

## Alaska Injury Prevention Center

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# RESEARCH METHODS

## BACKGROUND

Alaska Injury Prevention Center (AIPC) has worked with Craciun Research Group Inc. (Craciun) over the past few years (2010-2014 see below) to conduct its important studies regarding attitudes, opinions and behaviors related to driving around Alaska. This report enclosed is the deliverable to meet contract requirements for services rendered.

## SURVEY INSTRUMENT

The survey instrument was finalized after several drafts, which included reviews and suggested changes by Marcia Howell and final approval by Jean Craciun, Research Director.

The interviews were conducted during the period August 12 – August 16, 2014. The telephone survey averaged five minutes in length. The survey instrument was carefully designed to obtain thoughtful answers from respondents while avoiding instrument bias.

## THE SAMPLE

The random sample of four hundred (n=400) was drawn from drivers in the Anchorage, Mat-Su, Fairbanks, Kenai, and Juneau area as shown below. The respondents were screened to ensure they were all drivers, and the ratio of men to women and of age-group levels was kept in proportion to State population figures. The sample is exactly the same as that taken in 2013.

**Table A: Areas Studied**

	2014		2013		2012	2011	2010
Anchorage	224	56.00%	223	55.80%	55.80%	55.20%	50.90%
Mat-Su	43	10.75%	43	10.80%	10.80%	11.20%	12.70%
Kenai Peninsula	32	8.00%	32	8.00%	8.00%	10.00%	10.70%
South East	27	6.75%	27	6.80%	6.80%	16.70%	19.20%
Interior	74	18.50%	75	18.80%	18.80%	7%	6.50%

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 4.9 percentage points in either direction. Thus, the margin of error is +/- 4.9%; 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 super-voter 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 Craciun Research eliminate such errors associated with paper and pencil methods thus keeping the human error potential to a minimum.

### **DATA ANALYSIS & REPORTING**

Members of the Craciun Research team, employing SPSS<sup>1</sup>, analyzed the sample. The primary procedures reported are frequencies and crosstabulations.

### **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.

Crosstabulations describe data that may be related in some way. In many crosstabulations, 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.

Crosstabulations 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”.<sup>2</sup>

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<sup>1</sup> Trademark registered.

<sup>2</sup> Statistical significance is determined by using a chi-square test with a significance factor of less than .05. The chi square test is used by researchers to determine whether a result may be due to random variation, and is sensitive to sample size, since large random variation may occur in small samples.

# EXECUTIVE SUMMARY

## SUMMARY RESEARCH FINDINGS

### A. BACKGROUND & DRIVING IN ALASKA

- As in 2013, about a third of them (31%) drive fewer than fifty miles a week.
- The percentage of respondents that drive a car has gone down (34% 2014, 40% 2013) and those respondents who drive a truck/pickup has increased by 7 percentage points (20% to 27%, respectively).
- Thirty-nine percent (39%) of the respondents were speaking on a cell phone as they answered the survey (27% in 2013).

### B. SEATBELT USAGE & ADS

- Same as the last four years, nine in ten respondents said they always wore a seatbelt. Expectation of enforcement remains constant in 2014.
- Slightly less than half of the respondents (43%) felt that not wearing a safety belt would lead to injury in the event of a collision.

#### Ad Recall:

- Alaska residents read, saw or heard less about seatbelt enforcement when comparing 2013 to 2014.
- Over half the respondents (65%) viewed seat belt ads on television and one-third heard something (31%) on the radio.
- Eighty-seven percent (87%) of the respondents could recall the “Click It or Ticket” message.

### C. BOOSTER SEATS

- Eighty-six percent (86%) of respondents driving with a child *always* use a booster seat.

### D. DRINKING AND DRIVING

- Almost half of Alaskan drivers think they are *certainly* or *very likely* to be arrested for driving after drinking.
- Over half the respondents (62%) think adults drive under the influence 50% or less of the time.
- Only 22% of respondents “Witnessed family or friends drinking and driving”.
- The number of Alaskan drivers who think underage drinking is a *serious problem* has decreased. This is the lowest percentage when compared to the five year trend.
- In a new question this year, a high percentage of respondents believe Alaska teens drink alcohol (63%).

#### **E. CELL PHONE**

- Twenty-four percent (24%) admitted to texting while driving, at least sometimes. This is an increase from 18% in 2013.
- Thirty-five percent (35%) of the cell phone users have hands-free phones in their cars.
- The same number of drivers report that it is dangerous to *text* while driving (95%). But there has been a decrease in the number that think it is dangerous to *talk on the phone* while driving (41% in 2014, 54% in 2013).

#### **F. DEMOGRAPHICS**

- Forty percent (40%) of the sample is male and sixty percent is female.
- Twenty-nine percent (29%) of the sample had graduated from college. Eighty-three percent (83%) are Caucasian.

## 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?

- Car
- SUV
- Van
- Pickup
- Truck

The respondents in the study were screened to ensure that they were drivers.

As in 2013, about a third of them (31%) drive fewer than fifty miles a week.

The percentage of respondents that drive a car has gone down (34% 2014, 40% 2013) and those respondents who drive a truck/pickup has increased by 7 percentage points (20% to 27%, respectively).

**TABLE A1.1: WEEKLY MILES AND CAR TYPES**

	2014	2013	2012	2011	2010
<b>Average Weekly Miles</b>					
Less than 50	31%	32%	31%	28%	26%
51 to 100	26%	33%	29%	30%	35%
101 to 150	14%	15%	18%	18%	13%
151 to 200	10%	10%	4%	10%	13%
More than 200	16%	10%	17%	14%	14%
<b>Vehicle Driven Most Often</b>					
Car	34%	40%	43%	43%	36%
SUV	32%	33%	31%	32%	30%
Van	8%	7%	5%	6%	7%
Truck/Pickup	27%	20%	23%	19%	28%

**Question:** Is this a cell phone number?

Thirty-nine percent (39%) of the respondents were speaking on a cell phone as they answered the survey (27% in 2013).

**TABLE A2.1: CELL PHONES ON THE CALLS**

	2014	2013	2012	2011	2010
<b>Call made to a:</b>					
Cellphone	39%	27%	3%	9%	3%
Was not	60%	73%	98%	91%	90%
Refused	1%	0%	0%	0%	7%



## B. SEATBELT USAGE & ADS

**Question:** How often do you use a seatbelt 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 seatbelt?

Same as the last four years, nine in ten respondents said they always wore a seatbelt. Expectation of enforcement remains constant in 2014.

Slightly less than half of the respondents (43%) felt that not wearing a safety belt would lead to injury in the event of a collision.

**TABLE B1.1: SEATBELT USAGE**

	2014	2013	2012	2011	2010
<b>Chances for a seatbelt ticket</b>					
Always	18%	18%	6%	17%	17%
Nearly always	9%	17%	20%	10%	13%
Sometimes	24%	25%	27%	24%	23%
Seldom	27%	20%	19%	28%	30%
Never	13%	14%	17%	12%	13%
Don't know	10%	7%	11%	9%	6%
<b>Seatbelt Use</b>					
Always	93%	90%	89%	92%	91%
Nearly always	4%	7%	9%	4%	5%
Sometimes	2%	1%	2%	30%	2%
Seldom	1%	1%	3%	1%	1%
Never	1%	1%		1%	1%
<b>Chances of being injured in a collision without a seatbelt</b>					
Almost certain	43%	54%	30%		
Very likely	40%	32%	52%		
Somewhat likely	12%	12%	13%		
Somewhat unlikely	2%	1%	20%		
Almost never	2%		1%		
Don't know/ Unsure	2%				

**Question:** In the past 60 days, have you read, seen or heard anything about seat belt use enforcement by police in Alaska?

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

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

Alaska residents read, saw or heard less about seatbelt enforcement when comparing 2013 to 2014.

Over half the respondents (65%) viewed seat belt ads on television and one-third heard something (31%) on the radio.

Eighty-seven percent (87%) of the respondents could recall the “Click It or Ticket” message.

**TABLE B2.1: SEATBELT ADS**

	2014	2013	2012	2011	2010
<b>In the past 60 days, respondent has heard about seatbelt use in Alaska</b>					
Has heard	40%	49%	33%	49%	55%
Has not heard	59%	38%	57%	48%	43%
Doesn't know	1%	13%	1%	3%	2%

<b>Where did you hear about it?</b>	<b>2014</b>
TV	65%
Radio	31%
Newspaper	14%
Road Signs	12%
Online, facebook etc	7%
Other	7%
A Friend	4%
Billboard Signs	2%

**Other**

- Don't know
- cops gave me a ticket
- my work at the military
- poster at work on base
- sign by police office
- song on the radio
- While getting license renewed

**TABLE B3.1: AD RECALL**

Of the following ads and messages which one/ones do you recall hearing?	
Click it or Ticket	87%
FakeArooney	1%
Malloney in the Zone	1%
Do not recall specifics	12%

## C. BOOSTER SEATS

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

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

Eighty-six percent (86%) of respondents driving with a child *always* use a booster seat.

**TABLE C1.1: BOOSTER SEAT USAGE**

Drive with a child between the ages of four and eight?	
Yes	44%
No	56%
How often is the child riding in a booster seat?	
Always	86%
Usually	3%
Sometimes	2%
Never	8%
Don't know/ Unsure	1%

## D. DRINKING AND DRIVING

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

**Question:** What do you guess is the percentage of Alaskan adults who drive after they may have had too much to drink?

**Question:** During the past 30 days, how many times have you witnessed family and friends drinking and driving?

Almost half of Alaskan drivers think they are *certainly* or *very likely* to be arrested for driving after drinking.

Over half the respondents (62%) think adults drive under the influence 50% or less of the time.

Only 22% of respondents “Witnessed family or friends drinking and driving”.

**TABLE D1.1: DRINKING AND DRIVING**

	2014	2013	2012	2011	2010
<b>Chances for arrest if driving after drinking?</b>					
Almost certain	25%	22%	13%	9%	24%
Very likely	21%	24%	42%	21%	42%
Somewhat likely	36%	34%	31%	41%	35%
Somewhat unlikely	10%	12%	8%	19%	8%
Very unlikely	3%	3%	5%	5%	5%
Almost never	3%	1%	0%	1%	0%
Don't know	2%	5%	3%	3%	3%

**TABLE D2.1: PERCENTAGE THAT DRIVE DRUNK**

Percentage of Alaskan adults who drive after they may have had too much to drink?	
Under 10%	3%
10-20%	20%
21-30%	17%
31-40%	7%
41-50%	15%
51-60%	9%
61-70%	3%
71-80%	8%
81-90%	3%
91-100%	1%
Don't know/Refused	15%

**TABLE D3.1: WITNESS TO SOMEONE DRIVING DRUNK**

During the past 30 days, how many times have you witnessed family and friends drinking and driving?	
Never	79%
Once	8%
Two or three times	6%
Four or five times	3%
Many times	3%
Some. I don't know how many	2%

**Question:** In Alaska, do you think underage drinking is a serious problem, a minor problem, or not a problem

**Question:** What do you guess is the percentage of Alaskan teens that drink alcohol?

The number of Alaskan drivers who think underage drinking is a *serious problem* has decreased. This is the lowest percentage when compared to the five year trend.

In a new question this year, a high percentage of respondents believe Alaska teens drink alcohol (63%).

**TABLE D4.1: UNDERAGE DRINKING**

	2014	2013	2012	2011	2010
<b>In Alaska, do you think underage drinking is a</b>					
Serious problem	62%	73%	70%	69%	69%
Minor problem	29%	17%	18%	22%	22%
Not a problem	3%	1%	3%	1%	2%
Don't know	6%	9%	9%	8%	7%

**TABLE D5.1: PERCENTAGE OF TEENS WHO DRINK**

Percentage of Alaskan teens that drink alcohol?	
Under 10%	2%
10-20%	6%
21-30%	11%
31-40%	10%
41-50%	20%
51-60%	11%
61-70%	11%
71-80%	14%
81-90%	5%
91-100%	2%
Don't know/Refused	10%

## E. CELL PHONE USAGE

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

Almost every time you drive

Every two or three times

Sometimes, not often

Never

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

**Question:** Do you have a hands-free cell phone arrangement in your vehicles?

**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?

Twenty-four percent (24%) admitted to texting while driving, at least sometimes. This is an increase from 18% in 2013.

Thirty-five percent (35%) of the cell phone users have hands-free phones in their cars.

The same number of drivers report that it is dangerous to *text* while driving (95%). But there has been a decrease in the number that think it is dangerous to *talk on the phone* while driving (41% in 2014, 54% in 2013).

The table may be found on the next page.



**TABLE E1.1: CELL PHONES AND DRIVING**

	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>
<b>How often do you talk on the phone while driving?</b>					
Almost every time	10%	7%	9%	12%	10%
Every two or three times	10%	11%	12%	12%	9%
Sometimes, not often	48%	45%	46%	48%	42%
Never	32%	38%	33%	28%	39%
Don't know	1%				1%
<b>How often to read or text while driving</b>					
Almost every time	0%		<b>4%</b>	<b>2%</b>	<b>1%</b>
Every two or three times	2%	2%	4%	2%	1%
Sometimes, not often	22%	16%	10%	18%	12%
Never	76%	82%	82%	77%	86%
Don't know	1%				
<b>Do you have a hands-free cellphone arrangement in your car</b>					
Yes	35%	<b>40%</b>	<b>28%</b>	<b>41%</b>	<b>36%</b>
Not in every car			3%	2%	8%
No	65%	60%	1%	57%	63%
<b>How dangerous do you think it is to talk on the phone while driving</b>					
Very	41%	54%	41%		
Somewhat	32%	33%	41%		
Slightly	19%	10%	13%		
Not at all	6%	2%	4%		
Don't know	2%	2%	1%		
<b>How dangerous do you think it is to text while driving</b>					
Very	94%	95%	95%		
Somewhat	5%	4%	4%		
Slightly	1%	0%	0%		
Not at all	0%	0%	1%		
Don't know	1%	1%	0%		

## F. DEMOGRAPHICS

Forty percent (40%) of the sample is male and sixty percent is female.

Twenty-nine percent (29%) of the sample had graduated from college. Eighty-three percent (83%) are Caucasian.

**TABLE F1.1: DEMOGRAPHICS**

<b>Gender</b>		
Male	162	40%
Female	238	60%
<b>Age</b>		
18-24	27	7%
25-34	70	18%
35-44	117	29%
45-54	95	24%
55-64	50	13%
65 or older	40	10%
<b>Education</b>		
Less than high school or GED	9	2%
High School Graduate or GED	55	14%
Some college or technical school	129	33%
Four Year degree	113	29%
Post graduate degree	89	23%
<b>Ethnicity</b>		
White, Caucasian	312	83%
Hispanic, Latino, Spanish	12	3%
Black, African-American	15	4%
Alaska Native	15	4%
American Indian	6	2%
Asian	11	3%
Native Hawaiian or Pacific Islander	4	1%
Mixed (PROBE)	14	4%

\* Respondents who refused to answer have been omitted from the percentage base.

# A P P E N D I X

## A1.1 Background and Seatbelt Usage by Area

		Area				
		Anchorage	Fairbanks	Juneau	Kenai	Matsu
<b>Miles in average week</b>						
	Less than 50	36.16%	14.86%	44.44%	37.50%	13.95%
	51 to 100	24.55%	32.43%	22.22%	21.88%	30.23%
	101 to 150	15.63%	16.22%	7.41%	6.25%	11.63%
	151 to 200	9.82%	9.46%	14.81%	12.50%	9.30%
	More than 200	9.82%	24.32%	11.11%	15.63%	32.56%
	Don't know/ Unsure	3.57%	2.70%		6.25%	2.33%
	Refused	0.45%				
<b>Type of vehicle</b>						
	Car	36.61%	35.14%	37.04%	18.75%	23.26%
	SUV	34.38%	22.97%	37.04%	37.50%	23.26%
	Van	10.27%	6.76%	3.70%	3.13%	4.65%
	Pickup or Truck	18.75%	33.78%	22.22%	40.63%	48.84%
	Refused		1.35%			
<b>Seatbelt usage</b>						
	Always	94.64%	90.54%	96.30%	84.38%	88.37%
	Nearly always	2.68%	4.05%	3.70%	9.38%	4.65%
	Sometimes	0.89%	5.41%		3.13%	2.33%
	Seldom	1.34%				2.33%
	Never	0.45%			3.13%	2.33%
<b>In the past 60 days, have you read, seen or heard about seatbelt enforcement</b>						
	Yes	39.29%	50.00%	22.22%	25.00%	51.16%
	No	59.38%	48.65%	74.07%	75.00%	48.84%
	Don't know/ Unsure	0.89%	1.35%	3.70%		
	Refused	0.45%				
<b>Recall specific ads and messages</b>						
	Click it or Ticket it	86.16%	94.59%	74.07%	90.63%	83.72%
	FakeArooney	1.34%				
	Malloney in the Zone	0.45%	1.35%			
	Do not recall specifics	12.05%	4.05%	25.93%	9.38%	16.28%
<b>Chance for seatbelt ticket</b>						
	Always	16.96%	22.97%	18.52%	18.75%	13.95%
	Nearly always	10.71%	6.76%	3.70%	3.13%	9.30%
	Sometimes	19.64%	35.14%	29.63%	25.00%	23.26%
	Seldom	27.68%	18.92%	33.33%	18.75%	34.88%
	Never	12.95%	10.81%	14.81%	28.13%	2.33%
	Don't know/ Unsure	12.05%	5.41%		6.25%	16.28%
<b>Injured while not wearing seatbelt</b>						
	Always	44.64%	43.24%	29.63%	37.50%	41.86%
	Nearly always	38.84%	39.19%	51.85%	28.13%	44.19%
	Sometimes	13.84%	6.76%	11.11%	18.75%	9.30%
	Seldom	0.45%	2.70%	7.41%	6.25%	
	Never	0.89%	2.70%		6.25%	2.33%
	Don't know/ Unsure	1.34%	5.41%		3.13%	2.33%

## A1.2 Background and Seatbelt Usage by Age

		Age					
		18-24	25-34	35-44	45-54	55-64	65 or older
<b>Miles in average week</b>							
	Less than 50	44.44%	31.43%	26.50%	27.37%	28.00%	42.50%
	51 to 100	22.22%	22.86%	25.64%	29.47%	28.00%	25.00%
	101 to 150	14.81%	12.86%	18.80%	12.63%	12.00%	7.50%
	151 to 200	3.70%	15.71%	8.55%	11.58%	10.00%	7.50%
	More than 200	11.11%	14.29%	18.80%	16.84%	18.00%	5.00%
	Don't know/ Unsure	3.70%	2.86%	0.85%	2.11%	4.00%	12.50%
	Refused			0.85%			
<b>Type of vehicle</b>							
	Car	51.85%	25.71%	31.62%	29.47%	36.00%	45.00%
	SUV	18.52%	40.00%	29.06%	29.47%	40.00%	27.50%
	Van		11.43%	7.69%	11.58%	4.00%	5.00%
	Pickup or Truck	29.63%	21.43%	31.62%	29.47%	20.00%	22.50%
	Refused		1.43%				
<b>Seatbelt usage</b>							
	Always	85.19%	94.29%	93.16%	92.63%	96.00%	87.50%
	Nearly always	11.11%		2.56%	4.21%	4.00%	7.50%
	Sometimes	3.70%	2.86%	1.71%	1.05%		5.00%
	Seldom		1.43%	0.85%	2.11%		
	Never		1.43%	1.71%			
<b>In the past 60 days, have you read, seen or heard about seatbelt enforcement</b>							
	Yes	55.56%	37.14%	39.32%	34.74%	34.00%	60.00%
	No	44.44%	60.00%	59.83%	65.26%	64.00%	37.50%
	Don't know/ Unsure		1.43%	0.85%		2.00%	2.50%
	Refused		1.43%				
<b>Recall specific ads and messages</b>							
	Click it or Ticket it	92.59%	80.00%	87.18%	92.63%	90.00%	80.00%
	FakeArooney		1.43%	1.71%			
	Malloney in the Zone		1.43%	0.85%			
	Do not recall specifics	7.41%	17.14%	10.26%	7.37%	10.00%	20.00%
<b>Chance for seatbelt ticket</b>							
	Always	25.93%	25.71%	16.24%	17.89%	10.00%	15.00%
	Nearly always	14.81%	5.71%	9.40%	8.42%	8.00%	10.00%
	Sometimes	11.11%	22.86%	26.50%	26.32%	30.00%	15.00%
	Seldom	29.63%	25.71%	24.79%	26.32%	26.00%	30.00%
	Never	14.81%	8.57%	14.53%	12.63%	18.00%	7.50%
	Don't know/ Unsure	3.70%	11.43%	8.55%	8.42%	8.00%	22.50%
<b>Injured while not wearing seatbelt</b>							
	Always	59.26%	41.43%	41.88%	44.21%	46.00%	27.50%
	Nearly always	25.93%	40.00%	44.44%	35.79%	42.00%	37.50%
	Sometimes	7.41%	14.29%	9.40%	12.63%	12.00%	20.00%
	Seldom		2.86%	1.71%	2.11%		2.50%
	Never	3.70%		1.71%	2.11%		5.00%
	Don't know/ Unsure	3.70%	1.43%	0.85%	3.16%		7.50%

### A1.3 Background and Seatbelt Usage by Gender

		Gender	
		Male	Female
<b>Miles in average week</b>			
	Less than 50	24.07%	34.87%
	51 to 100	25.31%	26.89%
	101 to 150	12.35%	15.13%
	151 to 200	16.05%	6.30%
	More than 200	20.37%	12.18%
	Don't know/ Unsure	1.85%	4.20%
	Refused		0.42%
<b>Type of vehicle</b>			
	Car	33.33%	33.61%
	SUV	19.14%	39.92%
	Van	3.70%	10.92%
	Pickup or Truck	43.21%	15.55%
	Refused	0.62%	
<b>Seatbelt usage</b>			
	Always	90.12%	94.12%
	Nearly always	5.56%	2.52%
	Sometimes	3.09%	1.26%
	Seldom	1.23%	0.84%
	Never		1.26%
<b>In the past 60 days, have you read, seen or heard about seatbelt enforcement</b>			
	Yes	46.91%	35.71%
	No	51.23%	63.45%
	Don't know/ Unsure	1.23%	0.84%
	Refused	0.62%	
<b>Recall specific ads and messages</b>			
	Click it or Ticket it	87.65%	86.55%
	FakeArooney	1.23%	0.42%
	Malloney in the Zone	1.23%	
	Do not recall specifics	9.88%	13.03%
<b>Chance for seatbelt ticket</b>			
	Always	17.90%	18.07%
	Nearly always	7.41%	9.66%
	Sometimes	21.60%	25.63%
	Seldom	30.25%	23.95%
	Never	12.35%	13.03%
	Don't know/ Unsure	10.49%	9.66%
<b>Injured while not wearing seatbelt</b>			
	Always	32.72%	49.16%
	Nearly always	44.44%	36.13%
	Sometimes	14.20%	10.92%
	Seldom	3.70%	0.42%
	Never	0.62%	2.52%
	Don't know/ Unsure	4.32%	0.84%

## A1.4 Background and Seatbelt Usage by Education

		Education			
		High School or Less	Some college or technical school	Four Year degree	Post graduate degree
<b>Miles in average week</b>					
	Less than 50	34.38%	35.66%	29.20%	22.47%
	51 to 100	23.44%	26.36%	25.66%	28.09%
	101 to 150	14.06%	13.18%	13.27%	15.73%
	151 to 200	12.50%	6.20%	15.04%	7.87%
	More than 200	10.94%	16.28%	12.39%	22.47%
	Don't know/ Unsure	4.69%	2.33%	3.54%	3.37%
	Refused			0.88%	
<b>Type of vehicle</b>					
	Car	28.13%	41.09%	26.55%	34.83%
	SUV	35.94%	25.58%	36.28%	32.58%
	Van	6.25%	7.75%	7.96%	8.99%
	Pickup or Truck	29.69%	25.58%	29.20%	22.47%
	Refused				1.12%
<b>Seatbelt usage</b>					
	Always	85.94%	95.35%	92.92%	93.26%
	Nearly always	6.25%	3.10%	3.54%	2.25%
	Sometimes	3.13%		2.65%	3.37%
	Seldom	4.69%	0.78%		
	Never		0.78%	0.88%	1.12%
<b>In the past 60 days, have you read, seen or heard about seatbelt enforcement</b>					
	Yes	37.50%	44.96%	35.40%	39.33%
	No	62.50%	54.26%	62.83%	59.55%
	Don't know/ Unsure			1.77%	1.12%
	Refused		0.78%		
<b>Recall specific ads and messages</b>					
	Click it or Ticket it	85.94%	87.60%	91.15%	83.15%
	FakeArooney		0.78%	0.88%	1.12%
	Malloney in the Zone		1.55%		
	Do not recall specifics	14.06%	10.08%	7.96%	15.73%
<b>Chance for seatbelt ticket</b>					
	Always	23.44%	20.93%	15.93%	11.24%
	Nearly always	12.50%	8.53%	6.19%	10.11%
	Sometimes	18.75%	24.81%	24.78%	25.84%
	Seldom	20.31%	21.71%	35.40%	28.09%
	Never	7.81%	13.95%	8.85%	19.10%
	Don't know/ Unsure	17.19%	10.08%	8.85%	5.62%
<b>Injured while not wearing seatbelt</b>					
	Always	51.56%	40.31%	42.48%	39.33%
	Nearly always	25.00%	40.31%	42.48%	44.94%
	Sometimes	14.06%	13.95%	9.73%	11.24%
	Seldom		1.55%	3.54%	1.12%
	Never	6.25%	0.78%	1.77%	
	Don't know/ Unsure	3.13%	3.10%		3.37%

## A1.5 Background and Seatbelt Usage by Ethnicity

		Ethnicity	
		White	Other
<b>Miles in average week</b>			
	Less than 50	30.07%	31.91%
	51 to 100	26.80%	24.47%
	101 to 150	15.03%	10.64%
	151 to 200	11.76%	5.32%
	More than 200	14.05%	20.21%
	Don't know/ Unsure	2.29%	6.38%
	Refused		1.06%
<b>Type of vehicle</b>			
	Car	32.35%	37.23%
	SUV	31.70%	30.85%
	Van	6.86%	11.70%
	Pickup or Truck	28.76%	20.21%
	Refused	0.33%	
<b>Seatbelt usage</b>			
	Always	92.16%	93.62%
	Nearly always	3.27%	5.32%
	Sometimes	2.29%	1.06%
	Seldom	1.31%	
	Never	0.98%	
<b>In the past 60 days, have you read, seen or heard about seatbelt enforcement</b>			
	Yes	38.24%	46.81%
	No	61.11%	50.00%
	Don't know/ Unsure	0.65%	2.13%
	Refused		1.06%
<b>Recall specific ads and messages</b>			
	Click it or Ticket it	87.58%	85.11%
	FakeArooney	0.98%	
	Malloney in the Zone	0.33%	1.06%
	Do not recall specifics	11.11%	13.83%
<b>Chance for seatbelt ticket</b>			
	Always	14.71%	28.72%
	Nearly always	9.48%	6.38%
	Sometimes	22.22%	29.79%
	Seldom	29.74%	15.96%
	Never	13.07%	11.70%
	Don't know/ Unsure	10.78%	7.45%
<b>Injured while not wearing seatbelt</b>			
	Always	40.85%	47.87%
	Nearly always	40.52%	36.17%
	Sometimes	12.75%	10.64%
	Seldom	2.29%	
	Never	1.63%	2.13%
	Don't know/ Unsure	1.96%	3.19%

## A2.1 Booster Seat Usage by Area

		Area				
		Anchorage	Fairbanks	Juneau	Kenai	Matsu
<b>Drive with a child ages of four and eight</b>						
	Yes	43.30%	45.95%	48.15%	34.38%	46.51%
	No	56.70%	54.05%	51.85%	65.63%	53.49%
<b>Booster seat usage</b>						
	Always	87.63%	82.35%	92.31%	100.00%	75.00%
	Usually	3.09%	2.94%			5.00%
	Sometimes	2.06%	2.94%			5.00%
	Never	7.22%	11.76%	7.69%		10.00%
	Don't know/ Unsure					5.00%

## A2.2 Booster Seat Usage by Age

		Age					
		18-24	25-34	35-44	45-54	55-64	65 or older
<b>Drive with a child ages of four and eight</b>							
	Yes	29.63%	51.43%	62.39%	32.63%	32.00%	25.00%
	No	70.37%	48.57%	37.61%	67.37%	68.00%	75.00%
<b>Booster seat usage</b>							
	Always	87.50%	91.67%	83.56%	83.87%	81.25%	100.00%
	Usually		2.78%	4.11%	3.23%		
	Sometimes			2.74%	6.45%		
	Never	12.50%	5.56%	8.22%	6.45%	18.75%	
	Don't know/ Unsure			1.37%			

## A2.3 Booster Seat Usage by Gender

		Gender	
		Male	Female
<b>Drive with a child ages of four and eight</b>			
	Yes	44.44%	43.28%
	No	55.56%	56.72%
<b>Booster seat usage</b>			
	Always	86.11%	86.41%
	Usually	2.78%	2.91%
	Sometimes	4.17%	0.97%
	Never	5.56%	9.71%
	Don't know/ Unsure	1.39%	



## A2.4 Booster Seat Usage by Education

		Education			
		High School or Less	Some college or technical school	Four Year degree	Post graduate degree
<b>Drive with a child ages of four and eight</b>					
	Yes	46.88%	46.51%	38.94%	42.70%
	No	53.13%	53.49%	61.06%	57.30%
<b>Booster seat usage</b>					
	Always	83.33%	88.33%	88.64%	81.58%
	Usually		3.33%	2.27%	5.26%
	Sometimes		3.33%		5.26%
	Never	13.33%	5.00%	9.09%	7.89%
	Don't know/ Unsure	3.33%			

## A2.5 Booster Seat Usage by Ethnicity

		Ethnicity	
		White	Other
<b>Drive with a child ages of four and eight</b>			
	Yes	42.81%	46.81%
	No	57.19%	53.19%
<b>Booster seat usage</b>			
	Always	87.02%	84.09%
	Usually	3.05%	2.27%
	Sometimes	1.53%	4.55%
	Never	7.63%	9.09%
	Don't know/ Unsure	0.76%	

### A3.1 Drinking and Driving by Area

	Area				
	Anchorage	Fairbanks	Juneau	Kenai	Matsu
<b>Chance of arrest for driving after drinking</b>					
Almost certain	25.89%	24.32%	25.93%	34.38%	13.95%
Very likely	21.88%	21.62%	14.81%	18.75%	20.93%
Somewhat likely	33.04%	37.84%	48.15%	21.88%	51.16%
Somewhat unlikely	10.71%	8.11%	7.41%	15.63%	4.65%
Very unlikely	2.68%	6.76%		6.25%	
Almost never	4.02%	1.35%	3.70%	3.13%	
Don't know/ Unsure	1.79%				6.98%
Refused					2.33%
<b>During the past 30 days, witnessed family and friends drinking and driving</b>					
Never	76.79%	75.68%	88.89%	81.25%	88.37%
Once	8.48%	10.81%	7.41%	3.13%	4.65%
Two or three times	6.25%	2.70%	3.70%	9.38%	4.65%
Four or five times	2.68%	6.76%		0.00%	2.33%
Many times	3.57%	1.35%		6.25%	
Some. I don't know how many	2.23%	2.70%			
<b>Underage drinking is</b>					
Serious problem	66.96%	55.41%	70.37%	56.25%	46.51%
A minor problem	23.21%	39.19%	29.63%	31.25%	37.21%
Not a problem	4.91%			3.13%	
Don't know/ Unsure	4.91%	5.41%		9.38%	16.28%

### A3.2 Drinking and Driving by Age

	Age					
	18-24	25-34	35-44	45-54	55-64	65 or older
<b>Chance of arrest for driving after drinking</b>						
Almost certain	37.04%	35.71%	28.21%	23.16%	8.00%	15.00%
Very likely	40.74%	24.29%	18.80%	22.11%	12.00%	17.50%
Somewhat likely	18.52%	25.71%	32.48%	38.95%	58.00%	42.50%
Somewhat unlikely		10.00%	9.40%	8.42%	14.00%	12.50%
Very unlikely			6.84%	3.16%	2.00%	2.50%
Almost never		4.29%	1.71%	4.21%	2.00%	5.00%
Don't know/ Unsure	3.70%		2.56%		2.00%	5.00%
Refused					2.00%	
<b>During the past 30 days, witnessed family and friends drinking and driving</b>						
Never	74.07%	80.00%	76.07%	76.84%	82.00%	90.00%
Once	7.41%	7.14%	9.40%	10.53%	4.00%	5.00%
Two or three times	7.41%	4.29%	6.84%	4.21%	10.00%	
Four or five times	7.41%	5.71%	3.42%		2.00%	2.50%
Many times	3.70%	2.86%	3.42%	3.16%	2.00%	
Some. I don't know how many			0.85%	5.26%		2.50%
<b>Underage drinking is</b>						
Serious problem	62.96%	61.43%	58.97%	61.05%	70.00%	65.00%
A minor problem	25.93%	28.57%	34.19%	28.42%	20.00%	25.00%
Not a problem	7.41%	2.86%	1.71%	6.32%		
Don't know/ Unsure	3.70%	7.14%	5.13%	4.21%	10.00%	10.00%

### A3.3 Drinking and Driving by Gender

		Gender	
		Male	Female
<b>Chance of arrest for driving after drinking</b>			
	Almost certain	23.46%	26.05%
	Very likely	20.37%	21.43%
	Somewhat likely	35.80%	36.13%
	Somewhat unlikely	11.73%	8.40%
	Very unlikely	2.47%	3.78%
	Almost never	3.70%	2.52%
	Don't know/ Unsure	1.85%	1.68%
	Refused	0.62%	
<b>During the past 30 days, witnessed family and friends drinking and driving</b>			
	Never	77.78%	79.83%
	Once	4.94%	10.08%
	Two or three times	6.17%	5.04%
	Four or five times	4.32%	2.10%
	Many times	4.94%	1.26%
	Some. I don't know how many	1.85%	1.68%
<b>Underage drinking is</b>			
	Serious problem	54.94%	66.81%
	A minor problem	35.19%	24.37%
	Not a problem	3.70%	2.52%
	Don't know/ Unsure	6.17%	6.30%

### A3.4 Drinking and Driving by Education

	Education			
	High School or Less	Some college or technical school	Four Year degree	Post graduate degree
<b>Chance of arrest for driving after drinking</b>				
Almost certain	34.38%	25.58%	21.24%	20.22%
Very likely	18.75%	24.81%	22.12%	15.73%
Somewhat likely	31.25%	37.21%	36.28%	39.33%
Somewhat unlikely	6.25%	6.20%	11.50%	15.73%
Very unlikely	3.13%	2.33%	4.42%	3.37%
Almost never	3.13%	1.55%	3.54%	3.37%
Don't know/ Unsure	3.13%	2.33%	0.88%	1.12%
Refused				1.12%
<b>During the past 30 days, witnessed family and friends drinking and driving</b>				
Never	70.31%	83.72%	79.65%	77.53%
Once	6.25%	5.43%	8.85%	12.36%
Two or three times	7.81%	5.43%	4.42%	5.62%
Four or five times	4.69%	3.10%	2.65%	2.25%
Many times	6.25%	1.55%	3.54%	
Some. I don't know how many	4.69%	0.78%	0.88%	2.25%
<b>Underage drinking is</b>				
Serious problem	57.81%	58.14%	65.49%	65.17%
A minor problem	28.13%	32.56%	26.55%	28.09%
Not a problem	9.38%	2.33%	1.77%	
Don't know/ Unsure	4.69%	6.98%	6.19%	6.74%

### A3.5 Drinking and Driving by Ethnicity

		Ethnicity	
		White	Other
<b>Chance of arrest for driving after drinking</b>			
	Almost certain	23.53%	29.79%
	Very likely	19.61%	25.53%
	Somewhat likely	38.24%	28.72%
	Somewhat unlikely	11.11%	5.32%
	Very unlikely	3.59%	2.13%
	Almost never	2.29%	5.32%
	Don't know/ Unsure	1.63%	2.13%
	Refused		1.06%
<b>During the past 30 days, witnessed family and friends drinking and driving</b>			
	Never	79.41%	77.66%
	Once	8.82%	5.32%
	Two or three times	5.56%	5.32%
	Four or five times	3.27%	2.13%
	Many times	1.63%	6.38%
	Some. I don't know how many	1.31%	3.19%
<b>Underage drinking is</b>			
	Serious problem	60.46%	67.02%
	A minor problem	31.37%	20.21%
	Not a problem	1.63%	7.45%
	Don't know/ Unsure	6.54%	5.32%

## A4.1 Cell Phones and Driving by Area

		Area				
		Anchorage	Fairbanks	Juneau	Kenai	Matsu
<b>How often do you talk on a cell phone while driving your car</b>						
	Almost every time you drive	8.04%	12.16%	14.81%	9.38%	13.95%
	Every two or three times	10.27%	4.05%	7.41%	18.75%	9.30%
	Sometimes, not often	46.43%	50.00%	59.26%	50.00%	46.51%
	Never	33.93%	33.78%	18.52%	21.88%	30.23%
	Don't know/ Unsure	1.34%				
<b>Read or send text messages while driving</b>						
	Almost every time you drive	0.45%				
	Every two or three times	1.34%	1.35%		3.13%	2.33%
	Sometimes	6.70%	6.76%	3.70%	6.25%	
	Not often	19.64%	12.16%	14.81%	9.38%	9.30%
	Never	71.43%	79.73%	77.78%	81.25%	88.37%
	Don't know/ Unsure	0.45%		3.70%		
<b>Hands free headset</b>						
	Yes	37.95%	36.49%	29.63%	25.00%	25.58%
	No	61.61%	63.51%	70.37%	75.00%	74.42%
	Refused	0.45%				
<b>In your opinion, how dangerous is it to talk on the phone while driving</b>						
	Very	44.64%	33.78%	44.44%	34.38%	39.53%
	Somewhat	33.93%	32.43%	37.04%	34.38%	18.60%
	Slightly	16.96%	18.92%	14.81%	15.63%	32.56%
	Not at all	3.13%	10.81%	3.70%	12.50%	6.98%
	Don't know	0.89%	4.05%		3.13%	2.33%
	Refused	0.45%				
<b>In your opinion, how dangerous is it to text while driving</b>						
	Very	93.30%	95.95%	88.89%	93.75%	93.02%
	Somewhat	4.91%	2.70%	11.11%	6.25%	2.33%
	Slightly	0.89%	1.35%			2.33%
	Not at all	0.45%				
	Don't know	0.45%				2.33%

## A4.2 Cell Phones and Driving by Age

		Age					
		18-24	25-34	35-44	45-54	55-64	65 or older
<b>How often do you talk on a cell phone while driving your car</b>							
	Almost every time you drive	7.41%	10.00%	14.53%	6.32%	14.00%	2.50%
	Every two or three times	14.81%	15.71%	10.26%	4.21%	12.00%	2.50%
	Sometimes, not often	37.04%	47.14%	59.83%	56.84%	40.00%	12.50%
	Never	40.74%	27.14%	14.53%	31.58%	34.00%	80.00%
	Don't know/ Unsure			0.85%	1.05%		2.50%
<b>Read or send text messages while driving</b>							
	Almost every time you drive		1.43%				
	Every two or three times	3.70%	1.43%		2.11%	2.00%	2.50%
	Sometimes		10.00%	11.11%	3.16%		
	Not often	37.04%	20.00%	18.80%	14.74%		10.00%
	Never	59.26%	67.14%	68.38%	80.00%	98.00%	87.50%
	Don't know/ Unsure			1.71%			
<b>Hands free headset</b>							
	Yes	33.33%	38.57%	37.61%	41.05%	24.00%	20.00%
	No	66.67%	61.43%	62.39%	58.95%	76.00%	77.50%
	Refused						2.50%
<b>In your opinion, how dangerous is it to talk on the phone while driving</b>							
	Very	37.04%	34.29%	29.06%	46.32%	48.00%	72.50%
	Somewhat	33.33%	37.14%	38.46%	30.53%	28.00%	15.00%
	Slightly	22.22%	20.00%	23.93%	15.79%	18.00%	5.00%
	Not at all	7.41%	7.14%	5.98%	6.32%	6.00%	
	Don't know		1.43%	1.71%	1.05%		7.50%
	Refused			0.85%			
<b>In your opinion, how dangerous is it to text while driving</b>							
	Very	96.30%	88.57%	94.02%	94.74%	94.00%	95.00%
	Somewhat	3.70%	8.57%	5.13%	4.21%	4.00%	
	Slightly		2.86%	0.85%		2.00%	
	Not at all				1.05%		
	Don't know						5.00%



### A4.3 Cell Phones and Driving by Gender

		Gender	
		Male	Female
<b>How often do you talk on a cell phone while driving your car</b>			
	Almost every time you drive	14.20%	7.14%
	Every two or three times	8.02%	10.50%
	Sometimes, not often	46.30%	49.58%
	Never	30.86%	31.93%
	Don't know/ Unsure	0.62%	0.84%
<b>Read or send text messages while driving</b>			
	Almost every time you drive	0.62%	
	Every two or three times	1.85%	1.26%
	Sometimes	6.79%	5.04%
	Not often	17.28%	15.13%
	Never	72.22%	78.57%
	Don't know/ Unsure	1.23%	
<b>Hands free headset</b>			
	Yes	38.89%	31.93%
	No	61.11%	67.65%
	Refused		0.42%
<b>In your opinion, how dangerous is it to talk on the phone while driving</b>			
	Very	35.80%	44.96%
	Somewhat	31.48%	32.77%
	Slightly	23.46%	15.55%
	Not at all	7.41%	4.62%
	Don't know	1.85%	1.68%
	Refused		0.42%
<b>In your opinion, how dangerous is it to text while driving</b>			
	Very	90.12%	95.80%
	Somewhat	7.41%	2.94%
	Slightly	1.85%	0.42%
	Not at all		0.42%
	Don't know	0.62%	0.42%

## A4.4 Cell Phones and Driving by Education

	Education			
	High School or Less	Some college or technical school	Four Year degree	Post graduate degree
<b>How often do you talk on a cell phone while driving your car</b>				
Almost every time you drive	15.63%	6.98%	10.62%	10.11%
Every two or three times	6.25%	8.53%	9.73%	12.36%
Sometimes, not often	37.50%	49.61%	54.87%	47.19%
Never	37.50%	34.11%	24.78%	30.34%
Don't know/ Unsure	3.13%	0.78%		
<b>Read or send text messages while driving</b>				
Almost every time you drive			0.88%	
Every two or three times	3.13%	0.78%		3.37%
Sometimes	1.56%	6.20%	7.08%	6.74%
Not often	17.19%	14.73%	14.16%	19.10%
Never	76.56%	78.29%	76.99%	70.79%
Don't know/ Unsure	1.56%		0.88%	
<b>Hands free headset</b>				
Yes	34.38%	28.68%	37.17%	41.57%
No	65.63%	70.54%	62.83%	58.43%
Refused		0.78%		
<b>In your opinion, how dangerous is it to talk on the phone while driving</b>				
Very	51.56%	42.64%	38.05%	34.83%
Somewhat	23.44%	34.88%	30.09%	38.20%
Slightly	17.19%	15.50%	23.89%	19.10%
Not at all	6.25%	5.43%	7.08%	4.49%
Don't know	1.56%	0.78%	0.88%	3.37%
Refused		0.78%		
<b>In your opinion, how dangerous is it to text while driving</b>				
Very	96.88%	96.12%	90.27%	92.13%
Somewhat		3.88%	7.96%	5.62%
Slightly	1.56%		1.77%	1.12%
Not at all	1.56%			
Don't know				1.12%

## A4.5 Cell Phones and Driving by Ethnicity

		Ethnicity	
		White	Other
<b>How often do you talk on a cell phone while driving your car</b>			
	Almost every time you drive	9.48%	11.70%
	Every two or three times	10.13%	7.45%
	Sometimes, not often	49.35%	44.68%
	Never	30.72%	34.04%
	Don't know/ Unsure	0.33%	2.13%
<b>Read or send text messages while driving</b>			
	Almost every time you drive		1.06%
	Every two or three times	1.31%	2.13%
	Sometimes	5.23%	7.45%
	Not often	16.99%	12.77%
	Never	76.14%	75.53%
	Don't know/ Unsure	0.33%	1.06%
<b>Hands free headset</b>			
	Yes	32.35%	42.55%
	No	67.32%	57.45%
	Refused	0.33%	
<b>In your opinion, how dangerous is it to talk on the phone while driving</b>			
	Very	38.56%	50.00%
	Somewhat	33.66%	27.66%
	Slightly	20.59%	12.77%
	Not at all	5.23%	7.45%
	Don't know	1.96%	1.06%
	Refused		1.06%
<b>In your opinion, how dangerous is it to text while driving</b>			
	Very	94.44%	90.43%
	Somewhat	5.23%	3.19%
	Slightly		4.26%
	Not at all		1.06%
	Don't know	0.33%	1.06%