

Alaska Injury Prevention Center

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BACKGROUND

Alaska Injury Prevention Center (AIPC) has worked with Craciun Research Group Inc. (Craciun) over the past five years (2010-2015 see below) to conduct its important studies regarding attitudes, opinions and behaviors related to driving around Alaska. The report enclosed is part of the deliverable to meet contract requirements for services rendered in 2015.

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 31, 2015 – September 3, 2015. 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.

Table A: Areas Studied

	2015		2014		2013	2012	2011	2010
Anchorage	223	55.75%	224	56.00%	55.80%	55.80%	55.20%	50.90%
Mat-Su	43	10.75%	43	10.75%	10.80%	10.80%	11.20%	12.70%
Kenai Peninsula	32	8.00%	32	8.00%	8.00%	8.00%	10.00%	10.70%
South East	27	6.75%	27	6.75%	6.80%	6.80%	16.70%	19.20%
Interior	75	18.75%	74	18.50%	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 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 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 SPSS¹, 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”.²

¹ Trademark registered.

² 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.

2015 RESEARCH FINDINGS

A. BACKGROUND & DRIVING IN ALASKA

- Similar to 2014, about a third of Alaska residents (30%) drive fewer than fifty miles a week.
- The type of vehicle choice has been consistent the past few years, with slightly more than a third of Alaskans driving a car (36%), a third driving a SUV (32%), and one out of four (25%) driving a truck.
- The percentage of respondents who answered the survey on their cell phone (43%) increased again this year, compared to 39% in 2014 and 27% in 2013.

B. SEATBELT USAGE & ADS

- Same as the last four years, over nine in ten respondents (91%) said they always wore a seatbelt.
- More than four out of five Alaskans (82%) think that getting injured in a car accident while not wearing a seatbelt is very likely or almost certain.

Ad Recall:

- As in 2014, 40% of Alaska residents read, saw or heard an advertisement or message about seatbelt enforcement in 2015.
- The percentage of respondents who viewed seat belt ads on television decreased from 65% to 56% and about one-third (31%) heard an advertisement or message on the radio.
- The “*Click It or Ticket*” message was recalled by most respondents (86%).

C. BOOSTER SEATS

- Eighty-five percent (85%) of respondents driving with a child ages 4 to 8, *always* or *nearly always* secure the child in a booster seat.

D. DRINKING AND DRIVING

- In 2015, over half (51%) of Alaskan drivers think they are *certainly* or *very likely* to be arrested for driving after drinking.
- Only one out of ten (10%) think it is unlikely to be arrested if driving while drunk.

Ad Recall:

- Two-thirds (64%) of respondents had heard or read an advertisement or message about drunk driving enforcement in the past 60 days.
- The most recalled ads were *Drive Sober or Get Pulled Over* (66%) and *Drunk Driving is a Dead End* (61%).

E. CELL PHONE

- Texting while driving remained about the same as last year (24%), with twenty-three percent (23%) admitting to texting while driving, at least sometimes in 2015.
- More Alaskans (42%) now use a hands free method of talking while driving, as compared to 35% in 2014.
- Alaska residents' attitudes about talking and texting while driving remained essentially the same, with 93% believing it is dangerous to text while driving.

F. DEMOGRAPHICS

- Forty-one percent (41%) of the sample is male and fifty-nine (59%) is female.
- Twenty-nine percent (25%) of the sample were college graduates.
- Seventy-two percent (72%) are Caucasian and about one in ten (9%) of the survey respondents were Alaska Native.

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.

The results remained fairly consistent from the previous year, with three out of five (61%) of Alaskans driving less than 100 miles a week.

We continue to see similar trends in type of vehicle driven most often, with a car (36%) and SUV (32%) being the top choices among Alaskans.

TABLE A1.1: WEEKLY MILES AND CAR TYPES

	2015	2014	2013	2012	2011	2010
Average Weekly Miles						
Less than 50	30%	31%	32%	31%	28%	26%
51 to 100	31%	26%	33%	29%	30%	35%
101 to 150	13%	14%	15%	18%	18%	13%
151 to 200	7%	10%	10%	4%	10%	13%
More than 200	19%	16%	10%	17%	14%	14%
Vehicle Driven Most Often						
Car	36%	34%	40%	43%	43%	36%
SUV	32%	32%	33%	31%	32%	30%
Van	7%	8%	7%	5%	6%	7%
Truck/Pickup	25%	27%	20%	23%	19%	28%

Question: Is this a cell phone number?

The number of respondents who answered with a cell phone, increased again this year. Forty-three percent (43%) of all survey respondents used their cell phone to complete the survey, compared with 39% in 2014 and 27% in 2013.

TABLE A2.1: CELL PHONES ON THE CALLS

	2015	2014	2013	2012	2011	2010
Call made to a:						
Cellphone	43%	39%	27%	3%	9%	3%
Was not	56%	60%	73%	98%	91%	90%
Refused	1%	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?

Consistent seat belt usage continues to be a choice for almost all Alaskans, with 91% wearing them all the time and another 5% nearly always wearing their seat belt.

There appears to be differing attitudes about the possibility of getting a ticket for not wearing a seatbelt, but since most Alaskans wear them it's likely they are motivated by safety rather than getting a ticket. More than four out of five Alaskans (82%) think that getting injured in a car accident while not wearing a seatbelt is very likely or almost certain.

TABLE B1.1: SEATBELT USAGE

	2015	2014	2013	2012	2011	2010
Chances for a seatbelt ticket						
Always	19%	18%	18%	6%	17%	17%
Nearly always	8%	9%	17%	20%	10%	13%
Sometimes	22%	24%	25%	27%	24%	23%
Seldom	25%	27%	20%	19%	28%	30%
Never	18%	13%	14%	17%	12%	13%
Don't know	8%	10%	7%	11%	9%	6%
Seatbelt Use						
Always	91%	93%	90%	89%	92%	91%
Nearly always	5%	4%	7%	9%	4%	5%
Sometimes	2%	2%	1%	2%	30%	2%
Seldom	1%	1%	1%	3%	1%	1%
Never	1%	1%	1%		1%	1%
Chances of being injured in a collision without a seatbelt						
Almost certain	46%	43%	54%	30%		
Very likely	36%	40%	32%	52%		
Somewhat likely	12%	12%	12%	13%		
Somewhat unlikely	2%	2%	1%	20%		
Almost never	2%	2%		1%		
Don't know/ Unsure	2%	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?

The number of Alaska residents who read, saw or heard about seatbelt enforcement remained the same (40%) as last year.

Seeing a television ad decreased significantly (54%) as compared to 65% in 2014.

In 2015, there were two new ads running, Buckle Up (32%) and Embrace Life (27%) which reached at least one out of four Alaska residents.

TABLE B2.1: SEATBELT ADS

	2015	2014	2013	2012	2011	2010
In the past 60 days, respondent has heard about seatbelt use in Alaska						
Has heard	40%	40%	49%	33%	49%	55%
Has not heard	58%	59%	38%	57%	48%	43%
Doesn't know	2%	1%	13%	1%	3%	2%

Where did you hear about it?	2015	2014
TV	54%	65%
Radio	28%	31%
Newspaper	9%	14%
Road Signs		12%
Online, facebook etc	3%	7%
Other	36%	7%
A Friend	4%	4%
Billboard Signs		2%

Of the following ads and messages which one/ones do you recall hearing?	2015	2014
Click it or Ticket	86%	87%
Buckle Up	32%	
Embrace Life	27%	
Do not recall specifics	31%	12%
Other	18%	

OPEN END RESPONSES FOR “OTHER” RECALLED ADS

add on road, electronic sign
campaign
sign over Glendale highway
got stopped by police
sign
the billboards on the highway.
signs on the road
I've seen Billboards while I'm driving to work.
Signs on the side of the road.
signs that light up on the highway. and flyers
I saw it on a light up billboard on the highway.
State Troopers
On the signs that are posted in the streets
people
on the roads while driving
street signs like bill boards
street sign.
road signs
Road signs
A sign
signs on the road
click it or ticket poster
Signs, billboards
husband
signs
signs
I remember seeing a flyer I just don't recall where it was from specifically
DMV
road
Sign
a police trap setup
billboard on Glenn highway
test road signs
road signs
signs
Police officer
side ads
Sign near my house that says buckle up.
Billboard
sing a billboard
Signs
by a police
Signs

signs
Road signs.
billboard
keep vconmtac6t with police dep
signs
street signs
Signs on side of road
Signs
posters
word of mouth
Road signs and side of the road.
Billboards
signs i see on the road
signs on the road

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?

Alaska residents who *always* use a booster seat decreased from 86% in 2014 to 78% in 2015.

TABLE C1.1: BOOSTER SEAT USAGE

Drive with a child between the ages of four and eight?	2015	2014
Yes	39%	44%
No	61%	56%
How often is the child riding in a booster seat?		
Always	78%	86%
Nearly Always	7%	3%
Sometimes	4%	2%
Never	10%	8%
Don't know/ Unsure	1%	1%

D. DRINKING AND DRIVING

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

Question: In the past 60 days, have you read, seen or heard anything about drunk driving enforcement by police in Alaska? If yes, where did you hear about it?

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

Question: Where did you see or hear the ad or message?

About half (51%) of Alaskan drivers think they are *certainly* or *very likely* to be arrested for driving after drinking.

Almost two-thirds of respondents (64%) recall hearing about drunk driving enforcement ad or message.

TABLE D1.1: DRINKING AND DRIVING

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

TABLE D2.1: HEARD ABOUT DRUNK DRIVING ENFORCEMENT

Past 60 days, read, seen or heard about drunk driving enforcement	2015
Yes	64%
No	33%
Don't know/Unsure	3%

TABLE D3.1: WHERE DID YOU HEAR?

Where did you hear about it?	2015
TV	56%
Radio	30%
Newspaper	23%
A Friend	4%
Online, Facebook, etc.	7%
Other	13%

Over half (56%) of respondents heard a television ad about drunk driving enforcement and about one-third (30%) heard a radio ad.

The most recalled ads were *Drive Sober or Get Pulled Over* (66%) and *Drunk Driving is a Dead End* (61%).

TABLE D4.1: WHICH MESSAGES OR ADS DO YOU RECALL?

Of the following ads and messages which one/ones do you recall hearing?	2015
Drive Sober or Get Pulled Over	66%
Drunk Driving is a Dead End	61%
Drive Hammered and Get Nailed	35%
Other	5%
Do not recall specifics	45%

OPEN END RESPONSES FOR “OTHER” RECALLED ADS

Someone talking to another person
2 signs different highway the front rich son and Glendale highway
Flyers
Signs
At the DMV
A Sign on the Freeway Glen highway
On my driver’s test.
Online
Online Banners
My AA meetings
Internet
billboard

sign on road
North Pole
husband
from pulling people over
A fair
ADF
online Anchorage Daily News
alcohol counseling
Ad's driving down the road...
At school
Not sure
on our million dollar sign above the freeway
At work
online news article
Programs
signs
posters
getting a DWI
saw someone get pulled over
Road Signs

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?

Talking on the phone while driving among Alaska residents remained about the same as the previous year. Alaskans talking on their cell phone “almost every time” while driving is nine percent in 2015 which is on trend with the last 5 years. Admittedly Alaskans “sometimes but not often” (50%) talk on their phone while driving also consistent reporting.

The number of respondents who said they *never read or text* while driving decreased from 82% in 2013 to 76% in 2014 and in 2015 only 73% were willing to admit it.

Hands free cell phone usage increased to 42% in 2015 as compared to 35% in 2014.

Alaska residents’ attitudes about talking and texting while driving remained essentially the same; a consistent strong (93%) belief that it is dangerous to talk and text while driving.

The table may be found on the next page.

TABLE E1.1: CELL PHONES AND DRIVING

	2015	2014	2013	2012	2011	2010
How often do you talk on the phone while driving?						
Almost every time	9%	10%	7%	9%	12%	10%
Every two or three times	10%	10%	11%	12%	12%	9%
Sometimes, not often	50%	48%	45%	46%	48%	42%
Never	31%	32%	38%	33%	28%	39%
How often do you read or text while driving?						
Almost every time	2%	0%		4%	2%	1%
Every two or three times	2%	2%	2%	4%	2%	1%
Sometimes	8%	22%	16%	10%	18%	12%
Not often	15%					
Never	73%	76%	82%	82%	77%	86%
Do you have a hands-free cellphone arrangement in your car?						
Yes	42%	35%	40%	28%	41%	36%
Not in every car				3%	2%	8%
No	58%	65%	60%	1%	57%	63%
How dangerous do you think it is to talk on the phone while driving?						
Very	40%	41%	54%	41%		
Somewhat	34%	32%	33%	41%		
Slightly	16%	19%	10%	13%		
Not at all	6%	6%	2%	4%		
Don't know	4%	2%	2%	1%		
How dangerous do you think it is to text while driving?						
Very	93%	94%	95%	95%		
Somewhat	5%	5%	4%	4%		
Slightly	1%	1%	0%	0%		
Not at all	1%	0%	0%	1%		
Don't know	0%	1%	1%	0%		

F. DEMOGRAPHICS

Overall, the sample this year was slightly younger and more ethnically diverse.

Forty-one percent (41%) of the sample is male and 59% percent is female.

Twenty-five percent (25%) of the sample had graduated from college. Seventy-two percent (72%) are Caucasian and about one in ten (9%) of the survey respondents were Alaska Native.

TABLE F1.1: DEMOGRAPHICS

Gender		
Male	163	41%
Female	237	59%
Age		
18-24	47	12%
25-34	79	20%
35-44	114	28%
45-54	87	22%
55-64	40	10%
65 or older	33	8%
Education		
Less than high school or GED	9	2%
High School Graduate or GED	72	18%
Some college or technical school	146	37%
Four Year degree	99	25%
Post graduate degree	71	17%
Ethnicity		
White, Caucasian	312	72%
Hispanic, Latino, Spanish	12	5%
Black, African-American	15	4%
Alaska Native	15	9%
American Indian	6	3%
Asian	11	3%
Native Hawaiian or Pacific Islander	4	1%
Mixed (PROBE)	14	3%

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

APPENDIX

A1.1 Background and Seatbelt Usage by Area

		Area				
		Anchorage	Fairbanks	Juneau	Kenai	Matsu
Miles in average week						
	Less than 50	31.4%	20.0%	37.0%	34.4%	25.6%
	51 to 100	29.1%	33.3%	33.3%	31.3%	25.6%
	101 to 150	12.6%	17.4%	3.7%	3.1%	11.6%
	151 to 200	5.8%	8.0%	14.8%	6.3%	7.0%
	More than 200	15.2%	20.0%	7.4%	21.8%	30.2%
	Don't know/ Unsure	5.9%	1.3%	3.8%	3.1%	0.0%
Type of vehicle						
	Car	37.7%	33.3%	40.7%	12.5%	39.5%
	SUV	35.9%	28.0%	14.8%	31.3%	32.6%
	Van	5.4%	5.4%	14.8%	12.5%	4.6%
	Pickup or Truck	19.7%	33.3%	25.9%	43.8%	23.3%
	Refused	1.3%	0.0%	3.8%	0.0%	0.0%
Seatbelt usage						
	Always	90.1%	90.2%	92.6%	81.3%	97.7%
	Nearly always	4.9%	5.3%	0.0%	9.4%	2.3%
	Sometimes	2.2%	2.7%	3.7%	3.1%	0.0%
	Seldom	1.4%	0.0%	0.0%	3.1%	0.0%
	Never	1.4%	0.0%	3.7%	3.1%	0.0%
In the past 60 days, have you read, seen or heard about seatbelt enforcement						
	Yes	41.3%	44.0%	33.3%	21.9%	41.9%
	No	56.5%	56.0%	63.0%	75.0%	55.8%
	Don't know/ Unsure	2.2%	0.0%	3.7%	3.1%	2.3%
Where did you hear ad or message						
	TV	53.5%	39.4%	55.6%	28.6%	27.8%
	Radio	28.3%	18.2%	22.2%	14.3%	44.4%
	Newspaper	9.8%	9.1%	11.1%	0.0%	5.6%
	A Friend	2.2%	6.1%	11.1%	0.0%	11.1%
	Online, Facebook, etc	3.3%	0.0%	11.1%	0.0%	5.6%
	Other	26.1%	42.4%	44.4%	71.4%	55.6%
Recall specific ads and messages						
	Click it or Ticket it	88.3%	82.7%	88.9%	78.1%	86.0%
	Buckle Up	31.8%	28.0%	29.6%	31.3%	41.9%
	Embrace Life	28.2%	21.3%	25.9%	25.0%	30.2%
	Other	18.8%	12.0%	14.8%	21.9%	25.6%
	Do not recall specifics	30.0%	34.7%	37.0%	28.1%	25.6%

Chance for seatbelt ticket						
Always	18.4%	26.7%	11.1%	18.8%	16.3%	
Nearly always	6.7%	8.0%	7.4%	9.4%	11.6%	
Sometimes	22.4%	20.0%	25.9%	21.9%	23.3%	
Seldom	25.6%	26.7%	37.0%	18.8%	18.6%	
Never	18.4%	10.7%	14.8%	21.9%	23.3%	
Don't know/ Unsure	8.5%	6.7%	3.7%	9.4%	7.0%	
Injured while not wearing seatbelt						
Always	51.1%	42.7%	29.6%	34.4%	48.8%	
Nearly always	34.1%	40.0%	48.1%	31.3%	32.6%	
Sometimes	10.3%	9.3%	11.1%	25.0%	14.0%	
Seldom	0.9%	4.0%	3.7%	0.0%	2.4%	
Never	1.8%	2.7%	0.0%	3.1%	0.0%	
Don't know/ Unsure	1.8%	1.3%	7.4%	6.2%	2.3%	

A1.2 Background and Seatbelt Usage by Age

		Age					
		18-24	25-34	35-44	45-54	55-64	65 or older
Miles in average week							
	Less than 50	20.0%	30.0%	19.3%	34.0%	33.3%	51.3%
	51 to 100	33.3%	30.0%	36.8%	19.6%	37.8%	23.1%
	101 to 150	15.6%	11.7%	14.0%	12.4%	4.4%	10.3%
	151 to 200	8.9%	5.0%	8.8%	6.2%	4.4%	7.7%
	More than 200	20.0%	18.3%	15.8%	23.7%	17.8%	5.1%
	Don't know/ Unsure	2.2%	5.0%	5.3%	4.1%	2.2%	2.6%
Type of vehicle							
	Car	46.7%	41.7%	31.6%	34.0%	33.3%	28.2%
	SUV	26.7%	20.0%	36.0%	36.1%	28.9%	41.0%
	Van	6.6%	6.7%	5.3%	8.2%	6.7%	5.1%
	Pickup or Truck	20.0%	30.0%	27.2%	19.6%	28.9%	25.6%
	Refused		1.7%		2.1%	2.2%	
Seatbelt usage							
	Always	91.2%	80.0%	90.4%	94.8%	93.4%	94.8%
	Nearly always	2.2%	11.7%	4.4%	5.2%	2.2%	0.0%
	Sometimes	2.2%	5.0%	2.6%	0.0%	4.4%	0.0%
	Seldom	2.2%	3.3%	0.0%	0.0%	0.0%	2.6%
	Never	2.2%	0.0%	2.6%	0.0%	0.0%	2.6%
In the past 60 days, have you read, seen or heard about seatbelt enforcement							
	Yes	42.2%	45.0%	38.6%	34.74%	31.1%	35.9%
	No	57.8%	53.3%	60.5%	65.26%	60.0%	59.0%
	Don't know/ Unsure	0.0%	1.7%	0.9%	0.0%	8.9%	5.1%
Where did you hear ad or message							
	TV	26.3%	48.1%	59.1%	58.5%	50.0%	71.4%
	Radio	10.5%	22.2%	43.2%	31.7%	14.3%	21.4%
	Newspaper	0.0%	0.0%	2.3%	12.2%	7.1%	50.0%
	A Friend	5.3%	3.7%	4.5%	2.4%	7.1%	7.1%
	Online, Facebook, etc	0.0%	0.0%	2.3%	7.3%	0.0%	7.1%
	Other	68.4%	48.1%	27.3%	29.3	28.6%	21.4%
Recall specific ads and messages							
	Click it or Ticket it	84.4%	90.0%	92.1%	81.4%	80.0%	84.6%
	Buckle Up	33.3%	31.7%	33.3%	33.0%	31.1%	25.6%
	Embrace Life	33.3%	35.0%	22.8%	25.8%	26.7%	20.5%
	Other	17.8%	15.0%	20.2%	19.6%	20.0%	12.8%
	Do not recall specifics	20.0%	21.7%	33.3%	34.0%	35.6%	35.9%
Chance for seatbelt ticket							
	Always	22.2%	23.3%	22.8%	16.5%	13.4%	12.8%
	Nearly always	8.9%	6.7%	7.0%	7.2%	6.7%	12.8%
	Sometimes	31.1%	31.7%	17.5%	21.6%	17.8%	17.9%
	Seldom	20.0%	18.3%	27.2%	26.7%	26.7%	30.8%
	Never	15.6%	15.0%	20.2%	17.5%	20.0%	12.8%
	Don't know/ Unsure	3.2%	5.0%	5.3%	10.3%	13.4%	12.9%

Injured while not wearing seatbelt							
Always	51.2%	36.7%	49.1%	54.6%	28.9%	48.7%	
Nearly always	33.3%	43.3%	35.1%	33.0%	42.2%	28.2%	
Sometimes	6.7%	11.7%	11.4%	7.2%	24.5%	15.4%	
Seldom	2.2%	1.7%	1.8%	1.0%	2.2%	2.6%	
Never	2.2%	3.3%	0.0%	2.1%	0.0%	5.1%	
Don't know/ Unsure	4.4%	3.3%	2.6%	2.1%	2.2%	0.0%	

A1.3 Background and Seatbelt Usage by Gender

		Gender	
		Male	Female
Miles in average week			
	Less than 50	19.0%	36.3%
	51 to 100	30.1%	30.0%
	101 to 150	11.7%	12.2%
	151 to 200	10.4%	4.6%
	More than 200	27.0%	11.4%
	Don't know/ Unsure	1.8%	5.5%
Type of vehicle			
	Car	28.2%	40.1%
	SUV	20.2%	40.5%
	Van	8.0%	5.5%
	Pickup or Truck	42.3%	13.1%
	Refused	1.3%	0.8%
Seatbelt usage			
	Always	84.7%	94.9%
	Nearly always	8.6%	2.1%
	Sometimes	3.1%	1.7%
	Seldom	1.8%	0.5%
	Never	1.8%	0.8%
In the past 60 days, have you read, seen or heard about seatbelt enforcement			
	Yes	47.3%	34.6%
	No	51.5%	62.9%
	Don't know/ Unsure	1.2%	2.5%
Where did you hear about seatbelt enforcement			
	TV	44.2%	62.2%
	Radio	36.4%	20.7%
	Newspaper	7.8%	9.8%
	A Friend	2.6%	6.1%
	Online, Facebook, etc	1.3%	4.9%
	Other	45.5%	26.8%
Recall specific ads and messages			
	Click it or Ticket it	86.5%	86.1%
	Buckle Up	28.8%	34.2%
	Embrace Life	26.4%	27.0%
	Other	16.0%	19.8%
	Do Not Recall Specifics	35.6%	27.4%
Chance for seatbelt ticket			
	Always	13.5%	23.2%
	Nearly always	8.0%	7.6%
	Sometimes	22.7%	21.9%
	Seldom	33.1%	19.8%
	Never	15.3%	19.0%
	Don't know/ Unsure	7.3%	8.4%

Injured while not wearing seatbelt			
	Always	35.0%	54.4%
	Nearly always	40.5%	32.5%
	Sometimes	16.5%	8.4%
	Seldom	2.5%	1.3%
	Never	3.0%	0.9%
	Don't know/ Unsure	2.5%	2.5%

A1.4 Background and Seatbelt Usage by Education

		Education			
		High School or Less	Some college or technical school	Four Year degree	Post graduate degree
Miles in average week					
	Less than 50	27.2%	31.5%	22.2%	36.6%
	51 to 100	30.9%	30.1%	34.3%	23.9%
	101 to 150	12.3%	11.0%	12.1%	12.7%
	151 to 200	7.4%	5.5%	11.1%	4.2%
	More than 200	13.6%	20.5%	19.2%	15.5%
	Don't know/ Unsure	8.6%	1.4%	1.0%	7.0%
Type of vehicle					
	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%
Seatbelt usage					
	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%
In the past 60 days, have you read, seen or heard about seatbelt enforcement					
	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%		
Recall specific ads and messages					
	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%
Chance for seatbelt ticket					
	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%
Injured while not wearing seatbelt					
	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
Miles in average week			
	Less than 50	26.4%	32.5%
	51 to 100	32.2%	26.0%
	101 to 150	12.7%	12.2%
	151 to 200	7.2%	8.9%
	More than 200	18.5%	14.6%
	Don't know/ Unsure	3.1%	5.7%
Type of vehicle			
	Car	34.9%	36.6%
	SUV	32.5%	30.9%
	Van	6.5%	7.3%
	Pickup or Truck	25.0%	24.4%
	Refused	1.0%	0.8%
Seatbelt usage			
	Always	90.8%	91.1%
	Nearly always	4.8%	4.9%
	Sometimes	2.1%	2.4%
	Seldom	1.0%	0.8%
	Never	1.4%	0.8%
In the past 60 days, have you read, seen or heard about seatbelt enforcement			
	Yes	39.7%	40.7%
	No	57.9%	58.5%
	Don't know/ Unsure	2.4%	0.8&%
Where did you read, hear or see an ad about seatbelt enforcement			
	TV	50.9%	58.0%
	Radio	28.4%	28.0%
	Newspaper	8.6%	8.0%
	A Friend	3.4%	8.0%
	Online	3.4%	2.0%
	Other	37.9%	34.0%
Recall specific ads and messages			
	Click it or Ticket it	85.3%	88.6%
	Buckle UP	33.6%	28.5%
	Embrace Life	27.1%	24.4%
	Other	17.5%	20.3%
	Do not recall specifics	36.3%	18.7%
Chance for seatbelt ticket			
	Always	15.4%	28.5%
	Nearly always	7.9%	8.1%
	Sometimes	22.9%	19.5%
	Seldom	29.8%	15.4%
	Never	16.8%	19.5%
	Don't know/ Unsure	7.1%	8.9%

Injured while not wearing seatbelt			
	Always	44.2%	52.0%
	Nearly always	38.4%	29.3%
	Sometimes	12.7%	9.8%
	Seldom	2.1%	0.8%
	Never	0.3%	4.9%
	Don't know/ Unsure	2.4%	3.3%

A2.1 Booster Seat Usage by Area

		Area				
		Anchorage	Fairbanks	Juneau	Kenai	Matsu
Drive with a child ages of four and eight						
	Yes	37.7%	37.3%	44.4%	46.9%	34.9%
	No	62.3%	62.7%	55.6%	53.1%	62.8%
Booster seat usage						
	Always	79.8%	75.0%	58.3%	93.3%	73.3%
	Nearly Always	3.6%	14.3%	8.3%	0.0%	13.3%
	Sometimes	4.8%	0.0%	0.0%	6.7%	6.7%
	Seldom/Never	10.7%	10.7%	33.3%	0.0%	6.7%
	Don't know/ Unsure	1.2%	0.0%	0.0%	0.0%	0.0%

A2.2 Booster Seat Usage by Age

		Age					
		18-24	25-34	35-44	45-54	55-64	65 or older
Drive with a child ages of four and eight							
	Yes	35.6%	46.7%	46.5%	33.0%	28.9%	30.8%
	No	64.4%	53.3%	53.5%	67.0%	71.1%	69.2%
Booster seat usage							
	Always	62.5%	78.6%	77.4%	81.3%	92.3%	75.0%
	Nearly Always	18.8%	0.0%	7.5%	6.3%	7.7%	0.0%
	Sometimes	6.3%	3.6%	3.8%	3.1%	0.0%	8.3%
	Seldom/Never	12.6%	14.3%	11.3%	9.4%	0.0%	16.7%
	Don't know/ Unsure	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%

A2.3 Booster Seat Usage by Gender

		Gender	
		Male	Female
Drive with a child ages of four and eight			
	Yes	36.8%	39.7%
	No	63.2%	60.3%
Booster seat usage			
	Always	75.0%	79.8%
	Nearly Always	8.3%	5.3%
	Sometimes	0.0%	6.4%
	Never	16.6%	7.4%
	Don't know/ Unsure	0.0%	1.1%

A2.4 Booster Seat Usage by Education

		Education			
		High School or Less	Some college or technical school	Four Year degree	Post graduate degree
Drive with a child ages of four and eight					
	Yes	34.6%	46.6%	35.4%	31.0%
	No	64.2%	53.4%	64.6%	69.0%
Booster seat usage					
	Always	71.4%	77.9%	80.0%	81.8%
	Nearly Always	10.7%	7.4%	2.9%	4.5%
	Sometimes	0.0%	4.4%	2.9%	9.1%
	Never	17.9%	8.8%	14.3%	4.5%
	Don't know/ Unsure	0.0%	1.5%	0.0%	0.0%

A2.5 Booster Seat Usage by Ethnicity

		Ethnicity	
		White	Other
Drive with a child ages of four and eight			
	Yes	38.0%	43.1%
	No	61.6%	56.9%
Booster seat usage			
	Always	80.2%	67.9%
	Nearly Always	7.2%	5.7%
	Sometimes	3.6%	3.8%
	Seldom/Never	8.1%	20.8%
	Don't know/ Unsure	0.9%	1.9%

A3.1 Drinking and Driving by Area

	Area				
	Anchorage	Fairbanks	Juneau	Kenai	Matsu
Chance of arrest for driving after drinking					
Almost certain	28.7%	24.0%	14.8%	25.0%	16.3%
Very likely	22.0%	25.3%	33.3%	31.3%	39.5%
Somewhat likely	33.6%	40.0%	44.4%	34.4%	32.6%
Somewhat unlikely	10.3%	4.0%	7.4%	0.0%	7.0%
Very unlikely	0.9%	5.3%	0.0%	3.1%	0.0%
Almost never	2.2%	1.3%	0.0%	3.1%	4.7%
Don't know/ Unsure	1.8%	0.0%	0.0%	3.1%	0.0%
Refused	0.4%	0.0%	0.0%	0.0%	0.0%
During the past 60 days, read. Seen or heard about drunk driving enforcement					
Yes	64.1%	65.3%	59.3%	68.8%	60.5%
No	30.9%	33.3%	33.3%	31.1%	39.5%
Don't Know/Unsure	4.9%	1.4%	7.4%	0.0%	0.0%
Where did you hear about drunk driving enforcement					
TV	58.7%	53.1%	50.0%	50.0%	57.7%
Radio	33.6%	20.4%	18.8%	45.5%	19.2%
Newspaper	21.0%	28.6%	25.0%	27.3%	19.2%
Facebook	7.7%	8.2%	0.0%	4.5%	3.8%
A Friend	1.4%	2.0%	6.3%	18.2%	3.8%
Other	10.5%	12.2%	18.8%	13.6%	19.2%
Which ads and messages do you recall hearing					
Drive Hammered Get Nailed	67.3%	62.7%	63.0%	62.5%	67.4%
Drunk Driving is a Dead End	68.6%	38.7%	55.6%	53.1%	69.8%
Drive Sober or Get Pulled Over	36.8%	36.0%	25.9%	31.3%	34.9%
Other	2.2%	12.0%	3.7%	3.1%	7.0%
Do Not Recall Specifics	39.9%	58.7%	48.1%	56.3%	32.6%

A3.2 Drinking and Driving by Age

	Age					
	18-24	25-34	35-44	45-54	55-64	65 or older
Chance of arrest for driving after drinking						
Almost certain	42.2%	35.0%	28.1%	19.6%	6.7%	17.9%
Very likely	26.7%	25.0%	27.2%	24.7%	31.1%	20.5%
Somewhat likely	28.9%	31.7%	28.9%	42.3%	48.9%	35.9%
Somewhat unlikely	2.2%	3.3%	10.5%	9.3%	4.4%	12.8%
Very unlikely	0.0%	0.0%	0.9%	1.0%	4.4%	7.7%
Almost never	0.0%	1.7%	3.5%	2.1%	2.2%	2.6%
Don't know/ Unsure	0.0%	3.3%	0.0%	1.0%	2.2%	2.6%
Refused	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
During the past 60 days, have you read, seen or heard anything about drunk driving enforcement						
Yes	71.1%	71.6%	62.3%	58.8%	60.0%	66.7%
No	24.4%	26.7%	36.0%	37.1%	35.6%	25.6%
Don't Know/Unsure	4.5%	1.7%	1.7%	4.1%	4.4%	7.7%
Where did you read, see or hear about drunk driving enforcement						
TV	31.3%	58.1%	60.6%	59.6%	74.1%	46.2%
Radio	28.1%	34.9%	31.0%	35.1%	11.4%	26.9%
Newspaper	12.5%	23.3%	16.9%	17.5%	33.3%	53.8%
Facebook	15.6%	11.6%	5.6%	1.8%	3.7%	3.8%
A Friend	12.5%	2.3%	2.8%	0.0%	3.7%	3.8%
Other	31.3%	16.3%	8.5%	10.5%	7.4%	3.8%
Which ad about drunk driving enforcement do you recall						
Drive Hammered & Get Nailed	64.4%	68.3%	63.2%	70.1%	62.2%	64.1%
Drunk Driving is a Dead End	66.7%	53.3%	66.7%	56.7%	68.9%	51.3%
Drive Sober or Get Pulled Over	35.6%	38.3%	37.7%	37.1%	37.8%	15.4%
Other	4.4%	8.3%	2.6%	5.2%	8.9%	0.0%
Do Not Recall Specifics	44.4%	40.0%	35.1%	47.4%	51.1%	64.1%

A3.3 Drinking and Driving by Gender

		Gender	
		Male	Female
Chance of arrest for driving after drinking			
	Almost certain	19.0%	29.5%
	Very likely	20.9%	29.5%
	Somewhat likely	47.2%	27.4%
	Somewhat unlikely	7.4%	8.0%
	Very unlikely	1.2%	2.1%
	Almost never	3.1%	1.7%
	Don't know/ Unsure	1.2%	1.3%
	Refused	0.0%	0.4%
During the past 60 days, read, seen or heard about drunk driving enforcement			
	Yes	64.4%	63.7%
	No	32.5%	32.5%
	Don't Know/Unsure	3.1%	3.8%
Where did you see, read or hear about drunk driving enforcement			
	TV	48.6%	61.6%
	Radio	36.2%	25.2%
	Newspaper	23.8%	22.5%
	Facebook	2.9%	9.3%
	A Friend	2.9%	4.0%
	Other	17.1%	9.3%
Which ads about drunk driving enforcement do you recall			
	Drive Hammered or Get Nailed	71.8%	61.6%
	Drunk Driving is a Dead End	60.1%	61.6%
	Drive Sober or Get Pulled Over	41.7%	30.8%
	Other	3.1%	5.9%
	Do Not Recall Specifics	38.7%	48.5%

A3.4 Drinking and Driving by Education

	Education			
	High School or Less	Some college or technical school	Four Year degree	Post graduate degree
Chance of arrest for driving after drinking				
Almost certain	33.3%	28.1%	23.2%	11.3%
Very likely	25.9%	29.5%	23.2%	22.5%
Somewhat likely	29.6%	30.8%	38.4%	49.3%
Somewhat unlikely	3.7%	6.2%	12.1%	9.9%
Very unlikely	2.5%	1.4%	0.0%	4.2%
Almost never	1.2%	3.4%	2.0%	1.4%
Don't know/ Unsure	2.5%	0.7%	1.0%	1.4%
Refused	1.2%	0.0%	0.0%	0.0%
During the past 60 days, read, seen or heard an ad about drunk driving enforcement				
Yes	63.0%	69.1%	63.6%	56.3%
No	34.5%	28.8%	34.3%	35.2%
Don't Know/Unsure	2.5%	2.1%	2.1%	8.5%
Where did you hear, read or see an ad about drunk driving enforcement				
TV	54.9%	60.4%	54.0%	50.0%
Radio	15.7%	29.7%	39.7%	32.5%
Newspaper	23.5%	19.8%	23.8%	30.0%
Facebook	5.9%	8.9%	4.8%	5.0%
A Friend	7.8%	4.0%	1.6%	0.0%
Other	15.7%	12.9%	9.5%	12.5%
Which drunk driving enforcement ads and messages do you recall hearing				
Drive Hammered or Get Nailed	64.2%	74.0%	67.7%	49.3%
Drunk Driving is a Dead End	59.3%	63.7%	60.6%	60.6%
Drive Sober or Get Pulled Over	38.3%	40.4%	32.3%	25.4%
Other	7.4%	6.2%	2.0%	2.8%
Do Not Recall Specifics	49.4%	32.2%	40.4%	69.0%

A3.5 Drinking and Driving by Ethnicity

		Ethnicity	
		White	Other
Chance of arrest for driving after drinking			
	Almost certain	19.2%	39.8%
	Very likely	26.0%	23.6%
	Somewhat likely	41.4%	22.8%
	Somewhat unlikely	8.2%	6.5%
	Very unlikely	2.1%	0.8%
	Almost never	2.4%	3.3%
	Don't know/ Unsure	0.7%	2.4%
	Refused		0.8%
During the past 60 days, read, seen or heard about drunk driving enforcement			
	Yes	63.7%	64.2%
	No	33.2%	30.9%
	Don't Know/Unsure	3.1%	4.9%
Where did you hear, see or read about drunk driving enforcement			
	TV	55.9%	58.2%
	Radio	26.3%	35.4%
	Newspaper	25.3%	15.2%
	Facebook	5.9%	8.9%
	A Friend	3.2%	5.1%
	Other	11.8%	15.2%
Which drunk driving enforcement ad do you recall			
	Drive Hammered or Get Nailed	66.4%	66.7%
	Drunk Driving is a Dead End	32.3%	58.5%
	Drive Sober or Get Pulled Over	34.2%	39.0%
	Other	5.8%	1.6%
	Do Not Recall Specifics	42.8%	47.2%

A4.1 Cell Phones and Driving by Area

		Area				
		Anchorage	Fairbanks	Juneau	Kenai	Matsu
How often do you talk on a cell phone while driving your car						
	Almost every time you drive	9.0%	6.7%	7.4%	9.4%	14.0%
	Every two or three times	9.4%	10.7%	14.8%	6.3%	9.3%
	Sometimes, not often	52.9%	46.7%	40.7%	37.5%	48.8%
	Never	28.3%	34.7%	33.3%	40.6%	25.6%
	Don't know/ Unsure	0.4%	1.3%	3.7	6.2%	2.3%
Read or send text messages while driving						
	Almost every time you drive	2.2%	1.3%	7.4%	3.1%	0.0%
	Every two or three times	1.3%	1.3%	3.7%	6.3%	2.3%
	Sometimes	7.6%	8.0%	3.7%	9.4%	7.0%
	Not often	16.1%	9.3%	18.5%	12.5%	16.3%
	Never	71.7%	80.0%	63.0%	65.6%	74.4%
	Don't know/ Unsure	0.9%	0.0%	3.7%	3.1%	0.0%
Hands free headset						
	Yes	43.9%	42.7%	40.7%	18.8%	51.2%
	No	55.2%	57.3%	59.3%	81.2%	48.8%
	Refused	0.9%	0.0%	0.0%	0.0%	0.0%
In your opinion, how dangerous is it to talk on the phone while driving						
	Very	41.7%	38.7%	40.7%	50.0%	25.6%
	Somewhat	34.5%	32.0%	40.7%	25.0%	37.2%
	Slightly	14.8%	17.3%	11.1%	15.6%	25.6%
	Not at all	4.9%	8.0%	7.4%	6.3%	9.3%
	Don't know	3.6%	4.0%	0.0%	3.1%	2.3%
	Refused	0.4%	0.0%	0.0%	0.0%	0.0%
In your opinion, how dangerous is it to text while driving						
	Very	94.2%	92.0%	92.6%	90.6%	88.4%
	Somewhat	3.6%	5.3%	7.4%	3.1%	11.6%
	Slightly	0.9%	0.0%	0.0%	3.1%	0.0%
	Not at all	0.9%	1.3%	0.0%	0.0%	0.0%
	Don't know	0.4%	1.3%	0.0%	3.1%	0.0%

A4.2 Cell Phones and Driving by Age

		Age					
		18-24	25-34	35-44	45-54	55-64	65 or older
How often do you talk on a cell phone while driving your car							
	Almost every time you drive	4.4%	10.0%	14.9%	9.3%	4.4%	0.0%
	Every two or three times	17.8%	10.0%	13.2%	8.2%	4.4%	0.0%
	Sometimes, not often	46.7%	53.3%	49.1%	50.5%	44.4%	48.7%
	Never	28.9%	25.5%	21.9%	32.0%	40.0%	51.3%
	Don't know/ Unsure	2.2%	1.7%	0.9%	0.0%	6.8%	0.0%
Read or send text messages while driving							
	Almost every time you drive	8.9%	3.3%	1.8%	1.0%	0.0%	0.0%
	Every two or three times	4.4%	1.7%	2.6%	2.1%	0.0%	0.0%
	Sometimes	13.3%	8.3%	9.6%	7.2%	0.0%	2.6%
	Not often	28.9%	28.3%	13.2%	10.3%	4.4%	5.1%
	Never	42.2%	56.7%	72.8%	77.3%	95.6%	92.3%
	Don't know/ Unsure	2.2%	1.7%	0.0%	2.0%	0.0%	0.0%
Hands free headset							
	Yes	37.8%	53.3%	50.9%	43.3%	28.9%	17.9%
	No	62.2%	46.7%	49.1%	56.7%	67.7%	82.1%
	Refused	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%
In your opinion, how dangerous is it to talk on the phone while driving							
	Very	28.9%	36.7%	35.1%	42.3%	48.9%	56.4%
	Somewhat	37.8%	28.3%	40.4%	35.1%	22.2%	30.8%
	Slightly	24.4%	18.3%	14.9%	15.5%	20.0%	5.1%
	Not at all	6.7%	11.7%	7.0%	4.1%	6.7%	0.0%
	Don't know	2.2%	5.0%	2.6%	3.1%	2.2%	7.7%
In your opinion, how dangerous is it to text while driving							
	Very	80.0%	90.0%	92.0%	97.9%	93.3%	100.0%
	Somewhat	13.4%	6.7%	5.3%	2.1%	4.4%	0.0%
	Slightly	2.2%	1.7%	0.9%	0.0%	0.0%	0.0%
	Not at all	2.2%	0.0%	0.9%	0.0%	2.3%	0.0%
	Don't know	2.2%	1.6%	0.9%	0.0%	0.0%	0.0%

A4.3 Cell Phones and Driving by Gender

		Gender	
		Male	Female
How often do you talk on a cell phone while driving your car			
	Almost every time you drive	11.7%	7.2%
	Every two or three times	8.6%	10.5%
	Sometimes, not often	53.4%	46.4%
	Never	25.2%	34.2%
	Don't know/ Unsure	1.2%	1.7%
Read or send text messages while driving			
	Almost every time you drive	3.1%	1.7%
	Every two or three times	0.6%	3.0%
	Sometimes	4.3%	9.7%
	Not often	17.8%	12.7%
	Never	71.8%	73.0%
	Don't know/ Unsure	2.4%	0.0%
Hands free headset			
	Yes	46.0%	39.7%
	No	52.8%	60.3%
	Refused	1.2%	0.0%
In your opinion, how dangerous is it to talk on the phone while driving			
	Very	34.4%	43.9%
	Somewhat	31.9%	35.4%
	Slightly	19.6%	13.9%
	Not at all	9.8%	3.8%
	Don't know	3.7%	3.0%
	Refused	0.6%	0.0%
In your opinion, how dangerous is it to text while driving			
	Very	89.0%	95.4%
	Somewhat	8.0%	3.0%
	Slightly	1.2%	0.4%
	Not at all	1.2%	0.4%
	Don't know	0.6%	0.8%

A4.4 Cell Phones and Driving by Education

		Education			
		High School or Less	Some college or technical school	Four Year degree	Post graduate degree
How often do you talk on a cell phone while driving your car					
	Almost every time you drive	6.2%	11.6%	8.1%	8.5%
	Every two or three times	8.6%	7.5%	13.1%	11.3%
	Sometimes, not often	51.9%	54.8%	53.5%	29.6%
	Never	30.9%	23.3%	25.3%	50.7%
	Don't know/ Unsure	2.5%	2.8%	0.0%	0.0%
Read or send text messages while driving					
	Almost every time you drive	3.7%	2.7%	1.0%	1.4%
	Every two or three times	0.0%	3.4%	1.0%	2.8%
	Sometimes	4.9%	9.6%	9.1%	4.2%
	Not often	17.3%	15.8%	14.1%	9.9%
	Never	74.1%	67.1%	73.7%	80.3%
	Don't know/ Unsure	0.0%	1.4%	0.0%	1.4%
Hands free headset					
	Yes	40.7%	43.8%	43.4%	39.4%
	No	58.0%	56.2%	56.6%	59.2%
	Refused	1.3%	0.0%	0.0%	1.4%
In your opinion, how dangerous is it to talk on the phone while driving					
	Very	46.9%	33.6%	39.4%	46.5%
	Somewhat	25.9%	39.0%	36.4%	29.6%
	Slightly	17.3%	21.2%	11.1%	12.7%
	Not at all	7.4%	2.7%	11.1%	4.2%
	Don't know	2.5%	3.4%	2.0%	5.6%
	Refused	0.0%	0.0%	0.0%	1.4%
In your opinion, how dangerous is it to text while driving					
	Very	88.9%	94.5%	93.9%	94.4%
	Somewhat	6.2%	4.1%	6.1%	4.2%
	Slightly	1.2%	0.7%	0.0%	0.0%
	Not at all	3.7%	0.0%	0.0%	0.0%
	Don't know	0.0%	0.7%	0.0%	1.4%

A4.5 Cell Phones and Driving by Ethnicity

		Ethnicity	
		White	Other
How often do you talk on a cell phone while driving your car			
	Almost every time you drive	9.9%	7.3%
	Every two or three times	10.6%	7.3%
	Sometimes, not often	47.9%	52.8%
	Never	29.8%	31.7%
	Don't know/ Unsure	1.7%	0.8%
Read or send text messages while driving			
	Almost every time you drive	2.1%	3.3%
	Every two or three times	1.7%	3.3%
	Sometimes	8.2%	6.5%
	Not often	13.4%	19.5%
	Never	73.6%	66.7%
	Don't know/ Unsure	0.8%	0.8%
Hands free headset			
	Yes	42.8%	42.3%
	No	56.8%	56.9%
	Refused	0.4%	0.8%
In your opinion, how dangerous is it to talk on the phone while driving			
	Very	39.4%	40.7%
	Somewhat	34.9%	32.5%
	Slightly	16.4%	16.3%
	Not at all	5.1%	8.9%
	Don't know	3.8%	1.6%
	Refused	0.3%	0.0%
In your opinion, how dangerous is it to text while driving			
	Very	92.8%	91.9%
	Somewhat	5.6%	4.9%
	Slightly	1.0%	0.0%
	Not at all	0.3%	1.6%
	Don't know	0.3%	1.6%