**Background:** There is concern about the increasing trends in the number of people who drive under the influence of cannabis (DUIC). In 2016, the Center for Health and Safety Culture conducted a national survey of adults (≥ 18 years) based on a model of traffic safety culture to measure its influence on reported willingness to DUIC. Whereas most people do not DUIC (90%), the significant percentage that do (10%) can impose a serious risk to traffic safety, especially when such behavior can happen weekly or daily (5%). To change this behavior, we need to understand the factors that predict DUIC willingness.

**Cultural factors that predict the frequency of driving within 4 hours of using cannabis in past 12 months.**

- **Most people** (92%) had negative attitudes about DUIC (e.g., “unsafe, unpleasant, stupid”). However, the few that had positive attitudes were 20 times more likely to DUIC.

- **Most people** (91%) did not expect people to approve of DUIC (e.g., “My friends would not think it was OK for me to DUIC”). However, the few that did perceive approval were 15 times more likely to DUIC.

- **Most people** (75%) felt situations did not arise that forced them to DUIC (e.g., “Situations come up that are out of my control that require me to drive after using cannabis”). However, the few that did perceive these situations were twice as likely to DUIC.

**Conclusion:** Most people do not DUIC. Moreover, most people have negative attitudes and expectations about DUIC and avoid situations that might encourage DUIC. Those few who do DUIC cause a lot of harm. Their behavior can be predicted by a number of cultural factors. Strategies should be developed to change these factors to ensure safe driving.

Sample: n = 879, response rate of 32%: WA (N = 800), CO (N = 800), Other states excluding OR, AK, DC (1600).
Source: [https://www.mdt.mt.gov/research/projects/cannabis-use.shtml](https://www.mdt.mt.gov/research/projects/cannabis-use.shtml)