



Florida

2018

Click It Or Ticket
Media Survey

Florida Department of Transportation
Final Report
September 4, 2018

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 Subrecipient and do not necessarily represent those of the FDOT Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation, and/or Federal Highway Administration, 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.



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

Michael Binder, Ph.D., Assistant Professor & Faculty Director

Andrew Hopkins, M.P.A., Assistant Director

Charlene Stainfield, Research Assistant

Florida

2018

Click It Or Ticket
Media Survey

Florida Department of Transportation
Final Report
September 4, 2018



Table of Contents

Introduction and Methodology	2
Table 1. DMA and Sample Size	3
Table 2. DMA and Margin of Error	3
Summary of Findings	4
Figure 1. SEATBELT by DMA, 2015 to 2018.....	5
Figure 2. SEATBELT by DMA, 2015 to 2018.....	6
Figure 3. SEATBELT by Age, 2015 to 2018	7
Figure 4. SEATBELT by Age, 2018	8
Figure 5. TICKET, 2015 to 2018	9
Figure 6. ENFORCE, 2015 to 2018	10
Figure 7. TICKETED by SEATBELT, 2018.....	11
Figure 8. CLICK by Race, 2015 to 2018	12
Figure 9a. CLICKSEE by Age (18-34 year olds), 2015 to 2018	13
Figure 9b. CLICKSEE by Age (35-54 year olds), 2015 to 2018	14
Figure 9c. CLICKSEE by Age (55+ year olds), 2015 to 2018.....	15
Figure 10. CLICKSEE by Race, 2018.....	16
Figure 11. EFFECTIVE, 2017 to 2018	17
Appendix I: Survey Results	18
Appendix II: Survey Instrument	42

This report was prepared for the FDOT State Safety Office, Department of Transportation, State of Florida, 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 Subrecipient and do not necessarily represent those of the FDOT State Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation, or any other agency of the State or Federal Government.

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 2016 U.S. Census estimated that Florida's 18 years of age and older population was approximately 16,465,727 individuals, all living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2016 American Community Survey (ACS) Census Bureau is as follows: 55.6% white non-Hispanic, 15.4% black non-Hispanic, 24.1% Hispanic/Latino origin, and 2.6% Asian non-Hispanic. The Florida Department of Transportation (FDOT) reports a total of 122,735 miles of public roads in their annual Public Road Mileage and Travel (Daily Vehicle Miles Traveled [DVMT]) Report for 2016.

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, 90.2% of individuals wear their seat belt according to NHTSA's 2017 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:

- Out of all designated market areas (DMA) sampled, the Gainesville DMA was the most likely to have read, seen, or heard about the *Click It or Ticket* campaign at 85%.
- The Broward/Monroe DMA had the lowest campaign recognition of all DMAs, with 72% of respondents having read, seen, or heard about the *Click It or Ticket* safety message.

- White respondents are more likely to have read, seen, or heard about *Click It or Ticket* than any other racial or ethnic group (82%).
- Compared to other racial/ethnic groups, Hispanic respondents are less likely to have read, seen, or heard about the *Click It or Ticket* safety message at 74%.
- Almost half of the respondents (49%) have seen the *Click It or Ticket* safety message on "Television".
- Respondents ages 18-34 were most likely to have seen the *Click It or Ticket* safety message on an "Electronic Billboard over the Road" at 50%, while respondents aged 55 and over were most likely to have seen the *Click It or Ticket* message on "Television" at 54%.

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 4 through June 19, 2018. This project was executed during this time frame because it immediately follows the Memorial Day 2018 media and enforcement campaigns coordinated by FDOT.

Study Design

To ensure a representative sample being collected, the state was stratified using the 10 Florida DMAs, which 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 1,200. DMAs with quotas less than 100 were set to a limit of 105 completed surveys to decrease the margin of error when cross analyzing one DMA to another. This led to a total of 1,513 completed surveys in the sample. 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. Survey Sampling International provided all of the telephone numbers used for the survey. For individuals answering on a landline telephone, the interviewer asked the first qualified respondent to participate. Cell phone sample respondents were selected by being the first qualified participant to answer the phone.

The breakdown of completed responses on a landline phone to a cell phone was 18% to 81% with 1% unknown. 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 6 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 4:00 p.m. - 9:00 p.m. seven days a week. The total number of completed surveys collected was 1,513.

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 needed to have their values adjusted downward so as not to bias the statewide results. Second, in order to ensure that the results presented were reflective of the adult population of Florida, the total sample was weighted by age, sex, race, and education to the estimated 2016 American Community Survey for the adult population of the State of Florida. There were no statistical adjustments made due to design effects.

The demographic questions used for weighting were age, race, sex, and education. For these questions, if 'Don't Know' or 'Refusal' were selected then they were given a weight of 1. Additionally, a strata weight was applied due to the oversampling of DMAs with smaller populations. The margin of sampling error for the total sample is +/- 2.52 percentage points (see Table 2). 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. This study had an 11% response rate.

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.

For more information about methodology, contact Dr. Michael Binder by emailing porl@unf.edu or calling (904) 620-2784.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=102
Panama City	n=105
Tallahassee	n=101
Jacksonville	n=104
Gainesville	n=105
Orlando	n=238
Tampa	n=276
West Palm Beach	n=118
Fort Myers	n=101
Broward/Monroe	n=118
Miami-Dade	n=145
Total	n=1,513

Table 2. DMA and Margin of Error

Designated Market Area	Sample Size
Pensacola	+/- 9.70
Panama City	+/- 9.56
Tallahassee	+/- 9.75
Jacksonville	+/- 9.61
Gainesville	+/- 9.56
Orlando	+/- 6.35
Tampa	+/- 5.90
West Palm Beach	+/- 9.02
Fort Myers	+/- 9.75
Broward/Monroe	+/- 9.02
Miami-Dade	+/- 8.14
Total	+/- 2.52

Summary of Findings

In Figure 1, on the following page, all media markets from 2015 through 2018 have high percentages of respondents who claimed to always wear their seat belt when driving. Of all the DMAs, only two, Jacksonville and Tallahassee, increased in their percentage of respondents that claimed to wear their seat belt "All of the time." Of the two, the highest increase occurred in the Jacksonville DMA, from 86% of respondents in 2017 to 93% in 2018. The largest decrease occurred in the Gainesville DMA, from 89% in 2017 down to 78% in 2018, the lowest percentage of any DMA across all four years surveyed. Other DMAs decreased in less extreme amounts, such as the Orlando DMA and West Palm DMA, which both decreased slightly from 93% to 92%.

However, these figures only consider the shift from 2017 to 2018. Three of the DMAs experienced an overall increase from 2015 to 2018: the Tallahassee DMA from 90% to 92%, the West Palm Beach DMA from 85% to 92%, and the Tampa DMA from 89% to 90%. The Broward/Monroe DMA has remained consistent, with 88% in 2015 and 2018. The greatest decline across the four-year span occurred in the Gainesville DMA, with 88% in 2015 down to 78% in 2018, a 10-percentage point decrease. The Miami-Dade DMA also experienced a large decrease, from 93% in 2015 to 85% in 2018. Regardless, all DMAs across all four years have maintained percentages higher than 78%.

Figure 1. SEATBELT by DMA, 2015 to 2018

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

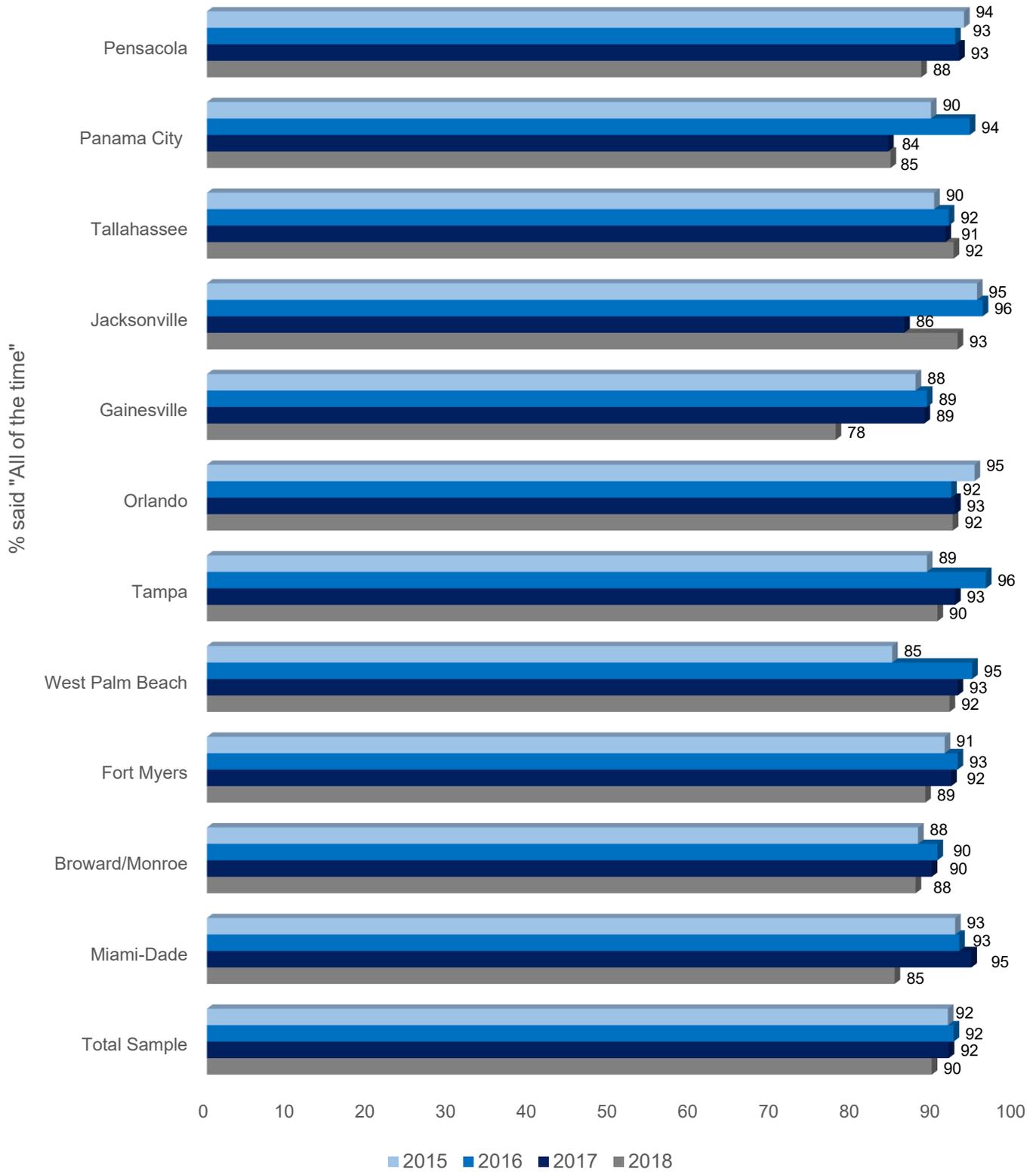
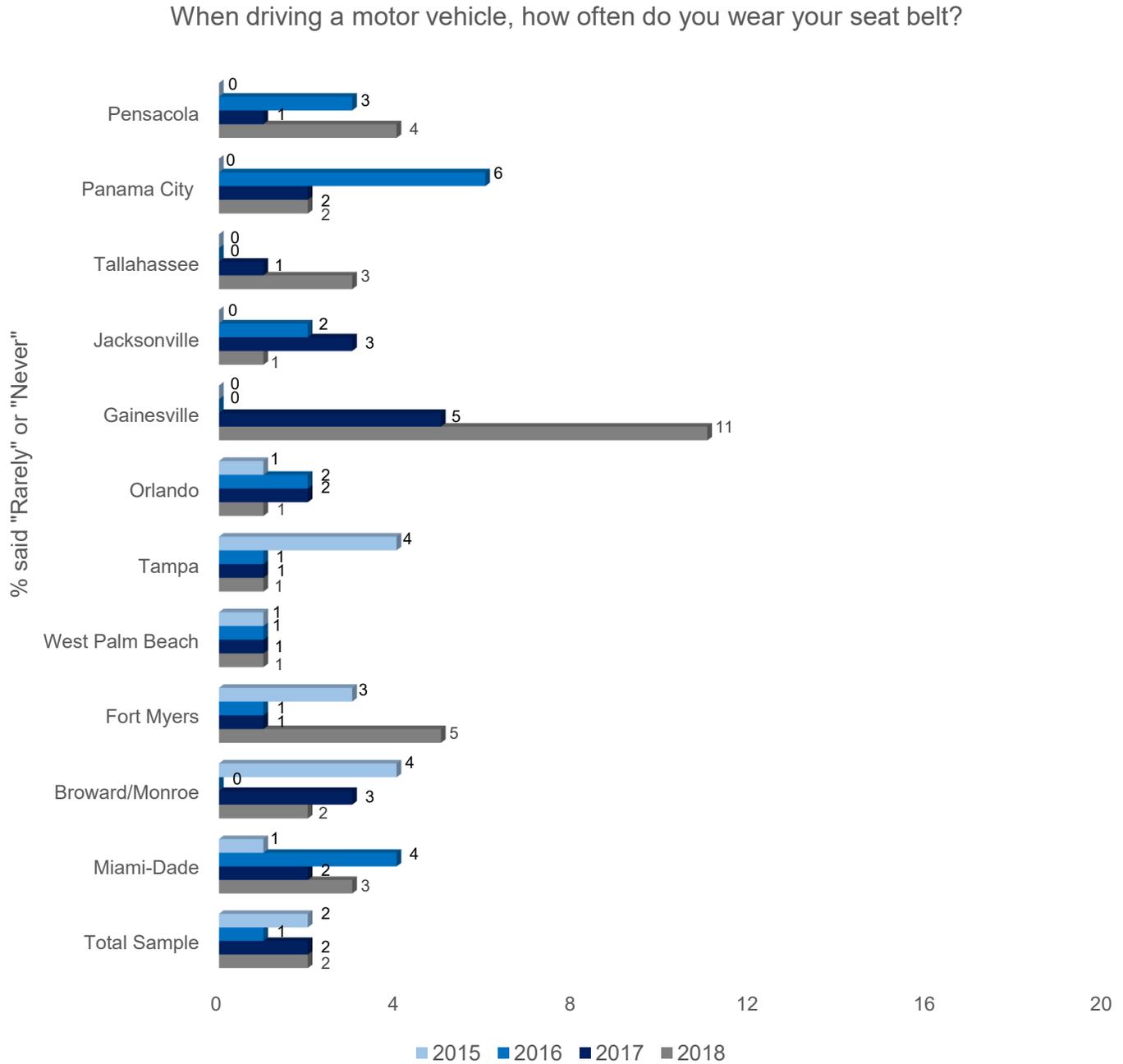


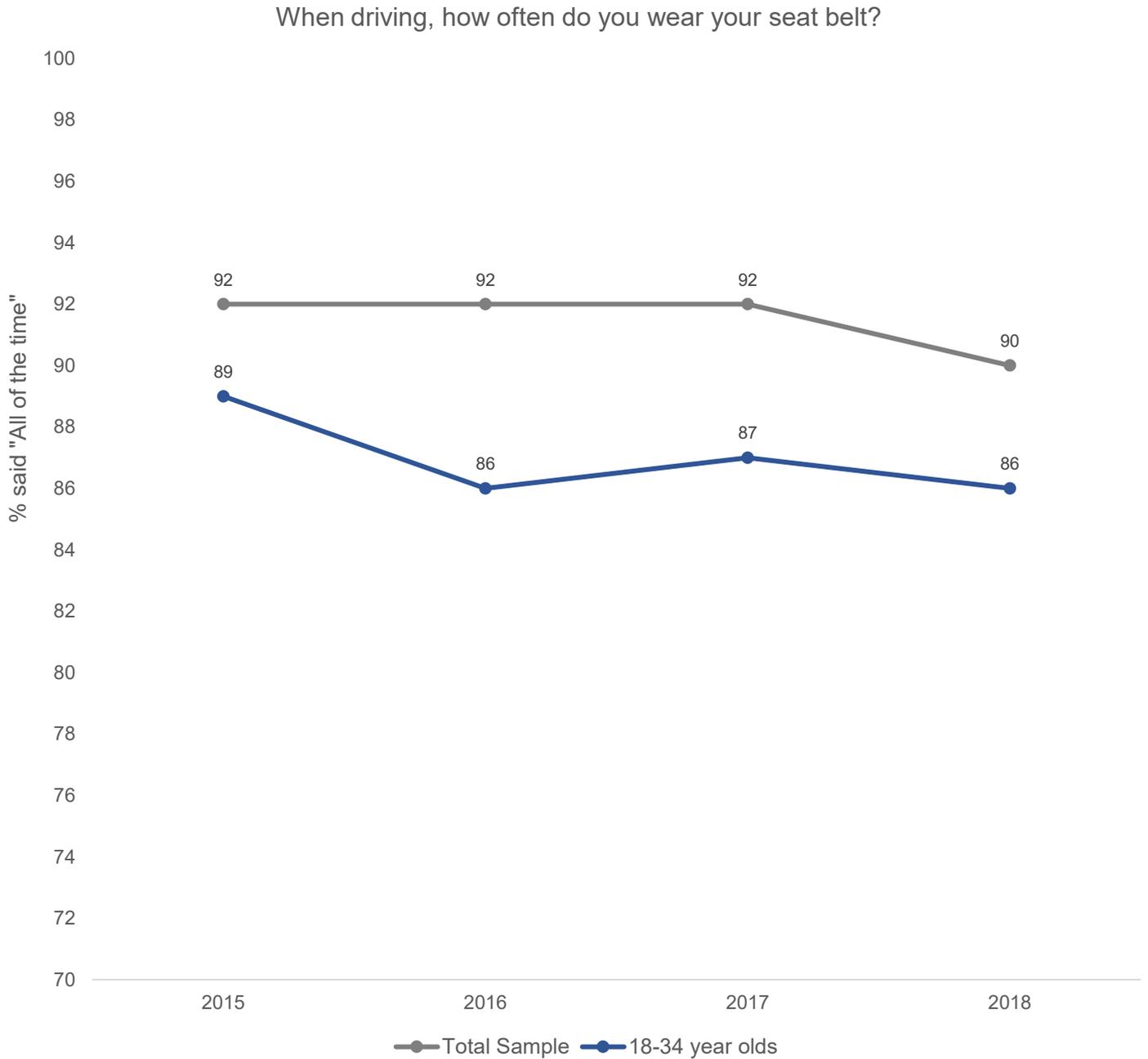
Figure 2. SEATBELT by DMA, 2015 to 2018



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 once again had the most individuals who claimed to “Rarely” or “Never” wear their seat belt: 11% of respondents in 2018, up from the 5% in

2017. Another noteworthy increase can be seen in the Fort Myers DMA, with 5% of respondents claiming to “Rarely” or “Never” wear their seat belt, a 4-percentage point increase from 2017. Compared to the 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 to 2018



In Figure 3, consistent seat belt use is broken down by the total sample and 18-34 year olds for the years 2015 through 2018. Seat belt use for the total sample is consistently higher than seat belt use among individuals ages 18-34 in all four years. Both start out fairly high in 2015, although seat belt use for both the total sample

and 18-34 year olds both decreased in 2018. Of all respondents, 90% claim to wear their seat belt "All of the time" compared to the 92% in the other three years previous. However, the 18-34 age group had less seat belt use in 2018 compared to the total sample, with 86% claiming to wear their seat belt "All of the time".

Figure 4. SEATBELT by Age, 2018

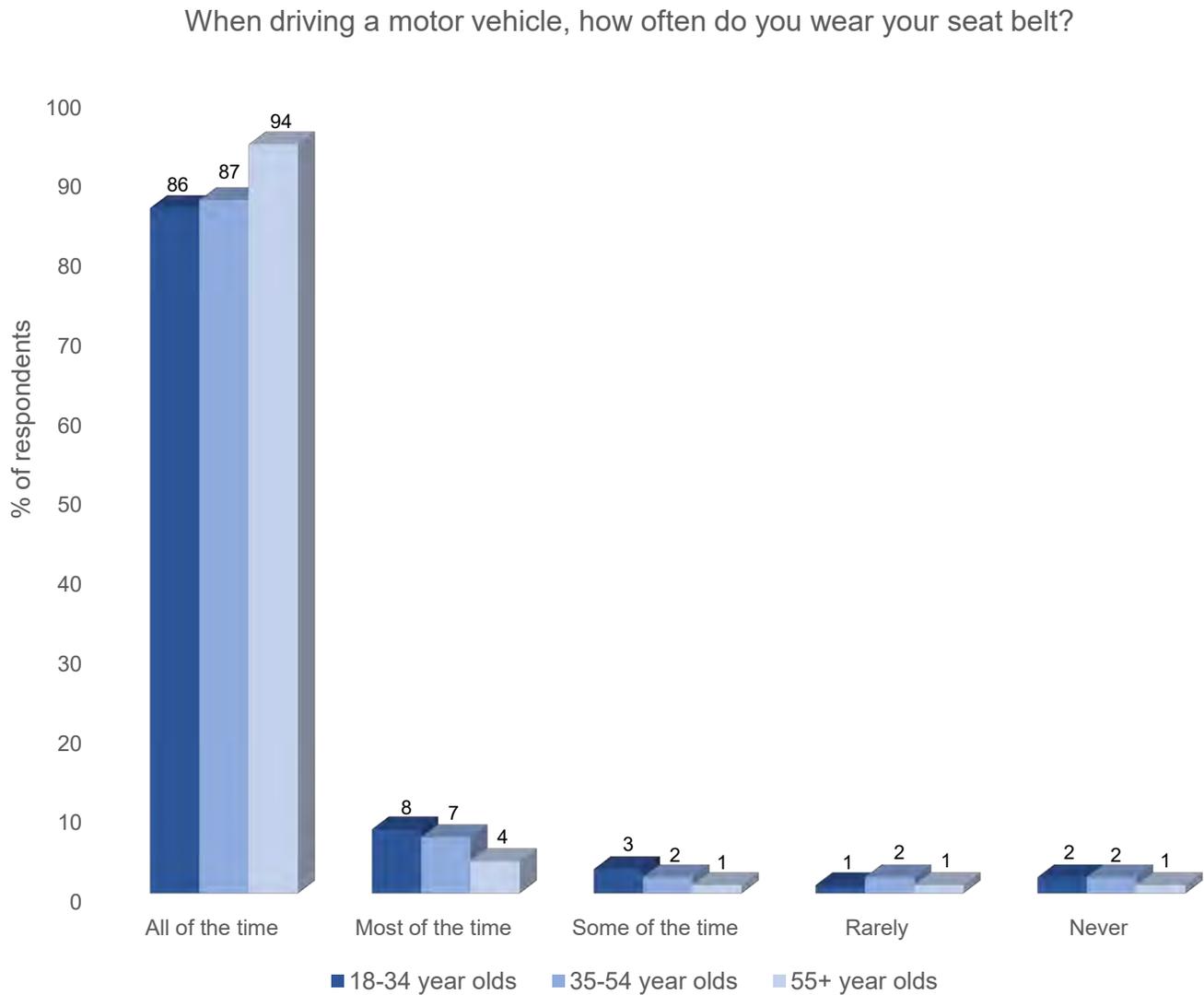
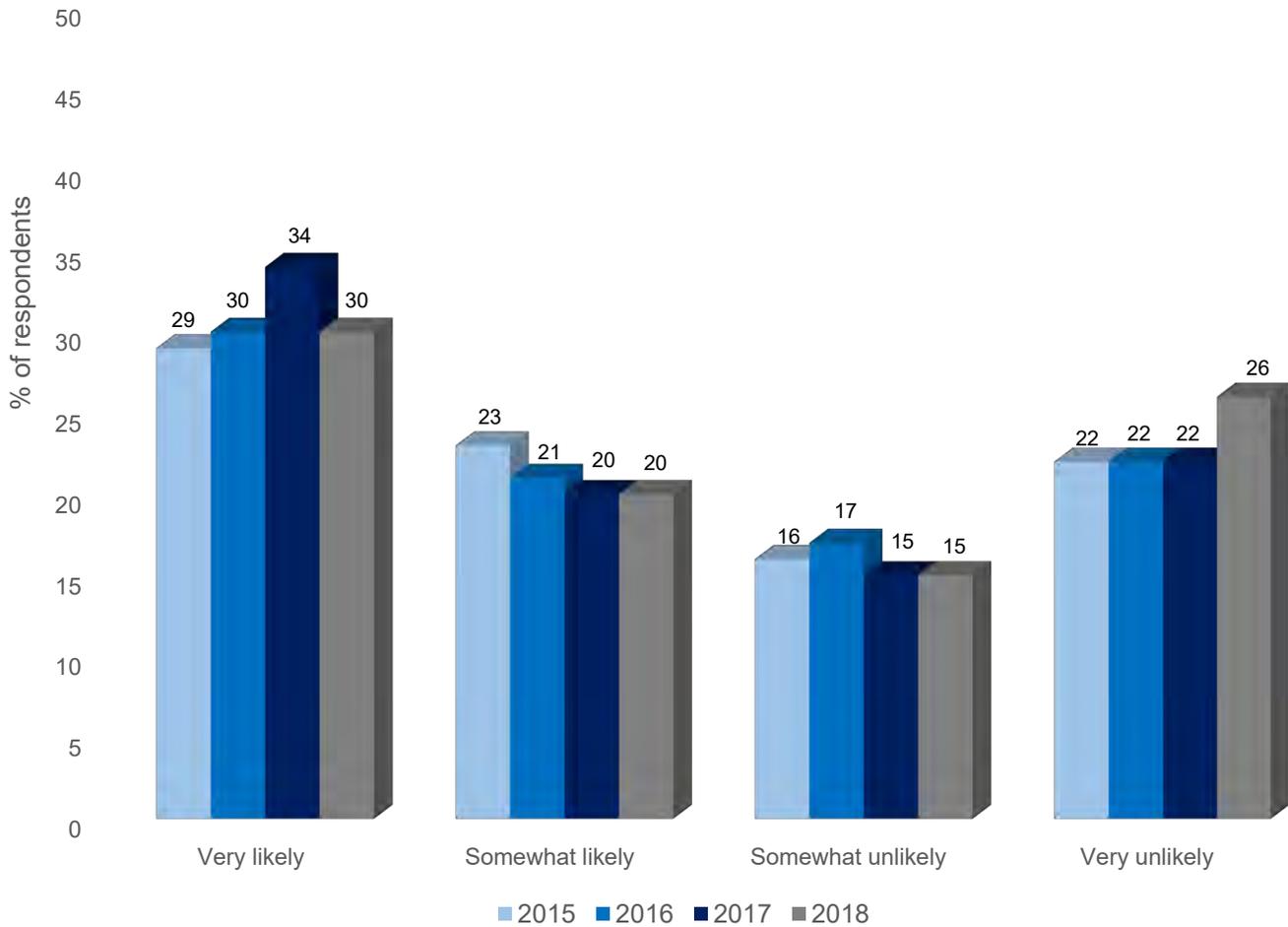


Figure 4 presents the findings for the relationship between seat belt use and age group. The 18-34 year old age group at 86% was the least likely of all age groups to respond “All of the time” when asked how often they wear their seat belt when driving a motor vehicle. They were also the most likely to respond “Most

of the time” at 8% and “Some of the time” at 3%. Conversely, the 55+ age group was more likely than any age group to claim to wear their seat belts “All of the time” at 94%. The “Rarely” and “Never” categories do not contain any noteworthy changes across age groups.

Figure 5. TICKET, 2015 to 2018

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. A slight 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 compared to 2015. There was however, a decrease from 34% in 2017 to 30% in

2018 for those indicating they would be “Very likely” to receive a ticket for not wearing their seat belt. In 2015, only 22% of respondents chose “Very unlikely”, compared to 26% of respondents that chose that option in 2018.

Figure 6. ENFORCE, 2015 to 2018

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

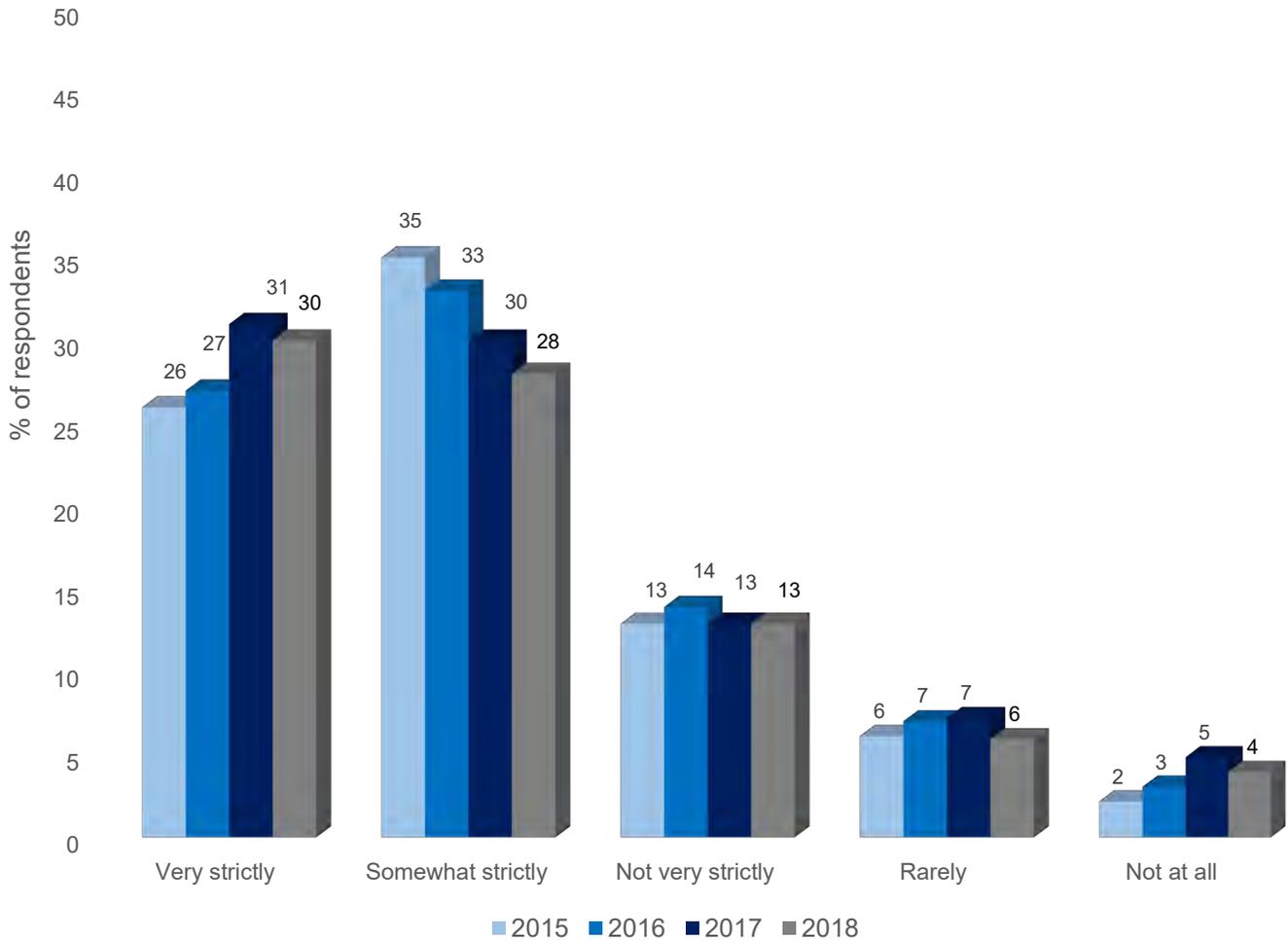


Figure 6 displays the percentages for respondents that were asked about their perception of seat belt enforcement. From 2015 to 2017, a steady increase can be observed in the “Very strictly” category, although it fell slightly to 30% in 2018. This change likely comes from the consistent decrease in the “Somewhat strictly”

category, at its lowest in 2018 (28%) compared to the three years previous. The “Not very strictly”, “Rarely”, and “Not at all” categories have changed very little from 2015 to 2017. Comparable to previous years, 18% indicated that they did not know how strictly seat belt laws are enforced in their community.

Figure 7. TICKETED by SEATBELT, 2018

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?

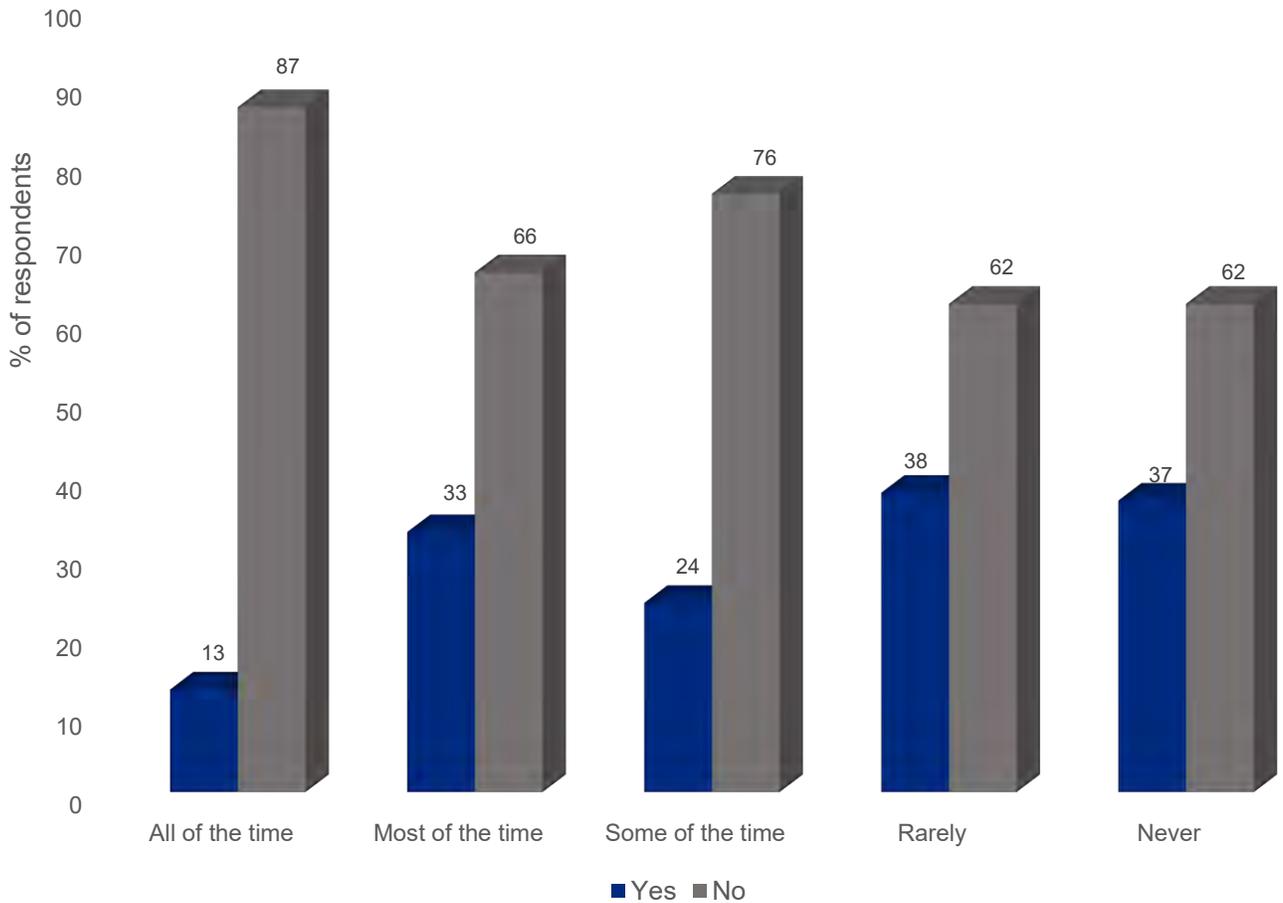
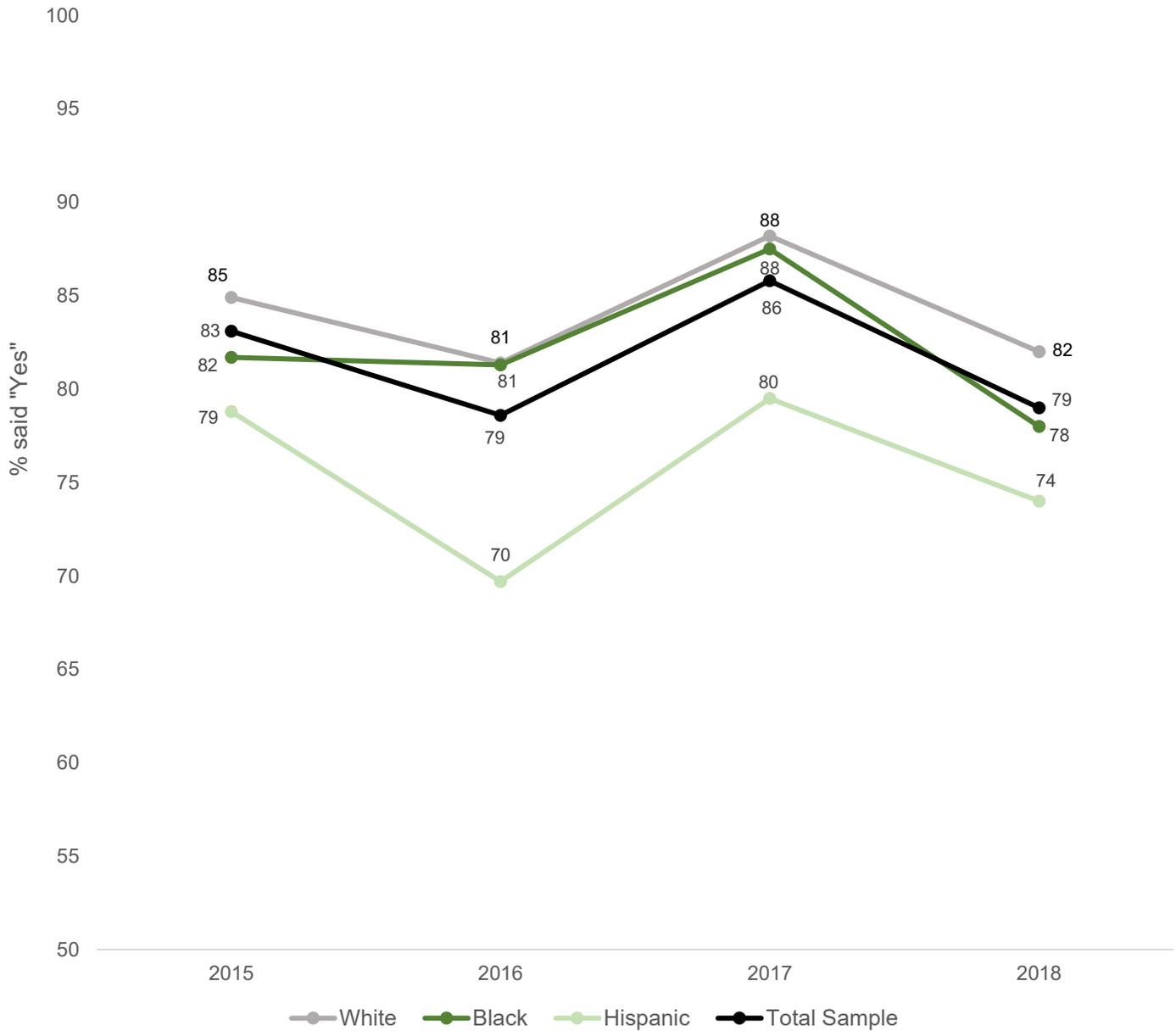


Figure 7, displaying the 2018 data, shows the relationship between a respondent's self-proclaimed seat belt use and whether or not they had been stopped and/or ticketed for not wearing a seat belt. In general, individuals that wear their seat belt more are less likely to have been stopped and/or ticketed by law enforcement. The percentage of respondents who said

"Yes" to being stopped and/or ticketed more than doubles (13% to 33%) as frequency of seat belt use moves from "All of the time" to "Most of the time". Similarly, individuals that "Rarely" or "Never" wear their seat belt have the highest percentage of being stopped and/or ticketed, at 38% and 37% respectively.

Figure 8. CLICK by Race, 2015 to 2018

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

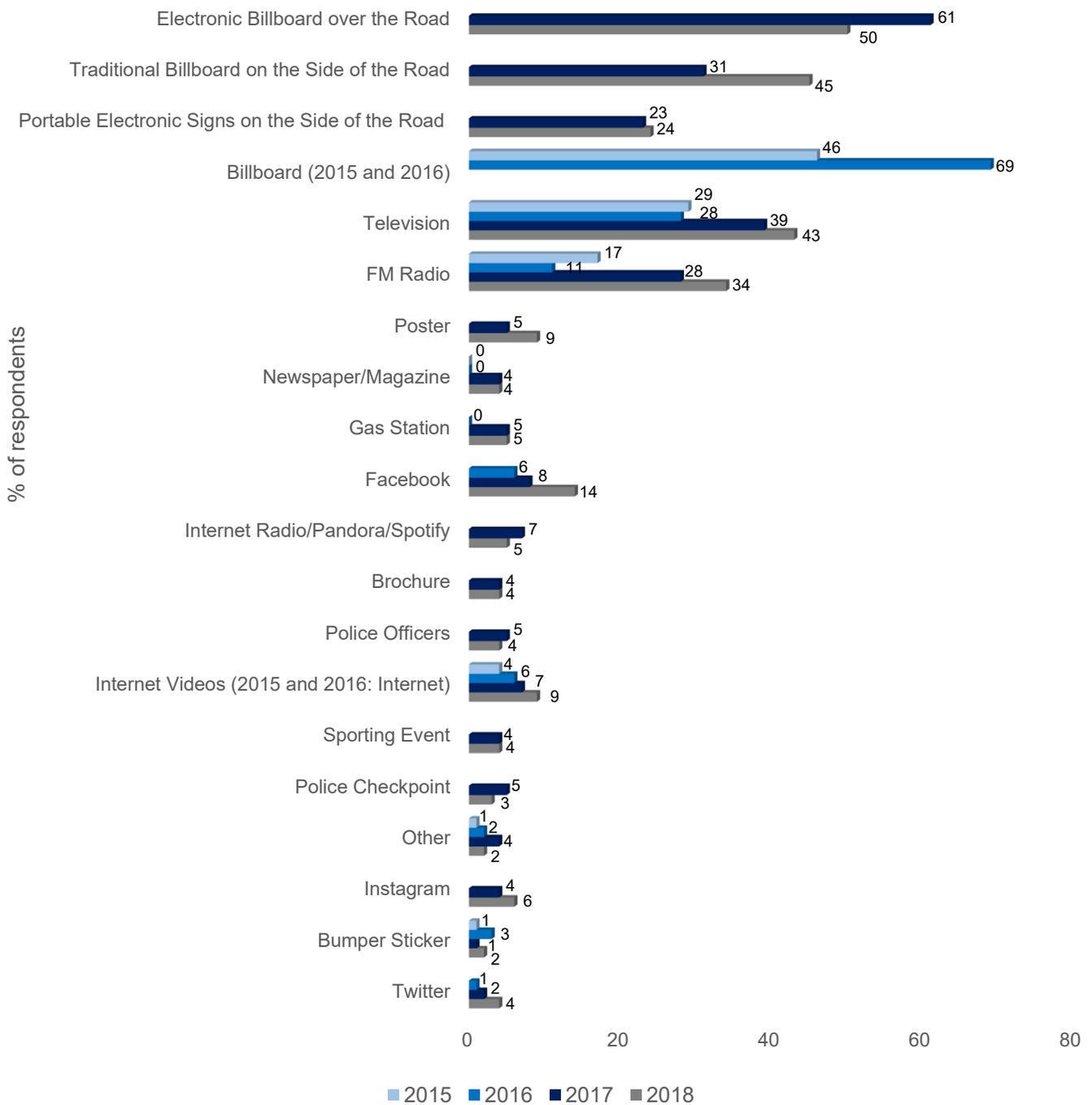


The evaluation of the awareness and effectiveness of the *Click It or Ticket* campaign is the main purpose for this survey. Campaign awareness was measured when respondents were asked whether they had read, seen, or heard anything about the campaign in the past 6 months, during which time the campaign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

According to Figure 8, campaign awareness in the total sample has decreased since 2015 from 83% to 79% in 2018. 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 four years.

Figure 9a. CLICKSEE by Age (18-34 year olds), 2015 to 2018

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

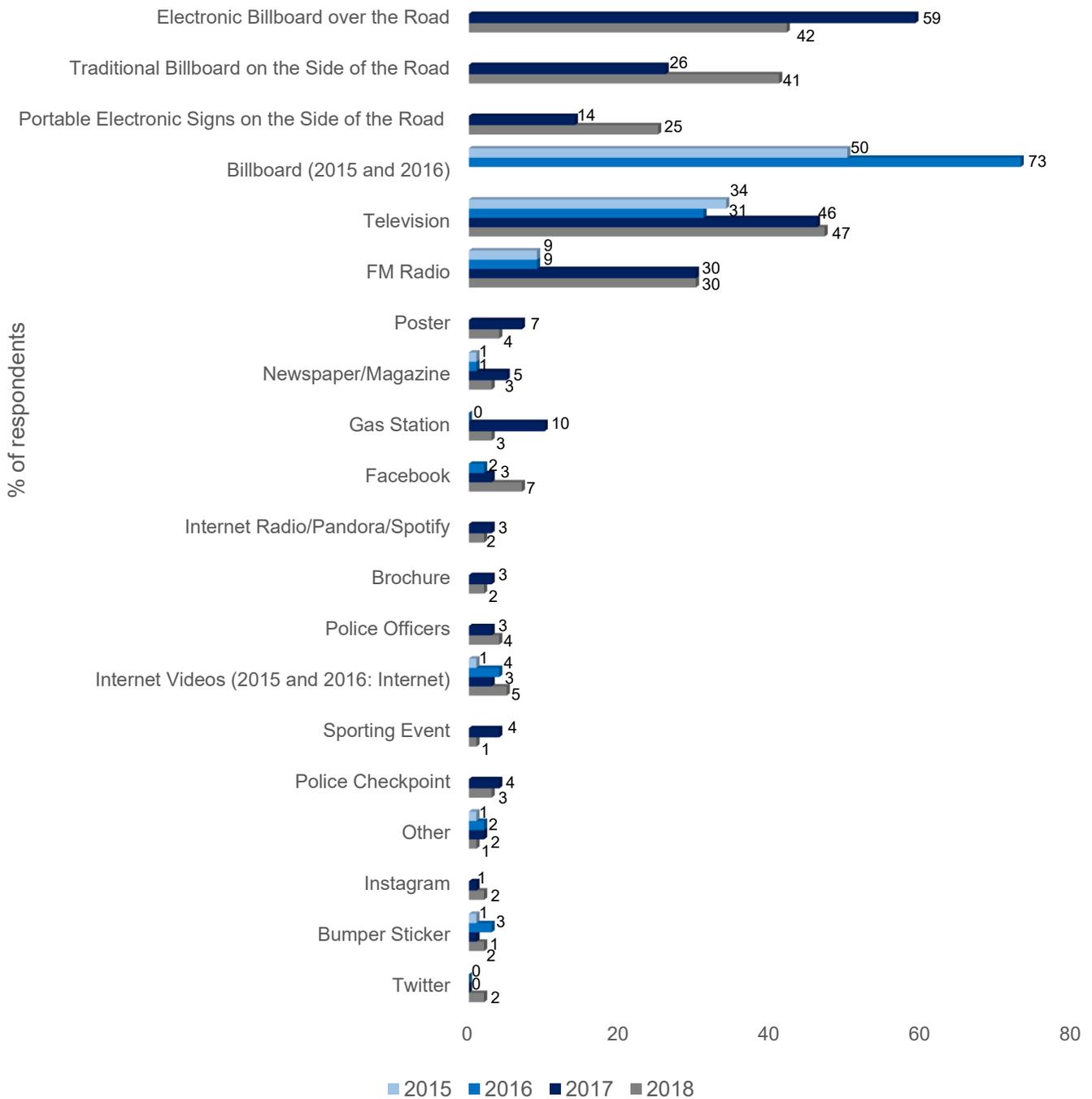


Respondents who said that they had read, seen, or heard about the *Click It or Ticket* campaign were then asked where they had encountered the safety message. Figure 9a shows the 18-34 year olds' responses to this question across four years. The most common response remains "Electronic Billboard over the Road" with 50% in

2018 and 69% in 2017, followed by "Traditional Billboard on the Side of the Road" and "Television" with 45% and 43% respectively. Since 2015, the greatest increase among 18-34 year olds can be seen in the "FM Radio" category, as it has increased 17%, from 17% in 2015 to 34% in 2018.

Figure 9b. CLICKSEE by Age (35-54 year olds), 2015 to 2018

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



Like Figure 9a, Figure 9b displays where 35-54 year olds encountered the *Click It or Ticket* safety message. For this age group, the most selected response in 2018 was “Television” at 47%, followed closely by “Electronic Billboard over the Road” and “Traditional Billboard on the Side of the Road” at 42% and 41% respectively.

“FM Radio” also saw the greatest increase among this age group, as it moved from 9% in 2015 and 2016 to 30% in both 2017 and 2018. “Portable Electronic Signs on the Side of the Road” also saw a sizeable increase from 14% in 2017 to 25% in 2018, and 11 percentage point increase.

Figure 9c. CLICKSEE by Age (55+ year olds), 2015 to 2018

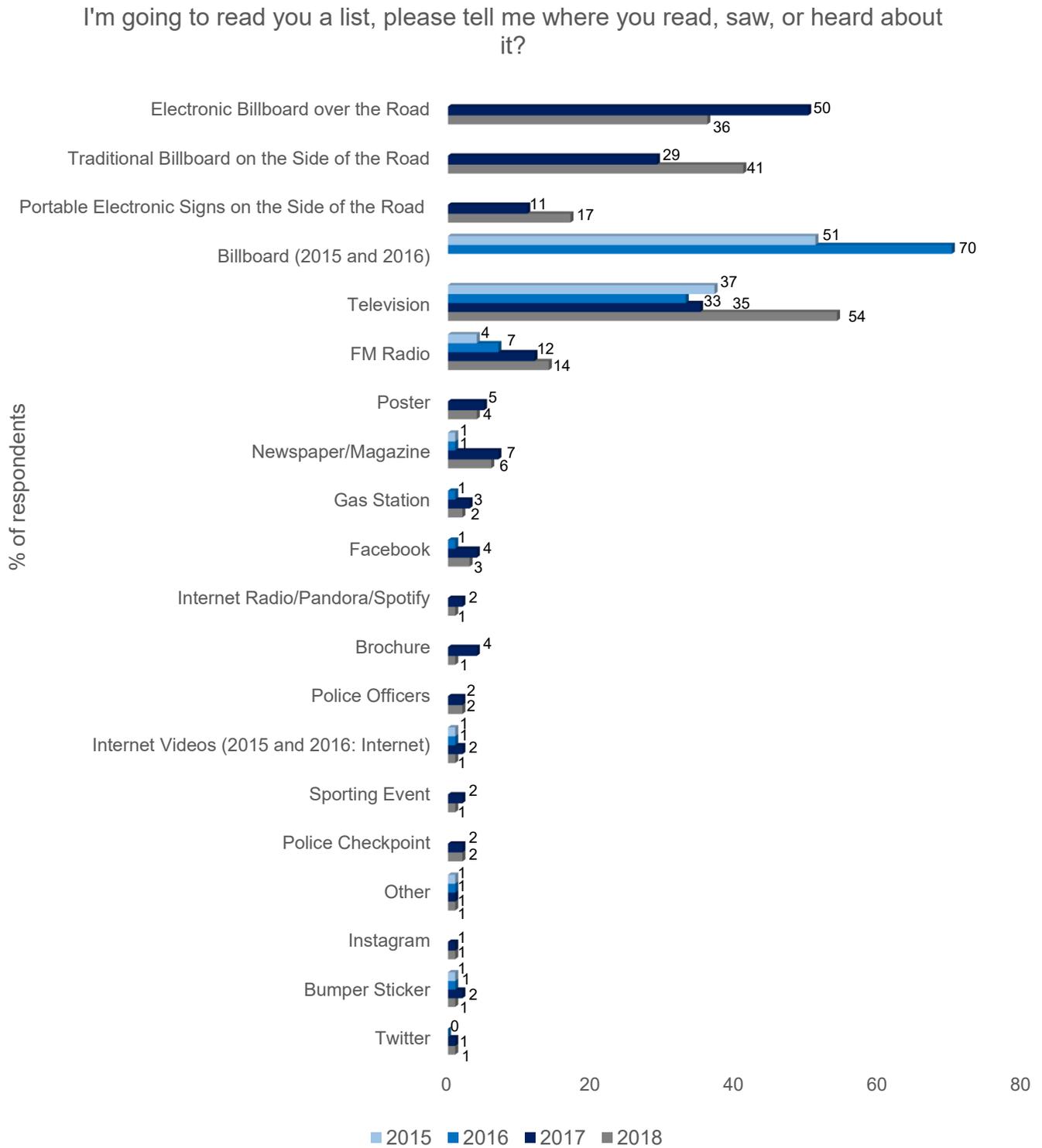


Figure 9c shows the 55+ year old responses to where they read, saw, or heard the *Click It or Ticket* safety message. “Television” was the most common response among this age group at 54% in 2018, up from 35% in

2017. “Traditional Billboard on the Side of the Road” is also up from 29% in 2017 to 41% in 2018, while “Electronic Billboard over the Road” is down 14%, 50% in 2017 to 36% in 2018.

Figure 10. CLICKSEE by Race, 2018

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

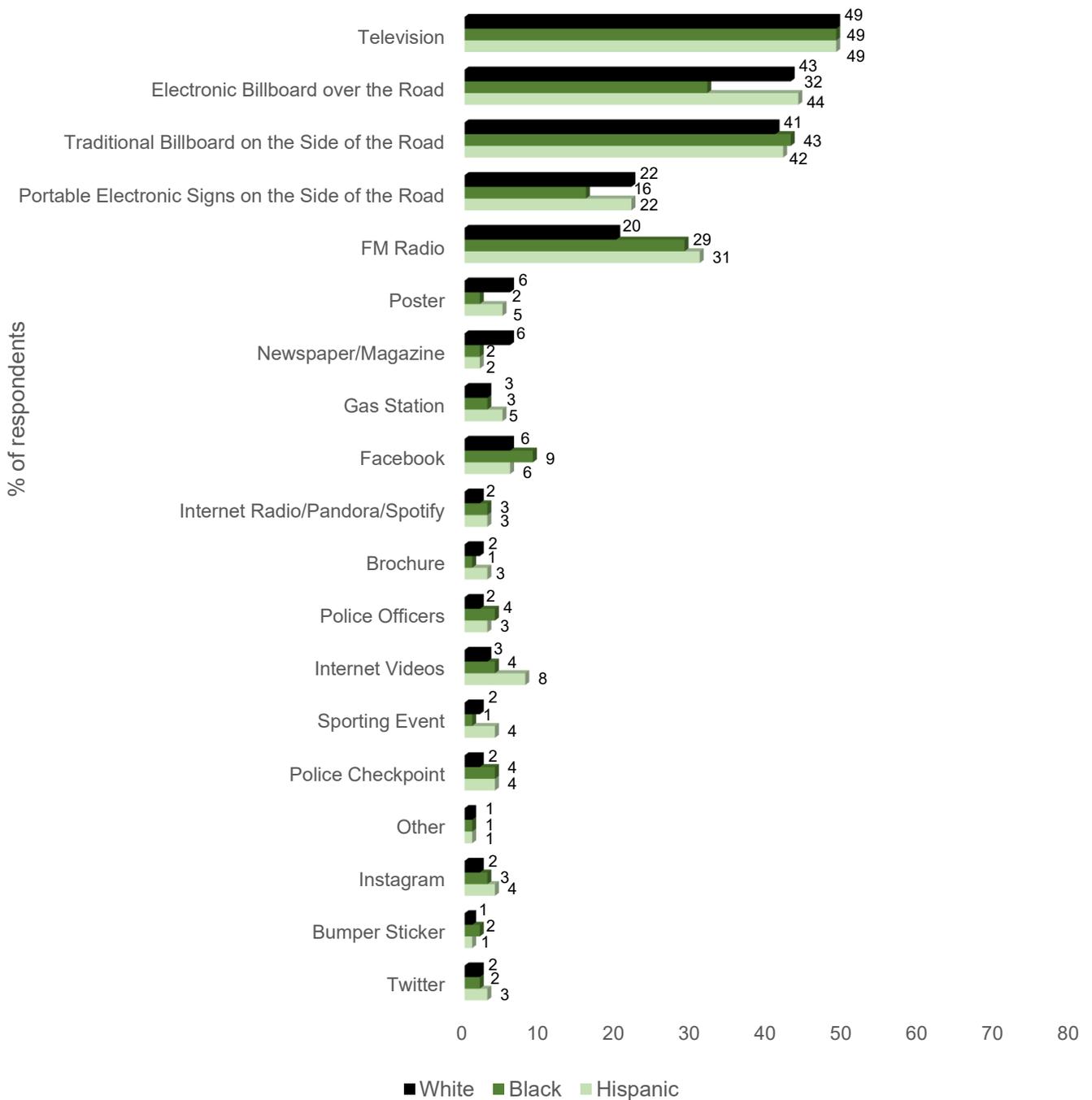
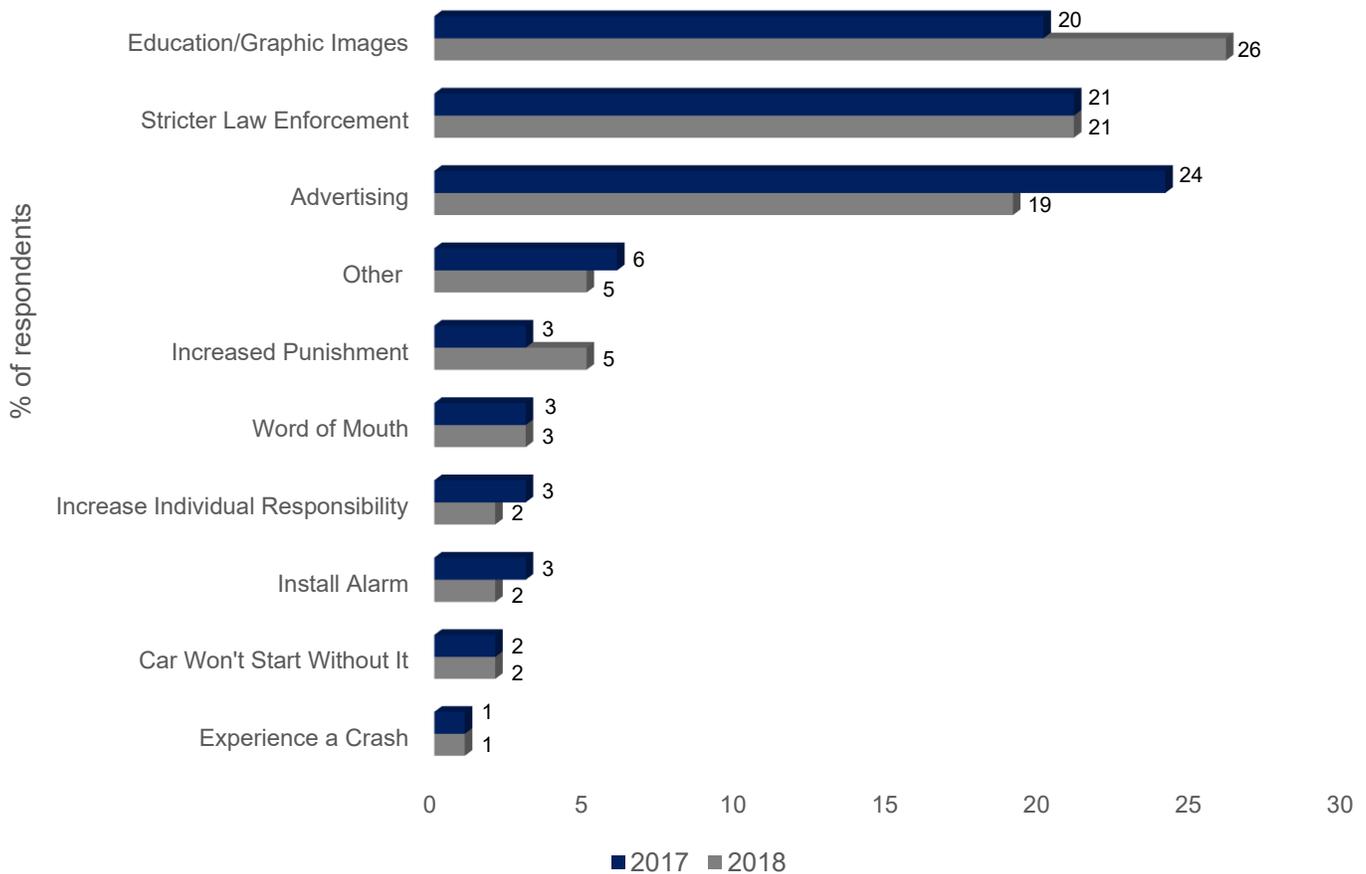


Figure 10 displays where respondents reported reading, seeing, or hearing anything about the *Click It or Ticket* campaign based on their race/ethnicity. “Television” was the most common response among white, black, and Hispanic respondents. Black respondents were less likely than white and Hispanic respondents to have seen

the safety message on an “Electronic Billboard over the Road” or on “Portable Electronic Signs on the Side of the Road”, while white respondents were less likely to have heard the safety message on “FM Radio” compared to black and Hispanic respondents.

Figure 11. EFFECTIVE, 2017 to 2018

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. “Education/Graphic Images”, “Stricter Law Enforcement”, and “Advertising”, are the top three types of responses received at 26%, 21%, and 19% respectively. Apart from the “Other” and “Increased Punishment” categories, each of the remaining categories contains less than 5% of the total sample.

The “Other” category includes responses such as:

- “Already doing all they can at this point”
- “Make them automatic”
- “Reduction on insurance”
- “Just do it”
- “Make them comfortable for multiple body types”
- “Seatbelts cause damage”
- “Make sure people are always wearing it”
- “Offer them money”

**Appendix I: Survey Results
CIOT TOPLINES¹**

1. Pensacola n=102
2. Panama City n=105
3. Tallahassee n=101
4. Jacksonville n=104
5. Gainesville n=105
6. Orlando n=238
7. Tampa n=276
8. West Palm Beach n=118
9. Fort Myers n=101
10. Broward/Monroe n=118
11. Miami-Dade n=145

Total Sample = 1,513

Do you have a valid driver's license?

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes	100.0% 1,513	100.0% 102	100.0% 105	100.0% 101	100.0% 104	100.0% 105	100.0% 238	100.0% 276	100.0% 118	100.0% 101	100.0% 118	100.0% 145
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

Which Florida county do you live in?²

Alachua	5.5% 83	Gilchrist	0.3% 4
Baker	0.1% 2	Glades	0.1% 1
Bay	3.9% 59	Gulf	0.1% 1
Bradford	0.4% 6	Hamilton	- 0
Brevard	2.5% 38	Hardee	0.1% 1
Broward	7.5% 113	Hendry	0.3% 4
Calhoun	0.3% 5	Hernando	0.7% 11
Charlotte	1.2% 18	Highlands	0.5% 7
Citrus	0.8% 12	Hillsborough	5.8% 88
Clay	1.1% 16	Holmes	0.2% 3
Collier	1.9% 28	Indian River	0.5% 7
Columbia	0.3% 5	Jackson	0.9% 13
DeSoto	0.1% 1	Jefferson	- 0
Dixie	0.6% 9	Lafayette	0.2% 3
Duval	3.2% 49	Lake	1.0% 15
Escambia	3.4% 51	Lee	3.3% 50
Flagler	0.6% 9	Leon	4.7% 71
Franklin	0.1% 2	Levy	0.6% 9
Gadsden	0.3% 4	Liberty	0.3% 4

² Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Continued: Which Florida county do you live in?³

Madison	0.3% 4	Putnam	0.3% 4
Manatee	1.1% 17	St. Johns	1.1% 16
Marion	2.5% 37	St. Lucie	1.2% 18
Martin	0.4% 6	Santa Rosa	1.3% 20
Miami-Dade	9.5% 144	Sarasota	1.3% 19
Monroe	0.3% 4	Seminole	1.9% 28
Nassau	0.4% 6	Sumter	0.5% 7
Okaloosa	2.1% 31	Suwannee	0.5% 7
Okeechobee	0.1% 2	Taylor	0.2% 3
Orange	3.8% 58	Union	- 0
Osceola	1.3% 20	Volusia	1.7% 26
Palm Beach	5.6% 85	Wakulla	0.6% 9
Pasco	2.0% 30	Walton	0.9% 13
Pinellas	3.9% 59	Washington	0.3% 5
Polk	2.2% 33		

³ Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

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

	Total n=11	Pensacola n=2	Panama City n=2	Tallahassee n=0	Jacksonville n=2	Gainesville n=0	Orlando n=2	Tampa n=0	West Palm Beach n=0	Fort Myers n=1	Broward/Monroe n=1	Miami-Dade n=1
Yes	100.0% 11	100.0% 2	100.0% 2	- 0	100.0% 2	- 0	100.0% 2	- 0	- 0	100.0% 1	100.0% 1	100.0% 1
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?⁴

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Passenger car	50.4% 738	37.2% 38	44.2% 43	48.7% 51	42.2% 43	46.7% 51	49.7% 116	49.7% 134	52.4% 63	48.8% 49	58.9% 69	55.7% 81
Pickup truck	14.7% 249	22.2% 24	25.2% 27	20.8% 18	22.7% 23	27.0% 23	13.8% 33	14.9% 39	13.1% 18	16.4% 17	8.7% 11	9.9% 16
SUV	26.2% 398	30.3% 30	19.6% 22	23.9% 25	30.8% 33	19.6% 24	25.9% 64	27.5% 81	29.2% 31	20.4% 22	27.5% 32	23.0% 34
Mini-van	4.0% 62	5.3% 5	4.9% 6	2.2% 3	2.7% 3	3.1% 3	6.6% 15	4.2% 12	2.2% 3	7.4% 7	0.5% 1	3.2% 4
Full-sized van	1.7% 22	1.1% 1	1.9% 2	2.4% 2	0.6% 1	1.2% 1	1.3% 3	1.5% 3	3.1% 3	2.3% 2	0.4% 1	2.7% 3
Motorcycle	1.0% 16	0.5% 1	0.4% 1	0.9% 1	- 0	1.5% 2	0.6% 2	1.1% 3	- 0	- 0	2.3% 2	2.4% 4
Does not drive	1.0% 14	2.1% 2	2.5% 3	1.0% 1	1.1% 1	- 0	0.3% 1	- 0	- 0	2.9% 2	0.5% 1	3.2% 3
Other	0.8% 11	1.2% 1	- 0	- 0	- 0	1.0% 1	1.6% 3	1.3% 4	- 0	1.0% 1	1.1% 1	- 0
Don't Know	0.2% 3	- 0	1.3% 1	- 0	- 0	- 0	0.4% 1	- 0	- 0	1.0% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

⁴ Weighted percentages are displayed in this table and for the remainder of the report

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

	Total n=1,502	Pensacola n=100	Panama City n=104	Tallahassee n=100	Jacksonville n=103	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=99	Broward/Monroe n=117	Miami-Dade n=142
All of the time	89.7% 1,342	88.4% 88	84.6% 89	92.4% 93	92.9% 96	77.8% 86	92.3% 219	90.4% 247	91.9% 109	88.9% 89	87.7% 103	85.1% 123
Most of the time	6.1% 92	7.7% 8	8.4% 8	5.0% 5	4.9% 5	7.1% 7	4.1% 10	5.4% 17	5.4% 6	2.5% 3	10.0% 11	9.7% 12
Some of the time	1.7% 27	- 0	4.5% 5	- 0	0.9% 1	2.8% 3	1.9% 5	1.5% 4	2.0% 2	4.0% 3	0.5% 1	1.9% 3
Rarely	1.1% 16	1.1% 1	1.5% 1	- 0	1.4% 1	6.9% 3	1.2% 3	0.7% 2	- 0	3.4% 3	- 0	1.4% 2
Never	1.3% 22	2.4% 2	1.0% 1	2.6% 2	- 0	4.5% 5	- 0	0.2% 6	0.8% 1	1.2% 1	1.8% 2	2.0% 2
Don't Know	0.1% 2	0.5% 1	- 0	- 0	- 0	- 0	0.4% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	1.0% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,502	Pensacola n=100	Panama City n=104	Tallahassee n=100	Jacksonville n=103	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=99	Broward/Monroe n=117	Miami-Dade n=142
Yes – Always	85.7% 1,280	92.4% 92	78.6% 83	85.5% 86	89.9% 91	88.6% 90	83.9% 199	87.3% 237	90.6% 104	87.7% 86	88.0% 103	75.8% 109
Sometimes	5.7% 79	1.4% 1	9.5% 8	3.7% 3	4.5% 5	3.2% 4	7.0% 16	5.9% 17	2.6% 4	4.4% 5	2.8% 4	10.1% 12
No	3.1% 58	2.1% 2	6.3% 7	7.9% 8	1.8% 2	4.7% 6	2.4% 7	3.9% 11	1.4% 3	4.3% 4	1.3% 2	4.6% 6
Only front seat passengers	4.1% 60	1.5% 2	4.1% 4	1.9% 2	3.8% 5	2.0% 3	4.3% 10	2.3% 8	4.4% 5	3.6% 4	6.1% 6	7.0% 11
Only passengers under 18	1.1% 19	1.0% 1	1.5% 2	- 0	- 0	1.6% 2	2.3% 6	0.6% 3	0.2% 1	- 0	1.8% 2	1.3% 2
Other	0.2% 3	1.2% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0	- 0	0.9% 1
Don't Know	0.1% 3	0.5% 1	- 0	1.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 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=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Very likely	29.6% 419	27.0% 25	29.5% 32	27.9% 29	28.1% 28	26.1% 24	27.0% 60	25.8% 70	32.0% 33	35.5% 31	33.6% 37	34.7% 50
Somewhat likely	20.0% 309	18.8% 21	19.1% 18	18.7% 19	21.8% 22	28.6% 32	21.3% 51	22.5% 61	18.0% 22	13.3% 14	19.1% 23	17.9% 26
Somewhat unlikely	15.0% 238	15.8% 17	10.4% 11	14.4% 14	19.4% 21	13.7% 14	17.1% 45	14.1% 41	12.7% 17	14.4% 17	11.2% 16	16.3% 25
Very unlikely	26.2% 404	26.9% 27	31.1% 33	25.5% 27	23.4% 25	24.8% 26	25.8% 62	28.0% 78	26.6% 33	30.9% 32	25.2% 30	22.5% 31
Don't Know	8.8% 137	11.5% 12	9.1% 10	13.6% 12	7.4% 8	5.8% 8	8.4% 19	9.6% 26	10.7% 13	5.9% 7	9.2% 10	7.5% 12
Refusal	0.4% 6	- 0	0.9% 1	- 0	- 0	1.0% 1	0.4% 1	- 0	- 0	- 0	1.6% 2	1.0% 1

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=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Strongly agree	91.5% 1,369	88.0% 90	84.3% 89	88.4% 90	90.4% 95	87.3% 91	90.2% 212	91.1% 252	96.1% 112	90.9% 92	92.8% 109	93.8% 137
Somewhat agree	5.1% 85	7.8% 8	10.5% 10	3.6% 5	7.2% 7	6.8% 7	7.3% 21	5.8% 15	2.2% 3	2.2% 2	4.4% 5	1.9% 2
Somewhat disagree	1.9% 30	2.2% 2	5.2% 6	- 0	2.4% 2	1.1% 1	1.6% 3	1.4% 4	0.8% 2	3.6% 4	1.9% 3	2.7% 3
Strongly disagree	1.0% 18	- 0	- 0	4.1% 3	- 0	4.0% 5	- 0	1.7% 5	0.9% 1	1.1% 1	1.0% 1	1.0% 2
Don't Know	0.4% 8	1.0% 1	- 0	3.9% 3	- 0	0.9% 1	1.0% 2	- 0	- 0	1.0% 1	- 0	- 0
Refusal	0.2% 3	1.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.2% 1	- 0	0.7% 1

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

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Very strictly	30.4% 438	37.0% 35	32.4% 34	27.0% 25	28.6% 27	37.6% 34	28.3% 65	30.3% 78	27.7% 31	37.8% 32	38.7% 42	25.1% 35
Somewhat strictly	28.2% 446	22.9% 26	29.0% 30	34.4% 34	34.9% 26	36.0% 44	28.9% 68	24.0% 69	27.4% 34	27.4% 30	21.0% 26	35.4% 49
Not very strictly	13.2% 204	11.2% 13	14.1% 15	11.3% 11	19.0% 21	6.5% 7	13.9% 34	12.1% 36	15.0% 18	10.4% 11	11.9% 16	13.0% 22
Rarely	5.7% 85	7.5% 7	5.5% 5	6.1% 6	5.1% 5	4.3% 4	5.1% 12	5.6% 15	4.5% 6	6.0% 6	4.4% 6	8.8% 13
Not at all	4.2% 65	2.4% 3	6.2% 7	5.1% 6	2.4% 4	1.5% 1	3.7% 9	4.4% 13	6.7% 6	3.4% 5	6.1% 7	3.0% 4
Don't Know	18.3% 274	19.2% 18	12.9% 14	16.1% 19	9.9% 11	14.1% 15	20.1% 50	23.5% 64	18.8% 23	15.1% 17	17.9% 21	14.8% 22
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.3% 1	- 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=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes – Seen	15.3% 228	7.9% 8	13.9% 14	12.2% 14	7.3% 8	17.5% 18	13.5% 35	17.6% 49	12.6% 16	16.4% 17	18.9% 22	19.9% 27
Yes – Heard	12.2% 182	13.6% 13	9.3% 10	17.5% 17	11.7% 11	9.7% 13	13.0% 29	12.2% 33	9.4% 11	18.0% 18	13.8% 16	8.9% 11
Yes – Both	12.2% 177	11.6% 12	12.3% 14	15.9% 14	9.2% 9	13.1% 10	12.9% 30	12.0% 31	18.0% 19	10.1% 10	14.3% 16	8.4% 12
No	59.3% 910	65.6% 68	62.5% 65	54.5% 56	68.5% 72	58.7% 63	59.7% 141	57.2% 160	60.2% 72	55.6% 56	52.2% 63	62.4% 94
Don't Know	0.9% 16	1.3% 1	2.0% 2	- 0	3.3% 4	1.0% 1	1.0% 3	1.0% 3	- 0	- 0	0.8% 1	0.4% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes	14.4% 213	7.1% 9	19.8% 21	18.8% 17	16.4% 16	21.3% 20	16.3% 33	10.6% 32	19.7% 22	17.2% 16	10.3% 10	13.7% 17
No	85.4% 1,296	91.7% 92	80.2% 84	81.2% 84	83.6% 88	77.7% 84	83.8% 205	89.4% 244	79.4% 95	82.8% 85	89.7% 108	85.9% 127
Don't Know	0.2% 4	1.2% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0	1.0% 1	- 0	- 0	0.4% 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 *Click It or Ticket* campaign in Florida?

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes	78.8% 1,206	78.6% 80	84.0% 89	80.5% 82	83.7% 87	85.4% 88	79.4% 192	80.6% 224	78.3% 94	73.7% 75	71.7% 84	78.3% 111
No	21.0% 303	21.4% 22	16.0% 16	19.1% 18	16.3% 17	14.6% 17	20.1% 44	19.5% 52	20.7% 23	26.3% 26	28.3% 34	21.7% 34
Don't Know	0.2% 4	- 0	- 0	0.5% 1	- 0	- 0	0.5% 2	- 0	1.1% 1	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

I'm going to read you a list, please tell me where you read, saw, or heard about it?⁵

Total n=1,206

Electronic Amber Alert-Style Billboard over the Road	41.9% 503
Traditional Billboard on the Side of the Road	41.8% 514
Portable Electronic Signs on the Side of the Road	21.6% 276
Television	48.5% 574
FM Radio	24.8% 292
Poster	5.4% 65
Newspaper/Magazine	4.4% 59
Gas Station	3.4% 36
Facebook	7.0% 86
Internet Radio/Pandora/Spotify	2.6% 38
Brochure	2.3% 27
Sporting Event	2.1% 27
Internet Videos	4.7% 55
Police Officers	3.1% 36
Police Checkpoint	2.9% 31
Other	0.9% 12
Don't Know	2.0% 21
Instagram	2.6% 27
Bumper Sticker	1.6% 22
Twitter	2.0% 23
Refusal	- 0

⁵ Percentages may add up to greater than 100% for this select-all question

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=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes	8.1% 116	7.3% 7	8.1% 10	7.3% 8	5.9% 6	7.0% 7	8.9% 19	7.7% 22	8.4% 10	8.7% 7	6.8% 7	10.2% 13
No	91.0% 1,385	92.8% 95	90.8% 94	92.0% 92	94.1% 98	93.0% 98	90.8% 218	91.7% 252	91.6% 108	91.3% 94	92.7% 110	85.5% 126
Don't Know	0.8% 11	- 0	1.2% 1	0.7% 1	- 0	- 0	0.3% 1	0.6% 2	- 0	- 0	- 0	4.4% 6
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1	- 0

I'm going to read you a list, please tell me where you read, saw, or heard about it?⁶

Total n=116

Electronic Amber Alert-Style Billboard over the Road	18.1% 22
Traditional Billboard on the Side of the Road	24.2% 24
Portable Electronic Signs on the Side of the Road	9.3% 10
Television	45.5% 53
FM Radio	23.1% 28
Poster	1.2% 2
Newspaper/Magazine	9.9% 10
Gas Station	3.5% 4
Facebook	9.1% 8
Internet Radio/Pandora/Spotify	3.7% 4
Brochure	1.2% 2
Sporting Event	- 0
Internet Videos	5.7% 6
Police Officers	- 0
Police Checkpoint	0.4% 1
Other	1.8% 2
Don't Know	7.6% 7
Instagram	0.3% 1
Bumper Sticker	- 0
Twitter	- 0
Refusal	0.9% 1

⁶ Percentages may add up to greater than 100% for this select-all question

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

Total n = 1,513

Education/Graphic Images	26.4% 387
Advertising	19.5% 296
Stricter Law Enforcement	21.2% 324
Increased Punishment	4.8% 64
Install Alarms	2.5% 38
Car Won't Start Without It	2.1% 35
Word of Mouth	3.4% 46
Increase Individual Responsibility	2.4% 35
Experience a Crash	0.9% 15
Other	5.2% 86
Don't Know	11.1% 176
Refusal	0.7% 11

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

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes	15.5% 232	18.3% 20	10.8% 12	9.2% 10	16.0% 18	16.6% 13	11.9% 27	19.6% 56	14.2% 19	17.1% 17	13.8% 17	15.8% 23
No	84.5% 1,280	81.7% 82	89.2% 93	90.8% 91	83.5% 85	83.5% 92	88.1% 211	80.4% 220	85.8% 99	82.9% 84	86.3% 101	84.2% 122
Don't Know	0.1% 1	- 0	- 0	- 0	0.4% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=232	Pensacola n=20	Panama City n=12	Tallahassee n=10	Jacksonville n=18	Gainesville n=13	Orlando n=27	Tampa n=56	West Palm Beach n=19	Fort Myers n=17	Broward/Monroe n=17	Miami-Dade n=23
Yes – Always	94.3% 219	100.0% 20	100.0% 12	100.0% 10	96.2% 17	92.9% 12	90.7% 25	92.6% 51	93.3% 18	94.8% 16	95.5% 16	97.6% 22
Sometimes	1.8% 5	- 0	- 0	- 0	3.8% 1	7.1% 1	5.0% 1	0.9% 1	- 0	5.2% 1	- 0	- 0
No	3.9% 8	- 0	- 0	- 0	- 0	- 0	4.3% 1	6.6% 4	6.7% 1	- 0	4.5% 1	2.4% 1
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

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=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Yes	86.6% 1,313	95.7% 96	82.1% 87	85.6% 86	93.1% 96	90.4% 93	85.3% 202	85.6% 237	89.9% 107	88.1% 88	89.8% 106	78.8% 115
No	9.0% 136	4.3% 6	15.3% 13	10.3% 10	5.1% 6	7.5% 9	9.0% 21	9.0% 24	7.7% 8	9.4% 10	6.6% 7	14.1% 20
Didn't Know	4.3% 63	- 0	2.6% 3	4.1% 5	1.8% 2	2.1% 3	5.7% 15	5.4% 15	2.3% 3	2.5% 3	2.8% 4	7.1% 10
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.8% 1	- 0

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

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
18-24	11.3% 161	11.5% 11	9.7% 11	18.1% 16	9.9% 10	17.7% 15	12.1% 27	8.7% 22	10.3% 10	9.1% 8	15.5% 16	12.4% 15
25-34	15.6% 226	8.5% 9	8.9% 10	12.3% 14	13.5% 15	10.6% 13	11.3% 28	15.6% 41	14.8% 19	15.0% 14	21.9% 28	22.9% 35
35-44	15.3% 264	14.2% 18	15.7% 19	15.2% 18	14.6% 17	15.7% 17	11.8% 33	18.0% 57	13.0% 15	19.7% 22	13.7% 19	17.3% 29
45-54	17.4% 224	15.6% 12	27.2% 23	15.9% 15	19.1% 18	12.3% 10	14.5% 29	18.0% 45	23.7% 24	12.1% 10	19.7% 19	15.6% 19
55-64	15.9% 252	19.4% 20	19.8% 21	19.8% 19	20.7% 20	15.7% 18	17.2% 40	15.0% 44	12.3% 14	19.8% 18	13.6% 16	13.2% 22
65 or older	24.0% 377	29.8% 31	17.9% 20	18.7% 19	21.4% 23	27.1% 31	33.0% 81	24.4% 66	25.0% 35	23.4% 28	14.9% 19	17.8% 24
Don't Know	0.1% 3	- 0	0.9% 1	- 0	- 0	0.9% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0
Refusal	0.5% 6	1.1% 1	- 0	- 0	1.0% 1	- 0	- 0	0.4% 1	0.9% 1	- 0	0.8% 1	0.7% 1

Which language do you speak in your home most often?

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
English	85.5% 1,344	98.4% 100	96.9% 101	96.6% 98	92.2% 95	95.3% 100	93.1% 223	93.5% 259	83.3% 102	86.1% 89	76.5% 92	57.1% 85
Spanish	10.6% 118	0.6% 1	3.2% 4	1.4% 1	2.8% 3	1.7% 2	5.3% 11	3.5% 9	12.2% 11	11.8% 10	13.0% 13	37.9% 53
Creole	1.6% 17	- 0	- 0	- 0	1.1% 1	1.1% 1	- 0	1.4% 3	2.7% 3	1.1% 1	4.2% 4	3.0% 4
Other	2.2% 32	1.1% 1	- 0	2.0% 2	3.9% 5	1.0% 1	1.7% 4	1.6% 5	1.9% 2	- 0	6.3% 9	2.0% 3
Don't Know	0.1% 2	- 0	- 0	- 0	- 0	0.9% 1	- 0	- 0	- 0	1.0% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

What is your racial background? Are you:

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
White/Caucasian	55.5% 926	84.7% 86	78.0% 81	58.6% 62	68.7% 74	66.1% 71	65.2% 157	66.7% 189	49.8% 63	61.7% 66	40.4% 53	13.9% 24
Black/African American	15.5% 209	8.7% 7	13.7% 11	30.5% 28	19.8% 19	16.0% 14	13.1% 30	13.5% 32	17.3% 17	9.0% 7	21.4% 23	16.9% 21
Hispanic	24.1% 274	4.3% 4	8.1% 8	4.2% 3	6.9% 6	6.2% 7	16.2% 35	14.6% 39	27.1% 24	27.9% 23	28.8% 32	68.1% 93
Asian	2.6% 28	1.1% 1	- 0	4.7% 3	3.3% 3	8.7% 6	2.7% 4	2.1% 4	3.3% 2	- 0	6.8% 5	- 0
Native American	0.2% 15	0.2% 1	0.2% 1	0.6% 2	- 0	0.5% 2	0.2% 3	0.1% 1	0.7% 3	0.1% 1	- 0	0.2% 1
Other	2.1% 23	1.1% 1	- 0	1.4% 1	1.3% 1	2.5% 2	2.7% 4	3.1% 7	1.9% 2	1.4% 1	2.5% 3	1.0% 1
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

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

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Less than high school	4.7% 62	4.4% 3	4.9% 5	6.4% 5	1.0% 1	5.4% 5	2.1% 4	5.2% 12	7.6% 8	12.2% 11	3.6% 3	4.5% 5
High school graduate	34.0% 419	38.1% 32	32.8% 30	33.0% 26	35.4% 29	37.9% 34	38.2% 73	34.1% 77	32.4% 30	30.9% 26	26.6% 26	33.7% 36
Currently in college/AA degree	31.9% 388	30.0% 24	42.3% 37	29.3% 25	36.2% 32	25.2% 22	30.8% 57	32.3% 70	28.3% 26	34.8% 29	38.8% 35	26.4% 31
Bachelor's Degree	17.0% 364	14.7% 24	10.1% 18	12.9% 18	15.9% 24	12.6% 22	17.5% 63	17.8% 73	19.3% 32	11.3% 19	15.5% 28	21.0% 43
Graduate or Post-graduate degree	11.2% 261	12.8% 19	9.0% 14	17.4% 26	9.7% 16	12.2% 19	11.1% 40	10.3% 43	11.7% 21	7.9% 13	13.9% 24	11.7% 26
Don't Know	0.6% 8	- 0	- 0	- 0	- 0	5.7% 2	0.4% 1	0.4% 1	- 0	1.9% 2	0.8% 1	0.7% 1
Refusal	0.7% 11	- 0	0.9% 1	1.0% 1	1.9% 2	0.9% 1	- 0	- 0	0.9% 1	1.0% 1	0.8% 1	2.1% 3

Are we reaching you today on a landline or cellphone?

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Landline	17.8% 248	21.3% 20	- 0	2.7% 2	16.2% 16	17.1% 19	24.3% 61	21.8% 61	12.9% 17	10.1% 12	19.0% 21	13.3% 19
Cell phone	81.3% 1,251	78.1% 81	99.1% 104	97.3% 99	81.9% 86	77.2% 84	75.4% 176	77.8% 214	87.1% 101	88.9% 88	79.4% 95	84.8% 123
Don't Know	0.3% 5	0.6% 1	- 0	- 0	- 0	5.7% 2	- 0	0.4% 1	- 0	1.0% 1	- 0	- 0
Refusal	0.6% 9	- 0	0.9% 1	- 0	1.8% 2	- 0	0.3% 1	- 0	- 0	- 0	1.6% 2	1.8% 3

Sex of the respondent [Interviewer Identify]

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
Male	48.8% 792	53.3% 58	58.6% 64	52.3% 53	47.5% 52	52.7% 55	45.1% 114	44.6% 134	54.1% 66	54.4% 57	49.7% 62	51.1% 77
Female	51.2% 721	46.7% 44	41.4% 41	47.7% 48	52.5% 52	47.3% 50	54.9% 124	55.4% 142	45.9% 52	45.6% 44	50.3% 56	48.9% 68

Language [Interviewer Identify]

	Total n=1,513	Pensacola n=102	Panama City n=105	Tallahassee n=101	Jacksonville n=104	Gainesville n=105	Orlando n=238	Tampa n=276	West Palm Beach n=118	Fort Myers n=101	Broward/Monroe n=118	Miami-Dade n=145
English	94.5% 1,454	99.4% 101	98.4% 103	98.6% 100	99.1% 103	99.5% 104	97.5% 233	97.0% 269	92.4% 112	91.6% 94	94.9% 113	83.1% 122
Spanish	5.5% 59	0.6% 1	1.6% 2	1.4% 1	0.9% 1	0.5% 1	2.5% 5	3.0% 7	7.6% 6	8.4% 7	5.1% 5	16.9% 23

Appendix II: Survey Instrument

**FDOT Click It or Ticket 2018
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]

COUNTY) Which Florida county do you live in? [If respondent refuses: Just a reminder that your responses will remain anonymous.]

- | | | | |
|-------------|-----------------|---------------|-------------------------|
| 1 Alachua | 20 Gilchrist | 39 Madison | 58 Sarasota |
| 2 Baker | 21 Glades | 40 Manatee | 59 Seminole |
| 3 Bay | 22 Gulf | 41 Marion | 60 Sumter |
| 4 Bradford | 23 Hamilton | 42 Martin | 61 Suwannee |
| 5 Brevard | 24 Hardee | 43 Miami-Dade | 62 Taylor |
| 6 Broward | 25 Hendry | 44 Monroe | 63 Union |
| 7 Calhoun | 26 Hernando | 45 Nassau | 64 Volusia |
| 8 Charlotte | 27 Highlands | 46 Okaloosa | 65 Wakulla |
| 9 Citrus | 28 Hillsborough | 47 Okeechobee | 66 Walton |
| 10 Clay | 29 Holmes | 48 Orange | 67 Washington |
| 11 Collier | 30 Indian River | 49 Osceola | 68 Doesn't live in Fla. |
| 12 Columbia | 31 Jackson | 50 Palm Beach | 88 Don't Know |
| 13 DeSoto | 32 Jefferson | 51 Pasco | [VOLUNTEERED] |
| 14 Dixie | 33 Lafayette | 52 Pinellas | 99 Refusal |
| 15 Duval | 34 Lake | 53 Polk | [VOLUNTEERED] |
| 16 Escambia | 35 Lee | 54 Putnam | |
| 17 Flagler | 36 Leon | 55 St. Johns | |
| 18 Franklin | 37 Levy | 56 St. Lucie | |
| 19 Gadsden | 38 Liberty | 57 Santa Rosa | |

[IF (COUNTY <= 67) SKP]

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]

[IF (COUNTY <= 67) SKP]

COUNTYVIS) When you are in Florida, which county do you spend the most amount of time in?

Enter number of county 1 – 67 (list provided)

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

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 are anonymous. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

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. Does not drive
8. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]



UNF | Public Opinion Research Laboratory

[IF VEHICLE = 7, SKIP]

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

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]

[IF VEHICLE = 7, SKIP]

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

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 seatbelt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seatbelt?

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 seatbelt 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 seatbelt 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 seatbelt enforcement where police are looking for drivers who are not wearing their seatbelts?

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 seatbelt?

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 amber alert style billboard over the road
7. Traditional billboard on the side of the road
8. Portable electronic signs on the side of the road
9. Poster
10. Brochure
11. Internet videos
12. Facebook
13. Instagram
14. Twitter
15. Gas station
16. Police checkpoint
17. Police officers
18. Other: _____
19. Bumper sticker [VOLUNTEERED]
88. Don't Know [VOLUNTEERED]
99. 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 amber alert style billboard over the road
7. Traditional billboard on the side of the road
8. Portable electronic signs on the side of the road
9. Poster
10. Brochure
11. Internet videos
12. Facebook
13. Instagram
14. Twitter
15. Gas station
16. Police checkpoint
17. Police officers
18. Other: _____
19. Bumper sticker [VOLUNTEERED]
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 seatbelt?

[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]

SEX) Sex of respondent [Interviewer Identify]

1. Male
2. Female

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.