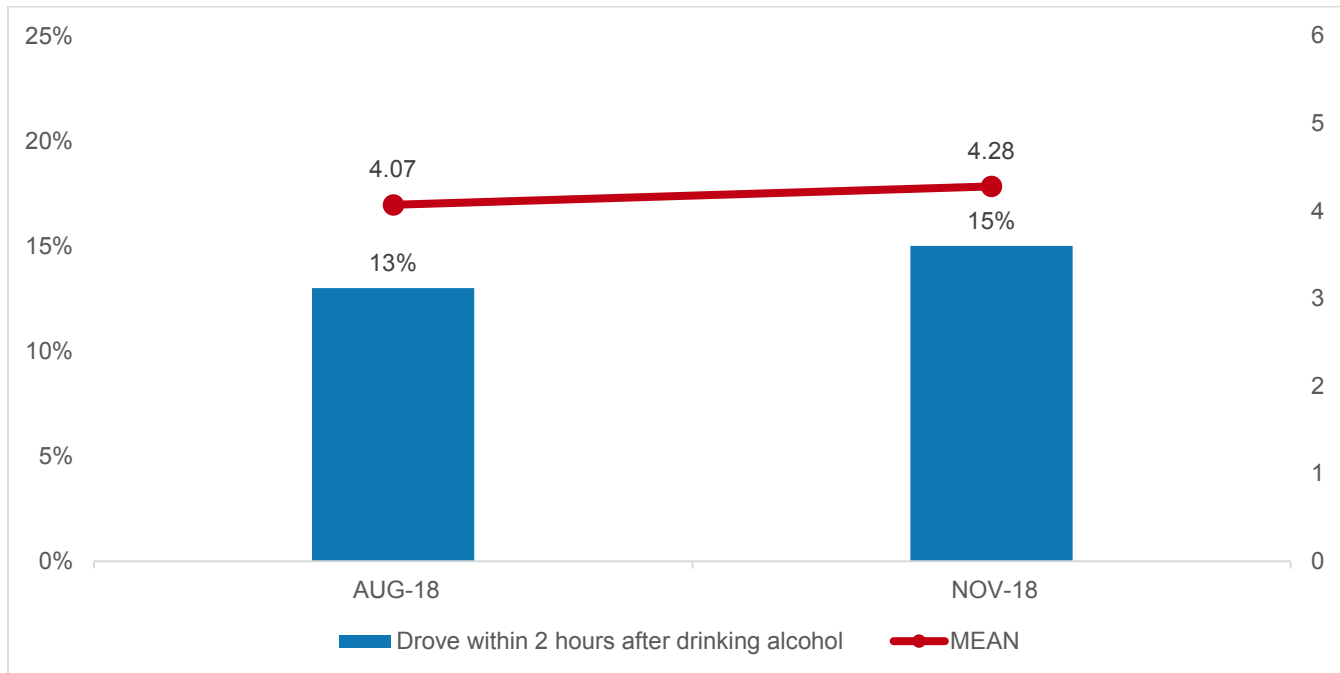


## DRIVING WHILE IMPAIRED

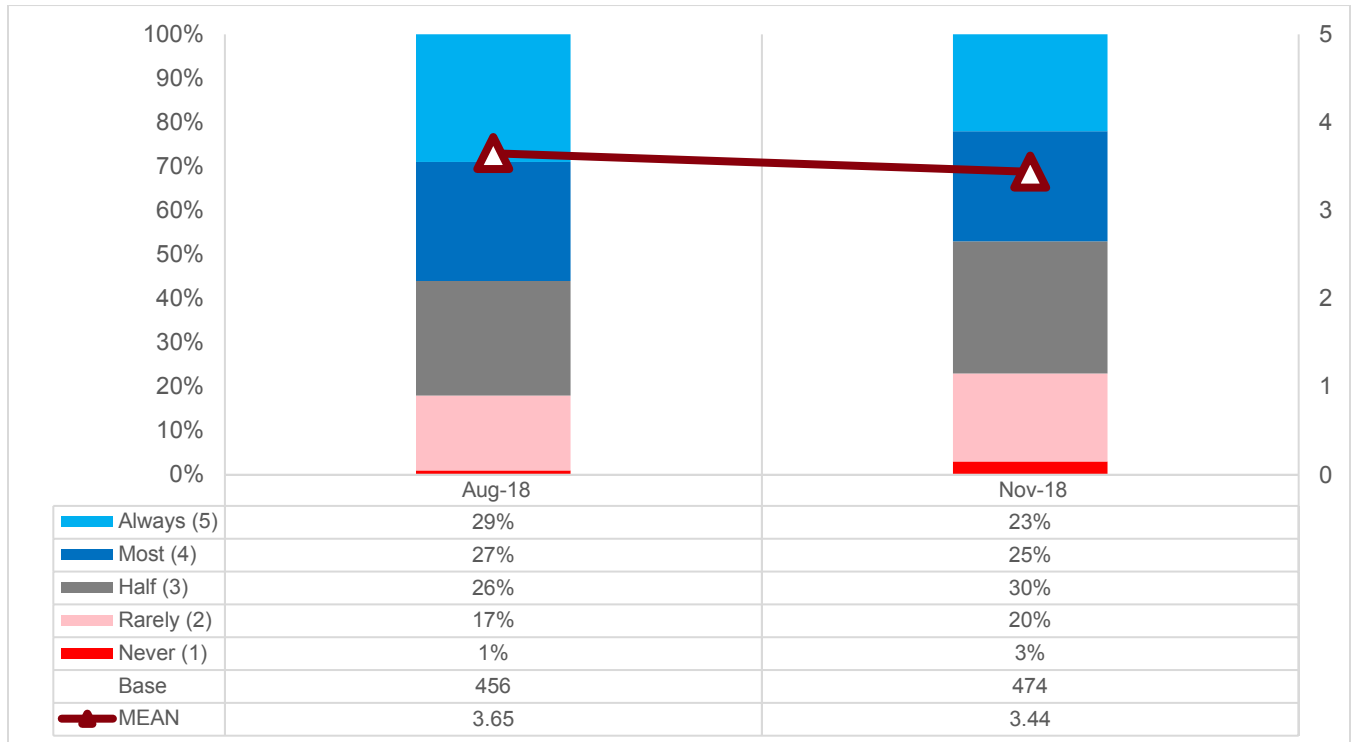
At the outset of this section of the study research respondents were asked how many times, if any, they have driven a motor vehicle within two hours after drinking an alcoholic beverage in the last 60 days. Please note the results for this question have been filtered to reflect the responses from those that currently have a valid Hawaii Driver's License (n=387).



Fifteen percent of the drivers polled indicate they have driven at least once in the last two months within two hours after consuming alcohol. Among these individuals who have admitted to this behavior, the average number of times they have done this in the last 60 days is 4.28 times. When the results are tracked we note no significant changes from the benchmark.

- *Males (21%) were more likely to have driven within a two-hour window after consuming alcohol in the last 60 days than were their female (10%) counterparts.*
- *Less affluent segments of the community continue to be the least likely to admit to drinking and driving under this particular scenario. For example, among those who reside in the bottom income tier (<\$50K), just three percent of the drivers polled have driven within two hours of drinking alcohol. As a point of comparison, this proportion rises to 20% among drivers between the ages of 50 and 64.*
- *16% of those who were exposed to the “Drive Sober or Get Pulled Over” campaign, drove at least once within the past two months within two hours of consuming alcohol.*

In this next section of the study, Hawaii residents were asked for their thoughts on the chances of getting arrested if they drive under the influence of alcohol and/or drugs. They were instructed to quantify their perceptions using a standard five-point rating scale highlighted in the table below. In addition to the percent results, a mean or average score was also computed. The higher the mean score the greater the perception is of being caught.



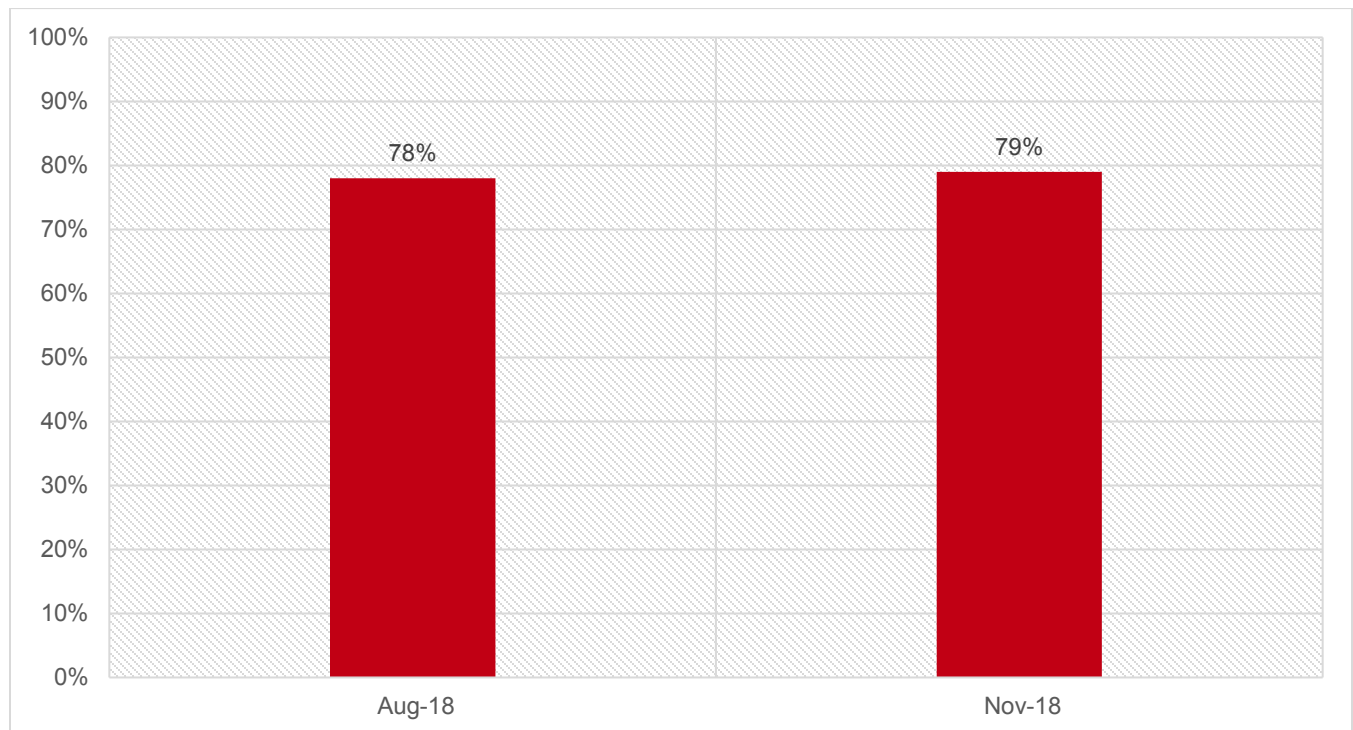
One in four (23%) Hawaii residents feel as though they would always be caught if they drove under the influence of alcohol or drugs. Another 25% agrees they would likely be caught most of the time if they were to drive under the influence. Thirty percent feel they would get caught half the time while the remaining one in four are of the opinion they would rarely or never get caught. When these results are looked at in the aggregate they result in a mean or average score of 3.44 out of a possible 5.00.

Half of the respondents polled believe they have at least a 50/50 chance of not being arrested for driving under the influence.

- *Those who were exposed to the “Drive Sober or Get Pulled Over” campaign (3.50 mean) were more likely to believe they would get caught if they drove under the influence than were those who were not exposed to the campaign (3.24 mean).*
- *Neighbor Island residents (30% always caught) were more likely to feel as though they would always be caught if they drove under the influence than were their Oahu (19% always caught) counterparts.*

- *More affluent segments of the community were less likely to feel as though they would be caught for driving under the influence. For example, 34% of those in the bottom income tier (<\$50K/year) believe they would always be caught if they drove under the influence. This proportion steadily declines until it bottoms out at 12% (always caught) among those who reside in households earning in excess of \$100K.*
- *The feeling of the likelihood of being caught for driving under the influence is higher among young people. Thirty-eight percent of those under the age of 35 believe they will always get caught if they drove under the influence. This proportion steadily declines until it eventually bottoms out at nine percent (always caught) among seniors.*

Next, research respondents were asked if they were aware that driving while impaired on prescription medication is illegal and may lead to arrest.



Overall, 79% of those polled were aware that driving while impaired on prescription medication is illegal and could lead to a DUI, virtually unchanged from a few months prior.

- *Females (75%) were less likely to be aware of this fact than were the males (84%) taking part in the study.*
- *Locals, born and raised in Hawaii (75%) were also less likely to be aware of this fact than were transplants (85%) to the State.*

Next, research respondents were asked how serious of a problem they personally felt that driving while under the influence of drugs, including marijuana, prescriptions drugs, and illegal drugs were. They were instructed to quantify their perceptions using a standard four-point rating scale highlighted in the table below. In addition to the percent results, a mean or average score was also computed. The higher the mean score the greater its perceived impact.

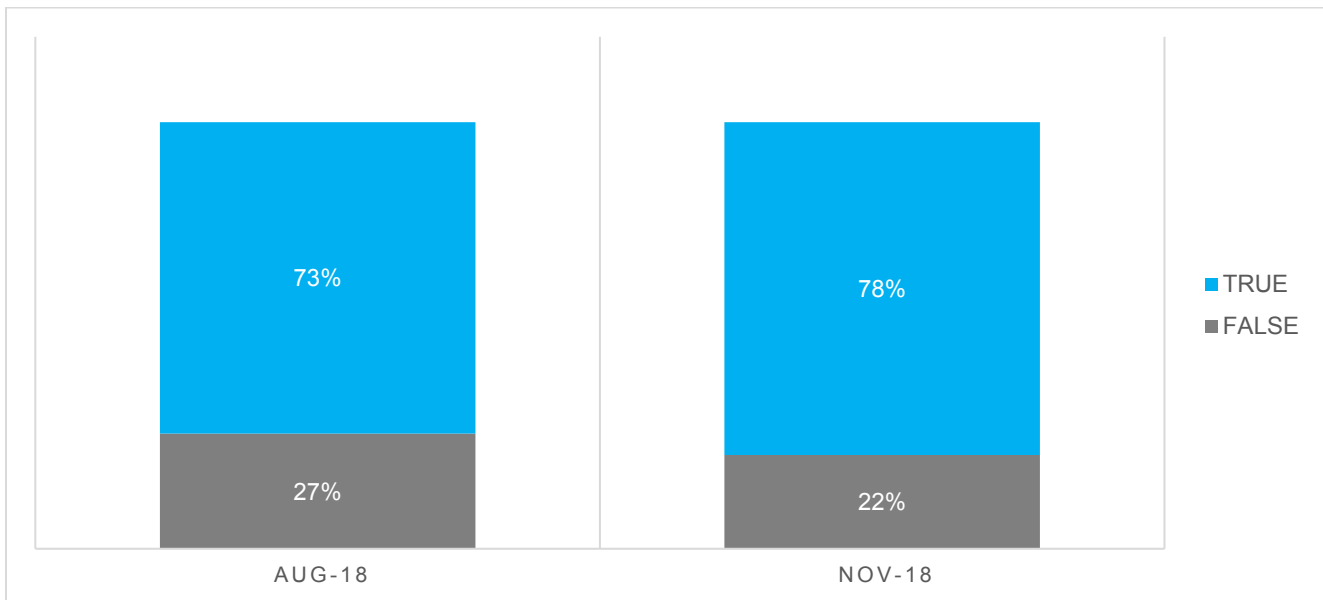
	AUG 2018 n=456	NOV 2018 n=474
Very big problem (4)	55%	48%
Somewhat of a problem (3)	34%	39%
Small problem (2)	10%	11%
Not a problem (1)	2%	3%
MEAN	3.43	3.32

The results show that Hawaii residents understand that driving under the influence of drugs is a major problem. Half (48%) classify this offense as being a big problem locally while another 39% feel it is somewhat of a problem. Of the remainder, one in ten (11%) feel it is a small problem while three percent feel it is a relative non-issue. When these scores are looked at in the aggregate they result in a mean or average score of 3.32 out of a possible 4.00.

- *Neighbor Island residents (53% very big problem) were more likely to view this as a major concern than were their Oahu (46% very big problem) counterparts.*
- *Female (55% very big problem) respondents also show more concern related to this issue than do their male (39% very big problem) counterparts.*
- *More affluent members of the community are the least likely to show great concern over this particular issue.*

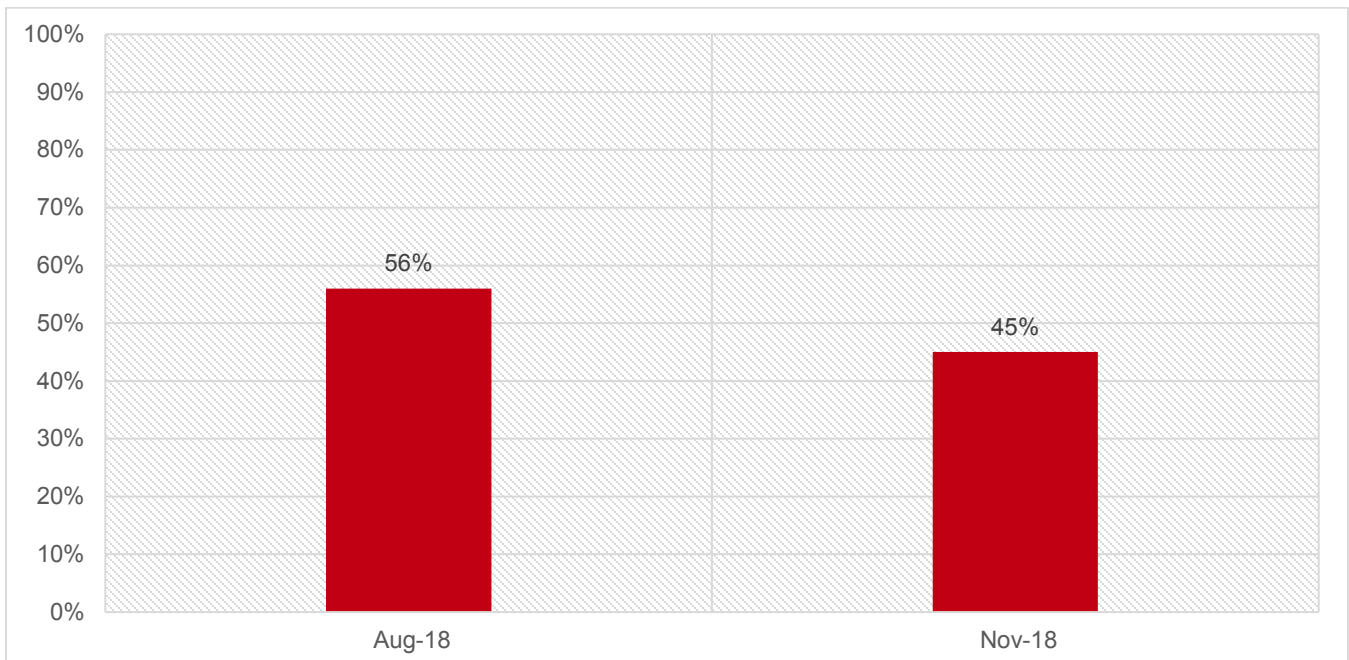
When the results are tracked we note a slight decline in the top box score as well as a small drop in the mean rating.

Next, research respondents were asked if they felt that law enforcement officials currently have the tools necessary to detect drug impairment in drivers.



The research shows that 78% of the Hawaii residents polled agree that law enforcement officials have the tools necessary to detect drug impairment in drivers. This represents a five-percentage point increase from a few months prior.

Those taking part in the study were then asked if they recall being exposed to any information related to driving under the influence enforcement by the police department over the last 60 days.

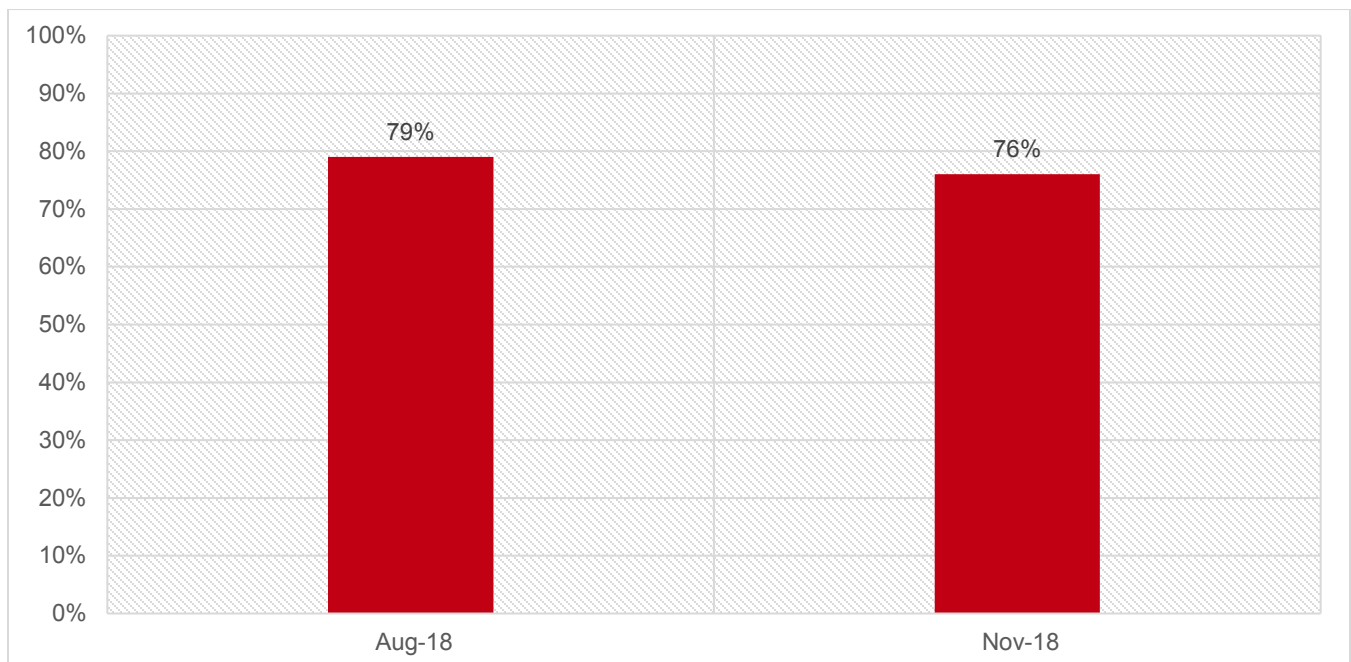


The research shows an 11-point decline in awareness about any enforcement programs by local police related to DWI in the last 60 days, falling to 45% in the current study.

- *Those respondents who were exposed (52%) to the “Drive Sober or Get Pulled Over” campaign were more likely to indicate they were aware of law enforcement efforts related to this issue than were those who were not exposed (24%) to this campaign.*
- *Neighbor Island residents (53% very big problem) were more likely to have heard of law enforcement programs focused on this issue than were their Oahu (41% very big problem) counterparts.*
- *Locals, born and raised in Hawaii (50%) were also more likely to be aware of law enforcement efforts to address this issue than were transplants (38%) to the State.*
- *Maui (67%) residents in particular were more likely to be aware of efforts by local officials to address this problem in the last 60 days.*

### Drive Sober or Get Pulled Over

Next, Hawaii residents were asked directly if they had heard of the “Drive Sober or Get Pulled Over” campaign.



Three in four (76%) Hawaii residents say they were exposed to this campaign at some point in time, virtually unchanged from a few months prior.

- *Males (81%) were more likely to be exposed to the “Drive Sober or Get Pulled Over” campaign than were their female (71%) counterparts.*
- *Less educated segments of the community were more likely to recall being exposed to this informational campaign. For example, among those with a four-year college degree, 72% recall seeing or hearing ads from this campaign. As a point of comparison, this number increases to 83% among those without a college degree.*

Those who recall hearing about this campaign were then asked where they saw or heard about it. The top responses given are highlighted in the table below.

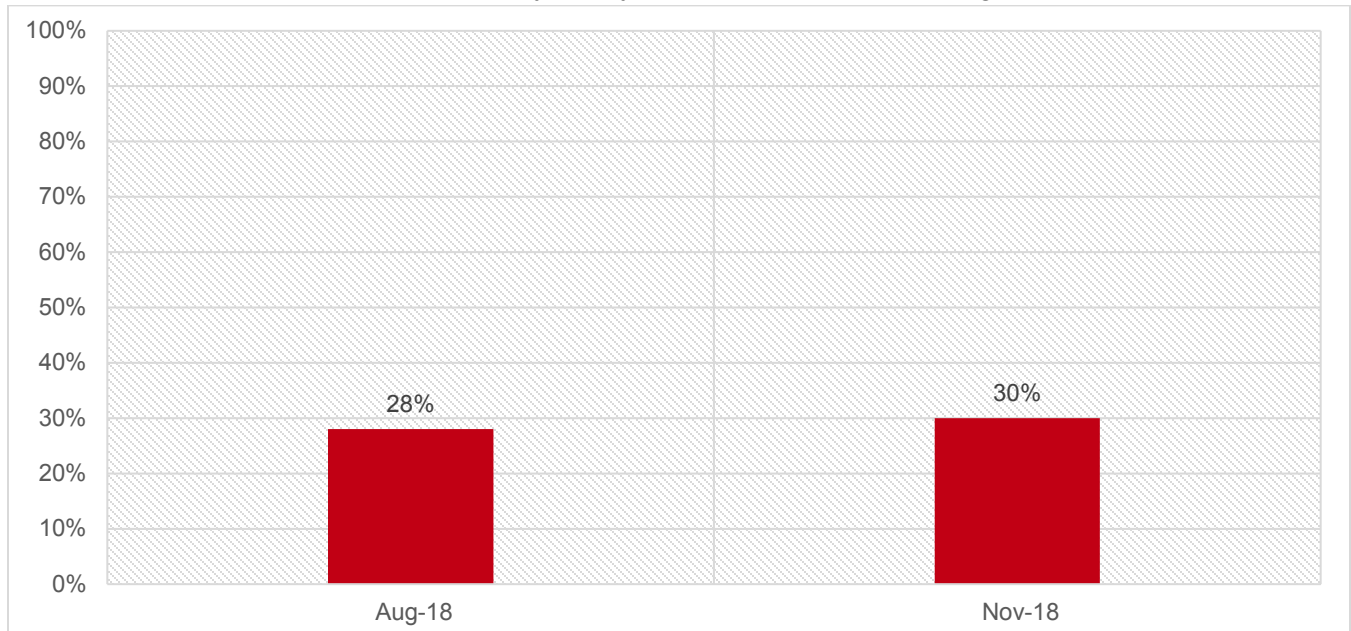
	AUG 2018 n=351	NOV 2018 n=348
TV	72%	76%
Radio	42%	37%
Community event	10%	7%
Signage	9%	6%
Movie theater	7%	6%
Word-of-mouth	6%	3%

The results show that the two primary sources of information continue to be television (76%) and the radio (37%). No other single response garners more than a 10% share of this segment. When the results are tracked we note a five-point drop among those who mention the radio and a slight bump in TV recall.

- *Males were more likely to be exposed to the “Drive Sober or Get Pulled Over” campaign through television (82% vs 71%) while females are more likely to recall a radio (43% vs 30%) spot.*
- *Oahu (8%) residents were more likely to recall being exposed to this campaign at a movie theater, more so than their Neighbor Island (2%) counterparts.*

### “Ignition Interlock Law”

Hawaii residents were then asked directly if they had heard of the “Hawaii Ignition Interlock Law.”



Thirty percent of those polled had heard of Hawaii’s ignition lock law prior to taking part in the study, virtually identical to the results from a few months prior.

- *Males (38%) were more likely to have heard of Hawaii’s ignition lock law than were the females (25%) polled.*
- *Among the major ethnic groups in the State, Caucasians (20%) were the least likely to have heard of this law. As a point of comparison, aided awareness of this law rises to 36% among Native Hawaiians and increases to 39% among Japanese.*

Those who recall this campaign were then asked where they saw or heard about it. The top responses given are highlighted in the table below.

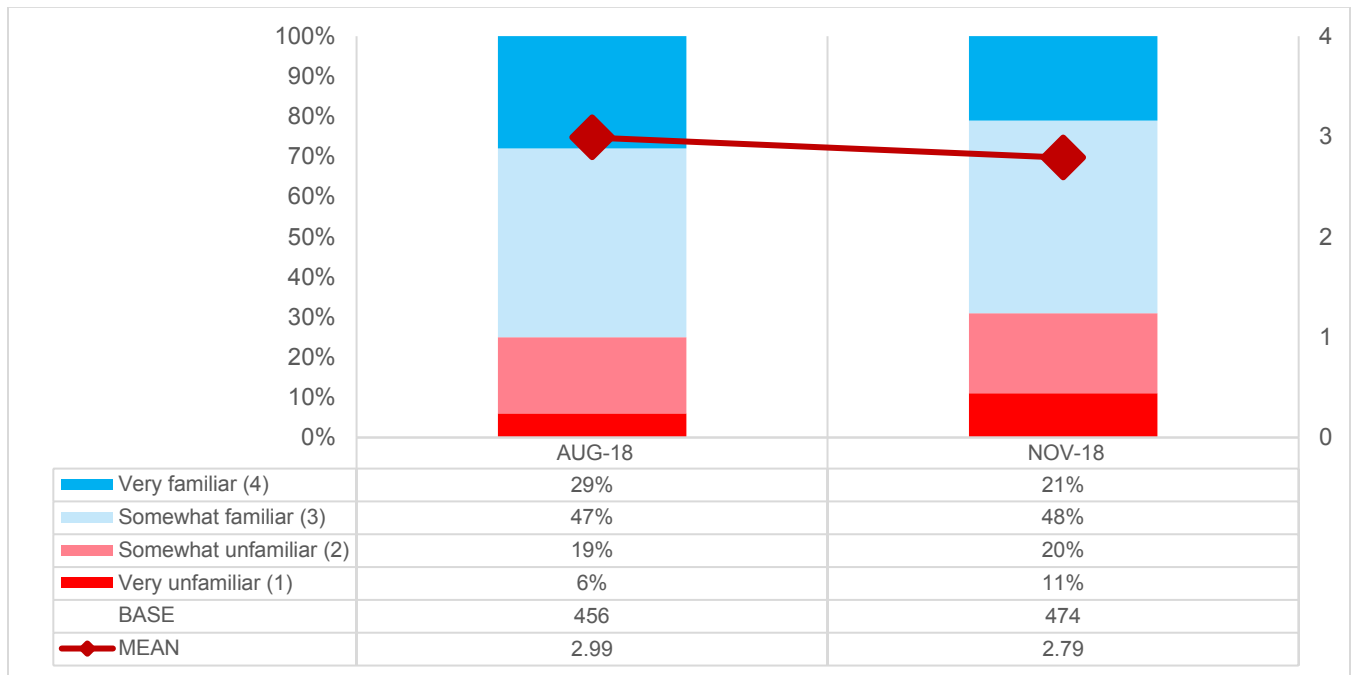
	AUG 2018 n=117	NOV 2018 n=136
TV	51%	42%
Word-of-mouth	24%	26%
Radio	29%	17%
Newspaper	-	14%
Printed matter/ Promo	13%	3%
Community event	8%	7%
Personal experience	-	5%
Movie theater	5%	3%

The primary ways in which respondents learned about this law was through television and to a lesser extent word-of-mouth, radio, and the newspaper.



## DWI Penalties

At the outset of this section of the study, research respondents were asked how familiar they were with the penalties associated with a DWI conviction. They were instructed to quantify their perceptions using a standard four-point rating scale highlighted in the table below. In addition to the percent results, a mean or average score was also computed. The higher the mean score, the greater the perceived level of familiarity.



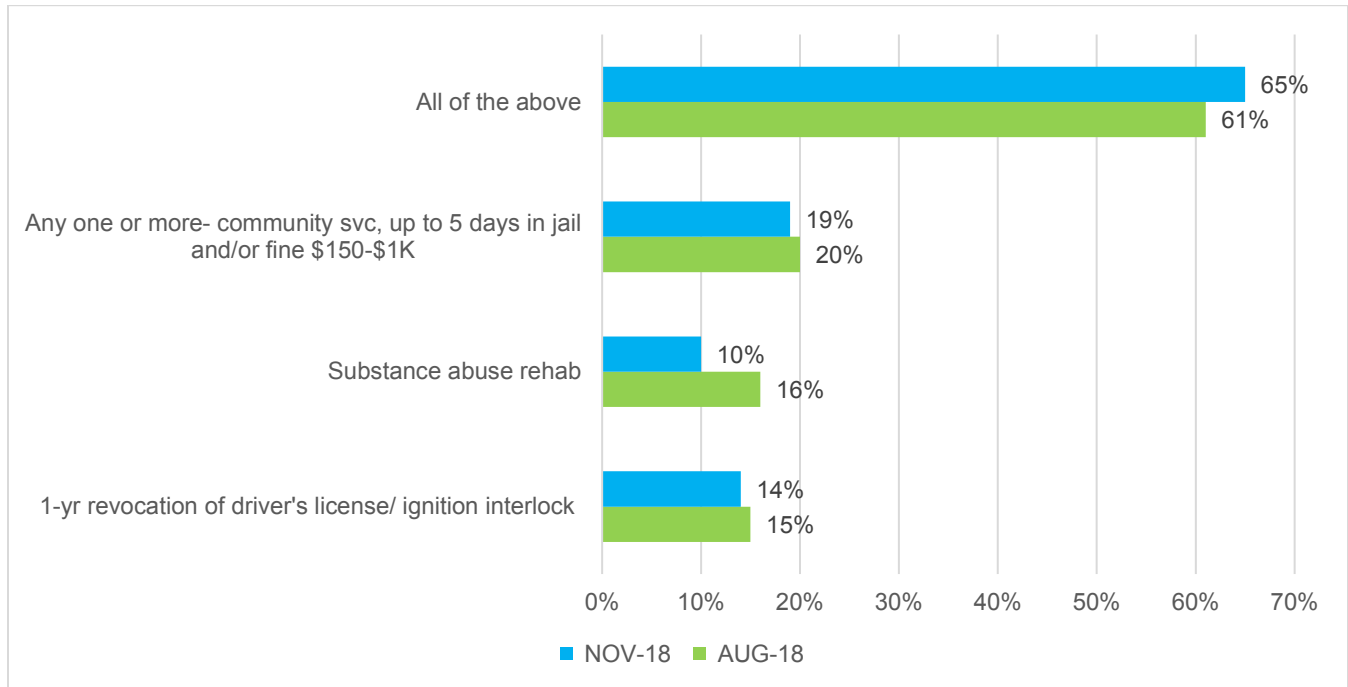
The results show that general perceptions related to their familiarity with DWI penalties is slightly lower this time around than it was a few months prior. Overall, one in five (21%) indicates they are very familiar with DWI penalties. Roughly half (48%) are somewhat familiar with this topic. Of the remainder, 20% are somewhat unfamiliar with one in ten (11%) are very unfamiliar with DWI penalties. When these scores are looked at in the aggregate they result in a mean or average score of 2.79 out of a possible 4.00.

Those who were exposed (75% net familiar) to the “Drive Sober or Get Pulled Over” campaign felt more familiar with DWI penalties than were those who were not exposed (48% net familiar) to the campaign.

- *Familiarity with the penalties for DWI is higher among younger, less affluent segments of the community.*

### First-time Offender Penalties

Next, Hawaii residents were presented with the following options and then asked to select the ones that best mirrored their own personal knowledge of the penalties currently associated with first-time DWI convictions.



Overall, 65% of those polled believe that all three penalties tested would apply to first-time DWI offenders. One in five (19%) felt first-time offenders would get one or more of community service, up to five days in jail, and/or a fine ranging anywhere from \$150 to \$1,000. Ten percent were of the impression that first-time DWI offenders were sent to substance abuse rehab while 14% thought the penalty was a one-year revocation of one's driver's license and the installation of an ignition interlock system.

When the results are tracked we note a drop in the proportion that feel substance abuse rehab is part of the equation.

Next, research respondents were told that the actual penalty for a first-time DUI offense was the following:

*14-hour minimum substance abuse rehabilitation program*

*One-year revocation of driver's license and installation of an ignition interlock device on any vehicle operated by the person*

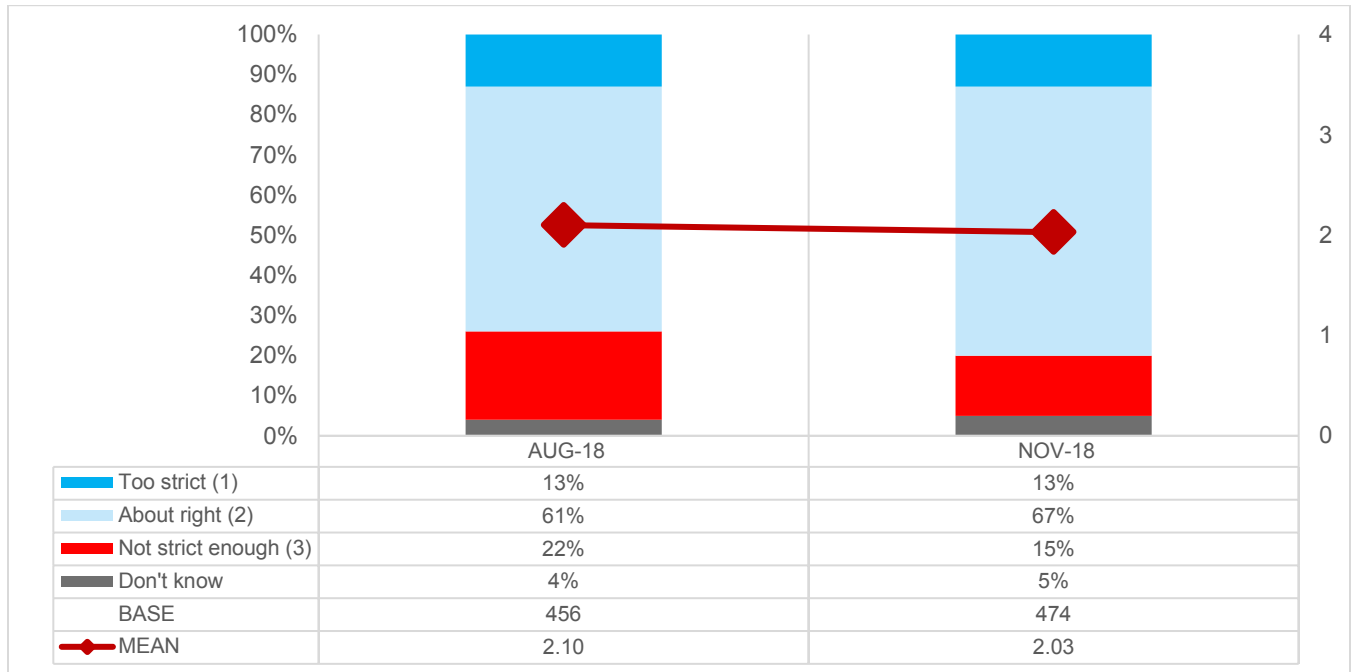
*Any one or more of the following:*

- *72 hours of community service*
- *48 hours to 5 days of imprisonment*

*\$150-\$1,000 fine*

*Surcharges*

Each respondent was then asked for their thoughts on the penalties for a first-time offender after being told what the consequences were in the prior section. They were then asked to quantify their perceptions using the options highlighted in the table below. In addition to the percent results, a mean or average score. The higher the mean score the stronger the perception the penalty is too lenient.



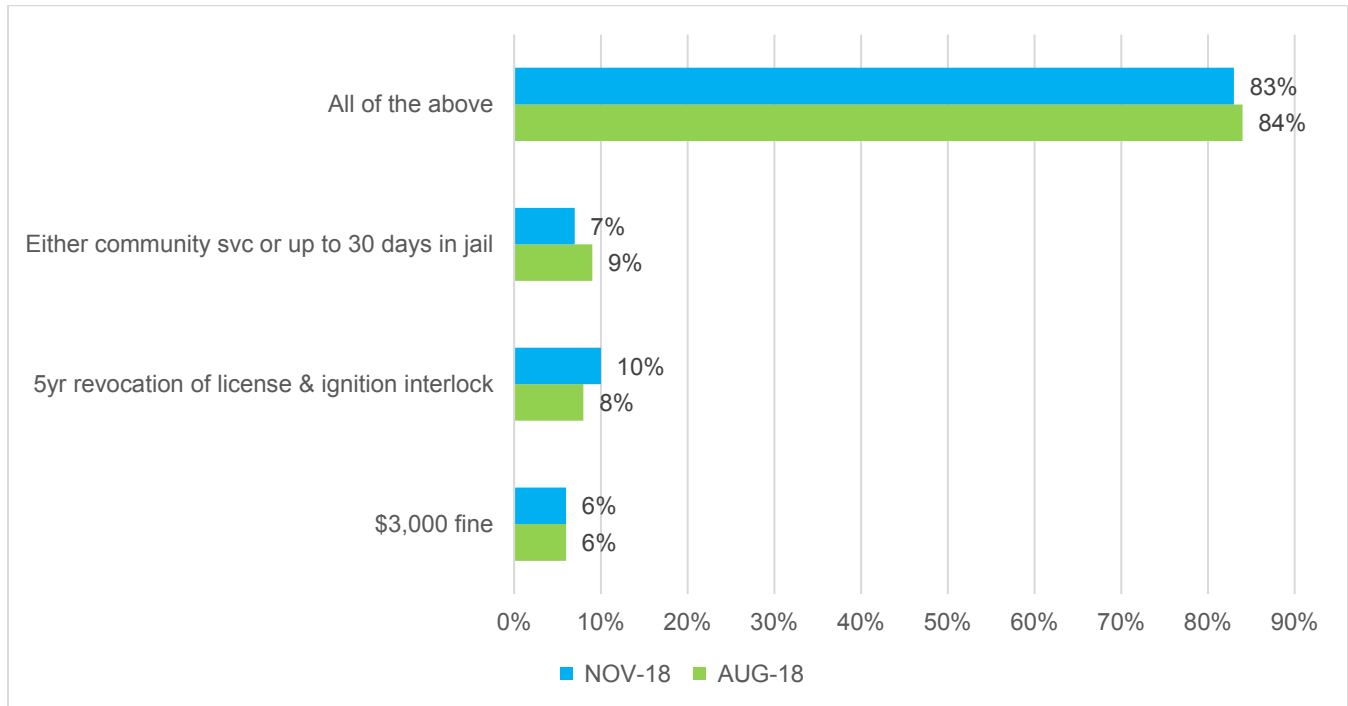
Overall, 13% of those polled view the actual penalties for a first-time DWI offender to be too strict in nature. Fifteen percent are at the opposite end of the spectrum and believe the penalties are too weak. The vast majority however, feel the penalties are fair. When the results are looked at in the aggregate they result in a mean or average score of 2.03 out of a possible 3.00.

- *Among the major ethnic groups in the State, Hawaiians and Caucasians were more likely to view the penalties for first-time DWI offenders as being too strict.*

When the results are tracked we note a decline in the proportion that view these penalties as being too strict.

### Repeat offender

Next, Hawaii residents were presented with the following options and then asked to select the ones that best mirrored their own personal knowledge of the penalties currently associated with repeat DWI offenders.



The research shows that most (83%) respondents believe that all of the penalties presented to them apply to repeat DWI offenders. When the overall results are tracked we note no significant changes from the most recent reporting period.

Next, research respondents were told that the actual penalty for repeat DWI offenders was the following:

*Driver's Education and substance abuse assessment*

*18-24 months revocation of driver's license and installation of an ignition interlock device on any vehicle operated by the person*

*Either one of the following:*

- *240 hours of community service; or*
- *5-30 days of imprisonment*

*\$500-\$1,500 fine*

*Surcharges*

Each respondent was then asked for their thoughts on the penalties for a repeat offender after being told what the consequences were in the prior section. They were then asked to quantify their perceptions using the options highlighted in the table below. In addition to the percent results, a mean or average score. The higher the mean score the stronger the perception the penalty is too lenient.



Overall, just four percent of those polled view the actual penalties for a repeat DWI offender to be too strict in nature. Two in five (39%) are at the opposite end of the spectrum and believe the penalties are too lenient. Half (54%) feel the penalties are fair. When the results are looked at in the aggregate they result in a mean or average score of 2.36 out of a possible 3.00.

- *More educated segments of the community were more likely to be of the opinion that current penalties for repeat offenders are too weak. For example, among those without a college degree, 30% view current penalties for repeat offenders as being not strict enough. This proportion rises to 43% among those with a four-year college degree.*

When the results are tracked we note no significant changes from a few months prior.

### DWI- Deterrents

Hawaii residents were then asked to select from a list of seven possible deterrents to DWI and asked to choose the one that would have the greatest impact on them.

	AUG-2018 n=456	NOV-2018 n=139
Fear of getting in an accident and injuring someone	52%	51%
Fear of being arrested	25%	23%
Inconvenience of getting a DWI	10%	10%
Fear of losing my driver's license	10%	9%
Knowing my insurance rates will go up	1%	3%
Embarrassing for my friends, family, and co-workers to find out	1%	2%
Embarrassing to get pulled over by the police	1%	2%

The thought of getting into an accident and potentially injuring someone (51%) was the top choice among those taking part in the study. Ranking a distant second was the fear associated with being arrested (23%). One in ten selected the inconvenience associated with a DWI conviction or the fear of losing one's driver's license (9%).

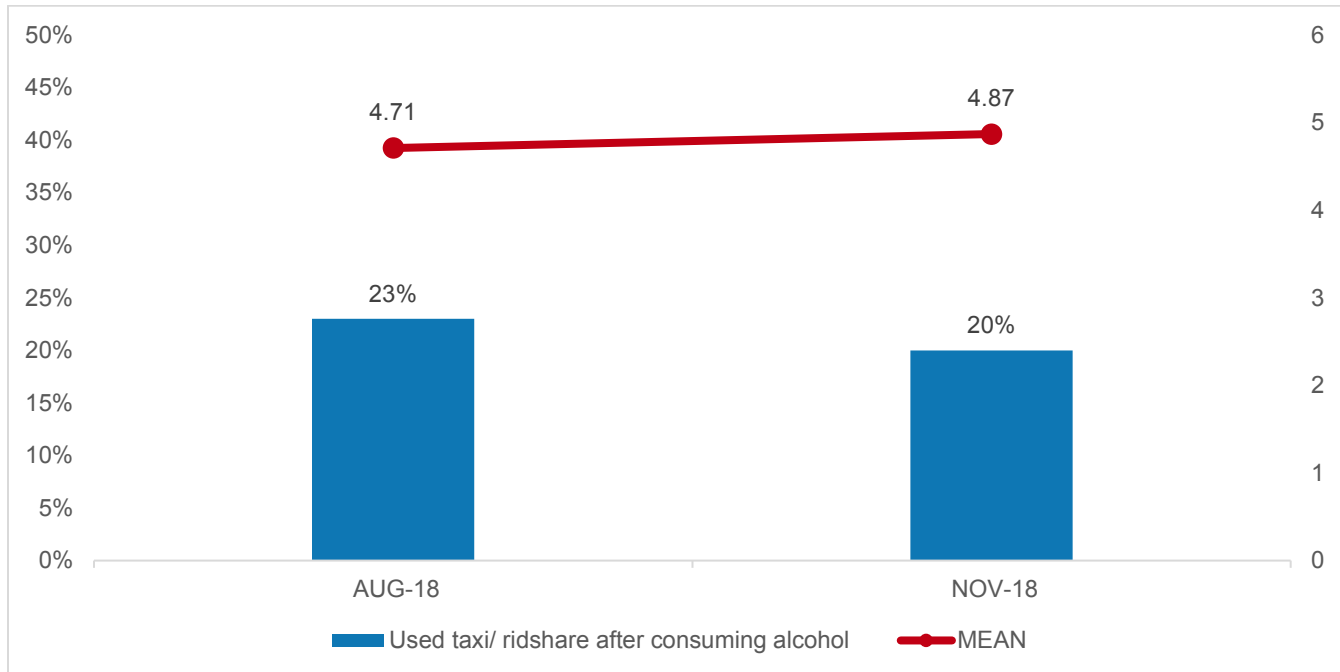
- *Females (57%) found the fear of getting into an accident and injuring someone as more of a deterrent than males (44%) while men were more likely to list the inconvenience of a DUI as something they would worry more about (15% vs 6% female).*
- *More educated residents were more likely to list the fear of injuring someone as a result of DWI while less educated segments of the sample were more likely to mention the inconvenience associated with a DWI.*

When these results are tracked we note no significant changes from a few months prior.

### Designated Drivers/ Alternatives to Driving Impaired

At the conclusion of this section of the study Hawaii residents were asked about their use of designated drivers and similar alternatives.

The table below highlights the proportion who used a taxi or rideshare program in the last six months after consuming alcohol. The mean indicates the number of times this occurred among only those who took part in each action.

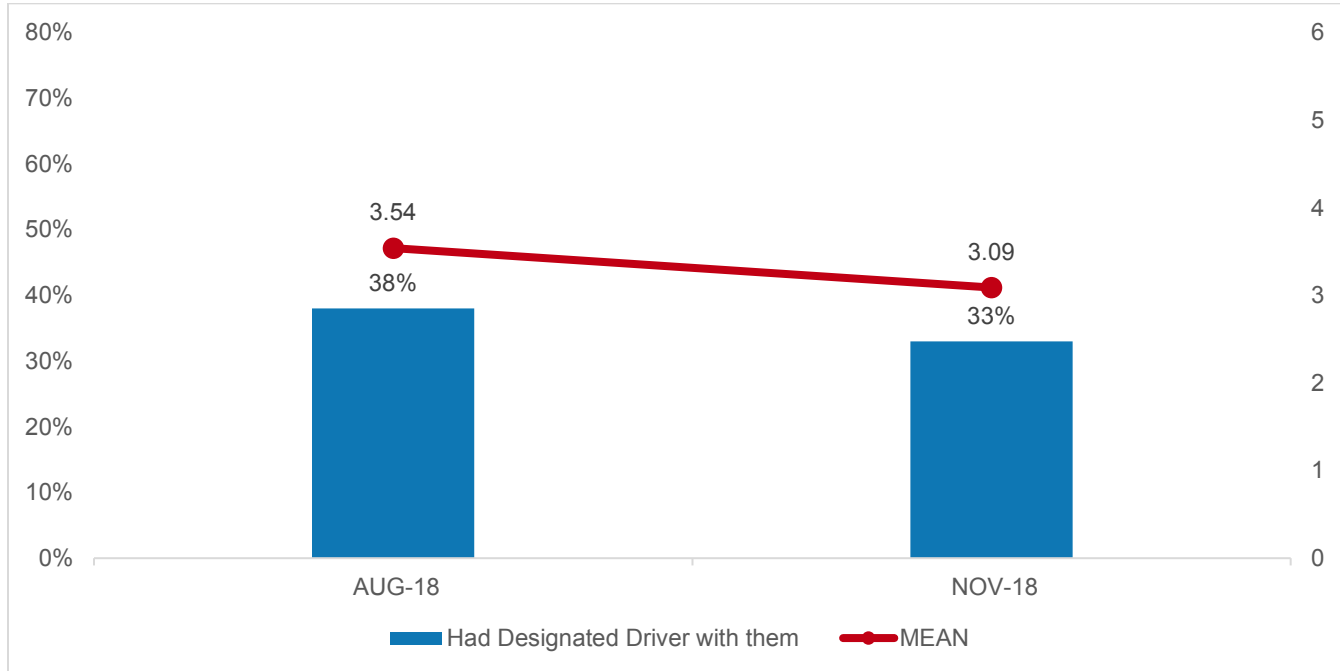


The research shows that one in five (20%) Hawaii residents polled used either a taxi or rideshare program in the last six months after consuming alcohol. The mean or average number of times this was done among this segment of users was 4.87 times.

- *Younger segments of the sample were the most likely to utilize either a taxi or rideshare program after consuming alcohol. For example, among young adults under the age of 35, 38% used either a taxi or rideshare program after drinking alcohol. By comparison, the proportion of 50-64 year old respondents who did the same was just 11%.*
- *A third (33%) of those who said they drove after within two hours after consuming alcohol in the last 60 days also utilized a taxi service or rideshare program after drinking alcohol at least once in the last six months.*

When these results are tracked we note no significant changes.

The table below highlights the proportion who had a designated driver with them when consuming alcohol. The mean indicates the number of times this occurred among only those who took part in each action.



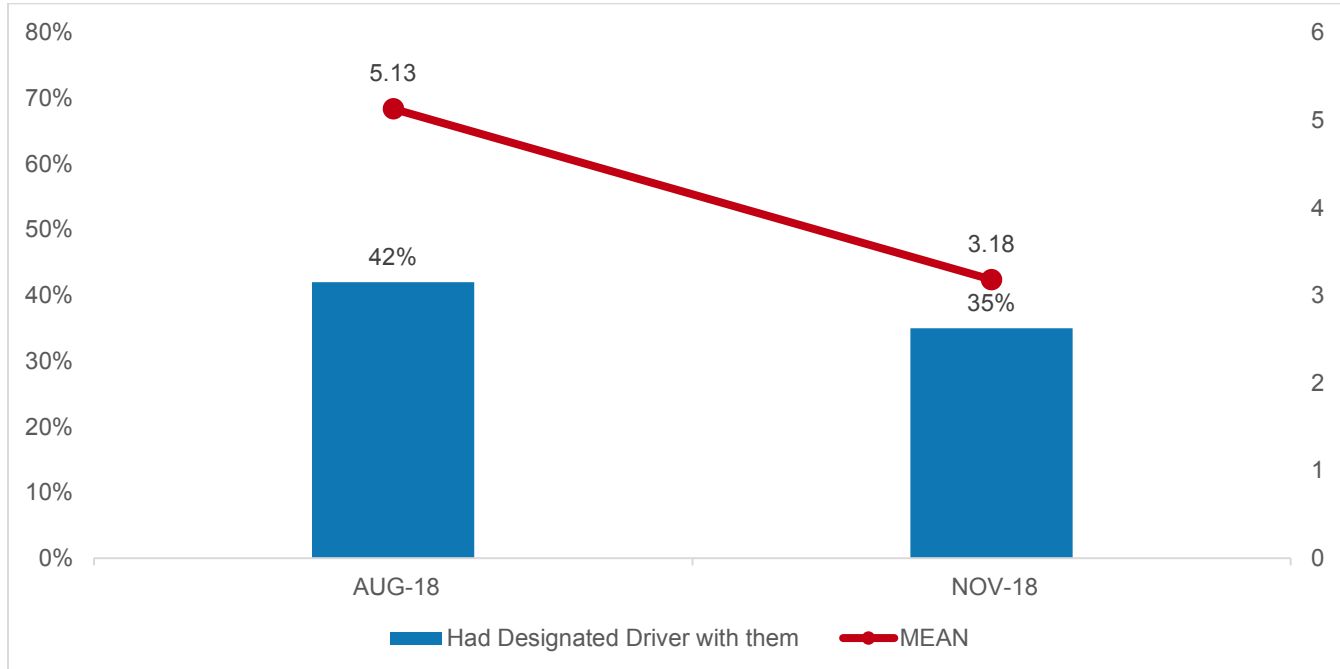
A third (33%) of those polled had a designated driver assigned to their party at least once in the last six months. The mean or average number of times this was done among this segment of users was 3.09 times.

- *The proportion that had a designated driver with them declines with age. For example, among young adults under the age of 35, 46% had a designated driver in their group at least one time in the last six months. This proportion declines to 34% among those between the ages of 35 and 49, falling further to 28% among those between the ages of 50 and 64 and eventually bottoms out at 23% among seniors.*
- *Among those who admit to driving after consuming alcohol within a two hour period in the last two months, half (47%) say they also had a designated driver in their group at least once in the last six months.*

When these results are tracked we note a slight decline in the proportion of Hawaii residents that had a designated driver in their party.



The table below highlights the proportion who served the role as a designated driver at least once in the last six months. The mean indicates the number of times this occurred among only those who took part in each action.



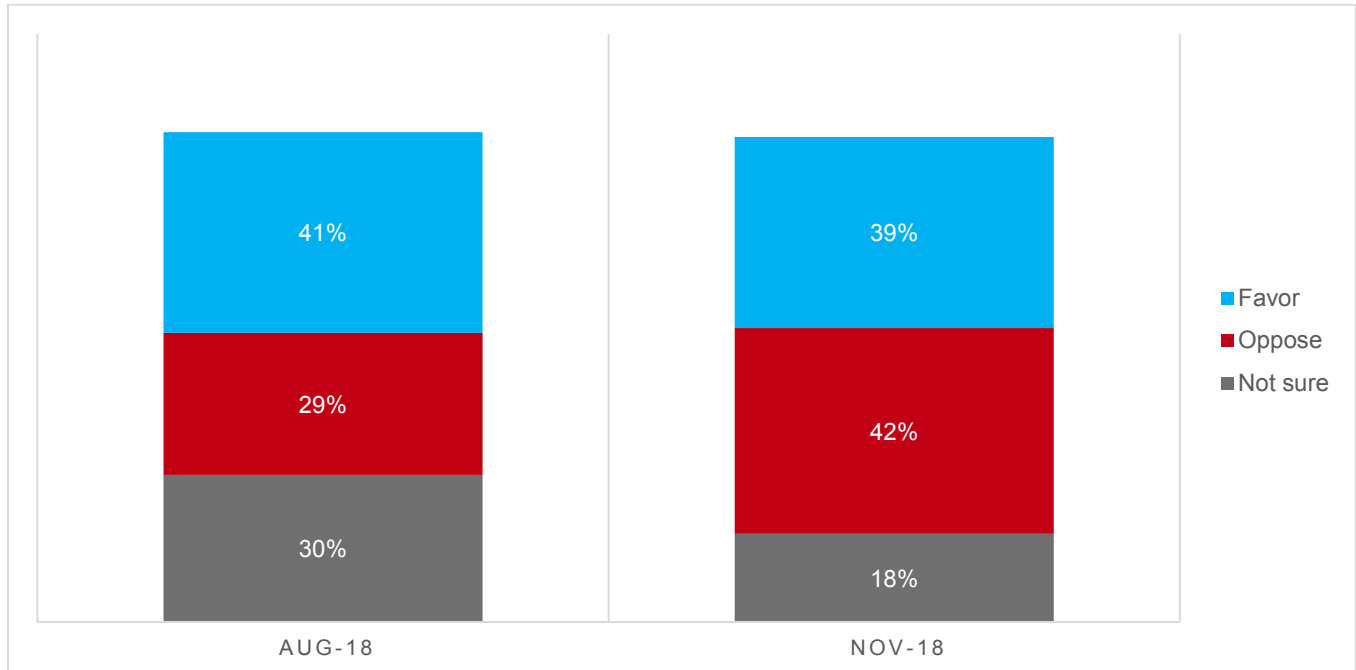
Thirty-five percent of those polled have served the role of a designated driver at least once in the last six months. The mean or average number of times this was done amongst this segment of users was 3.18 times.

- *Neighbor Island (42%) residents were more likely to have served as a designated driver at least once in the last six months than were their Oahu (32%) counterparts.*
- *Females (39%) were also more likely to have been designated drivers in the last six months compared to male (29%) respondents.*
- *Those who live with at least one child under 18 in their household (43%) were more likely to have served as a designated driver in the last six months than were those whose households do not contain anyone under 18 (31%).*

The proportion that have served as a designated driver along with the average number of times this occurred amongst this segment is down from the benchmark.

## MARIJUANA

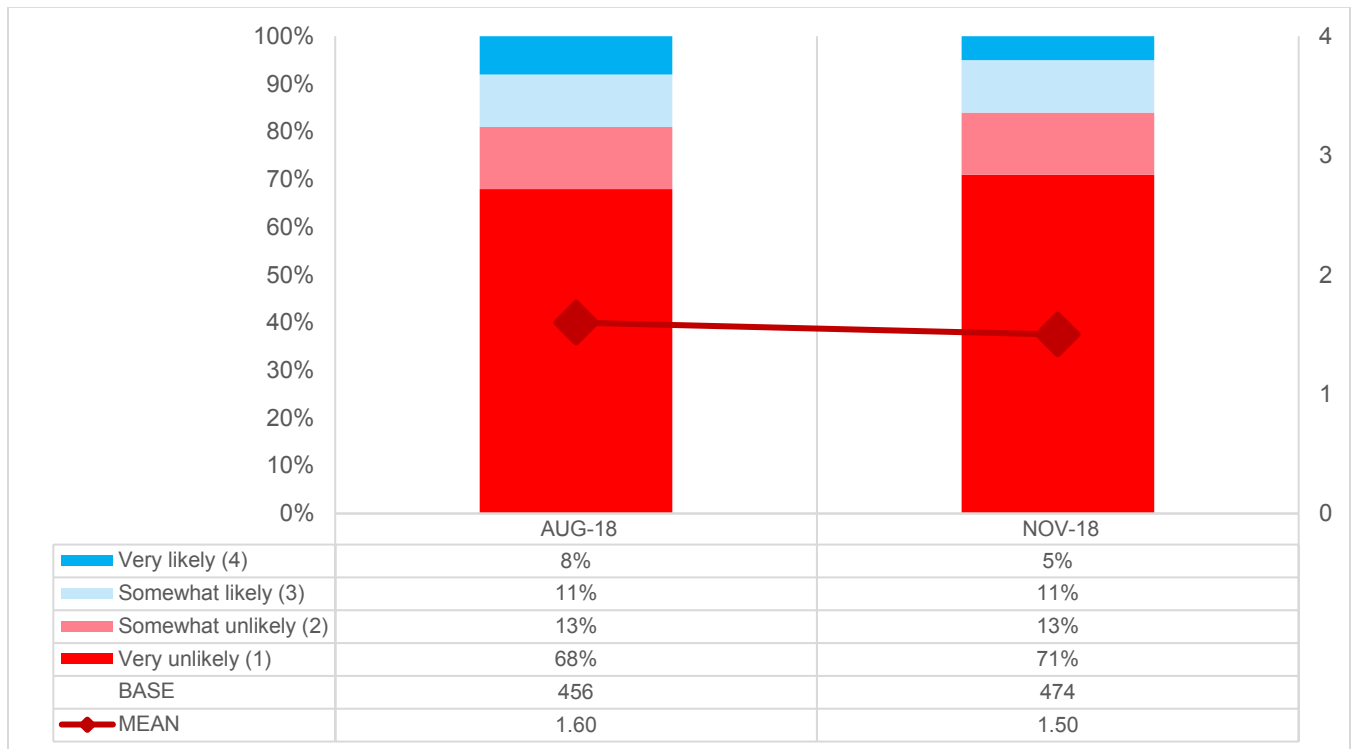
At the outset of this section of the study Hawaii residents were asked for their thoughts on legalizing marijuana for recreational uses.



The results in the current study shows an increase in the proportion that currently opposes the legalization of marijuana for recreational use. In the current study, 42% of those polled oppose this idea rising 12-points from a few month prior. The level of support has remained relatively constant at 39% with 18% undecided. This indicates a shift from undecided respondents to the opposition.

- *Among the major ethnic groups in the State, support for the legalization of marijuana for recreational use is higher among Caucasian (48%) and Native Hawaiians (46%) and suffers somewhat among Japanese (30%) and Filipinos (35%).*
- *Support for the legalized use of marijuana for recreational purposes is net positive among those residents under 50 and then goes negative among those over this age threshold.*
- *Locals, born and raised in Hawaii were more likely to oppose the legalization of marijuana for recreational purposes while transplants to the State tended to support it in greater numbers.*

In this next section we examine the topic of medical marijuana dispensaries recently legalized in Hawaii. Hawaii residents were asked to rate the likelihood they will apply for a medical marijuana registration card. They were instructed to quantify their perceptions using a standard four-point rating scale highlighted in the table below. In addition to the percent results a mean or average score was also computed. The higher the mean score the greater the likelihood they would apply for the registration card.



Seventy-one percent of those polled say it is very unlikely they will register for a medical marijuana card. Another 13% feel this prospect is somewhat unlikely. Of the remainder, a net 16% indicate it is somewhat or very likely they will get a medical marijuana card. When these scores are looked at in the aggregate they result in a mean or average score of 1.50 out of a possible 4.00.

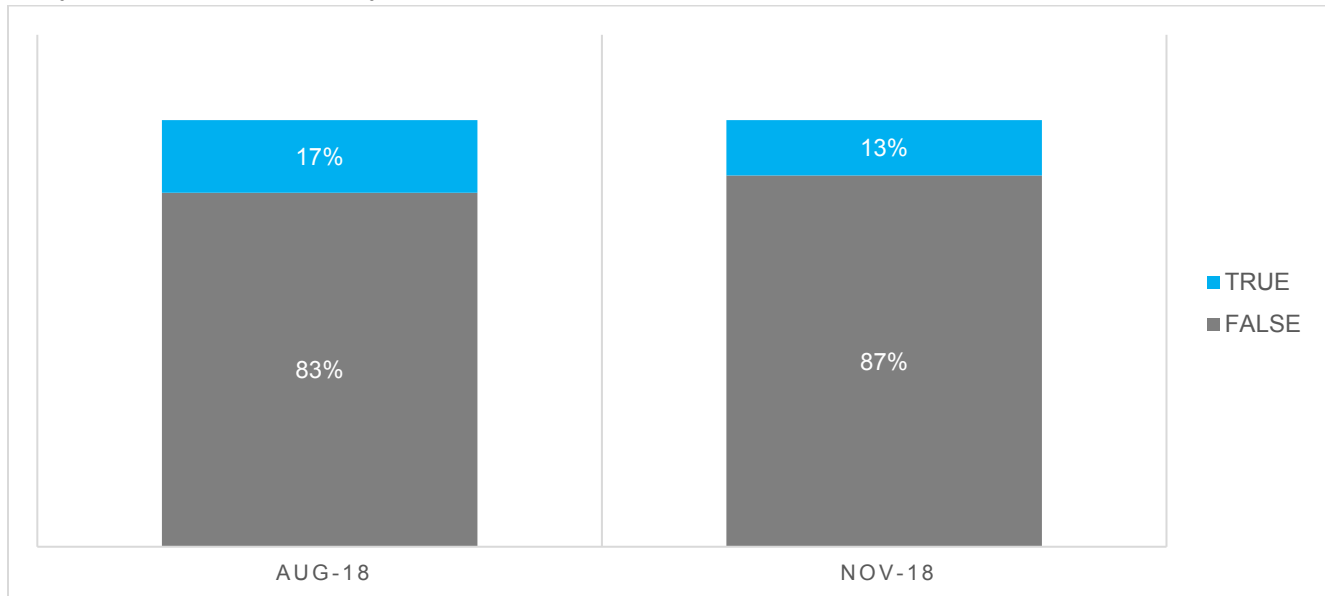
- *Those who indicated they drank alcohol and drove within a two hour window at least once in the last 60 days (28% net likely) were more likely to indicate they would also be applying for a medical marijuana card than were those who did not drive after drinking alcohol (14% net likely).*

When these results are tracked we note no significant changes from a few months prior.

Next, Hawaii residents were presented with the following statement:

*Driving under the influence of marijuana may not impair driving because it makes drivers more cautious*

They were then asked if they felt this was a factual statement or a falsehood.



Just 13% found this to be a true statement in their opinion. When the results are tracked we find a four-point decline in the proportion that finds this to be a truthful statement. The vast majority is still in disagreement with it.

At the conclusion of this section of the study research respondents were asked for their thoughts on the dangers of alcohol and how it compares to marijuana.

	AUG-2018 n=456	NOV-2018 n=474
Both equally dangerous	72%	77%
DWI- alcohol more dangerous	23%	18%
DWI- marijuana more dangerous	2%	1%
Don't know	2%	3%
Both are safe	0%	1%

The research shows a majority of Hawaii residents understand that both alcohol and marijuana can impair one's ability to drive safely. One in five (18%) was of the opinion that alcohol is actually more dangerous to drive while impaired compared to marijuana. Just one percent feel driving under the influence of marijuana is worse than alcohol.

- *Hawaii residents under the age of 50 were more likely to view alcohol as being more dangerous than marijuana.*