

# Florida

## 2017

Click It Or Ticket  
Media Survey

**Florida Department of Transportation**

**Final Report**  
September 30, 2017

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

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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](mailto: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 2016 was at approximately 16,465,727 individuals, all of which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2016 American Community Survey (ACS) Census Bureau is as follows: 54.9% white, 16.8% black, 24.9% Hispanic/Latino origin, and 2.9% Asian. The Florida Department of Transportation (FDOT) reports a total of 273,180 miles of public roads.

### Project Background

The State of North Carolina was the first to implement the *Click It or Ticket* media campaign in the summer of 1993. After observing its success, several other states adopted the *Click It or Ticket* campaign, including Florida in May of 2001. It was later launched across all 50 states, the District of Columbia, and Puerto Rico by the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA) in May of 2008. The purpose of the *Click It or Ticket* media campaign is to increase awareness of the strict enforcement of seat belt laws in order to decrease seat belt related deaths.

In the State of Florida, 89.6% of individuals wear their seat belt according to NHTSA's 2016 Traffic Safety Facts, which uses data from the National Occupant Protection Use Survey (NOPUS). This percentage has increased since the implementation and enforcement of the *Click It or Ticket* campaign in 2001, when seat belt usage was closer to 75%, according to NHTSA's 2009 Traffic Safety Facts, also composed of NOPUS data.

### Executive Summary

This report serves to inform FDOT about the effectiveness of the *Click It or Ticket* media campaign, which was enacted with the goal of decreasing deaths by increasing seat belt use. 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:

- A vast majority of all respondents, 91.8%, claim to wear a seat belt "All of the time" when driving a motor vehicle.
- The Gainesville DMA contains the most respondents that claim to "Rarely" or "Never" wear a seat belt when driving a motor vehicle at 5.3% of respondents.
- Compared to the total sample, individuals ages 18-34 were less likely to respond that they wear their seat belts "All of the time" at 87.2%.

- Respondents ages 55 and older are the most likely to wear their seat belt "All of the time" compared to other ages groups (96.0%).
- Respondents are more likely to believe that they are "Very likely" to receive a ticket if they do not wear their seat belt in 2017 (34.1%) compared to 2015 (28.5%).
- In 2015, 21.4% of respondents believed that seat belt laws were enforced "Very strictly", which has increased in 2017 to 31.4%.
- Respondents believe they are more likely to have been stopped and ticketed for not wearing their seat belt if they "Rarely" or "Never" wear their seat belt (41.7%) than if they wear their seat belt "All of the time" (11.2%).
- Over half of the sample has seen the *Click It or Ticket* message on an "Electronic Message Board over the Road" (53.1%) and on an "Outdoor Billboard" (52.6%).
- Of all respondents, 23.9% believe that "Advertising" would be the most effective way of encouraging seat belt use.

## 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 *Click It or Ticket* media campaign and general driving habits. The performance goal is to monitor progress in FDOT's seat belt awareness campaign and its coverage throughout the state.

In order to evaluate the effectiveness of FDOT's messaging, the PORL administered a telephone survey June 5 through June 19, 2017. This project was executed during this time frame because it immediately follows the Memorial Day 2017 media and enforcement campaigns coordinated by FDOT.

### Study Design

To ensure a representative sample being collected, the state was stratified using the 10 Florida designated market areas (DMA). DMAs are defined as regions where the population can receive the same or similar television and radio station offerings, as well as other types of media including newspapers and Internet content. 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 1). 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 total sample size of 1,100. DMAs 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. This led to a total sample of 1,500 completed surveys. It is important to understand and

recognize the n (sample size) when comparing these DMAs 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 29.0% to 70.1% with 1.0% unknown. Cell phone sample respondents were selected by being the first qualified participant to answer the phone. The sample is composed 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 2016 American Community Survey for the adult population of the State of Florida.

The total number of completed surveys collected was 1,539. Of these completed surveys, 1,500 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 +/- 2.53 percentage points. This study had a 15.1% response rate. American 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.

**Table 1. DMA and Sample Size**

<b>Designated Market Area</b>	<b>Sample Size</b>
<b>Pensacola</b>	n=98
<b>Panama City</b>	n=94
<b>Tallahassee</b>	n=99
<b>Jacksonville</b>	n=109
<b>Gainesville</b>	n=105
<b>Orlando</b>	n=234
<b>Tampa</b>	n=274
<b>West Palm Beach</b>	n=107
<b>Fort Myers</b>	n=100
<b>Broward/Monroe</b>	n=118
<b>Miami-Dade</b>	n=162
<b>Total</b>	n=1,500

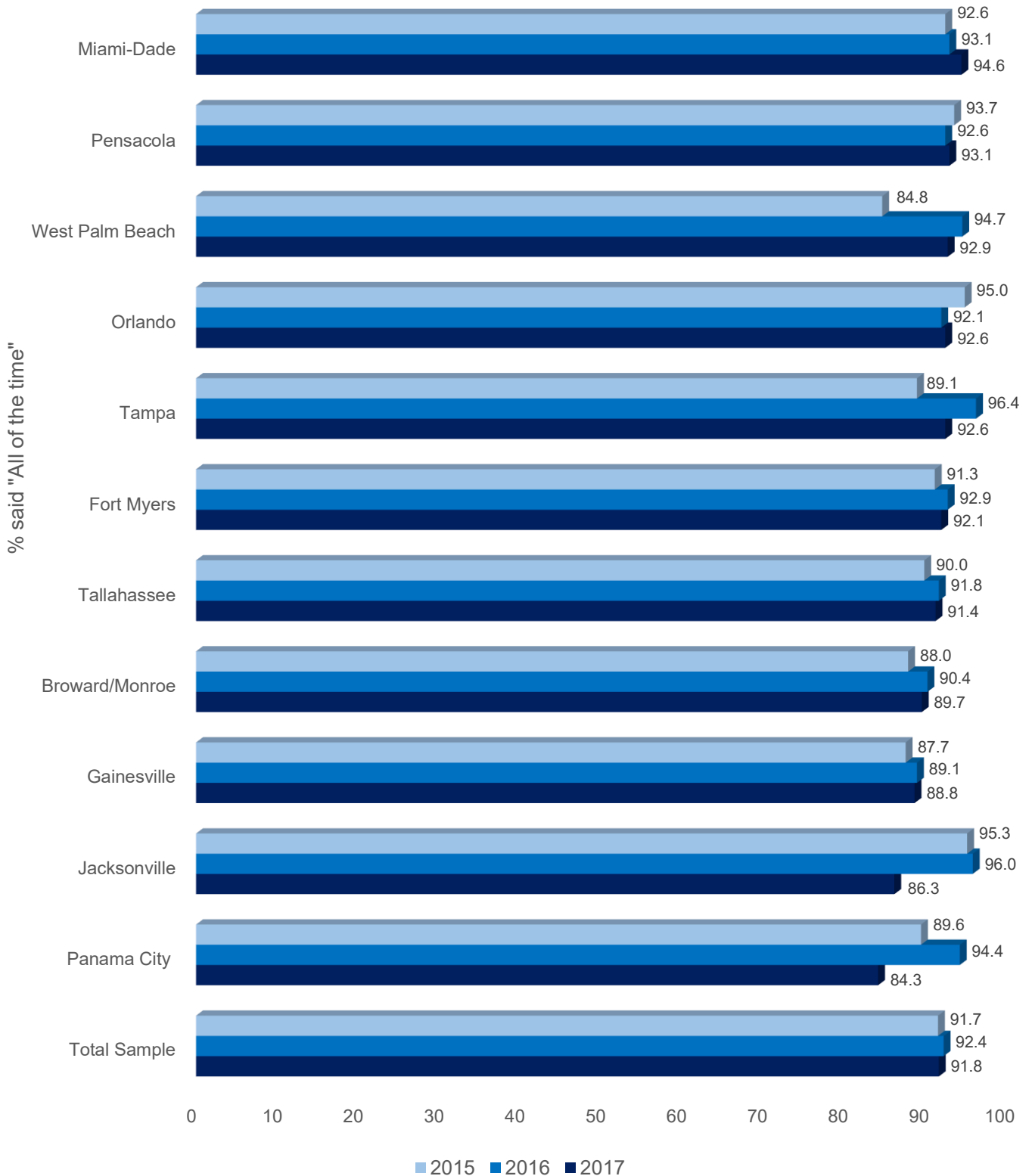
As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

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 by emailing [porl@unf.edu](mailto:porl@unf.edu) or calling (904) 620-2784.

Summary of Findings

Figure 1. SEATBELT by DMA, 2015-2017

When driving a motor vehicle, how often do you wear your seat belt?

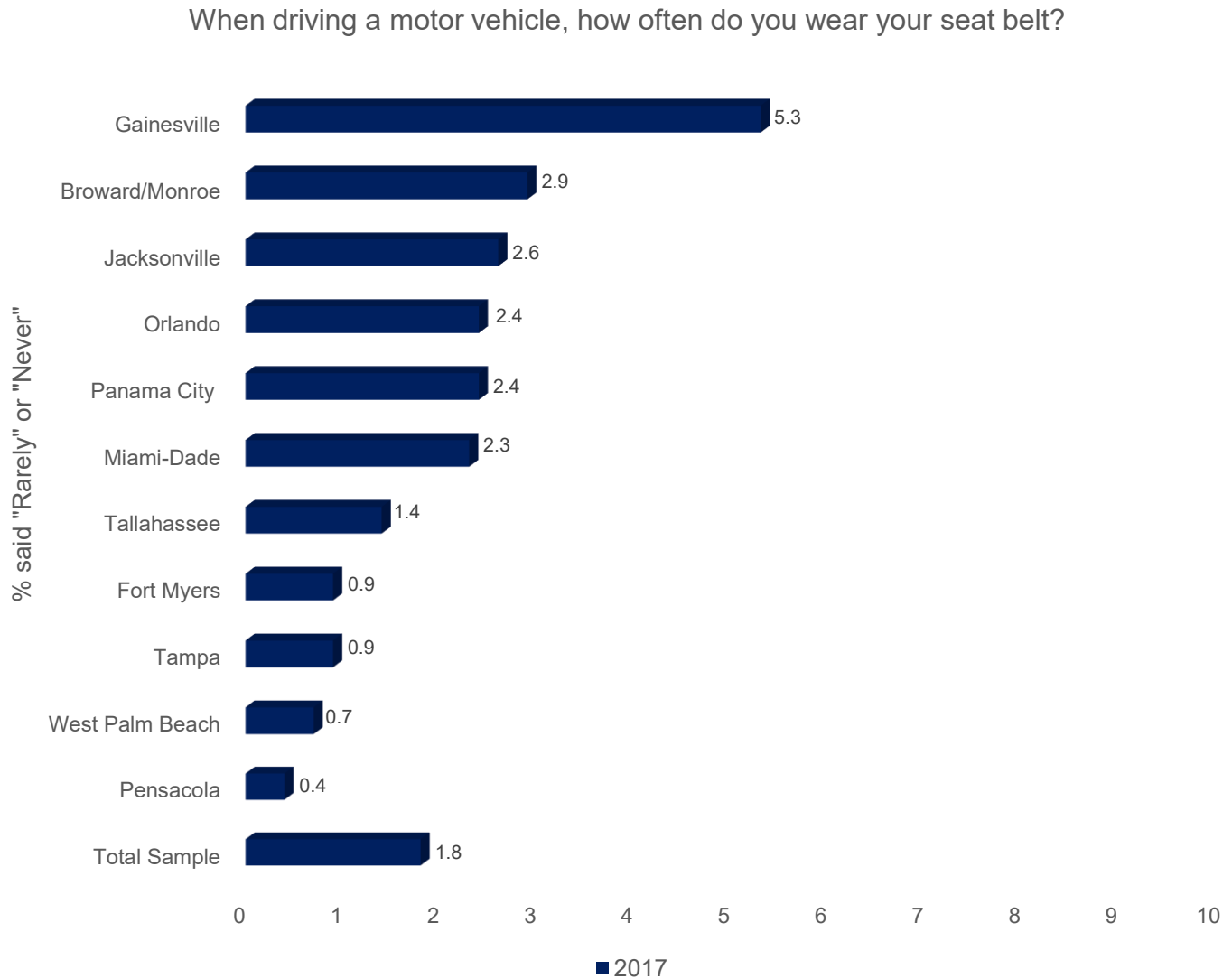




In Figure 1 on the previous page, all media markets across 2015, 2016, and 2017 have high percentages of respondents who claimed to always wear their seat belt when driving. Of all the DMAs, 8 increased in their percentage of respondents that claimed to wear their seat belt "All of the time". The highest increase occurred

in the West Palm Beach DMA, from 84.8% of respondents in 2015 to 92.9% in 2017. However, in 2017 the Jacksonville DMA declined from 95.3% in 2015 to 86.3%. Some of the other DMAs that declined included Orlando and Panama City.

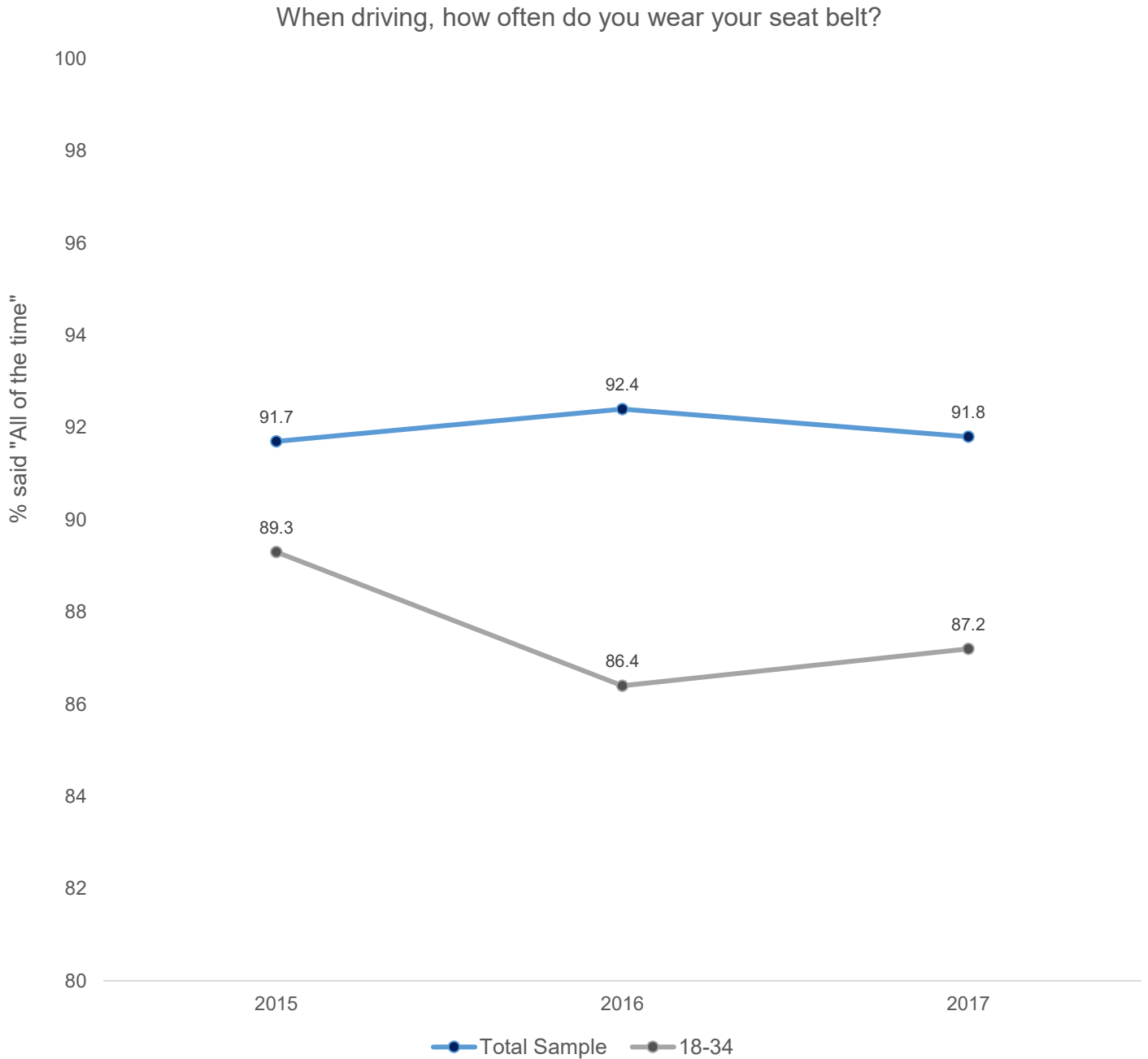
**Figure 2. SEATBELT by DMA, 2017**



As can be seen in Figure 1, most respondents reported always wearing their seat belt when driving a motor vehicle. Figure 2 presents the percentage of respondents from each DMA that said that they "Rarely" or "Never" wear their seat belt when driving a motor vehicle. The Gainesville DMA had the most individuals who claimed to "Rarely" or "Never" wear their seat belt:

5.3% of respondents. Conversely, the Pensacola DMA only had 0.4% of respondents who chose "Rarely" or "Never" when asked how often they wear their seat belt when driving a motor vehicle. Compared to the sheer percentage of respondents that claimed to wear their seat belts "All of the time", Figure 2's percentages are very low, indicating widespread seat belt use in Florida.

**Figure 3. SEATBELT by Age, 2015-2017**



In Figure 3, consistent seat belt use is broken down by the total sample and 18-34 year olds for the years 2015 through 2017. Seat belt use for the total sample is consistently higher than seat belt use among individuals ages 18-34 in all three years. Both start out fairly high in 2015, but although seat belt use for the total sample

increased from 91.7% to 91.8% from 2015 to 2017, usage for the 18-34 year olds decreased by 2.1% from 89.3% to 87.2%. In 2016 the two groups were more polarized compared to 2015 and 2017, with the total sample at 92.4% and the 18-34 year old group at 86.4%, which is a statistically significant 6.0% difference.

**Figure 4. SEATBELT by Age, 2017**

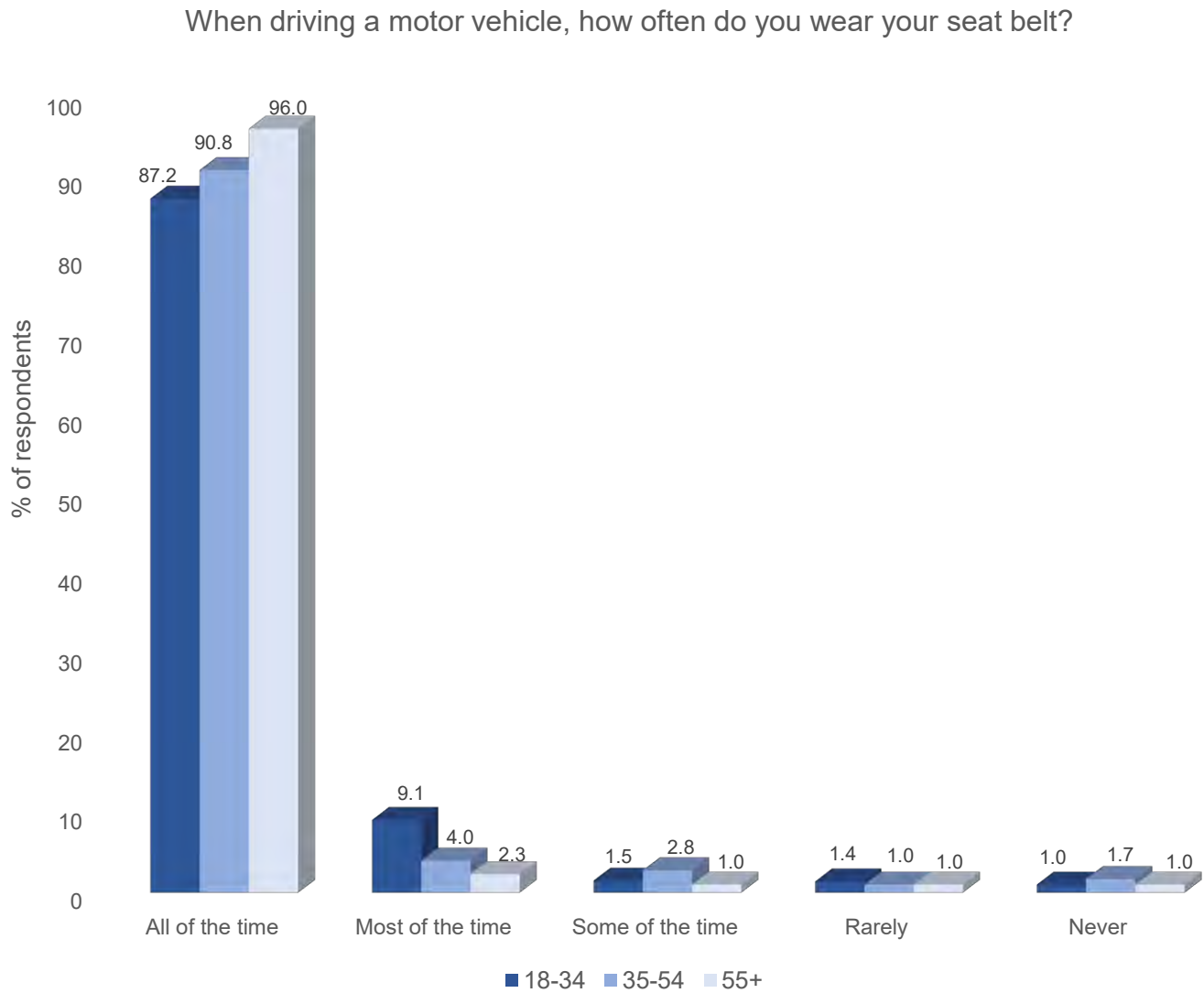
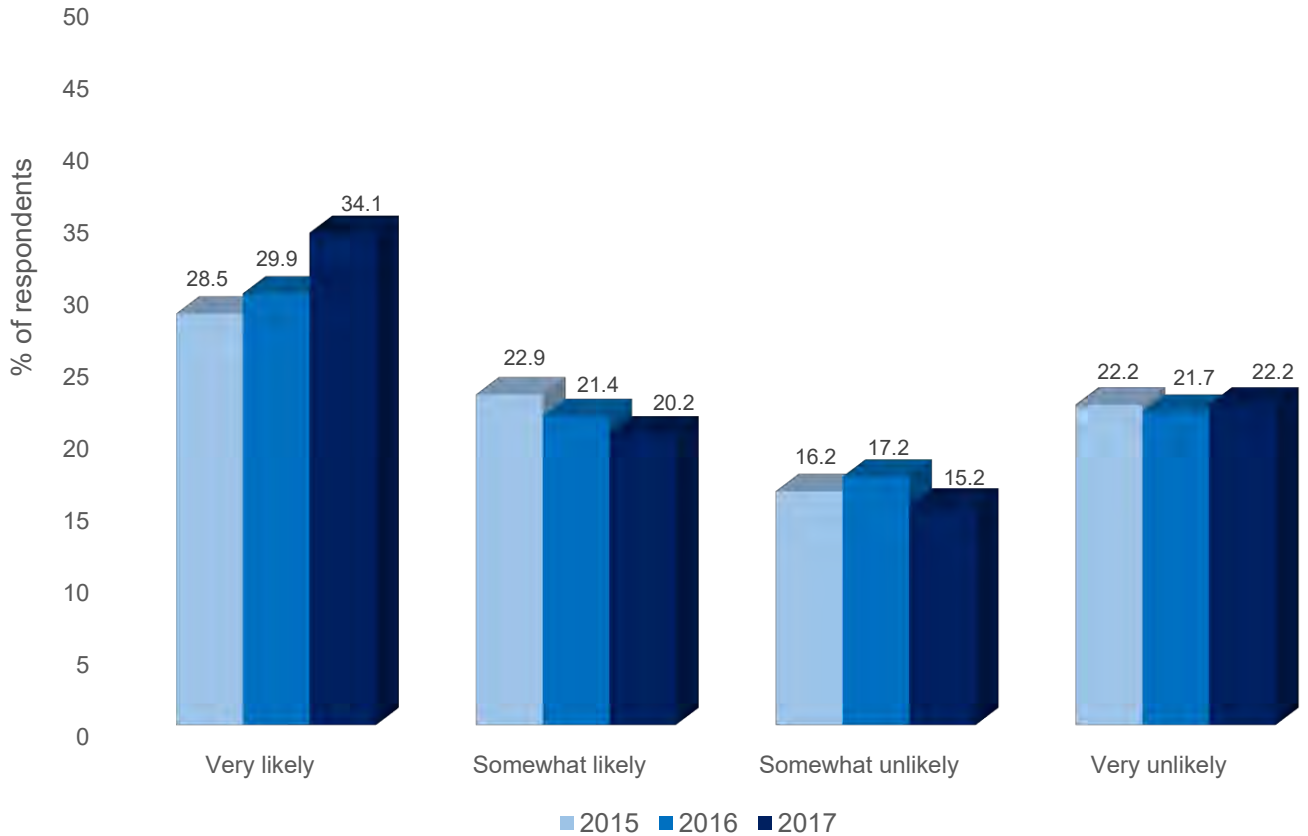


Figure 4 presents the findings for the relationship between seat belt use and age group. The 18-34 years old age group at 87.2% was the least likely of all age groups to respond “All of the time” when asked how often they wear their seat belt when driving a motor

vehicle. They were also the most likely to respond “Most of the time” at 9.1%, which most likely accounts for their dip in the “All of the time” category. The “Some of the time”, “Rarely”, and “Never” categories do not contain significant changes across age groups.

**Figure 5. TICKET, 2015-2017**

Over the next 6 months, assume you do not use your seat belt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seat belt?



In Figure 5, respondents were asked about the likelihood of receiving a ticket when not wearing their seat belts in 2015, 2016, and 2017. A steady increase can be seen in respondents who believe that it is “Very likely” that they would receive a ticket when not wearing a seat belt. In

2015, only 28.5% of respondents chose “Very likely”, compared to the 34.1% of respondents that chose that option in 2017. This change most likely came from the “Somewhat likely” category, as there is a steady decline from 2015 to 2017.

**Figure 6. ENFORCE, 2015-2017**

In your opinion, do you think that law enforcement agencies in your county enforce the seat belt laws in your community:

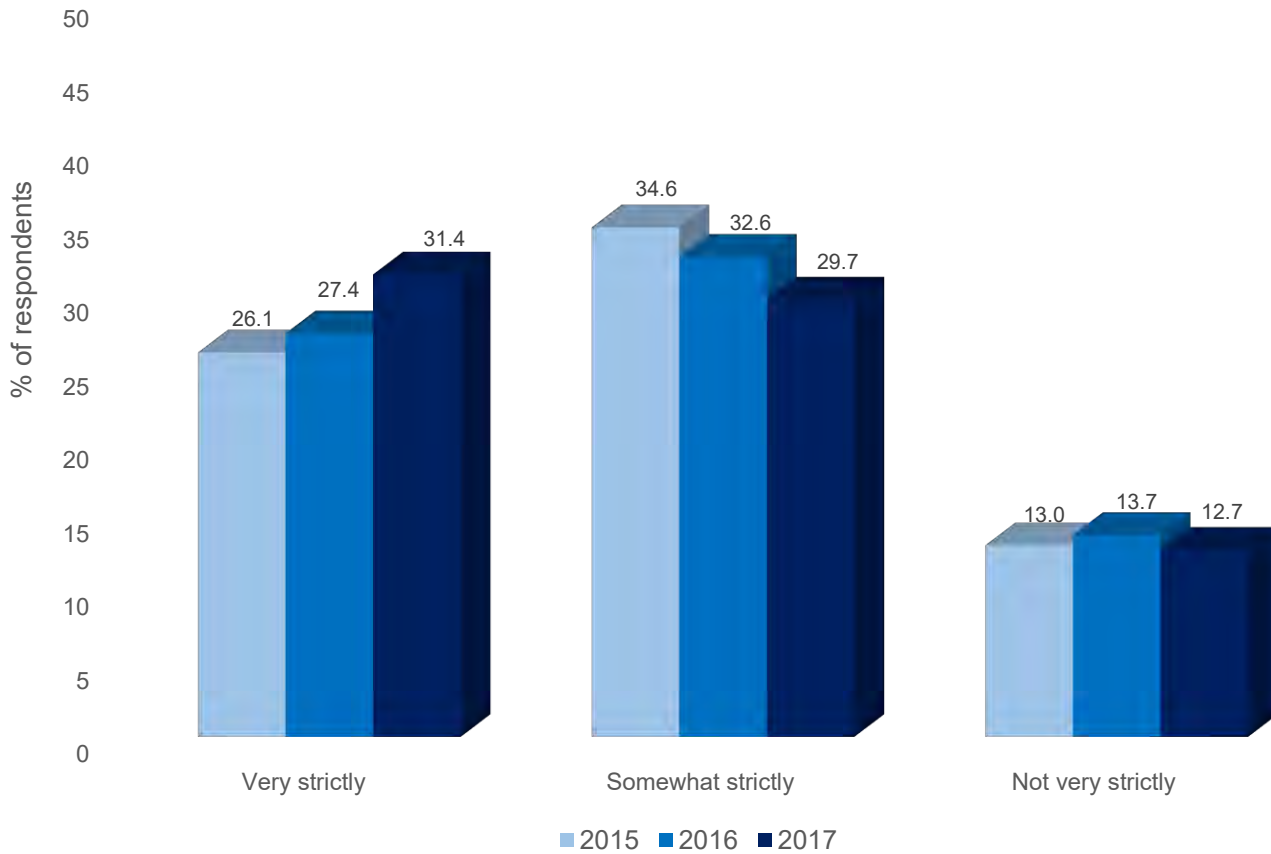


Figure 6 displays the percentages for respondents that were asked about their perception of seat belt enforcement. From 2015 to 2017, a steady increase can be observed in the “Very strictly” category, as it climbs from 26.1% to 31.4% in two years’ time. This change

likely comes from the consistent decrease in the “Somewhat strictly” category, indicating that views on the firmness of law enforcement are becoming stronger. The “Not very strictly” category has changed very little from 2015 to 2017, 13.0% to 12.7% respectively.

**Figure 7. TICKETED by SEATBELT, 2017**

Have you ever been stopped and/or ticketed for not wearing your seat belt?  
In relation to:  
When driving a motor vehicle, how often do you wear your seat belt?

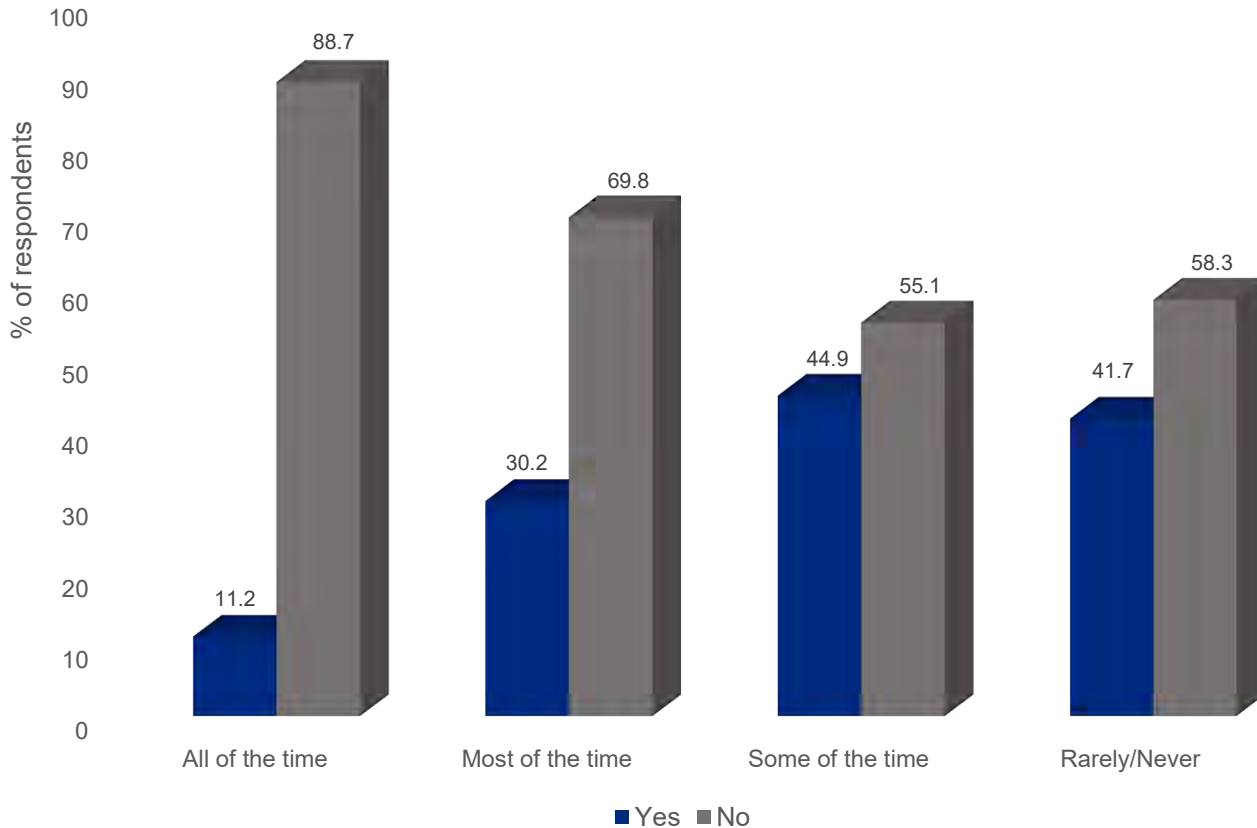
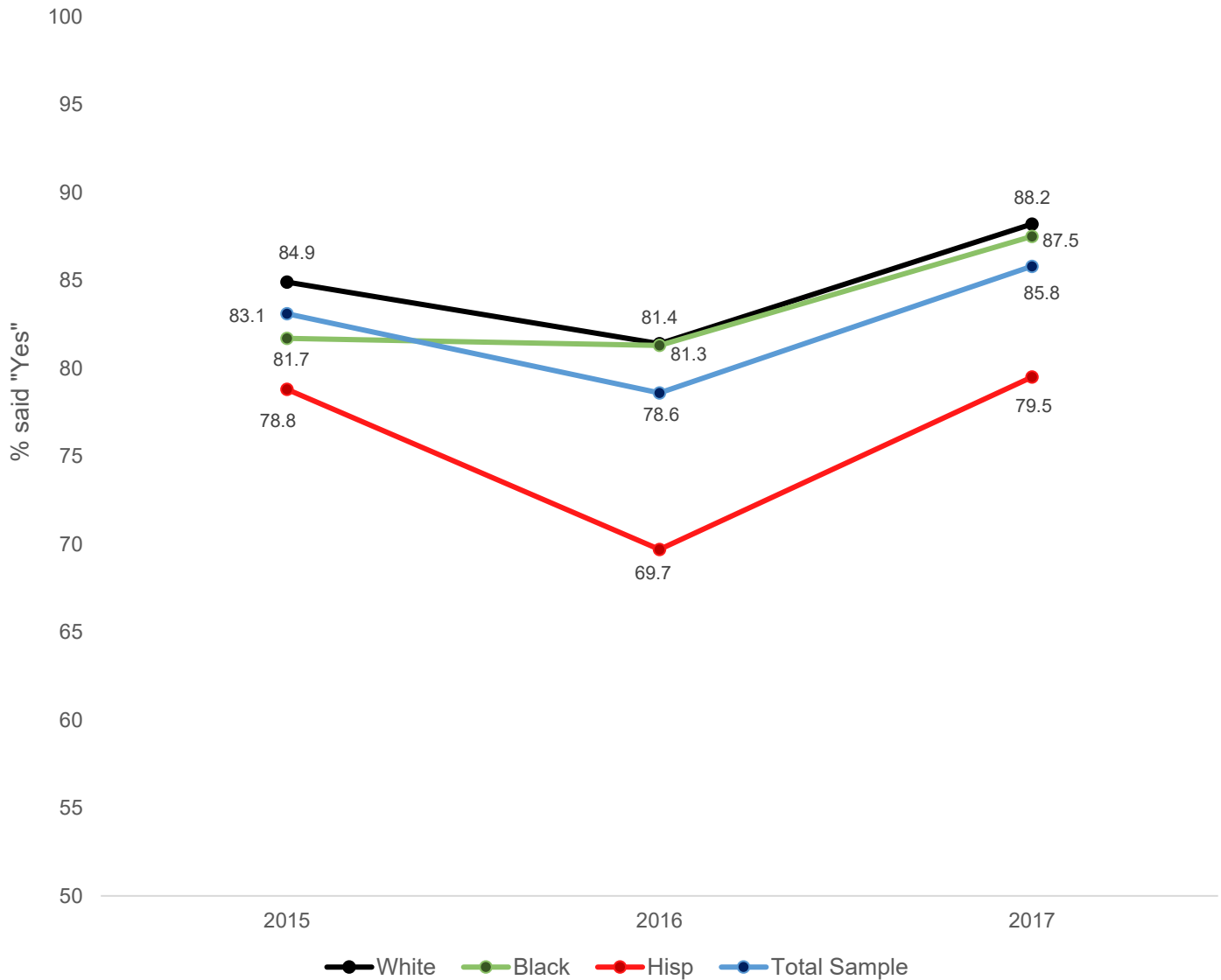


Figure 7, displaying the 2017 data, shows the relationship between a respondent's self-proclaimed seat belt use and whether or not they had been stopped and/or ticketed for not wearing a seat belt. As can be seen in the first three categories, individuals that wear their seat belt more are less likely to have been stopped and/or ticketed by law enforcement. The percentage of respondents who said "Yes" to being stopped and/or

ticketed more than doubles (11.2% to 30.2%) as frequency of seat belt use moves from "All of the time" to "Most of the time". When seat belt use is at "Some of the time" almost half of the sample at 44.9% claim to have been stopped and/or ticketed. This percentage drops slightly when respondents claimed to "Rarely" or "Never" use their seat belts, but it is still a statistically significant difference at 41.7%.

**Figure 8. CLICK by Race, 2015-2017**

In the past 6 months, have you read, seen, or heard anything about the *Click It or Ticket* campaign in Florida?

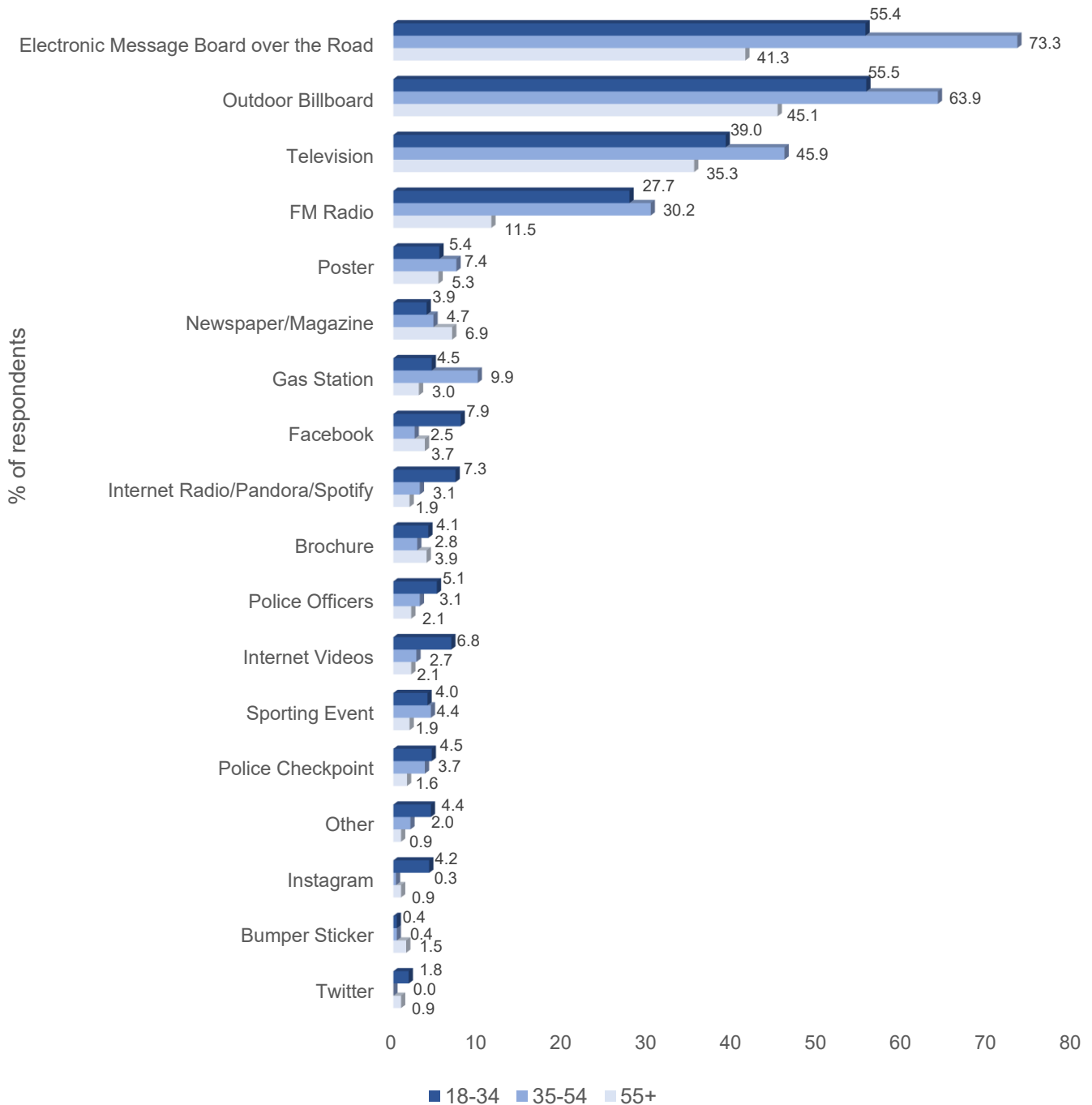


The evaluation of the awareness and effectiveness of the *Click It or Ticket* campaign is the main purpose for this survey. Campaign awareness was measured when respondents were asked whether they had read, seen, or heard anything about the campaign in the past 6 months, during which the campaign had been actively displaying the *Click It or Ticket* message. According to

Figure 8, campaign awareness in the total sample has increased since 2015 by 2.7%, from 83.1% to 85.8%. When the sample is broken down by a respondent's race/ethnicity, it demonstrates that white and black respondents were more likely to have read, seen, or heard anything about the safety message compared to Hispanic respondents across all three years.

**Figure 9. CLICKSEE by Age, 2017**

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



Respondents that claimed to have read, seen, or heard about the *Click It or Ticket* campaign were then asked where they had encountered the safety message. Table 10 shows the responses to this question based on age group. As can be seen above, the top three responses for all age categories were “Electronic Message Board

over the Road”, “Outdoor Billboard”, and “Television”. Respondents ages 18-34 were much more likely to have seen the *Click It or Ticket* safety message on the social media platforms “Facebook” and “Instagram” with 7.9% and 4.2% respectively, than any other age group.



**Figure 10. CLICKSEE by Race, 2017**

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

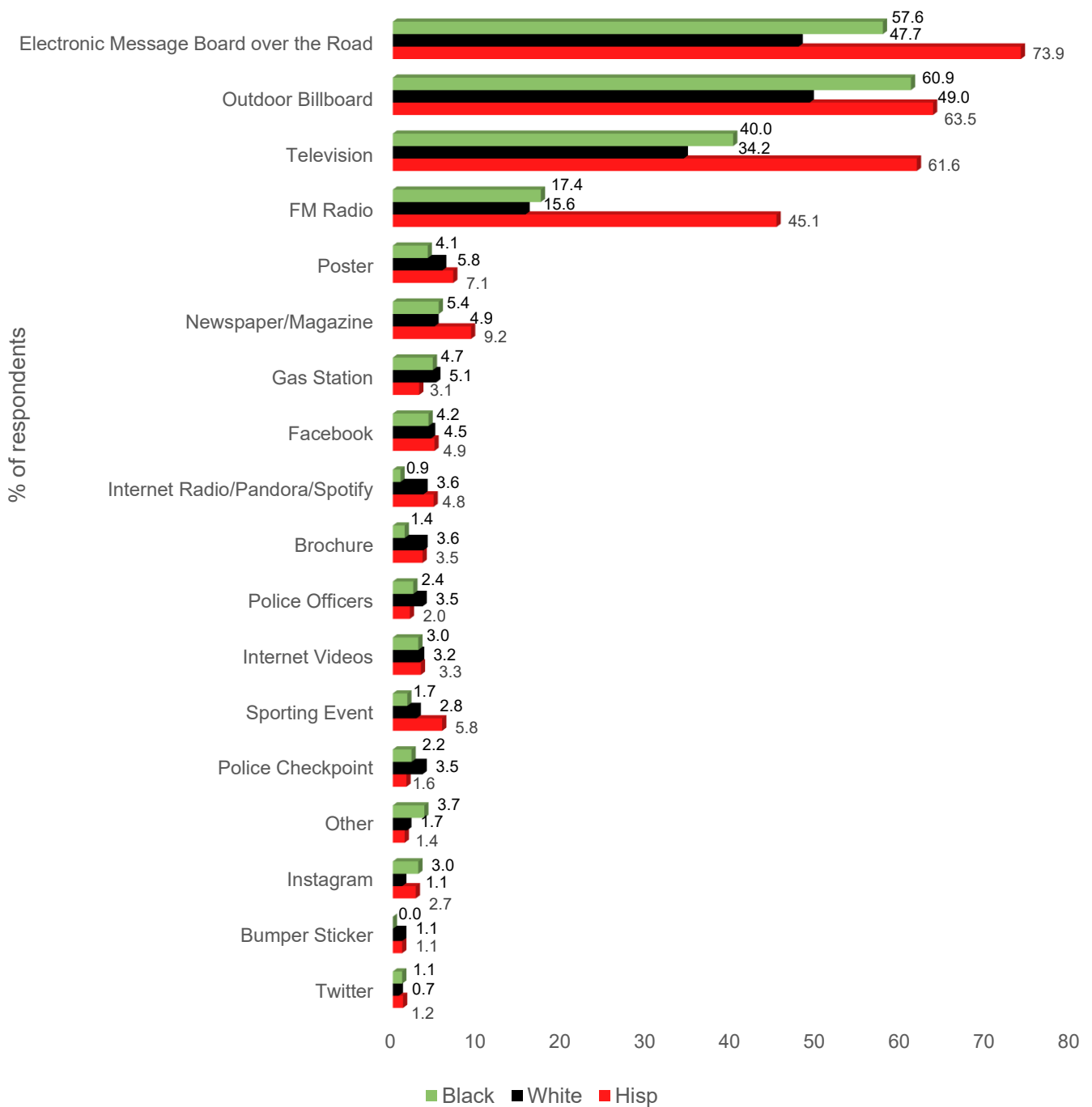
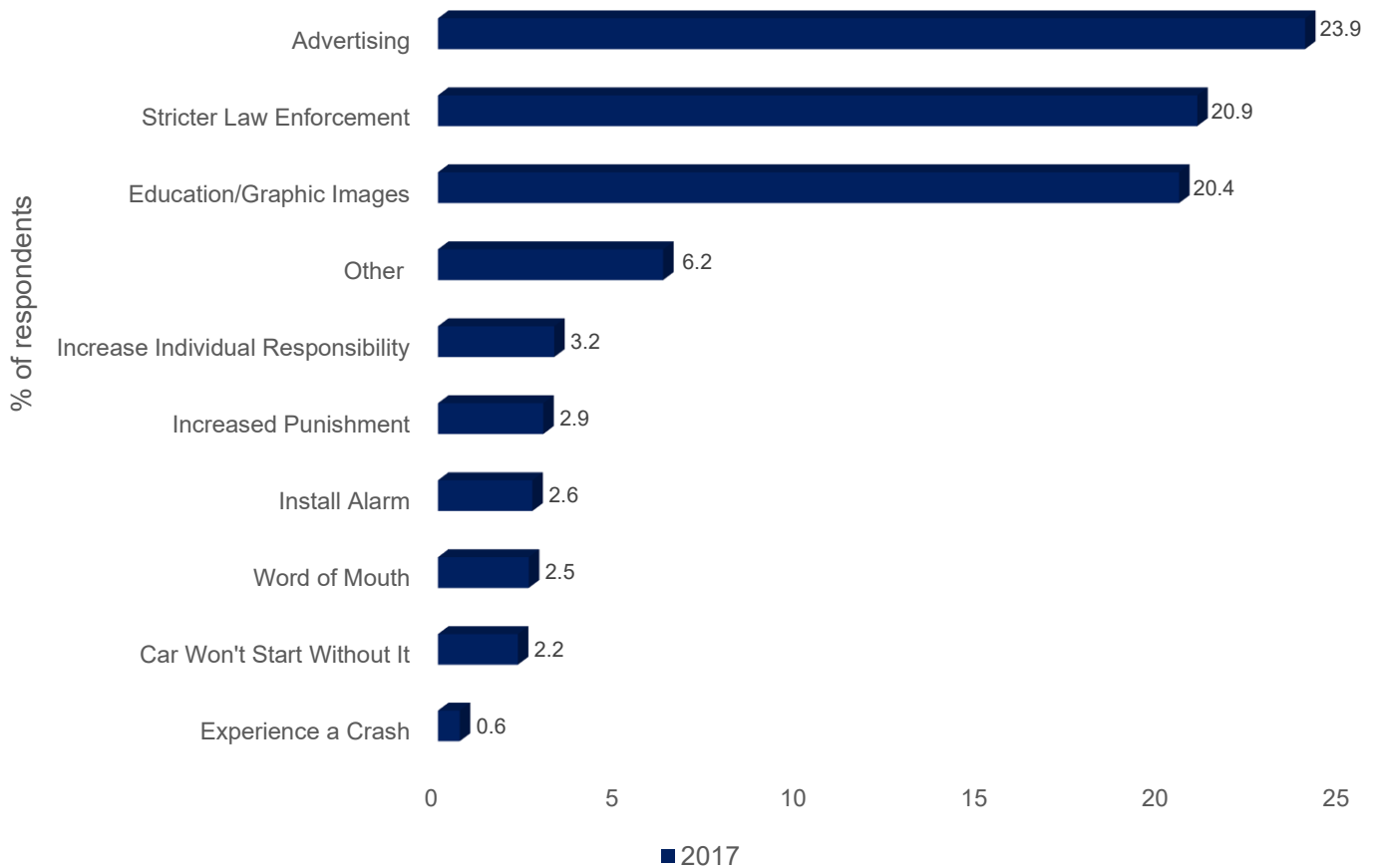


Figure 10 displays where respondents reported reading, seeing, or hearing anything about the *Click It or Ticket* campaign based on their race/ethnicity. Hispanic respondents were much more likely to have seen the safety message on the four most popular responses (“Electronic Billboard over the Road”, “Outdoor

Billboard”, “Television”, and “FM Radio”) when compared to white and black respondents. Hispanics were also more likely to have seen the message in a “Newspaper/Magazine” and at a “Sporting Event” compared to other racial/ethnic groups.

**Figure 11. EFFECTIVE, 2017**

In your opinion, what would be the most effective way of encouraging individuals to use their seat belt?



In Figure 11, respondents were asked to provide, in their own words, their feedback on the most effective way of encouraging the general public to use their seat belts. All responses were then coded and displayed in organized categories. “Advertising”, “Stricter Law Enforcement”, and “Education/Graphic Images” are the top three types of responses received at 23.9%, 20.9%, and 20.4%, respectively. Apart from the “Other” category, each of the remaining categories contains less than 5.0% of the total sample.

The “Other” category includes responses such as:

- “Quit nagging so much”
- “Automatic seat belts”
- “Tax credit for safe driving”
- “Stop talking on cell phones”
- “Just assumed everybody did wear their seat belts”
- “There could be a light on your bumper that says there is no seat belt activated”
- “Not let juveniles have driver’s licenses”
- “Make them more comfortable to wear”

**Appendix I: Survey Results  
CIOT TOPLINES<sup>1</sup>**

1. Pensacola n=98
2. Panama City n=94
3. Tallahassee n=99
4. Jacksonville n=109
5. Gainesville n=105
6. Orlando n=234
7. Tampa n=274
8. West Palm Beach n=107
9. Fort Myers n=100
10. Broward/Monroe n=118
11. Miami-Dade n=162

Total Sample = 1,500

Do you have a valid driver's license?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	100.0% 1,500	100.0% 98	100.0% 94	100.0% 99	100.0% 109	100.0% 105	100.0% 234	100.0% 274	100.0% 107	100.0% 100	100.0% 118	100.0% 162
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

<sup>1</sup> 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 n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Florida	97.3% 1,454	96.6% 95	94.9% 90	98.4% 97	98.3% 107	97.0% 104	96.4% 225	96.1% 261	97.2% 103	96.9% 97	98.2% 114	99.5% 161
Other	2.3% 41	3.4% 3	5.1% 4	1.7% 2	1.7% 2	3.1% 1	2.7% 7	3.2% 12	2.4% 3	3.1% 3	1.3% 3	0.5% 1
Don't Know	0.2% 3	- 0	- 0	- 0	- 0	- 0	0.9% 2	- 0	- 0	- 0	0.4% 1	- 0
Refusal	0.2% 2	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	0.5% 1	- 0	- 0	- 0

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

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	100.0% 1,500	100.0% 98	100.0% 94	100.0% 99	100.0% 109	100.0% 105	100.0% 234	100.0% 274	100.0% 107	100.0% 100	100.0% 118	100.0% 162
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 n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Passenger car	51.4% 768	42.1% 44	41.2% 41	36.4% 39	41.4% 45	53.6% 56	45.7% 106	48.5% 141	53.2% 62	55.7% 56	61.6% 74	64.7% 104
Pickup truck	16.2% 255	22.0% 19	33.3% 26	25.2% 25	18.7% 23	20.0% 21	16.1% 41	19.2% 47	12.6% 12	14.2% 13	12.7% 13	10.5% 15
SUV	22.0% 347	29.0% 29	19.2% 22	29.0% 28	26.4% 27	14.8% 18	26.9% 64	21.1% 62	25.0% 25	20.1% 22	18.2% 23	14.4% 27
Mini-van	5.1% 64	3.7% 4	0.9% 1	5.9% 4	7.0% 6	2.0% 3	4.8% 11	8.0% 18	3.2% 3	3.4% 4	4.2% 4	3.8% 6
Full-sized van	1.2% 17	- 0	- 0	3.5% 3	- 0	0.8% 1	2.1% 5	0.7% 2	- 0	2.3% 2	1.6% 1	1.6% 3
Motorcycle	0.6% 10	1.0% 1	1.8% 1	- 0	0.4% 1	4.8% 3	1.0% 2	- 0	0.7% 1	- 0	- 0	1.0% 1
Does not drive	1.8% 19	- 0	1.8% 2	- 0	1.9% 3	2.3% 1	2.7% 3	1.0% 1	2.6% 2	2.5% 2	1.2% 2	1.9% 3
Other	1.3% 14	2.2% 1	1.8% 1	- 0	3.7% 3	0.8% 1	0.9% 2	0.7% 1	1.4% 1	1.8% 1	0.6% 1	1.4% 2
Don't Know	0.1% 2	- 0	- 0	- 0	0.5% 1	- 0	- 0	0.3% 1	- 0	- 0	- 0	- 0
Refusal	0.4% 4	- 0	- 0	- 0	- 0	0.8% 1	- 0	0.6% 1	1.3% 1	- 0	- 0	0.7% 1

When driving a motor vehicle, how often do you wear your seat belt?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
All of the time	91.8% 1,379	93.1% 91	84.3% 82	91.4% 91	86.3% 94	88.8% 98	92.6% 218	92.6% 254	92.9% 98	92.1% 93	89.7% 108	94.6% 152
Most of the time	4.7% 72	5.0% 5	11.9% 9	5.7% 5	7.7% 8	5.9% 4	4.0% 10	3.5% 9	5.8% 7	6.3% 5	6.2% 6	2.1% 4
Some of the time	1.7% 24	1.5% 1	1.5% 1	1.5% 2	3.4% 3	- 0	1.0% 2	3.1% 8	0.6% 1	0.7% 1	1.3% 2	1.1% 3
Rarely	0.8% 13	0.4% 1	2.4% 2	- 0	1.9% 3	0.8% 1	1.0% 2	0.3% 1	0.7% 1	- 0	1.6% 1	0.7% 1
Never	1.0% 12	- 0	- 0	1.4% 1	0.7% 1	4.5% 2	1.4% 2	0.6% 2	- 0	0.9% 1	1.3% 1	1.6% 2

Do you require passenger(s) in your vehicle to wear their seat belts?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes – Always	89.6% 1,336	91.6% 92	85.5% 81	82.1% 79	91.9% 99	83.0% 91	89.2% 211	90.5% 249	89.6% 94	92.4% 91	86.1% 102	90.9% 147
Sometimes	5.1% 77	3.7% 3	3.7% 4	8.8% 10	4.4% 5	7.6% 6	5.5% 13	4.3% 9	3.1% 3	6.7% 7	7.9% 8	4.6% 9
No	2.9% 51	1.5% 1	9.1% 7	5.9% 4	2.5% 4	7.3% 6	2.7% 5	4.0% 13	2.5% 4	- 0	2.8% 4	2.0% 3
Only front seat passengers	1.5% 25	1.2% 1	1.6% 2	2.5% 4	1.2% 1	2.1% 2	2.1% 4	0.5% 1	3.6% 4	0.9% 2	2.5% 3	0.5% 1
Only passengers under 18	0.4% 6	1.9% 1	- 0	0.4% 1	- 0	- 0	- 0	0.4% 1	1.3% 2	- 0	0.8% 1	- 0
Other	0.1% 2	- 0	- 0	0.4% 1	- 0	- 0	- 0	0.4% 1	- 0	- 0	- 0	- 0
Don't Know	0.3% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.0% 2
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	0.5% 1	- 0	- 0	- 0	- 0	- 0

Over the next 6 month, assume that you do not use your seat belt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seat belt?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Very likely	34.1% 463	26.9% 23	30.2% 27	37.4% 29	27.7% 28	35.2% 36	27.6% 56	34.5% 89	31.3% 30	36.8% 39	33.3% 40	48.0% 66
Somewhat likely	20.2% 314	16.5% 17	23.3% 23	18.6% 21	23.4% 23	25.8% 25	22.3% 50	21.4% 59	19.9% 21	17.4% 19	19.7% 26	15.6% 30
Somewhat unlikely	15.2% 245	12.3% 15	17.6% 14	15.9% 16	16.6% 24	15.7% 15	18.1% 51	15.8% 42	11.7% 15	16.8% 15	13.4% 14	12.1% 24
Very unlikely	22.2% 356	35.8% 34	22.8% 25	16.2% 18	25.8% 27	19.5% 22	23.2% 56	21.3% 66	24.5% 28	25.3% 23	23.3% 28	15.1% 29
Don't Know	8.1% 116	8.6% 9	6.1% 5	9.4% 13	4.6% 4	3.9% 7	8.4% 20	7.0% 18	12.7% 13	3.7% 4	10.3% 10	9.2% 13
Refusal	0.3% 6	- 0	- 0	2.5% 2	1.9% 3	- 0	0.4% 1	- 0	- 0	- 0	- 0	- 0



Do you agree or disagree with the following statement? – “If you were in a crash, you would want to have your seat belt on.”

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Strongly agree	91.0% 1,362	94.3% 93	78.2% 79	83.4% 84	84.5% 93	81.2% 88	89.8% 212	90.2% 252	94.4% 101	92.0% 92	95.7% 114	95.2% 154
Somewhat agree	6.1% 95	3.3% 3	11.8% 9	11.9% 11	10.7% 10	16.4% 14	5.7% 13	6.2% 14	3.7% 4	6.9% 6	2.5% 3	4.8% 8
Somewhat disagree	1.1% 22	1.5% 1	9.0% 5	2.8% 2	1.8% 3	2.4% 3	1.9% 5	0.8% 2	- 0	0.7% 1	- 0	- 0
Strongly disagree	1.2% 13	- 0	- 0	1.9% 2	1.2% 2	- 0	1.9% 3	2.4% 5	1.4% 1	- 0	- 0	- 0
Don't Know	0.7% 7	0.8% 1	- 0	- 0	1.8% 1	- 0	0.8% 1	0.5% 1	0.5% 1	0.4% 1	1.8% 1	- 0
Refusal	- 1	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In your opinion, do you think that law enforcement agencies in your county enforce the seat belt laws in your community:

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Very strictly	31.4% 430	32.5% 28	31.0% 29	35.5% 29	16.1% 18	37.9% 36	28.5% 62	29.5% 75	25.5% 25	41.5% 35	31.2% 34	44.2% 59
Somewhat strictly	29.7% 455	25.3% 27	37.1% 34	34.8% 33	41.6% 44	26.7% 29	29.1% 69	32.4% 85	34.1% 35	30.2% 34	23.9% 26	20.2% 39
Not very strictly	12.7% 200	16.5% 14	10.9% 8	6.3% 8	14.3% 17	11.9% 14	13.9% 38	11.0% 33	10.4% 12	11.6% 12	16.7% 21	12.3% 23
Rarely	7.3% 107	7.4% 9	7.1% 7	2.0% 3	8.8% 8	5.3% 6	6.0% 14	5.7% 18	7.6% 8	5.3% 5	13.8% 14	8.3% 15
Not at all	4.9% 72	1.3% 1	1.3% 2	6.4% 8	4.9% 7	5.5% 4	3.8% 7	4.9% 15	7.6% 7	5.5% 5	1.7% 3	7.3% 13
Don't Know	14.0% 235	17.1% 19	12.6% 14	15.1% 18	14.3% 15	12.8% 16	18.1% 43	16.6% 48	14.9% 20	5.9% 9	12.7% 20	7.7% 13
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	0.5% 1	- 0	- 0	- 0	- 0	- 0

In the past 6 months, have you seen or heard anything about seat belt enforcement where police are looking for drivers who are not wearing their seat belts?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes – Seen	12.3% 180	13.5% 12	17.8% 12	12.9% 12	11.2% 15	6.8% 8	9.6% 26	10.5% 27	18.4% 16	8.5% 11	16.4% 19	14.1% 22
Yes – Heard	13.0% 192	12.7% 10	14.3% 14	21.4% 18	11.2% 10	20.3% 21	17.9% 35	10.3% 28	15.9% 18	10.8% 9	6.7% 8	12.5% 21
Yes – Both	11.8% 163	12.7% 10	14.5% 13	8.9% 8	9.7% 11	13.8% 11	10.4% 24	11.1% 30	7.1% 8	11.1% 11	14.5% 13	16.8% 24
No	61.9% 950	60.1% 65	52.6% 54	54.0% 58	67.2% 72	56.0% 63	61.7% 148	66.6% 187	58.6% 65	67.5% 67	60.6% 77	56.4% 94
Don't Know	0.8% 14	1.0% 1	0.9% 1	2.9% 3	0.8% 1	3.1% 2	0.4% 1	1.4% 2	- 0	2.1% 2	- 0	0.2% 1
Refusal	0.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.8% 1	- 0

Have you ever been stopped and/or ticketed for not wearing your seat belt?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	13.2% 183	6.8% 6	21.9% 17	20.0% 15	16.0% 17	14.4% 13	12.8% 27	11.1% 27	16.5% 15	18.8% 16	12.2% 11	10.3% 19
No	86.7% 1,314	93.2% 92	78.1% 77	80.0% 84	84.0% 92	85.6% 92	87.2% 207	88.7% 246	83.5% 92	80.1% 83	87.8% 107	89.5% 142
Don't Know	0.1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.1% 1	- 0	0.2% 1
Refusal	- 1	- 0	- 0	- 0	- 0	- 0	- 0	0.2% 1	- 0	- 0	- 0	- 0

In the past 6 months, have you read, seen, or heard anything about the *Click It or Ticket* campaign in Florida?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	85.8% 1,295	86.6% 87	85.3% 81	94.9% 91	87.1% 94	83.7% 87	91.2% 213	83.3% 227	92.2% 97	87.5% 86	82.5% 100	77.9% 132
No	13.3% 191	13.5% 11	11.9% 11	5.1% 8	12.9% 15	15.0% 17	8.8% 21	15.5% 43	5.8% 8	11.3% 11	15.2% 16	22.1% 30
Don't Know	0.8% 14	- 0	2.8% 2	- 0	- 0	1.3% 1	- 0	1.2% 4	2.0% 2	1.2% 3	2.3% 2	- 0

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

Electronic Message Board over the Road	53.1% 666
Outdoor Billboard	52.6% 679
Television	39.0% 506
FM Radio	20.4% 255
Poster	5.9% 72
Newspaper/Magazine	5.6% 70
Gas Station	4.6% 47
Facebook	4.5% 61
Internet Radio/Pandora/Spotify	3.6% 52
Brochure	3.3% 42
Sporting Event	3.1% 42
Internet Videos	3.1% 47
Police Officers	3.1% 52
Police Checkpoint	2.9% 44
Other	2.1% 30
Don't Know	2.0% 31
Instagram	1.6% 23
Bumper Sticker	0.9% 11
Twitter	0.8% 14
Refusal	- 0

I'm going to read you a list, please tell me which outdoor billboards you remember seeing the *Click It or Ticket* message on.

Electronic Amber Alert Style Billboard over the Road	43.5% 379
Traditional Billboard on the Side of the Road	59.6% 448
Portable Electronic Signs on the Side of the Road	20.6% 229
Don't Know	4.2% 28
Refusal	- 0

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 n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	15.1% 219	13.4% 11	12.6% 12	22.1% 22	13.9% 12	13.3% 13	8.4% 22	15.2% 42	11.4% 11	20.9% 20	20.3% 19	20.6% 35
No	83.5% 1,261	85.1% 85	86.4% 81	77.9% 77	83.6% 94	85.9% 91	88.6% 205	84.1% 231	88.6% 96	78.1% 78	77.4% 97	78.9% 126
Don't Know	1.5% 20	1.5% 2	0.9% 1	- 0	2.6% 3	0.8% 1	3.0% 7	0.7% 1	- 0	1.0% 2	2.4% 2	0.5% 1

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

Television	37.2% 82
Electronic Message Board over the Road	34.1% 72
Outdoor Billboard	25.1% 57
FM Radio	16.1% 39
Don't Know	9.9% 19
Newspaper/Magazine	3.9% 7
Other	3.1% 7
Internet Videos	2.8% 6
Facebook	2.8% 7
Poster	2.4% 4
Bumper Sticker	2.4% 3
Internet Radio/Pandora/Spotify	1.9% 6
Gas Station	1.3% 2
Police Officers	1.2% 3
Police Checkpoint	0.5% 1
Sporting Event	0.3% 1
Twitter	0.3% 1
Instagram	0.2% 1
Brochure	0.1% 1
Refusal	- 0

In your opinion, what would be the most effective way of encouraging individuals to use their seat belts?

Education/Graphic Images	20.4% 330
Advertising	23.9% 356
Stricter Law Enforcement	20.9% 324
Increased Punishment	2.9% 46
Install Alarms	2.6% 36
Car Won't Start Without It	2.2% 35
Word of Mouth	2.5% 38
Increase Individual Responsibility	3.2% 43
Experience a Crash	0.6% 14
Other	6.2% 72
Don't Know	13.9% 197
Refusal	0.7% 9



Do you have a child 6 years of age or younger?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	10.9% 138	9.7% 8	11.4% 9	9.1% 7	18.5% 16	16.4% 14	12.8% 24	6.7% 16	5.0% 4	17.1% 13	7.7% 8	13.4% 19
No	88.8% 1,359	90.3% 90	88.6% 85	90.9% 92	80.0% 92	83.6% 91	87.2% 210	93.1% 257	94.4% 102	82.9% 87	92.3% 110	86.6% 143
Don't Know	0.1% 1	- 0	- 0	- 0	1.6% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 2	- 0	- 0	- 0	- 0	- 0	- 0	0.2% 1	0.6% 1	- 0	- 0	- 0

Do you use a child restraint, like a car seat or booster seat, in your vehicle for your child?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes – Always	92.0% 127	92.2% 7	100.0% 9	100.0% 7	83.1% 14	68.5% 12	85.0% 21	100.0% 16	80.4% 3	100.0% 13	83.8% 7	95.4% 18
Sometimes	0.9% 2	7.8% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	16.2% 1	- 0
No	7.2% 9	- 0	- 0	- 0	16.9% 2	31.5% 2	15.1% 3	- 0	19.6% 1	- 0	- 0	4.6% 1

Do you know if Florida has a law requiring children 6 years of age or younger to use a child restraint seat in the car?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Yes	86.6% 1,295	82.9% 83	86.8% 81	88.7% 88	88.3% 96	83.7% 90	87.6% 207	88.6% 240	85.4% 94	83.6% 84	81.8% 92	87.4% 140
No	7.7% 117	5.9% 6	3.6% 3	6.1% 6	4.9% 6	10.6% 9	6.7% 17	7.2% 22	7.6% 7	11.9% 10	10.8% 17	8.5% 14
Didn't Know	5.7% 88	11.3% 9	9.6% 10	5.3% 5	6.8% 7	5.6% 6	5.7% 10	4.2% 12	7.1% 6	4.5% 6	7.5% 9	4.1% 8

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

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
18-24	11.4% 173	6.2% 6	1.9% 3	8.5% 8	10.5% 13	15.7% 18	11.5% 28	12.3% 33	16.1% 15	9.3% 10	8.9% 12	12.4% 27
25-34	16.1% 196	13.7% 10	18.2% 12	16.0% 12	22.6% 17	18.7% 13	15.8% 25	11.1% 26	15.9% 13	20.7% 15	18.2% 20	16.8% 33
35-44	15.3% 170	16.4% 13	31.2% 21	11.8% 8	12.7% 10	15.8% 13	13.3% 22	11.9% 20	16.3% 13	12.8% 9	18.1% 16	21.5% 25
45-54	17.3% 216	20.0% 18	15.6% 14	15.6% 10	15.2% 14	9.9% 9	18.1% 36	16.6% 36	13.4% 13	19.4% 18	28.7% 30	13.3% 18
55-64	16.2% 278	19.2% 21	10.3% 13	20.0% 25	20.5% 26	11.9% 14	16.0% 46	17.0% 52	15.1% 18	13.4% 19	10.8% 17	18.3% 27
65 or older	23.7% 467	24.5% 30	22.9% 31	28.1% 36	18.5% 29	28.1% 38	25.4% 77	31.1% 107	23.3% 35	24.5% 29	15.3% 23	17.8% 32

Which language do you speak in your home most often?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
English	85.5% 1,352	99.3% 97	94.2% 91	96.8% 96	93.2% 104	94.8% 102	94.5% 221	92.1% 254	89.9% 99	84.7% 89	81.8% 101	52.7% 98
Spanish	10.9% 111	- 0	4.9% 2	2.8% 2	4.2% 3	1.7% 1	3.8% 10	5.0% 13	4.4% 5	12.2% 8	12.0% 9	41.3% 58
Creole	0.5% 5	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.4% 1	- 0	2.8% 3	0.8% 1
Other	3.0% 32	0.7% 1	0.9% 1	0.4% 1	2.6% 2	3.5% 2	1.7% 3	2.9% 7	4.3% 2	3.1% 3	3.5% 5	5.3% 5

What is your racial background? Are you:

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
White/Caucasian	58.9% 984	73.0% 76	76.5% 74	69.1% 69	69.4% 75	71.9% 82	63.8% 158	74.1% 213	74.4% 81	62.2% 68	49.3% 66	10.7% 22
Black/African American	14.6% 199	10.0% 8	13.5% 11	24.4% 21	14.2% 16	10.9% 9	14.1% 31	12.6% 28	12.3% 12	11.3% 9	21.8% 24	16.8% 30
Hispanic	22.7% 249	6.6% 6	7.9% 5	3.6% 3	13.2% 14	11.0% 8	18.3% 34	11.3% 25	12.4% 13	20.7% 17	23.7% 21	67.6% 103
Asian	1.9% 30	- 0	0.7% 1	2.6% 5	- 0	1.8% 3	2.4% 7	0.9% 3	1.0% 1	1.2% 2	4.3% 5	3.4% 3
Native American	1.2% 24	7.0% 5	0.9% 2	0.4% 1	2.6% 3	4.5% 3	0.7% 2	0.9% 4	- 0	3.5% 3	- 0	0.2% 1
Other	0.8% 14	3.4% 3	0.5% 1	- 0	0.7% 1	- 0	0.8% 2	0.2% 1	- 0	1.2% 1	0.9% 2	1.4% 3

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

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Less than high school	4.0% 53	1.2% 1	3.3% 3	6.6% 6	4.3% 4	9.7% 6	4.0% 8	4.0% 9	3.4% 3	6.4% 5	0.8% 1	4.5% 7
High school graduate	32.4% 391	24.2% 19	42.4% 31	42.8% 32	27.9% 26	34.6% 32	33.4% 65	34.0% 75	31.3% 25	33.3% 24	33.6% 27	29.4% 35
Currently in college/AA degree	35.9% 406	46.4% 34	30.8% 21	29.5% 22	43.7% 36	39.1% 34	38.8% 66	37.2% 73	35.1% 28	34.6% 28	32.2% 27	28.0% 37
Bachelor's Degree	16.6% 390	12.3% 19	15.6% 26	12.6% 21	13.8% 25	11.0% 22	13.3% 53	15.5% 74	19.5% 33	14.2% 24	22.4% 42	21.8% 51
Graduate or Post-graduate degree	10.2% 246	14.3% 23	6.7% 12	8.5% 18	8.9% 17	5.0% 10	9.4% 39	9.3% 43	9.7% 17	9.6% 17	11.0% 21	14.2% 29
Don't Know	0.3% 4	0.9% 1	- 0	- 0	- 0	- 0	0.6% 1	- 0	- 0	1.3% 1	- 0	0.5% 1
Refusal	0.7% 10	0.7% 1	1.1% 1	- 0	1.4% 1	0.6% 1	0.6% 2	- 0	1.0% 1	0.7% 1	- 0	1.5% 2

Are we reaching you today on a landline or cellphone?

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Landline	29.0% 527	42.3% 45	36.8% 39	47.6% 50	27.0% 31	37.6% 45	35.5% 90	40.4% 126	22.9% 31	21.0% 23	13.9% 21	13.6% 26
Cell phone	70.1% 963	56.7% 52	63.2% 55	52.4% 49	71.1% 77	62.4% 60	62.3% 140	58.9% 146	76.6% 75	79.0% 77	86.1% 97	85.9% 135
Don't Know	0.3% 3	1.0% 1	- 0	- 0	1.8% 1	- 0	0.6% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.6% 7	- 0	- 0	- 0	- 0	- 0	1.6% 3	0.6% 2	0.5% 1	- 0	- 0	0.4% 1

Sex of the respondent [Interviewer Identify]

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
Male	48.3% 762	47.9% 50	58.8% 50	47.6% 53	49.3% 56	49.9% 53	42.7% 113	48.2% 131	47.0% 53	47.5% 51	58.6% 66	48.5% 86
Female	51.7% 738	52.1% 48	41.2% 44	52.4% 46	50.7% 53	50.1% 52	57.3% 121	51.8% 143	53.0% 54	52.5% 49	41.4% 52	51.5% 76

Language [Interviewer Identify]

	Total n=1,500	Pensacola n=98	Panama City n=94	Tallahassee n=99	Jacksonville n=109	Gainesville n=105	Orlando n=234	Tampa n=274	West Palm Beach n=107	Fort Myers n=100	Broward/Monroe n=118	Miami-Dade n=162
English	94.1% 1,446	100.0% 98	100.0% 94	98.4% 98	100.0% 109	100.0% 105	98.3% 230	98.3% 270	98.7% 105	97.1% 98	91.8% 113	73.2% 126
Spanish	5.9% 54	- 0	- 0	1.6% 1	- 0	- 0	1.7% 4	1.7% 4	1.3% 2	2.9% 2	8.2% 5	26.8% 36

## Appendix II: Survey Instrument

### FDOT Click It or Ticket 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 and has a valid driver's license?

S1) Do you have valid 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 VEHICLE]
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]

SEATBELT) When driving a motor vehicle, how often do you wear your seat belt?

- 1. All of the time
- 2. Most of the time
- 3. Some of the time
- 4. Rarely
- 5. Never
- 8. Don't Know [VOLUNTEERED]
- 9. Refusal [VOLUNTEERED]

OTHERS) Do you require passenger(s) in your vehicle to wear their seat belts?

- 1. Yes - Always
- 2. Sometimes
- 3. No
- 4. Only passengers in the front seat [VOLUNTEERED]
- 5. Only passengers under the age of 18 [VOLUNTEERED]
- 6. Other [VOLUNTEERED]
- 8. Don't Know [VOLUNTEERED]
- 9. Refusal [VOLUNTEERED]

TICKET) Over the next 6 months, assume that you do not use your seat belt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seat belt?

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 8. Don't Know [VOLUNTEERED]
- 9. Refusal [VOLUNTEERED]

CRASH) Do you agree or disagree with the following statement? - "If you were in a crash, you would want to have your seat belt on."

- 1. Strongly agree
- 2. Somewhat agree
- 3. Somewhat disagree
- 4. Strongly disagree
- 8. Don't Know [VOLUNTEERED]
- 9. Refusal [VOLUNTEERED]

ENFORCE) In your opinion, do you think that law enforcement agencies in your county enforce the seat belt 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 seat belt enforcement where police are looking for drivers who are not wearing their seat belts?

1. Yes – Seen
2. Yes – Heard
3. Yes – Both seen and heard
4. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

TICKETED) Have you ever been stopped and/or ticketed for not wearing your seat belt?

1. Yes
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS “CLICK” AND “DECIDE”. CREATE TWO BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

CLICK) In the past 6 months, have you read, seen or heard anything about the *Click It or Ticket* campaign in Florida?

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

CLICKSEE) 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. Instagram
13. Twitter
14. Gas Station

- 15. Police Checkpoint
- 16. Police Officers
- 17. Other: \_\_\_\_\_
- 88. Don't Know [VOLUNTEERED]
- 99. Refusal [VOLUNTEERED]

[IF CLICKSEE = 7]

CLICKBB) I'm going to read you a list, please tell me which outdoor billboards you remember seeing the *Click It or Ticket* 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 [SKIP TO DECIDEESEE]
- 2. No [GO TO NEXT BLOCK]
- 8. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
- 9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

DECIDEESEE) 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. Instagram
- 13. Twitter
- 14. Gas Station
- 15. Police Checkpoint
- 16. Police Officers
- 17. Other: \_\_\_\_\_
- 88. Don't Know [VOLUNTEERED]
- 99. Refusal [VOLUNTEERED]

EFFECTIVE) In your opinion, what would be the most effective way of encouraging individuals to use their seat belt?

[RECORD RESPONSE]

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

CHILD) Do you have a child 6 years of age or younger?

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

RESTRAINT) Do you use a child restraint, like a car seat or booster seat, in your vehicle for your child?

1. Yes - Always
2. Sometimes
3. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LAW) Do you know if Florida has a law requiring children 6 years of age or younger to use a child restraint seat in the car?

1. Yes
2. No
8. Didn'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]

HISP) 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]

EDU) 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)

- |              |                 |                |
|--------------|-----------------|----------------|
| 1 Alachua    | 24 Hardee       | 47 Okeechobee  |
| 2 Baker      | 25 Hendry       | 48 Orange      |
| 3 Bay        | 26 Hernando     | 49 Osceola     |
| 4 Bradford   | 27 Highlands    | 50 Palm Beach  |
| 5 Brevard    | 28 Hillsborough | 51 Pasco       |
| 6 Broward    | 29 Holmes       | 52 Pinellas    |
| 7 Calhoun    | 30 Indian River | 53 Polk        |
| 8 Charlotte  | 31 Jackson      | 54 Putnam      |
| 9 Citrus     | 32 Jefferson    | 55 Santa Rosa  |
| 10 Clay      | 33 Lafayette    | 56 Sarasota    |
| 11 Collier   | 34 Lake         | 57 Seminole    |
| 12 Columbia  | 35 Lee          | 58 St. Johns   |
| 13 DeSoto    | 36 Leon         | 59 St. Lucie   |
| 14 Dixie     | 37 Levy         | 60 Sumter      |
| 15 Duval     | 38 Liberty      | 61 Suwannee    |
| 16 Escambia  | 39 Madison      | 62 Taylor      |
| 17 Flagler   | 40 Manatee      | 63 Union       |
| 18 Franklin  | 41 Marion       | 64 Volusia     |
| 19 Gadsden   | 42 Martin       | 65 Wakulla     |
| 20 Gilchrist | 43 Miami-Dade   | 66 Walton      |
| 21 Glades    | 44 Monroe       | 67 Washington  |
| 22 Gulf      | 45 Nassau       | 88. Don't Know |
| 23 Hamilton  | 46 Okaloosa     | 99. Refusal    |

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.