

March 2025

2024 Public Opinion Survey

Transportation Safety Office

Presentation



Agenda

Project Overview



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graph TD; A[Project Overview] --> B[Recruitment Approach]; B --> C[Key Findings]; C --> D[Project Updates in 2025]; D --> E[Q&A];
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Recruitment Approach

Key Findings

Project Updates in 2025

Q&A

Project Overview: Purpose

ODOT conducts an annual survey to understand people in Oregon's attitudes and knowledge regarding traffic safety issues

- Understand Oregon residents' driving habits and attitudes
- Help ODOT develop traffic safety programs and campaigns
- Increase public awareness of Oregon roadway laws
- Encourage safe driving behaviors
- ODOT hired PRR, an independent research firm, to conduct the 2024 survey



Project Overview: Approach

Two-wave statewide online survey:

Wave 1: Spring

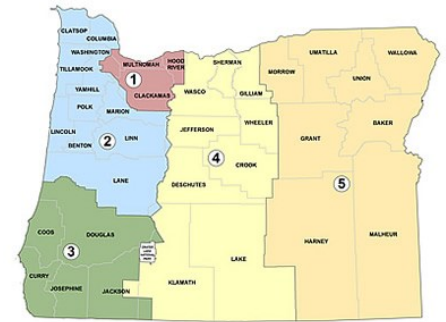
722 completes
8% response rate

MOE: +/-3%

Wave 2: Summer

760 completes
8% response rate

MOE: +/-3%



There are five ODOT regions.

- Results compared to assess campaign influence on public attitudes and behaviors
- Each wave included different program-specific questions

Recruitment & Sampling:

- Address-based postcard invitations with an oversampling approach
- Focused outreach and data weighting to ensure statewide representation

Data Weighting:

- Adjusted by **age, gender, and region**
- Ensured alignment with Oregon's licensed driver population

Survey Recruitment Methods

PRR used two sampling methods to encourage equitable survey representation

Address-based sampling

The project team mailed survey invitations to **9,000** households across Oregon per wave (**18,000 total**).

- Initial and reminder postcards to each household
- Ensuring equitable representation in the sample
 - Stratified random sampling by census tract
 - Oversampling using EJSCREEN demographic index
- Received **1,339** responses (**90%** of sample) from address-based sampling
- Challenges with address-based sampling



You have been selected for the ODOT Public Opinion Survey!

¡Ha sido seleccionado para realizar la encuesta de opinión pública de ODOT!

The Oregon Department of Transportation (ODOT) wants to hear about your driving habits and attitudes! Your survey answers will help make your voice heard and help us improve traffic safety programs and campaigns to increase public awareness of Oregon laws and encourage safe behaviors.

All voices matter. Providing feedback should only take about 10 minutes. Your answers are confidential, and you can quit at any time. **Please complete the survey by August 4, 2024.**

Go to: <https://rebrand.ly/ODOTSafetyEN> or scan the QR code to take the survey

You will need to enter this code to access the survey: **KRT237**

If you have any questions or comments about the survey, please contact Colleen O'Hogan at ODOT at colleen.p.ohogan@odot.oregon.gov

Thank you in advance for taking our survey!
Oregon Department of Transportation
Transportation Safety Office



El Departamento de Transportes de Oregon (ODOT) quiere saber qué hábitos y comportamientos tiene al volante. Sus respuestas en la encuesta ayudarán a que su voz sea escuchada. También ayudarán a mejorar los programas y campañas de seguridad vial para aumentar la concienciación de la gente sobre las leyes en Oregon y a fomentar comportamientos seguros.

Todas las voces cuentan. Solo le llevará unos 10 minutos dar su opinión. Sus respuestas son confidenciales y puede abandonar la encuesta en cualquier momento. **Por favor, realice la encuesta antes del 4 de agosto de 2024.**

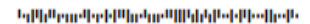
Visite: <https://rebrand.ly/ODOTSafetyES> o escanee el siguiente código QR

Deberá introducir este código para acceder a la encuesta: **KRT237**

Si tiene alguna pregunta o comentario sobre la encuesta, puede enviar un correo electrónico a Colleen O'Hogan a colleen.p.ohogan@odot.oregon.gov

¡Gracias de antemano por contestar a nuestra encuesta!
Departamento de Transportes de Oregon
Oficina de Seguridad del Transporte

CURRENT RESIDENT
7725 28TH ST
WHITE CITY OR 97503-1473



426 / 3-1-85 (KYH737)

PRESORTED
FIRST CLASS MAIL
US POSTAGE PAID
AFTS

Survey Recruitment Methods

PRR used two sampling methods to encourage equitable survey representation

Outreach to underserved communities

The project team conducted community outreach to support more equitable representation from priority audiences.

- Contacted **35** community-based organizations (CBOs) in Oregon
 - **10** agreed to partner and share the survey with their audiences
- How CBO partners shared the survey:
 - Social media
 - Email newsletters
 - Flyers at physical offices
- **143** people (**10%**) took the survey through a CBO sharing link
- Compared to the address-based sample, participants through CBO outreach were:
 - Younger
 - More likely to identify as BIPOC
 - Lower income



Survey Recruitment Methods

PRR used two sampling methods to encourage equitable survey representation

Thank you to our 2024 CBO partners!

- Anson's Bike Buddies (Region 1)
- BikeFIRST! (Region 1)
- Community Cycling Center (Region 1)
- Division Midway Alliance (Region 1)
- Hacienda CDC (Region 1)
- Northwest Portland Area Indian Health Board (Region 1)
- Ride Connection (Region 1)
- Latino Community Association of Central Oregon (Region 4)
- Mosaic Medical (Region 4)
- Building Healthy Families (Region 5)

Latino Community Association Bend · Jul 16 · 🌐

Latino Community Association · Jul 11 · 🌐

Encuesta de seguridad vial de Oregon abierta ahora. 🚗🚗🚗... See more

Encuesta de seguridad vial de Oregon abierta ahora
¿Se siente seguro en las calles y las carreteras de Oregon?
El Departamento de Transporte de Oregon quiere saber lo que opina sobre cómo mejorar la seguridad de todos los usuarios de las carreteras.
Ayuda a que las calles y las carreteras de Oregon sean más seguras compartiendo tus opiniones en la Encuesta de seguridad vial de Oregon.
Comparta sus comentarios antes del 4 de agosto.
Puedes registrarte para votar y comentar en cualquier dispositivo de tu Comunidad Latina.
Llámanos al 800-368-2266

Oregon Highway Safety Survey Open now
Do you feel safe on the streets and Oregon roads?
The Department of Oregon Transportation Wants to Know What You Think in order to improve the safety of all road users.

Mosaic Community Health
1,606 followers
5d · 🌐

Do you feel safe on Oregon's roadways? The Oregon Department of Transportation wants to hear your opinions on how to improve safety for all road users. ODOT's main goal is preventing transportation-related deaths and serious injuries. The survey is available in English and Spanish.

Share your thoughts by Aug. 4: <https://lnkd.in/gcjNiivf>

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¿Se siente seguro en las carreteras de Oregon?
El Departamento de Transporte de Oregon quiere saber lo que opina sobre cómo mejorar la seguridad de todos los usuarios de las carreteras. El objetivo principal de ODOT es prevenir muertes y lesiones graves relacionadas con el transporte. La encuesta está disponible en inglés y español.

Comparta sus comentarios antes del 4 de agosto: https://lnkd.in/g26-__JE

#SafeRoads #OregonTrafficSafety #RoadSafetyOregon

See translation

ODOT Public Opinion Survey - Summer 2024 CBO
survey.alchemer.com

Key Findings: Travel modes

Driving alone is the most common way to travel for a typical trip

87% Drive alone

48% Ride with someone else

37% Walk

Increased convenience may encourage people to use modes other than driving alone.

Top reasons for choosing a particular travel mode:

	Drive alone	Walk	Bike	Transit
Convenience				
Only option				
Exercise				
Environment				
Affordability				
Prefer it to driving				
Saves time				
Less stress				

Key Findings: Perceptions of road safety

Respondents feel road safety has either stayed the same or worsened

57% feel the safety of the transportation system has remained unchanged, while 38% feel less safe

66% believe drug-impaired crashes have increased since Measure 110 passed in Oregon

In work zones, **77%** report experiencing or observing traffic delays, and **50%** note instances of speeding

People Support for Improved Enforcement and Photo Radar

80% feel road rules are not strictly enforced

51% of respondents support implementing photo radar in highway work zones to improve safety

Key Findings: Perceptions of road safety

Mixed Awareness of Traffic Safety Law

Mostly aware

90% understand that drivers must yield to cyclists when turning right across a bike lane

86% know to wait until a visually impaired pedestrian has fully crossed the street before continuing to drive

Less familiar

60% think they should slow down and wait to pass safely when behind a slower-moving bicyclist in a no-passing zone

34% are aware that rolling stops while riding a bike are illegal

Mixed Levels of Support for Potential Policies

74% Support including certain medications in driving under the influence

72% Support creating sobriety checkpoints

40% support lowering Oregon's DUII limit to 0.05 BAC

20% support lane splitting for motorcyclists

Looking Ahead: Updates in 2025

Continue to improve survey representation

Updates in 2023

- Translated the survey into Spanish
- Conducted robust outreach to reach priority audiences in Wave 2

Updates in 2024

- Expanded outreach to reach priority audiences in both Waves

Looking ahead to 2025

- Continue building relationships with CBOs, Oregon tribes, and people who use Spanish as their primary language
- Remove NHTSA questions to improve respondents survey experience and reduce survey length
- Collaborate with TSO staff to update survey questions

Questions?



Reach out to PRR at research@prrbiz.com for a copy of the 2024 Comprehensive Report