

## 2022 Great Lakes, High Stakes campaign

### Social Media samples

#### MICHIGAN: Speeding

Speeding isn't just aggressive driving, it's deadly driving. Slow Down, Drive Safe.

In Michigan, speeding was a factor in 18.5 percent of fatal crashes in 2020. Slow down and drive safe.

From 2020 to 2021 in Michigan, the number of traffic crashes rose from 245,432 to 282,640, a 15 percent increase. (Michigan State Police Criminal Justice Information Center)

In 2021, there were 1,131 fatalities on Michigan roadways, compared to 1,083 in 2020. #SlowDown #DriveSafe

In 2020 in Michigan, the percentage of male drivers involved in all speed-related crashes was 60.2 percent. #SlowDown #DriveSafe

As your speed increases, so does your stopping distance. At 20 mph, the stopping distance is about 60 feet. At 65 mph, you may travel 450 feet or more before stopping.

Between midnight and 3 a.m., 68 percent of speeding drivers involved in fatal crashes nationally had been drinking. If you plan on drinking, also plan for a ride home. #DriveSober #DriveSafe

Support your **[Local Law Enforcement]** community by doing your part: Follow the rules of the road, watch your speed and never drive impaired.

Public safety is a partnership between citizens and our law enforcement community. Let's work together to decrease dangerous speeding on Michigan roads. #SlowDown #DriveSafe

According to NHTSA, a crash on a road with a speed limit of 65 mph or greater is more than twice as likely to result in a fatality than a crash on a road with a speed limit of 45 or 50 mph.

Nationally, 9,478 traffic fatalities in 2019 involved crashes in which one or more drivers were speeding. #SlowDown #DriveSafe

Parents, talk to your teens about traffic safety. Nationally, in 2019, 31 percent of male drivers in the 15- to 20-year-old age group involved in fatal crashes were speeding, the highest among all age groups.

During 2020 in Michigan, 15.2 percent of motorcycle riders involved in fatal crashes were speeding.

In Michigan crashes in 2020 involving unrestrained drivers, 12.9 percent were speeding.

In Michigan, out of all drivers who were drinking in crashes in 2020, 15.1 percent were speeding.

According to insurance industry reports, every day in the U.S. about 112,000 drivers (on average) are ticketed for going too fast. That's about 41 million speeding tickets a year.

Slow down or pay the consequences. All speeding ticket convictions add points to a person's driving record. Depending on the severity of the infraction, the state will assign a driving record between 2 and 6 points.

While it is up to each state to determine how much to charge for speeding, estimates put the national average cost at somewhere between \$115 and \$135.

Leave sooner, drive slower, live longer.