

A scenic landscape photograph of a winding road through a forest with a mountain in the background. The road is paved and has a double yellow line down the center. The forest is dense with green trees, some of which have yellowing leaves. In the background, a large mountain peak is visible, partially obscured by a thick layer of white mist or fog. The sky is overcast and grey.

2023 Alaska Attitudinal Telephone Transportation Survey

**Survey Conducted September 2023
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) conducted this survey regarding attitudes, opinions and behaviors related to driving in Alaska.

Survey Instrument

The survey instruments were finalized after several drafts, which included reviews and changes by Marcia Howell, Executive Director of CSA. The telephone survey averaged twelve minutes in length. The survey instruments were 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 n=392 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 Safe Alaskans and the HRG team, employing SPSS software, analyzed the data. The primary procedures reported are frequencies and cross tabulations.

Notes to Readers

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

2023 Research Findings

Section A: Background & Driving in Alaska

The respondents in the study were screened to ensure that they were licensed drivers, and that if they were on a cell phone that they were not currently driving. Sixty five percent (65%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2023 from the previous year, with SUVs at 37%, trucks at 31%, and cars at 26%.

Section B: Safety Zones

Approximately three out of four Alaskans (76%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 40% said that safety has improved in these areas, comparable to previous years. Only 17% 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, 24% said they often or always drive 5 MPH over the speed limit, while 24% said that they never do. Two in five respondents (40%) 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 90% 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. One in four respondents (25%) 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 39%. Most Alaskans reported hearing about seat belt use enforcement from TV (41%) or radio (43%). 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’ (25%).

Section E: Driving Over the Speed Limit

Over half (53%) 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, 14% reported that they always or often do, while 69% report that they rarely or never do. About two out of five (37%) 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 41% in 2023, down from 54% in 2022. Of those, most Alaskans reported hearing about speeding enforcement from TV (33%), or radio (33%). The ad ‘Drive the speed limit’ (42% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by “An open road doesn’t mean you own the road” (17%).

Section F: Drinking and Driving

Sixty seven percent (67%) of Alaskan drivers have read, seen, or heard about drunk driving enforcement. Of those respondents, 59% report seeing a television ad and 50% report hearing a radio ad. The most frequently recalled ads were ‘Buzzed Driving is Drunk Driving’ (84%), ‘Drive High Get a DUI’ (49%), and ‘Find a Sober Ride and Arrive Alive’ (47%).

Nearly two out of three (63%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Sixty three percent (63%) 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, 58% recalled seeing distracted driving ads on television, followed by 10% who recalled ads on Facebook. Recall was highest for “If you text and drive, your next message might be your last” (67%), followed by “Safe driving is just driving. Focus on the road and arrive alive.” (43%).

Section H: Cellphone Usage

Fifteen percent (15%) of Alaskan drivers’ report talking on their cell phone while driving always or often, down from 2022 (20%). The number of respondents who say they never read or send texts while driving was 62%, comparable to the previous year (64%). 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 61%. Sixty four percent (64%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (69%). Alaska residents’ attitudes about texting while driving remained essentially the same, with a consistent strong (97%) 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 71% 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 (74%) were aware of a law in Alaska that requires drivers to “move over”.

Section J: Booster Seats

About one in three (36%) of Alaskan drivers ride in a vehicle with a child under 8 years old. Twenty eight percent (28%) of Alaskan drivers have read, seen, or heard about car and booster seats in Alaska, an increase from 2022 (18%). Of those respondents, 51% report seeing a television ad and 11% report hearing from a friend. Notably, a large portion of respondents who reported hearing from some “other” source cited radio as the source they heard about it. The most frequently recalled messages were ‘Secure your child and get the right fit’ (38%) and ‘Kids don’t come with a user manual. But car seats do’ (37%).

About two in three (63%) Alaskan drivers who reported driving with a child under 8 years old reported driving with a child between the ages of four and eight in their vehicle. Of those, 84% said they always have the child riding in a booster or car seat. A quarter (26%) said they have had a child passenger safety technician help with car or booster seat installation.

About 2 in 3 drivers (67%) said they have transitioned their child out of a car seat and into a booster seat because they felt they were big enough. Seventy two percent (72%) said they have removed bulky clothes like winter coats from a child before buckling them in. Only 11% said they have ever allowed their child to ride unbuckled because it was a very short trip.

A quarter (27%) of drivers with children between the ages of four and eight riding with them have researched Alaska's car seat laws. If they needed information about appropriate car and booster seats or installation, 37% said they would do a google search, 32% would reach out to a fire station, and 20% would ask friends or family.

Section K: Demographics

Fifty three percent (53%) of the sample is male and 47% is female. Forty six percent (42%) of the sample are college graduates. Eighty percent (80%) are Caucasian and 14% are non-Caucasian.

Research Findings

Section A: Background & Driving in Alaska

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

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

The respondents in the study were screened to ensure that they were licensed drivers, and that if they were on a cell phone that they were not currently driving. Sixty five percent (65%) of Alaskans reported driving 100 miles or less a week, comparable to previous years. Drivers of all vehicles remained roughly the same in 2023 from the previous year, with SUVs at 37%, 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
Less than 50	26%	28%	31%	32%	31%	30%	32%	35%	31%	28%	38%	39%	39%	38%
51 to 100	35%	30%	29%	33%	26%	31%	25%	28%	28%	32%	27%	27%	23%	27%
101 to 150	13%	18%	18%	15%	14%	13%	14%	12%	12%	14%	9%	9%	11%	10%
151 to 200	13%	10%	4%	10%	10%	7%	9%	5%	9%	9%	7%	7%	9%	7%
More than 200	14%	14%	17%	10%	16%	19%	19%	19%	19%	15%	17%	17%	16%	17%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	1%	2%	1%	2%	1%	1%	1%	2%
Vehicle Driven Most Often														
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Car	36%	43%	43%	40%	34%	36%	29%	32%	29%	31%	31%	35%	28%	26%
SUV	30%	32%	31%	33%	32%	32%	34%	33%	35%	36%	34%	32%	33%	37%
Van	7%	6%	5%	7%	8%	7%	5%	4%	5%	6%	4%	4%	6%	4%
Truck/Pickup	28%	19%	23%	20%	27%	25%	31%	30%	30%	25%	30%	28%	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%

Section B: Safety Zones

Question: Do you know there are safety zones posted on highways in Alaska?

Question: Do you believe safety has improved in safety zones?

Question: Have you ever seen police or troopers in a safety zone?
(*removed in 2020)

Approximately three out of four Alaskans (76%) knew that there are safety zones posted on highways in Alaska. Of those who knew there were safety zones, 40% said that safety has improved in these areas, comparable to previous years. Only 17% said that safety has not improved.

Table B1.1: Safety Zones

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

Section C: Highway Usage & Behavior

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

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

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

Question: 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, 24% said they often or always drive 5 MPH over the speed limit, while 24% said that they never do. Two in five respondents (40%) 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 & Behavior – Glenn Highway

Road Usage Between Knik Bridge and Portage			
	2021	2022	2023
Yes	53%	66%	n/a
No	46%	33%	n/a
Don't know / Refused (do not read)	1%	1%	n/a
Driving 5 MPH Over Speed Limit Between Knik Bridge and Portage (Asked only of respondents who answered 'Yes' to driving in that area)			
	2021	2022	2023
Always	16%	11%	n/a
Often	13%	11%	n/a
Sometimes	17%	17%	n/a
Rarely	27%	25%	n/a
Never	26%	35%	n/a
Don't know / Refused (do not read)	2%	2%	n/a
Driving 10 MPH Over Speed Limit Between Knik Bridge and Portage (Asked only of respondents who answered 'Yes' to driving in that area)			
	2021	2022	2023
Very Likely	23%	16%	n/a
Likely	24%	26%	n/a
Occasionally	21%	19%	n/a
Unlikely	17%	16%	n/a
Very Unlikely	9%	13%	n/a
Don't know / Refused (do not read)	7%	10%	n/a

Driving 5 MPH Over Speed Limit on Minnesota Drive (Asked only of respondents who answered 'Yes' to driving in that area) removed in 2022	
	2021
Always	7%
Often	9%
Sometimes	11%
Rarely	33%
Never	39%
Don't know / Refused (do not read)	2%

Table C1.2: Highway Usage and Behavior – Seward Highway

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

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 90% 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. One in four respondents (25%) 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
Always	91%	92%	89%	90%	93%	91%	90%	89%	91%	92%	86%	89%	90%	90%
Often	5%	4%	9%	7%	4%	5%	5%	7%	5%	5%	5%	7%	5%	5%
Sometimes	2%	3%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
Rarely	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%
Never	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	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%
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
Very Likely	n/a	n/a	30%	54%	43%	46%	46%	66%	68%	70%	66%	70%	70%	68%
Likely	n/a	n/a	52%	32%	40%	36%	35%	23%	18%	18%	20%	20%	19%	22%
Occasionally	n/a	n/a	13%	12%	12%	12%	11%	4%	5%	4%	4%	3%	3%	3%
Unlikely	n/a	n/a	1%	0%	2%	2%	4%	2%	3%	2%	4%	2%	2%	3%
Very Unlikely	n/a	n/a	n/a	n/a	2%	2%	2%	2%	3%	3%	3%	2%	3%	2%
Don't know / Refused	n/a	n/a	n/a	n/a	2%	2%	2%	3%	3%	3%	3%	2%	3%	2%
Chances for a seat belt ticket														
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Very Likely	17%	17%	6%	18%	18%	19%	21%	14%	13%	12%	14%	16%	11%	10%
Likely	13%	10%	20%	17%	9%	8%	9%	20%	18%	17%	17%	13%	18%	15%
Occasionally	23%	24%	27%	25%	24%	22%	21%	16%	19%	17%	15%	15%	19%	18%
Unlikely	30%	28%	19%	20%	27%	25%	24%	28%	23%	24%	28%	24%	26%	29%
Very Unlikely	13%	12%	17%	14%	13%	18%	17%	17%	21%	21%	20%	26%	20%	21%
Don't know / Refused	6%	9%	11%	7%	10%	8%	8%	5%	6%	9%	6%	7%	7%	7%

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 39%. Most Alaskans reported hearing about seat belt use enforcement from TV (41%) or radio (43%). 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’ (25%).

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
Has heard	55%	49%	33%	49%	40%	40%	30%	54%	47%	49%	38%	36%	43%	39%
Has not heard	43%	48%	57%	38%	59%	58%	67%	44%	51%	49%	60%	62%	56%	58%
Don't know / Refused	2%	3%	1%	13%	1%	2%	3%	2%	2%	2%	2%	2%	1%	3%

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	
TV	65%	54%	52%	53%	53%	57%	47%	60%	45%	41%	
Radio	31%	28%	25%	33%	21%	40%	31%	38%	30%	43%	
Newspaper (*removed in 2017)	14%	9%	6%	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%	
Facebook	7%	3%	4%	5%	3%	5%	14%	9%	13%	12%	
Movie theatre (*2019 only)	n/a	n/a	n/a	n/a	n/a	1%	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%	
YouTube (*added in 2016, 2018, 2020, and 2023)	n/a	n/a	1%	n/a	1%	n/a	3%	4%	3%	5%	
Snapchat (*added in 2020)	n/a	n/a	n/a	n/a	n/a	n/a	1%	2%	0%	1%	
Hulu (*added in 2023)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1%	
Road Signs (*removed in 2016)	12%	0%	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	
Other	7%	36%	30%	29%	17%	27%	23%	18%	12%	25%	
Don't know / Refused	n/a	n/a	0%	n/a	n/a	0%	4%	0%	0%	0%	

Open Ended Responses For “Other” Sources:

SEEN ROAD SIGNS (x17)

NEWSPAPER (x5)

AT WORK (x3)

SOCIAL MEDIA (x2)

IN THE MILITARY

JUST A LAW

GOT A TICKET

STREAMING SERVICES

INTERNET

NEWS

ANCHORAGE DAILY NEWSPAPER

SOMETHING THAT SHE DOES

FLYER

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
Click It or Ticket	87%	86%	96%	99%	79%	91%	88%	94%	91%	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%
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
In real life you don't get a 2nd chance (*added in 2018, removed in 2021)	n/a	n/a	n/a	n/a	7%	18%	24%	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
Embrace Life (*removed in 2018)	n/a	27%	14%	10%	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
Occupant Protection is for Everyone	n/a	n/a	n/a	n/a	n/a	n/a	5%	9%	6%	6%
Do not recall specifics	12%	31%	11%	n/a	4%	4%	8%	4%	4%	5%
Other	n/a	18%	9%	14%	n/a	1%	2%	1%	1%	3%

Open Ended Responses For "Other" Recalled Ads:

MAYBE ON COMMERCIALS
 THE ONE WITH THE TROOPERS ON IT
 IT WAS AN AD WHERE SOMEONE GOT HURT AND SURVIVED THE ACCIDENT
 WEAR A SEATBELT, DON'T DRIVE DISTRACTED

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 (53%) 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, 14% reported that they always or often do, while 69% report that they rarely or never do. About two out of five (37%) 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
Always	4%	5%	4%	4%	4%
Often	12%	15%	10%	10%	14%
Sometimes	29%	27%	28%	24%	28%
Rarely	33%	34%	33%	38%	36%
Never	22%	17%	23%	22%	17%
Don't know / Refused	1%	1%	2%	1%	2%
How often do you drive faster than 70 on a road with a speed limit of 65 mph?					
	2019	2020	2021	2022	2023
Always	2%	4%	3%	3%	3%
Often	8%	9%	7%	10%	11%
Sometimes	20%	22%	17%	19%	16%
Rarely	29%	30%	34%	31%	35%
Never	39%	34%	37%	37%	34%
Don't know / Refused	2%	2%	2%	1%	1%
Chances for a speeding ticket					
	2019	2020	2021	2022	2023
Very Likely	12%	12%	13%	11%	11%
Likely	28%	28%	25%	28%	26%
Occasionally	32%	32%	33%	36%	35%
Unlikely	16%	16%	17%	15%	16%
Very Unlikely	8%	9%	8%	8%	8%
Don't know / Refused	4%	3%	4%	3%	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 41% in 2023, down from 54% in 2022. Of those, most Alaskans reported hearing about speeding enforcement from TV (33%), or radio (33%). The ad ‘Drive the speed limit’ (42% recall among Alaskans who had heard/seen an ad about speeding enforcement in AK) was the most likely ad to be recalled, followed by “An open road doesn’t mean you own the road” (17%).

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
Yes	46%	44%	54%	41%
No	51%	56%	44%	56%
Don't know / Refused	3%	1%	3%	3%

Table E3.1: Where Did You Hear?

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

Open Ended Responses for "Other" Sources:

SAW IT WHILE DRIVING (x15)

NEWSPAPER (x5)

SIGNS (x5)

ONLINE ARTICLES

SOCIAL MEDIA AND RADIO

MORE POLICE PRESENCE

MEDIA

INTERNET BLOG

FEDERAL GOV.

ON THE HIGHWAY

RADIO AND NEWS

IN SCHOOL

INTERNET

NO MEDIA THIS SUMMER

I PAY ATTENTION TO THE SIGNS, IF YOU DRIVE FROM MY HOUSE TO STERLING, THEY'VE BEEN WORKING ON THAT HIGHWAY. YOU HAVE TO PAY ATTENTION BECAUSE IT IS A TRIPLE FINE IN A CONSTRUCTION ZONE.

JUST VISUAL DRIVING DOWN SEEING TWO OR THREE COPS THEY ARE WORKING HARD TO MAKE THE REVENUE AND I SEEN THEM OUT THERE PERSONALLY

ON THE ROAD

YOU JUST SEE IT

ON A MISSION TO SLOW GLENN HIGHWAY DOWN

LOCAL NEWS AND SEEN IT

ARTICLE BY CHIEF OF POLICE

ON THE HIGHWAY

NOT A PERMANENT SIGN ON SIDE OF ROAD

SPEED TRAPS

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
“Drive the speed limit and arrive alive”	64%	40%	41%	n/a
“Drive the speed limit.”	n/a	n/a	n/a	42%
“An open road doesn’t mean you own the road”	10%	19%	21%	17%
“Speeding is for dummies”	13%	n/a	n/a	n/a
Other	5%	4%	3%	5%
Do not recall specifics	25%	45%	41%	45%

Open Ended Responses For “Other” Recalled Speeding Enforcement Ads:

YOU JUST SAW THE SPEEDING SENSOR.
 YOU DON'T OWN THE HIGHWAY
 GETTING THERE ALIVE DON'T SPEED THROUGH LIFE
 SEATBELT
 DRUNK DRIVING

Section F: Drinking And Driving

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

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

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

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

Sixty seven percent (67%) of Alaskan drivers have read, seen or heard about drunk driving enforcement. Of those respondents, 59% report seeing a television ad and 50% report hearing a radio ad. The most frequently recalled ads were 'Buzzed Driving is Drunk Driving' (84%), 'Drive High Get a DUI' (49%), and 'Find a Sober Ride and Arrive Alive' (47%).

Nearly two out of three (63%) Alaskan drivers think that they are likely or very likely to be arrested for driving after drinking. Sixty three percent (63%) 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
Yes	64%	56%	73%	70%	74%	61%	67%	68%	67%
No	33%	43%	26%	27%	25%	37%	31%	31%	31%
Don't know / Refused	3%	1%	2%	3%	2%	2%	2%	1%	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
TV	56%	51%	63%	59%	58%	56%	61%	58%	59%
Radio	30%	30%	41%	20%	38%	35%	45%	37%	50%
Newspaper (*removed in 2017)	23%	29%	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%
Facebook	7%	10%	9%	3%	10%	14%	14%	13%	13%
YouTube (*added in 2018)	n/a	n/a	n/a	1%	3%	5%	5%	3%	6%
Instagram (*added in 2020)	n/a	2%	n/a	n/a	n/a	3%	4%	3%	2%
Streaming video services or devices (added in 2021)	n/a	n/a	n/a	n/a	n/a	n/a	5%	2%	4%
Movie Theatre (*removed in 2020)	n/a	2%	n/a	n/a	2%	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
Snapchat (*added in 2019)	n/a	n/a	n/a	n/a	1%	2%	3%	2%	1%
Other	13%	13%	16%	15%	22%	19%	15%	11%	17%
Don't know / Refused	n/a	0%	n/a	n/a	1%	2%	0%	0%	0%

Open Ended Responses For “Other” Sources:

I HAVE A DUI
SOCIAL MEDIA
INTERNET ADS
NEWSPAPER (x22)
ADVERTISEMENTS ON THE ROAD
ON A SIGN (x6)
ALL THE ABOVE
LOCAL NEWS
INTERNET
EVERYWHERE
DMV
DON'T PAY ANY ATTENTION TO THAT STUFF
PRINT
TIKTOK
PERSONALLY OBSERVED IT
ALASKA NEWS SOURCE WEBSITE
YOU CAN SEE IT EVERYWHERE
WITNESS TO IT
SEE CARS PULLED OVER
WORKD FOR THE SAFETY OFFICE
COMPUTER
NEWSPAPER POLICE REPORTS

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
“Arrive Alive”	n/a	n/a	n/a	n/a	n/a	58%	n/a	n/a
“Don’t Drive High”	n/a	n/a	n/a	n/a	n/a	45%	n/a	n/a
“Drugs Impair Reaction Time”	n/a	n/a	n/a	n/a	n/a	43%	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
“Find a Sober Ride and Arrive Alive”	n/a	n/a	n/a	n/a	n/a	38%	45%	47%
“Don’t Test Your Luck”	n/a	n/a	n/a	n/a	n/a	18%	n/a	n/a
“Buzzed Busted Broke”	n/a	n/a	n/a	n/a	17%	n/a	n/a	n/a
“Don’t Drive Impaired”	n/a	n/a	n/a	n/a	23%	7%	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
“Any type of impaired driving is illegal and dangerous”	n/a	n/a	n/a	n/a	18%	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
“Buzzed Driving is Drunk Driving” (*added in 2018)	n/a	n/a	38%	48%	43%	n/a	82%	84%
“Drunk Driving is a Dead End” (*removed in 2017)	72%	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
“Don’t Lose Your Freedom” (*removed in 2020)	22%	19%	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%
Sometimes a Hangover can Last a Lifetime (*added in 2019)	n/a	n/a	n/a	27%	20%	36%	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%
Other	11%	17%	1%	1%	1%	4%	n/a	1%
Do not recall specifics	5%	n/a	16%	12%	4%	6%	n/a	7%
Don’t know / Refused	0%	n/a	n/a	n/a	n/a	0%	n/a	n/a

Open Ended Responses For “Other” Recalled Drunk Driving Enforcement Ads:

DRIVE HAMMERED GET NAILED
FIND A RIDE

Table F4.1: Drinking And Driving

Chances for arrest if driving after drinking							
	2017	2018	2019	2020	2021	2022	2023
Very Likely	33%	31%	31%	32%	31%	29%	27%
Likely	30%	35%	31%	30%	30%	36%	36%
Occasionally	18%	15%	17%	19%	17%	19%	19%
Unlikely	8%	8%	8%	4%	10%	5%	6%
Very Unlikely	8%	8%	8%	9%	6%	5%	6%
Don't know / Refused	4%	3%	5%	5%	5%	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
Very Likely	38%	31%	34%	33%	33%	30%	27%
Likely	33%	35%	36%	36%	36%	38%	36%
Occasionally	15%	21%	15%	18%	17%	20%	23%
Unlikely	6%	3%	8%	5%	7%	4%	4%
Very Unlikely	3%	7%	4%	5%	3%	4%	4%
Don't know / Refused	6%	3%	4%	4%	3%	4%	5%

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?

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, 58% recalled seeing distracted driving ads on television, followed by 10% who recalled ads on Facebook. Recall was highest for “If you text and drive, your next message might be your last” (67%), followed by “Safe driving is just driving. Focus on the road and arrive alive.” (43%).

Table G1.1: Heard About Distracted Driving?

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

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
TV (*removed in 2021)	55%	52%	53%	53%	n/a	64%	58%
Radio	44%	24%	44%	43%	56%	n/a	n/a
A Friend	13%	4%	6%	8%	10%	3%	6%
Facebook	9%	7%	9%	13%	14%	14%	10%
YouTube (*added in 2018, removed in 2021)	n/a	1%	4%	4%	n/a	5%	6%
Snapchat (*added in 2019, removed in 2021)	n/a	n/a	2%	2%	n/a	3%	2%
Other	15%	10%	16%	12%	40%	29%	43%
Don't know / Refused	4%	2%	0%	0%	0%	0%	n/a

Open Ended Responses for "Other" Sources:

RADIO (x65)
NEWSPAPER (x9)

DON'T REMEMBER/UNSURE (x5)
I DO NOT RECALL. IT COULD HAVE BEEN RADIO LAST SUMMER
SOCIAL MEDIA
AT WORK... SHE'S A BARTENDER
EVERYWHERE
I SAW IT ON THE ROAD
POST ON THE ROAD AND IN DRIVERS TEST
PANDORA
WITNESS TO IT
SEE PEOPLE TEXTING AS THEY DRIVE
COMMUNITY OR TV OR SOCIAL MEDIA
IN THE DMV OFFICE AND ROADS
I SEE IT EVERY DAY
OTHER PEOPLE COMPLAINING; A FRIEND
SOCIAL MEDIA
ROADSIDE SIGN
PEOPLE

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
“Safe driving is just driving. Focus on the road and arrive alive”	n/a	n/a	n/a	n/a	n/a	66%	43%
“If you text and drive, your next message might be your last.”	n/a	n/a	n/a	n/a	n/a	39%	67%
“Cops are Cracking Down on Texting and Driving”	n/a	n/a	n/a	n/a	44%	n/a	n/a
“Focus on the Road and Arrive Alive”	n/a	n/a	n/a	n/a	41%	n/a	n/a
“Safe Driving is Just Driving”	n/a	n/a	n/a	n/a	22%	n/a	n/a
“End of Conversation”	n/a	n/a	n/a	n/a	11%	n/a	n/a
“Until You’re Ready”	n/a	n/a	n/a	n/a	14%	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
“Your Phone Can Wait” (*removed in 2019)	44%	30%	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
“Phone Down Buckle Up”	15%	7%	10%	13%	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
“Practice the Five Ways to Arrive Alive” (*removed in 2019)	n/a	n/a	17%	n/a	n/a	n/a	n/a
Do not recall specifics	n/a	33%	37%	32%	20%	15%	13%
Other	1%	1%	1%	9%	2%	3%	3%

Open Ended Responses for “Other” Recalled Distracted Driving Ads:

CLICK IT OR TICKET
 DON’T TEXT AND DRIVE
 EYES ON THE ROAD, NOT ON THE PHONE
 NEWS

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 (15%) of Alaskan drivers’ report talking on their cell phone while driving always or often, down from 2022 (20%). The number of respondents who say they never read or send texts while driving was 62%, comparable to the previous year (64%). 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 61%. Sixty four percent (64%) of Alaska residents believe it is very or somewhat dangerous to talk on the phone while driving, comparable to the previous year (69%). Alaska residents’ attitudes about texting while driving remained essentially the same, with a consistent strong (97%) 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 71% 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
Always	2%	3%	4%	1%	5%	5%	3%
Often	10%	10%	13%	14%	9%	15%	12%
Sometimes	26%	25%	25%	26%	25%	26%	28%
Rarely	35%	32%	29%	31%	39%	28%	30%
Never	26%	30%	30%	27%	22%	26%	26%
Don't know / Refused	0%	0%	0%	1%	1%	0%	1%
How often do you read or send text messages while driving							
	2017	2018	2019	2020	2021	2022	2023
Always	0%	1%	0%	1%	1%	1%	1%
Often	2%	3%	2%	4%	1%	1%	2%
Sometimes	9%	8%	7%	7%	7%	8%	8%
Rarely	21%	19%	21%	21%	19%	27%	28%
Never	67%	69%	69%	67%	71%	64%	62%
Don't know / Refused	0%	0%	1%	1%	1%	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
Yes	n/a	43%	n/a	40%	35%	42%	45%	45%	45%	45%	38%	54%	57%	61%
No	n/a	57%	n/a	60%	65%	58%	55%	54%	54%	54%	63%	44%	42%	38%
Don't know / Refused	n/a	n/a	n/a	n/a	n/a	n/a	0%	0%	1%	1%	0%	2%	0%	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
Very	n/a	n/a	41%	54%	41%	40%	38%	36%	41%	36%	42%	31%	31%	36%
Somewhat	n/a	n/a	41%	33%	32%	34%	35%	34%	35%	36%	32%	33%	38%	28%
Slightly	n/a	n/a	13%	10%	19%	16%	20%	21%	18%	19%	17%	24%	22%	26%
Not at all	n/a	n/a	4%	2%	6%	6%	6%	9%	4%	6%	6%	9%	8%	7%
Don't know / Refused	n/a	n/a	1%	2%	2%	4%	1%	0%	2%	4%	9%	3%	1%	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
Very	n/a	n/a	95%	95%	94%	93%	95%	92%	93%	91%	90%	90%	87%	87%
Somewhat	n/a	n/a	4%	4%	5%	5%	3%	6%	5%	6%	6%	6%	9%	10%
Slightly	n/a	n/a	0%	0%	1%	1%	1%	2%	1%	1%	2%	2%	2%	2%
Not at all	n/a	n/a	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%
Don't know / Refused	n/a	n/a	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%

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

Chances of being in a collision if texting while driving							
	2017	2018	2019	2020	2021	2022	2023
Very Likely	42%	39%	40%	42%	43%	39%	32%
Likely	34%	37%	36%	34%	31%	34%	39%
Occasionally	16%	15%	16%	15%	16%	22%	22%
Unlikely	4%	3%	3%	3%	4%	4%	4%
Very Unlikely	3%	4%	3%	3%	4%	39%	2%
Don't know / Refused	1%	2%	2%	3%	2%	1%	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 (74%) were aware of a law in Alaska that requires drivers to “move over”.

Table 11.1: 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
All times when possible	95%
About half the time	3%
Rarely	1%
Never	1%

Table 12.1: 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
Yes	74%
No	21%
I don’t know	5%

Section J: Booster Seats

Question: Do you ever ride in a vehicle with a child under 8 years old?

Question: Have you read, seen or, heard anything about car and booster seats in Alaska this summer?

Question: Where did you hear about it?

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

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: Have you ever had a child passenger safety technician help with car or booster seat installation?

Question: Have you ever transitioned your child out of a car seat and into a booster seat because you felt they were big enough?

Question: Have you ever removed bulky clothes like winter coats from a child before buckling them in?

Question: Have you ever allowed your child to ride unbuckled because it was a short trip?

Question: Have you ever researched your car/booster seat before purchasing to make sure it was appropriate for your child's age, weight and height?

Question: Have you ever researched Alaska's car seat laws?

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 (36%) of Alaskan drivers ride in a vehicle with a child under 8 years old. Twenty eight percent (28%) of Alaskan drivers have read, seen or heard about car and booster seats in Alaska, an increase from 2022 (18%). Of those respondents, 51% report seeing a television ad and 11% report hearing from a friend. Notably, a large portion of respondents who reported hearing from some “other” source cited radio as the source they heard about it. The most frequently recalled messages were ‘Secure your child and get the right fit’ (38%) and ‘Kids don’t come with a user manual. But car seats do’ (37%).

About two in three (63%) Alaskan drivers who reported driving with a child under 8 years old reported driving with a child between the ages of four and eight in their vehicle. Of those, 84% said they always have the child riding in a booster or car seat. A quarter (26%) said they have had a child passenger safety technician help with car or booster seat installation.

About 2 in 3 drivers (67%) said they have transitioned their child out of a car seat and into a booster seat because they felt they were big enough. Seventy two percent (72%) said they have removed bulky clothes like winter coats from a child before buckling them in. Only 11% said they have ever allowed their child to ride unbuckled because it was a very short trip.

A quarter (27%) of drivers with children between the ages of four and eight riding with them have researched Alaska’s car seat laws. If they needed information about appropriate car and booster seats or installation, 37% said they would do a google search, 32% would reach out to a fire station, and 20% would ask friends or family.

Table J1.1: Ride with Child Under 8?

Do you ever ride in a vehicle with a child under 8 years old?	
	2023
Yes	36%
No	64%
Don't know / Refused	0%

Table J2.1: Heard About Car and Booster Seats?

Have you read, seen, or heard anything about car and booster seats in Alaska this summer?		
	2022	2023
Yes	18%	28%
No	79%	69%
Don't know / Refused	3%	3%

Table J3.1: Where Did You Hear?

Where did you hear about it? (Asked only of respondents who answered 'Yes' to having heard about car and booster seats)		
	2022	2023
TV	59%	51%
A Friend	3%	11%
Instagram	n/a	2%
Facebook	13%	7%
YouTube	3%	5%
Other	37%	47%
Don't know / Refused	0%	0%

Open Ended Responses for "Other" Sources:

RADIO (x25)
 FAMILY (x5)
 CAN'T RECALL (x3)
 CAR DEALERSHIP
 THROUGH THE HOSPITAL AND THE CLASSES THAT I'VE TAKEN IN THE PAST
 IT IS A PART OF THE DRIVER TEST
 I KNOW THE LAW - SUPPOSED TO KEEP CHILD IN BOOSTER SEAT
 PUBLIC PLACES
 STREAMING DEVICE
 PAMPHLET
 SCHOOL
 EVERYWHERE AND I'VE HEARD ALL THE SLOGANS
 FIRE DEPARTMENT
 IN GENERAL
 WORD OF MOUTH

THE LAW
PAMPHLETS FROM THE DR
SEATS ON THE BUS
LOCAL FIRE DEPT
SEAT TELLS YOU
PEOPLE
CHECK STATION
SAW IT IN A NEWSPAPER AND THEY WERE GIVING CAR SEAT CHECKS
COMMON SENSE
NEWSPAPER
A FRIEND THAT HAS KIDS

Table J4.1: 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 car and booster seats)		
	2022	2023
Make sure your child arrives alive	41%	n/a
Give your child a future; put them in the right car seat	42%	n/a
Know for sure	17%	n/a
Kids don't come with a user manual. But car seats do.	n/a	37%
Secure your child and get the right fit.	n/a	38%
Parents who really know it all, know for sure that their children are in the right car seat.	n/a	16%
Do not recall specifics	23%	33%
Other	4%	4%

Open Ended Responses For "Other" Recalled Booster Seat Ads:

SEE ADS TV
FREE SAFETY TEXTS FOR CAR SEAT AND KIDS

Table J5.1: Car and Booster Seat Use

Do you ever drive with a child between the ages of four and eight in your vehicle? (Asked only of those who answered yes to ever riding in a vehicle with a child under 8 years old.)		
	2022	2023
Yes	25%	63%
No	75%	37%
Don't know / Refused	0%	0%
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%
Often	5%	4%
Sometimes	3%	0%
Rarely	4%	6%
Never	9%	6%
Don't know / Refused	1%	0%

Table J6.1: Car and Booster Seat Safety

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

Have you ever had a child passenger safety technician help with car or booster seat installation?		
	2022	2023
Yes	27%	26%
No	73%	74%
Don't know / Refused	0%	0%
Have you ever transitioned your child out of a car seat and into a booster seat because you felt they were big enough?		
	2022	2023
Yes	63%	67%
No	34%	33%
Don't know / Refused	2%	0%
Have you ever removed bulky clothes like winter coats from a child before buckling them in?		
	2022	2023
Yes	60%	72%
No	34%	28%
Don't know / Refused	5%	0%
Have you ever allowed your child to ride unbuckled because it was a short trip?		
	2022	2023
Yes	9%	11%
No	91%	89%
Don't know / Refused	0%	0%

Table J7.1: Information About Car and Booster Seats

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

Have you ever researched your car/booster seat before purchasing to make sure it was appropriate for your child?		
	2022	2023
Yes	63%	n/a
No	35%	n/a
Don't know / Refused	2%	n/a
Have you ever researched Alaska's car seat laws?		
	2022	2023
Yes	25%	27%
No	75%	73%
Don't know / Refused	0%	0%
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
Fire station	30%	32%
Center for Safe Alaskans	6%	3%
Safe Kids	7%	7%
Pediatrician	9%	16%
Google Search	40%	37%
Friends and or family	24%	20%
Other	17%	n/a
Don't know / Refused	3%	12%

Section K: Demographics (Phone Only)

Fifty three percent (53%) of the sample is male and 47% is female. Forty six percent (42%) of the sample are college graduates. Eighty percent (80%) are Caucasian and 14% are non-Caucasian.

Table K1.1: Demographics

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

Ethnicity

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

Open Ended Responses For “Other” Ethnicity:

ALASKAN, NATIVE, WHITE
 IRISH, INDIAN, WHITE, AND BLACK
 ANGLO AMERICAN
 ASIAN, CAUCASIAN
 ALBANIAN
 ALASKANNATIVE AND WHITE
 ASIAN NORTH/WESTERN EUROPEAN
 INDIGENOUS TO SOUTH AMERICA
 ASIAN AND WHITE
 WHITE AND ALASKA NATIVE
 BLACK AND INDIAN
 AMERICAN
 PANAMA CITY