



2021 Alaska Transportation Survey

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THE ALASKA HIGHWAY SAFETY OFFICE

CENTER FOR
safe  **ALASKANS**
preventing injuries & promoting wellbeing

www.safealaskans.org

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BACKGROUND & RESEARCH METHOD

BACKGROUND

The Center for Safe Alaskans (Safe Alaskans) implemented 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 Safe Alaskans. The interviews were conducted during the period of August 17th-24th, 2021. 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=384 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



oversample 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 +/-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, 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 to ensure validity of the data collected throughout the survey process.

DATA ANALYSIS & REPORTING

SPSS software was used to analyze the data. The primary procedures reported are frequencies.

NOTES TO READERS

Included in the presentation of each response is a summary or example of any 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.

EXECUTIVE SUMMARY

2021 RESEARCH FINDINGS

Section A: Background & Driving in Alaska

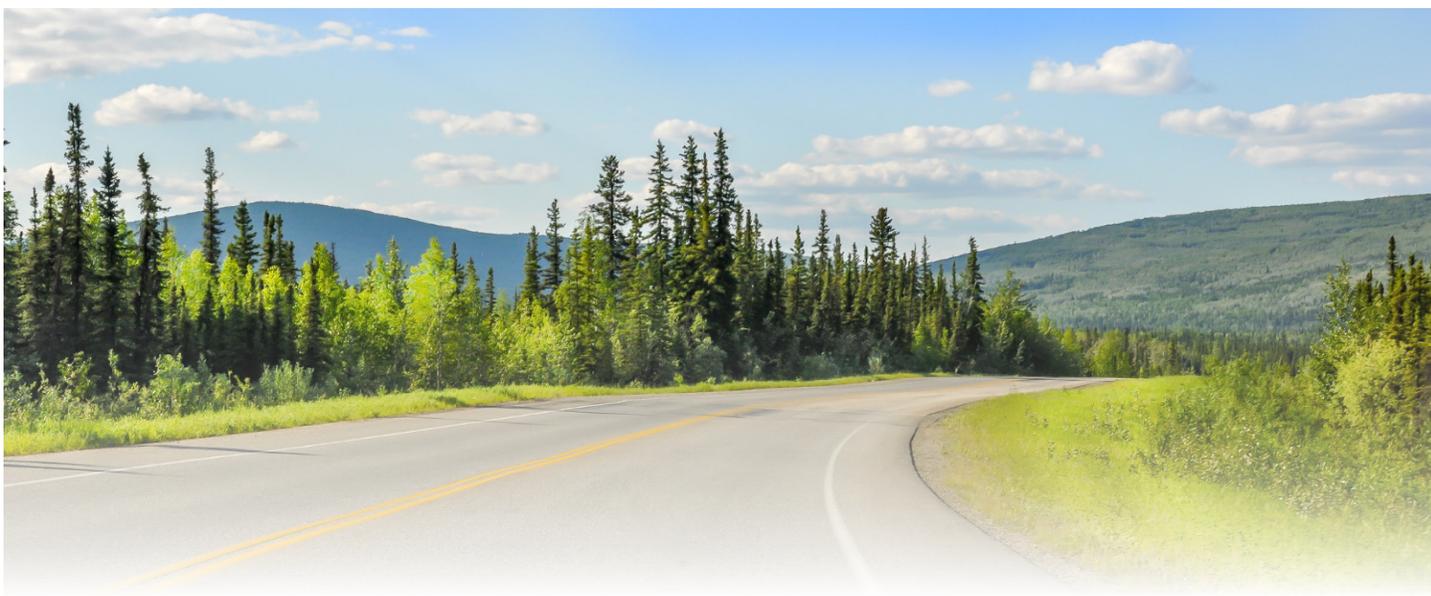
The respondents in the study were screened to ensure that they were licensed drivers, and that if they were on a cell phone that they were not currently driving. Sixty six percent (66%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2021 from the previous year, with SUVs at 32%, trucks at 28%, and cars at 35%.

Section B: Safety Zones

Nearly four out of five Alaskans (77%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 50% said that safety has improved in these areas, comparable to 53% in 2020. Only 16% said that safety has not improved.

Section C: Highway Usage and Behavior

About half of respondents (53%) said that they do drive between Knik Bridge and Portage in the Anchorage area. Of those that drive in that area, 29% said they often or always drive 5 MPH over the speed limit, while 26% said that they never do. Almost half of respondents (47%) said they think the chances of getting pulled over if you are driving more than 10 MPH over the speed limit in that area are likely or very likely. Sixteen percent (16%) of respondents said they often or always drive 5 MPH over the speed limit on Minnesota Drive, while 39% said that they never do.



Section D: *Seat Belt Usage & Ads*

Consistent seat belt usage continues to be a choice for most Alaskans, with 89% wearing them all the time (up from 86% in 2020) and another 7% nearly always wearing their seat belt. Nine in ten Alaskans (90%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely. Twenty nine percent (29%) of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, comparable to previous years.

The number of Alaska residents who read, saw, or heard about seat belt enforcement was 36%, similar to 2021 (38%). Most Alaskans reported hearing about seat belt use enforcement from TV (60%), or radio (38%). The ad ‘Click it or Ticket’ (94% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was by far the most likely ad to be recalled, followed by “Occupant Protection is for Everyone.” (9%).

Section E: *Driving Over the Speed Limit*

Over half (56%) 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 14% say they always or often do. When asked how often they find themselves driving faster than 70 miles per hour on a local road with a speed limit of 65 miles per hour, only 10% reported that they always or often do, while 70% report that they rarely or never do. About two out of five (38%) Alaskan 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 44% in 2021. Of those, most Alaskans reported hearing about speeding enforcement from TV (45%), or radio (25%). The ad ‘Drive the speed limit and arrive alive’ (40% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by “An open road doesn’t mean you own the road” (19%).

Section F: *Drinking and Driving*

Sixty seven percent (67%) of Alaskan drivers have read, seen or heard about drunk driving enforcement, up from 61% in 2020. Of those respondents, 61% report seeing a television ad and 45% report hearing a radio ad. The most frequently recalled ads were ‘Drive Sober or Get Pulled Over’ (59%) and ‘Arrive Alive’ (58%).

Nearly two out of three (61%) 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.

Section G: *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 “Cops are Cracking Down on Texting and Driving” (44%), followed by “Focus on the Road and Arrive Alive” (41%), and “You Drive, You Text, You Pay” (41%).

Section H: *Cell Phone Usage*

Fourteen percent (14%) of Alaskan drivers’ report talking on their cell phone while driving always or often, comparable to 2020 (15%). The number of respondents who say they never read or text while driving remained relatively stable at 71%. Similar to previous years, only 2% of drivers report often reading or sending text messages. Hands-free cell phone usage increased to 54% from 38% in 2020. Sixty four percent (64%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, less than the previous year (74%). 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 three percent (33%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 74% believe it is likely or very likely that you will get in a collision.

Section I: *Graduated Driver’s License Program*

Nearly a quarter (13%) of Alaskan drivers said they have youth aged 14-18 living with them at least part time. Of those, 26% are at least somewhat familiar with the program, while 74% were not familiar at all. When asked who the program applied to, 47% believed that youth can obtain a provisional license between 14 and 18, and 31% believed it was available for youth between 16 and 18 years old. When asked where they would look for trustworthy information about GDL requirements the majority (61%) said they would go to the DMV, while 27% would look online.

Section J: *Demographics*

Fifty one percent (51%) of the sample is female and 49% is male. Forty five percent (45%) of the sample are college graduates. Seventy seven percent (77%) are Caucasian and 21% 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 six percent (66%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2021 from the previous year, with SUVs at 32%, trucks at 28%, and cars at 35%.

Table A1.1: Weekly Miles and Car Types

Average Weekly Miles												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Less than 50	39%	38%	28%	31%	35%	32%	30%	31%	32%	31%	28%	26%
51 to 100	27%	27%	32%	28%	28%	25%	31%	26%	33%	29%	30%	35%
101 to 150	9%	9%	14%	12%	12%	14%	13%	14%	15%	18%	18%	13%
151 to 200	7%	7%	9%	9%	5%	9%	7%	10%	10%	4%	10%	13%
More than 200	17%	17%	15%	19%	19%	19%	19%	16%	10%	17%	14%	14%
Don't know / Refused	1%	1%	2%	1%	2%	1%	n/a	n/a	n/a	n/a	n/a	n/a
Vehicle Driven Most Often												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Car	35%	31%	31%	29%	32%	29%	36%	34%	40%	43%	43%	36%
SUV	32%	34%	36%	35%	33%	34%	32%	32%	33%	31%	32%	30%
Van	4%	4%	6%	5%	4%	5%	7%	8%	7%	5%	6%	7%
Truck/Pickup	28%	30%	25%	30%	30%	31%	25%	27%	20%	23%	19%	28%
Don't know / Refused	1%	1%	2%	1%	1%	1%	n/a	n/a	n/a	n/a	n/a	n/a

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												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Cellphone	59%	60%	60%	60%	60%	51%	43%	39%	27%	3%	9%	3%
Landline	40%	38%	40%	40%	40%	49%	56%	60%	73%	98%	91%	90%
Don't know / Refused	2%	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?
(*removed in 2020)

Nearly four out of five Alaskans (77%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 50% said that safety has improved in these areas, comparable to 53% in 2020. Only 16% said that safety has not improved

Table B1.1: Safety Zones

Safety Zone Awareness			
	2021	2020	2019
Yes	77%	83%	79%
No	14%	11%	11%
Don't know what that is	9%	5%	10%
Do Safety Zones Work? (Asked only of respondents who answered 'Yes' to having heard about safety zones)			
	2021	2020	2019
Yes	50%	53%	40%
About the same	17%	19%	17%
No	16%	15%	18%
Don't know (do not read)	17%	14%	25%

SECTION C: HIGHWAY USAGE & BEHAVIOR

Question: Do you drive ever between Knik Bridge and Portage in the Anchorage area?

Question: When driving the Glenn Highway between the Knik River and Airport Heights, how often do you drive more than 5 MPH over the speed limit?

Question: When driving the Glenn Highway between the Knik River and Airport Heights, what are the chances that you will get pulled over if you drive more than 10 MPH over the speed limit?

Question: When driving the Seward Highway between Portage and Anchorage, how often do you drive more than 5 MPH over the speed limit?

Question: When driving the Seward Highway between Portage and Anchorage, what are the chances that you will get pulled over if you drive more than 10 MPH over the speed limit?

Question: When driving on Minnesota Drive in Anchorage, how often do you drive more than 5 MPH over the speed limit?

About half of respondents (53%) said that they do drive between Knik Bridge and Portage in the Anchorage area. Of those that drive in that area, 29% said they often or always drive 5 MPH over the speed limit, while 26% said that they never do. Almost half of respondents (47%) said they think the chances of getting pulled over if you are driving more than 10 MPH over the speed limit in that area are likely or very likely. Sixteen percent (16%) of respondents said they often or always drive 5 MPH over the speed limit on Minnesota Drive, while 39% said that they never do.

Table C1.1: Highway Usage and Behavior

Road Usage Between Knik Bridge and Portage	
	2021
Yes	53%
No	46%
Don't know / Refused (do not read)	1%
Driving 5 MPH Over Speed Limit Between Knik Bridge and Portage (Asked only of respondents who answered 'Yes' to driving in that area)	
	2021
Always	16%
Often	13%
Sometimes	17%
Rarely	27%
Never	26%
Don't know / Refused (do not read)	2%
Chances to Get Pulled Over for Speeding Between Knik Bridge and Portage (Asked only of respondents who answered 'Yes' to driving in that area)	
	2021
Very Likely	23%
Likely	24%
Occasionally	21%
Unlikely	17%
Very Unlikely	9%
Don't know / Refused (do not read)	7%
Driving 5 MPH Over Speed Limit on Minnesota Drive (Asked only of respondents who answered 'Yes' to driving in that area)	
	2021
Always	7%
Often	9%
Sometimes	11%
Rarely	33%
Never	39%
Don't know / Refused (do not read)	2%

SECTION D: SEAT BELT USAGE & ADS

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

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

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

Consistent seat belt usage continues to be a choice for most Alaskans, with 89% wearing them all the time (up from 86% in 2020) and another 7% nearly always wearing their seat belt. Nine in ten Alaskans (90%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely. Twenty nine percent (29%) of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is very likely or likely, comparable to previous years.

Table D1.1: Seat Belt Usage

Seat belt use												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Always	89%	86%	92%	91%	89%	90%	91%	93%	90%	89%	92%	91%
Often	7%	5%	5%	5%	7%	5%	5%	4%	7%	9%	4%	5%
Sometimes	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	3%	2%
Rarely	1%	2%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%
Never	1%	3%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%
Don't know / Refused	0%	1%	0%	0%	0%	0%	n/a	n/a	n/a	n/a	n/a	n/a
Chances of being injured in a collision without a seat belt												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Very Likely	70%	66%	70%	68%	66%	46%	46%	43%	54%	30%	n/a	n/a
Likely	20%	20%	18%	18%	23%	35%	36%	40%	32%	52%	n/a	n/a
Occasionally	3%	4%	4%	5%	4%	11%	12%	12%	12%	13%	n/a	n/a
Unlikely	2%	4%	2%	3%	2%	4%	2%	2%	0%	1%	n/a	n/a
Very Unlikely	2%	3%	3%	3%	2%	2%	2%	2%	n/a	n/a	n/a	n/a
Don't know / Refused	2%	3%	3%	3%	3%	2%	2%	2%	n/a	n/a	n/a	n/a

Table D1.1: Seat Belt Usage (cont'd)

Chances for a seat belt ticket												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Very Likely	16%	14%	12%	13%	14%	21%	19%	18%	18%	6%	17%	17%
Likely	13%	17%	17%	18%	20%	9%	8%	9%	17%	20%	10%	13%
Occasionally	15%	15%	17%	19%	16%	21%	22%	24%	25%	27%	24%	23%
Unlikely	24%	28%	24%	23%	28%	24%	25%	27%	20%	19%	28%	30%
Very Unlikely	26%	20%	21%	21%	17%	17%	18%	13%	14%	17%	12%	13%
Don't know / Refused	7%	6%	9%	6%	5%	8%	8%	10%	7%	11%	9%	6%

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

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

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

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

The number of Alaska residents who read, saw or heard about seat belt enforcement was 36%, similar to 2021 (38%). Most Alaskans reported hearing about seat belt use enforcement from TV (60%), or radio (38%). The ad ‘Click it or Ticket’ (94% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was by far the most likely ad to be recalled, followed by “Occupant Protection is for Everyone.” (9%)

Table D2.1: Seat Belt Ads

This summer, respondent has heard about seat belt use in Alaska												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Has heard	36%	38%	49%	47%	54%	30%	40%	40%	49%	33%	49%	55%
Has not heard	62%	60%	49%	51%	44%	67%	58%	59%	38%	57%	48%	43%
Don't know / Refused	2%	2%	2%	2%	2%	3%	2%	1%	13%	1%	3%	2%

Table D2.1: 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)								
	2021	2020	2019	2018	2017	2016	2015	2014
TV	60%	47%	57%	53%	53%	52%	54%	65%
Radio	38%	31%	40%	21%	33%	25%	28%	31%
Newspaper (*removed in 2017)	n/a	n/a	n/a	n/a	n/a	6%	9%	14%
A Friend	8%	10%	62%	2%	7%	9%	4%	4%
Facebook	9%	14%	5%	3%	5%	4%	3%	7%
Movie theatre (*2019 only)	n/a	n/a	1%	n/a	n/a	n/a	n/a	n/a
Instagram (*added in 2016 and 2020)	3%	1%	n/a	n/a	n/a	0%	n/a	n/a
YouTube (*added in 2016, 2018, and 2020)	4%	3%	n/a	1%	n/a	1%	n/a	n/a
Snapchat (*added in 2020)	2%	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	n/a	0%	12%
Billboard Signs (*removed in 2016)	n/a	n/a	n/a	n/a	n/a	n/a	0%	2%
Other	18%	23%	27%	17%	29%	30%	36%	7%
Don't know / Refused	0%	4%	0%	n/a	n/a	0%	n/a	n/a

OPEN ENDED RESPONSES FOR "OTHER" SOURCES:

- Airport.
- Click it or ticket.
- Foreman at work.
- From at work.
- Have seen police.
- Heard from other source.
- I see them setting up traps all the time and propaganda "click it or ticket".
- I worked for the city.
- In my email.
- Local newspaper.
- Nixle broadcast.
- Road sign. (x3)
- Sign.
- Signage.
- Signs all over the highway.
- Signs on the highway and radio.
- Signs posted, magazines, newspapers.
- Signs posted on roads.
- Signs, cops.
- Word of mouth and signs on the roads.

Table D2.2: Seat Belt Ads Recalled

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)								
	2021	2020	2019	2018	2017	2016	2015	2014
Click It or Ticket	94%	88%	91%	79%	99%	96%	86%	87%
Be Smart Buckle Up (*removed in 2020)	n/a	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, removed in 2021)	n/a	24%	18%	7%	n/a	n/a	n/a	n/a
Buckle Up (*removed in 2017)	n/a	n/a	n/a	n/a	n/a	69%	32%	n/a
Embrace Life (*removed in 2018)	n/a	n/a	n/a	n/a	10%	14%	27%	n/a
Three Seconds to Life (*removed in 2018)	n/a	n/a	n/a	n/a	12%	5%	n/a	n/a
Occupant Protection is for Everyone	9%	5%	n/a	n/a	n/a	n/a	n/a	n/a
Do not recall specifics	4%	8%	4%	4%	n/a	11%	31%	12%
Other	1%	2%	1%	n/a	14%	9%	18%	n/a

OPEN ENDED RESPONSES FOR “OTHER” RECALLED ADS:

- Mostly about probably the click it or ticket.
- Over speed limit.

SECTION E: DRIVING OVER THE SPEED LIMIT

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

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

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

Over half (56%) 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 14% say they always or often do. When asked how often they find themselves driving faster than 70 miles per hour on a local road with a speed limit of 65 miles per hour, only 10% reported that they always or often do, while 70% report that they rarely or never do. About two out of five (38%) Alaskan drivers think that they are likely or very likely to be arrested for speeding.

Table E1.1: Driving Over the Speed Limit

How often do you drive faster than 35 on a road with a speed limit of 30 mph?			
	2021	2020	2019
Always	4%	5%	4%
Often	10%	15%	12%
Sometimes	28%	27%	29%
Rarely	33%	34%	33%
Never	23%	17%	22%
Don't know / Refused	2%	1%	1%
How often do you drive faster than 70 on a road with a speed limit of 65 mph?			
	2021	2020	2019
Always	3%	4%	2%
Often	7%	9%	8%
Sometimes	17%	22%	20%
Rarely	34%	30%	29%
Never	37%	34%	39%
Don't know / Refused	2%	2%	2%

Table E1.1: Driving Over the Speed Limit (cont'd)

Chances for a speeding ticket			
	2021	2020	2019
Very Likely	13%	12%	12%
Likely	25%	28%	28%
Occasionally	33%	32%	32%
Unlikely	17%	16%	16%
Very Unlikely	8%	9%	8%
Don't know / Refused	4%	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 44% in 2021. Of those, most Alaskans reported hearing about speeding enforcement from TV (45%), or radio (25%). The ad ‘Drive the speed limit and arrive alive’ (40% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by ‘An open road doesn’t mean you own the road’ (19%).

Table E2.1: Heard About Speeding Enforcement?

Have you read, seen or heard anything about speeding enforcement by police in Alaska this summer?		
	2021	2020
Yes	44%	46%
No	56%	51%
Don't know / Refused	1%	3%

Table E3.1: Where Did You Hear?

[IF YES] Where did you hear about it?		
	2021	2020
TV	45%	39%
Radio	25%	25%
A Friend	10%	10%
Facebook	11%	14%
YouTube	2%	1%
Instagram	2%	1%
Streaming video services or devices (added in 2021)	4%	n/a
Snapchat	n/a	1%
Other	0%	36%
Don't know / Refused	0%	2%

OPEN ENDED RESPONSES FOR “OTHER” SOURCES:

- Alaska police department has their own notification system by a signed up for email blast.
- All over the place.
- Dispatcher.
- Electronic sign in anchorage.
- Email. (x2)
- Family.
- Getting pulled over myself.
- I saw it on the Glenn Highway between Eagle River and Anchorage.
- I see police officers polling people over.
- I see the posters all the time.
- I've seen a lot of cops pulling people over.
- I've seen it. (x2)
- Light up signs on the highway.
- Live near the highway south of Ninilchik.
- Local news.
- My business.
- My grandson was speeding because of having a birth of a child.
- Newspaper. (x6)
- Nixle report that put out.
- Not sure.
- Observation with watching the cops and seeing them pull people over.
- On social media twitter.
- On the road. (x2)
- Online apple news.
- Online. (x2)
- Radar gun.
- Road signs and stuff.
- Saw people pulled over. (x2)
- Saw the police.
- Seen it on the road. (x30)
- Signs. (x3)
- The officer that pulled me over.
- Traffic signs.
- Video phone.
- When I got a ticket.
- Witness it.
- Word of mouth.

Table E4.1: 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)		
	2021	2020
"Drive the speed limit and arrive alive"	40%	64%
"An open road doesn't mean you own the road"	19%	10%
"Speeding is for dummies"	n/a	13%
Other	4%	5%
Do not recall specifics	45%	25%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED SPEEDING ENFORCEMENT ADS:

- Click it or ticket. (x2)
- Double fines in the construction zones.
- Never heard any of those.
- None.
- Officers save your life if they pull you over for speeding one.

SECTION F: DRINKING AND DRIVING

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

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

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

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

Sixty seven percent (67%) of Alaskan drivers have read, seen or heard about drunk driving enforcement, up from 61% in 2020. Of those respondents, 61% report seeing a television ad and 45% report hearing a radio ad. The most frequently recalled ads were ‘Drive Sober or Get Pulled Over’ (59%) and ‘Arrive Alive’ (58%).

Nearly two out of three (61%) 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 F1.1: Heard About Drunk Driving Enforcement?

This summer, read, seen or heard about drunk driving enforcement							
	2021	2020	2019	2018	2017	2016	2015
Yes	67%	61%	74%	70%	73%	56%	64%
No	31%	37%	25%	27%	26%	43%	33%
Don't know / Refused	2%	2%	2%	3%	2%	1%	3%

Table F2.1: Where Did You Hear?

Where did you hear about it? (Asked only of respondents who answered 'Yes' to having heard about drunk driving enforcement)							
	2021	2020	2019	2018	2017	2016	2015
TV	61%	56%	58%	59%	63%	51%	56%
Radio	45%	35%	38%	20%	41%	30%	30%
Newspaper (*removed in 2017)	n/a	n/a	n/a	n/a	n/a	29%	23%
A Friend	10%	8%	7%	3%	9%	8%	4%
Facebook	14%	14%	10%	3%	9%	10%	7%
YouTube (*added in 2018)	5%	5%	3%	1%	n/a	n/a	n/a
Instagram (*added in 2020)	4%	3%	n/a	n/a	n/a	2%	n/a
Streaming video services or devices (added in 2021)	5%	n/a	n/a	n/a	n/a	n/a	n/a
Movie Theatre (*removed in 2020)	n/a	n/a	2%	n/a	n/a	2%	n/a
Hulu (*removed in 2020)	n/a	n/a	1%	n/a	n/a	n/a	n/a
Snapchat (*added in 2019)	3%	2%	1%	n/a	n/a	n/a	n/a
Other	15%	19%	22%	15%	16%	13%	13%
Don't know / Refused	0%	2%	1%	n/a	n/a	0%	n/a

OPEN ENDED RESPONSES FOR “OTHER” DRUNK DRIVING ENFORCEMENT INFORMATION SOURCES:

- A signed up for email blast by the police department.
- All of the above.
- APD state troopers.
- DMV form.
- DMV. (x2)
- Email.
- Holidays.
- I got a DWI one time.
- I was a witness. They pulled over because they were board and they claimed they were just checking for harassment.
- Life.
- News and signs on the highway and tv ads.
- Newspaper. (x14)
- Personal knowledge.
- Press release.
- Read it, newspaper.
- Road signs common sense.
- See them on the road.
- Sign on highway.
- Signs posted on highways.
- Stand at the fair.
- Talking with other people.
- Wife.
- Work.

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 drunk driving enforcement)						
	2021	2020	2019	2018	2017	2016
"Arrive Alive"	58%	n/a	n/a	n/a	n/a	n/a
"Don't Drive High"	45%	n/a	n/a	n/a	n/a	n/a
"Drugs Impair Reaction Time"	43%	n/a	n/a	n/a	n/a	n/a
"Fans Don't Let Fans Drive Drunk"	35%	n/a	n/a	n/a	n/a	n/a
"Find a Sober Ride and Arrive Alive"	38%	n/a	n/a	n/a	n/a	n/a
"Don't Test Your Luck"	18%	n/a	n/a	n/a	n/a	n/a
"Buzzed Busted Broke"	n/a	17%	n/a	n/a	n/a	n/a
"Don't Drive Impaired"	7%	23%	n/a	n/a	n/a	n/a
"If you decide to blaze up while you're hunkered down, don't drive impaired"	n/a	9%	n/a	n/a	n/a	n/a
"Any type of impaired driving is illegal and dangerous"	n/a	18%	n/a	n/a	n/a	n/a
"Drive Sober or Get Pulled Over" (*removed in 2020, added in 2021)	59%	n/a	38%	29%	56%	59%
"Buzzed Driving is Drunk Driving" (*added in 2018)	n/a	43%	48%	38%	n/a	n/a
"Drunk Driving is a Dead End" (*removed in 2017)	n/a	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	n/a	53%
"Don't Lose Your Freedom" (*removed in 2020)	n/a	n/a	n/a	n/a	19%	22%
"Drive High, get a DUI" (*removed in 2020)	48%	n/a	37%	16%	54%	n/a
Sometimes a Hangover can Last a Lifetime (*added in 2019)	36%	20%	27%	n/a	n/a	n/a
If You Feel Different You Drive Different (*removed in 2020, added in 2021)	39%	n/a	22%	n/a	n/a	n/a
Other	4%	1%	1%	1%	17%	11%
Do not recall specifics	6%	4%	12%	16%	n/a	5%
Don't know / Refused	0%	n/a	n/a	n/a	n/a	0%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED DRUNK DRIVING ENFORCEMENT ADS:

- All of the above.
- All of them. (x2)
- Drive sober get pulled over.
- Friends don't let friends drive drunk.
- None of the above.
- None. (x2)
- Something about buzzed driving.
- Somewhere where someone is texting someone about getting a dui and boss gets notified and eventually person gets fired.

Table F4.1: Drinking and Driving

Chances for arrest if driving after drinking					
	2021	2020	2019	2018	2017
Very Likely	31%	32%	31%	31%	33%
Likely	30%	30%	31%	35%	30%
Occasionally	17%	19%	17%	15%	18%
Unlikely	10%	4%	8%	8%	8%
Very Unlikely	6%	9%	8%	8%	8%
Don't know / Refused	5%	5%	5%	3%	4%

Table F4.1: Drinking and Driving (cont'd)

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					
	2021	2020	2019	2018	2017
Very Likely	33%	33%	34%	31%	38%
Likely	36%	36%	36%	35%	33%
Occasionally	17%	18%	15%	21%	15%
Unlikely	7%	5%	8%	3%	6%
Very Unlikely	3%	5%	4%	7%	3%
Don't know / Refused	3%	4%	4%	3%	6%

SECTION G: DISTRACTED DRIVING

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

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

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 “Cops are Cracking Down on Texting and Driving” (44%), followed by “Focus on the Road and Arrive Alive” (41%), and “You Drive, You Text, You Pay” (41%).

Table G1.1: Heard About Distracted Driving?

This summer, respondent has heard about distracted driving in Alaska					
	2021	2020	2019	2018	2017
Has heard	48%	48%	64%	59%	58%
Has not heard	50%	49%	34%	39%	40%
Don't know / Refused	2%	3%	2%	2%	2%

Table G2.1: Where Did You Hear?

Where did you hear about it? (Asked only of respondents who answered 'Yes' to having heard about distracted driving)					
	2021	2020	2019	2018	2017
TV (*removed in 2021)	n/a	53%	53%	52%	55%
Radio	56%	43%	44%	24%	44%
A Friend	10%	8%	6%	4%	13%
Facebook	14%	13%	9%	7%	9%
YouTube (*added in 2018, removed in 2021)	n/a	4%	4%	1%	n/a
Snapchat (*added in 2019, removed in 2021)	n/a	2%	2%	n/a	n/a
Other	40%	12%	16%	10%	15%
Don't know / Refused	0%	0%	0%	2%	4%

OPEN ENDED RESPONSES FOR “OTHER” SOURCES:

- At the DMV.
- Cell.
- Don’t know where.
- Don’t remember. (x2)
- I teach it.
- Internet ads.
- Mostly cellphones.
- My own observance.
- Newspaper. (x2)
- Online. (x2)
- PBS.
- Plotted distracted drivers...to show them.
- Probably tv.
- Streaming media.
- Streaming service.
- Television.
- Tv ads.
- Tv commercials.
- Tv mostly.
- Tv radio.
- Tv, newspaper.
- Tv. (x45)
- Watched for ourselves.
- Word heard around.

Table G3.1: 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)					
	2021	2020	2019	2018	2017
“Cops are Cracking Down on Texting and Driving”	44%	n/a	n/a	n/a	n/a
“Focus on the Road and Arrive Alive”	41%	n/a	n/a	n/a	n/a
“Safe Driving is Just Driving”	22%	n/a	n/a	n/a	n/a
“End of Conversation”	11%	n/a	n/a	n/a	n/a
“Until You’re Ready”	14%	n/a	n/a	n/a	n/a
“Text and whatever, but don’t text and drive”	n/a	31%	n/a	n/a	n/a
“Your Phone Can Wait” (*removed in 2019)	n/a	n/a	n/a	30%	44%
“One Text or Call Could Wreck It All” (*removed in 2019)	n/a	n/a	29%	30%	40%
“Phone Down Buckle Up”	n/a	13%	10%	7%	15%
“You Drive, You Text, You Pay” (*added in 2019)	41%	34%	35%	n/a	n/a
“Practice the Five Ways to Arrive Alive” (*removed in 2019)	n/a	n/a	17%	n/a	n/a
Do not recall specifics	20%	32%	37%	33%	n/a
Other	2%	9%	1%	1%	1%

OPEN ENDED RESPONSES FOR “OTHER” RECALLED ADS:

- Haven’t heard of any.
- None.
- The ad where I wish that never happened, and high impact one with seatbelts where the three people had accidents were injured, just going a little way, didn’t think I needed too.
- Use your phone before you leave.

SECTION H: CELL PHONE 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?

Fourteen percent (14%) of Alaskan drivers’ report talking on their cell phone while driving always or often, comparable to 2020 (15%). The number of respondents who say they never read or text while driving remained relatively stable at 71%. Similar to previous years, only 2% of drivers report often reading or sending text messages. Hands-free cell phone usage increased to 54% from 38% in 2020. Sixty four percent (64%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, less than the previous year (74%). 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 three percent (33%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 74% believe it is likely or very likely that you will get in a collision.

Table H1.1: Cell Phone Usage

How often do you talk on a cell phone while driving					
	2021	2020	2019	2018	2017
Always	5%	1%	4%	3%	2%
Often	9%	14%	13%	10%	10%
Sometimes	25%	26%	25%	25%	26%
Rarely	39%	31%	29%	32%	35%
Never	22%	27%	30%	30%	26%
Don't know / Refused	1%	1%	0%	0%	0%

How often do you read or send text messages while driving					
	2021	2020	2019	2018	2017
Always	1%	1%	0%	1%	0%
Often	1%	4%	2%	3%	2%
Sometimes	7%	7%	7%	8%	9%
Rarely	19%	21%	21%	19%	21%
Never	71%	67%	69%	69%	67%
Don't know / Refused	1%	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

Do you have a hands-free arrangement in your car?												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Yes	54%	38%	45%	45%	45%	45%	42%	35%	40%	n/a	43%	n/a
No	44%	63%	54%	54%	54%	55%	58%	65%	60%	n/a	57%	n/a
Don't know / Refused	2%	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?												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Very	31%	42%	36%	41%	36%	38%	40%	41%	54%	41%	n/a	n/a
Somewhat	33%	32%	36%	35%	34%	35%	34%	32%	33%	41%	n/a	n/a
Slightly	24%	17%	19%	18%	21%	20%	16%	19%	10%	13%	n/a	n/a
Not at all	9%	6%	6%	4%	9%	6%	6%	6%	2%	4%	n/a	n/a
Don't know / Refused	3%	9%	4%	2%	0%	1%	4%	2%	2%	1%	n/a	n/a

How dangerous do you think it is to text while driving?												
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Very	90%	90%	91%	93%	92%	95%	93%	94%	95%	95%	n/a	n/a
Somewhat	6%	6%	6%	5%	6%	3%	5%	5%	4%	4%	n/a	n/a
Slightly	2%	2%	1%	1%	2%	1%	1%	1%	0%	0%	n/a	n/a
Not at all	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	n/a	n/a
Don't know / Refused	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	n/a	n/a

Table H1.1: Cell Phone Usage (cont'd)

Chances of getting a ticket if texting while driving					
	2021	2020	2019	2018	2017
Very Likely	18%	16%	14%	14%	13%
Likely	15%	18%	17%	17%	17%
Occasionally	23%	24%	24%	29%	23%
Unlikely	22%	20%	23%	22%	22%
Very Unlikely	18%	17%	17%	14%	20%
Don't know / Refused	5%	5%	6%	4%	5%

Chances of being in a collision if texting while driving					
	2021	2020	2019	2018	2017
Very Likely	43%	42%	40%	39%	42%
Likely	31%	34%	36%	37%	34%
Occasionally	16%	15%	16%	15%	16%
Unlikely	4%	3%	3%	3%	4%
Very Unlikely	4%	3%	3%	4%	3%
Don't know / Refused	2%	3%	2%	2%	1%

SECTION I: 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 (13%) of Alaskan drivers said they have youth aged 14-18 living with them at least part time. Of those, 26% are at least somewhat familiar with the program, while 74% were not familiar at all. When asked who the program applied to, 47% believed that youth can obtain a provisional license between 14 and 18, and 31% believed it was available for youth between 16 and 18 years old. When asked where they would look for trustworthy information about GDL requirements the majority (61%) said they would go to the DMV, while 27% would look online.

Table I1.1: Do You Have a Youth Aged 14 - 18 Living With You?

Do you have a youth aged 14-18 living with you?	2021	2020
Yes	13%	12%
No	86%	86%
Don't know / Refused	1%	1%

Table I2.1: Graduated Driver's License Program Familiarity

Familiarity with the Graduated Driver's Licensing Program (Asked only of respondents who answered 'Yes' to having a youth aged 14-18 living with them)	
	2021
Not at all familiar	74%
Slightly familiar	0%
Somewhat familiar	10%
Moderately familiar	6%
Extremely familiar	10%

Table I3.1: Provisional License Availability

Who does the Graduate Driver's Licensing program apply to? (Asked only of respondents who answered 'Yes' to having a youth aged 14-18 living with them)	
	2021
Youth between 14 and 18	47%
Youth between 16 and 18	31%
All new drivers	16%
All current licensed drivers	6%

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)		
	2021	2020
DMV	61%	77%
Online	27%	19%
Other parents	2%	0%
Driver's Education School	6%	4%
Other	4%	0%
Don't know / Refused	0%	0%

Table 13.1: Provisional License Availability (cont'd)

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%

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 J: DEMOGRAPHICS

Fifty one percent (51%) of the sample is female and 49% is male. Forty five percent (45%) of the sample are college graduates. Seventy seven percent (77%) are Caucasian and 21% are non-Caucasian.

Table J1.1: Demographics

Gender					
	2021	2020	2019	2018	2017
Male	49%	48%	52%	44%	50%
Female	51%	52%	48%	56%	50%

Education					
	2021	2020	2019	2018	2017
Less than high school or GED	2%	1%	1%	2%	3%
High School Graduate or GED	16%	18%	17%	19%	18%
Some college or technical school	36%	37%	31%	32%	33%
Four Year degree	26%	27%	24%	29%	27%
Post graduate degree	19%	16%	25%	17%	18%
Don't know / Refused	1%	2%	2%	1%	0%

Ethnicity					
	2021	2020	2019	2018	2017
White, Caucasian	77%	74%	79%	83%	83%
Hispanic, Latino, Spanish	3%	3%	3%	2%	2%
Black, African-American	2%	2%	1%	1%	2%
Alaska Native	7%	6%	5%	4%	5%
American Indian	1%	2%	1%	2%	1%
Asian	2%	1%	2%	2%	1%
Native Hawaiian or Pacific Islander	1%	1%	1%	0%	1%
Mixed	2%	3%	4%	2%	4%
Other	3%	3%	1%	1%	1%
Don't know / Refused	5%	5%	5%	3%	2%

OPEN ENDED RESPONSES FOR "OTHER" ETHNICITY:

- American Indian. African.
- Caucasian, Alaska Native.
- European.
- Everything mixed all together; Indian, Polish, White, African.
- Mexican American.
- Mixed race.
- Native Alaskan and White.
- Refused.