The background of the entire page is a photograph of three palm trees silhouetted against a sunset sky. The sun is a bright yellow-orange orb on the horizon, with the sky transitioning from orange near the horizon to a deep purple at the top. The palm trees are dark against the lighter sky.

Florida

2017

Driving Under the Influence (DUI)
Media Survey

Florida Department of Transportation

Final Report
June 30, 2017

Report prepared by the Public Opinion Research Lab at the University of North Florida

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Florida

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Driving Under the Influence (DUI) Media Survey

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DISCLAIMER

This report was prepared for the State of Florida, Department of Transportation, State Safety Office, in cooperation with the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation.

The conclusions and opinions expressed in these reports are those of the sub grantee and do not necessarily represent those of the State of Florida, Department of Transportation, State Safety Office, the U.S. Department of Transportation, or any other agency of the State or Federal Government. The contents of this report reflect the findings of the authors, who are responsible for the facts and the accuracy of the data presented herein. This report is not intended for construction, bidding, or permit purposes. The researcher in charge of the project was Dr. Michael Binder, Faculty Director of the Public Opinion Research Laboratory at the University of North Florida. To contact Dr. Michael Binder, please call (904) 620-2784 or email porl@unf.edu.



Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S., and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2015 was at approximately 15,604,649 individuals, all of which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2015 Census is as follows: 55.3% white, 16.8% black, 24.5% Hispanic/Latino origin, and 2.8% Asian. The Florida Department of Transportation (FDOT) reports a total of 273,180 miles of public roads.

Project Background

The *Drive Sober or Get Pulled Over* media campaign was launched by the U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA) in the summer of 2011, and was implemented in the State of Florida in that same year. The *Drive Sober or Get Pulled Over* campaign was formed as a response to the rapid increase of fatalities caused by impaired driving nationwide, and includes other partners such as Mothers Against Drunk Driving (MADD).

The State of Florida was among the top 3 states leading the nation in the increase of traffic fatalities due to impaired driving, with a total of 2,398 deaths according to NHTSA's 2011 State Alcohol-Impaired Driving Estimates. Since the implementation and enforcement of the *Drive Sober or Get Pulled Over* campaign, that number has increased slightly to 2,939 fatalities according to NHTSA's 2015 State Alcohol-Impaired Driving Estimates.

Executive Summary

This report serves to inform FDOT about the effectiveness of the *Drive Sober or Get Pulled Over* media campaign, which was enacted with the goal of decreasing deaths caused by impaired driving using preventative measures.

In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey that yielded the following results:

- Of all respondents, 5.5% admit to operating a motor vehicle within 2 hours of drinking in the past 30 days.
- A majority of all respondents that admit to operating a motor vehicle within 2 hours of drinking report being well or just below the legal limit for drinking and driving (85.1%).
- Out of all the media markets, West Palm Beach contains the most respondents that report operating a motor vehicle within 2 hours of drinking (12.5%).

- Respondents of 65 years of age or older are the least likely of all the age groups to have read, seen, or heard of the *Drive Sober or Get Pulled Over* campaign (30.9%).
- The Broward/Monroe media market is the least likely to have been exposed to the *Drive Sober or Get Pulled Over* campaign, with only 35.1% reporting having read, seen, or heard anything about it.

Methodology

Study Purpose

FDOT contracted with PORL at UNF to gather information about the attitudes and awareness of adults living in the State of Florida concerning FDOT's *Drive Sober or Get Pulled Over* media campaign, general driving habits and driving habits after consuming alcohol. The performance goal is to monitor progress in FDOT's drinking and driving marketing campaign and its coverage throughout the state.

In order to evaluate the effectiveness of FDOT's messaging, the PORL administered a telephone survey in early March 2017. This project was executed during this time period because it was between enforcement campaigns; preceding the St Patrick's Day holiday weekend and after the National Football League season.

Study Design

To ensure a representative sample being collected, the state was stratified using the 10 Florida designated market areas (DMA). In addition, because of Miami-Dade County's unique population, it was separately accounted for in its own strata, creating 11 strata from the 10 DMAs (see Table A). Quotas were placed on each of these stratified areas to ensure a proportionate amount of completed surveys from across the state. Quotas were set for a sample size of 1,100. DMA's with quotas less than 100 were set to a limit of 100 completed surveys to decrease the margin of error when cross analyzing one DMA to another. It is important to understand and recognize the n (sample size) when comparing these DMA's as their margins of error are higher meaning there is more uncertainty towards the true population.

Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A sample of the polling universe (Florida residents) was selected through the use of Random-Digit-Dialing methodology for both landlines and cell phones. Scientific Telephone Samples provided all of the telephone numbers used for the survey.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, were selected in the household by being the first qualified participant to be available to participate.

The breakdown of completed responses on a landline phone to a cell phone was 10.0% to 89.0% with 1.0% unknown. Cell phone sample respondents were selected by being the first qualified participant to answer the phone. The sample is of adults (18 years and older) who have a valid driver's license and spend more than 1-month in the state of Florida.

At least 5 callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and Spanish. Calls were made from 5:00 p.m. - 9:00 p.m. seven days a week.

In order to adjust for oversampling of smaller media markets and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled DMA's across the state. Smaller media markets that were oversampled need to have their values adjusted downward so as not to bias the statewide results. Second, in order to ensure that the results presented are reflective of the adult population of Florida, we need to make sure that the sample is as reflective of the population as possible. The total sample was weighted by age, gender, education and race to the estimated 2015 American Community Survey for the adult population of the State of Florida.

The total number of completed surveys collected was 1,516. Of these completed surveys, 1,475 respondents answered all three demographic questions needed for weighting: age, sex and race. For these questions, if 'Don't Know' or 'Refusal' were selected then they were coded as missing and are not used in the analysis. The margin of sampling error is +/- 2.55 percentage points. This study had a 10.7% response rate. American

Table A. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=104
Panama City	n=88
Tallahassee	n=100
Jacksonville	n=179
Gainesville	n=85
Orlando	n=219
Tampa	n=253
West Palm Beach	n=121
Fort Myers	n=115
Broward/Monroe	n=96
Miami-Dade	n=115
Total	n=1,475

Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used which consists of an estimate of what proportion of cases of unknown eligibility are actually eligible.

As members of AAPOR the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

Unless noted, all references to statistical significance in this report are based on a p-value of less than .05 in a two-tailed test. For more information about methodology, contact Dr. Michael Binder at porl@unf.edu or (904) 620-2784.

Summary of Findings

Table 1. DRIVE by DMA, 2016 vs 2017

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking?

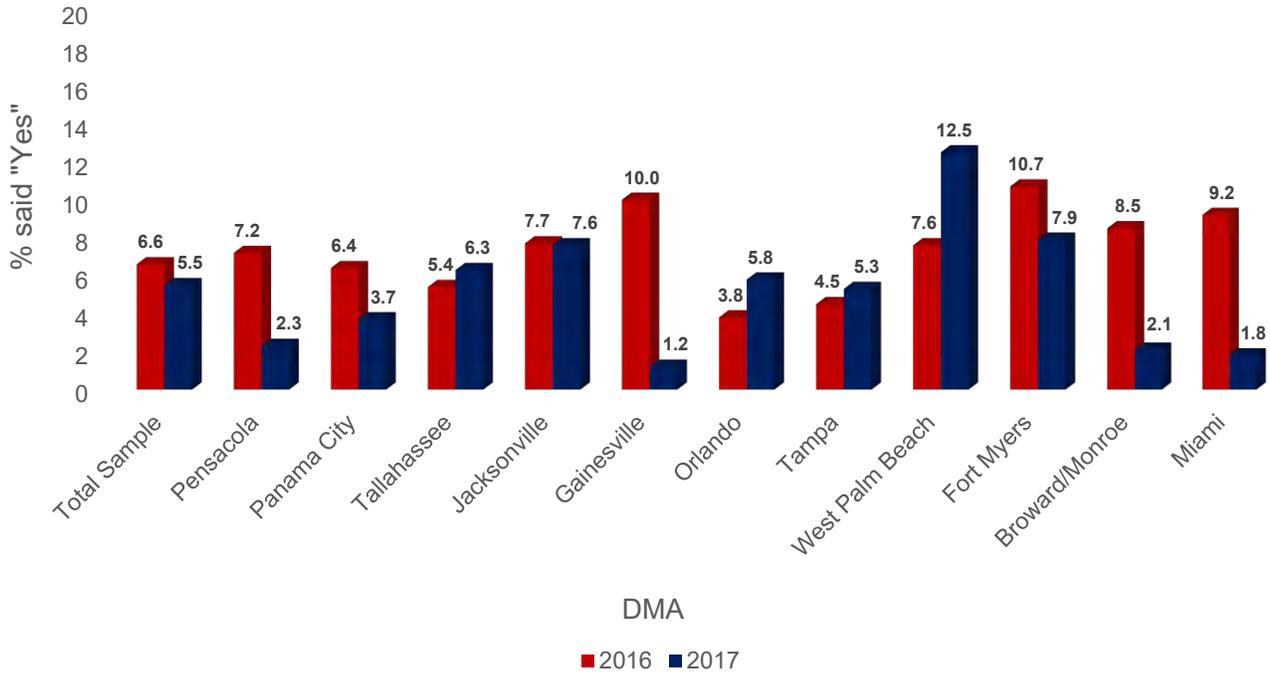


Table 1 is a comparison between the 2016 and 2017 results. In a majority of cases, the percentage of drivers that report drinking and driving in each DMA decreased. In some cases, the decrease was sharp, such as the drop from 10% to 1.2% in the Gainesville area. In other cases, the decline is more subtle, as is the case in the Jacksonville area where the percentage moved from 7.7% to 7.6%, a mere 0.1% difference. There were 4 DMAs that experienced increased levels of drinking and driving. The most extreme example is the West Palm Beach area, which exhibits a 4.9% increase from 7.6% in 2016 to 12.5% in 2017. The Tallahassee, Orlando, and Tampa DMAs also show an increase in percentage of individuals that report driving after drinking.

These results can be further explored when age is considered. Table 2 breaks down drinking and driving in 2017 by the respondent's age. Individuals that are 65 years or older are more likely than any other age group to report having driven after drinking (7%). Interestingly, the next age group down is the least likely to report drinking and driving, as only 1.5% of 55-64 year olds admit to it.

Table 2. DRIVE and AGE

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking?

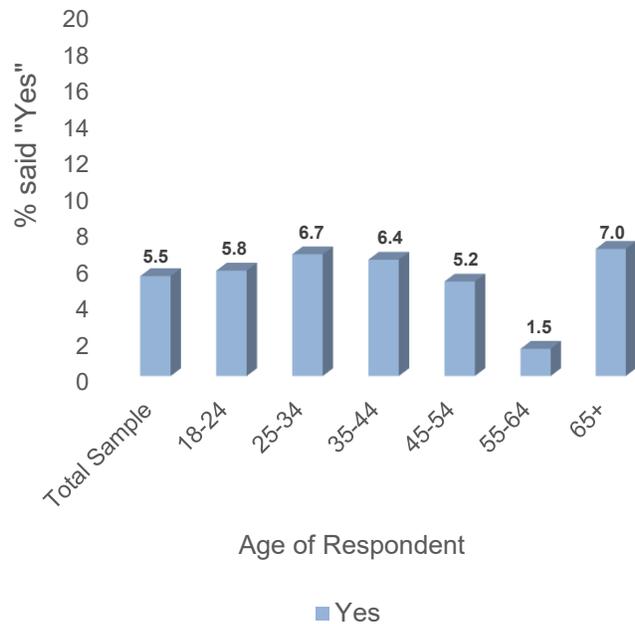
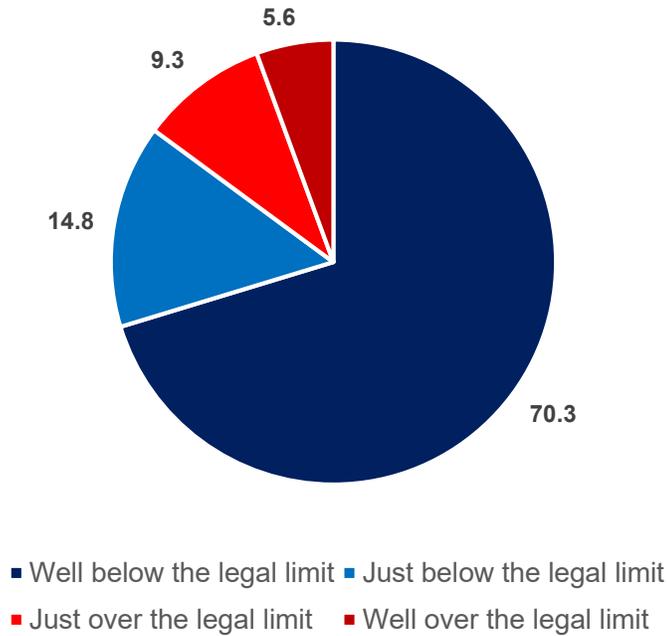


Table 3. LIMIT

In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were...

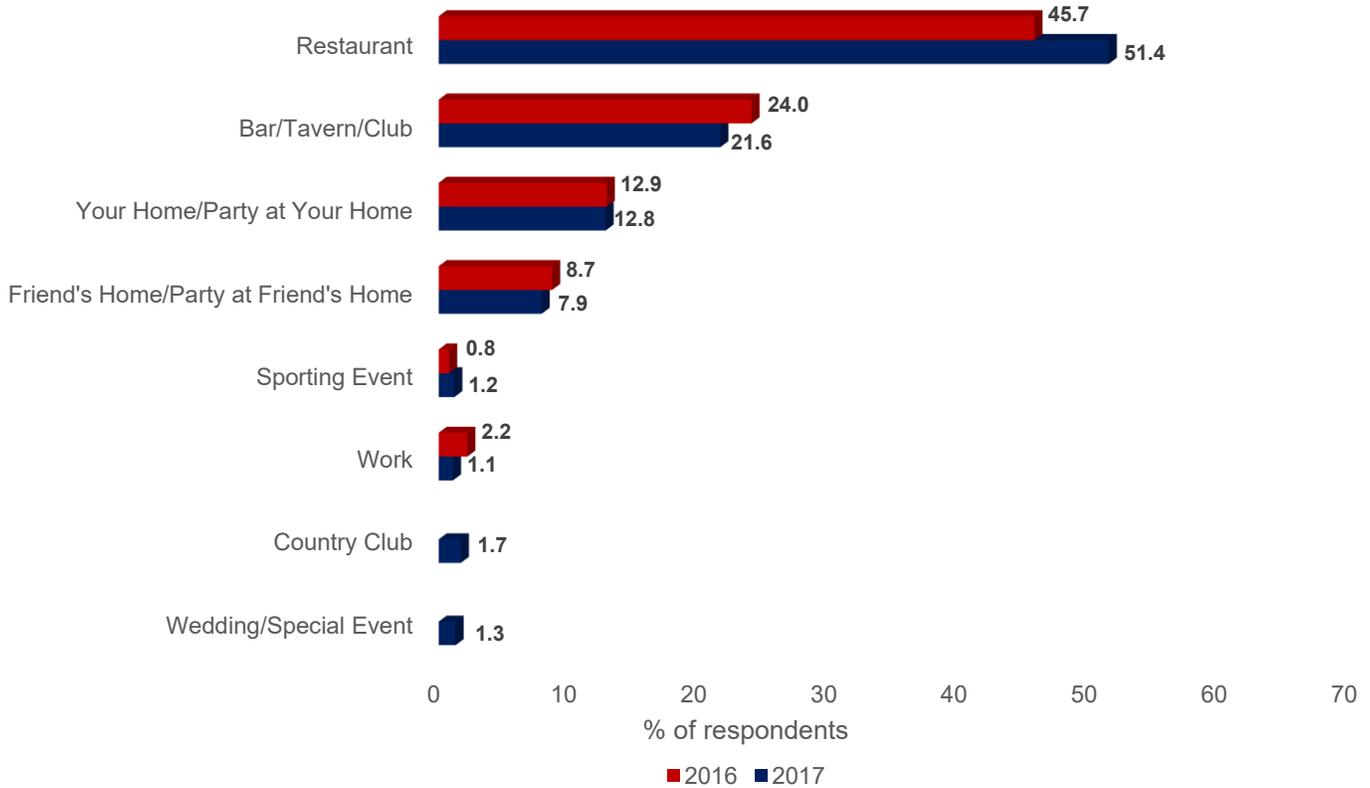


Once an estimated frequency was established in which individuals in Florida drink and drive, respondents were then asked to report their level of intoxication based on the maximum blood alcohol content (BAC) level. In Florida, the legal limit is a BAC level below .08. As revealed in Table 3, 85.1%, an overwhelming majority of

respondents, stated that they were well or just below the legal limit in their case of drinking and driving. Only 14.9% of respondents admitted to having been over the legal limit, and only 5.6% felt they were well over the legal limit.

Table 4. WHERE, 2016 vs 2017

Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?



In Table 4, individuals that reported drinking and driving were asked to give the location where they drank before driving. Restaurants and bars make up the majority in both 2016 and 2017. In 2016, 69.7% of respondents reported drinking at restaurants and bars. This number increased to 73% in 2017. Combining two categories, 20.7% of individuals reported having drinks at their home or a friend's home before driving in 2017, which

is down from 21.6% in 2016. The remaining respondents reported drinking at weddings, sporting events, work functions, or other locations before driving. The Country Club and Wedding/Special Event options were added in 2017. While individuals report drinking and driving less frequently, the locations in which they do drink before driving have not changed significantly over the past year.

The *Drive Sober or Get Pulled Over* campaign targets all people, but especially those who have a history of drinking and driving. In the State of Florida, the campaign is held annually so as to increase exposure and recognition of the slogan. Table 5 shows how the exposure to the *Drive Sober or Get Pulled Over* campaign has changed overall and in each DMA over the past year. There were mixed results, as recognition increased in some areas and decreased in others. The most extreme jump can be seen in the Panama City area, as the percentage of individuals that have read,

seen, or heard anything about the campaign increased by 21.2 percentage points, from 34.1% in 2016 to 55.3% in 2017. Pensacola also experienced a large increase, from 36.5% in 2016 to 52.8% in 2017. Jacksonville, Gainesville, Tampa, West Palm Beach, and Fort Myers also show increased recognition of the campaign. The largest decline in recognition happens in the Tallahassee area, with a 9.3% drop from 54.1% in 2016 to 44.8% in 2017. The Orlando, Broward/Monroe, and Miami-Dade areas also show a decrease in their recognition of the *Drive Sober or Get Pulled Over* campaign.

Table 5. PULLED by DMA, 2016 vs 2017

In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

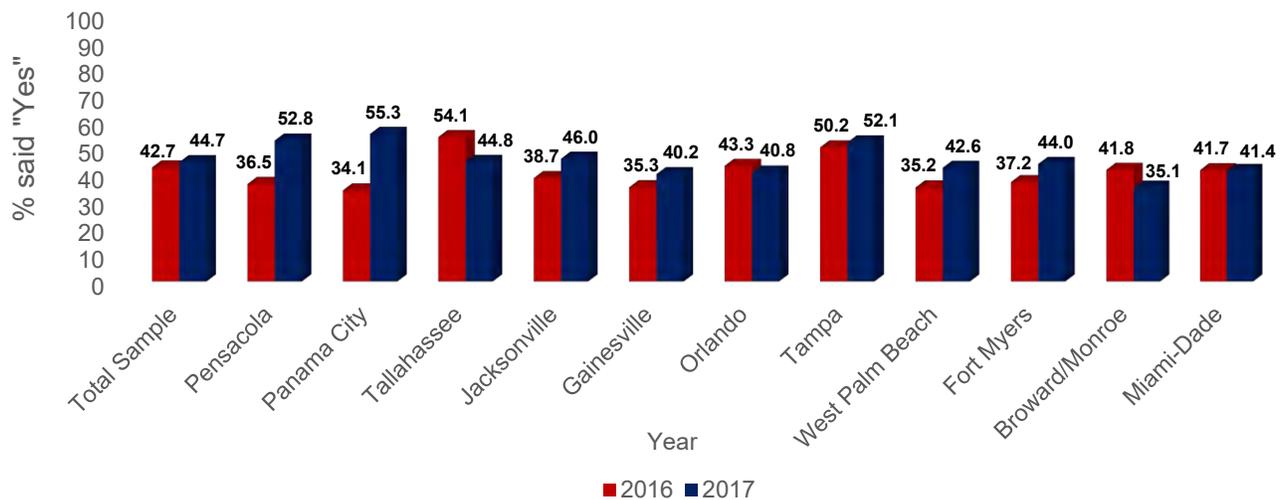


Table 6. PULLED and AGE

When considering the age of the respondent in whether or not they had read, seen, or heard of the *Drive Sober or Get Pulled Over* campaign, Table 6 reveals that younger respondents are more likely to have been exposed to the campaign than older respondents. Of the 18-24 age group, 62.3% reported having been exposed to the campaign, the highest of all the age groups. The 25-34 age group was a close second, with 61.4% of respondents having recognized the campaign. In contrast, 30.9% of the 65 years and older group reported having read, seen, or heard about the campaign.

In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

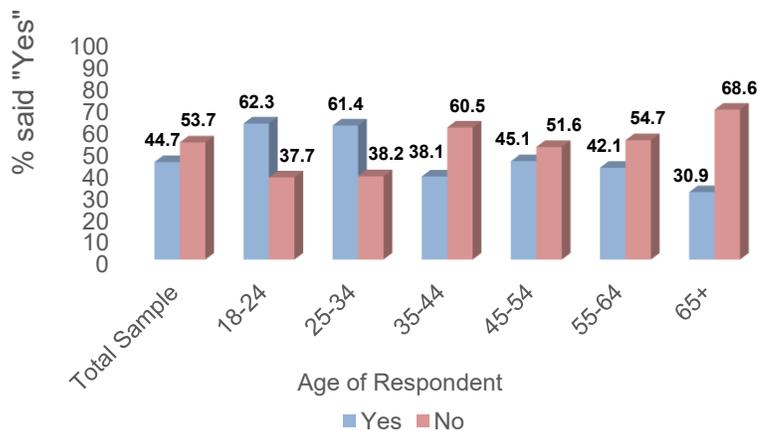


Figure 1. PULLED by DMA

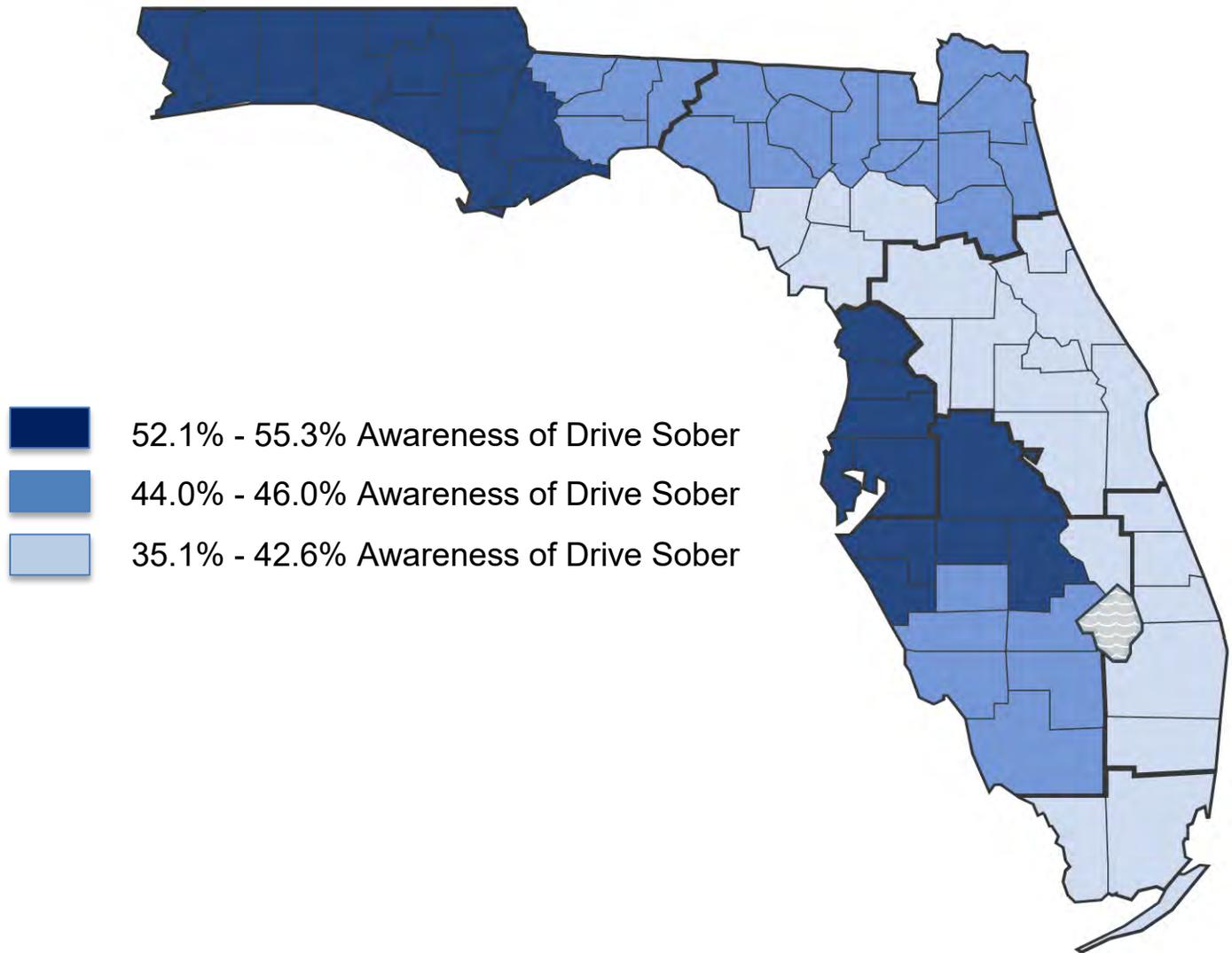
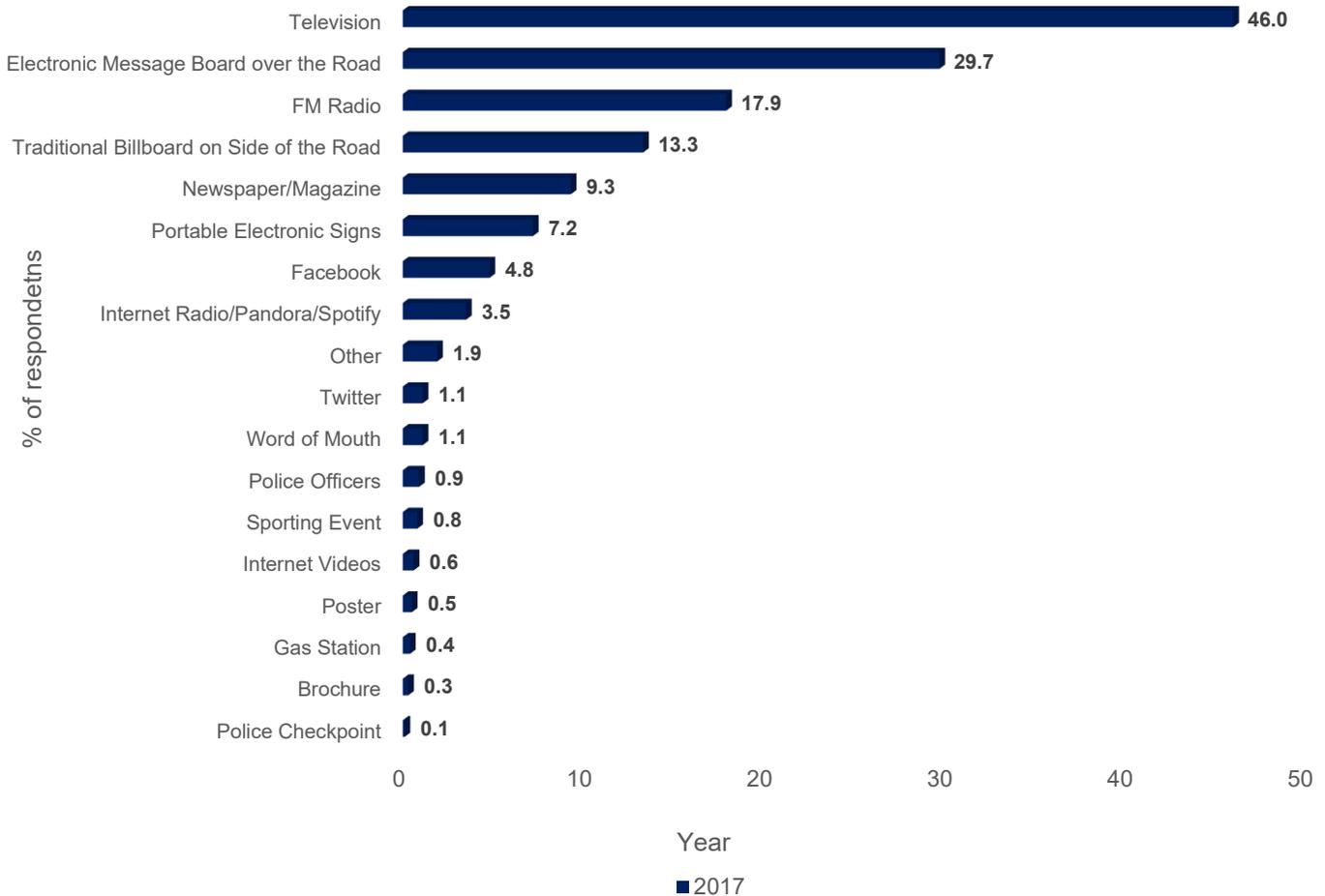


Figure 1 is a visual representation of respondents that had read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign based on which DMA they live in. Campaign awareness was above 50% in only 3 of the DMAs in 2017: Pensacola, Panama City, and Tampa. The Panama City area had the most exposure out of all 11 DMAs, with 55.3% of respondents reporting that they had read, seen, or heard about the *Drive Sober or Get Pulled Over* campaign. The 8 remaining DMAs had varying levels of exposure, 5 of which fall into the lower category of campaign awareness. The Tallahassee, Jacksonville, and

Fort Myers areas have awareness just under 50%, the lowest in that section being Fort Myers with 44% campaign recognition. The lowest section has awareness hovering around 40%, with the Broward/Monroe DMA at 35.1% exposure to the *Drive Sober or Get Pulled Over* campaign, the lowest of the 11 DMAs. Figure 1 indicates that the geographic region of each DMA does not seem to influence whether or not individuals are more likely to have read, seen, or heard about the *Drive Sober or Get Pulled Over* campaign.

Table 7. PULLEDSEE, 2017

I'm going to read you a list, please tell me where you read, saw or heard it.



In Table 7, respondents were asked to identify where they read, saw, or heard about the *Drive Sober or Get Pulled Over* campaign. Respondents were only asked this question if they responded that they had come across the campaign in the past 6 months. Of those that did, television was the most common response, with 47.9% in 2016 and 46% in 2017. Electronic message boards were the next most popular response in 2017, with 29.7% of respondents. This is a slight drop from the

32.3% of respondents in 2016. The third major response in 2017 was FM Radio, which garnered 17.9% of respondents in 2017. In fact, most of the responses experienced a drop from 2016. One major drop can be seen in Traditional Billboards, which received 32.6% in 2016 and 13.3% in 2017, a 19.3% decrease. In 2017, the responses “Portable Electronic Signs” and “Word of Mouth” were added to the survey, which could account for some of the dispersion in the 2017 responses.

Table 8. EFFECTIVE, 2016 vs 2017

In your opinion, what would be the most effective way of reducing alcohol impaired driving?

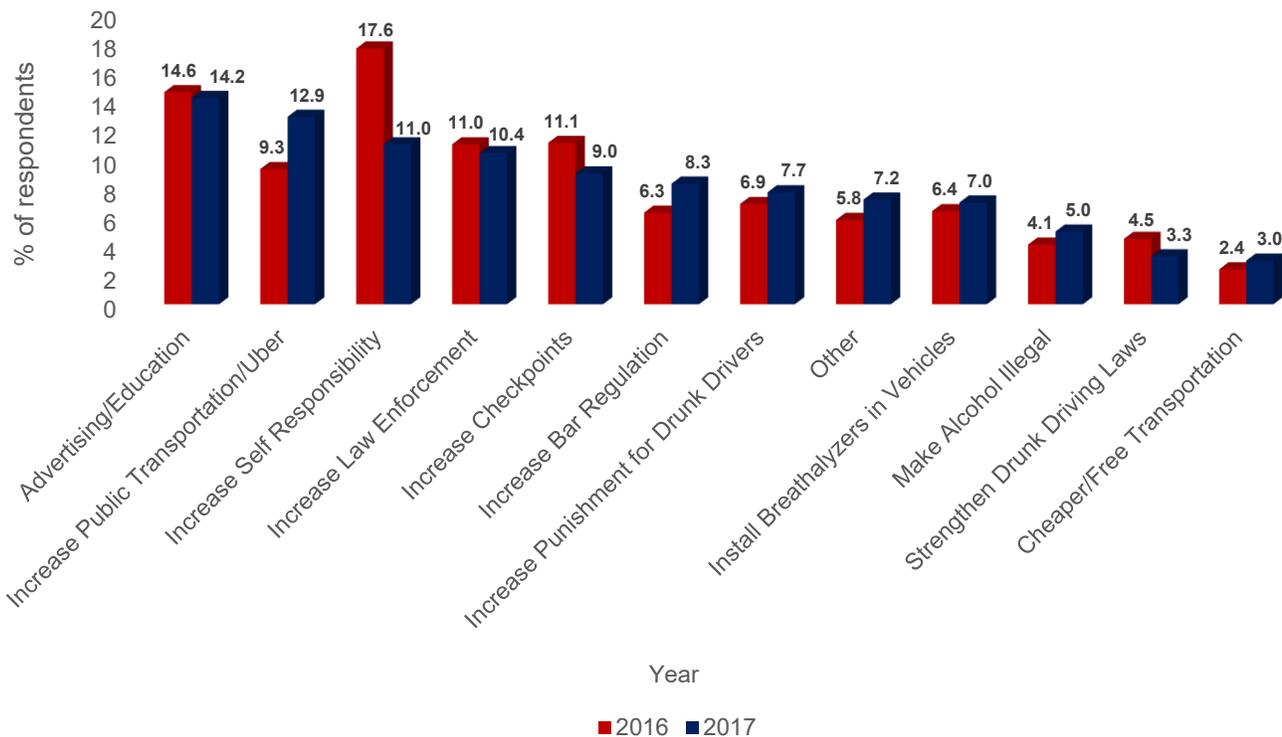


Table 8 is a comparison of 2016 and 2017 in which respondents were asked what the most effective method of preventing drinking and driving would be. This question was open ended, and all responses were recoded into the 12 categories above. In 2017, 14.2% of individuals answered Advertising/Education, which is down slightly from the 14.6% in 2016. However, Increase Public Transportation/Uber increased from 9.3% in 2016 to 12.9% in 2017, the second most popular category. The most common response in 2016, Increase Self Responsibility, dropped from 17.6% to 11% in 2017, and is the third most popular response. The least common response in both 2016 and 2017 was Cheaper/Free Transportation, increasing slightly from 2.4% to 3%.

The Other category, at 7.2% in 2017, contains responses such as the ones below:

- Driverless cars
- Control the hours that alcohol is sold
- Police cars that are combination cars and planes
- No parking lots near bars
- Change drinking culture
- Having more streetlights
- Number to report drunk drivers
- Increase the price of alcohol
- Legalize marijuana
- Offer group therapy to drunk drivers
- Better parenting

Appendix I: Survey Results

DUI TOPLINES¹

1. Pensacola n=104
2. Panama City n=88
3. Tallahassee n=100
4. Jacksonville n=179
5. Gainesville n=85
6. Orlando n=219
7. Tampa n=253
8. West Palm Beach n=121
9. Fort Myers n=115
10. Broward/Monroe n=96
11. Miami-Dade n=115

Total = 1,475

Do you have a valid or suspended driver's license?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	100.0% 1,475	100.0% 104	100.0% 88	100.0% 100	100.0% 179	100.0% 85	100.0% 219	100.0% 253	100.0% 121	100.0% 115	100.0% 96	100.0% 115
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

¹ Percentages located in toplines consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see "Methodology" section.

What state issued your driver's license?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Florida	95.5% 1,416	93.6% 99	96.5% 85	96.3% 97	97.3% 175	98.0% 82	97.8% 215	95.0% 240	95.0% 114	97.0% 111	94.8% 92	91.5% 106
Other	4.4% 57	6.4% 5	3.5% 3	3.7% 3	2.1% 3	2.0% 3	2.2% 4	5.0% 13	5.0% 7	3.0% 4	5.2% 4	8.0% 8
Don't Know	0.1% 1	- 0	- 0	- 0	0.6% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.5% 1

Do you spend more than 1 month per year in the state of Florida?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	100.0% 1,475	100.0% 104	100.0% 88	100.0% 100	100.0% 179	100.0% 85	100.0% 219	100.0% 253	100.0% 121	100.0% 115	100.0% 96	100.0% 115
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In general, what type of vehicle do you drive most often?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Passenger car	52.6% 761	50.1% 53	44.0% 39	50.3% 52	44.7% 79	54.6% 42	51.9% 118	47.9% 126	57.3% 69	54.4% 61	57.3% 54	62.2% 68
Pickup Truck	14.5% 228	15.7% 18	24.7% 21	16.3% 18	17.8% 29	21.8% 18	18.6% 39	14.0% 34	9.4% 11	18.1% 19	12.1% 12	6.8% 9
SUV	23.1% 358	26.2% 27	28.4% 24	24.8% 22	28.7% 54	10.9% 12	19.8% 46	27.1% 65	25.7% 33	20.0% 26	26.2% 27	15.2% 22
Mini-van	4.4% 61	2.7% 2	0.7% 1	3.2% 3	3.3% 8	9.1% 8	7.3% 11	5.4% 15	3.6% 5	1.9% 3	2.9% 2	2.2% 3
Full-sized van	2.3% 28	3.1% 1	- 0	1.4% 1	3.6% 5	2.4% 3	0.9% 2	2.3% 6	1.4% 1	1.5% 3	1.4% 1	5.2% 5
Motorcycle	0.8% 11	0.6% 1	0.4% 1	0.5% 1	- 0	1.2% 2	1.2% 2	1.0% 2	1.4% 1	- 0	- 0	1.1% 1
Scooter	0.2% 3	- 0	1.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.6% 2
Does not drive	1.2% 11	- 0	- 0	2.0% 1	0.6% 1	- 0	0.3% 1	1.4% 3	- 0	3.8% 2	- 0	3.6% 3
Other	0.5% 11	1.6% 2	0.7% 1	1.5% 2	0.9% 2	- 0	- 0	0.6% 1	1.3% 1	0.4% 1	- 0	0.5% 1
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1	- 0	- 0	- 0	- 0
Refusal	0.3% 2	- 0	- 0	- 0	0.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	1.7% 1

On average, how many days per week do you consume two or more alcoholic beverages in one sitting?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
None	64.0% 919	68.7% 72	66.4% 57	62.0% 62	62.1% 111	55.0% 52	63.4% 135	62.4% 149	66.0% 81	59.5% 68	61.8% 56	70.8% 76
1-2 days	26.2% 404	26.7% 27	28.4% 25	29.2% 29	29.4% 51	33.3% 23	24.1% 54	26.3% 73	26.6% 31	27.3% 31	30.6% 32	21.7% 28
3-4 days	5.2% 75	0.4% 1	1.7% 3	4.5% 4	5.4% 9	8.3% 6	6.1% 14	6.4% 15	1.4% 3	5.9% 8	6.1% 6	4.9% 6
5-6 days	1.8% 25	- 0	- 0	- 0	2.1% 5	0.8% 1	2.1% 6	1.6% 4	4.2% 4	4.2% 3	0.5% 1	0.5% 1
All 7 days	2.1% 41	4.2% 4	3.5% 3	1.4% 3	0.7% 2	2.1% 2	1.5% 4	3.1% 11	1.8% 2	3.2% 5	1.0% 1	2.1% 4
Don't Know	0.2% 4	- 0	- 0	2.9% 2	- 0	- 0	0.8% 2	- 0	- 0	- 0	- 0	- 0
Refusal	0.5% 7	- 0	- 0	- 0	0.3% 1	0.6% 1	2.0% 4	0.2% 1	- 0	- 0	- 0	- 0

In the past year, have you only occasionally consumed alcoholic beverages or have you not consumed any at all?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Occasionally consumed	41.3% 383	43.7% 31	26.4% 19	36.2% 24	37.0% 46	28.4% 16	42.2% 56	43.2% 64	48.1% 40	36.9% 28	50.9% 29	35.3% 30
Not consumed any at all	58.5% 535	56.3% 41	73.6% 38	63.8% 38	63.0% 65	71.7% 36	57.8% 79	56.8% 85	51.9% 41	63.2% 40	46.5% 26	64.7% 46
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.6% 1	- 0

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	5.5% 105	2.3% 3	3.7% 6	6.3% 8	7.6% 17	1.2% 2	5.8% 16	5.3% 17	12.5% 17	7.9% 11	2.1% 4	1.8% 4
No	94.1% 1,364	97.7% 101	94.8% 81	93.7% 92	92.1% 161	98.8% 83	93.3% 201	94.2% 235	87.0% 103	92.1% 104	97.9% 92	98.2% 111
Don't Know	0.4% 5	- 0	1.6% 1	- 0	- 0	- 0	1.0% 2	0.5% 1	0.5% 1	- 0	- 0	- 0
Refusal	- 1	- 0	- 0	- 0	0.3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking? *Age

	Total n=1,475	18-24	25-34	35-44	45-54	55-64	65+
Yes	5.5% 105	5.8% 14	6.7% 23	6.4% 15	5.2% 21	1.5% 7	7.0% 25
No	94.1% 1,364	94.2% 202	92.6% 208	93.7% 210	94.9% 239	97.9% 227	92.2% 278
Don't Know	0.4% 5	- 0	0.7% 1	- 0	- 0	0.5% 2	0.8% 2
Refusal	- 1	- 0	- 0	- 0	- 0	0.1% 1	- 0

In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were...?

n=105

Well below the legal limit for drinking and driving	70.3% 75
Just below the legal limit	14.8% 20
Just over the legal limit	9.3% 6
Well over the legal limit	5.6% 4

Hypothetically, if you were to drive after having too much to drink, how likely are you personally to be stopped by a police officer?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Almost Certain	12.7% 169	9.1% 8	12.2% 10	19.2% 17	9.1% 17	9.7% 10	14.9% 31	15.3% 32	9.6% 12	4.1% 5	3.6% 6	19.2% 21
Very Likely	20.6% 279	24.7% 22	17.8% 15	13.0% 14	24.8% 39	18.8% 16	18.2% 40	16.1% 41	14.1% 14	34.2% 32	34.2% 25	20.2% 21
Somewhat Likely	15.0% 257	14.8% 19	19.2% 20	19.6% 19	18.9% 38	12.4% 15	13.7% 31	16.3% 42	16.9% 23	16.7% 21	11.2% 13	10.7% 16
Somewhat Unlikely	12.5% 208	12.2% 14	10.3% 10	10.3% 11	14.6% 28	12.2% 16	13.5% 33	13.2% 38	10.3% 15	12.0% 17	10.2% 9	12.6% 17
Very Unlikely	20.3% 294	18.4% 20	20.5% 18	21.2% 21	17.1% 28	32.5% 16	19.1% 43	18.7% 47	26.2% 33	14.3% 16	22.9% 27	22.7% 25
Don't Know	15.6% 224	16.1% 15	18.3% 14	13.8% 16	13.3% 26	13.4% 11	18.2% 36	15.5% 39	20.8% 22	15.6% 21	12.4% 12	11.9% 12
Refusal	3.4% 44	4.7% 6	1.7% 1	3.0% 2	2.2% 3	1.0% 1	2.5% 5	4.9% 14	2.3% 2	3.1% 3	5.5% 4	2.7% 3

Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?

Bar/Tavern/Club	21.6% 22
Restaurant	51.4% 46
Sporting Event	1.2% 3
Friend's home/party at friend's home	7.9% 9
Your home/party at your home	12.8% 19
Wedding/special event	1.3% 1
Work	1.1% 1
Country Club/Golf Course	1.7% 1
Don't Know	1.1% 3
Refusal	- 0

Compared to last year, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by a police officer?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
More Likely	42.3% 616	48.0% 47	35.4% 28	49.1% 47	49.5% 83	44.8% 39	38.2% 84	42.0% 101	35.5% 40	39.6% 50	34.8% 35	52.1% 62
Less Likely	12.8% 168	10.8% 11	7.4% 8	6.6% 5	9.2% 18	26.7% 10	11.9% 22	14.7% 34	12.2% 15	14.3% 14	18.8% 18	9.9% 13
About as Likely	34.5% 547	33.2% 37	46.3% 44	34.3% 38	37.4% 70	19.7% 27	36.7% 87	34.0% 93	37.5% 51	38.1% 40	30.6% 29	29.5% 31
Don't Know	10.1% 139	8.0% 9	10.9% 8	10.0% 10	3.9% 8	8.8% 9	12.4% 24	9.3% 25	14.8% 15	8.1% 11	13.8% 12	8.2% 8
Refusal	0.4% 5	- 0	- 0	- 0	- 0	- 0	0.8% 2	- 0	- 0	- 0	2.1% 2	0.4% 1

Compared with last year, are you now driving after drinking...?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
More Often	1.0% 14	- 0	- 0	- 0	2.1% 4	0.8% 1	- 0	0.7% 2	3.4% 3	1.6% 2	- 0	1.3% 2
Less Often	17.7% 267	19.4% 18	13.2% 12	22.1% 20	20.2% 33	19.5% 18	14.7% 34	16.2% 41	22.7% 29	15.6% 19	22.8% 21	16.9% 22
About the Same	77.4% 1,141	79.4% 85	85.0% 74	75.7% 76	75.6% 138	78.5% 64	78.4% 172	79.6% 200	70.8% 84	80.2% 90	72.7% 71	78.3% 87
Don't Know	2.7% 32	- 0	1.9% 2	0.5% 1	1.1% 2	0.6% 1	6.6% 12	1.3% 4	1.1% 2	1.8% 2	3.0% 3	3.1% 3
Refusal	1.2% 21	1.3% 1	- 0	1.7% 3	1.0% 2	0.6% 1	0.3% 1	2.2% 6	2.1% 3	0.9% 2	1.5% 1	0.5% 1

Compared with last year, are other people you know driving after drinking...

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
More Often	6.4% 93	4.4% 6	8.8% 8	4.1% 4	12.2% 17	1.5% 2	8.0% 17	3.9% 10	6.3% 8	6.1% 7	7.8% 8	5.0% 6
Less Often	27.6% 422	37.3% 38	17.5% 17	21.7% 25	30.1% 56	26.8% 25	28.2% 60	27.6% 73	24.8% 28	31.0% 38	28.5% 29	24.8% 33
About the Same	49.9% 748	45.9% 48	49.7% 46	59.4% 57	49.1% 90	59.0% 47	48.9% 108	51.7% 131	49.5% 65	51.8% 55	47.2% 46	47.7% 55
Don't Know	15.6% 204	12.1% 11	24.0% 17	13.1% 13	7.9% 15	12.7% 11	14.9% 34	15.6% 36	18.8% 19	11.1% 15	15.1% 12	22.5% 21
Refusal	0.6% 8	0.4% 1	- 0	1.7% 1	0.7% 1	- 0	- 0	1.3% 3	0.7% 1	- 0	1.5% 1	- 0

In your opinion, do you think that law enforcement agencies in your county enforce the DUI laws in your community...?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Very strictly	43.0% 624	52.6% 51	46.6% 40	42.3% 43	36.8% 68	43.5% 37	40.6% 87	43.5% 110	40.1% 47	50.9% 59	36.1% 31	48.8% 51
Somewhat strictly	33.6% 529	28.8% 35	39.5% 35	37.0% 35	41.3% 72	42.4% 36	34.8% 77	34.4% 86	38.5% 49	29.3% 35	40.4% 41	18.3% 28
Not very strictly	7.8% 108	10.6% 9	2.2% 2	2.5% 3	13.7% 25	3.3% 2	7.0% 16	8.6% 21	4.8% 7	6.0% 6	7.7% 9	8.4% 8
Rarely	3.8% 47	2.0% 3	2.5% 3	1.4% 2	1.0% 2	4.3% 3	2.6% 6	3.8% 9	7.0% 6	0.4% 1	6.0% 5	6.5% 7
Not at all	1.0% 17	- 0	4.8% 4	1.0% 1	- 0	0.3% 1	1.5% 5	1.1% 3	- 0	- 0	- 0	2.6% 3
Don't Know	10.7% 149	6.1% 6	4.5% 4	15.8% 16	7.2% 12	6.2% 6	13.5% 28	8.6% 24	9.7% 12	11.4% 13	9.9% 10	15.5% 18
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.0% 1	- 0	- 0

In the past 6 months, have you seen or heard anything about a DUI checkpoint where police are looking for alcohol-impaired drivers?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes – Seen	7.3% 105	5.7% 6	3.0% 3	5.1% 6	10.7% 19	5.2% 7	6.1% 11	4.4% 12	11.1% 14	5.7% 8	6.8% 7	12.1% 12
Yes – Heard	18.7% 269	17.3% 18	13.6% 13	27.6% 30	17.7% 32	14.0% 12	14.1% 31	21.2% 51	18.8% 25	19.8% 22	27.2% 20	16.7% 15
Yes – Both	10.6% 160	4.6% 7	7.7% 8	11.7% 14	16.3% 26	8.1% 9	8.9% 17	8.2% 22	10.4% 11	20.6% 22	5.6% 7	13.9% 17
No	62.7% 934	72.4% 73	72.2% 62	55.1% 49	54.8% 101	72.8% 57	70.9% 160	64.7% 166	59.7% 71	53.8% 63	60.4% 62	56.0% 70
Don't Know	0.7% 7	- 0	3.4% 2	0.5% 1	0.5% 1	- 0	- 0	1.5% 2	- 0	- 0	- 0	1.4% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past 6 months, have you or a friend gone through a DUI checkpoint where police were looking for alcohol-impaired drivers?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	7.9% 127	5.7% 8	6.4% 7	8.2% 9	11.1% 19	4.4% 7	7.7% 16	7.0% 19	9.9% 12	14.9% 16	2.8% 4	7.6% 10
No	91.0% 1,343	94.3% 96	93.6% 81	91.9% 91	88.9% 160	95.6% 78	92.3% 203	91.5% 232	88.1% 107	85.2% 99	90.9% 91	92.4% 105
Don't Know	1.0% 5	- 0	- 0	- 0	- 0	- 0	- 0	1.5% 2	2.0% 2	- 0	6.3% 1	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Have you ever been stopped by the police and given a field sobriety test?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	11.6% 181	21.1% 19	11.9% 11	11.0% 9	15.1% 27	17.9% 13	11.5% 23	11.7% 32	10.7% 15	15.4% 16	10.9% 11	5.2% 5
No	88.2% 1,293	78.9% 85	88.1% 77	89.0% 91	85.0% 152	82.1% 72	88.5% 196	87.6% 220	89.3% 106	84.6% 99	89.1% 85	94.8% 110
Don't Know	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking? * Have you ever been stopped by the police and given a field sobriety test?

	Total Sample n=1,475	Yes	No	Don't Know	Refusal
Yes	11.6% 181	27.8% 28	10.7% 153	- 0	- 0
No	88.2% 1,293	72.2% 77	89.1% 1,210	100.0% 5	100.0% 1
Don't Know	0.2% 1	- 0	0.2% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0

Have you ever been arrested for driving while intoxicated or driving under the influence of alcohol? (DWI, DUI?)

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	5.4% 71	4.9% 4	1.4% 2	3.0% 4	3.4% 7	6.2% 4	5.7% 10	5.7% 16	9.5% 11	6.6% 7	4.4% 3	3.8% 3
No	94.4% 1,402	95.1% 100	98.6% 86	97.0% 96	96.6% 172	93.8% 81	94.3% 209	93.6% 236	90.5% 110	93.4% 108	94.8% 92	96.2% 112
Don't Know	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking? * Have you ever been arrested for driving while intoxicated or driving under the influence of alcohol? (DWI, DUI?)

	Total Sample n=1,475	Yes	No	Don't Know	Refusal
Yes	5.4% 71	6.1% 6	5.3% 65	- 0	- 0
No	94.4% 1,402	93.9% 99	94.4% 1,297	100.0% 5	100.0% 1
Don't Know	0.2% 1	- 0	0.2% 1	- 0	- 0
Refusal	0.1% 1	- 0	0.1% 1	- 0	- 0

In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	44.7% 703	52.8% 57	55.3% 51	44.8% 49	46.0% 83	40.2% 41	40.8% 91	52.1% 132	42.6% 54	44.0% 53	35.1% 39	41.4% 53
No	53.7% 756	47.2% 47	44.7% 37	54.7% 50	52.5% 94	58.2% 43	57.8% 124	44.8% 116	57.4% 67	55.5% 61	63.5% 56	57.2% 61
Don't Know	1.5% 16	- 0	- 0	0.5% 1	1.5% 2	1.6% 1	1.4% 4	3.1% 5	- 0	0.5% 1	1.4% 1	1.4% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida? * Age

	Total Sample n=1475	18-24	25-34	35-44	44-54	55-64	65+
Yes	44.7% 703	62.3% 142	61.4% 140	38.1% 95	45.1% 124	42.1% 101	30.9% 101
No	53.7% 756	37.7% 74	38.2% 91	60.5% 128	51.6% 130	54.7% 132	68.6% 201
Don't Know	1.5% 16	- 0	0.4% 1	1.4% 2	3.4% 6	3.2% 4	0.6% 3
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0

I'm going to read you list, please tell me where you read, saw, or heard about it?

n=1,001

Television	46.0% 320
FM Radio	17.9% 144
Internet Radio/Pandora/Spotify	3.5% 20
Electronic Message Board Over the Road	29.7% 162
Traditional Billboard on Side of the Road	13.3% 201
Portable Electronic Signs	7.2% 58
Newspaper/Magazine	9.3% 35
Sporting Event	0.8% 8
Poster	0.5% 8
Brochure	0.3% 4
Internet Videos	0.6% 7
Facebook	4.8% 33
Twitter	1.1% 2
Gas Station	0.4% 4
Police Checkpoint	0.1% 3
Police Officers	0.9% 7
Other	1.9% 11
Word of Mouth	1.1% 13
Don't Know	3.1% 18
Refusal	0.1% 1

I'm going to read you a list, please tell me which Florida teams or venue you remember seeing the *Drive Sober or Get Pulled Over* message at?
n=16

Florida State University Seminoles	2.3% 1
University of Florida Gators	25.4% 3
Miami Dolphins	3.8% 1
Miami Heat	16.1% 2
Florida Panthers	2.0% 1
Homestead-Miami Speedway	2.8% 1
Tampa Bay Buccaneers	0.6% 1
Tampa Bay Lightning	22.1% 2
Jacksonville Jaguars	12.3% 2
Other	8.1% 1
Don't Know	4.6% 1

In the past 6 months, have you read, seen or heard anything about the Decide to Ride on the Safe Side campaign in Florida?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Yes	7.1% 117	7.0% 7	10.5% 9	7.6% 9	10.6% 19	7.5% 9	5.9% 12	5.9% 15	7.6% 9	4.8% 7	10.1% 12	6.6% 9
No	91.3% 1,341	91.9% 96	89.0% 78	91.9% 90	89.4% 160	92.5% 76	92.6% 203	90.8% 232	92.4% 112	94.8% 107	89.3% 83	90.3% 104
Don't Know	1.6% 17	1.1% 1	0.4% 1	0.5% 1	- 0	- 0	1.5% 4	3.3% 6	- 0	0.5% 1	0.6% 1	3.1% 2
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

I'm going to read you list, please tell me where you read, saw, or heard about it?

n=117

Television	26.4%
	24
FM Radio	6.6%
	6
Internet Radio/Pandora/Spotify	8.7%
	5
Electronic message board over the road	6.2%
	7
Traditional billboard on side of the road	17.1%
	23
Newspaper/Magazine	13.3%
	13
Sporting event	0.3%
	1
Poster	0.4%
	1
Brochure	0.6%
	2
Internet videos	1.5%
	2
Facebook	4.8%
	7
Twitter	0.8%
	2
Gas Station	1.1%
	3
Police Checkpoint	2.1%
	1
Police Officers	3.0%
	7
Other	5.9%
	9
Don't know	1.3%
	4
Refusal	-
	0

In your opinion, what would be the most effective way of reducing alcohol impaired driving?

n=1,215

Increase Self Responsibility	11.0% 118
Advertising/Education	14.2% 201
Increase Checkpoints	9.0% 109
Increase Law Enforcement	10.4% 122
Increase Public Transportation/Uber	12.9% 144
Increase Punishment for Drunk Drivers	7.7% 102
Install Breathalyzers in Vehicles	7.0% 84
Increase Bar Regulation	8.3% 94
Strengthen Drunk Driving Laws	3.3% 42
Make Alcohol Illegal	5.0% 63
Cheaper/Free Transportation	3.0% 46
Other	7.2% 80
Don't Know	1.3% 10

What is your highest grade in school or year of college you have completed?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Less than high school degree	6.1% 57	3.1% 3	0.7% 1	7.8% 6	5.2% 8	5.8% 4	7.8% 12	5.9% 9	5.1% 4	4.4% 4	2.5% 2	9.4% 4
High school graduate/GED	31.6% 335	31.9% 26	30.8% 21	33.0% 24	32.7% 42	19.9% 14	32.8% 52	32.4% 56	27.2% 22	37.3% 32	34.1% 19	28.3% 27
Currently in college/AA degree	34.7% 410	49.0% 40	50.0% 35	29.1% 24	36.1% 50	33.3% 22	32.9% 58	35.4% 68	34.9% 31	32.7% 28	29.5% 21	34.4% 33
Bachelor's degree	15.7% 383	10.5% 23	10.0% 18	17.2% 27	13.4% 40	29.1% 24	13.2% 49	16.3% 74	17.3% 34	18.4% 36	15.5% 27	17.8% 31
Graduate/post-graduate degree	11.1% 281	5.5% 12	8.5% 13	13.0% 19	12.1% 38	11.9% 21	11.9% 45	9.7% 45	14.3% 29	6.6% 14	17.8% 26	9.1% 19
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.0% 1
Refusal	0.7% 8	- 0	- 0	- 0	0.5% 1	- 0	1.5% 3	0.5% 1	1.3% 1	0.7% 1	0.7% 1	- 0

Which of the following categories best describes your age? Are you:

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
18-24	11.4% 216	8.6% 12	10.4% 11	20.3% 21	11.9% 23	10.2% 11	12.4% 35	9.6% 29	10.4% 16	14.4% 21	9.5% 12	12.7% 25
25-34	16.1% 232	15.8% 19	14.4% 13	18.9% 15	17.1% 27	14.6% 13	17.8% 41	10.3% 26	20.6% 24	15.1% 14	22.0% 18	16.8% 22
35-44	15.3% 225	17.1% 13	11.1% 10	15.9% 17	13.9% 28	13.9% 15	18.4% 37	14.7% 42	14.6% 14	15.1% 16	15.5% 19	13.7% 14
45-54	17.3% 260	13.5% 17	17.7% 16	15.7% 16	20.5% 36	14.2% 16	15.1% 34	18.3% 46	12.6% 18	18.8% 21	23.7% 22	16.9% 18
55-64	16.2% 237	17.4% 20	24.8% 20	7.8% 9	14.6% 31	16.8% 15	16.2% 32	18.1% 40	17.6% 24	15.2% 18	9.1% 11	17.3% 17
65+	23.7% 305	27.6% 23	21.7% 18	21.5% 22	22.1% 34	30.4% 15	20.0% 40	29.1% 70	24.2% 25	21.5% 25	20.2% 14	22.6% 19

What is your racial background?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
White/Caucasian	58.9% 945	77.2% 81	81.3% 72	60.3% 64	74.7% 134	58.9% 62	60.1% 129	72.5% 184	63.2% 78	72.9% 81	40.6% 40	16.2% 20
Black/African American	14.6% 204	13.4% 12	10.4% 9	23.8% 21	14.5% 23	14.8% 16	17.0% 33	10.5% 27	13.3% 15	7.1% 9	16.0% 18	20.9% 21
Hispanic	22.7% 265	4.7% 6	4.2% 3	11.2% 11	6.2% 13	3.5% 3	19.2% 45	14.4% 34	18.2% 22	17.8% 22	37.0% 33	62.7% 73
Asian	1.5% 26	1.9% 2	1.6% 1	4.7% 4	2.0% 5	17.4% 2	1.5% 6	0.6% 3	1.4% 1	- 0	2.8% 1	0.3% 1
Native American	1.1% 21	2.0% 2	2.4% 3	- 0	1.3% 3	4.6% 1	0.4% 2	1.3% 3	2.4% 3	1.1% 2	1.7% 2	- 0
Other	1.1% 14	0.9% 1	- 0	- 0	1.3% 1	0.8% 1	1.9% 4	0.8% 2	1.6% 2	1.1% 1	1.9% 2	- 0

Which language do you speak in your home most often?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
English	84.9% 1,319	98.2% 102	98.3% 87	92.7% 93	96.1% 171	82.9% 83	88.2% 193	91.8% 236	86.6% 106	88.7% 101	77.2% 77	55.8% 70
Spanish	11.2% 114	1.4% 1	1.7% 1	3.5% 3	2.6% 5	- 0	8.4% 19	5.8% 12	7.8% 8	8.4% 12	15.8% 13	38.2% 40
Creole	1.3% 12	- 0	- 0	1.9% 2	- 0	0.7% 1	1.1% 2	1.0% 2	- 0	0.8% 1	1.2% 1	4.9% 3
Other	2.5% 29	0.5% 1	- 0	1.9% 2	1.3% 3	16.3% 1	2.3% 5	1.5% 3	5.6% 7	2.0% 1	5.0% 4	1.1% 2
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0

Are we reaching you today on a landline or cell phone?

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Landline	10.1% 122	3.0% 3	8.1% 7	0.6% 1	5.5% 7	0.6% 1	11.0% 21	16.3% 37	16.0% 20	8.5% 11	9.3% 10	3.6% 4
Cell	89.4% 1,345	95.5% 100	91.9% 81	99.4% 99	92.7% 168	99.4% 84	88.7% 197	83.7% 216	82.6% 100	90.9% 103	90.7% 86	96.4% 111
Don't Know	0.2% 4	1.5% 1	- 0	- 0	0.9% 2	- 0	0.3% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.3% 4	- 0	- 0	- 0	0.9% 2	- 0	- 0	- 0	1.5% 1	0.7% 1	- 0	- 0

Sex of respondent [Interviewer Identify]

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
Male	48.3% 806	52.8% 62	40.1% 43	38.2% 48	42.3% 89	44.1% 46	50.2% 120	48.6% 144	44.5% 62	52.3% 69	53.1% 60	49.4% 63
Female	51.7% 669	47.2% 42	59.9% 45	61.8% 52	57.7% 90	55.9% 39	49.8% 99	51.4% 109	55.5% 59	47.7% 46	46.9% 36	50.6% 52

Language [Interviewer Identify]

	Total Sample n=1,475	Pensacola n=104	Panama City n=88	Tallahassee n=100	Jacksonville n=179	Gainesville n=85	Orlando n=219	Tampa n=253	West Palm Beach n=121	Fort Myers n=115	Broward/Monroe n=96	Miami-Dade n=115
English	91.6% 1,409	100.0% 104	97.5% 86	98.0% 99	99.2% 176	99.3% 84	93.0% 208	95.9% 247	93.1% 116	94.3% 108	86.6% 89	72.0% 92
Spanish	8.4% 66	- 0	2.5% 2	2.0% 1	0.8% 3	0.7% 1	7.0% 11	4.1% 6	6.9% 5	5.7% 7	13.4% 7	28.0% 23

Appendix II: Survey Instrument

FDOT DUI 2017 Survey Instrument

INTRODUCTION

Hello, my name is _____, and I am calling from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about their driving habits and their opinions about highway safety. May I please speak to someone who is 18 years of age or older?

S1) Do you have a valid or suspended driver's license?

1. Yes
2. No [END SURVEY]

INFORMED CONSENT

Thank you for your time. These questions should take about 10 minutes to complete. Your participation is voluntary. Your identity is unknown, and all of your responses will remain confidential. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

QUESTIONS

FL) What state issued your driver's license?

1. Florida [SKIP TO AGE]
2. Other: _____
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

MONTH) Do you spend more than 1 month per year in the state of Florida?

1. Yes
2. No [END SURVEY]
8. Don't know [VOLUNTEERED] [END SURVEY]
9. Refusal [VOLUNTEERED] [END SURVEY]

VEHICLE) In general, what type of vehicle do you drive most often?

1. Passenger car
2. Pickup truck
3. Sport utility vehicle (SUV)
4. Mini-van
5. Full-sized van
6. Motorcycle
7. Scooter
8. Does not drive
9. Other _____
88. Don't know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

DAYS) On average, how many days per week do you consume two or more alcoholic beverages in one sitting?

[If respondent is hesitant about answering: "Again this is strictly anonymous, your identity is unknown."]

1. None
2. 1-2 [SKIP TO DRIVE]
3. 3-4 [SKIP TO DRIVE]
4. 5-6 [SKIP TO DRIVE]
5. All 7 days [SKIP TO DRIVE]
8. Don't know [VOLUNTEERED] [SKIP TO DRIVE]
9. Refusal [VOLUNTEERED] [SKIP TO DRIVE]

YEAR) In the past year, have you only occasionally consumed alcoholic beverages or have you not consumed any at all?

1. Occasionally consumed
2. Not consumed any at all [SKIP TO STOPPED]
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

DRIVE) In the past 30 days, did you drive a motor vehicle within 2 hours of drinking?

[If respondent is hesitant about answering: "Again this is strictly anonymous, your identity is unknown."]

1. Yes
2. No [SKIP TO STOPPED]
8. Don't know [VOLUNTEERED] [SKIP TO STOPPED]
9. Refusal [VOLUNTEERED] [SKIP TO STOPPED]

WHERE) Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?

[Open-ended – interviewer code]

[If respondent says "Don't Know" then read choices]

1. Bar/Tavern/Club
2. Restaurant
3. Sporting event
4. Friend's home/party at friend's home
5. Your home/party at your home
6. Wedding/special event
7. Work
8. Drank in the car while driving
9. Hotel/Motel
10. Country Club/Golf Course
11. Movie Theater
12. Park/Beach/Picnic
13. Other: _____
88. Don't know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

LIMIT) In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were ...

1. Well below the legal limit for drinking and driving
2. Just below the legal limit
3. Just over the legal limit
4. Well over the legal limit
5. Doesn't know the legal limit [VOLUNTEERED]
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

STOPPED) Hypothetically, if you were to drive after having too much to drink, how likely are you personally to be stopped by a police officer?

1. Almost Certain
2. Very likely
3. Somewhat likely
4. Somewhat unlikely
5. Very likely
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LASTLIKELY) Compared to last year, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by a police officer?

1. More likely
2. Less likely
3. About as likely
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LASTDRINK) Compared with last year, are you now driving after drinking...

1. More often
2. Less often
3. About the same
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LASTOTHER) Compared with last year, are other people you know driving after drinking...

1. More often
2. Less often
3. About the same
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

ENFORCE) In your opinion, do you think that law enforcement agencies in your county enforce the DUI laws in your community ...

1. Very strictly
2. Somewhat strictly
3. Not very strictly
4. Rarely
5. Not at all
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LOOKING) In the past 6 months, have you seen or heard anything about a DUI checkpoint where police are looking for alcohol-impaired drivers?

1. Yes - Seen
2. Yes - Heard
3. Yes - Both seen and heard
4. No (SKIP TO FIELD)
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF LOOKING = 4 then CHECKPT = 2]

CHECKPT) In the past 6 months, have you or a friend gone through a DUI checkpoint where police were looking for alcohol-impaired drivers?

1. Yes
2. No
8. Didn't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

FIELD) Have you ever been stopped by the police and given a field sobriety test?

1. Yes
2. No
8. Didn't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

ARRESTED) Have you ever been arrested for driving while intoxicated or driving under the influence of alcohol? (DWI, DUI?)

1. Yes
2. No
8. Didn't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS "PULLED" AND "DECIDE". CREATE TWO BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

PULLED) In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

PULLEDSEE) I'm going to read you a list, please tell me where you read, saw or heard about it? [SELECT ALL THAT APPLY]

1. Television
2. FM Radio
3. Internet Radio/Pandora/Spotify
4. Newspaper/Magazine
5. Sporting event
6. Electronic message board over the road
7. Outdoor billboard
8. Poster
9. Brochure
10. Internet videos
11. Facebook
12. Twitter
13. Gas Station
14. Police Checkpoint
15. Police Officers
16. Other: _____
88. Don't know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF PULLEDSEE = 5]

SPORTS) I'm going to read you a list, please tell me which Florida teams or venue you remember seeing the *Drive Sober or Get Pulled Over* message at? [SELECT ALL THAT APPLY]

1. Florida State University Seminoles
2. University of Florida Gators
3. University of Miami Hurricanes
4. Miami Dolphins
5. Miami Marlins
6. Miami Heat
7. Miami Soccer
8. Florida Panthers
9. Homestead-Miami Speedway
10. Tampa Bay Buccaneers
11. Tampa Bay Rays
12. Tampa Bay Lightning
13. Tampa Bay Storm
14. Orlando Magic
15. Orlando City Soccer Lions
16. Daytona Speedway
17. Jacksonville Jaguars
18. Other: _____
88. Don't know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF PULLEDSEE = 7]

PULLEDBB) I'm going to read you a list, please tell me which outdoor billboards you remember seeing the *Drive Sober or Get Pulled Over* message on [SELECT ALL THAT APPLY]

1. Electronic amber alert style billboard over the road
2. Traditional billboard on the side of the road
3. Portable electronic signs on the side of the road
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

DECIDE) In the past 6 months, have you read, seen or heard anything about the *Decide to Ride on the Safe Side* campaign in Florida?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

DECIDEESE) I'm going to read you a list, please tell me where you read, saw or heard about it? [SELECT ALL THAT APPLY]

1. Television
2. FM Radio
3. Internet Radio/Pandora/Spotify
4. Newspaper/Magazine
5. Sporting event
6. Electronic message board over the road
7. Outdoor billboard
8. Poster
9. Brochure
10. Internet videos
11. Facebook
12. Twitter
13. Gas Station
14. Police Checkpoint
15. Police Officers
16. Other: _____
88. Don't know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

EFFECTIVE) In your opinion, what would be the most effective way of reducing alcohol impaired driving?

[RECORD RESPONSE]

8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

DEMOGRAPHICS

These last few questions are so we can compare your responses to others in the survey.

AGE) Which of the following categories best describes your age? Are you:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HOMELANG) Which language do you speak in your home most often?

1. English
2. Spanish
3. Creole
4. Other: _____
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HISPANIC) Are you of Latino or Hispanic ethnic background?

1. Yes [SKIP TO EDUC]
2. No
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

RACE) What is your racial background? Are you:

1. White/Caucasian
2. Black/African-American
3. Asian
4. Native American
5. Other: _____
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

EDUC) What is your highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LLCELL) Are we reaching you today on a landline or cell phone?

1. Landline
2. Cell phone
8. Don't know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

COUNTY) Which Florida county do you live in?

Enter number of county 1 – 67 (list provided)

- 88. Don't know [VOLUNTEERED]
- 99. Refusal [VOLUNTEERED]

SEX) Sex of respondent [Interviewer Identify]

- 1. Male
- 2. Female
- 8. Don't know [VOLUNTEERED]
- 9. Refusal [VOLUNTEERED]

LANG) In what language was this interview conducted [Interviewer Identify]

- 1. English
- 2. Spanish

CLOSING

Thank you for taking the time to complete this survey. As mentioned, this survey is being conducted by the Public Opinion Research Laboratory at the University of North Florida on behalf of the Florida Department of Transportation and the National Highway Traffic Safety Administration to learn about people's driving habits and their opinions about highway safety. If you have any questions regarding this survey or the rights of research subjects, please contact Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-1205, or Dr. Jennifer Wesley, Chair of the Institutional Review Board at the University of North Florida at (904) 620-1685.