



2019 Alaska Driver Survey

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BACKGROUND & RESEARCH METHODS

BACKGROUND

The Alaska Highway Safety Office engaged The Center for Safe Alaskans (CSA) to conduct this survey regarding attitudes, opinions and behaviors related to driving in Alaska.

SURVEY INSTRUMENT

The survey instrument was finalized after several drafts, which included reviews by Marcia Howell, Executive Director of CSA and Adam Hays, Research Director of Hays Research Group (HRG). The interviews were conducted during the period of September 13th-16th, 2019. The telephone survey averaged eleven 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 drivers selected at random to participate in the survey. The respondents were screened to ensure they were all drivers and residents of Alaska. The ratio of men to women and of age group levels was kept in proportion to state population figures within the margin of error.

The survey had 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 (50%).

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 percentage points in either direction. Thus, the margin of error is +/-5% for the overall sample. For subgroups, the sampling error may be 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 include the use of Computer Assisted Telephone Interview software (CATI) that eliminates such errors associated with paper and pencil methods

thus keeping the human error potential to a minimum. Interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process.

DATA ANALYSIS & REPORTING

Center for Safe Alaskans and members of the HRG team, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

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 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

Section A: Background & Driving in Alaska

- Sixty percent (60%) of Alaskans reported driving 100 miles or less a week, comparable to previous years.
- Drivers of all vehicles remained roughly the same in 2019 from the previous year, with SUVs at 36%, trucks at 25%, and cars at 31%.
- The percentage of respondents who answered the survey on their cell phone was 60% this year, meeting the established quota.

Section B: Safety Zones

- Nearly four out of five Alaskans (79%) knew that there are safety zones posted on highways in Alaska.
- Of those who knew there were safety zones, 40% said that safety has improved in these areas, while only 18% said that safety has not improved.
- Sixty seven percent (67%) of Alaskans have seen police or troopers in safety zones.

Section C: Seat Belt Usage & Ads

- Consistent seat belt usage continues to be a choice for almost all Alaskans, with 92% wearing them all the time and another 5% nearly always wearing their seat belt.
- Nearly nine in ten Alaskans (88%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely.
- Twenty nine percent (29%) of drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, down from 31% in 2018.
- The number of Alaska residents who read, saw or heard about seat belt enforcement stayed about the same as the previous year at 49%.
- Most Alaskans reported hearing about seat belt use enforcement from a friend (62%), followed by seeing an ad on TV (57%).
- Hearing an ad on the radio (40%) was reported much more often than in 2018 (21%).
- The ad 'Click it or Ticket' (91% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was the most likely ad to be recalled, followed by "Be Smart Buckle Up" (29%).

Section D: Child Safety

- Out of the 33% of Alaskans who report driving with a child between the ages of four and eight, 79% of them report always or often using a booster seat, down from 84% in 2018.

- Twelve percent (12%) report never using a booster seat.
- Forty one percent (41%) of Alaska drivers reported that they read, saw or heard something about car and booster seats for children in Alaska this summer.
- Among those who recalled reading, seeing or hearing something about car and booster seats, over half (56%) recalled seeing television ads, followed by 12% who recalled seeing it mentioned on Facebook.
- Recall was highest for “Make Sure Your Child Arrives Alive” (36%), followed by “Give Your Child a Future; Put Them in the Right Car Seat” (31%).

Section E: Driving Over the Speed Limit

- Over half (55%) of Alaskan drivers say they rarely or never drive faster than 35 miles per hour on a local road with a speed limit of 30 miles per hour, while only 16% say they always or often do.
- When asked how often they find themselves driving faster than 70 miles per hour on a local road with a speed limit of 65 miles per hour, only 10% reported that they always or often do, while 68% report that they rarely or never do.
- Two out of five (40%) Alaska drivers think that they are likely or very likely to be arrested for speeding.

Section F: Drinking and Driving

- Nearly three-quarters (74%) of drivers have read, seen or heard about drunk driving enforcement, up from 70% in 2018.
- Of those respondents, 58% report seeing a television ad and 38% report hearing a radio ad.
- The most frequently recalled ads were ‘Buzzed Driving Is Drunk Driving’ (48%) and ‘Drive Sober Or Get Pulled Over’ (38%).
- Nearly two out of three (61%) Alaska drivers think that they are likely or very likely to be arrested for driving after drinking.
- Seventy percent (70%) believe the chances of being in a collision if driving after drinking are likely or very likely, up from 66% in 2018.

Section G: Distracted Driving

- Sixty four percent (64%) of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer.
- Of those respondents, about half (53%) recalled seeing distracted driving ads on television, followed by 44% who recalled hearing radio ads (up from 24% in 2018).
- Recall was highest for ‘You Drive, You Text, You Pay’ (35%) and ‘One Text or Call Could Wreck it All’ (29%).

- Seventeen percent (17%) of Alaska drivers' report talking on their cell phone while driving always or often, up from 13% in 2018.
- The number of respondents who say they never read or text while driving remained stable at 69%.
- Similar to previous years, only 2% of drivers report often reading or sending text messages.
- Hands-free cell phone usage remained stable at 45%.
- Seventy two percent (72%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, a slight decrease from 76% the previous year.
- Alaska residents' attitudes about texting while driving remained essentially the same, with a consistently strong (91%) belief that it is very dangerous to text while driving.
- Thirty one percent (31%) of Alaska drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 76% believe it is likely or very likely that you will get in a collision.

Section H: Demographics

- Fifty two percent (52%) of the sample is male and 48% is female.
- Nearly half (49%) of the sample are college graduates.
- Seventy-nine (79%) are Caucasian and 18% are non-Caucasian.

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 licensed drivers, and that if they were on a cell phone that they were not currently driving. Sixty percent (60%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2019 from the previous year, with SUVs at 36%, trucks at 25%, and cars at 31%.

TABLE A1.1: WEEKLY MILES AND CAR TYPES

Average Weekly Miles										
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Less than 50	28%	31%	35%	32%	30%	31%	32%	31%	28%	26%
51 to 100	32%	28%	28%	25%	31%	26%	33%	29%	30%	35%
101 to 150	14%	12%	12%	14%	13%	14%	15%	18%	18%	13%
151 to 200	9%	9%	5%	9%	7%	10%	10%	4%	10%	13%
More than 200	15%	19%	19%	19%	19%	16%	10%	17%	14%	14%
Don't know / Refused	2%	1%	2%	1%	n/a	n/a	n/a	n/a	n/a	n/a
Vehicle Driven Most Often										
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Car	31%	29%	32%	29%	36%	34%	40%	43%	43%	36%
SUV	36%	35%	33%	34%	32%	32%	33%	31%	32%	30%
Van	6%	5%	4%	5%	7%	8%	7%	5%	6%	7%
Truck/Pickup	25%	30%	30%	31%	25%	27%	20%	23%	19%	28%
Don't know / Refused	2%	1%	1%	1%	n/a	n/a	n/a	n/a	n/a	n/a

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.

TABLE A2.1: CELL PHONES VS. LANDLINE

	Type of phone									
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Cellphone	60%	60%	60%	51%	43%	39%	27%	3%	9%	3%
Landline	40%	40%	40%	49%	56%	60%	73%	98%	91%	90%
Don't know / Refused	0%	0%	0%	0%	1%	1%	0%	0%	0%	7%

SECTION B: SAFETY ZONES

Question: Do you know there are safety zones posted on highways in Alaska?

Question: Do you believe safety has improved in safety zones?

Question: Have you ever seen police or troopers in a safety zone?

In 2011 - 2013, safety zones questions were also asked. At that time, the questions asked about safety corridors instead of safety zones. The 2011-2013 answers are reported in the tables below.

In 2019, nearly four out of five Alaskans (79%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 40% said that safety has improved in these areas, while only 18% said that safety has not improved. Sixty seven percent (67%) of Alaskans have seen police or troopers in safety zones.

TABLE B1.1: SAFETY ZONES

Safety Zone Awareness				
	2019	2013	2012	2011
Yes	79%	70%	77%	69%
No	11%	18%	12%	22%
Don't know what that is	10%	12%	10%	9%
Do Safety Zones Work? (if answered yes to awareness question)				
	2019	2013	2012	2011
Yes	40%	36%	53%	41%
About the same	17%	23%	14%	18%
No	18%	14%	12%	20%
Don't know (do not read)	25%	27%	22%	21%
Have You Seen Police/Troopers in Safety Zones?				
	2019	2013	2012	2011
Yes	67%	62%	68%	65%
No	22%	16%	18%	23%
Don't know (do not read)	11%	22%	14%	12%

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 92% wearing them all the time and another 5% nearly always wearing their seat belt. Nearly nine in ten Alaskans (88%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely. Twenty nine percent (29%) of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, down from 31% in 2018.

TABLE C1.1: SEAT BELT USAGE

Seat belt use			
	2019	2018	2017
Always	92%	91%	89%
Often	5%	5%	7%
Sometimes	1%	2%	2%
Rarely	1%	1%	2%
Never	1%	1%	1%
Don't know / Refused	0%	0%	0%
Chances of being injured in a collision without a seat belt			
	2019	2018	2017
Very Likely	70%	68%	66%
Likely	18%	18%	23%
Occasionally	4%	5%	4%
Unlikely	2%	3%	2%
Very Unlikely	3%	3%	2%
Don't know / Refused	3%	3%	3%

Chances for a seat belt ticket				
	2019	2018	2017	
Very Likely	12%	13%	14%	
Likely	17%	18%	20%	
Occasionally	17%	19%	16%	
Unlikely	24%	23%	28%	
Very Unlikely	21%	21%	17%	
Don't know / Refused	9%	6%	5%	

Seat belt use (2016 and earlier)							
	2016	2015	2014	2013	2012	2011	2010
Always	90%	91%	93%	90%	89%	92%	91%
Nearly always	5%	5%	4%	7%	9%	4%	5%
Sometimes	2%	2%	2%	1%	2%	3%	2%
Seldom	1%	1%	1%	1%	3%	1%	1%
Never	2%	1%	1%	1%	0%	1%	1%
Don't know / Refused	0%	n/a	n/a	n/a	n/a	n/a	n/a

Chances of being injured in a collision without a seat belt (2016 and earlier)							
	2016	2015	2014	2013	2012	2011	2010
Always	46%	46%	43%	54%	30%	n/a	n/a
Nearly Always	35%	36%	40%	32%	52%	n/a	n/a
Sometimes	11%	12%	12%	12%	13%	n/a	n/a
Seldom	4%	2%	2%	0%	1%	n/a	n/a
Never	2%	2%	2%	n/a	n/a	n/a	n/a
Don't know / Refused	2%	2%	2%	n/a	n/a	n/a	n/a

Chances for a seat belt ticket (2016 and earlier)							
	2016	2015	2014	2013	2012	2011	2010
Always	21%	19%	18%	18%	6%	17%	17%
Nearly Always	9%	8%	9%	17%	20%	10%	13%

Sometimes	21%	22%	24%	25%	27%	24%	23%
Seldom	24%	25%	27%	20%	19%	28%	30%
Never	17%	18%	13%	14%	17%	12%	13%
Don't know / Refused	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 stayed about the same as the previous year at 49%. Most Alaskans reported hearing about seat belt use enforcement from a friend (62%), followed by seeing an ad on TV (57%). Hearing an ad on the radio (40%) was reported much more often than in 2018 (21%). The ad 'Click it or Ticket' (91% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was the most likely ad to be recalled, followed by "Be Smart Buckle Up" (29%).

TABLE C2.1: SEAT BELT ADS

This summer, respondent has heard about seat belt use in Alaska										
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Has heard	49%	47%	54%	30%	40%	40%	49%	33%	49%	55%
Has not heard	49%	51%	44%	67%	58%	59%	38%	57%	48%	43%
Don't know / Refused	2%	2%	2%	3%	2%	1%	13%	1%	3%	2%

Where did you hear about it? (Only asked of those who had heard about seat belt use.						
	2019	2018	2017	2016	2015	2014
TV	57%	53%	53%	52%	54%	65%

Radio	40%	21%	33%	25%	28%	31%
Newspaper (*removed in 2017)	n/a	n/a	n/a	6%	9%	14%
A Friend	62%	2%	7%	9%	4%	4%
Facebook	5%	3%	5%	4%	3%	7%
Movie theatre (*added in 2019)	1%	n/a	n/a	n/a	n/a	n/a
Instagram (*removed in 2017)	n/a	n/a	n/a	0%	n/a	n/a
YouTube (*removed in 2019)	n/a	1%	n/a	1%	n/a	n/a
Road Signs (*removed in 2016)	n/a	n/a	n/a	n/a	0%	12%
Billboard Signs (*removed in 2016)	n/a	n/a	n/a	n/a	0%	2%
Other	27%	17%	29%	30%	36%	7%
Don't know / Refused	0%	n/a	n/a	0%	n/a	n/a

OPEN ENDED RESPONSES FOR “OTHER” SOURCES

Ads

Anchorage police department

Big billboard signs

Billboard and social media

Book

Don't know, it's just there

Don't know where I heard it

Fire dept.

I got pulled over not too long ago over my seatbelt

I read of it

I work for the department of public safety

I work on base there were several briefings about enforcing seat belt laws

In person

Internet

Law

Letter board side of road

Local ads

Newspaper x5

On a sign in school parking lot

Online

Online advertising

Police

Posted on roads

Poster

Print newspaper
 Saw it
 Signs x15
 Signs on the road
 Signs out on the street
 Signs posted
 Street sign
 Trooper dispatches
 Youtube and a billboard in Anchorage

Of the following ads and messages which one/ones do you recall hearing?						
	2019	2018	2017	2016	2015	2014
Click It or Ticket	91%	79%	99%	96%	86%	87%
Be Smart Buckle Up (*added in 2018)	29%	10%	n/a	n/a	n/a	n/a
In real life you don't get a 2nd chance (*added 2018)	18%	7%	n/a	n/a	n/a	n/a
Buckle Up (*removed in 2017)	n/a	n/a	n/a	69%	32%	n/a
Embrace Life (*removed in 2018)	n/a	n/a	10%	14%	27%	n/a
Three Seconds to Life (*added in 2016)	n/a	n/a	12%	5%	n/a	n/a
Do not recall specifics	4%	4%	n/a	11%	31%	12%
Other	1%	n/a	14%	9%	18%	n/a

OPEN ENDED RESPONSES FOR "OTHER" SOURCES:

Belt your mother, belt your father, belt your sister
 News PSA about enforcement

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 33% of Alaskans who report driving with a child between the ages of four and eight, 79% report always or often using a booster seat, down from 84% in 2018. Twelve percent (12%) report never using a booster seat.

TABLE D1.1: CHILD SAFETY

Child Passenger			
	2019	2018	2017
Yes	33%	35%	34%
No	67%	65%	66%
Don't know / Refused	0%	0%	0%

Booster Seat Usage (of those drive with children in the car)			
	2019	2018	2017
Always	77%	79%	81%
Often	2%	5%	6%
Sometimes	3%	1%	2%
Rarely	0%	2%	2%
Never	12%	12%	8%
Don't know / Refused	6%	1%	2%

Question: Have you read, seen or heard anything about car and booster seats for children in Alaska this summer?

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

Question: [IF YES] Of the following ads and messages which one/ones do you recall hearing?

Forty one percent (41%) of Alaskan drivers reported that they read, saw or heard something about car and booster seats for children in Alaska this summer. Among those who recalled reading, seeing or hearing something about car and booster seats, over half (56%) recalled seeing television ads, followed by 12% who recalled seeing it mentioned on Facebook. Recall was highest for “Make Sure Your Child Arrives Alive” (36%), followed by “Give Your Child a Future; Put Them in the Right Car Seat” (31%).

TABLE D2.1: CHILD SAFETY ADS

This summer, respondent has heard about car and booster seats for children in Alaska	
	2019
Has heard	41%
Has not heard	58%
Don't know / Refused	1%

Where did you hear about it? (of those who had heard messaging)	
	2019
TV	56%
Facebook	12%
A Friend	8%
Movie theatre	2%
YouTube	3%
Other	36%
Don't know / Refused	0%

OPEN ENDED RESPONSES FOR “OTHER” SOURCES:

Alaska paper
 At doctor's office
 Can't remember x2
 Car radio
 Daughter
 Do not recall
 Don't remember
 Dr office

Email
 Fire department, police department,
 Fire department, radio
 Fire departments
 Fire station x2
 Flyers and posters
 Hospital
 I look it up
 I work with kids and we have a mom who is certified
 Internet
 Library
 Literature like a mailer
 My office
 News
 Newspaper x6
 Online
 Online article
 Public health
 Radio x19
 Radio and poster
 Radio station

TABLE D3.1: WHICH MESSAGES OR ADS DO YOU RECALL?

Of the following ads and messages which one/ones do you recall hearing?	
	2019
"Make Sure Your Child Arrives Alive"	36%
"Give Your Child a Future; Put Them in the Right Car Seat"	31%
Other	3%
Do not recall specifics	39%
Don't know / Refused	1%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Go to the fire station to be shown how to have car seat put in
 Had something to do with how to correctly strap the seat in
 PSA about the fire dept. Checking car seat use and setup
 Regulations on safety for boosters
 To go to the fire department to see if the car seats were put on correctly

SECTION E: DRIVING OVER THE SPEED LIMIT

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

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

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

Over half (55%) of Alaskan drivers say they rarely or never drive faster than 35 miles per hour on a local road with a speed limit of 30 miles per hour, while only 16% say they always or often do. When asked how often they find themselves driving faster than 70 miles per hour on a local road with a speed limit of 65 miles per hour, only 10% reported that they always or often do, while 68% report that they rarely or never do.

Two out of five (40%) Alaskan drivers think that they are likely or very likely to be arrested for speeding.

TABLE E1.1: DRIVING OVER THE SPEED LIMIT

How often do you drive faster than 35 on a road with a speed limit of 30 mph?		
	2019	2017
Always	4%	5%
Often	12%	12%
Sometimes	29%	28%
Rarely	33%	34%
Never	22%	20%
Don't know / Refused	1%	1%
How often do you drive faster than 70 on a road with a speed limit of 65 mph?		
	2019	2017
Always	2%	3%
Often	8%	8%
Sometimes	20%	17%
Rarely	29%	33%

Never	39%	38%		
Don't know / Refused	2%	1%		
Chances for a speeding ticket				
	2019	2017		
Very Likely	12%	12%		
Likely	28%	26%		
Occasionally	32%	36%		
Unlikely	16%	18%		
Very Unlikely	8%	7%		
Don't know / Refused	4%	1%		
How often do you drive faster than 35 on a road with a speed limit of 30 mph? (2010-2013)				
	2013	2012	2011	2010
Most of the Time	9%	12%	28%	13%
Half of the Time	18%	22%	23%	27%
Rarely	58%	48%	43%	39%
Never	15%	19%	19%	21%
How often do you drive faster than 70 on a road with a speed limit of 65 mph? (2010-2013)				
	2013	2012	2011	2010
Most of the Time	5%	8%	7%	7%
Half of the Time	9%	10%	15%	11%
Rarely	50%	48%	41%	40%
Never	35%	34%	37%	42%
Chances for a speeding ticket (2010-2013)				
	2013	2012	2011	2010
Almost Certain	13%	5%	6%	8%
Very Likely	19%	24%	16%	21%
Somewhat Unlikely	41%	39%	45%	40%
Almost Never and	17%	16%	19%	17%
Very Unlikely	14%	13%	11%	14%

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 (74%) of Alaskan drivers have read, seen or heard about drunk driving enforcement, up from 70% in 2018. Of those respondents, 58% report seeing a television ad and 38% report hearing a radio ad. The most frequently recalled ads were ‘Buzzed Driving Is Drunk Driving’ (48%) and ‘Drive Sober or Get Pulled Over’ (38%).

Nearly two out of three (61%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Seventy percent (70%) believe the chances of being in a collision if driving after drinking are likely or very likely, up from 66% in 2018.

TABLE F1.1: HEARD ABOUT DRUNK DRIVING ENFORCEMENT?

This summer, read, seen or heard about drunk driving enforcement					
	2019	2018	2017	2016	2015
Yes	74%	70%	73%	56%	64%
No	25%	27%	26%	43%	33%
Don’t know / Refused	2%	3%	2%	1%	3%

TABLE F2.1: WHERE DID YOU HEAR?

Where did you hear about it? (of those who had heard drunk driving messages)					
	2019	2018	2017	2016	2015
TV	58%	59%	63%	51%	56%
Radio	38%	20%	41%	30%	30%
Newspaper (*removed in 2017)	n/a	n/a	n/a	29%	23%
A Friend	7%	3%	9%	8%	4%
Facebook	10%	3%	9%	10%	7%

Youtube (*added in 2018)	3%	1%	n/a	n/a	n/a
Instagram (*removed in 2017)	n/a	n/a	n/a	2%	n/a
Movie Theatre (*removed in 2017, added in 2019)	2%	n/a	n/a	2%	n/a
Hulu (*added in 2019)	1%	n/a	n/a	n/a	n/a
Snapchat (*added in 2019)	1%	n/a	n/a	n/a	n/a
Other	22%	15%	16%	13%	13%
Don't know / Refused	1%	n/a	n/a	0%	n/a

OPEN ENDED RESPONSES FOR "OTHER" SOURCES:

All over
 Anchorage daily newspaper
 Article
 Commercials
 ER
 Flyers
 Friend
 Highway
 Highway sign
 In a government meeting
 In the paper
 Internet
 Local news
 My work
 Nephew arrested for drunk driving
 News
 Newspaper x29
 On the road visually
 Online advertising
 Police department web page
 Reading new stories about people getting caught
 Reads in the local paper
 Research
 Road sign
 Signs x5
 Signs on highway
 Social media

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

Of the following ads and messages which one/ones do you recall hearing?				
	2019	2018	2017	2016
"Drive Sober or Get Pulled Over"	38%	29%	56%	59%
"Buzzed Driving is Drunk Driving" (*added in 2018)	48%	38%	n/a	n/a
"Drunk Driving is a Dead End" (*removed in 2017)	n/a	n/a	n/a	72%
"Drive Hammered and Get Nailed" (*removed in 2017)	n/a	n/a	n/a	53%
"Don't Lose Your Freedom"	n/a	n/a	19%	22%
"Drive High, get a DUI" (*added in 2017)	37%	16%	54%	n/a
Sometimes a Hangover Can Last a Lifetime (*added in 2019)	27%	n/a	n/a	n/a
If You Feel Different You Drive Different (*added in 2019)	22%	n/a	n/a	n/a
Other	1%	1%	17%	11%
Do not recall specifics	12%	16%	n/a	5%
Don't know / Refused	n/a	n/a	n/a	0%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

All of the above

All of them

Friends don't let friends drive drunk

TABLE F4.1: DRINKING AND DRIVING

Chances for arrest if driving after drinking			
	2019	2018	2017
Very Likely	31%	31%	33%
Likely	31%	35%	30%
Occasionally	17%	15%	18%
Unlikely	8%	8%	8%
Very Unlikely	8%	8%	8%
Don't know / Refused	5%	3%	4%

Chances for arrest if driving after drinking (2016 and earlier)							
	2016	2015	2014	2013	2012	2011	2010
Almost certain	30%	25%	25%	22%	13%	9%	24%
Very likely	23%	26%	21%	24%	42%	21%	42%
Somewhat likely	32%	36%	36%	34%	31%	41%	35%
Somewhat unlikely	8%	8%	10%	12%	8%	19%	8%
Very unlikely	3%	2%	3%	3%	5%	5%	5%
Almost never	2%	2%	3%	1%	0%	1%	0%
Don't know / Refused	0%	1%	2%	5%	3%	3%	3%

Chances of being in a collision if driving after drinking			
	2019	2018	2017
Very Likely	34%	31%	38%
Likely	36%	35%	33%
Occasionally	15%	21%	15%
Unlikely	8%	3%	6%
Very Unlikely	4%	7%	3%
Don't know / Refused	4%	3%	6%

SECTION G: DISTRACTED DRIVING

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?

Sixty four percent (64%) of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer. Of those respondents, about half (53%) recalled seeing distracted driving ads on television, followed by 44% who recalled hearing radio ads (up from 24% in 2018). Recall was highest for ‘You Drive, You Text, You Pay’ (35%) and ‘One Text or Call Could Wreck it All’ (29%).

TABLE G1.1: HEARD ABOUT DISTRACTED DRIVING?

This summer, respondent has heard about distracted driving in Alaska			
	2019	2018	2017
Has heard	64%	59%	58%
Has not heard	34%	39%	40%
Don't know / Refused	2%	2%	2%

TABLE G2.1: WHERE DID YOU HEAR?

Where did you hear about it? (Of those who had heard about distracted driving)			
	2019	2018	2017
TV	53%	52%	55%
Radio	44%	24%	44%
A Friend	6%	4%	13%
Facebook	9%	7%	9%
Youtube (*added in 2018)	4%	1%	n/a
Snapchat (*added in 2019)	2%	n/a	n/a
Other	16%	10%	15%
Don't know / Refused	0%	2%	4%

OPEN ENDED RESPONSES FOR “OTHER” RECALLED ADS:

About texting and answering calls
 At work
 Construction zones
 Everywhere
 Experience
 Experienced it
 Highway notification sign
 In local paper
 Internet - social media
 Job
 Magazine
 My children
 My kid
 My work
 Newspaper x9
 Online x4
 Online advertising
 PSA and teach it in my class
 Reader board
 School district
 See it
 See it all the time
 Sign at post office
 Signs
 Spouse
 SRO at school
 Store

Of the following ads and messages which one/ones do you recall hearing?			
	2019	2018	2017
“Your Phone Can Wait” (*removed in 2019)	n/a	30%	44%
“One Text or Call Could Wreck It All”	29%	30%	40%
“Phone Down Buckle Up”	10%	7%	15%
“You Drive, You Text, You Pay” (*added in 2019)	35%	n/a	n/a
“Practice the Five Ways to Arrive Alive” (*added in 2019)	17%	n/a	n/a
Do not recall specifics	37%	33%	n/a
Other	1%	1%	1%
Tire shop			

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

OPEN ENDED RESPONSES FOR “OTHER” RECALLED ADS:

Signs

Stop text, stop wrecks

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?

Seventeen percent (17%) of Alaskan drivers’ report talking on their cell phone while driving always or often, up from 13% in 2018. The number of respondents who say they never read or text while driving remained stable at 69%. Similar to previous years, only 2% of drivers report often reading or sending text messages. Hands-free cell phone usage remained stable at 45%. Seventy two percent (72%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, a slight decrease from 76% the previous year. Alaska residents’ attitudes about texting while driving remained essentially the same, with a consistent strong (91%) belief that it is very dangerous to text while driving. Thirty one percent (31%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 76% believe it is likely or very likely that you will get in a collision.

TABLE G4.1: CELL PHONE USAGE

How often do you talk on a cell phone while driving			
	2019	2018	2017
Always	4%	3%	2%
Often	13%	10%	10%
Sometimes	25%	25%	26%
Rarely	29%	32%	35%

Never	30%	30%	26%
Don't know / Refused	0%	0%	0%
How often do you read or send text messages while driving			
	<i>2019</i>	<i>2018</i>	<i>2017</i>
Always	0%	1%	0%
Often	2%	3%	2%
Sometimes	7%	8%	9%
Rarely	21%	19%	21%
Never	69%	69%	67%
Don't know / Refused	1%	0%	0%

How often do you talk on a cell phone while driving (2016 and earlier)							
	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
Almost every time	8%	9%	10%	7%	9%	12%	n/a
Every two or three times	10%	10%	10%	11%	12%	12%	n/a
Sometimes, not often	54%	50%	48%	45%	46%	48%	n/a
Never	28%	31%	32%	38%	33%	28%	n/a

How often do you read or send text messages while driving (2016 and earlier)							
	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
Almost every time	1%	2%	0%	0%	4%	2%	n/a
Every two or three times	2%	2%	2%	2%	4%	2%	n/a
Sometimes	7%	8%	22%	16%	10%	18%	n/a
Not often	17%	15%	0%	0%	0%	0%	n/a
Never	73%	73%	76%	82%	82%	77%	n/a

Do you have a hands-free arrangement in your car?										
	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
Yes	45%	45%	45%	45%	42%	35%	40%	n/a	43%	n/a
No	54%	54%	54%	55%	58%	65%	60%	n/a	57%	n/a

Don't know / Refused	1%	1%	0%	0%	n/a	n/a	n/a	n/a	n/a	n/a
How dangerous do you think it is to talk on the phone while driving?										
	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
Very	36%	41%	36%	38%	40%	41%	54%	41%	n/a	n/a
Somewhat	36%	35%	34%	35%	34%	32%	33%	41%	n/a	n/a
Slightly	19%	18%	21%	20%	16%	19%	10%	13%	n/a	n/a
Not at all	6%	4%	9%	6%	6%	6%	2%	4%	n/a	n/a
Don't know / Refused	4%	2%	0%	1%	4%	2%	2%	1%	n/a	n/a
How dangerous do you think it is to text while driving?										
	<i>2019</i>	<i>2018</i>	<i>2017</i>	<i>2016</i>	<i>2015</i>	<i>2014</i>	<i>2013</i>	<i>2012</i>	<i>2011</i>	<i>2010</i>
Very	91%	93%	92%	95%	93%	94%	95%	95%	n/a	n/a
Somewhat	6%	5%	6%	3%	5%	5%	4%	4%	n/a	n/a
Slightly	1%	1%	2%	1%	1%	1%	0%	0%	n/a	n/a
Not at all	1%	0%	0%	1%	1%	0%	0%	1%	n/a	n/a
Don't know / Refused	1%	1%	0%	0%	0%	1%	1%	0%	n/a	n/a

Chances of getting a ticket if texting while driving			
	<i>2019</i>	<i>2018</i>	<i>2017</i>
Very Likely	14%	14%	13%
Likely	17%	17%	17%
Occasionally	24%	29%	23%
Unlikely	23%	22%	22%
Very Unlikely	17%	14%	20%
Don't know / Refused	6%	4%	5%

Chances of being in a collision if texting while driving			
	<i>2019</i>	<i>2018</i>	<i>2017</i>

Very Likely	40%	39%	42%
Likely	36%	37%	34%
Occasionally	16%	15%	16%
Unlikely	3%	3%	4%
Very Unlikely	3%	4%	3%
Don't know / Refused	2%	2%	1%

SECTION H: DEMOGRAPHICS

Fifty two percent (52%) of the sample is male and 48% is female. Nearly half (49%) of the sample are college graduates. Seventy-nine (79%) are Caucasian and 18% are non-Caucasian.

TABLE H1.1: DEMOGRAPHICS

Gender			
	2019	2018	2017
Male	52%	44%	50%
Female	48%	56%	50%
Education			
	2019	2018	2017
Less than high school or GED	1%	2%	3%
High School Graduate or GED	17%	19%	18%
Some college or technical school	31%	32%	33%
Four Year degree	24%	29%	27%
Post graduate degree	25%	17%	18%
Don't know / Refused	2%	1%	0%
Ethnicity			
	2019	2018	2017
White, Caucasian	79%	83%	83%
Hispanic, Latino, Spanish	3%	2%	2%
Black, African-American	1%	1%	2%
Alaska Native	5%	4%	5%
American Indian	1%	2%	1%
Asian	2%	2%	1%
Native Hawaiian or Pacific Islander	1%	0%	1%
Mixed	4%	2%	4%
Other	1%	1%	1%
Don't know / Refused	5%	3%	2%

OPEN ENDED RESPONSES FOR “OTHER” ETHNICITY:

All of the above
American x2
Black and Italian
Caucasian and Native
Half African and half
European

I'm a little mix of
everything
Indian and Black
Mixed x3
Native American
Native and White
No

Other
Pacific islander and
German
Something else
White and Alaskan Native
White and Asian