



**2024 Alaska Attitudinal
Telephone Transportation Survey
For the Alaska Highway Safety Office**

**Survey Conducted September 2024
Research Conducted By:
The Center for Safe Alaskans and
Hays Research Group**

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BACKGROUND & RESEARCH METHODS

Background

The Center for Safe Alaskans (CSA) contracted with Hays Research Group LLC (HRG) to conduct this survey regarding attitudes, opinions and behaviors related to driving in Alaska, with funding provided by the Alaska Highway Safety Office.

Survey Instrument

The survey instrument was finalized after several drafts, which included requests for questions from Walsh Shepard and the Alaska Highway Safety Office. The survey was then reviewed by Marcia Howell, Executive Director of CSA and Adam Hays, Research Director of HRG. 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 the telephone survey was 402 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 were kept in proportion to state population figures within the margin of error.

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 used by HRG 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 HRG Research Director to ensure validity of the data collected throughout the survey process.

Data Analysis & Reporting

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

Notes to Readers

A summary or example of any significant findings are included in the presentation of each response, followed by relevant tables. All percentages in the narrative are rounded to the nearest whole percentage point. Often 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 indicate differences (or lack thereof) between subgroups of people. When a lack of difference is shown, a footnote is appended to the table indicating that the differences are not “statistically significant.”

Executive Summary

2024 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 they were not currently driving. Sixty-one percent (61%) of Alaskans reported driving 100 miles or less a week, which is comparable to previous years. Drivers of all vehicles remained roughly the same in 2024 from the prior year, with SUVs at 36%, trucks at 31%, and cars at 26%.

Section B: Safety Zones

Approximately three out of four Alaskans (75%) knew that there were safety zones posted on highways in Alaska. Of those who knew there were safety zones, 39% said that safety has improved in these areas, comparable to previous years. Only 22% said that safety has not improved.

Section C: Highway Usage & Behavior

Almost three out of four respondents (70%) said they drive the Seward Highway between Portage and Anchorage. Of those who drive in that area, 21% said they often or always drive 5 MPH over the speed limit, while 28% said that they never do. Nearly two in five respondents (37%) said they think the chances of getting pulled over if you drive more than 10 MPH over the speed limit in that area are likely or very likely.

Section D: Seat Belt Usage & Ads

Consistent seat belt usage continues to be a choice for most Alaskans, with 91% wearing them all the time. Nine in ten Alaskans (90%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely. More than one in four respondents (30%) of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is likely or very likely, comparable to previous years.

The number of Alaska residents who read, saw, or heard about seat belt enforcement was 35%. Most Alaskans reported hearing about seat belt use enforcement from TV (37%) or radio (37%). The ad ‘Click It or Ticket’ (92% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was the most likely ad to be recalled, followed by ‘Law Enforcement write tickets to save lives’ (24%).

Section E: Driving Over the Speed Limit

Over half (55%) 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 18% 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, 9% reported that they always or often do, while 70% report that they rarely or never do. About two out of five (35%) Alaskan drivers think that they are likely or very likely to get a ticket for speeding.

The number of Alaska residents who read, saw, or heard about speeding enforcement was 36% in 2024, down from 41% in 2023. Of those, most Alaskans reported hearing about speeding enforcement from TV (28%), or radio (33%). The ad ‘Stop speeding before it stops you’ (36% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by ‘Life is too short, don’t speed through it’ (11%).

Section F: Drinking and Driving

Sixty seven percent (63%) of Alaskan drivers have read, seen or heard about drunk driving enforcement. Of those respondents, 51% report seeing a television ad and 43% report hearing a radio ad. The most frequently recalled ads were ‘Plan ahead, catch a sober ride’ (35%), and ‘Don’t wreck the holidays. Don’t drink and drive’ (30%).

Nearly two out of three (62%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Sixty seven percent (67%) believe the chances of being in a collision if driving after drinking are likely or very likely.

Section G: Distracted Driving

Half (50%) of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer. Of those respondents, 47% recalled seeing distracted driving ads on television, followed by 44% who recalled ads on the radio. Recall was highest for ‘Safe driving is just driving. Focus on the road and arrive alive’ (43%), and ‘Don’t text and ride. It’s just not worth it’ (44%).

Section H: Cellphone Usage

Fifteen percent (19%) of Alaskan drivers report talking on their cell phones while driving always or often. The number of respondents who say they never read or send texts while driving was 62%, comparable to the previous year (62%). Similar to previous years, only 3% of drivers report often or always reading or sending text messages. Hands-free cell phone usage stayed relatively stable at 60%. Sixty one percent (61%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (64%). Alaska residents' attitudes about texting while driving remained essentially the same, with a consistent strong (96%) belief that it is very or somewhat dangerous to text while driving. Twenty eight percent (28%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 72% believe it is likely or very likely that you will get in a collision.

Section I: Emergency Vehicles

Almost all respondents (95%) reported changing lanes and/or slowing down when approaching an emergency vehicle on the side of the road. About three in four respondents (71%) were aware of a law in Alaska that requires drivers to “move over”.

Section J: Booster Seats

Nearly three out of four (72%) Alaskan drivers reported driving with a child between the ages of four and eight in their vehicle. Of those, 85% said they always have the child riding in a booster or car seat. If they needed information about appropriate car and booster seats or installation, 50% would reach out to a fire station, and 26% would ask friends or family.

Section K: Demographics

Forty six percent (46%) of the sample is male and 54% is female. Forty one percent (41%) of the sample are college graduates. Eighty one percent (81%) are Caucasian.

Section L: Bicycle and Pedestrian Safety

Three out of five (61%) Alaskan drivers reported having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer. Of those respondents, 29% heard about it on TV and 17% heard on Facebook. The most frequently recalled messages were 'Share the road and arrive alive' (66%) and 'Pedestrian Safety is everyone's responsibility (29%).

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 one percent (61%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2024 from the previous year, with SUVs at 36%, trucks at 31%, and cars at 26%.

Table A1.1: Weekly Miles And Car Types

Average Weekly Miles															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Less than 50	26%	28%	31%	32%	31%	30%	32%	35%	31%	28%	38%	39%	39%	38%	36%
51 to 100	35%	30%	29%	33%	26%	31%	25%	28%	28%	32%	27%	27%	23%	27%	25%
101 to 150	13%	18%	18%	15%	14%	13%	14%	12%	12%	14%	9%	9%	11%	10%	17%
151 to 200	13%	10%	4%	10%	10%	7%	9%	5%	9%	9%	7%	7%	9%	7%	10%
More than 200	14%	14%	17%	10%	16%	19%	19%	19%	19%	15%	17%	17%	16%	17%	10%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	1%	2%	1%	2%	1%	1%	1%	2%	2%
Vehicle Driven Most Often															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Car	36%	43%	43%	40%	34%	36%	29%	32%	29%	31%	31%	35%	28%	26%	26%
SUV	30%	32%	31%	33%	32%	32%	34%	33%	35%	36%	34%	32%	33%	37%	36%
Van	7%	6%	5%	7%	8%	7%	5%	4%	5%	6%	4%	4%	6%	4%	5%
Truck/Pickup	28%	19%	23%	20%	27%	25%	31%	30%	30%	25%	30%	28%	31%	31%	31%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	1%	1%	1%	2%	1%	1%	1%	2%	1%

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?

Approximately three out of four Alaskans (75%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 39% said that safety has improved in these areas, comparable to previous years. Only 22% said that safety has not improved.

Table B1.1: Safety Zones

Safety Zone Awareness						
	2019	2020	2021	2022	2023	2024
Yes	79%	83%	77%	79%	76%	75%
No	11%	11%	14%	11%	15%	16%
Don't know what that is	10%	5%	9%	11%	9%	9%
Do Safety Zones Work? (Asked only of respondents who answered 'Yes' to having heard about safety zones)						
	2019	2020	2021	2022	2023	2024
Yes	40%	53%	50%	40%	40%	39%
About the same	17%	19%	17%	24%	24%	19%
No	18%	15%	16%	17%	17%	22%
Don't know (do not read)	25%	14%	17%	19%	19%	21%

Section C: Highway Usage & Behavior

Question: Do you ever drive the Seward Highway between Portage and Anchorage?

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?

Almost three out of four respondents (70%) said that they do drive the Seward Highway between Portage and Anchorage. Of those that drive in that area, 21% said they often or always drive 5 MPH over the speed limit, while 28% said that they never do. Nearly two in five respondents (37%) 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.

Table C1.1: Highway Usage and Behavior – Seward Highway

Road Usage on Seward Highway Between Portage and Anchorage		
	2023	2024
Yes	70%	70%
No	30%	30%
Don't know / Refused (do not read)	0%	0%
Driving 5 MPH Over Speed Limit Between Portage and Anchorage (Asked only of respondents who answered 'Yes' to driving in that area)		
	2023	2024
Always	11%	9%
Often	13%	13%
Sometimes	24%	23%
Rarely	27%	25%
Never	24%	28%
Don't know / Refused (do not read)	1%	2%
Chances of Getting Pulled Over when Driving 10 MPH Over Speed Limit Between Portage and Anchorage (Asked only of respondents who answered 'Yes' to driving in that area)		
	2023	2024
Very Likely	16%	15%
Likely	24%	22%
Occasionally	24%	20%
Unlikely	14%	20%
Very Unlikely	12%	15%
Don't know / Refused (do not read)	10%	7%

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 91% wearing them all the time. Nine in ten Alaskans (90%) think that getting injured in a car accident while not wearing a seatbelt is likely or very likely. More than one in four respondents (30%) of Alaskan drivers indicated that they thought the chance of getting a ticket for not wearing a seatbelt is likely or very likely, comparable to previous years.

Table D1.1: Seat Belt Usage

Seat belt use															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Always	91%	92%	89%	90%	93%	91%	90%	89%	91%	92%	86%	89%	90%	90%	91%
Often	5%	4%	9%	7%	4%	5%	5%	7%	5%	5%	5%	7%	5%	5%	5%
Sometimes	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%
Rarely	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Never	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	0%	0%	0%	0%	1%	0%	0%	0%	0%
Chances of being injured in a collision without a seat belt															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Very Likely	n/a	n/a	30%	54%	43%	46%	46%	66%	68%	70%	66%	70%	70%	68%	70%
Likely	n/a	n/a	52%	32%	40%	36%	35%	23%	18%	18%	20%	20%	19%	22%	20%
Occasionally	n/a	n/a	13%	12%	12%	12%	11%	4%	5%	4%	4%	3%	3%	3%	2%
Unlikely	n/a	n/a	1%	0%	2%	2%	4%	2%	3%	2%	4%	2%	2%	3%	2%
Very Unlikely	n/a	n/a	n/a	n/a	2%	2%	2%	2%	3%	3%	3%	2%	3%	2%	2%
Don't know / Refused	n/a	n/a	n/a	n/a	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%
Chances for a seat belt ticket															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Very Likely	17%	17%	6%	18%	18%	19%	21%	14%	13%	12%	14%	16%	11%	10%	15%
Likely	13%	10%	20%	17%	9%	8%	9%	20%	18%	17%	17%	13%	18%	15%	15%
Occasionally	23%	24%	27%	25%	24%	22%	21%	16%	19%	17%	15%	15%	19%	18%	13%
Unlikely	30%	28%	19%	20%	27%	25%	24%	28%	23%	24%	28%	24%	26%	29%	26%
Very Unlikely	13%	12%	17%	14%	13%	18%	17%	17%	21%	21%	20%	26%	20%	21%	22%
Don't know / Refused	6%	9%	11%	7%	10%	8%	8%	5%	6%	9%	6%	7%	7%	7%	9%

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

*Note: 2016 and later surveys 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 35%. Most Alaskans reported hearing about seat belt use enforcement from TV (37%) or radio (37%). The ad ‘Click It or Ticket’ (92% recall among Alaskans who had heard/seen an ad about seat belt use in AK) was the most likely ad to be recalled, followed by ‘Law Enforcement write tickets to save lives’ (24%).

Table D2.1: Seat Belt Ads

This summer, respondent has heard about seat belt use in Alaska															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Has heard	55%	49%	33%	49%	40%	40%	30%	54%	47%	49%	38%	36%	43%	39%	35%
Has not heard	43%	48%	57%	38%	59%	58%	67%	44%	51%	49%	60%	62%	56%	58%	63%
Don't know / Refused	2%	3%	1%	13%	1%	2%	3%	2%	2%	2%	2%	2%	1%	3%	2%

Where did you hear about it? (Asked only of respondents who answered 'Yes' to having heard about seat belt use)												
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
TV	65%	54%	52%	53%	53%	57%	47%	60%	45%	41%	37%	
Radio	31%	28%	25%	33%	21%	40%	31%	38%	30%	43%	37%	
Newspaper (*removed in 2017)	14%	9%	6%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
A Friend	4%	4%	9%	7%	2%	62%	10%	8%	10%	6%	8%	
Facebook	7%	3%	4%	5%	3%	5%	14%	9%	13%	12%	15%	
Movie theatre (*2019 only)	n/a	n/a	n/a	n/a	n/a	1%	n/a	n/a	n/a	n/a	n/a	
Instagram (*added in 2016, 2020, and 2023)	n/a	n/a	0%	n/a	n/a	n/a	1%	3%	1%	3%	n/a	
YouTube (*added in 2016, 2018, 2020, '23 and '24)	n/a	n/a	1%	n/a	1%	n/a	3%	4%	3%	5%	5%	
Snapchat (*added in 2020)	n/a	n/a	n/a	n/a	n/a	n/a	1%	2%	0%	1%	n/a	
Hulu (*added in 2023)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1%	n/a	
Road Signs (*removed in 2016)	12%	0%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Billboard Signs (*removed in 2016)	2%	0%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
Other	7%	36%	30%	29%	17%	27%	23%	18%	12%	25%	27%	
Don't know / Refused	n/a	n/a	0%	n/a	n/a	0%	4%	0%	0%	0%	0%	

Table D2.2: Seatbelt 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)											
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Click It or Ticket	87%	86%	96%	99%	79%	91%	88%	94%	91%	89%	92%
Law Enforcement write tickets to save lives	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	23%	25%	24%
Be Smart Buckle Up (*removed in 2020)	n/a	n/a	n/a	n/a	10%	29%	n/a	n/a	n/a	n/a	n/a
In real life you don't get a 2nd chance (*added in '18, removed in '21)	n/a	n/a	n/a	n/a	7%	18%	24%	n/a	n/a	n/a	n/a
Buckle Up (*removed in 2017)	n/a	32%	69%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Embrace Life (*removed in 2018)	n/a	27%	14%	10%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Three Seconds to Life (*removed in 2018)	n/a	n/a	5%	12%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Occupant Protection is for Everyone	n/a	n/a	n/a	n/a	n/a	n/a	5%	9%	6%	6%	7%
Do not recall specifics	12%	31%	11%	n/a	4%	4%	8%	4%	4%	5%	4%
Other	n/a	18%	9%	14%	n/a	1%	2%	1%	1%	3%	0%

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 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 (55%) 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 18% 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, 9% reported that they always or often do, while 70% report that they rarely or never do. About two out of five (35%) Alaskan drivers think that they are likely or very likely to get a ticket 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?						
	2019	2020	2021	2022	2023	2024
Always	4%	5%	4%	4%	4%	5%
Often	12%	15%	10%	10%	14%	13%
Sometimes	29%	27%	28%	24%	28%	24%
Rarely	33%	34%	33%	38%	36%	34%
Never	22%	17%	23%	22%	17%	21%
Don't know / Refused	1%	1%	2%	1%	2%	2%
How often do you drive faster than 70 on a road with a speed limit of 65 mph?						
	2019	2020	2021	2022	2023	2024
Always	2%	4%	3%	3%	3%	2%
Often	8%	9%	7%	10%	11%	7%
Sometimes	20%	22%	17%	19%	16%	18%
Rarely	29%	30%	34%	31%	35%	36%
Never	39%	34%	37%	37%	34%	34%
Don't know / Refused	2%	2%	2%	1%	1%	2%
Chances for a speeding ticket						
	2019	2020	2021	2022	2023	2024
Very Likely	12%	12%	13%	11%	11%	14%
Likely	28%	28%	25%	28%	26%	21%
Occasionally	32%	32%	33%	36%	35%	30%
Unlikely	16%	16%	17%	15%	16%	19%
Very Unlikely	8%	9%	8%	8%	8%	11%
Don't know / Refused	4%	3%	4%	3%	3%	5%

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 36% in 2024, down from 41% in 2023. Of those, most Alaskans reported hearing about speeding enforcement from TV (28%), or radio (33%). The ad 'Stop speeding before it stops you' (36% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by 'Life is too short, don't speed through it' (11%).

Table E2.1: Heard About Speeding Enforcement?

Have you read, seen, or heard anything about speeding enforcement by police in Alaska this summer?					
	2020	2021	2022	2023	2024
Yes	46%	44%	54%	41%	36%
No	51%	56%	44%	56%	63%
Don't know / Refused	3%	1%	3%	3%	1%

Table E3.1: Where Did You Hear?

[IF YES] Where did you hear about it?					
	2020	2021	2022	2023	2024
TV	39%	45%	37%	33%	28%
Radio	25%	25%	29%	33%	33%
A Friend	10%	10%	8%	9%	11%
Facebook	14%	11%	13%	12%	23%
YouTube	1%	2%	5%	4%	4%
Instagram (removed in 2024)	1%	2%	1%	3%	n/a
Spotify (added 2024)	n/a	n/a	n/a	n/a	4%
Streaming video services or devices (added in 2021)	n/a	4%	2%	2%	5%
Snapchat (removed 2023)	1%	n/a	0%	n/a	n/a
Other	36%	0%	32%	31%	34%
Don't know / Refused	2%	0%	0%	0%	0%

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)					
	2020	2021	2022	2023	2024
“Drive the speed limit and arrive alive”	64%	40%	41%	n/a	n/a
“Drive the speed limit.”	n/a	n/a	n/a	42%	n/a
“An open road doesn’t mean you own the road”	10%	19%	21%	17%	n/a
“Speeding is for dummies”	13%	n/a	n/a	n/a	n/a
“Life is too short, don’t speed through it”	n/a	n/a	n/a	n/a	11%
“Stop speeding before it stops you”	n/a	n/a	n/a	n/a	36%
Other	5%	4%	3%	5%	7%
Do not recall specifics	25%	45%	41%	45%	52%

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 (63%) of Alaskan drivers have read, seen or heard about drunk driving enforcement. Of those respondents, 51% report seeing a television ad and 43% report hearing a radio ad. The most frequently recalled ads were 'Plan ahead, catch a sober ride' (35%), and 'Don't wreck the holidays. Don't drink and drive' (30%).

Nearly two out of three (62%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Sixty seven percent (67%) 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										
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Yes	64%	56%	73%	70%	74%	61%	67%	68%	67%	63%
No	33%	43%	26%	27%	25%	37%	31%	31%	31%	35%
Don't know / Refused	3%	1%	2%	3%	2%	2%	2%	1%	2%	2%

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)										
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
TV	56%	51%	63%	59%	58%	56%	61%	58%	59%	51%
Radio	30%	30%	41%	20%	38%	35%	45%	37%	50%	43%
Newspaper (*removed in 2017)	23%	29%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
A Friend	4%	8%	9%	3%	7%	8%	10%	7%	5%	8%
Facebook	7%	10%	9%	3%	10%	14%	14%	13%	13%	15%
YouTube (*added in 2018)	n/a	n/a	n/a	1%	3%	5%	5%	3%	6%	7%
Instagram (*added in 2020)	n/a	2%	n/a	n/a	n/a	3%	4%	3%	2%	2%
Streaming video services or devices (added in 2021)	n/a	n/a	n/a	n/a	n/a	n/a	5%	2%	4%	7%
Movie Theatre (*removed in 2020)	n/a	2%	n/a	n/a	2%	n/a	n/a	n/a	n/a	n/a
Hulu (*removed in 2020)	n/a	n/a	n/a	n/a	1%	n/a	n/a	n/a	n/a	n/a
Snapchat (*added in 2019)	n/a	n/a	n/a	n/a	1%	2%	3%	2%	1%	2%
Other	13%	13%	16%	15%	22%	19%	15%	11%	17%	19%
Don't know / Refused	n/a	0%	n/a	n/a	1%	2%	0%	0%	0%	0%

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)									
	2016	2017	2018	2019	2020	2021	2022	2023	2024
“Plan ahead, catch a sober ride”	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	35%
“Don’t wreck the holidays. Don’t drink and drive”	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	30%
“Arrive Alive”	n/a	n/a	n/a	n/a	n/a	58%	n/a	n/a	n/a
“Don’t Drive High”	n/a	n/a	n/a	n/a	n/a	45%	n/a	n/a	n/a
“Drugs Impair Reaction Time”	n/a	n/a	n/a	n/a	n/a	43%	n/a	n/a	n/a
“Fans Don’t Let Fans Drive Drunk”	n/a	n/a	n/a	n/a	n/a	35%	n/a	n/a	n/a
“Find a Sober Ride and Arrive Alive”	n/a	n/a	n/a	n/a	n/a	38%	45%	47%	n/a
“Don’t Test Your Luck”	n/a	n/a	n/a	n/a	n/a	18%	n/a	n/a	n/a
“Buzzed Busted Broke”	n/a	n/a	n/a	n/a	17%	n/a	n/a	n/a	n/a
“Don’t Drive Impaired”	n/a	n/a	n/a	n/a	23%	7%	n/a	n/a	n/a
“If you decide to blaze up while you’re hunkered down, don’t drive impaired”	n/a	n/a	n/a	n/a	9%	n/a	n/a	n/a	n/a
“Any type of impaired driving is illegal and dangerous”	n/a	n/a	n/a	n/a	18%	n/a	n/a	n/a	n/a
“Drive Sober or Get Pulled Over” (*removed in 2020, added in 2021)	59%	56%	29%	38%	n/a	59%	n/a	n/a	n/a
“Buzzed Driving is Drunk Driving” (*added in 2018)	n/a	n/a	38%	48%	43%	n/a	82%	84%	17%
“Drunk Driving is a Dead End” (*removed in 2017)	72%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
“Drive Hammered and Get Nailed” (*removed in 2017)	53%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
“Don’t Lose Your Freedom” (*removed in 2020)	22%	19%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
“Drive High, get a DUI” (*removed in 2020, added in 2021)	n/a	54%	16%	37%	n/a	48%	48%	49%	n/a
Sometimes a Hangover can Last a Lifetime (*added in 2019)	n/a	n/a	n/a	27%	20%	36%	n/a	n/a	n/a
If You Feel Different You Drive Different (*removed in 2020, added in 2021)	n/a	n/a	n/a	22%	n/a	39%	35%	40%	38%
Other	11%	17%	1%	1%	1%	4%	n/a	1%	3%
Do not recall specifics	5%	n/a	16%	12%	4%	6%	n/a	7%	6%
Don’t know / Refused	0%	n/a	n/a	n/a	n/a	0%	n/a	n/a	0%

Table F4.1: Drinking And Driving

Chances for arrest if driving after drinking								
	2017	2018	2019	2020	2021	2022	2023	2024
Very Likely	33%	31%	31%	32%	31%	29%	27%	29%
Likely	30%	35%	31%	30%	30%	36%	36%	33%
Occasionally	18%	15%	17%	19%	17%	19%	19%	16%
Unlikely	8%	8%	8%	4%	10%	5%	6%	8%
Very Unlikely	8%	8%	8%	9%	6%	5%	6%	7%
Don't know / Refused	4%	3%	5%	5%	5%	6%	6%	6%

Chances for arrest if driving after drinking (2016 and earlier)							
	2010	2011	2012	2013	2014	2015	2016
Almost certain	24%	9%	13%	22%	25%	25%	30%
Very likely	42%	21%	42%	24%	21%	26%	23%
Somewhat likely	35%	41%	31%	34%	36%	36%	32%
Somewhat unlikely	8%	19%	8%	12%	10%	8%	8%
Very unlikely	5%	5%	5%	3%	3%	2%	3%
Almost never	0%	1%	0%	1%	3%	2%	2%
Don't know / Refused	3%	3%	3%	5%	2%	1%	0%

Chances of being in a collision if driving after drinking								
	2017	2018	2019	2020	2021	2022	2023	2024
Very Likely	38%	31%	34%	33%	33%	30%	27%	30%
Likely	33%	35%	36%	36%	36%	38%	36%	37%
Occasionally	15%	21%	15%	18%	17%	20%	23%	19%
Unlikely	6%	3%	8%	5%	7%	4%	4%	5%
Very Unlikely	3%	7%	4%	5%	3%	4%	4%	3%
Don't know / Refused	6%	3%	4%	4%	3%	4%	5%	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?

Half (50%) of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer. Of those respondents, 47% recalled seeing distracted driving ads on television, followed by 44% who recalled ads on the radio. Recall was highest for 'Safe driving is just driving. Focus on the road and arrive alive' (43%), and 'Don't text and ride. It's just not worth it' (44%).

Table G1.1: Heard About Distracted Driving?

This summer, respondent has heard about distracted driving in Alaska								
	2017	2018	2019	2020	2021	2022	2023	2024
Has heard	58%	59%	64%	48%	48%	54%	52%	50%
Has not heard	40%	39%	34%	49%	50%	44%	45%	48%
Don't know / Refused	2%	2%	2%	3%	2%	3%	3%	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)								
	2017	2018	2019	2020	2021	2022	2023	2024
TV	55%	52%	53%	53%	n/a	64%	58%	47%
Radio	44%	24%	44%	43%	56%	n/a	n/a	44%
A Friend	13%	4%	6%	8%	10%	3%	6%	6%
Facebook	9%	7%	9%	13%	14%	14%	10%	14%
YouTube (*added in 2018, removed in 2021)	n/a	1%	4%	4%	n/a	5%	6%	6%
Snapchat (*added in 2019, removed in 2021)	n/a	n/a	2%	2%	n/a	3%	2%	3%
Other	15%	10%	16%	12%	40%	29%	43%	15%
Don't know / Refused	4%	2%	0%	0%	0%	0%	n/a	0%

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)								
	2017	2018	2019	2020	2021	2022	2023	2024
“Safe driving is just driving. Focus on the road and arrive alive”	n/a	n/a	n/a	n/a	n/a	66%	43%	43%
“Hey, it’s me. Your cell phone. Stop texts. Stop wrecks”	n/a	n/a	n/a	n/a	n/a	n/a	n/a	24%
“Don’t text and ride. It’s just not worth it”	n/a	n/a	n/a	n/a	n/a	n/a	n/a	44%
“If you text and drive, your next message might be your last.”	n/a	n/a	n/a	n/a	n/a	39%	67%	n/a
“Cops are Cracking Down on Texting and Driving”	n/a	n/a	n/a	n/a	44%	n/a	n/a	n/a
“Focus on the Road and Arrive Alive”	n/a	n/a	n/a	n/a	41%	n/a	n/a	n/a
“Safe Driving is Just Driving”	n/a	n/a	n/a	n/a	22%	n/a	n/a	n/a
“End of Conversation”	n/a	n/a	n/a	n/a	11%	n/a	n/a	n/a
“Until You’re Ready”	n/a	n/a	n/a	n/a	14%	n/a	n/a	n/a
“Text and whatever, but don’t text and drive”	n/a	n/a	n/a	31%	n/a	n/a	n/a	n/a
“Your Phone Can Wait” (*removed in 2019)	44%	30%	n/a	n/a	n/a	n/a	n/a	n/a
“One Text or Call Could Wreck It All” (*removed in 2019)	40%	30%	29%	n/a	n/a	n/a	n/a	n/a
“Phone Down Buckle Up”	15%	7%	10%	13%	n/a	n/a	n/a	n/a
“You Drive, You Text, You Pay” (*added in 2019)	n/a	n/a	35%	34%	41%	n/a	n/a	n/a
“Practice the Five Ways to Arrive Alive” (*removed in 2019)	n/a	n/a	17%	n/a	n/a	n/a	n/a	n/a
Do not recall specifics	n/a	33%	37%	32%	20%	15%	13%	15%
Other	1%	1%	1%	9%	2%	3%	3%	4%

Section H: Cellphone 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?

Fifteen percent (19%) of Alaskan drivers’ report talking on their cell phone while driving always or often. The number of respondents who say they never read or send texts while driving was 62%, comparable to the previous year (62%). Similar to previous years, only 3% of drivers report often or always reading or sending text messages. Hands-free cell phone usage stayed relatively stable at 60%. Sixty one percent (61%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (64%). Alaska residents’ attitudes about texting while driving remained essentially the same, with a consistent strong (96%) belief that it is very or somewhat dangerous to text while driving. Twenty eight percent (28%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 72% believe it is likely or very likely that you will get in a collision.

Table H4.1: Cellphone Usage

How often do you talk on a cell phone while driving								
	2017	2018	2019	2020	2021	2022	2023	2024
Always	2%	3%	4%	1%	5%	5%	3%	4%
Often	10%	10%	13%	14%	9%	15%	12%	15%
Sometimes	26%	25%	25%	26%	25%	26%	28%	26%
Rarely	35%	32%	29%	31%	39%	28%	30%	30%
Never	26%	30%	30%	27%	22%	26%	26%	24%
Don't know / Refused	0%	0%	0%	1%	1%	0%	1%	0%
How often do you read or send text messages while driving								
	2017	2018	2019	2020	2021	2022	2023	2024
Always	0%	1%	0%	1%	1%	1%	1%	0%
Often	2%	3%	2%	4%	1%	1%	2%	3%
Sometimes	9%	8%	7%	7%	7%	8%	8%	10%
Rarely	21%	19%	21%	21%	19%	27%	28%	25%
Never	67%	69%	69%	67%	71%	64%	62%	62%
Don't know / Refused	0%	0%	1%	1%	1%	0%	0%	0%

How often do you talk on a cell phone while driving (2016 and earlier)							
	2010	2011	2012	2013	2014	2015	2016
Almost every time	n/a	12%	9%	7%	10%	9%	8%
Every two or three times	n/a	12%	12%	11%	10%	10%	10%
Sometimes, not often	n/a	48%	46%	45%	48%	50%	54%
Never	n/a	28%	33%	38%	32%	31%	28%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	0%
How often do you read or send text messages while driving (2016 and earlier)							
	2010	2011	2012	2013	2014	2015	2016
Almost every time	n/a	2%	4%	0%	0%	2%	1%
Every two or three times	n/a	2%	4%	2%	2%	2%	2%
Sometimes	n/a	18%	10%	16%	22%	8%	7%
Not often	n/a	0%	0%	0%	0%	15%	17%
Never	n/a	77%	82%	82%	76%	73%	73%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	0%

Do you use a hands-free arrangement in your car?															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Yes	n/a	43%	n/a	40%	35%	42%	45%	45%	45%	45%	38%	54%	57%	61%	60%
No	n/a	57%	n/a	60%	65%	58%	55%	54%	54%	54%	63%	44%	42%	38%	39%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	0%	0%	1%	1%	0%	2%	0%	1%	1%
How dangerous do you think it is to talk on the phone while driving?															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Very	n/a	n/a	41%	54%	41%	40%	38%	36%	41%	36%	42%	31%	31%	36%	28%
Somewhat	n/a	n/a	41%	33%	32%	34%	35%	34%	35%	36%	32%	33%	38%	28%	33%
Slightly	n/a	n/a	13%	10%	19%	16%	20%	21%	18%	19%	17%	24%	22%	26%	25%
Not at all	n/a	n/a	4%	2%	6%	6%	6%	9%	4%	6%	6%	9%	8%	7%	11%
Don't know / Refused	n/a	n/a	1%	2%	2%	4%	1%	0%	2%	4%	9%	3%	1%	3%	3%
How dangerous do you think it is to text while driving?															
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Very	n/a	n/a	95%	95%	94%	93%	95%	92%	93%	91%	90%	90%	87%	87%	86%
Somewhat	n/a	n/a	4%	4%	5%	5%	3%	6%	5%	6%	6%	6%	9%	10%	10%
Slightly	n/a	n/a	0%	0%	1%	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%
Not at all	n/a	n/a	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%
Don't know / Refused	n/a	n/a	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%

Chances of getting a ticket if texting while driving								
	2017	2018	2019	2020	2021	2022	2023	2024
Very Likely	13%	14%	14%	16%	18%	17%	11%	12%
Likely	17%	17%	17%	18%	15%	13%	18%	16%
Occasionally	23%	29%	24%	24%	23%	27%	24%	22%
Unlikely	22%	22%	23%	20%	22%	27%	26%	28%
Very Unlikely	20%	14%	17%	17%	18%	12%	16%	16%
Don't know / Refused	5%	4%	6%	5%	5%	3%	5%	6%

Chances of being in a collision if texting while driving								
	2017	2018	2019	2020	2021	2022	2023	2024
Very Likely	42%	39%	40%	42%	43%	39%	32%	36%
Likely	34%	37%	36%	34%	31%	34%	39%	36%
Occasionally	16%	15%	16%	15%	16%	22%	22%	18%
Unlikely	4%	3%	3%	3%	4%	4%	4%	6%
Very Unlikely	3%	4%	3%	3%	4%	39%	2%	1%
Don't know / Refused	1%	2%	2%	3%	2%	1%	2%	2%

Section I: Emergency Vehicles

Question: In the past year, when approaching an emergency vehicle stopped on the side of the road, how often did you change lanes and/or slow down?

Question: Are you aware if there is a law in Alaska that requires drivers to change lanes and/or slow down when approaching an emergency vehicle with flashing lights stopped on the side of the road, also known as a “move over” law?

Almost all respondents (95%) reported changing lanes and/or slowing down when approaching an emergency vehicle on the side of the road. About three in four respondents (71%) were aware of a law in Alaska that requires drivers to “move over”.

Table I1.1: How often do you change lanes/slow down for emergency vehicles?

In the past year, when approaching an emergency vehicle stopped on the side of the road, how often did you change lanes and/or slow down?		
	2023	2024
All times when possible	95%	95%
About half the time	3%	3%
Rarely	1%	1%
Never	1%	1%

Table I2.1: Are you aware of a law that requires drivers to change lanes and/or slow down?

Are you aware if there is a law in Alaska that requires drivers to change lanes and/or slow down when approaching an emergency vehicle with flashing lights stopped on the side of the road, also known as a “move over” law?		
	2023	2024
Yes	74%	71%
No	21%	21%
I don’t know	5%	8%

Section J: Booster Seats

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

Question: How often is the child riding in a booster or car seat?

Question: Where would you go to get information to make sure your child is in an appropriate booster or car seat and for help with installing the seat?

Nearly three out of four (72%) Alaskan drivers reported driving with a child between the ages of four and eight in their vehicle. Of those, 85% said they always have the child riding in a booster or car seat. If they needed information about appropriate car and booster seats or installation, 50% would reach out to a fire station, and 26% would ask friends or family.

Table J1.1: Car and Booster Seat Use

Do you ever drive with a child between the ages of four and eight in your vehicle?			
	2022	2023	2024
Yes	25%	63%	72%
No	75%	37%	27%
Don't know / Refused	0%	0%	1%
How often is the child riding in a booster or car seat? (Asked only of respondents who answered 'Yes' to driving with a child between four and eight)			
Always	77%	84%	85%
Often	5%	4%	3%
Sometimes	3%	0%	5%
Rarely	4%	6%	3%
Never	9%	6%	3%
Don't know / Refused	1%	0%	2%

Table J2.1: Information About Car and Booster Seats

(Asked only of respondents who answered ‘Yes’ to driving with a child)

Where would you go to get information to make sure your child is in an appropriate booster or car seat and for help with installing the seat? (Check all that apply)			
	2022	2023	2024
Fire station	30%	32%	50%
Center for Safe Alaskans	6%	3%	8%
Safe Kids	7%	7%	9%
Pediatrician	9%	16%	9%
Google Search	40%	37%	24%
Friends and or family	24%	20%	26%
Other	17%	n/a	7%
Don't know / Refused	3%	12%	0%

Section K: Demographics

Forty six percent (46%) of the sample is male and 54% is female. Forty one percent (41%) of the sample are college graduates. Eighty one percent (81%) are Caucasian.

Table K1.1: Demographics

Gender								
	2017	2018	2019	2020	2021	2022	2023	2024
Male	50%	44%	52%	48%	49%	53%	53%	46%
Female	50%	56%	48%	52%	51%	47%	47%	54%
Education								
	2017	2018	2019	2020	2021	2022	2023	2024
Less than high school or GED	3%	2%	1%	1%	2%	1%	2%	1%
High School Graduate or GED	18%	19%	17%	18%	16%	18%	17%	19%
Some college or technical school	33%	32%	31%	37%	36%	34%	38%	38%
Four Year degree	27%	29%	24%	27%	26%	26%	22%	23%
Post graduate degree	18%	17%	25%	16%	19%	20%	20%	18%
Don't know / Refused	0%	1%	2%	2%	1%	1%	2%	1%

Ethnicity								
	2017	2018	2019	2020	2021	2022	2023	2024
White, Caucasian	83%	83%	79%	74%	77%	79%	80%	81%
Hispanic, Latino, Spanish	2%	2%	3%	3%	3%	3%	4%	2%
Black, African-American	2%	1%	1%	2%	2%	3%	2%	2%
Alaska Native	5%	4%	5%	6%	7%	5%	7%	10%
American Indian	1%	2%	1%	2%	1%	1%	2%	3%
Asian	1%	2%	2%	1%	2%	2%	2%	1%
Native Hawaiian or Pacific Islander	1%	0%	1%	1%	1%	2%	1%	1%
Mixed	4%	2%	4%	3%	2%	2%	4%	0%
Other	1%	1%	1%	3%	3%	1%	2%	1%
Don't know / Refused	2%	3%	5%	5%	5%	5%	3%	4%

Section L: Bicycle and Pedestrian Safety

Question: Have you read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer?

Question: If yes, where did you hear about it?

Question: Of the following ads and messages which one/ones do you recall hearing or seeing?

Three out of five (61%) Alaskan drivers reported having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer. Of those respondents, 29% heard about it on TV and 17% heard on Facebook. The most frequently recalled messages were 'Share the road and arrive alive' (66%) and 'Pedestrian Safety is everyone's responsibility' (29%).

Table L1.1: Read, Seen, or Heard Anything About Bicycle or Pedestrian Safety?

Have you read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer?		
	2023	2024
Yes	49%	61%
No	42%	36%
Don't Know	10%	3%

Table L2.1: Where did you hear?

Where did you hear about it? (Allow all) (Asked only of respondents who answered 'Yes' to having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer.)		
	2023	2024
TV		
Radio	31%	29%
Streaming audio like Pandora and Spotify	3%	4%
A Friend	22%	10%
Facebook	37%	17%
YouTube	2%	4%
Coffee Sleeve at a coffee shop	1%	n/a
Bumper Sticker	19%	n/a
Other	33%	61%

Table L3.1: Which Ads do you Recall Hearing or Seeing?

Of the following ads and messages which one/ones do you recall hearing or seeing? (Asked only of respondents who answered 'Yes' to having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer.)		
	2023	2024
Pedestrian Safety is everyone's responsibility	45%	29%
Share the road arrive alive	58%	66%
Look out for each other	17%	13%
Turn right the right way	4%	n/a
Make eye contact	12%	10%
Drive in the Moment	n/a	9%
Other	5%	19%

