2017*	72

*2017 data are preliminary

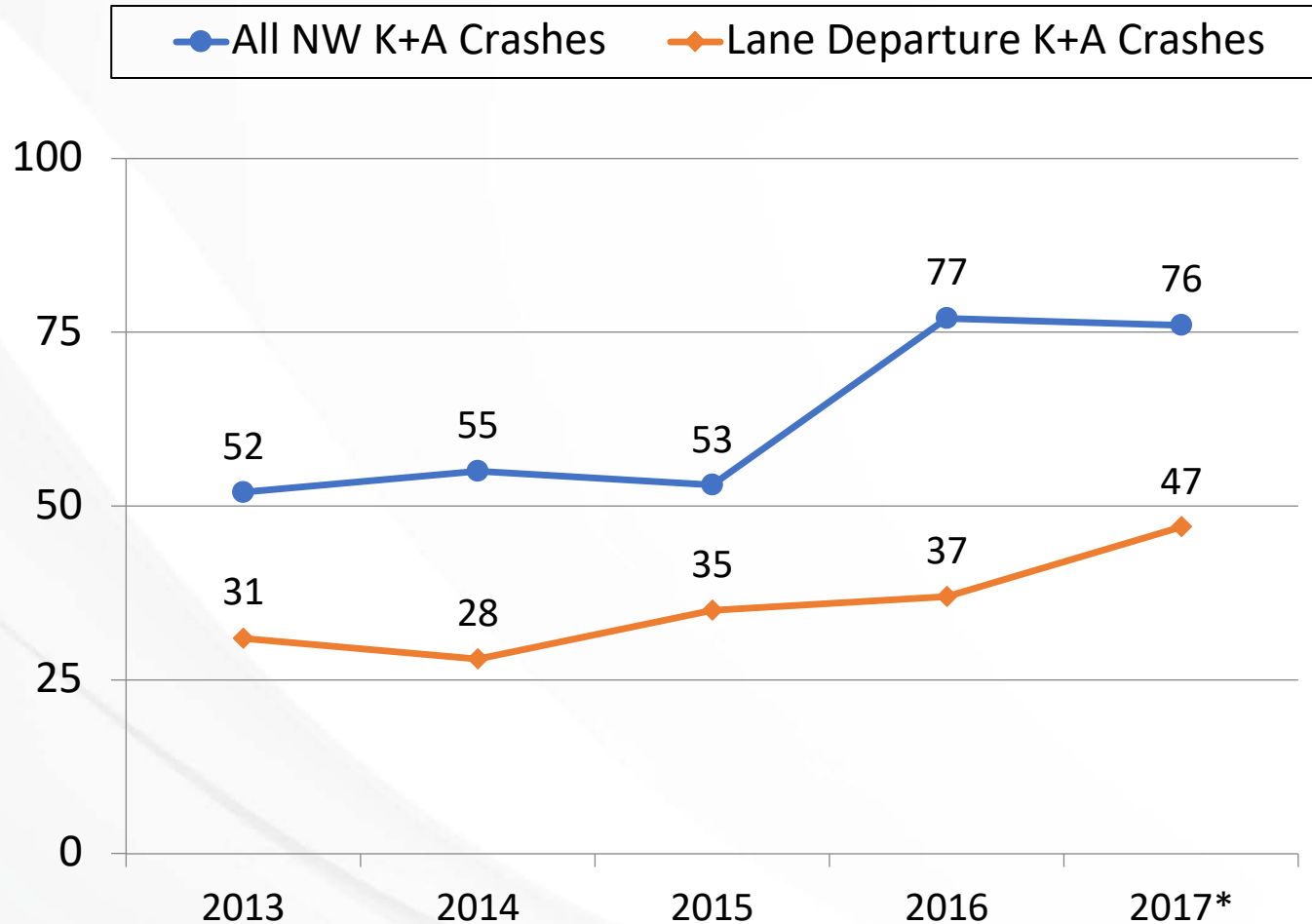
Note: New injury definitions were introduced in MNCrash beginning in 2016 to align with national standard definitions.

Statewide Fatalities and Serious Injuries



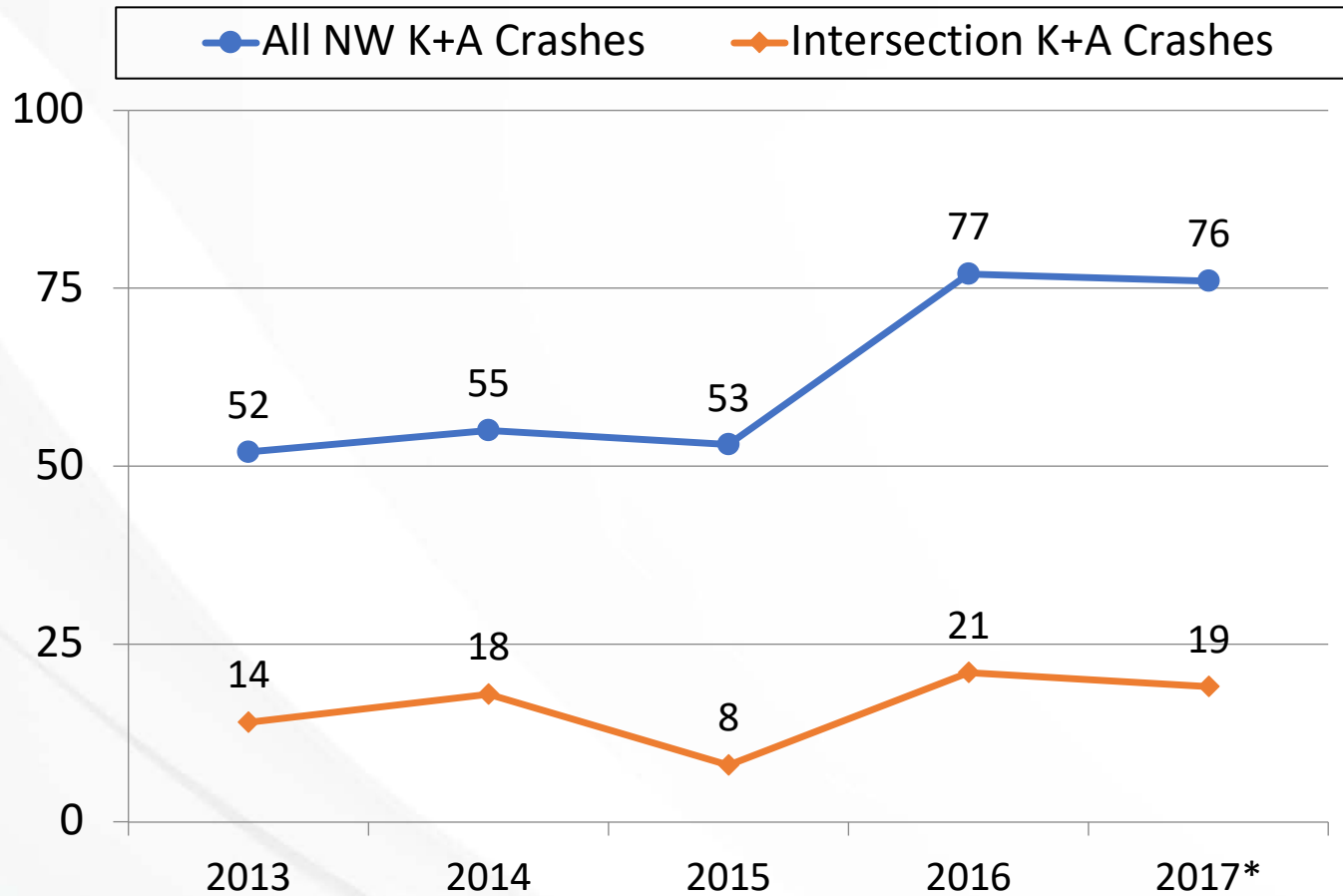
*2017 data are preliminary

Northwest Lane Departure Crashes



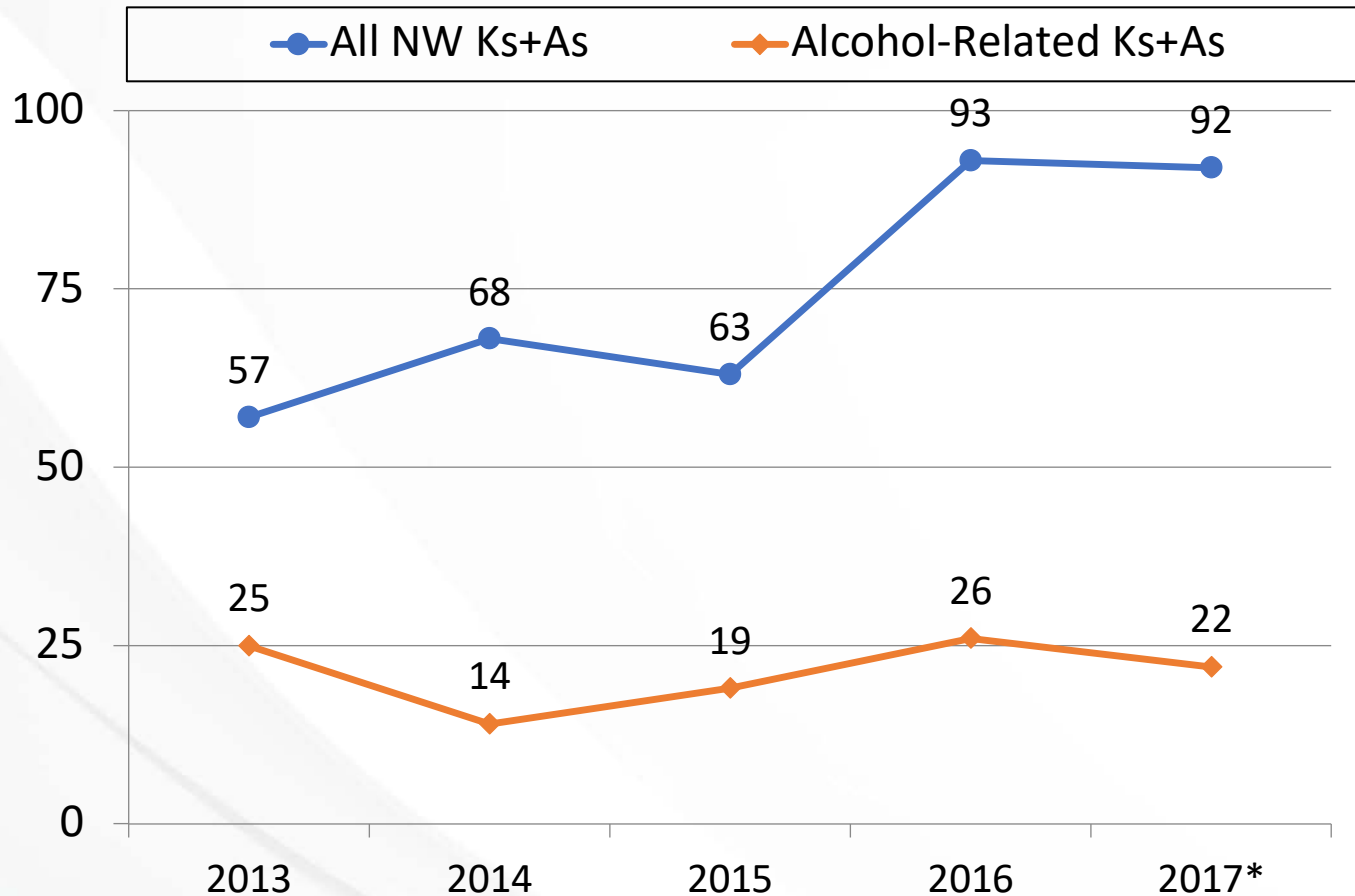
*2017 data are preliminary

Northwest Intersection Crashes



*2017 data are preliminary

Northwest Alcohol-Related Fatalities and Serious Injuries



*2017 data are preliminary

Alcohol-Related Target Audience

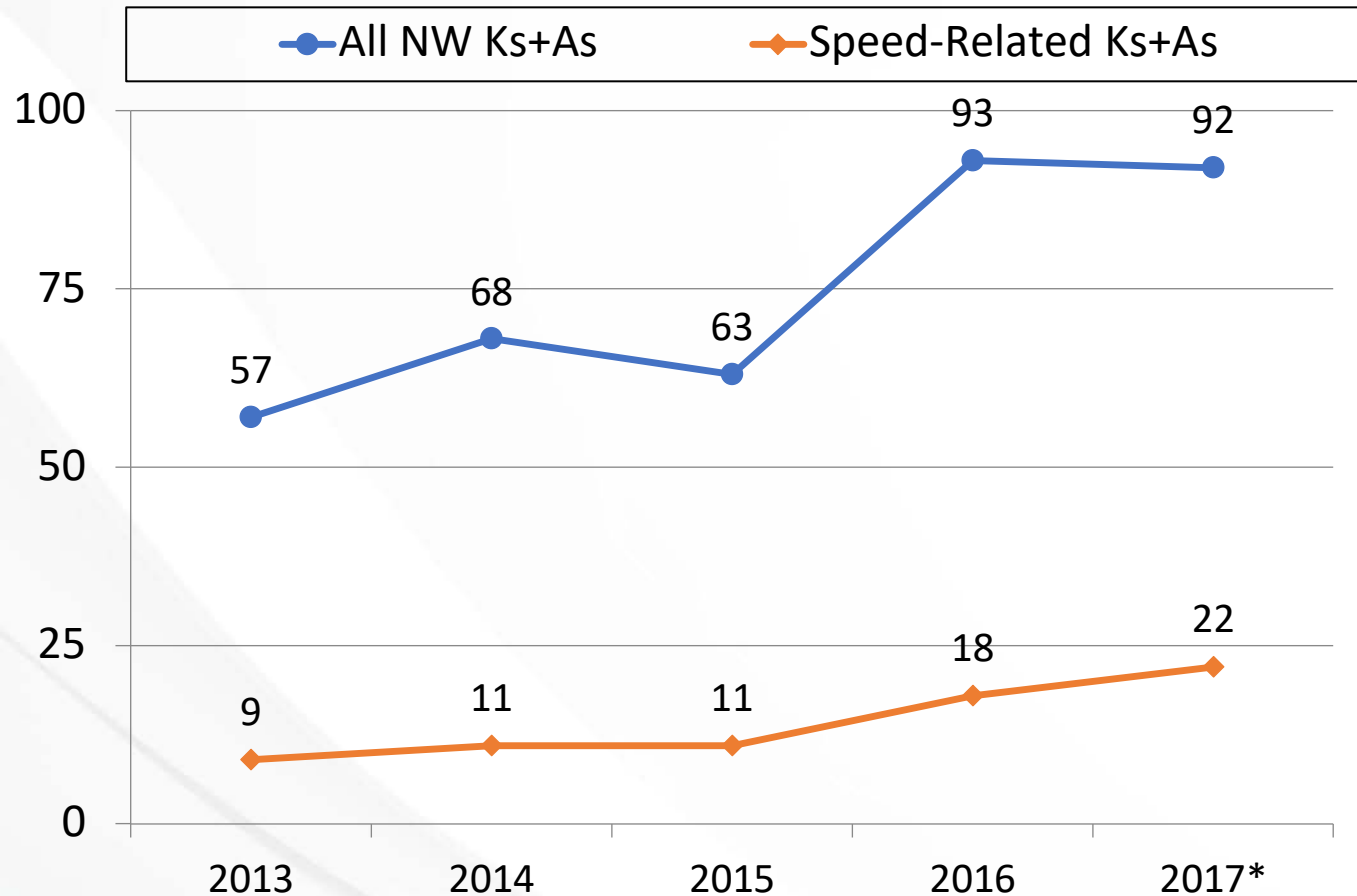
Who?

- Young adults (age 21 – 35)
- Men

When?

- Overnight (10 PM – 6 AM)
- Weekends (Saturday and Sunday)

Northwest Speed-Related Fatalities and Serious Injuries



*2017 data are preliminary

Speed-Related Target Audience

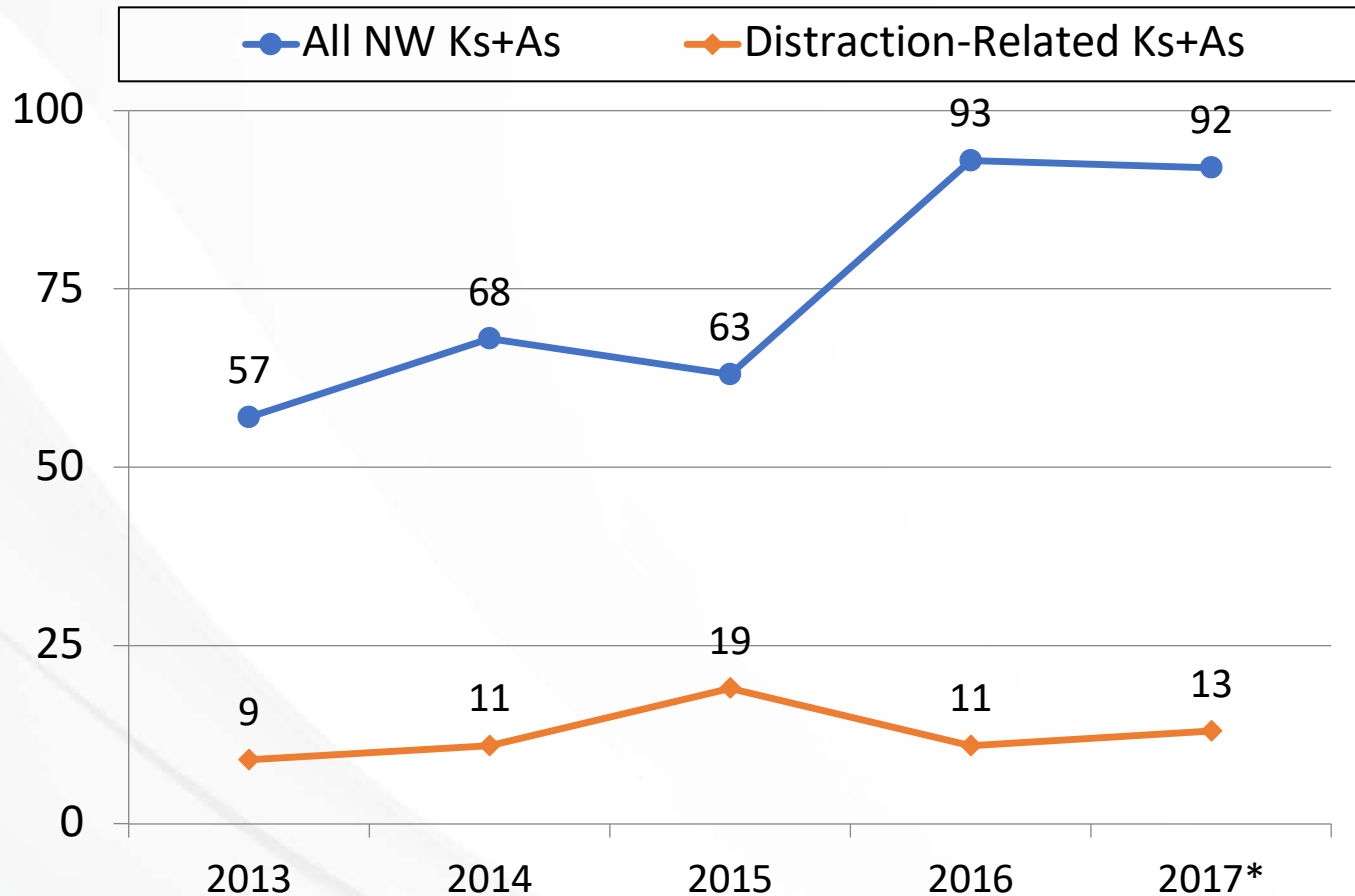
Who?

- Teens and young adults (age 16 – 30)
- Both men and women

When?

- Evening and late night (6 PM – 2 AM)

Northwest Distraction-Related Fatalities and Serious Injuries



*2017 data are preliminary

Distraction-Related Target Audience

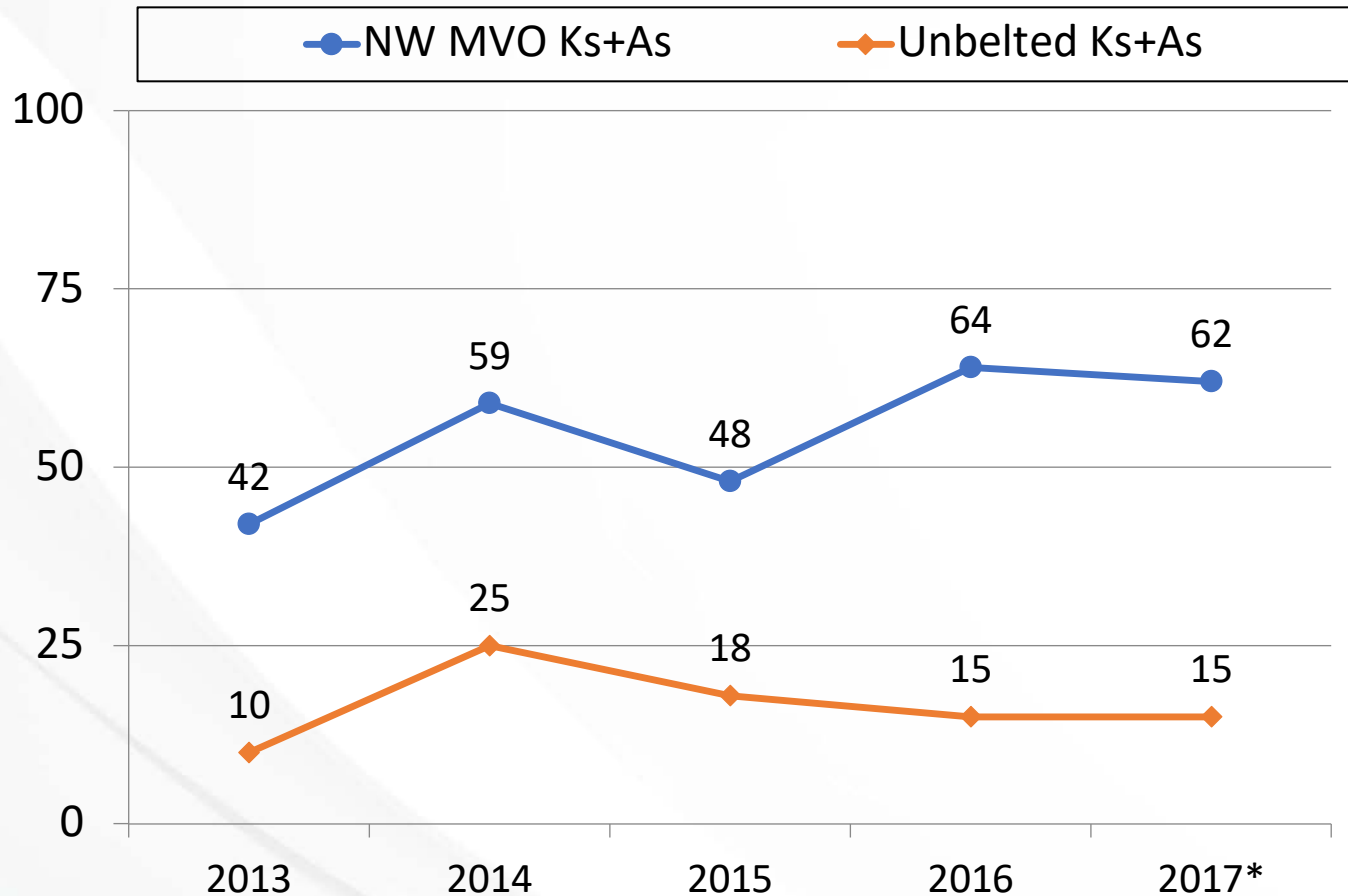
Who?

- Teens and young adults (age 16 – 35)
- Women

When?

- Daytime hours (7 AM – 5 PM)
- Weekdays (Monday – Thursday)

Northwest Unbelted Fatalities and Serious Injuries



*2017 data are preliminary

Seat Belt Target Audience

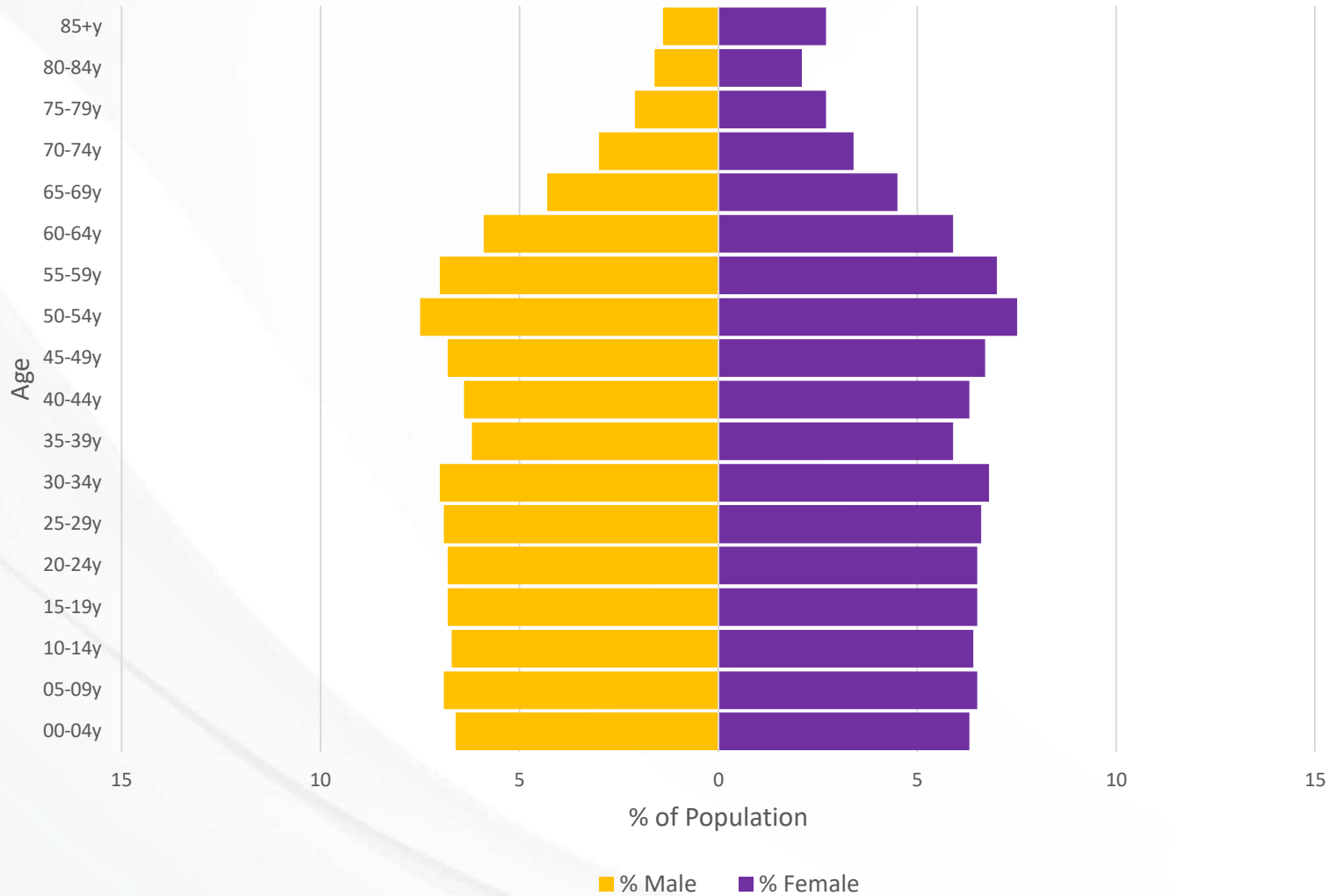
Who?

- Teens and young adults (age 16 – 25)
- Both men and women

When?

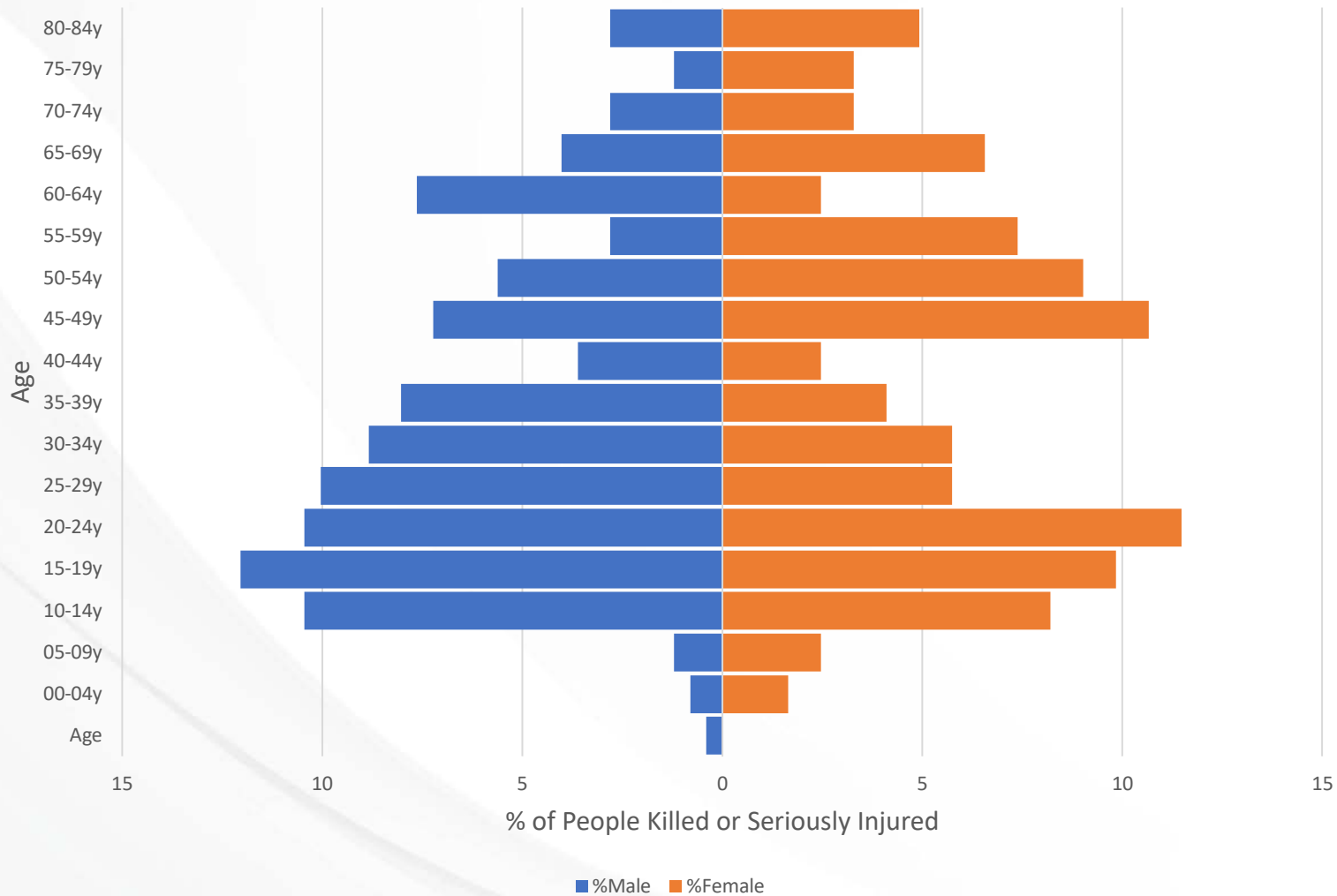
- Overnight (10PM – 5AM)

Population of Minnesota, 2015*



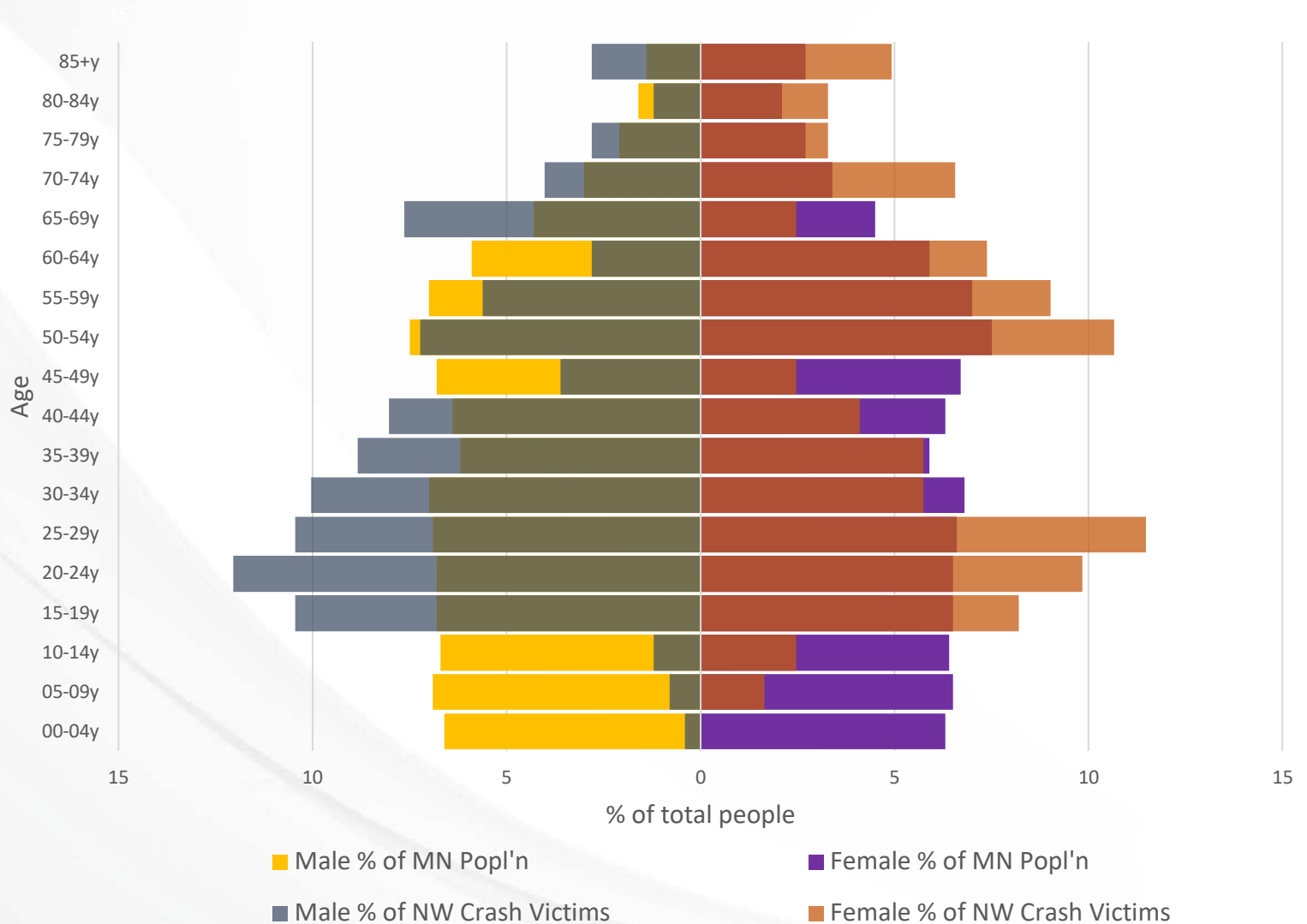
*Population data from the MN State Demographic Center

People Killed or Seriously Injured – Northwest Region 2013-2017*



*2017 data are preliminary

MN Population and Northwest Region Crash Victims, 2013-2017*



*2017 data are preliminary

Northwest Minnesota Key Findings

- Compared to 2016, fatalities were down but serious injuries were up 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>