



**Center for Safe Alaskans  
2025 Alaska Attitudinal  
Transportation Survey**

**Research Conducted September 2025, 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.

## *Survey Instrument*

The survey instrument was finalized by Marcia Howell, Executive Director of Center for Safe Alaskans SA and Adam Hays, Research Director of HRG. The telephone survey averaged twelve minutes in length. The survey was carefully designed to obtain thoughtful answers from respondents while avoiding instrument bias. The survey included both single select and multi-select multiple choice questions. When possible, questions from prior year's surveys were kept in the same format and used the same wording for the purposes of comparing data from year to year. Exceptions are noted in this report when changes were made from year to year.

## *Sample*

The total sample size of this live telephone survey was n=401 Alaska 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*

Analysis utilized SPSS software to analyze 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, 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

## 2025 Research Findings

### *Section A: Background & Driving in Alaska*

The respondents in the study were screened to ensure that they were licensed drivers, and that if they were on a cell phone that they were not currently driving. Fifty eight percent (58%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2025 from the previous year, with SUVs at 39%, trucks at 30%, and cars at 24%.

### *Section B: Safety Zones*

Approximately three out of four Alaskans (79%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 37% said that safety has improved in these areas, comparable to previous years. Only 19% said that safety has not improved.

### *Section C: Highway Usage & Behavior*

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, 26% said they often or always drive 5 MPH over the speed limit, while 23% said that they never do. Nearly two in five respondents (39%) 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.

### *Section D: Seat Belt Usage & Ads*

Consistent seat belt usage continues to be a choice for most Alaskans, with 89% wearing them all the time. 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 (32%) or radio (30%). The ad “Click It or Ticket” (89% 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” (31%).

## *Section E: Driving Over the Speed Limit*

Over half (58%) 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 17% 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, 16% reported that they always or often do, while 62% report that they rarely or never do. About two out of five (34%) 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 35% in 2025, comparable to the 36% in 2024. Of those, most Alaskans reported hearing about speeding enforcement from radio (33%), or Facebook (22%). The ad “Drive the speed limit and arrive alive” (70% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by “Stop speeding before it stops you” (31%).

## *Section F: Drinking and Driving*

Sixty four percent (64%) of Alaskan drivers have read, seen or heard about drunk or impaired driving enforcement. Of those respondents, 46% report seeing a television ad and 25% report seeing something on Facebook. The most frequently recalled ads were “Don’t drink and drive. Arrive alive,” (72%), and “Ride sober or get pulled over” (62%).

About two out of three (69%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Seventy percent (70%) believe the chances of being in a collision if driving after drinking are likely or very likely.

## *Section G: Distracted Driving*

Just over half (52%) of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer. Of those respondents, 48% recalled hearing distracted driving ads on radio, followed by 39% who recalled ads on the television. Recall was highest for “Don’t text and ride. It’s just not worth it” (51%), followed by “Safe driving is just driving. Focus on the road and arrive alive” (43%).

## *Section H: Cellphone Usage*

Twenty one percent (21%) 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 58%, down slightly from 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 increased to 76%, up from the previous year (60%). Sixty three percent (63%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (61%). Alaska residents' attitudes about texting while driving remained essentially the same, with a consistent strong (98%) belief that it is very or somewhat dangerous to text while driving. Twenty nine percent (29%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 75% believe it is likely or very likely that you will get in a collision.

### *Section I: Emergency Vehicles*

Almost all respondents (97%) reported changing lanes and/or slowing down when approaching an emergency vehicle on the side of the road. Three in four respondents (75%) were aware of a law in Alaska that requires drivers to “move over”.

### *Section J: Driving Tired*

Ninety three percent (93%) of Alaskan drivers report rarely or never driving when they were so tired it was hard to keep their eyes open. Nearly all respondents (96%) recognized that it is very or somewhat dangerous to drive when you are drowsy.

### *Section K: Booster Seats*

About one in three (31%) Alaskan drivers reported driving with a child between the ages of four and eight in their vehicle. Of those, 86% said they always have the child riding in a booster or car seat. Among those that said their child is not always riding in a booster seat or car seat, just over half (56%) said their child outgrew it. If they needed information about appropriate car and booster seats or installation, 56% would reach out to a fire station and 27% would do a Google search.

### *Section L: Bicycle and Pedestrian Safety*

Forty four percent (44%) of respondents live in the Anchorage area. Of those, just over half (52%) reported having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer. Of those respondents, 43% heard about it on the radio and 26% saw a sign on a bus. The most frequently recalled messages were “Save a life. Share the road” (67%) and “Pedestrian Safety is everyone’s responsibility” (39%).

### *Section M: Demographics*

Forty eight percent (48%) of the sample is female and 52% is male. Forty seven percent (47%) of the sample are college graduates. Eighty one percent (81%) are Caucasian.

# Research Findings

## Section A: Background & Driving in Alaska

**Question:** Approximately how many miles do you drive in an average week?

**Question:** What type of vehicle do you drive most often?

The respondents in the study were screened to ensure that they were licensed drivers, and that if they were on a cell phone that they were not currently driving. Fifty eight percent (58%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2025 from the previous year, with SUVs at 39%, trucks at 30%, and cars at 24%.

*Table A1.1: Weekly Miles And Car Types*

<b>Average Weekly Miles</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Less than 50	26%	28%	31%	32%	31%	30%	32%	35%	31%	28%	38%	39%	39%	38%	36%	31%
51 to 100	35%	30%	29%	33%	26%	31%	25%	28%	28%	32%	27%	27%	23%	27%	25%	27%
101 to 150	13%	18%	18%	15%	14%	13%	14%	12%	12%	14%	9%	9%	11%	10%	17%	14%
151 to 200	13%	10%	4%	10%	10%	7%	9%	5%	9%	9%	7%	7%	9%	7%	10%	8%
More than 200	14%	14%	17%	10%	16%	19%	19%	19%	19%	15%	17%	17%	16%	17%	10%	18%
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%	2%
<b>Vehicle Driven Most Often</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Car	36%	43%	43%	40%	34%	36%	29%	32%	29%	31%	31%	35%	28%	26%	26%	24%
SUV	30%	32%	31%	33%	32%	32%	34%	33%	35%	36%	34%	32%	33%	37%	36%	39%
Van	7%	6%	5%	7%	8%	7%	5%	4%	5%	6%	4%	4%	6%	4%	5%	5%
Truck/Pickup	28%	19%	23%	20%	27%	25%	31%	30%	30%	25%	30%	28%	31%	31%	31%	30%
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%	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 (79%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 37% said that safety has improved in these areas, comparable to previous years. Only 19% said that safety has not improved.

*Table B1.1: Safety Zones*

<b>Safety Zone Awareness</b>							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	79%	83%	77%	79%	76%	75%	79%
No	11%	11%	14%	11%	15%	16%	13%
Don't know what that is	10%	5%	9%	11%	9%	9%	8%
<b>Do Safety Zones Work?</b> (Asked only of respondents who answered 'Yes' to having heard about safety zones)							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	40%	53%	50%	40%	40%	39%	37%
About the same	17%	19%	17%	24%	24%	19%	25%
No	18%	15%	16%	17%	17%	22%	19%
Don't know (do not read)	25%	14%	17%	19%	19%	21%	19%

## 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, 26% said they often or always drive 5 MPH over the speed limit, while 23% said that they never do. Nearly two in five respondents (39%) 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*

<b>Road Usage on Seward Highway Between Portage and Anchorage</b>			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	70%	70%	70%
No	30%	30%	29%
Don't know / Refused (do not read)	0%	0%	1%
<b>Driving 5 MPH Over Speed Limit Between Portage and Anchorage</b> (Asked only of respondents who answered 'Yes' to driving in that area)			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	11%	9%	11%
Often	13%	13%	15%
Sometimes	24%	23%	24%
Rarely	27%	25%	26%
Never	24%	28%	23%
Don't know / Refused (do not read)	1%	2%	0%
<b>Chances of Getting Pulled Over when Driving 10 MPH Over Speed Limit Between Portage and Anchorage</b> (Asked only of respondents who answered 'Yes' to driving in that area)			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	16%	15%	16%
Likely	24%	22%	23%
Occasionally	24%	20%	23%
Unlikely	14%	20%	18%
Very Unlikely	12%	15%	13%
Don't know / Refused (do not read)	10%	7%	6%

## Section D: Seat Belt Usage & Ads

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

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

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

Consistent seat belt usage continues to be a choice for most Alaskans, with 89% wearing them all the time. 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**

<b>Seat belt use</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	91%	92%	89%	90%	93%	91%	90%	89%	91%	92%	86%	89%	90%	90%	91%	89%
Often	5%	4%	9%	7%	4%	5%	5%	7%	5%	5%	5%	7%	5%	5%	5%	4%
Sometimes	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%
Rarely	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
Never	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	2%
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%	0%
<b>Chances of being injured in a collision without a seat belt</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	n/a	n/a	30%	54%	43%	46%	46%	66%	68%	70%	66%	70%	70%	68%	70%	72%
Likely	n/a	n/a	52%	32%	40%	36%	35%	23%	18%	18%	20%	20%	19%	22%	20%	17%
Occasionally	n/a	n/a	13%	12%	12%	12%	11%	4%	5%	4%	4%	3%	3%	3%	2%	4%
Unlikely	n/a	n/a	1%	0%	2%	2%	4%	2%	3%	2%	4%	2%	2%	3%	2%	3%
Very Unlikely	n/a	n/a	n/a	n/a	2%	2%	2%	2%	3%	3%	3%	2%	3%	2%	2%	1%
Don't know / Refused	n/a	n/a	n/a	n/a	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%	0%
<b>Chances for a seat belt ticket</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	17%	17%	6%	18%	18%	19%	21%	14%	13%	12%	14%	16%	11%	10%	15%	12%
Likely	13%	10%	20%	17%	9%	8%	9%	20%	18%	17%	17%	13%	18%	15%	15%	18%
Occasionally	23%	24%	27%	25%	24%	22%	21%	16%	19%	17%	15%	15%	19%	18%	13%	20%
Unlikely	30%	28%	19%	20%	27%	25%	24%	28%	23%	24%	28%	24%	26%	29%	26%	25%
Very Unlikely	13%	12%	17%	14%	13%	18%	17%	17%	21%	21%	20%	26%	20%	21%	22%	19%
Don't know / Refused	6%	9%	11%	7%	10%	8%	8%	5%	6%	9%	6%	7%	7%	7%	9%	6%



**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 (32%) or radio (30%). The ad “Click It or Ticket” (89% 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” (31%).

**Table D2.1: Seat Belt Ads**

<b>This summer, respondent has heard about seat belt use in Alaska</b>																
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Has heard	55%	49%	33%	49%	40%	40%	30%	54%	47%	49%	38%	36%	43%	39%	35%	35%
Has not heard	43%	48%	57%	38%	59%	58%	67%	44%	51%	49%	60%	62%	56%	58%	63%	64%
Don't know / Refused	2%	3%	1%	13%	1%	2%	3%	2%	2%	2%	2%	2%	1%	3%	2%	1%

<b>Where did you hear about it?</b> (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	2025	
TV	65%	54%	52%	53%	53%	57%	47%	60%	45%	41%	37%	32%	
Radio	31%	28%	25%	33%	21%	40%	31%	38%	30%	43%	37%	30%	
Newspaper (*removed in 2017)	14%	9%	6%	n/a	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%	10%	
Facebook	7%	3%	4%	5%	3%	5%	14%	9%	13%	12%	15%	17%	
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	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	n/a	
YouTube (*added in 2016, 2018, 2020, '23, '24, '25)	n/a	n/a	1%	n/a	1%	n/a	3%	4%	3%	5%	5%	6%	
Snapchat (*added in 2020)	n/a	n/a	n/a	n/a	n/a	n/a	1%	2%	0%	1%	n/a	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	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	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	n/a	
Other	7%	36%	30%	29%	17%	27%	23%	18%	12%	25%	27%	36%	
Don't know / Refused	n/a	n/a	0%	n/a	n/a	0%	4%	0%	0%	0%	0%	0%	

**Table D2.2: Seatbelt Ads Recalled**

<b>Of the following ads and messages which one/ones do you recall hearing?</b> (Asked only of respondents who answered 'Yes' to having heard about seat belt use)												
	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Click It or Ticket	87%	86%	96%	99%	79%	91%	88%	94%	91%	89%	92%	89%
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%	31%
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	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	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	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	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	n/a
Occupant Protection is for Everyone	n/a	n/a	n/a	n/a	n/a	n/a	5%	9%	6%	6%	7%	14%
Do not recall specifics	12%	31%	11%	n/a	4%	4%	8%	4%	4%	5%	4%	8%
Other	n/a	18%	9%	14%	n/a	1%	2%	1%	1%	3%	0%	3%

## 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 (58%) 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 17% 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, 16% reported that they always or often do, while 62% report that they rarely or never do. About two out of five (34%) Alaskan drivers think that they are likely or very likely to get a ticket for speeding.

**Table E1.1: Driving Over the Speed Limit**

<b>How often do you drive faster than 35 on a road with a speed limit of 30 mph?</b>							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	4%	5%	4%	4%	4%	5%	6%
Often	12%	15%	10%	10%	14%	13%	10%
Sometimes	29%	27%	28%	24%	28%	24%	24%
Rarely	33%	34%	33%	38%	36%	34%	36%
Never	22%	17%	23%	22%	17%	21%	22%
Don't know / Refused	1%	1%	2%	1%	2%	2%	1%
<b>How often do you drive faster than 70 on a road with a speed limit of 65 mph?</b>							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	2%	4%	3%	3%	3%	2%	5%
Often	8%	9%	7%	10%	11%	7%	11%
Sometimes	20%	22%	17%	19%	16%	18%	21%
Rarely	29%	30%	34%	31%	35%	36%	35%
Never	39%	34%	37%	37%	34%	34%	27%
Don't know / Refused	2%	2%	2%	1%	1%	2%	1%
<b>Chances for a speeding ticket</b>							
	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	12%	12%	13%	11%	11%	14%	11%
Likely	28%	28%	25%	28%	26%	21%	23%
Occasionally	32%	32%	33%	36%	35%	30%	37%
Unlikely	16%	16%	17%	15%	16%	19%	17%
Very Unlikely	8%	9%	8%	8%	8%	11%	8%
Don't know / Refused	4%	3%	4%	3%	3%	5%	3%

**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 35% in 2025, comparable to the 36% in 2024. Of those, most Alaskans reported hearing about speeding enforcement from radio (33%), or Facebook (22%). The ad “Drive the speed limit and arrive alive” (70% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by “Stop speeding before it stops you” (31%).

*Table E2.1: Heard About Speeding Enforcement?*

<b>Have you read, seen, or heard anything about speeding enforcement by police in Alaska this summer?</b>						
	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	46%	44%	54%	41%	36%	35%
No	51%	56%	44%	56%	63%	62%
Don't know / Refused	3%	1%	3%	3%	1%	3%

*Table E3.1: Where Did You Hear?*

<b>[IF YES] Where did you hear about it?</b>						
	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
TV	39%	45%	37%	33%	28%	n/a
Radio	25%	25%	29%	33%	33%	33%
A Friend	10%	10%	8%	9%	11%	12%
Facebook	14%	11%	13%	12%	23%	22%
YouTube	1%	2%	5%	4%	4%	n/a
Instagram (removed in 2024)	1%	2%	1%	3%	n/a	5%
Spotify (added 2024)	n/a	n/a	n/a	n/a	4%	4%
Streaming video services or devices (added in 2021)	n/a	4%	2%	2%	5%	n/a
Snapchat (removed 2023)	1%	n/a	0%	n/a	n/a	n/a
Other	36%	0%	32%	31%	34%	51%
Don't know / Refused	2%	0%	0%	0%	0%	n/a

*Table E4.1: Which Messages or Ads Do You Recall?*

<b>Of the following ads and messages which one/ones do you recall hearing?</b> (Asked only of respondents who answered 'Yes' to having heard about speeding enforcement)						
	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
“Drive the speed limit and arrive alive”	64%	40%	41%	n/a	n/a	70%
“Drive the speed limit”	n/a	n/a	n/a	42%	n/a	n/a
“An open road doesn’t mean you own the road”	10%	19%	21%	17%	n/a	n/a
“Speeding is for dummies”	13%	n/a	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%	16%
“Stop speeding before it stops you”	n/a	n/a	n/a	n/a	36%	31%
Other	5%	4%	3%	5%	7%	1%
Do not recall specifics	25%	45%	41%	45%	52%	17%

## 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 four percent (64%) of Alaskan drivers have read, seen or heard about drunk or impaired driving enforcement. Of those respondents, 46% report seeing a television ad and 25% report seeing something on Facebook. The most frequently recalled ads were “Don’t drink and drive. Arrive alive” (72%), and “Ride sober or get pulled over” (62%).

About two out of three (69%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Seventy percent (70%) 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?*

<b>This summer, read, seen, or heard about drunk driving enforcement</b>											
	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	64%	56%	73%	70%	74%	61%	67%	68%	67%	63%	64%
No	33%	43%	26%	27%	25%	37%	31%	31%	31%	35%	35%
Don't know / Refused	3%	1%	2%	3%	2%	2%	2%	1%	2%	2%	1%

*Table F2.1: Where Did You Hear?*

<b>Where did you hear about it?</b>											
<i>(Asked only of respondents who answered 'Yes' to having heard about drunk driving enforcement)</i>											
	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
TV	56%	51%	63%	59%	58%	56%	61%	58%	59%	51%	46%
Radio	30%	30%	41%	20%	38%	35%	45%	37%	50%	43%	n/a
Newspaper (*removed in 2017)	23%	29%	n/a	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%	13%
Facebook	7%	10%	9%	3%	10%	14%	14%	13%	13%	15%	25%
YouTube (*added in 2018)	n/a	n/a	n/a	1%	3%	5%	5%	3%	6%	7%	10%
Instagram (*added in 2020)	n/a	2%	n/a	n/a	n/a	3%	4%	3%	2%	2%	9%
Streaming video services or devices (added in 2021)	n/a	n/a	n/a	n/a	n/a	n/a	5%	2%	4%	7%	n/a
Movie Theatre (*removed in 2020)	n/a	2%	n/a	n/a	2%	n/a	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	n/a
Snapchat (*added in 2019)	n/a	n/a	n/a	n/a	1%	2%	3%	2%	1%	2%	n/a
Other	13%	13%	16%	15%	22%	19%	15%	11%	17%	19%	46%
Don't know / Refused	n/a	0%	n/a	n/a	1%	2%	0%	0%	0%	0%	n/a

**Table F3.1: Which Messages Or Ads Do You Recall?**

<b>Of the following ads and messages which one/ones do you recall hearing?</b> (Asked only of respondents who answered ‘Yes’ to having heard about drunk driving enforcement)										
	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
“Plan ahead, catch a sober ride”	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	35%	n/a
“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%	n/a
“Arrive Alive”	n/a	n/a	n/a	n/a	n/a	58%	n/a	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	n/a
“Drugs Impair Reaction Time”	n/a	n/a	n/a	n/a	n/a	43%	n/a	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	n/a
“Find a Sober Ride and Arrive Alive”	n/a	n/a	n/a	n/a	n/a	38%	45%	47%	n/a	n/a
“Don’t Test Your Luck”	n/a	n/a	n/a	n/a	n/a	18%	n/a	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	n/a
“Don’t Drive Impaired”	n/a	n/a	n/a	n/a	23%	7%	n/a	n/a	n/a	n/a
“If you decide to blaze up while you’re hunkered down, don’t drive impaired”	n/a	n/a	n/a	n/a	9%	n/a	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	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	n/a
“Buzzed Driving is Drunk Driving” (*added in 2018)	n/a	n/a	38%	48%	43%	n/a	82%	84%	17%	n/a
“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	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	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	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	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	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%	44%
Don’t drink and drive. Arrive alive. (*added in 2025)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	72%
Ride sober or get pulled over (*added in 2025)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	62%
Find a sober ride (*added in 2025)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	34%

Other	11%	17%	1%	1%	1%	4%	n/a	1%	3%	3%
Do not recall specifics	5%	n/a	16%	12%	4%	6%	n/a	7%	6%	5%
Don't know / Refused	0%	n/a	n/a	n/a	n/a	0%	n/a	n/a	0%	n/a

*Table F4.1: Drinking And Driving*

<b>Chances for arrest if driving after drinking</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	33%	31%	31%	32%	31%	29%	27%	29%	36%
Likely	30%	35%	31%	30%	30%	36%	36%	33%	33%
Occasionally	18%	15%	17%	19%	17%	19%	19%	16%	15%
Unlikely	8%	8%	8%	4%	10%	5%	6%	8%	7%
Very Unlikely	8%	8%	8%	9%	6%	5%	6%	7%	5%
Don't know / Refused	4%	3%	5%	5%	5%	6%	6%	6%	4%

<b>Chances for arrest if driving after drinking (2016 and earlier)</b>							
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
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%

<b>Chances of being in a collision if driving after drinking</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	38%	31%	34%	33%	33%	30%	27%	30%	32%
Likely	33%	35%	36%	36%	36%	38%	36%	37%	38%
Occasionally	15%	21%	15%	18%	17%	20%	23%	19%	20%
Unlikely	6%	3%	8%	5%	7%	4%	4%	5%	4%
Very Unlikely	3%	7%	4%	5%	3%	4%	4%	3%	3%
Don't know / Refused	6%	3%	4%	4%	3%	4%	5%	6%	3%

## Section G: Distracted Driving

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

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

Just over half (52%) of Alaskan drivers report that they have read, seen or heard about distracted driving in Alaska this summer. Of those respondents, 48% recalled hearing distracted driving ads on radio, followed by 39% who recalled ads on the television. Recall was highest for “Don’t text and ride. It’s just not worth it” (51%), followed by “Safe driving is just driving. Focus on the road and arrive alive” (43%).

*Table G1.1: Heard About Distracted Driving?*

<b>This summer, respondent has heard about distracted driving in Alaska</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Has heard	58%	59%	64%	48%	48%	54%	52%	50%	52%
Has not heard	40%	39%	34%	49%	50%	44%	45%	48%	45%
Don't know / Refused	2%	2%	2%	3%	2%	3%	3%	2%	2%

*Table G2.1: Where Did You Hear?*

<b>Where did you hear about it?</b>									
<i>(Asked only of respondents who answered 'Yes' to having heard about distracted driving)</i>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
TV	55%	52%	53%	53%	n/a	64%	58%	47%	39%
Radio	44%	24%	44%	43%	56%	n/a	n/a	44%	48%
A Friend	13%	4%	6%	8%	10%	3%	6%	6%	9%
Facebook	9%	7%	9%	13%	14%	14%	10%	14%	21%
YouTube (*added in 2018, removed in 2021)	n/a	1%	4%	4%	n/a	5%	6%	6%	8%
Snapchat (*added in 2019, removed in 2021)	n/a	n/a	2%	2%	n/a	3%	2%	3%	n/a
Other	15%	10%	16%	12%	40%	29%	43%	15%	17%
Don't know / Refused	4%	2%	0%	0%	0%	0%	n/a	0%	0%

**Table G3.1: Which Messages or Ads Do You Recall?**

<b>Of the following ads and messages which one/ones do you recall hearing?</b> (Asked only of respondents who answered 'Yes' to having heard about distracted driving)									
	2017	2018	2019	2020	2021	2022	2023	2024	2025
“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%	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%	33%
“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%	51%
“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	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	n/a
“Focus on the Road and Arrive Alive”	n/a	n/a	n/a	n/a	41%	n/a	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	n/a
“End of Conversation”	n/a	n/a	n/a	n/a	11%	n/a	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	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	n/a
“Your Phone Can Wait” (*removed in 2019)	44%	30%	n/a	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	n/a
“Phone Down Buckle Up”	15%	7%	10%	13%	n/a	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	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	n/a
Do not recall specifics	n/a	33%	37%	32%	20%	15%	13%	15%	19%
Other	1%	1%	1%	9%	2%	3%	3%	4%	2%

## 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?

Twenty one percent (21%) 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 58%, down slightly from 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 increased to 76%, up from the previous year (60%). Sixty three percent (63%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (61%). Alaska residents’ attitudes about texting while driving remained essentially the same, with a consistent strong (98%) belief that it is very or somewhat dangerous to text while driving. Twenty nine percent (29%) of Alaskan drivers believe it is likely or very likely that you will get a ticket if texting while driving, while 75% believe it is likely or very likely that you will get in a collision.

*Table H4.1: Cellphone Usage*

<b>How often do you talk on a cell phone while driving</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	2%	3%	4%	1%	5%	5%	3%	4%	4%
Often	10%	10%	13%	14%	9%	15%	12%	15%	17%
Sometimes	26%	25%	25%	26%	25%	26%	28%	26%	29%
Rarely	35%	32%	29%	31%	39%	28%	30%	30%	27%
Never	26%	30%	30%	27%	22%	26%	26%	24%	21%
Don't know / Refused	0%	0%	0%	1%	1%	0%	1%	0%	1%
<b>How often do you read or send text messages while driving</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	0%	1%	0%	1%	1%	1%	1%	0%	0%
Often	2%	3%	2%	4%	1%	1%	2%	3%	2%
Sometimes	9%	8%	7%	7%	7%	8%	8%	10%	9%
Rarely	21%	19%	21%	21%	19%	27%	28%	25%	30%
Never	67%	69%	69%	67%	71%	64%	62%	62%	58%
Don't know / Refused	0%	0%	1%	1%	1%	0%	0%	0%	1%

<b>How often do you talk on a cell phone while driving (2016 and earlier)</b>							
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
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%
<b>How often do you read or send text messages while driving (2016 and earlier)</b>							
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
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%

<b>Do you use a hands-free arrangement in your car?</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	n/a	43%	n/a	40%	35%	42%	45%	45%	45%	45%	38%	54%	57%	61%	60%	76%
No	n/a	57%	n/a	60%	65%	58%	55%	54%	54%	54%	63%	44%	42%	38%	39%	23%
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%	1%
<b>How dangerous do you think it is to talk on the phone while driving?</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very	n/a	n/a	41%	54%	41%	40%	38%	36%	41%	36%	42%	31%	31%	36%	28%	26%
Somewhat	n/a	n/a	41%	33%	32%	34%	35%	34%	35%	36%	32%	33%	38%	28%	33%	37%
Slightly	n/a	n/a	13%	10%	19%	16%	20%	21%	18%	19%	17%	24%	22%	26%	25%	27%
Not at all	n/a	n/a	4%	2%	6%	6%	6%	9%	4%	6%	6%	9%	8%	7%	11%	8%
Don't know / Refused	n/a	n/a	1%	2%	2%	4%	1%	0%	2%	4%	9%	3%	1%	3%	3%	2%
<b>How dangerous do you think it is to text while driving?</b>																
	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very	n/a	n/a	95%	95%	94%	93%	95%	92%	93%	91%	90%	90%	87%	87%	86%	89%
Somewhat	n/a	n/a	4%	4%	5%	5%	3%	6%	5%	6%	6%	6%	9%	10%	10%	9%
Slightly	n/a	n/a	0%	0%	1%	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%
Not at all	n/a	n/a	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	0%
Don't know / Refused	n/a	n/a	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%

<b>Chances of getting a ticket if texting while driving</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	13%	14%	14%	16%	18%	17%	11%	12%	11%
Likely	17%	17%	17%	18%	15%	13%	18%	16%	18%
Occasionally	23%	29%	24%	24%	23%	27%	24%	22%	25%
Unlikely	22%	22%	23%	20%	22%	27%	26%	28%	28%
Very Unlikely	20%	14%	17%	17%	18%	12%	16%	16%	14%
Don't know / Refused	5%	4%	6%	5%	5%	3%	5%	6%	3%

<b>Chances of being in a collision if texting while driving</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Very Likely	42%	39%	40%	42%	43%	39%	32%	36%	35%
Likely	34%	37%	36%	34%	31%	34%	39%	36%	40%
Occasionally	16%	15%	16%	15%	16%	22%	22%	18%	18%
Unlikely	4%	3%	3%	3%	4%	4%	4%	6%	5%
Very Unlikely	3%	4%	3%	3%	4%	39%	2%	1%	1%
Don't know / Refused	1%	2%	2%	3%	2%	1%	2%	2%	1%

## 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 (97%) reported changing lanes and/or slowing down when approaching an emergency vehicle on the side of the road. Three in four respondents (75%) 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?*

<b>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?</b>			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
All times when possible	95%	95%	97%
About half the time	3%	3%	2%
Rarely	1%	1%	0%
Never	1%	1%	1%

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

<b>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?</b>			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	74%	71%	75%
No	21%	21%	21%
I don't know	5%	8%	4%

## Section J: Driving Tired

**Question:** In the past year, how often have you driven when you were so tired that it was hard to keep your eyes open?

**Question:** How dangerous do you think it is to drive when you are very drowsy?

Ninety three percent (93%) of Alaskan drivers report rarely or never driving when they were so tired it was hard to keep their eyes open. Nearly all respondents (96%) recognized that it is very or somewhat dangerous to drive when you are drowsy.

*Table J1.1: Driving Tired*

<b>In the past year, how often have you driven when you were so tired that it was hard to keep your eyes open?</b>	
	<b>2025</b>
Often	1%
Sometimes	6%
Rarely	27%
Never	66%
Don't know/refused	0%
<b>How dangerous do you think it is to drive when you are very drowsy?</b>	
	<b>2025</b>
Very	87%
Somewhat	9%
Slightly	2%
Not at all	1%
Don't know/refused	0%

## Section K: 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? If not always, why doesn't your child always ride 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?

About one in three (31%) Alaskan drivers reported driving with a child between the ages of four and eight in their vehicle. Of those, 86% said they always have the child riding in a booster or car seat. Among those that said their child is not always riding in a booster seat or car seat, just over half (56%) said their child outgrew it. If they needed information about appropriate car and booster seats or installation, 56% would reach out to a fire station and 27% would do a Google search.

*Table K1.1: Car and Booster Seat Use*

<b>Do you ever drive with a child between the ages of four and eight in your vehicle?</b>				
	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	25%	63%	72%	31%
No	75%	37%	27%	68%
Don't know / Refused	0%	0%	1%	0%
<b>How often is the child riding in a booster or car seat?</b> (Asked only of respondents who answered 'Yes' to driving with a child between four and eight)				
	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Always	77%	84%	85%	86%
Often	5%	4%	3%	4%
Sometimes	3%	0%	5%	3%
Rarely	4%	6%	3%	0%
Never	9%	6%	3%	6%
Don't know / Refused	1%	0%	2%	1%

*Table K1.2: Reason for not always using booster or car seat*

<b>Why doesn't your child always ride in a booster or car seat?</b> (Asked only of those who did NOT answer 'Always' using a booster or car seat) *Question added in 2025.	
	<b>2025</b>
My child outgrew it	56%
I don't think it's necessary for safety anymore	11%
My child refuses	0%
It's too hard to install	0%
We were only going a short distance	6%
They are too expensive	0%
My reason isn't on the list (other)	28%

*Table K2.1: Information About Car and Booster Seats*

<b>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)</b>				
<b>(Asked only of respondents who answered 'Yes' to driving with a child)</b>				
	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Fire station	30%	32%	50%	56%
Center for Safe Alaskans	6%	3%	8%	6%
Safe Kids	7%	7%	9%	6%
Pediatrician	9%	16%	9%	5%
Google Search	40%	37%	24%	27%
Friends and or family	24%	20%	26%	23%
Other	17%	n/a	7%	n/a
Don't know / Refused	3%	12%	0%	8%

## Section L: Bicycle and Pedestrian Safety

**Question:** Do you live in the Anchorage area?

**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?

Forty four percent (44%) of respondents live in the Anchorage area. Of those, just over half (52%) reported having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer. Of those respondents, 43% heard about it on the radio and 26% saw a sign on a bus. The most frequently recalled messages were “Save a life. Share the road” (67%) and “Pedestrian Safety is everyone’s responsibility” (39%).

*Table L1.1: Live in Anchorage area*

<b>Do you live in the Anchorage area?</b>	
	<b>2025</b>
Yes	44%
No	55%
Don't know/refused	0%

*Table L1.2: Read, Seen, or Heard Anything About Bicycle or Pedestrian Safety?*

<b>Have you read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer?</b> (Asked only of those that live in the Anchorage area beginning in 2025)			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Yes	49%	61%	52%
No	42%	36%	47%
Don't Know	10%	3%	1%

*Table L2.1: Where did you hear?*

<b>Where did you hear about it? (Allow all)</b> (Asked only of respondents who answered 'Yes' to having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer.)			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Radio	31%	29%	43%
Streaming audio like Pandora and Spotify	3%	4%	n/a
A Friend	22%	10%	n/a
Facebook	37%	17%	23%
YouTube	2%	4%	n/a

Coffee Sleeve at a coffee shop	1%	n/a	n/a
Bumper Sticker	19%	n/a	n/a
TV	n/a	n/a	23%
Sign on a bus	n/a	n/a	26%
Other	33%	61%	34%

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

<b>Of the following ads and messages which one/ones do you recall hearing or seeing?</b> (Asked only of respondents who answered 'Yes' to having read, seen, or heard anything about bicycle or pedestrian safety in Anchorage this summer.)			
	<b>2023</b>	<b>2024</b>	<b>2025</b>
Pedestrian Safety is everyone's responsibility	45%	29%	39%
Share the road arrive alive	58%	66%	n/a
Look out for each other	17%	13%	n/a
Turn right the right way	4%	n/a	n/a
Make eye contact	12%	10%	n/a
Drive in the Moment	n/a	9%	n/a
Save a life. Share the road.	n/a	n/a	67%
Drive in the Moment. Stay Present Stay Safe.	n/a	n/a	16%
Heads up. Phones down.	n/a	n/a	30%
Other	5%	19%	10%

## Section M: Demographics

Forty eight percent (48%) of the sample is female and 52% is male. Forty seven percent (47%) of the sample are college graduates. Eighty one percent (81%) are Caucasian.

*Table M1.1: Demographics*

<b>Gender</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Male	50%	44%	52%	48%	49%	53%	53%	46%	52%
Female	50%	56%	48%	52%	51%	47%	47%	54%	48%
<b>Education</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
Less than high school or GED	3%	2%	1%	1%	2%	1%	2%	1%	1%
High School Graduate or GED	18%	19%	17%	18%	16%	18%	17%	19%	18%
Some college or technical school	33%	32%	31%	37%	36%	34%	38%	38%	33%
Four Year degree	27%	29%	24%	27%	26%	26%	22%	23%	25%
Post graduate degree	18%	17%	25%	16%	19%	20%	20%	18%	22%
Don't know / Refused	0%	1%	2%	2%	1%	1%	2%	1%	1%

<b>Ethnicity</b>									
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
White, Caucasian	83%	83%	79%	74%	77%	79%	80%	81%	81%
Hispanic, Latino, Spanish	2%	2%	3%	3%	3%	3%	4%	2%	3%
Black, African-American	2%	1%	1%	2%	2%	3%	2%	2%	3%
Alaska Native	5%	4%	5%	6%	7%	5%	7%	10%	4%
American Indian	1%	2%	1%	2%	1%	1%	2%	3%	3%
Asian	1%	2%	2%	1%	2%	2%	2%	1%	2%
Native Hawaiian or Pacific Islander	1%	0%	1%	1%	1%	2%	1%	1%	1%
Mixed	4%	2%	4%	3%	2%	2%	4%	0%	2%
Other	1%	1%	1%	3%	3%	1%	2%	1%	0%
Don't know / Refused	2%	3%	5%	5%	5%	5%	3%	4%	4%