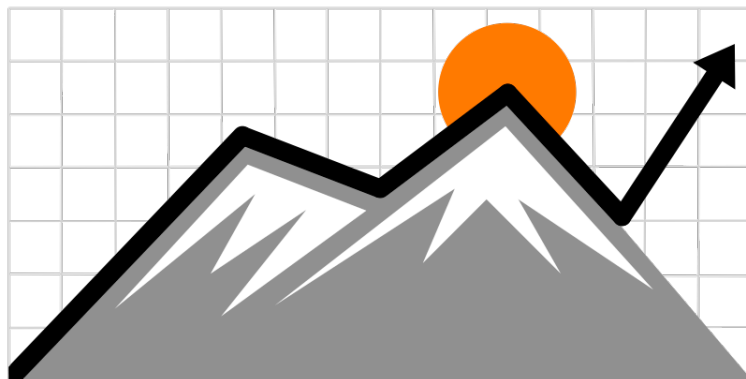


ALASKA INJURY PREVENTION CENTER ALASKA TRANSPORTATION SURVEY RESULTS

SURVEY CONDUCTED AUGUST 2016

RESEARCH CONDUCTED BY:



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BACKGROUND & RESEARCH METHODS

BACKGROUND

The Alaska Injury Prevention Center (AIPC) contracted with Hays Research Group LLC to conduct this important survey 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 2016.

SURVEY INSTRUMENT

The survey instrument was finalized after several drafts, which included reviews and suggested changes by Marcia Howell and final approval by Adam Hays, Research Director. The interviews were conducted during the period of August 4, 2016 – August 9, 2016. The telephone survey averaged eight 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 $n=562$ with a random sample of four hundred ($n=400$) Alaskan drivers selected proportional to the populations from the communities of Anchorage, Mat-Su, Fairbanks, Kenai, and Juneau area as shown below. Additionally, Anchorage was oversampled by $n=160$ (totaling $n=384$ for Anchorage) to allow for a comparable margin of error for the Anchorage subset of data. 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. Final results were weighted back to the appropriate proportions according to population to compensate for the oversample in Anchorage.



An addition to the survey methodology in 2016 was a quota of at least 50% 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.

*TABLE A: AREAS STUDIED**

	2016	2015	2014	2013	2012	2011	2010
Anchorage	56.0%	55.7%	56.0%	55.8%	55.8%	55.2%	50.9%
Mat-Su	11.0%	10.8%	10.8%	10.8%	10.8%	11.2%	12.7%
Kenai Peninsula	8.0%	8.0%	8.0%	8.0%	8.0%	10.0%	10.7%
South East	7.0%	6.8%	6.8%	6.8%	6.8%	16.7%	19.2%
Interior	18.0%	18.8%	18.5%	18.8%	18.8%	7.0%	6.5%

*Note that these figures represent the data that has been weighted to meet regional targets for the 2016 data.

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 5.0 percentage points in either direction. Thus, the margin of error is +/-5.0% for the overall sample, as well as the Anchorage subset. For the remaining 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 Hays Research Group LLC including the use of Computer Assisted Telephone Interview software (CATI) eliminate such errors associated with paper and pencil methods thus keeping the human error potential to a minimum. Interviews were monitored by the Hays Research Group LLC Research Director to ensure validity of the data collected throughout the survey process.



DATA ANALYSIS & REPORTING

Members of the Hays Research Group team, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

NOTES TO READERS

Included in the presentation of each response is a summary or example of any significant findings, followed by relevant tables. All percentages in the narrative are rounded to the nearest whole percentage point.

Often times a few respondents fail to answer a question. Unless the percentage that failed to answer is significant, these people are not included in the totals upon which the percentages are based. Percentages in the tables occasionally do not add to exactly 100% because of rounding.

Cross tabulations describe data that may be related in some way. In many cross tabulations, categories are combined or omitted because the numbers are too small to be statistically significant. This manipulation may change the totals on which percentages are based, but does not affect the relationships between percentages. Cross tabulations may be used to indicate differences (or lack of differences) between subgroups of people. When a lack of difference is being shown, a footnote is appended to the table indicating that the differences are not “statistically significant”.



EXECUTIVE SUMMARY

2016 RESEARCH FINDINGS

Section A: Background & Driving in Alaska

- 57% of Alaskan drivers drive fewer than 100 miles a week, down slightly from 61% in 2015.
- Alaskan drivers are choosing larger vehicles in 2016, with SUVs (34%) and Trucks (31%) surpassing Cars (29%) as the primary form of transportation.
- The percentage of respondents who answered the survey on their cell phone was 51% this year, however 2016 was the first survey where a quota was established for cell phones (at least 50%).

Section B: Seat Belt Usage and Ads

- Similar to the past 5 years, 90% of Alaskan drivers said that they always wear a seatbelt.
- More than four out of five Alaskan drivers (81%) think that the likelihood of getting injured in a car accident while not wearing a seatbelt is always or almost always.
- 30% of Alaskan drivers think that the likelihood of getting a seatbelt ticket is always or almost always, similar to previous years.
- 30% of Alaskan drivers recalled seeing or hearing an ad about seat belt use enforcement by police in Alaska in 2016, down from 40% in 2015.
- Among the Alaskan drivers who recalled seeing or hearing an ad about seat belt use enforcement by police in Alaska in 2016, recall was high for 'Buckle Up' (96% recall), followed by 'Click it or Ticket' (69% recall).



- The percentage of respondents who viewed seat belt ads on television continued to decrease from 54% in 2015 to 52% in 2016. 25% had heard an advertisement or message on the radio, down from 28% in 2015. 5% reported seeing an ad on the Internet, with Facebook being the most likely place to see an Internet ad.

Section C: Drinking and Driving

- 53% of Alaskan drivers said that the likelihood for being arrested for driving after drinking is almost certain or very likely, up from 51% in 2015. 5% said that the chances for being arrested are very unlikely or never.
- 56% of Alaskan drivers said that they had seen or heard something about drunk driving enforcement by police in Alaska in 2016, down from 64% in 2015.
- TV was the most likely media to have seen a message about drunk driving enforcement (51%) followed by Radio (30%) and Newspaper (29%). 17% had seen an ad on YouTube, and 19% said that they had seen an Alaska traffic safety ad on a national website.
- ‘Drunk Driving is a Dead End’ was the most likely ad to be recalled (72%) by Alaskan drivers who had seen an ad about drunk driving enforcement by police in Alaska, followed by ‘Drive Sober or Get Pulled Over’ (59%).

Section D: Cell Phone Usage

- Self reported drivers talking on the phone while driving remained the same as last year with 18% of drivers reporting talking on the phone while driving almost every time or every two or three times.
- 27% of Alaskan drivers self reported at least some texting while driving, which is similar to 2015 (27%).



- 45% of Alaskan drivers said that they had a hands-free device in their car, up from 42% in 2015.
- 73% of Alaskan drivers said that it was either very or somewhat dangerous to talk on the phone while driving, similar to results from 2015 (74%).

Section E: Demographics

- Forty-five percent (45%) of the sample is male and fifty-five (55%) is female. □
- Forty-four percent (44%) of the sample are college graduates. □
- Seventy-four percent (74%) are Caucasian and twenty-six percent (23%) 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 drivers, and that if they were on a cell phone that they were not currently driving. 57% of Alaskans reported driving less than 100 miles a week, down from 61% in 2015. Drivers also appear to be more likely to drive a larger vehicle in 2016 with SUVs (34%) and trucks (31%) both exceeding cars (29%) for the first time since data was collected for this survey in 2010.



TABLE A1.1: WEEKLY MILES AND CAR TYPES

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

Question: Is this a cell phone number?

In 2016, a quota was established to ensure that at least 50% of the respondents in this survey were on cell phones, as opposed to prior years where there were no quotas. 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							
	2016	2015	2014	2013	2012	2011	2010
Cellphone	51%	43%	39%	27%	3%	9%	3%
Landline	49%	56%	60%	73%	98%	91%	90%
Don't know / Refused	0%	1%	1%	0%	0%	0%	7%



SECTION 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 90% wearing them all the time and another 5% nearly always wearing their seat belt. 30% of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is always or nearly always, up from 27% in 2015. More than four out of five Alaskans (81%) think that getting injured in a car accident while not wearing a seatbelt is always or almost always certain.



TABLE B1.1: SEATBELT USAGE

Seatbelt Use							
	2016	2015	2014	2013	2012	2011	2010
Always	90%	91%	93%	90%	89%	92%	91%
Nearly always	5%	5%	4%	7%	9%	4%	5%
Sometimes	2%	2%	2%	1%	2%	30%	2%
Seldom	1%	1%	1%	1%	3%	1%	1%
Never	2%	1%	1%	1%	0%	1%	1%
Don't know / Refused	0%	n/a	n/a	n/a	n/a	n/a	n/a
Chances of being injured in a collision without a seatbelt							
	2016	2015	2014	2013	2012	2011	2010
Always	46%	46%	43%	54%	30%	n/a	n/a
Nearly Always	35%	36%	40%	32%	52%	n/a	n/a
Sometimes	11%	12%	12%	12%	13%	n/a	n/a
Seldom	4%	2%	2%	1%	20%	n/a	n/a
Never	2%	2%	2%	0%	1%	n/a	n/a
Don't know / Refused	2%	2%	2%	n/a	n/a	n/a	n/a
Chances for a seatbelt ticket							
	2016	2015	2014	2013	2012	2011	2010
Always	21%	19%	18%	18%	6%	17%	17%
Nearly always	9%	8%	9%	17%	20%	10%	13%
Sometimes	21%	22%	24%	25%	27%	24%	23%
Seldom	24%	25%	27%	20%	19%	28%	30%
Never	17%	18%	13%	14%	17%	12%	13%
Don't know / Refused	8%	8%	10%	7%	11%	9%	6%



Question: In the past 90 days*, have you read, seen or heard anything about seat belt use enforcement by police in Alaska?

*Note: 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 seatbelt enforcement decreased (30%) from last year (40%). Seeing a television ad decreased slightly (52%) as compared to 54% in 2015.

While fewer Alaskan drivers recalled seeing or hearing an ad about seatbelt use in Alaska, the specific ad recall from the drivers who had seen or heard an ad was up from prior years. The ad ‘Click it or Ticket’ (96% recall among Alaskans who had heard/seen an ad about seat belt use in AK) and ‘Buckle Up’ (69% recall among Alaskans who had heard/seen an ad about seatbelt use in AK) were the two most likely ads to be recalled.



TABLE B2.1: SEATBELT ADS

In the past 90 days, respondent has heard about seatbelt use in Alaska							
	2016	2015	2014	2013	2012	2011	2010
Has heard	30%	40%	40%	49%	33%	49%	55%
Has not heard	67%	58%	59%	38%	57%	48%	43%
Don't know / Refused	3%	2%	1%	13%	1%	3%	2%

Where did you hear about it?			
	2016	2015	2014
TV	52%	54%	65%
Radio	25%	28%	31%
Newspaper	6%	9%	14%
A Friend	9%	4%	4%
Facebook	4%	3%	7%
Instagram (*new option in 2016)	0%	n/a	n/a
YouTube (*new option in 2016)	1%	n/a	n/a
Road Signs (*removed in 2016)	n/a	0%	12%
Billboard Signs (*removed in 2016)	n/a	0%	2%
Other	30%	36%	7%
Don't know / Refused	0%	n/a	n/a

Of the following ads and messages which one/ones do you recall hearing?			
	2016	2015	2014
Click it or Ticket	96%	86%	87%
Buckle Up	69%	32%	n/a
Embrace Life	14%	27%	n/a
Three Seconds to Life (*added in 2016)	5%	n/a	n/a
Do not recall specifics	11%	31%	12%
Other	9%	18%	n/a



OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

Signs on the road.
Sign on the side of the road.
Signs on the road the click-it or ticket signs.
Road sign.
Highway signs.
Billboard.
It's the law.
Alaska state trooper employee.
Signs roadside.
Signs.
Coworker.
Click it or ticket.
Freeway sign click or ticket.
NPR on the radio.
News.
Husband and son got tickets.
Pretty much everywhere.
Advertising, signs when I drive! "Click it or ticket".
Police officers on the street pulling people over.
Sign.
Word of mouth.
From my son who is a police officer.
Police department.
Signs around town.
Signs on the side off the road.
Banners.
Posted signs.
Click it or ticket signs.
Signs.
Billboard.
Signs.
Signs.
Seen it first hand.
A sign.
A sign.
Signs on the Highway.
In person.



Road signs.
Signs on the highway.
My wife.
Road signs.
Sign on park highways.
Radio.
Billboard.
Street signs.
I work in pediatrics.



SECTION C: 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?

Question: Have you ever seen a traffic safety ad pop up on YouTube before you could watch a video?

Question: Have you ever seen an Alaska traffic safety ad on a national website?

About half (53%) of Alaskan drivers think they are certainly or very likely to be arrested for driving after drinking. 56% recall hearing about drunk driving enforcement ads or messages, down from 64% in 2015.

TABLE C1.1: DRINKING AND DRIVING

Chances for arrest if driving after drinking?							
	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%

TABLE C2.1: HEARD ABOUT DRUNK DRIVING ENFORCEMENT?

Past 60 days, read, seen or heard about drunk driving enforcement		
	2016	2015
Yes	56%	64%
No	43%	33%
Don't know / Refused	1%	3%



TABLE C3.1: WHERE DID YOU HEAR?

Where did you hear about it?		
	2016	2015
TV	51%	56%
Radio	30%	30%
Newspaper	29%	23%
A Friend	8%	4%
Facebook	10%	7%
Instagram (*option added in 2016)	2%	n/a
Movie Theater (*option added in 2016)	2%	n/a
Other	13%	13%
Don't know / Refused	0%	n/a
Have you ever seen a traffic safety ad pop up on YouTube?		
	2016	2015
Yes	17%	n/a
No	83%	n/a
Don't know / Refused	0%	n/a
Have you ever seen an Alaska traffic safety ad on a national website?		
	2016	2015
Yes	19%	n/a
No	81%	n/a
Don't know / Refused	0%	n/a

Over half (51%) of respondents heard a television ad about drunk driving enforcement and about one third (30%) heard a radio ad. 2016 was the first year that internet ads were specifically mentioned in the question about ad recall. The most recalled ads were *'Drunk Driving is a Dead End'* (72%), *'Drive Sober or Get Pulled Over'* (59%) and *'Drive Hammered and Get Nailed'* (53%).



TABLE C4.1: WHICH MESSAGES OR ADS DO YOU RECALL?

Of the following ads and messages which one/ones do you recall hearing?	
	2016
Drive Sober or Get Pulled Over	59%
Drunk Driving is a Dead End	72%
Drive Hammered and Get Nailed	53%
Don't Lose Your Freedom	22%
Other	11%
Do not recall specifics	5%
Don't know / Refused	0%

OPEN ENDED RESPONSES FOR "OTHER" RECALLED ADS:

About the Girdwood area.

Seat belt laws enforced.

I can't really remember what it was.

If you drive, don't drink.

Click it or ticket.

Running them so much, I just don't pay attention.

I saw something where high school kids were making up slogans about seatbelt use on Facebook. There is something called Anchorage scanner Joe where there was mention of a grant that was paying for the police to look for seatbelt violators.

Car seat usage.

Click it or ticket, it's the law. we are really big on seat belt enforcement here and people will tell you to put your seat belt on.

Text and drive.

The troopers are out in force.



SECTION D: 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 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. 8% of Alaskans reported talking on their cell phone “almost every time” while driving in 2016, which is on trend with the last 6 years. Alaskans who admit to talking on their phones “sometimes but not often” while driving was also relatively consistent at 54%.

The number of respondents who said they “*never read or text*” while driving remained at 73%, the same as were reported in 2015. Hands-free cell phone usage continued to increase from 42% in 2015 to 45% in 2016. Alaska residents’ attitudes about talking and texting while driving remained essentially the same; a consistent strong (95%) belief that it is very dangerous to text while driving.



TABLE D1.1: CELL PHONES AND DRIVING

How often do you talk on the phone while driving your car?							
	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 text while driving?							
	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 cellphone arrangement in your car?							
	2016	2015	2014	2013	2012	2011	2010
Yes	45%	42%	35%	40%	31%	43%	n/a
No	55%	58%	65%	60%	1%	57%	n/a
Don't know / Refused	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?							
	2016	2015	2014	2013	2012	2011	2010
Very	38%	40%	41%	54%	41%	n/a	n/a
Somewhat	35%	34%	32%	33%	41%	n/a	n/a
Slightly	20%	16%	19%	10%	13%	n/a	n/a
Not at all	6%	6%	6%	2%	4%	n/a	n/a
Don't know / Refused	1%	4%	2%	2%	1%	n/a	n/a
How dangerous do you think it is to text while driving?							
	2016	2015	2014	2013	2012	2011	2010
Very	95%	93%	94%	95%	95%	n/a	n/a
Somewhat	3%	5%	5%	4%	4%	n/a	n/a
Slightly	1%	1%	1%	0%	0%	n/a	n/a
Not at all	1%	1%	0%	0%	1%	n/a	n/a
Don't know / Refused	0%	0%	1%	1%	0%	n/a	n/a



SECTION E: DEMOGRAPHICS

45% of the sample is male and 55% percent is female. Forty-four percent (44%) of the sample had graduated from college. 74% are Caucasian and twenty-three percent (23%) were a race other than Caucasian.

TABLE E1.1: DEMOGRAPHICS

Gender	
	2016
Male	45%
Female	55%
Age	
	2016
18-24	8%
25-34	17%
35-44	22%
45-54	24%
55-64	15%
65 or older	14%
Education	
	2016
Less than high school or GED	3%
High School Graduate or GED	17%
Some college or technical school	36%
Four Year degree	25%
Post graduate degree	19%
Don't know / Refused	0%
Ethnicity	
	2016
White, Caucasian	74%
Hispanic, Latino, Spanish	3%
Black, African-American	3%
Alaska Native	5%
American Indian	2%
Asian	2%
Native Hawaiian or Pacific Islander	1%
Mixed (PROBE)	4%
Other	2%
Don't know / Refused	3%



APPENDIX – WEIGHTED CROSS TABULATIONS

