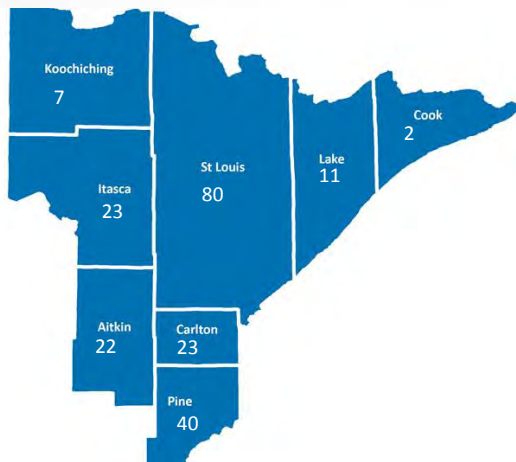


Northeast Minnesota Regional Crash Data

May 30, 2018

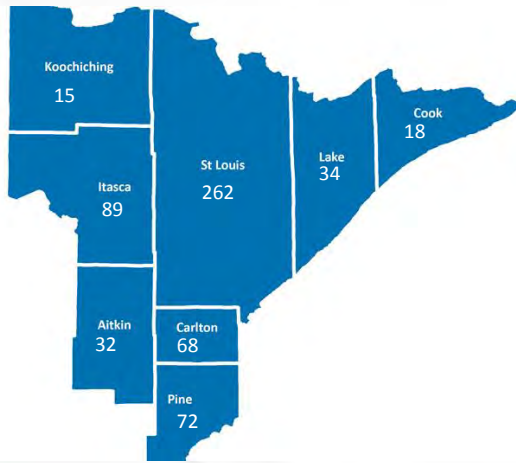
Northeast MN Fatalities, 2013-2017*



Region Totals	
2013	43
2014	20
2015	50
2016	46
2017*	49

*2017 data are preliminary

Northeast MN Serious Injuries, 2013-2017*



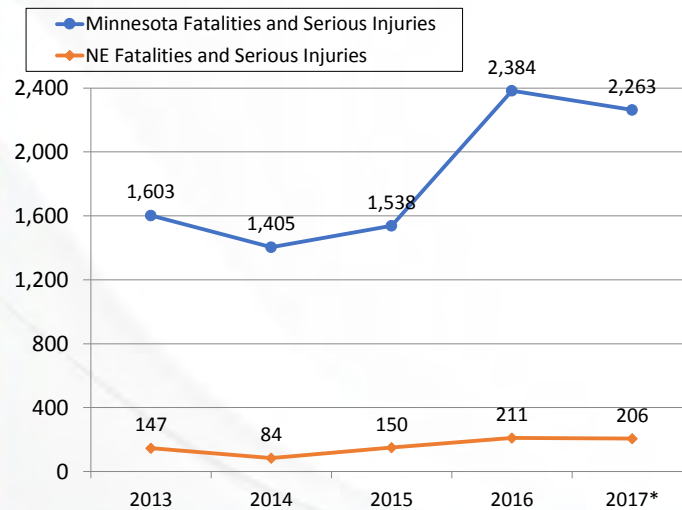
Region Totals	
2013	104
2014	64
2015	100
2016	165
2017*	157

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

*2017 data are preliminary



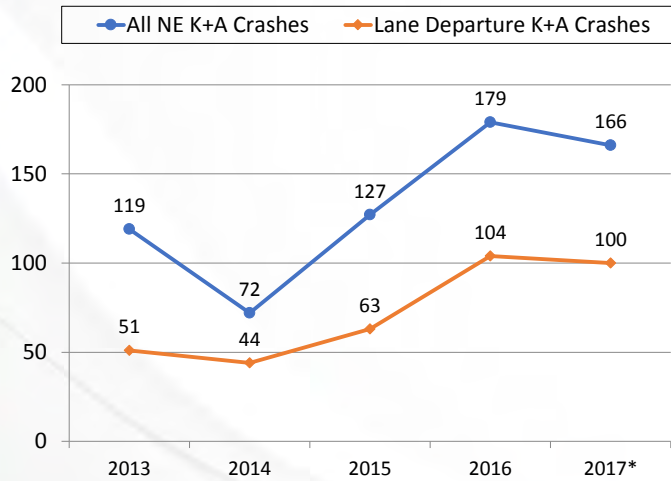
Statewide Fatalities and Serious Injuries



*2017 data are preliminary



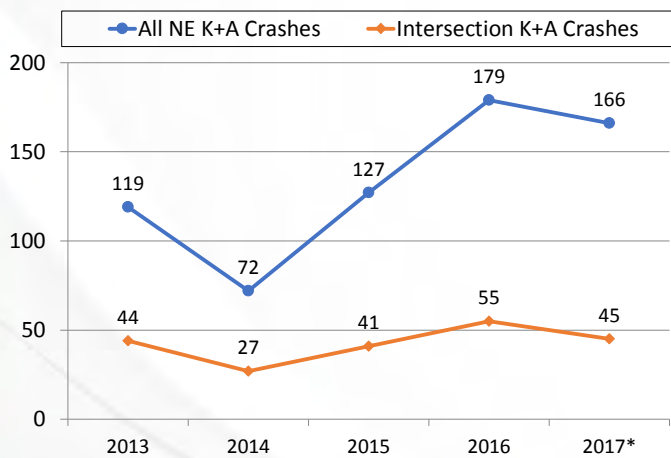
Northeast Lane Departure Crashes



*2017 data are preliminary



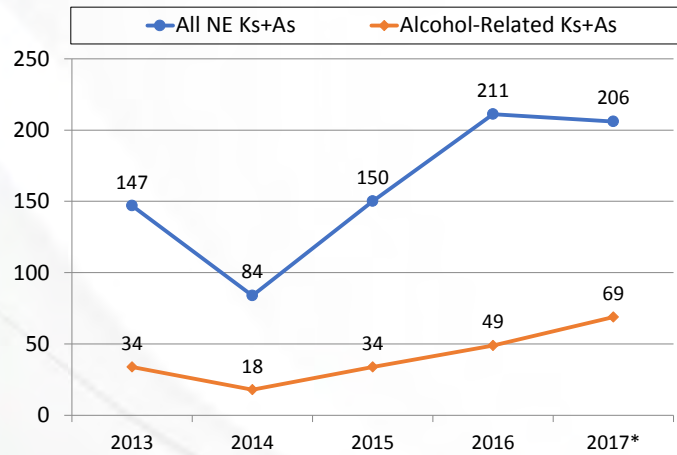
Northeast Intersection Crashes



*2017 data are preliminary



Northeast Alcohol-Related Fatalities and Serious Injuries



*2017 data are preliminary



Alcohol-Related Target Audience

Who?

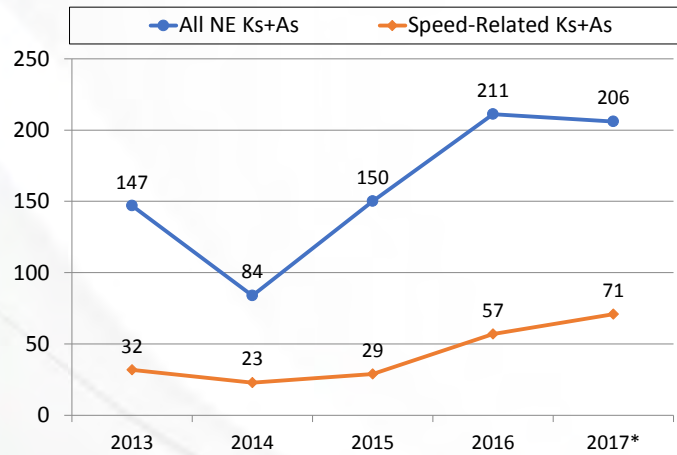
- Adults (age 21 – 50)
- Men

When?

- Evenings and nights (8 PM – 4 AM)
- Weekends (Saturday and Sunday)



Northeast Speed-Related Fatalities and Serious Injuries



*2017 data are preliminary



Speed-Related Target Audience

Who?

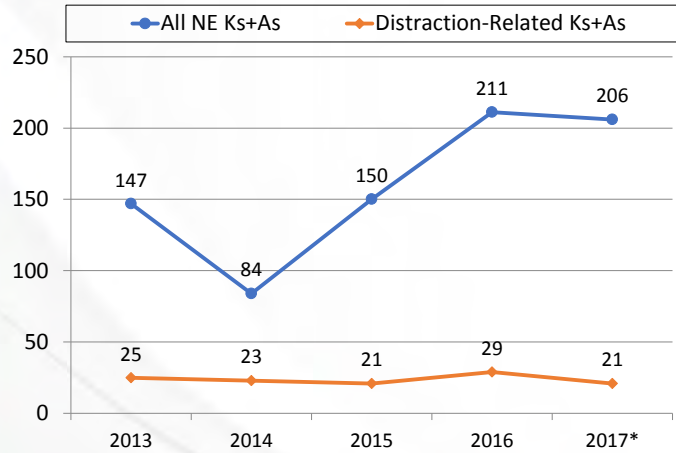
- Teens and young adults (age 16 – 30)
- Both men and women

When?

- Evenings and late night (7 PM – 3 AM)
- End of week (Thursday – Saturday)



Northeast Distraction-Related Fatalities and Serious Injuries



*2017 data are preliminary



Distraction-Related Target Audience

Who?

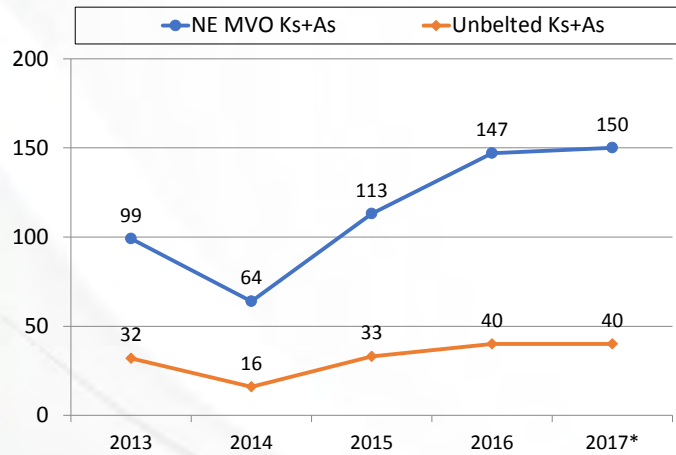
- Teen and young adults (age 16 – 30)
- Women

When?

- Work hours (7 AM – 4 PM)
- Weekdays (Monday – Thursday)



Northeast Unbelted Fatalities and Serious Injuries



*2017 data are preliminary



Seat Belt Target Audience

Who?

- Younger adults (age 21 – 40)
- Men

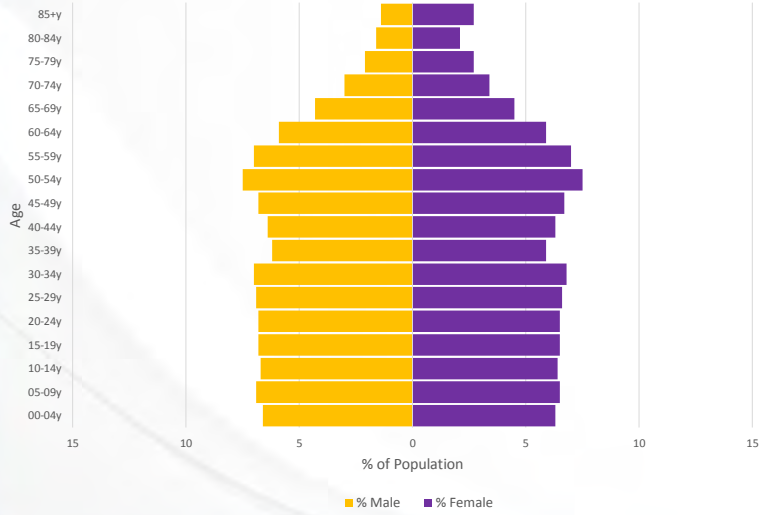
When?

- Evening and late night (7 PM – 3 AM)





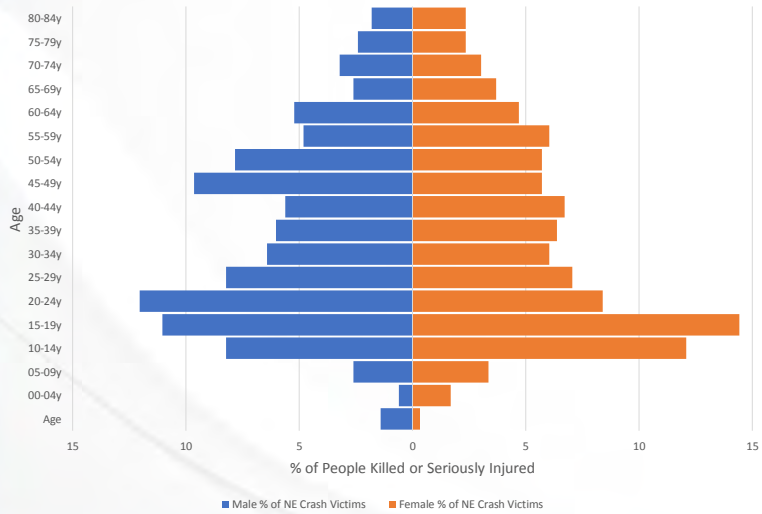
Population of Minnesota, 2015*



*Population data from the MN State Demographic Center

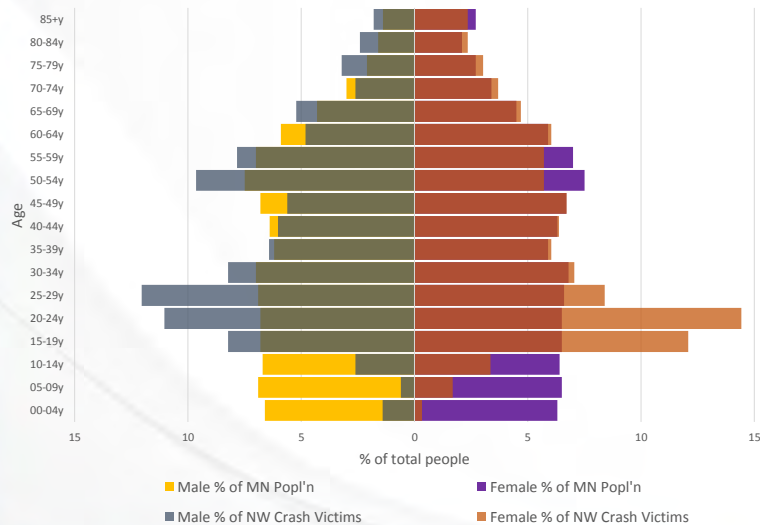


People Killed or Seriously Injured – Northeast Region 2013-2017*



*2017 data are preliminary

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



*2017 data are preliminary



Northeast Minnesota Key Findings

- Compared to 2016, fatalities and 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>

