

TRANSPORTATION ATTITUDINAL TELEPHONE SURVEY

CONDUCTED SEPTEMBER 2020

RESEARCH CONDUCTED

FOR THE ALASKA HIGHWAY SAFETY OFFICE

BY THE CENTER FOR SAFE ALASKANS

CENTER FOR

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BACKGROUND & RESEARCH METHOD

BACKGROUND

The Center for Safe Alaskans (CSA) contracted with Hays Research Group LLC (HRG) 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 and suggested changes by Marcia Howell, Executive Director of CSA and final approval by Adam Hays, Research Director of HRG. The interviews were conducted during the period of September 8th-14th, 2020. The telephone survey averaged twelve 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. 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 (50%). An over-

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sample of Anchorage residents was done to gather enough responses to break down data for Anchorage only, however the overall data presented in this report has been weighted to reflect the actual population breakdown of the entire state of Alaska.

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 $\pm 5.0\%$ for the overall sample. For the remaining 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 used by HRG 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 HRG Research Director to ensure validity of the data collected throughout the survey process.

DATA ANALYSIS & REPORTING



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 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

2020 RESEARCH FINDINGS

Section A: *Background & Driving in Alaska*

- Sixty percent (65%) of Alaskans reported driving 100 miles or less a week, comparable to previous years.
- Drivers of all vehicles remained roughly the same in 2020 from the previous year, with SUVs at 34%, trucks at 30%, 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*

- More than four out of five Alaskans (83%) knew that there are safety zones posted on highways in Alaska.
- Of those who knew there were safety zones, 53% said that safety has improved in these areas, up from 40% in 2019. Only 15% said that safety has not improved.

Section C: *Seat Belt Usage & Ads*

- Consistent seat belt usage continues to be a choice for almost all Alaskans, with 86% wearing them all the time and another 5% nearly always wearing their seat belt.
- Nearly nine in ten Alaskans (86%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely.
- Thirty one percent (31%) of drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, up from 29% in 2019.

Section C: *Seat Belt Usage & Ads (Cont'd)*

- The number of Alaska residents who read, saw or heard about seat belt enforcement was 38%, a decrease from 2019 (49%).
- Most Alaskans reported hearing about seat belt use enforcement from TV (47%), or radio (31%).
- Hearing about an ad from a friend decreased from 62% in 2019 to 10% in 2020.
- The ad 'Click it or Ticket' (88% 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 "In real life you don't get a second chance." (24%).

Section D: *Driving Over the Speed Limit*

- Over half (51%) 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 20% 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 13% reported that they always or often do, while 64% 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.
- The number of Alaska residents who read, saw or heard about speeding enforcement was 46% in 2020.
- Of those respondents, Most Alaskans reported hearing about speeding enforcement from TV (39%), or radio (25%).
- The ad 'Drive the speed limit and arrive alive' (64% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by "Speeding is for dummies" (13%).

Section E: *Drinking and Driving*

- Sixty one percent (61%) of Alaskan drivers have read, seen or heard about drunk driving enforcement, down from 74% in 2019.
- Of those respondents, 56% report seeing a television ad and 35% report hearing a radio ad.
- The most frequently recalled ads were ‘Buzzed Driving Is Drunk Driving’ (43%) and ‘Don’t Drive Impaired’ (23%).
- Nearly two out of three (62%) Alaska drivers think that they are likely or very likely to be arrested for driving after drinking.
- Sixty nine percent (69%) believe the chances of being in a collision if driving after drinking are likely or very likely.

Section F: *Distracted Driving*

- Nearly half (48%) 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 43% who recalled hearing radio ads.
- Recall was highest for “You Drive, You Text, You Pay” (34%) and “Text and whatever, but don’t text and drive.” (31%).

Section G: *Cellphone Usage*

- Fifteen percent (15%) of Alaskan drivers’ report talking on their cell phone while driving always or often, comparable to 2019 (17%).
- The number of respondents who say they never read or text while driving remained stable at 67%. Similar to previous years, only 5% of drivers report often reading or sending text messages.
- Hands-free cell phone usage decreased to 38% from 45% in 2019.

Section G: *Cellphone Usage (cont'd)*

- Seventy four percent (74%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (76%).
- Alaska residents' attitudes about texting while driving remained essentially the same, with a consistent strong (90%) belief that it is very dangerous to text while driving.
- Thirty four percent (34%) 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.

Section H: *Graduated Driver's License Program*

- Thirty four percent (34%) 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.
- Nearly a quarter (12%) of Alaskan drivers said they have youth aged 14-18 living with them at least part time.
- Of those respondents, 38% believed that the minimum age an adolescent can obtain a provisional license is 14, and 47% believed it was 16.
- When asked where they would look for trustworthy information about GDL requirements the majority (77%) said they would go to the DMV, while 19% would look online.
- Sixty two percent (62%) of respondents did not know how many hours of supervised drive time a teen needs before applying for a provisional license, while 19% believed they need 50 hours.
- Nearly half (46%) of respondents believed that teens are prohibited from driving between the hours of 10 PM and 5 AM, followed by 11% who thought it was 11 PM to 5 AM. Thirty two percent (32%) said that they did not know.

Section I: *Demographics*

- Fifty two percent (52%) of the sample is female and 48% is male.
- Forty three percent (43%) of the sample are college graduates.
- Seventy four percent (74%) are Caucasian and 18% 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 licensed drivers, and that if they were on a cell phone that they were not currently driving. Sixty five percent (65%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2020 from the previous year, with SUVs at 34%, trucks at 30%, and cars at 31%.

Table A1.1: Weekly Miles and Car Types

Average Weekly Miles

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Less than 50	38%	28%	31%	35%	32%	30%	31%	32%	31%	28%	26%
51 to 100	27%	32%	28%	28%	25%	31%	26%	33%	29%	30%	35%
101 to 150	9%	14%	12%	12%	14%	13%	14%	15%	18%	18%	13%
151 to 200	7%	9%	9%	5%	9%	7%	10%	10%	4%	10%	13%
More than 200	17%	15%	19%	19%	19%	19%	16%	10%	17%	14%	14%
Don't know / Refused	1%	2%	1%	2%	1%	n/a	n/a	n/a	n/a	n/a	n/a

Vehicle Driven Most Often

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Car	31%	31%	29%	32%	29%	36%	34%	40%	43%	43%	36%
SUV	34%	36%	35%	33%	34%	32%	32%	33%	31%	32%	30%
Van	4%	6%	5%	4%	5%	7%	8%	7%	5%	6%	7%
Truck/Pickup	30%	25%	30%	30%	31%	25%	27%	20%	23%	19%	28%
Don't know / Refused	1%	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	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Cellphone	60%	60%	60%	60%	51%	43%	39%	27%	3%	9%	3%
Landline	38%	40%	40%	40%	49%	56%	60%	73%	98%	91%	90%
Don't know / Refused	2%	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?

About four out of five Alaskans (83%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 53% said that safety has improved in these areas, up from 40% in 2019. Only 15% said that safety has not improved.

Table B1.1: Safety Zones

Safety Zone Awareness		
	2020	2019
Yes	83%	79%
No	11%	11%
Don't know what that is	5%	10%

Do Safety Zones Work?		
(asked only of respondents who answered 'Yes' to having heard about safety zones)		
	2020	2019
Yes	53%	40%
About the same	19%	17%
No	15%	18%
Don't know (do not read)	14%	25%

Have You Seen Police/Troopers in Safety Zones?		2019
Yes		67%
No		22%
Don't know / Refused (do not read)		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 set belt?

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

Consistent seat belt usage continues to be a choice for most Alaskans, with 86% wearing them all the time (down from 92% in 2019) and another 5% nearly always wearing their seat belt. Nearly nine in ten Alaskans (86%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely. Thirty one percent (31%) 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 29% in 2019.

Table C1.1: Seat Belt Usage

Seat belt use	2020	2019	2018	2017
Always	86%	92%	91%	89%
Often	5%	5%	5%	7%
Sometimes	3%	1%	2%	2%
Rarely	2%	1%	1%	2%
Never	3%	1%	1%	1%
Don't know / Refused	1%	0%	0%	0%

Chances of being injured in a collision without a seat belt

	2020	2019	2018	2017
Very Likely	66%	70%	68%	66%
Likely	20%	18%	18%	23%
Occasionally	4%	4%	5%	4%
Unlikely	4%	2%	3%	2%
Very Unlikely	3%	3%	3%	2%
Don't know / Refused	3%	3%	3%	3%

Table C1.1: Seat Belt Usage (cont'd)

Chances for a seat belt ticket

	2020	2019	2018	2017
Very Likely	14%	12%	13%	14%
Likely	17%	17%	18%	20%
Occasionally	15%	17%	19%	16%
Unlikely	28%	24%	23%	28%
Very Unlikely	20%	21%	21%	17%
Don't know / Refused	6%	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 was 38%, a decrease from 2019 (49%). Most Alaskans reported hearing about seat belt use enforcement from TV (47%), or radio (31%). Hearing about an ad from a friend decreased from 62% in 2019 to 10% in 2020. The ad ‘Click it or Ticket’ (88% 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 “In real life you don’t get a second chance.” (24%).

Table C2.1: Seat Belt Ads

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

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Has heard	38%	49%	47%	54%	30%	40%	40%	49%	33%	49%	55%
Has not heard	60%	49%	51%	44%	67%	58%	59%	38%	57%	48%	43%
Don’t know / Refused	2%	2%	2%	2%	3%	2%	1%	13%	1%	3%	2%

Table C2.1: Seat Belt Ads (cont'd)**Where did you hear about it?**

(asked only of respondents who answered 'Yes' to having heard about seat belt use)

	2020	2019	2018	2017	2016	2015	2014
TV	47%	57%	53%	53%	52%	54%	65%
Radio	31%	40%	21%	33%	25%	28%	31%
Newspaper (*removed in 2017)	n/a	n/a	n/a	n/a	6%	9%	14%
A Friend	10%	62%	2%	7%	9%	4%	4%
Facebook	14%	5%	3%	5%	4%	3%	7%
Movie theatre (*2019 only)	n/a	1%	n/a	n/a	n/a	n/a	n/a
Instagram (*added in 2016 and 2020)	1%	n/a	n/a	n/a	0%	n/a	n/a
YouTube (*added in 2016, 2018, and 2020)	3%	n/a	1%	n/a	1%	n/a	n/a
Snapchat (*added in 2020)	1%	n/a	n/a	n/a	n/a	n/a	n/a
Road Signs (*removed in 2016)	n/a	n/a	n/a	n/a	n/a	0%	12%
Billboard Signs (*removed in 2016)	n/a	n/a	n/a	n/a	n/a	0%	2%
Other	23%	27%	17%	29%	30%	36%	7%
Don't know / Refused	4%	0%	n/a	n/a	0%	n/a	n/a

OPEN ENDED RESPONSES FOR "OTHER" SOURCES:

- Being pulled over.
- Click-it or ticket sign.
- Cops.
- Daughter got a citation.
- Driving.
- Got a ticket.
- Highway sign/billboard.
- Highway signs in town about 45 years ago I started hearing about it.
- I am retired police officer, so I heard it from people I know.
- I saw it somewhere, but I can't be sure.
- I think it was a sign posted.
- Its posted on the side of the road, its everywhere.
- Knows it's the law.
- Local newspaper.
- Magazines.
- Million dollar sign posted on Glenn Highway.
- My grandchildren.
- Newspaper. (x2)
- On the highway.
- Personal experience.
- Posters.
- Racetrack.
- Road signs.
- See it on signs.
- Shopping at Safeway.
- Signs. (x3)
- Signs on highway.
- Signs on the road.
- Traffic signs.
- Websites in general.

Table C2.1: Seat Belt Ads (cont'd)**Of the following ads and messages which one/ones do you recall hearing?**

(asked only of respondents who answered 'Yes' to having heard about seat belt use)

	2020	2019	2018	2017	2016	2015	2014
Click It or Ticket	88%	91%	79%	99%	96%	86%	87%
Be Smart Buckle Up (*removed in 2020)	n/a	29%	10%	n/a	n/a	n/a	n/a
In real life you don't get a 2nd chance (*added in 2018)	24%	18%	7%	n/a	n/a	n/a	n/a
Buckle Up (*removed in 2017)	n/a	n/a	n/a	n/a	69%	32%	n/a
Embrace Life (*removed in 2018)	n/a	n/a	n/a	10%	14%	27%	n/a
Three Seconds to Life (*removed in 2018)	n/a	n/a	n/a	12%	5%	n/a	n/a
Occupant Protection is for Everyone	5%	n/a	n/a	n/a	n/a	n/a	n/a
Do not recall specifics	8%	4%	4%	n/a	11%	31%	12%
Other	2%	1%	n/a	14%	9%	18%	n/a

OPEN ENDED RESPONSES FOR "OTHER" SOURCES:

- All.
- Heard from a State Trooper.
- Little jingles sing to different tunes.

SECTION D: 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?

About half (51%) 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 20% 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 13% reported that they always or often do, while 64% 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 D1.1: Driving Over the Speed Limit

How often do you drive faster than 35 on a road with a speed limit of 30 mph?

	2020	2019
Always	5%	4%
Often	15%	12%
Sometimes	27%	29%
Rarely	34%	33%
Never	17%	22%
Don't know / Refused	1%	1%

Table D1.1: Driving Over the Speed Limit (cont'd)

How often do you drive faster than 70 on a road with a speed limit of 65 mph?

	2020	2019
Always	4%	2%
Often	9%	8%
Sometimes	22%	20%
Rarely	30%	29%
Never	34%	39%
Don't know / Refused	2%	2%

Chances for a speeding ticket

	2020	2019
Very Likely	12%	12%
Likely	28%	28%
Occasionally	32%	32%
Unlikely	16%	16%
Very Unlikely	9%	8%
Don't know / Refused	3%	4%

Question: Have you read, seen or heard anything about speeding enforcement by police in Alaska this summer?

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 speeding enforcement was 46% in 2020. Of those, most Alaskans reported hearing about speeding enforcement from TV (39%), or radio (25%). The ad 'Drive the speed limit and arrive alive' (64% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by "Speeding is for dummies" (13%).

Table D2.1: Heard About Speeding Enforcement?

	2020
Yes	46%
No	51%
Don't know / Refused	3%

Table D3.1: Where Did You Hear?

	2020
TV	39%
Radio	25%
A Friend	10%
Facebook	14%
YouTube	1%
Instagram	1%
Snapchat	1%
Other	36%
Don't know / Refused	2%

OPEN ENDED RESPONSES FOR “OTHER” SOURCES:

- A sign.
- At work.
- Billboards.
- Brother got a speeding ticket.
- By seeing people being pulled over.
- Everywhere because of new speed limit laws a lot of police around there.
- Highway.
- I got pulled over.
- I saw it.
- I witnessed it firsthand.
- In the newspaper.
- It's on the road.
- Just driving.
- Just see it.
- Just seeing.
- Made a couple trips to Palmer, people getting pulled over right and left.
- News.
- Newspaper. (x9)
- Nixle alert. (x2)
- Observation.
- On highway construction zones.
- On the highway.
- On the internet.
- On the parks.
- On the road.
- On the side of the road.
- On the street.
- Personal experience.
- Personal viewing of speed traps.
- Police alerts.
- Posted.
- Red flashing lights.
- Road commission.
- Road sign.
- Saw someone get pulled over.
- Seating monitors.
- See someone stopped.
- Seeing it driving back on the highway.
- Seen cops out, personnel.
- Seen patrols.
- Seen people pulled over.
- Seen police activity.
- Seen them enforcing it.
- Side of the highway (i see them, they're called speed traps).
- Signs.
- Signs and lights that tell you your speed.
- Signs on the highway.
- Signs on the road.
- The cops are pulling people over right and left all the time.
- The newspaper police report.
- Tickets.
- Was given a ticket.
- Word of mouth.
- Work zones.

Table D4.1: Which Messages or Ads Do You Recall?

Of the following ads and messages which one/ones do you recall hearing?

(asked only of respondents who answered 'Yes' to having heard about speeding enforcement)

	2020
"Drive the speed limit and arrive alive"	64%
"An open road doesn't mean you own the road"	10%
"Speeding is for dummies"	13%
Other	5%
Do not recall specifics	25%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

- All of them.
- Can't recall seeing.
- Click it or ticket.
- Construction zones.
- Don't know.
- I saw somebody pulled over.
- Monitor.
- N/A
- Not advertisement

SECTION E: 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?

Sixty one percent (61%) of Alaskan drivers have read, seen or heard about drunk driving enforcement, down from 74% in 2019. Of those respondents, 56% report seeing a television ad and 35% report hearing a radio ad. The most frequently recalled ads were ‘Buzzed Driving Is Drunk Driving’ (43%) and ‘Don’t Drive Impaired” (23%).

Nearly two out of three (62%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Sixty nine percent (69%) believe the chances of being in a collision if driving after drinking are likely or very likely.

Table E1.1: Heard About Drinking Enforcement?

This summer, read, seen or heard about drunk driving enforcement						
	2020	2019	2018	2017	2016	2015
Yes	61%	74%	70%	73%	56%	64%
No	37%	25%	27%	26%	43%	33%
Don't know / Refused	2%	2%	3%	2%	1%	3%

Table E2.1: Where Did You Hear?

Where did you hear about it?

(asked only of respondents who answered 'Yes' to having heard about drunk driving enforcement)

	2020	2019	2018	2017	2016	2015
TV	56%	58%	59%	63%	51%	56%
Radio	35%	38%	20%	41%	30%	30%
Newspaper (*removed in 2017)	n/a	n/a	n/a	n/a	29%	23%
A Friend	8%	7%	3%	9%	8%	4%
Facebook	14%	10%	3%	9%	10%	7%
YouTube (*added in 2018)	5%	3%	1%	n/a	n/a	n/a
Instagram (*added in 2020)	3%	n/a	n/a	n/a	2%	n/a
Movie Theatre (*removed in 2020)	n/a	2%	n/a	n/a	2%	n/a
Hulu (*removed in 2020)	n/a	1%	n/a	n/a	n/a	n/a
Snapchat (*added in 2019)	2%	1%	n/a	n/a	n/a	n/a
Other	19%	22%	15%	16%	13%	13%
Don't know / Refused	2%	1%	n/a	n/a	0%	n/a

OPEN ENDED RESPONSES FOR "OTHER" SOURCES:

- A couple boys that got a DUI.
- A sign. (x2)
- All of them.
- Everyone.
- Everywhere.
- My son.
- Husband who is a prosecutor.
- I don't.
- Internet.
- News.
- Newspaper, police report.
- News via internet.
- Newspaper. (x16)
- Newspaper, computer.
- Nixle alert. (x2)
- Police blotter.
- Posted on the side of the road.
- See them on the roads when we traveled around Alaska, they are on the roads posted.
- Side of road.
- Signs.
- Signs, 911.
- Signs on street, cops pulling people over.
- Signs that say to report, reddit.
- Tv and signs.
- Word of mouth.
- Work.

Table E3.1: Which Messages or Ads Do You Recall?

Of the following ads and messages which one/ones do you recall hearing?

(asked only of respondents who answered 'Yes' to having heard about drunk driving enforcement)

	2020	2019	2018	2017	2016
"Buzzed Busted Broke"	17%	n/a	n/a	n/a	n/a
"Don't Drive Impaired"	23%	n/a	n/a	n/a	n/a
"If you decide to blaze up while you're hunkered down, don't drive impaired"	9%	n/a	n/a	n/a	n/a
"Any type of impaired driving is illegal and dangerous"	18%	n/a	n/a	n/a	n/a
"Drive Sober or Get Pulled Over" (*removed in 2020)	n/a	38%	29%	56%	59%
"Buzzed Driving is Drunk Driving" (*added in 2018)	43%	48%	38%	n/a	n/a
"Drunk Driving is a Dead End" (*removed in 2017)	n/a	n/a	n/a	n/a	72%
"Drive Hammered and Get Nailed" (*removed in 2017)	n/a	n/a	n/a	n/a	53%
"Don't Lose Your Freedom" (*removed in 2020)	n/a	n/a	n/a	19%	22%
"Drive High, get a DUI" (*removed in 2020)	n/a	37%	16%	54%	n/a
Sometimes a Hangover can Last a Lifetime (*added in 2019)	20%	27%	n/a	n/a	n/a
If You Feel Different You Drive Different (*removed in 2020)	n/a	22%	n/a	n/a	n/a
Other	1%	1%	1%	17%	11%
Do not recall specifics	4%	12%	16%	n/a	5%
Don't know / Refused	n/a	n/a	n/a	n/a	0%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

- All the above.
- All but one.
- Don't drive under the influence of marijuana (following a marijuana commercial).
- None.
- Report every drunk driver.

Table E4.1: Drinking and Driving

Chances for arrest if driving after drinking

	2020	2019	2018	2017
Very Likely	32%	31%	31%	33%
Likely	30%	31%	35%	30%
Occasionally	19%	17%	15%	18%
Unlikely	4%	8%	8%	8%
Very Unlikely	9%	8%	8%	8%
Don't know / Refused	5%	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

	2020	2019	2018	2017
Very Likely	33%	34%	31%	38%
Likely	36%	36%	35%	33%
Occasionally	18%	15%	21%	15%
Unlikely	5%	8%	3%	6%
Very Unlikely	5%	4%	7%	3%
Don't know / Refused	4%	4%	3%	6%

SECTION F: 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?

Nearly half (48%) 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 43% who recalled hearing radio ads. Recall was highest for “You Drive, You Text, You Pay” (34%) and “Text and whatever, but don’t text and drive.” (31%).

Table F1.1: Heard About Distracted Driving?

This summer, respondent has heard about distracted driving in Alaska

	2020	2019	2018	2017
Has heard	48%	64%	59%	58%
Has not heard	49%	34%	39%	40%
Don’t know / Refused	3%	2%	2%	2%

Table F2.1: Where Did You Hear?

Where did you hear about it?

(asked only of respondents who answered ‘Yes’ to having heard about distracted driving)

	2020	2019	2018	2017
TV	53%	53%	52%	55%
Radio	43%	44%	24%	44%
A Friend	8%	6%	4%	13%
Facebook	13%	9%	7%	9%
YouTube (*added in 2018)	4%	4%	1%	n/a
Snapchat (*added in 2019)	2%	2%	n/a	n/a
Other	12%	16%	10%	15%
Don’t know / Refused	0%	0%	2%	4%

OPEN ENDED RESPONSES FOR “OTHER” SOURCES:

- Billboards.
- Church bulletin board.
- Everyone.
- Friend of mine hit a mouse.
- Heard it from random people.
- I see it.
- I see it everyday people on their phone all the time texting and looking at their phone.
- I’ve seen it.
- Newspaper.
- Newspaper, around school materials.
- Other drivers.
- Paper.
- Road signs.
- Saw it myself.
- See it at every stop light.
- Seen examples.
- Signs on the road.
- Social media platforms.
- Son.
- The internet.
- Work. (x2)

Table F3.1: Which Messages or Ads Do You Recall?

Of the following ads and messages which one/ones do you recall hearing?

(asked only of respondents who answered ‘Yes’ to having heard about distracted driving)

	2020	2019	2018	2017
“Text and whatever, but don’t text and drive”	31%	n/a	n/a	n/a
“Your Phone Can Wait” (*removed in 2019)	n/a	n/a	30%	44%
“One Text or Call Could Wreck It All” (*removed in 2019)	n/a	29%	30%	40%
“Phone Down Buckle Up”	13%	10%	7%	15%
“You Drive, You Text, You Pay” (*added in 2019)	34%	35%	n/a	n/a
“Practice the Five Ways to Arrive Alive” (*removed in 2019)	n/a	17%	n/a	n/a
Do not recall specifics	32%	37%	33%	n/a
Other	9%	1%	1%	1%

OPEN ENDED RESPONSES FOR “OTHER” RECALLED ADS:

- All of them.
- All the above.
- Commercial.
- Distracted.
- Do not recall.
- Doesn’t remember hearing any of them.
- Don’t text and drive and arrive alive.
- Don’t remember specifically.
- Don’t text and drive.
- Don’t text and drive to arrive alive.
- Messages on Facebook.
- Not those.
- Random people.
- Saw it.
- Son said at your phone, give it to me.
- TV.

SECTION G: CELLPHONE USAGE

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?

Fifteen percent (15%) of Alaskan drivers’ report talking on their cell phone while driving always or often, comparable to 2019 (17%). The number of respondents who say they never read or text while driving remained stable at 67%. Similar to previous years, only 5% of drivers report often reading or sending text messages. Hands-free cell phone usage decreased to 38% from 45% in 2019. Seventy four percent (74%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (76%). Alaska residents’ attitudes about texting while driving remained essentially the same, with a consistent strong (90%) belief that it is very dangerous to text while driving. Thirty four percent (34%) 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: Cellphone Usage

How often do you talk on a cell phone while driving

	2020	2019	2018	2017
Always	1%	4%	3%	2%
Often	14%	13%	10%	10%
Sometimes	26%	25%	25%	26%
Rarely	31%	29%	32%	35%
Never	27%	30%	30%	26%
Don't know / Refused	1%	0%	0%	0%

How often do you read or send text messages while driving

	2020	2019	2018	2017
Always	1%	0%	1%	0%
Often	4%	2%	3%	2%
Sometimes	7%	7%	8%	9%
Rarely	21%	21%	19%	21%
Never	67%	69%	69%	67%
Don't know / Refused	1%	1%	0%	0%

How often do you talk on a cell phone while driving (2016 and earlier)

	2016	2015	2014	2013	2012	2011	2010
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
Don't know / Refused	0%	n/a	n/a	n/a	n/a	n/a	n/a

How often do you read or send text messages while driving (2016 and earlier)

	2016	2015	2014	2013	2012	2011	2010
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
Don't know / Refused	0%	n/a	n/a	n/a	n/a	n/a	n/a

Table G4.1: Cellphone Usage (cont'd)

Do you have a hands-free arrangement in your car?

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Yes	38%	45%	45%	45%	45%	42%	35%	40%	n/a	43%	n/a
No	63%	54%	54%	54%	55%	58%	65%	60%	n/a	57%	n/a
Don't know / Refused	0%	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?

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Very	42%	36%	41%	36%	38%	40%	41%	54%	41%	n/a	n/a
Somewhat	32%	36%	35%	34%	35%	34%	32%	33%	41%	n/a	n/a
Slightly	17%	19%	18%	21%	20%	16%	19%	10%	13%	n/a	n/a
Not at all	6%	6%	4%	9%	6%	6%	6%	2%	4%	n/a	n/a
Don't know / Refused	9%	4%	2%	0%	1%	4%	2%	2%	1%	n/a	n/a

How dangerous do you think it is to text while driving?

	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Very	90%	91%	93%	92%	95%	93%	94%	95%	95%	n/a	n/a
Somewhat	6%	6%	5%	6%	3%	5%	5%	4%	4%	n/a	n/a
Slightly	2%	1%	1%	2%	1%	1%	1%	0%	0%	n/a	n/a
Not at all	1%	1%	0%	0%	1%	1%	0%	0%	1%	n/a	n/a
Don't know / Refused	1%	1%	1%	0%	0%	0%	1%	1%	0%	n/a	n/a

Chances of getting a ticket if texting while driving

	2020	2019	2018	2017
Very Likely	16%	14%	14%	13%
Likely	18%	17%	17%	17%
Occasionally	24%	24%	29%	23%
Unlikely	20%	23%	22%	22%
Very Unlikely	17%	17%	14%	20%
Don't know / Refused	5%	6%	4%	5%

Chances of being in a collision if texting while driving

	2020	2019	2018	2017
Very Likely	42%	40%	39%	42%
Likely	34%	36%	37%	34%
Occasionally	15%	16%	15%	16%
Unlikely	3%	3%	3%	4%
Very Unlikely	3%	3%	4%	3%
Don't know / Refused	3%	2%	2%	1%

SECTION H: GRADUATED DRIVER'S LICENSE PROGRAM

Alaska has a Graduated Driver's Licensing (GDL) program that helps young drivers gain skills. As drivers move through the three stages of GDL (learner's permit, provisional license, driver's license), they are given more driving privileges. The following questions are about the provisional license.

Question: Do you have a youth aged 14-18 living with you at least part time?

Question: What is the minimum age at which an adolescent can obtain a provisional license in Alaska?

Question: Where would you look for trustworthy information regarding GDL requirements?

Question: Before applying for a provisional driver's license in the state of Alaska, how many hours of supervised drive time does a teen with a driver's permit need to complete?

Question: Between what hours of the day or night are teen drivers prohibited from driving while they have their provisional license?

Nearly a quarter (12%) of Alaskan drivers said they have youth aged 14-18 living with them at least part time. Of those, 38% believed that the minimum age an adolescent can obtain a provisional license is 14, and 47% believed it was 16. When asked where they would look for trustworthy information about GDL requirements the majority (77%) said they would go to the DMV, while 19% would look online. Sixty two percent (62%) of respondents did not know how many hours of supervised drive time a teen needs before applying for a provisional license, while 19% believed they need 50 hours. Nearly half (46%) of respondents believed that teens are prohibited from driving between the hours of 10 PM and 5 AM, followed by 11% who thought it was 11 PM to 5 AM. Thirty two percent (32%) said that they did not know.

Table H1.1: Do You Have a Youth Aged 14-18 Living With You?

	2020
Yes	12%
No	86%
Don't know / Refused	1%

Table H2.1: Provisional License

Minimum age an adolescent can obtain a provisional license

(asked only of respondents who answered 'Yes' to having a youth aged 14-18 living with them)

	2020
14	38%
15	4%
16	47%
17	2%
Don't know / Refused	9%

Where would you look for trustworthy information regarding GDL requirements?

(asked only of respondents who answered 'Yes' to having a youth aged 14-18 living with them)

	2020
DMV	77%
Online	19%
Other parents	0%
Driver's Education School	4%
Other	0%
Don't know / Refused	0%

How many hours of supervised drive time does a teen need before applying for a provisional driver's license?

(asked only of respondents who answered 'Yes' to having a youth aged 14-18 living with them)

	2020
10	2%
20	4%
30	0%
40	13%
50	19%
Don't know / Refused	62%

Table H2.1: Provisional License (cont'd)

Between what hours of the day or night are teen drivers prohibited from driving while they have their provisional license?

(asked only of respondents who answered 'Yes' to having a youth aged 14-18 living with them)

	2020
10 PM to 5 AM	47%
11 PM to 5 AM	11%
Midnight to 5 AM	6%
1 AM to 5 AM	4%
Don't know / Refused	32%

SECTION I: DEMOGRAPHICS

Fifty two percent (52%) of the sample is female and 48% is male. Forty three percent (43%) of the sample are college graduates. Seventy four percent (74%) are Caucasian and 18% are non-Caucasian.

Table I1.1: Demographics

Gender				
	2020	2019	2018	2017
Male	48%	52%	44%	50%
Female	52%	48%	56%	50%
Education				
	2020	2019	2018	2017
Less than high school or GED	1%	1%	2%	3%
High School Graduate or GED	18%	17%	19%	18%
Some college or technical school	37%	31%	32%	33%
Four Year degree	27%	24%	29%	27%
Post graduate degree	16%	25%	17%	18%
Don't know / Refused	2%	2%	1%	0%
Ethnicity				
	2020	2019	2018	2017
White, Caucasian	74%	79%	83%	83%
Hispanic, Latino, Spanish	3%	3%	2%	2%
Black, African-American	2%	1%	1%	2%
Alaska Native	6%	5%	4%	5%
American Indian	2%	1%	2%	1%
Asian	1%	2%	2%	1%
Native Hawaiian or Pacific Islander	1%	1%	0%	1%
Mixed	3%	4%	2%	4%
Other	3%	1%	1%	1%
Don't know / Refused	5%	5%	3%	2%

OPEN ENDED RESPONSES FOR “OTHER” ETHNICITY:

- African.
- African American and Asian.
- American (x5)
- Black, German and Puerto Rican.
- European American.
- French Canadian.
- Human being.
- In answer box.
- Indian and Caucasian.
- Jew, German, Irish.
- Mix race.
- Mixed Asian.
- No.
- Refused to answer, just said other.
- White and American, Native.
- White, Native American.