ANNUAL PHONE SURVEY RESULTS

PREPARED FOR THE ALASKA HIGHWAY SAFETY OFFICE

2017 ALASKA DRIVER SURVEY

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BACKGROUND & RESEARCH METHODS

BACKGROUND

The Alaska Injury Prevention Center (AIPC) in collaboration with Hays Research Group LLC conducted this important survey regarding attitudes, opinions and behaviors related to driving around Alaska. The report enclosed is part of the deliverable to meet contract requirements for services rendered in 2017.

SURVEY INSTRUMENT

The survey instrument was finalized after several drafts, which included reviews and changes by Marcia Howell in collaboration with Adam Hays of Hays Research Group, LLC. The interviews were conducted during the period of September 15-21, 2017. The telephone survey averaged eight minutes in length. The survey instrument was carefully designed to obtain thoughtful answers from respondents while avoiding instrument bias. The survey included both multiple choice and open-ended questions.

SAMPLE

The total sample size of this survey was n=383 Alaskan drivers selected at random to participate in the survey. The respondents were screened to ensure they were all drivers. The ratio of men to women and of age group levels was kept in proportion to State population figures within the margin of error.

An addition to the survey methodology in 2017 was a quota of at least 60% of completed interviews with respondents on cell phones as a means to reflect the actual breakdown of the percentages of cell phones and landlines in Alaska. In the past, it had been lower.

The probability is 19 out of 20, for the overall sample size, that if researchers had sought to interview every household from the sample frame above by using the same questionnaire, the findings would differ from these overall survey results by no more than 5.0 percentage points in either direction. Thus, the margin of error is +/-5.0% for the overall sample. For sub groups, the sampling error is larger.

The sampling error is not the only way in which survey findings may vary from the findings that would result from talking to every resident in the population studied. Survey research is susceptible to human and mechanical errors such as interviewer recording and data handling errors.

However, the standardized procedures including the use of Computer Assisted Telephone Interview software (CATI) eliminate such errors associated with paper and pencil methods thus keeping the human error potential to a minimum. Interviews were monitored by the Hays Research Group LLC Research Director to ensure validity of the data collected throughout the survey process.

DATA ANALYSIS & REPORTING

Members of the Hays Research Group team and the Alaska Injury Prevention Center, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

Some of the answer choices were revised this year to better reflect best practices in likert-scale answer options. In the report, questions with new answer choices are noted in the tables. This occurs in Table C1.1. In Tables D1.1, E1.1, F4.1 and G4.1 two of the old answer choices were folded into one choice. That changes are noted in the Tables.

NOTES TO READERS

Included in the presentation of each response is a summary or example of any significant findings, followed by relevant tables. All percentages in the narrative are rounded to the nearest whole percentage point.

Often times a few respondents fail to answer a question. Unless the percentage that failed to answer is significant, these people are not included in the totals upon which the percentages are based. Percentages in the tables occasionally do not add to exactly 100% because of rounding.

Cross tabulations describe data that may be related in some way. In many cross tabulations, categories are combined or omitted because the numbers are too small to be statistically significant. This manipulation may change the totals on which percentages are based, but does not affect the relationships between percentages. Cross tabulations may be used to indicate differences (or lack of differences) between subgroups of people. When a lack of difference is being shown, a footnote is appended to the table indicating that the differences are not "statistically significant".

EXECUTIVE SUMMARY

2017 RESEARCH FINDINGS

Section A: Background & Driving in Alaska

- 63% of Alaskans reported driving 100 miles or less a week, up from 57% in 2016.
- Drivers of large vehicles remained roughly stable in 2017 from the previous year, with SUVs at 33%, and trucks at 30%.
- Alaskans report an increase in driving cars from 29% in 2016 to 32%.
- The percentage of respondents who answered the survey on their cell phone was 60% this year.

Section B: Driving Safety Aids

- Alaskan drivers were most likely to drive more safely when concerned about hurting someone (90%) followed by concerned about getting hurt (82%).
- The driving safety aids that Alaskan drivers self-report were least likely to help them drive more safely include radio ads on safety (22%) and TV ads on safety (26%).

Section C: Seat Belt Usage and Ads

- Similar to the past 5 years, 89% of Alaskan drivers said they always wear a seat belt.
- Nearly nine in ten Alaskans (89%) think that getting injured in a car crash while not wearing a seatbelt is always or nearly always certain.
- 34% of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, up from 30% in 2016.
- 54% of Alaskan drivers recalled seeing or hearing an ad about seat belt use enforcement by police in Alaska in 2017, up from 30% in 2016.

- Among the Alaskan drivers who recalled seeing or hearing an ad about seat belt use enforcement by police in Alaska in 2016, recall was highest for 'Click it or Ticket' (99% recall).
- The percentage of respondents who viewed seat belt ads on television increased slightly from 52% in 2016 to 53% in 2017. 33% had heard an advertisement or message on the radio, up from 25% in 2016. 7% reported hearing about an ad from a friend, while 5% reported seeing an ad on Facebook.

Section D: Child Safety

- 34% of Alaskan drivers report driving with a child between the ages of four and eight in their vehicle.
- Of those respondents, 87% report always or often using a booster seat. 8% report never using a booster seat.

Section E: Driving Over the Speed Limit

- On a local road with a speed limit of 30 mph, 17% of Alaskan drivers report that they always or often drive faster than 35 mph, while 54% report never or rarely speeding.
- When on a local road with a speed limit of 65 mph, 11% report always or often driving faster than 70 mph, while 71% report never or rarely speeding.
- 38% of Alaskan drivers think that they are likely or very likely to receive a speeding ticket for driving over the speed limit.

Section F: Drinking and Driving

- 1. 63% of Alaskan drivers said that the likelihood for being arrested for driving after drinking is likely or very likely, up from 53% in 2016. 8% said that the chances of being arrested are very unlikely.
- 2. 71% of respondents believe the chances of being in a collision if driving after drinking are likely or very likely. 3% said that the chances of being in a collision are very unlikely.

- 3. Nearly three-quarters (73%) of Alaskan drivers have read, seen or heard something about drunk driving enforcement by police in Alaska in 2017, up from 56% in 2016.
- 4. TV was the most likely media to have seen a message about drunk driving enforcement (63%) followed by radio (41%).
- 5. 'Drive Sober or Get Pulled Over' was the most likely ad to be recalled (56%) by Alaskan drivers who had seen an ad about drunk driving enforcement by police in Alaska, followed by 'Drive High and Get a DUI' (54%).

Section G: Distracted Driving

- 58% of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer.
- Among the Alaskan drivers who recalled seeing or hearing an ad about distracted driving, the majority (55%) recalled seeing television ads, followed by hearing radio ads at 44%.
- Recall was highest for 'Your Phone Can Wait' (44%), followed by 'One Text or Call Could Wreck it All' (40%).
- 12% of Alaskan drivers self-report talking on the phone while driving always or often.
- 27% of Alaskan drivers self-reported at least some texting while driving, which is similar to 2016 (27%) and 2015 (27%).
- Hands-free cell phone usage remained the same as the previous year at 45%.
- 70% of Alaskan drivers said that it was either very or somewhat dangerous to talk on the phone while driving, a decrease from 2016 (73%).

Section H: Demographics

- Fifty percent (50%) of the sample is male and fifty (50%) is female.
- Forty-five percent (45%) of the sample are college graduates.
- Eighty-three percent (83%) are Caucasian and seventeen percent (17%) are non-Caucasian.

RESEARCH FINDINGS

SECTION A: BACKGROUND & DRIVING IN ALASKA

Question: Approximately how many miles do you drive in an average week?

Question: What type of vehicle do you drive most often?

The respondents in the study were screened to ensure that they were drivers, and that if they were on a cell phone that they were not currently driving. 63% of Alaskans reported driving 100 miles or less a week, up from 57% in 2016. Drivers of large vehicles slightly decreased in 2017 from the previous year, with SUVs going from 34% to 33%, and trucks from 31% to 30%. Alaskans report an increase in driving cars from 29% to 32%.

Average Weekly Miles								
	2017	2016	2015	2014	2013	2012	2011	2010
Less than 50	35%	32%	30%	31%	32%	31%	28%	26%
51 to 100	28%	25%	31%	26%	33%	29%	30%	35%
101 to 150	12%	14%	13%	14%	15%	18%	18%	13%
151 to 200	5%	9%	7%	10%	10%	4%	10%	13%
More than 200	19%	19%	19%	16%	10%	17%	14%	14%
Don't know / Refused	2%	1%	n/a	n/a	n/a	n/a	n/a	n/a
Vehicle Driven Most Oft	en			-				-
	2017	2016	2015	2014	2013	2012	2011	2010
Car	32%	29%	36%	34%	40%	43%	43%	36%
SUV	33%	34%	32%	32%	33%	31%	32%	
	5570	5470	5270	5270	5570	51/0	5270	30%
	4%	5%	7%	8%	7%	5%	5270 6%	30% 7%
Van Truck/Pickup		-					-	_

TABLE A1.1: WEEKLY MILES AND CAR TYPES

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Question: Is this a cell phone number?

In 2017, a quota was established to ensure that at least 60% of the respondents in this survey were on cell phones, as opposed to 50% in 2016 and no quotas in 2015 or earlier surveys. This is representative of the actual breakdown of cell phones and landlines in the state of Alaska.

Type of phone										
	2017	2016	2015	2014	2013	2012	2011	2010		
Cellphone	60%	51%	43%	39%	27%	3%	9%	3%		
Landline	40%	49%	56%	60%	73%	98%	91%	90%		
Don't know / Refused	0%	0%	1%	1%	0%	0%	0%	7%		

TABLE A2.1: CELL PHONES VS. LANDLINE

SECTION B: DRIVING SAFETY AIDS

Question: Did these help you drive more safely?

Alaskan drivers self reported that they were most likely to drive more safely when concerned about hurting someone (90%) followed by when concerned about getting hurt (82%). The driving safety aids that Alaskan drivers self report were least likely to help them drive more safely include radio ads on safety (22%) and tv ads on safety (26%).

	2017	2013
Yes	55%	71%
No	20%	
Have never seen them	18%	
Don't know / Refuse	7%	
Seeing troopers or police		
	2017	2013
Yes	57%	82%
No	41%	
Have never seen them	0%	
Don't know / Refused	2%	
Message boards or electronic signs over roads		
	2017	2013
Yes	63%	62%
No	33%	
Have never seen them	3%	
Don't know / Refused	1%	
Electronic signs that show how fast you are going	<u>_</u>	
Lieuroniu signs that show now last you are going	2017	2013

TABLE B1.1: DRIVING SAFETY AIDS

Yes	64%	78%
No	35%	
Have never seen them	1%	
Don't know / Refused	0%	
Radio ads on safety		
	2017	2013
Yes	22%	25%
No	73%	
Have never seen them	4%	
Don't know / Refused	1%	
TV ads on safety	2017	2013
Yes	26%	35%
Νο	67%	
Have never seen them	7%	
Don't know / Refused	1%	
A passenger saying something about driving safely		•
	2017	2013
Yes	63%	69%
No	34%	
Never had a friend or family member say something about driving safely	3%	
Don't know / Refused	1%	

Being concerned about hurting someone		
	2017	2013
Yes	90%	97%
No	9%	
Haven't been concerned about hurting someone	1%	
Don't know / Refused	1%	
Being concerned about getting hurt		
	2017	2013
Yes	82%	96%
		0

No	16%	
Never been concerned about being hurt	1%	
Don't know / Refused	1%	
Signs warning of double fines		
	2017	2013
Yes	60%	73%
No	38%	
Have never seen them	1%	
Don't know / Refused	2%	

SECTION C: SEAT BELT USAGE & ADS

Question: How often do you use a seat belt when you drive or ride in a vehicle?

Question: What do you think the chance is for you to get a ticket if you do not wear your seat belt?

Question: What do you think the chances are of being injured in a collision if you are not wearing a seat belt?

Consistent seat belt usage continues to be a choice for almost all Alaskans, with 89% wearing them all the time and another 7% nearly always wearing their seat belt. 34% of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, up from 30% in 2016. Nearly nine in ten Alaskans (89%) think that getting injured in a car accident while not wearing a seatbelt is always or nearly always certain.

NOTE: Answers in Parentheses show the options for years prior to 2017.

89%	90%	91%	93%	90%	89%	92%	91%
						52/0	51/0
7%	5%	5%	4%	7%	9%	4%	5%
2%	2%	2%	2%	1%	2%	3%	2%
2%	1%	1%	1%	1%	3%	1%	1%
1%	2%	1%	1%	1%	0%	1%	1%
0%	0%	n/a	n/a	n/a	n/a	n/a	n/a
	2% 2% 1%	2% 2% 2% 1% 1% 2%	2% 2% 2% 2% 1% 1% 1% 2% 1%	2% 2% 2% 2% 1% 1% 1% 2% 1%	2% 2% 2% 1% 2% 1% 1% 1% 1% 2% 1% 1%	2% 2% 2% 1% 2% 2% 1% 1% 1% 3% 1% 2% 1% 1% 0%	2% 2% 2% 1% 2% 3% 2% 1% 1% 1% 3% 1% 1% 2% 1% 1% 0% 1%

TABLE C1.1: SEAT BELT USAGE

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Occasionally (Comptimes)	40/	110/	1 20/	1 70/	1 70/	1 2 0/	n/a	nla
Occasionally (Sometimes)	4%	11%	12%	12%	12%	13%	n/a	n/a
Unlikely (Seldom)	2%	4%	2%	2%	0%	1%	n/a	n/a
Very Unlikely (Never)	2%	2%	2%	2%	n/a	n/a	n/a	n/a
Don't know / Refused	3%	2%	2%	2%	n/a	n/a	n/a	n/a
Chances for a seat belt ticket	2017	2016	2015	2014	2012	2012	2011	2010
	2017	2016	2015	2014	2013	2012	2011	2010
Very Likely (Always)	14%	21%	19%	18%	18%	6%	17%	17%
Likely (Nearly Always)	20%	9%	8%	9%	17%	20%	10%	13%
Occasionally (Sometimes)	16%	21%	22%	24%	25%	27%	24%	23%
Unlikely (Seldom)	28%	24%	25%	27%	20%	19%	28%	30%
Very Unlikely (Never)	17%	17%	18%	13%	14%	17%	12%	13%
Don't know / Refused	5%	8%	8%	10%	7%	11%	9%	6%

Question: Have you read, seen or heard anything about seat belt use enforcement by police in Alaska this summer*?

*Note: 2016 survey read "In the past 90 days..." and 2015 and prior surveys read "In the past 60 days..."

Question: [IF YES] Where did you hear about it?

Question: And of the following ads and messages which one/ones do you recall hearing?

The number of Alaska residents who read, saw or heard about seat belt enforcement increased (54%) from last year (30%). Hearing a radio ad increased (33%) as compared to 25% in 2016. The ad 'Click it or Ticket' (99% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was the most likely ad to be recalled.

TABLE C2.1: SEAT BELT ADS

This summer, respondent has heard about seat belt use in Alaska

	2017	2016	2015	2014	2013	2012	2011	2010
Has heard	54%	30%	40%	40%	49%	33%	49%	55%
Has not heard	44%	67%	58%	59%	38%	57%	48%	43%
Don't know / Refused	2%	3%	2%	1%	13%	1%	3%	2%

	2017	2016	2015	2014
TV	53%	52%	54%	65%
Radio	33%	25%	28%	31%
Newspaper (*removed in 2017)	n/a	6%	9%	14%
A Friend	7%	9%	4%	4%
Facebook	5%	4%	3%	7%
Instagram (*removed in 2017)	n/a	0%	n/a	n/a
YouTube (*removed in 2017)	n/a	1%	n/a	n/a
Road Signs (*removed in 2016)	n/a	n/a	0%	12%
Billboard Signs (*removed in 2016)	n/a	n/a	0%	2%
Other	29%	30%	36%	7%
Don't know / Refused	n/a	0%	n/a	n/a

	2017	2016	2015	2014
Click It or Ticket	99%	96%	86%	87%
Buckle Up (*removed in 2017)	n/a	69%	32%	n/a
Embrace Life	10%	14%	27%	n/a
Three Seconds to Life (*added in 2016)	12%	5%	n/a	n/a
Do not recall specifics	n/a	11%	31%	12%
Other	14%	9%	18%	n/a

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Г

Drive buzzed.

Radio ads on increased enforcement.

Nothing, sorry.

Drinking and driving.

Drive high and get a DUI. X2

Holiday enhanced.

55 arrive alive.

Drive hammered get nailed.

Buckle up it saves lives.

The driving under the influence of marijuana.

Don't smoke pot and drive.

The one driving safe in a work zone.

Their ads on the radio about driving while smoking pot.

Drunk driving.

Something about marijuana slowing reflexes.

Buckle up it's the law.

DUI.

Drive drunk lose license.

Arrive alive.

Text and drive one.

Speed kills, don't drink and drive, don't use your cell phone and drive.

Drunk drivers are breaking Alaska's heart.

No texting and driving.

Don't drink and drive.

Record a dangerous driver immediately.

Drive high go to jail.

SECTION D: CHILD SAFETY

Question: Do you ever drive with a child between the ages of four and eight in your vehicle?

Question: [IF YES] How often is the child riding in booster seat?

Out of the 34% of Alaskans who report driving with a child between the ages of four and eight, 87% report always or often using a booster seat. 8% report never using a booster seat.

TABLE D1.1: CHILD SAFETY

Child Passenger				
	2017	2015		
Yes	34%	44%		
No	66%	56%		
Don't know / Refused	0%	0%		

	2017	2015
Always	81%	86%
Often Usually)	6%	3%
Sometimes (Answers in 2015 did not include option of Rarely)	2%	2%
Rarely	2%	n/a
Never	8%	8%
Don't know / Refused	2%	2%

SECTION E: DRIVING OVER THE SPEED LIMIT

Question: On a local road with a speed limit of 30 mph, how often do you find yourself driving faster than 35 mph?

Question: On a local road with a speed limit of 65 mph, how often do you find yourself driving faster than 70 mph?

Question: What do you think are the chances of getting a ticket if you drive over the speed limit?

On a local road with a speed limit of 30 mph, 17% of Alaskan drivers report that they always or often drive faster than 35 mph, while 54% report never or rarely speeding. When on a local road with a speed limit of 65 mph, 11% report always or often driving faster than 70 mph, while 71% report never or rarely speeding.

Over one third (38%) of Alaskan drivers think that they are likely or very likely to receive a speeding ticket for driving over the speed limit.

	2017	2013	2012	2011	2010
Always (Was not an option in the past)	5%	n/a	n/a	n/a	n/a
Often (Most of the Time)	12%	9%	12%	28%	13%
Sometimes (Half of the Time)	28%	18%	22%	23%	27%
Rarely	34%	58%	48%	43%	39%
Never	20%	15%	19%	19%	21%
Don't know / Refused	1%	n/a	n/a	n/a	n/a
Faster than 70 mph in a 65 mph zone					
	2017	2013	2012	2011	2010
				1	
Always (Was not an option in the past)	3%	n/a	n/a	n/a	n/a

TABLE E1.1: DRIVING OVER THE SPEED LIMIT

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Sometimes (Half of the Time)	17%	9%	10%	15%	11%
Rarely	33%	50%	48%	41%	40%
Never	38%	35%	34%	37%	42%
Don't know / Refused	1%	n/a	n/a	n/a	n/a
Chances for a speeding ticket					
	2017	2013	2012	2011	2010
Very likely (Almost Certain)	12%	13%	5%	6%	8%
Likely (Very Likely)	26%	19%	24%	16%	21%
Occasionally (Somewhat Unlikely)	36%	41%	39%	45%	40%
Unlikely (Almost Never and Very Unlikely)	18%	17%	16%	19%	17%
Very Unlikely	7%	14%	13%	11%	14%
Don't know / Refused	1%	n/a	n/a	n/a	n/a

SECTION F: DRINKING AND DRIVING

Question: Have you read, seen or heard anything about drunk or impaired driving enforcement by police in Alaska this summer? If yes, where did you heard about it?

Question: Of the following ads and messages, which one(s) do you recall hearing?

Question: What do you think the chances are of getting arrested if you drive after drinking?

Question: What do you think the chances are of being in a collision if you drive after drinking?

Nearly three-quarters (73%) of Alaskan drivers have read, seen or heard about drunk driving enforcement, up from 56% in 2016. Of those respondents, 63% report seeing a television ad and 41% report hearing a radio ad. The more recalled ads were 'Drive Sober or Get Pulled Over' (56%) and 'Drive High and Get a DUI' (54%).

Over half (63%) of Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking, while 71% believe the chances of being in a collision if driving after drinking are likely or very likely.

TABLE F1.1: HEARD ABOUT DRUNK DRIVING ENFORCEMENT?

This summer, read, seen or heard about drunk driving enforcement							
	2017	2016	2015	2013	2012	2011	2010
Yes	73%	56%	64%	78%	58%	67%	67%
No	26%	43%	33%	16%	41%	33%	33%
Don't know / Refused	2%	1%	3%	n/a	n/a	n/a	n/a

TABLE F2.1: WHERE DID YOU HEAR?

	2017	2016	2015
TV	63%	51%	56%
Radio	41%	30%	30%
Newspaper (*removed in 2017)	n/a	29%	23%
A Friend	9%	8%	4%
Facebook	9%	10%	7%
Instagram (*removed in 2017)	n/a	2%	n/a
Movie Theatre (*removed in 2017)	n/a	2%	n/a
Other	16%	13%	13%
Don't know / Refused	n/a	0%	n/a

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Newspaper x 14 Website. Ads on the internet. Can't remember. Road side sign. Flashing sign on the side of the road. Flashing signs. Don't remember. No. Highway signs. The news. I don't remember. Signs. X2 Family killed by drunk driver. Reddi campaign 2. Just known. Nixel app. At the school. Local paper. Was seen by trooper. Click it or ticket. Unknown. All of above. Road sign. Sign about reporting drunk drivers. DMV. All. Driving course. My brother got a DUI. Seeing the cops. Don't remember

TABLE F3.1: WHICH MESSAGES OR ADS DO YOU RECALL?

	2017	2016
"Drive Sober or Get Pulled Over"	56%	59%
"Drunk Driving is a Dead End" (*removed in 2017)	n/a	72%
"Drive Hammered and Get Nailed" (*removed in 2017)	n/a	53%
"Don't Lose Your Freedom"	19%	22%
"Drive High or get a DUI" (*added in 2017)	54%	n/a
Other	17%	11%
Do not recall specifics	n/a	5%
Don't know / Refused	n/a	0%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Click it or ticket x 16	There's one they have been running on
Buzzed driving is drunk driving x 5	marijuana use that results in a DUI.
Drive hammered get nailed x 4	They said they hired 35 folks that are
Don't trust you when you're drunk.	specialized in impaired driving.
Don't drink and drive alive.	A brick wall and hitting it.

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- Drive sober, by a police officer. Something about a guy losing his job girlfriend. New one about marijuana shops, drive low and Over the limit under arrest. then I forgot what it said. Drunk driving is a dead end. X 2 Think I've seen a commercial about not driving Impaired driving and distracted driving. Sleep on your friends couch before you drive drunk or something. Don't lose your car. intoxicated. Seat belts save lives. Something about drinking drive go to jail. Thought there was one about drugs. But can't remember, they just started a new ad The one put out by MADD. for this one..... There's one they have a jingle at the end it sings Holidays are out in force. Drive safely. impaired driving is a dead end. It seems like there was something else but not A marijuana jungle. sure on wording. Drive drunk go to jail. Don't drink and drive. Jingle about marijuana and reaction time. Report drunk driving. Arrive alive don't drink and drive. Driving under influence. Top of head can't remember, something to do Reddi campaign. with a designated driver. Buckle up for safety. Don't drive drunk higher taxes. Friends don't let friends drive drunk, stay alive
- don't drink and drive.

TABLE F4.1: DRINKING AND DRIVING

Chances for arrest if driving after drinking								
	2017	2016	2015	2014	2013	2012	2011	2010
Very Likely	33%	30%	25%	25%	22%	13%	9%	24%
Likely	30%	23%	26%	21%	24%	42%	21%	42%
Occasionally	18%	32%	36%	36%	34%	31%	41%	35%
Unlikely	8%	8%	8%	10%	12%	8%	19%	8%
Very Unlikely (Very unlikely and Almost Never Combined into Very Unlikely for 2010- 2016)	8%	5%	4%	6%	4%	5%	6%	5%
Don't know / Refused	4%	n/a						

Chances of being in a collision if driving after drinking

	2017
Very Likely	38%
Likely	33%
Occasionally	15%
Unlikely	6%
Very Unlikely	3%
Don't know / Refused	6%

SECTION G: CELL PHONE USAGE

Question: Have you read, seen or heard anything about distracted driving in Alaska this summer? If yes, where did you heard about it?

Question: Of the following ads and messages, which one(s) do you recall hearing?

Question: How often do you talk on a cell phone while driving your car?

Question: How often do you read or send text messages while driving your car?

Question: Do you use a "hands-free" cell phone arrangement when you drive?

Question: In your opinion, how dangerous is it to talk on the phone while driving?

Question: In your opinion, how dangerous is it to text while driving?

Question: What do you think the chances are of getting a ticket if you text while driving?

Question: What do you think the chances are of being in a collision if you text while driving?

58% of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer. Of those respondents, the majority (55%) recalled seeing distracted driving ads on television, followed by hearing radio ads at 44%. Recall was highest for 'Your Phone Can Wait' (44%), followed by 'One Text or Call Could Wreck it All' (40%).

TABLE G1.1: HEARD ABOUT DISTRACTED DRIVING?

This summer, respondent has heard about distracted driving in Alaska				
	2017			
Has heard	58%			
Has not heard	40%			
Don't know / Refused	2%			

TABLE G2.1: WHERE DID YOU HEAR?

Where did you hear about it?			
	2017		
TV	55%		
Radio	44%		
A Friend	13%		
Facebook	9%		
Other	15%		
Don't know / Refused	4%		

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Newspaper x 7 Signs x 3 You see it on the road all the time. Internet. Observing other drivers swerving in and out of lanes. My own brain. Personal experience. I've seen it personally. Visually while driving. Somewhere else. Everywhere. Me being distracted cell phone use not paying attention. In person. Police. I see it all the time. Seeing people using their cell phones. Saw poster.

I see them. See all the time on the road that is one big pain in the butt. News programs. I witness it quite often, you can tell when someone is texting and driving. I see it when i look at the vehicle next to me or they have a phone in their hand or something. Pamphlet. Around on the road.

No cell phone zone construction .

TABLE G3.1: WHICH MESSAGES OR ADS DO YOU RECALL?

	2017
"Your Phone Can Wait"	44%
"One Text or Call Could Wreck It All"	40%
"Phone Down Buckle Up"	15%
Other	10%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Don't text and drive.

Something about it takes five seconds to look down and a car doing 55mph, a football field. Can't remember.

Drive aware and be alert.

lt can wait.

Drive distracted or something.

Be safe don't text and drive.

Click or ticket.

Heard a lot about texting but not sure the wording.

I have seen ads on teenage population about drinking and driving.

All about texting while driving it was about texting and driving.

While texting is a big thing cannot even talk on phone while driving so I try not to.

Yes but I don't remember the wordage.

Not allowed to have electronics while driving.

No texting or driving.

There's like an at&t one, no text and driving.

Have to do with texting.

Kids driving.

Don't remember.

Something about don't text and drive. One about texting and driving. Don't drink and drive and doing text and drink. Don't text and drive. It can wait on a bumper sticker. Stop texts stop wrecks. Something about 8 seconds and driving the length of a football field. I see in the news quite often, things that I have happened, I don't recall any others. A text can wait...something along those lines. Don't text and drive. Girl throws phone out the window bad production quality. It ain't worth it. Just do not text and drive. The time it takes you to text could be your last time. Hang up and drive. Click it or ticket. Was one on texting, something about getting caught getting a ticket. Turn off cell phones

Talking on the phone while driving among Alaska residents remained on trend with the last 7 years, with 12% of Alaskan drivers report talking on their cell phone while driving always or often.

The number of respondents who say they "never read or text" while driving decreased (67%) from 73% the previous year. Similar to previous years, no drivers report always reading or sending text messages, while 2% reported often doing so. Hands-free cell phone usage remained stable at 45%. Alaska residents' attitudes about talking and texting while driving remained essentially the same, with a consistent strong (92%) belief that it is very dangerous to text while driving.

How often do you talk on a cell phone while driving								
	2017	2016	2015	2014	2013	2012	2011	2010
Always (Almost every time)	2%	8%	9%	10%	7%	9%	12%	n/a
	10%	10%	10%	10%	11%	12%	12%	n/a
Sometimes (Sometimes, not often)	26%	54%	50%	48%	45%	46%	48%	n/a

TABLE G4.1: CELL PHONE USAGE

Rarely	35%	n/a	n/a	n/a	n/	а	n/a		n/a	1	n/:	а
Never	26%	28%	31%	32%	6 38	%	33%	ó	28%	%	39	%
Don't know / Refused	0%											
How often do you read or s	end tex	t mess	ages wl	hile dri	ving							
	2017	2016	5 2015	5 201	.4 20	13	201	2	201	L1	20	10
Always (Almost every time)	0%	1%	2%	0%	0%	6	4%		2%		n/a	а
Often (Every 2 or 3 times)	2%	2%	2%	2%	2%	6	4%		2%		n/a	а
Sometimes (Sometimes, not often 2010-2014)	9%	7%	8%	229	6 16	%	10%	/ D	189	%	n/a	а
Rarely (Not often 2015- 2016)	21%	17%	15%	n/a	n/	а	n/a		n/a	1	n/a	а
Never	67%	73%	73%	76%	6 82	%	82%	ó	779	%	n/a	а
Don't know / Refused	0%	0%	n/a	n/a	n/	а	n/a		n/a		n/a	а
		2017	your c 2016	1	2014	20	013	201	12	201	1	2010
			r -	1					_			I
Yes		2017 45%	2016	2015	2014 35%)13)%	20 1 n/a		201 439		2010 n/a
		45%	2016 45%	2015 42%	35%	4()%	n/a)	439	6	n/a
No			2016	2015		4()%)%))		6 6	-
No Don't know / Refused	k it is t	45% 54% 0% o talk o	2016 45% 55% 0% n the p	2015 42% 58% n/a	35% 65% n/a while o	4(6(n, drivi	0% 0% /a ng?	n/a n/a n/a)	439 579 n/a	6	n/a n/a n/a
No Don't know / Refused How dangerous do you thin	k it is t	45% 54% 0% o talk o 2017	2016 45% 55% 0% n the p 2016	2015 42% 58% n/a hone v 2015	35% 65% n/a while o	4(6(n/ drivi 2()%)% /a ng?)13	n/a n/a n/a)) 12	439 579 n/a 201	% %	n/a n/a n/a 2010
No Don't know / Refused How dangerous do you thin Very	k it is t	45% 54% 0% o talk o 2017 36%	2016 45% 55% 0% n the p 2016 38%	2015 42% 58% n/a hone v 2015 40%	35% 65% n/a while o 2014	4(6(n/ drivi 2(54	0%)% /a ng? 013	n/a n/a n/a 20 1	a a 12 %	439 579 n/a 201 n/a	% % L	n/a n/a n/a 2010 n/a
No Don't know / Refused How dangerous do you thin Very Somewhat	k it is t	45% 54% 0% o talk o 2017 36% 34%	2016 45% 55% 0% n the p 2016 38% 35%	2015 42% 58% n/a hone v 2015 40% 34%	35% 65% n/a while o 2014 41% 32%	4(6(n/ drivi 2(54 33	0% 7% 7a ng? 013 4%	n/a n/a n/a 20 1 419	a a 12 %	439 579 n/a 201 n/a n/a	% % L 1	n/a n/a n/a 2010 n/a n/a
No Don't know / Refused How dangerous do you thin Very Somewhat Slightly	k it is t	45% 54% 0% o talk o 2017 36% 34% 21%	2016 45% 55% 0% n the p 2016 38% 35% 20%	2015 42% 58% n/a hone v 2015 40% 34% 16%	35% 65% n/a vhile d 2014 41% 32%	4(6(n/ drivi 2(54 33 1(0% 0% /a ng? 013 4% 3% 0%	n/a n/a n/a 419 419	a a 12 % %	439 579 n/a 201 n/a n/a	% 1	n/a n/a n/a 2010 n/a n/a n/a
No Don't know / Refused How dangerous do you thin Very Somewhat Slightly Not at all	k it is t	45% 54% 0% o talk o 2017 36% 34% 21% 9%	2016 45% 55% 0% n the p 2016 38% 35% 20% 6%	2015 42% 58% n/a hone v 2015 40% 34% 16%	35% 65% n/a vhile o 2014 41% 32% 19%	4(6(n/ 2(5/ 33 1(2)	0% 7/a ng? 013 4% 3% 0%	n/a n/a n/a 20 1 419 419 439 439	a a a 12 % %	439 579 n/a 201 n/a n/a n/a	6 6 1 1	n/a n/a n/a 2010 n/a n/a n/a
No Don't know / Refused How dangerous do you thin Very Somewhat Slightly Not at all Don't know / Refused		45% 54% 0% o talk o 2017 36% 34% 21% 9% 0%	2016 45% 55% 0% n the p 2016 38% 35% 20% 6% 1%	2015 42% 58% n/a bone v 2015 40% 34% 16% 6% 4%	35% 65% n/a vhile d 2014 41% 32%	4(6(n/ drivi 2(54 33 1(0% 7% 7a ng? 013 4% 3% 0%	n/a n/a n/a 419 419	a a a 12 % %	439 579 n/a 201 n/a n/a	6 6 1 1	n/a n/a n/a 2010 n/a n/a n/a
Yes No Don't know / Refused How dangerous do you thin Very Somewhat Slightly Not at all Don't know / Refused How dangerous do you thin		45% 54% 0% o talk o 2017 36% 34% 21% 9% 0%	2016 45% 55% 0% n the p 2016 38% 35% 20% 6% 1%	2015 42% 58% n/a bone v 2015 40% 34% 16% 6% 4%	35% 65% n/a vhile o 2014 41% 32% 19%	40 60 n/ 20 54 33 10 29 29	0% 7% 7a ng? 013 4% 3% 0%	n/a n/a n/a 20 1 419 419 439 439	a a 12 % %	439 579 n/a 201 n/a n/a n/a	% % L 1	n/a n/a n/a 2010 n/a n/a n/a

201/	2010	2013	2014	2013			2010
92%	95%	93%	94%	95%	95%	n/a	n/a
6%	3%	5%	5%	4%	4%	n/a	n/a
2%	1%	1%	1%	0%	0%	n/a	n/a
0%	1%	1%	0%	0%	1%	n/a	n/a
0%	0%	0%	1%	1%	0%	n/a	n/a
	92% 6% 2% 0%	92% 95% 6% 3% 2% 1% 0% 1%	92% 95% 93% 6% 3% 5% 2% 1% 1% 0% 1% 1%	92% 95% 93% 94% 6% 3% 5% 5% 2% 1% 1% 1% 0% 1% 0% 1%	92% 95% 93% 94% 95% 6% 3% 5% 5% 4% 2% 1% 1% 0% 0% 1% 0% 0%	92% 95% 93% 94% 95% 95% 6% 3% 5% 5% 4% 4% 2% 1% 1% 0% 0% 0% 1% 1% 0% 1%	92% 95% 93% 94% 95% 95% n/a 6% 3% 5% 5% 4% 4% n/a 2% 1% 1% 0% 0% n/a 0% 1% 1% 0% 0% n/a

	2017
Very Likely	13%
Likely	17%
Occasionally	23%
Unlikely	22%
Very Unlikely	20%
Don't know / Refused	5%

	2017
Very Likely	42%
Likely	34%
Occasionally	16%
Unlikely	4%
Very Unlikely	3%
Don't know / Refused	1%

SECTION E: DEMOGRAPHICS

50% of the sample is male and 50% is female. Forty-five percent (45%) of the sample are college graduates. 83% are Caucasian and seventeen percent (17%) are non-Caucasian.

<i>TABLE</i> E1.1 <i>:</i> D	<i>DEMOGRAPHICS</i>
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Gender	
	2017
Male	50%
Female	50%
Age	
	2017
18-24	5%
25-34	12%
35-44	28%
45-54	34%
55-64	20%
65 or older	1%
Education	
	2017
Less than high school or GED	3%
High School Graduate or GED	18%
Some college or technical school	33%
Four Year degree	27%
Post graduate degree	18%
Don't know / Refused	0%

Ethnicity				
	2017			
White, Caucasian	83%			
HIspanic, Latino, Spanish	2%			

Black, African-American	2%
Alaska Native	5%
American Indian	1%
Asian	1%
Native Hawaiian or Pacific Islander	1%
Mixed	4%
Other	1%
Don't know / Refused	2%

OPEN ENDED RESPONSES FOR "OTHER" ETHNICITY:

All of the above. Black and white. American. White and hispanic. Native american and black. Irish. Asian. Heinz 52. White. Other. White, black, Filipino & Puerto Rican. Native american and white. American. A lot of different genetics.