



Florida

2018

Driving Under the Influence (DUI)
Media Survey

Florida Department of Transportation

Final Report
June 29, 2018

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



Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S., and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2016 was at approximately 15,868,175 individuals, all of which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2016 Census is as follows: 55.6% white, 16.1% black, 24.1% Hispanic/Latino origin, and 2.6% Asian. The Florida Department of Transportation (FDOT) reports a total of 122,735 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2016.

Project Background

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

The State of Florida was among the top 3 states leading the nation in the increase of traffic fatalities due to impaired driving, with a total of 2,398 deaths according to NHTSA's 2011 State Alcohol-Impaired Driving Estimates. Since the implementation and enforcement of the *Drive Sober or Get Pulled Over* campaign, that number has increased slightly to 3,174 fatalities according to NHTSA's 2016 State Alcohol-Impaired Driving Estimates.

Executive Summary

This report serves to inform FDOT about the effectiveness of the *Drive Sober or Get Pulled Over* media campaign, which was enacted with the goal of decreasing deaths caused by impaired driving using preventative measures. In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey that yielded the following results:

- Out of all the media markets, the Tampa DMA has the greatest exposure to the *Drive Sober or Get Pulled Over* campaign, with 57% having read, seen, or heard about it.
- The West Palm Beach media market is the least likely to have been exposed to the *Drive Sober or Get Pulled Over* campaign, with only 36% reporting having read, seen, or heard anything about it.
- Out of all age groups, those 45-54 years old are the most likely to have read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign at 59%.

- Respondents 65 years of age or older are the least likely of all the age groups to have read, seen, or heard of the *Drive Sober or Get Pulled Over* campaign (36%).
- Television was the most popular response when respondents were asked where they had read, seen, or heard about the *Drive Sober or Get Pulled Over* campaign at 46%, followed by Electronic Message Board over the Road at 43% of respondents.

Methodology

Study Purpose

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

In order to evaluate the effectiveness of FDOT's messaging, the PORL administered a telephone survey from March 26 to April 25, 2018. This project was executed during this time period because it was after FDOT's enforcement campaigns during St. Patrick's Day holiday weekend.

Study Design

To ensure a representative sample being collected, the state was stratified using the 10 Florida designated market areas (DMA). In addition, because of Miami-Dade County's unique population, it was separately accounted for in its own strata, creating 11 strata from the 10 DMAs (see Table 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. DMA's with quotas less than 100 were set to a limit of 100 completed surveys to decrease the margin of error when cross analyzing one DMA to another. It is important to note the n (sample sizes) when comparing these DMA's. Smaller sample sizes increase the margins of error for each DMA, indicating more uncertainty in the results when they are being compared to the true population (see Table 2).

Pretesting was used to identify any potential problems with questionnaire design and implementation, including question wording, inclusion of possible responses, and clarity of language and concepts. Following the initial construction of the survey instrument, PORL researchers critically read each of the questions and revised as needed. After this first round of revisions, the questionnaire was revised and tested further to ensure that all responses were properly coded.

Data collection took place at PORL's 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.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate. The breakdown of completed responses on a landline phone to a cell phone was 24.9% to 74.6% respectively, with 0.4% refusing to identify their method of contact. Cell phone sample respondents were selected by being the first qualified participant to answer the phone. The sample is of adults (18 years and older) who have a valid driver's license and spend more than 1-month per year in the state of Florida.

At least 5 attempts were made for non-completes with a working residential or cell phone line. In order to decrease survey bias, interviews were conducted in both English and Spanish. Calls were made from 4:00 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 were oversampled and 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, sex, education, and race 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 total number of completed surveys collected was 1,539, all of which are included in the analysis, regardless of whether they answered the four demographic questions used for weighting: age, sex, education, and race. For any demographic information not provided by a given respondent, that respondent's strata weight was applied in place of the missing demographic weight. The margin of sampling error is +/- 2.5 percentage points for the total sample. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which estimates of what proportion of cases of unknown eligibility are actually eligible. This study produced a RR3 of 9.3%.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=103
Panama City	n=100
Tallahassee	n=104
Jacksonville	n=105
Gainesville	n=100
Orlando	n=245
Tampa	n=273
West Palm Beach	n=125
Fort Myers	n=99
Broward/Monroe	n=118
Miami-Dade	n=167
Total	n=1,539

Table 2. DMA and Margin of Error

Designated Market Area	Sample Size
Pensacola	+/- 9.60
Panama City	+/- 9.80
Tallahassee	+/- 9.61
Jacksonville	+/- 9.56
Gainesville	+/- 9.80
Orlando	+/- 6.26
Tampa	+/- 5.93
West Palm Beach	+/- 8.76
Fort Myers	+/- 9.85
Broward/Monroe	+/- 9.02
Miami-Dade	+/- 7.58
Total	+/- 2.50

As members of AAPOR, 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, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Summary of Findings
Figure 1. DRIVE by DMA, 2016 to 2018

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

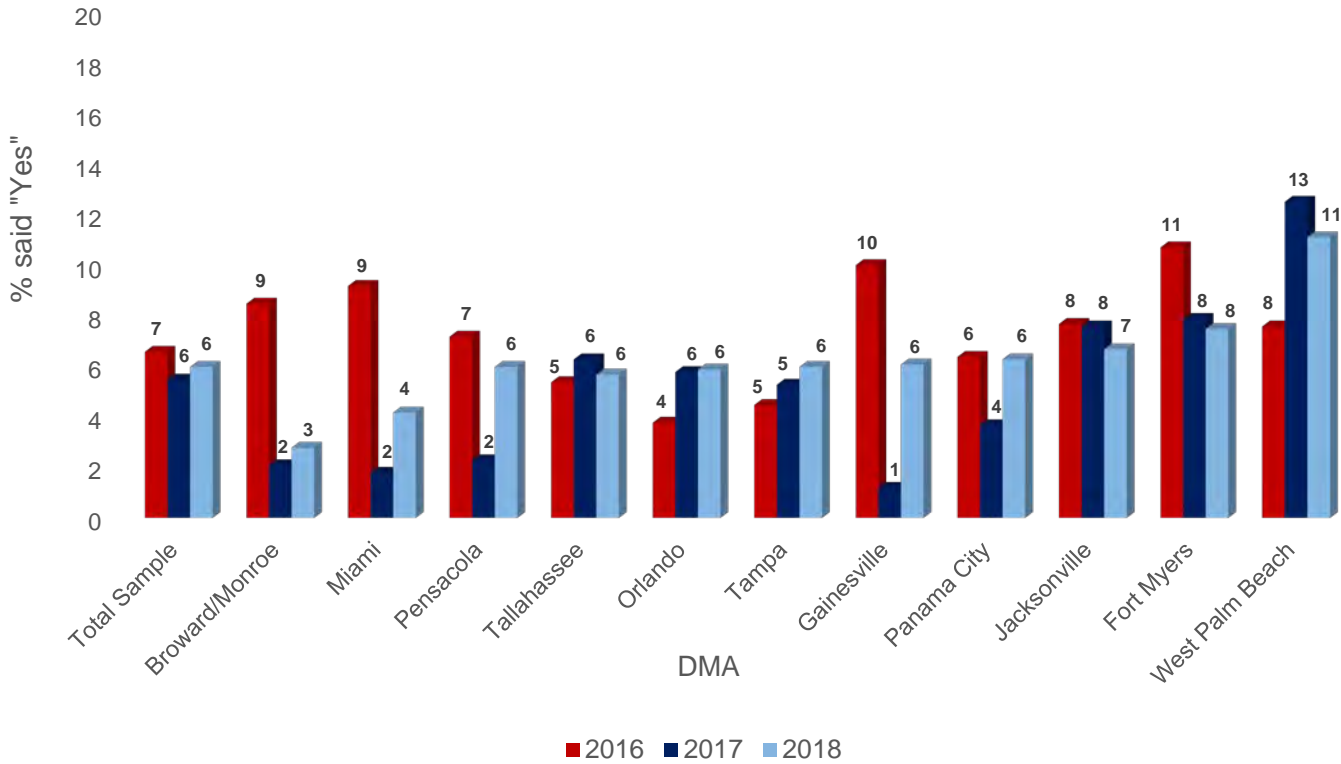


Figure 1 is a comparison between the 2016, 2017, and 2018 results. Respondents were asked whether they drove within 2 hours of drinking. In some cases, the percentage of drivers that report drinking before driving in each DMA increased from 2017 to 2018, such as the jump from 1% to 6% in the Gainesville area. This was the largest increase, followed by Panama City with a 2 percentage point increase. In other cases, there was a decrease in self-reported drinking before driving, as is the case in the West Palm Beach area where the percentage moved from 13% to 11%. The other DMAs that decreased in the percentage of self-reported drinking before driving were the Fort Myers, Jacksonville, and Tallahassee areas. Although West Palm Beach experienced the largest decrease, it remains the DMA with the greatest percentage of those who indicated drinking before driving compared to the other DMAs.

Figure 2 breaks down drinking before driving in 2017 and 2018 by the respondent's age. Individuals that are 55-64 years old are more likely than any other age group to report drinking before driving (9%), followed by 18-24 year olds with 8%. This is up from 2017, in which only 2% of 55-64 year olds reported drinking before driving. The group with the highest percentage in 2017, 65+, decreased from 7% to 4%, the lowest percentage of all age categories in 2018.

Figure 2. DRIVE by AGE, 2016 to 2018

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

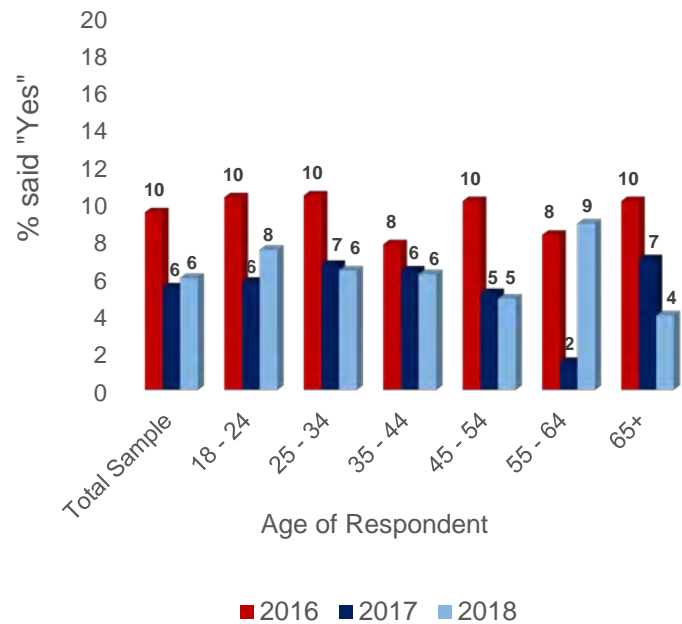
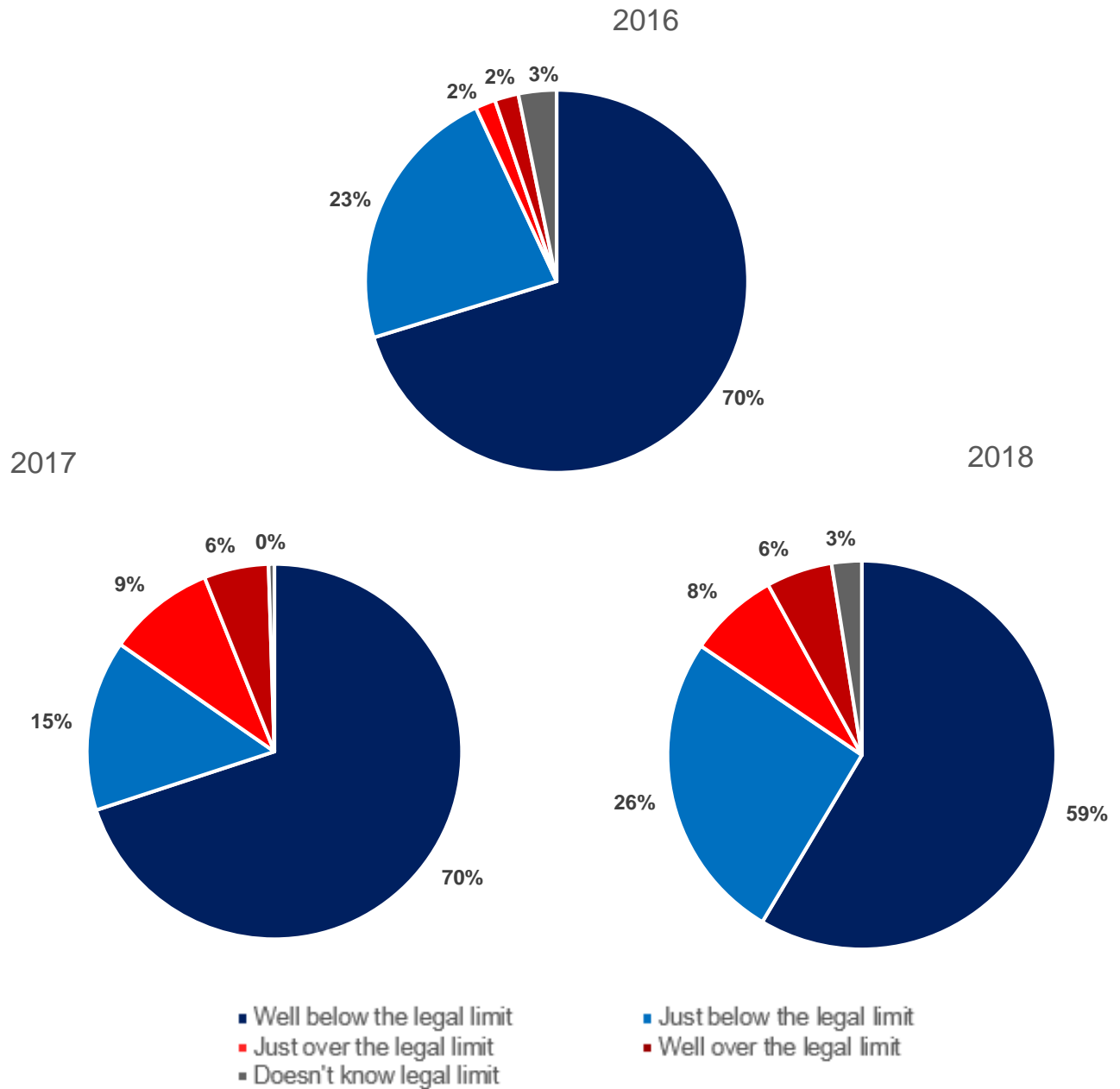


Figure 3. LIMIT, 2016 to 2018

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

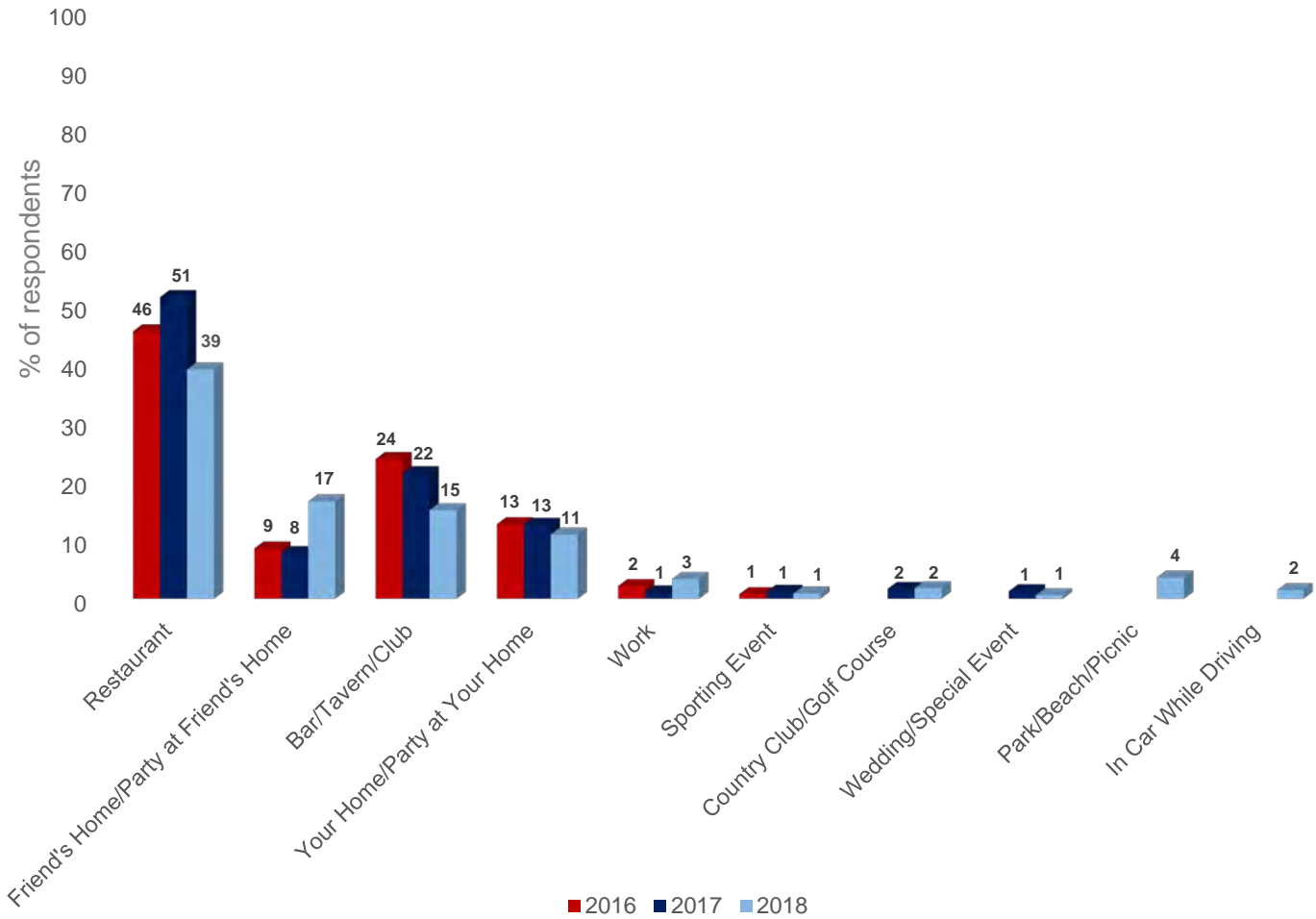


Respondents that reported having driven a motor vehicle within 2 hours of drinking within the last 30 days were then asked to approximate their level of intoxication relative to the legal limit in Florida. According to Florida law, the legal limit is a BAC level below .08. Figure 3 shows the 2016 results on the top middle, the 2017 results on the bottom left, and the 2018 results on the

bottom right. An overwhelming majority of respondents (85%) stated that they were well or just below the legal limit in 2018, similar to the 2017 and 2016 results. Only 14% of respondents admitted to having been over the legal limit, and only 6% felt they were well over the legal limit. A mere 3% of respondents claimed to not know the legal limit at all.

Figure 4. WHERE, 2016 to 2018

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



In Figure 4, individuals that reported drinking and driving were asked to give the location where they drank prior to driving. Restaurants and bars make up the majority in both 2016 and 2017. In 2018, restaurants are still the most common answer at 39%, but drinking at a friend's home (17%) was more common than at bars or clubs (15%), which was not the case in 2016 or 2017. The Country Club and Wedding/Special Event options were added in 2017, and the Park/Beach/Picnic and In Car

While Driving options were added in 2018. Across all three years, there are two noteworthy shifts. The largest shift can be seen in the decrease in drinking at bars and clubs, from 24% in 2016 to 15% in 2018. The increase in drinking at friends' homes from 9% to 17% in 2018 is also noteworthy. Apart from those shifts, the places that individuals claim to drink before driving have not changed much from 2016 to 2018.

The *Drive Sober or Get Pulled Over* campaign targets all people, but especially those who have a history of drinking and driving. In the State of Florida, the campaign is held annually so as to increase awareness of the slogan. Figure 5 shows how awareness of the *Drive Sober or Get Pulled Over* campaign has changed statewide and in each DMA from 2016 to 2018. While a few of the DMAs witnessed a decrease from their 2017 awareness levels, all of the DMAs have greater awareness than their 2016 levels. Overall, Florida's awareness continued to increase, from 43% in 2016, to

45% in 2017, to 49% in 2018. The 7 DMAs that increased in 2018 were Tallahassee, Gainesville, Orlando, Tampa, Fort Myers, Broward/Monroe, and Miami-Dade, with Tallahassee experiencing the biggest increase from 45% in 2017 to 56% in 2018. The DMAs that decreased in awareness from 2017 to 2018 were Pensacola, Panama City, Jacksonville, and West Palm Beach, although none of these DMAs dipped below their 2016 percentages. The largest decline was from 43% in 2017 to 36% in 2018 in the West Palm Beach DMA.

Figure 5. PULLED by DMA, 2016 to 2018

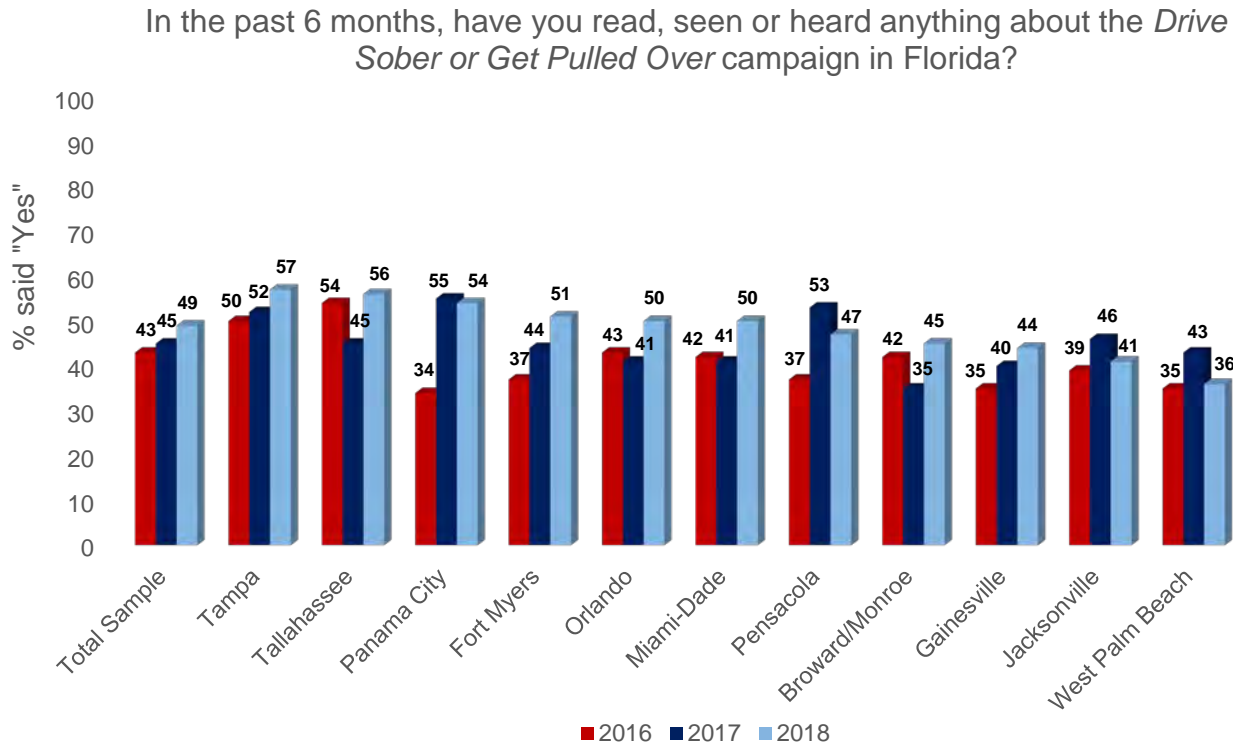


Figure 6. PULLED by AGE, 2016 to 2018

When considering the age of the respondent in whether or not they had read, seen, or heard of the *Drive Sober or Get Pulled Over* campaign, Figure 6 reveals that 45-54 year olds and 18-24 year olds had greater awareness of the campaign than other age categories. Of the 18-24 age group, 58% reported having read, seen, or heard of the campaign, topped only by the 45-54 year olds with 59% of respondents with awareness of the campaign. In contrast, only 36% of the 65+ group reported having read, seen, or heard about the campaign in 2018, although this is up from the 31% of 65+ respondents who had awareness of the campaign in 2017.

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

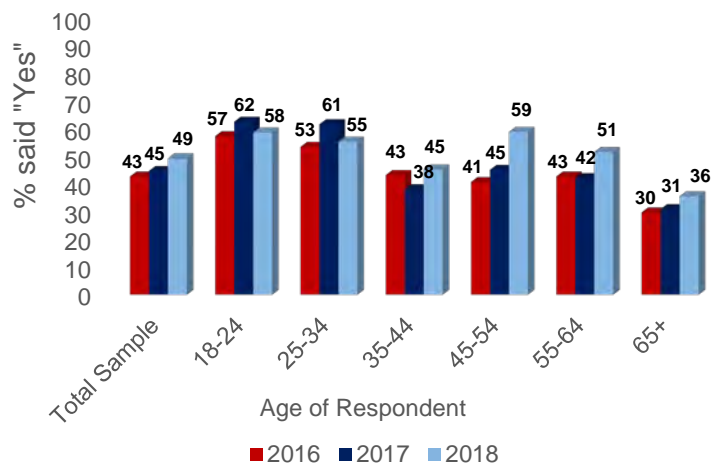


Figure 7. PULLED by DMA, 2018

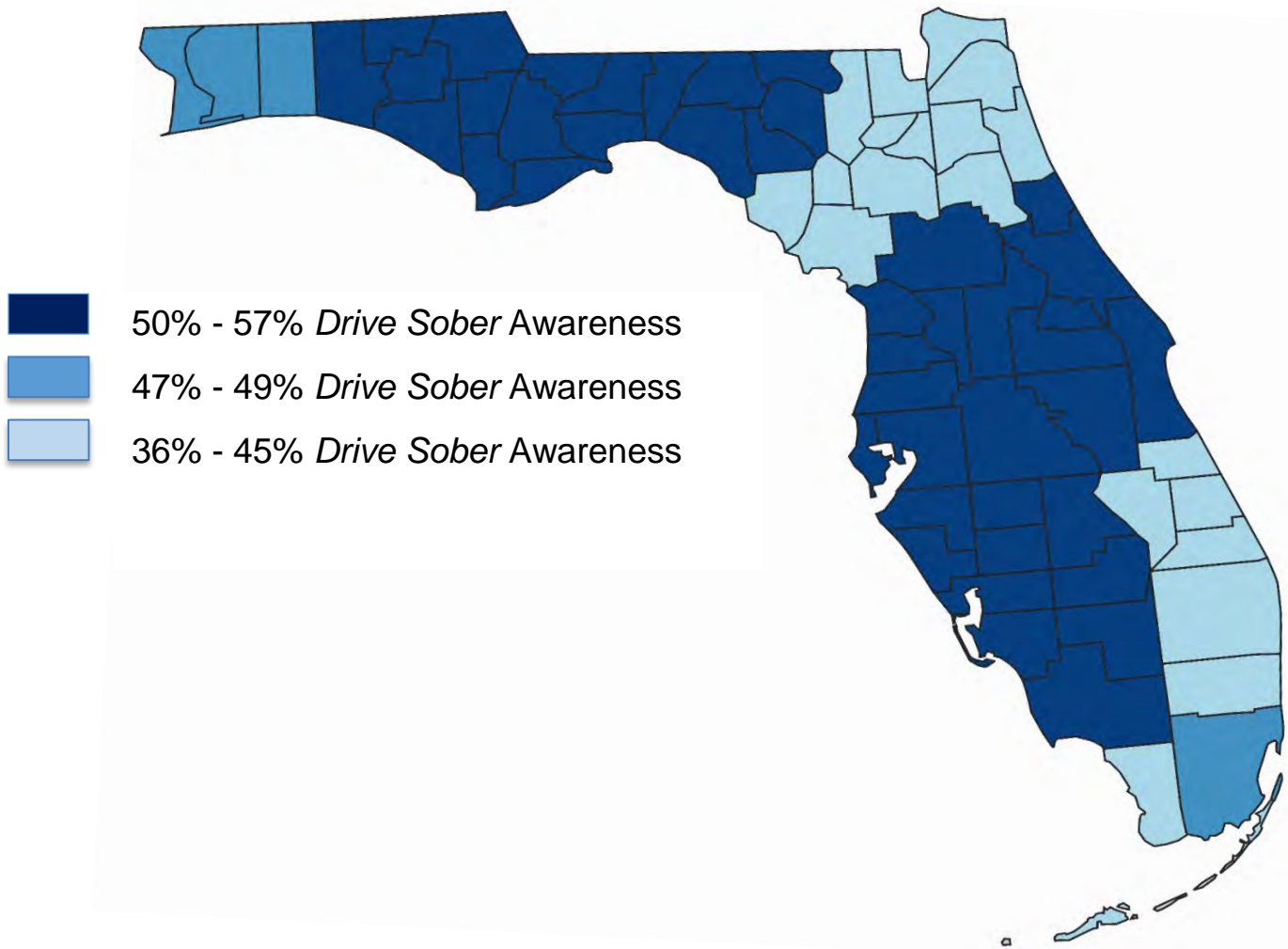
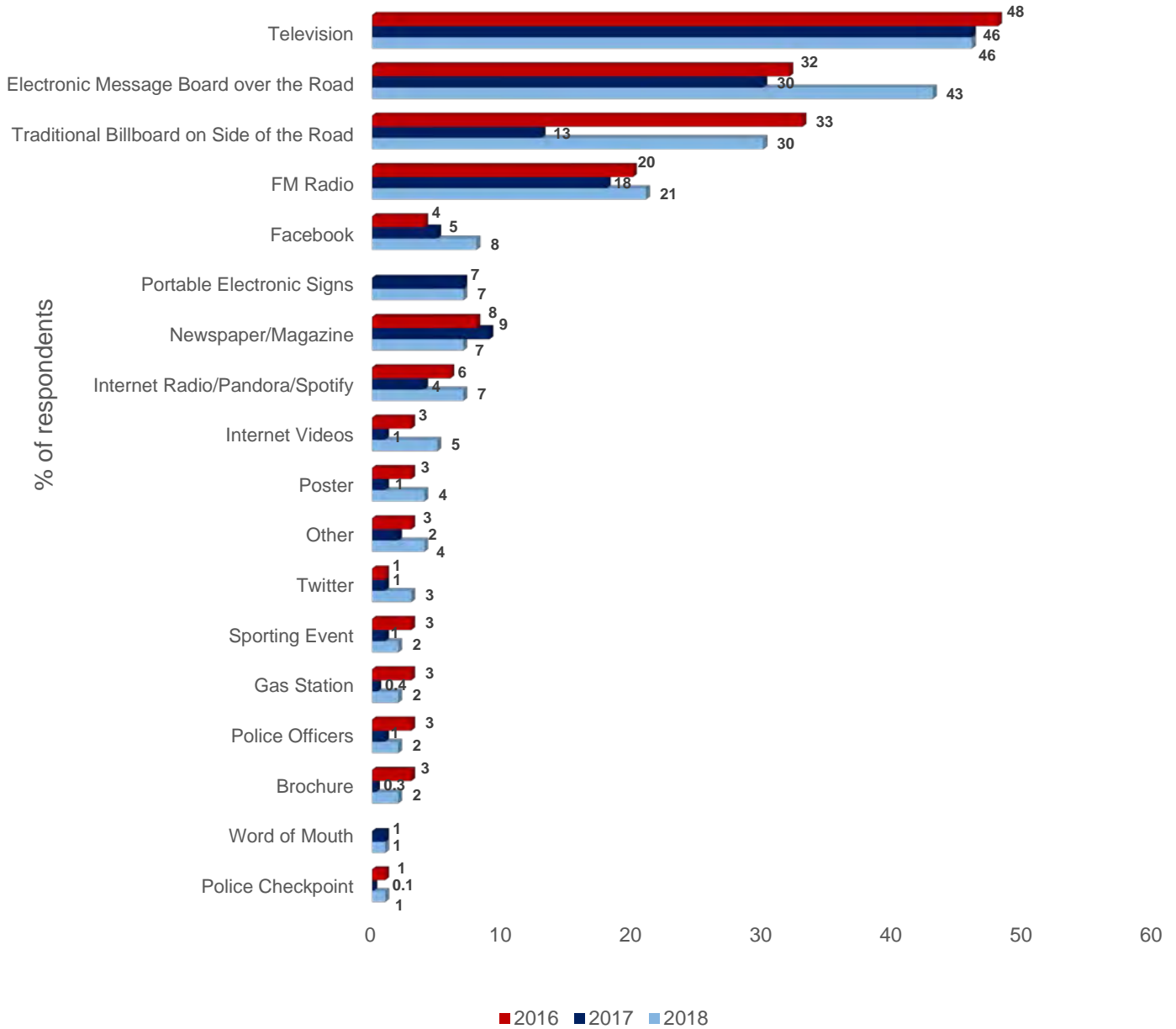


Figure 7 is a visual representation of respondents that had read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign based on which DMA they live in. Campaign awareness was above 50% in 5 of the 11 DMAs in 2018: Orlando, Fort Myers, Panama City, Tallahassee, and Tampa. The Tampa DMA had the greatest awareness out of all 11 DMAs, with 57% of respondents reporting that they had read, seen, or heard about the *Drive Sober or Get Pulled Over* campaign. The

remaining DMAs had varying levels of awareness, 2 of which fall into the middle category. The Pensacola and Miami-Dade DMAs both had awareness over 45% but under 50%. In the lowest category, with less than 45% awareness, are the Gainesville, Jacksonville, West Palm Beach, and Broward/Monroe DMAs. West Palm Beach had the lowest campaign awareness, with 36% of respondents claiming to have read, seen, or heard anything about *Drive Sober or Get Pulled Over*.

Figure 8. PULLEDSEE, 2016 to 2018¹

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



¹ Percentages may add up to greater than 100% for this select-all question

In Figure 8, respondents were asked to identify where they read, saw, or heard about the *Drive Sober or Get Pulled Over* campaign. Respondents were only asked this question if they responded that they had come across the campaign in the past 6 months. Of those that did, Television remained the most common response, with 48% in 2016, 46% in 2017, and 46% in 2018. Electronic Message Boards over the Road were the next most popular response in 2017 and 2018, with 30% and

43% respectively. The third major response in 2018 was Traditional Billboard on the Side of the Road, which increased from 13% of respondents in 2017 to 30%. FM Radio was also a common response, with 21% in 2018. The remaining options contained less than 10% of respondents in 2018, although Facebook, Internet Radio/Pandora/Spotify, and Internet Videos all saw increased responses from 2016 and 2017.

Figure 9. EFFECTIVE, 2016 to 2018

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

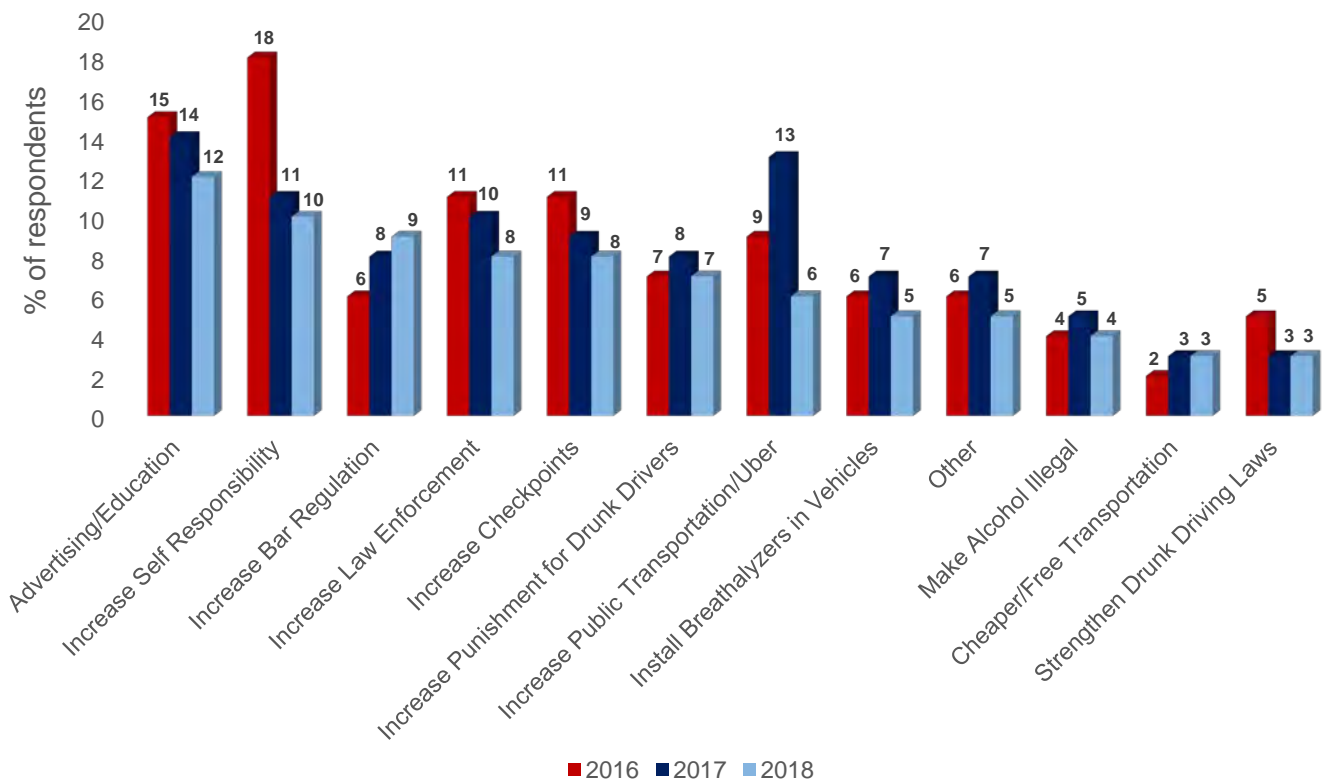


Figure 9 is a comparison of 2016, 2017, and 2018, in which respondents were asked what the most effective method of preventing drinking and driving would be. This question was open ended, and all responses were recoded into the 12 categories above. In 2018, 12% of individuals answered Advertising/Education, which is down slightly from the 14% in 2017, but still the most popular response. The second most popular response, Increase Self Responsibility, also decreased in 2018 from 11% to 10%. However, Increase Bar Regulation increased from 8% in 2017 to 9% in 2018 as the third most popular category. Increase Law Enforcement and Increase Checkpoints continued their downward trend, as both decreased from 11% in 2016 to 8% in 2018. The least common response in 2016, 2017, and 2018 was Cheaper/Free Transportation (3%), but Strengthen Drunk Driving Laws was also 2018's least popular response with 3% of all respondents.

The Other category, at 5% in 2018, contains responses such as the ones below:

- Enforce water intake quotas after drinking
- Shut down the bars
- Self-driving vehicles
- Alcohol sobriety machines
- Doing free taxes for those who don't drink and drive
- Getting rid of drive-through windows at liquor stores
- To have stores not sell any alcohol on Sundays
- Legalize marijuana
- Better control on weekends
- Good highway technology

Appendix I: Survey Results

DUI TOPLINES²

1. Pensacola n=103
2. Panama City n=100
3. Tallahassee n=104
4. Jacksonville n=105
5. Gainesville n=100
6. Orlando n=245
7. Tampa n=273
8. West Palm Beach n=125
9. Fort Myers n=99
10. Broward/Monroe n=118
11. Miami-Dade n=167

Total n=1,539

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Yes	100.0% 1,539	100.0% 103	100.0% 100	100.0% 104	100.0% 105	100.0% 100	100.0% 245	100.0% 273	100.0% 125	100.0% 99	100.0% 118	100.0% 167
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

² 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?³
n=1,539

Alachua	5.3% 81	Gilchrist	0.2% 3
Baker	0.2% 3	Glades	0.1% 1
Bay	3.8% 59	Gulf	0.2% 3
Bradford	0.3% 4	Hamilton	0.1% 2
Brevard	2.4% 37	Hardee	0.4% 6
Broward	7.1% 109	Hendry	0.3% 5
Calhoun	0.3% 5	Hernando	0.7% 10
Charlotte	0.5% 7	Highlands	0.7% 10
Citrus	0.9% 14	Hillsborough	4.2% 64
Clay	0.9% 14	Holmes	0.3% 5
Collier	1.3% 20	Indian River	0.8% 13
Columbia	0.2% 3	Jackson	0.5% 8
DeSoto	0.3% 5	Jefferson	0.2% 3
Dixie	0.3% 4	Lafayette	0.1% 1
Duval	3.6% 55	Lake	1.1% 17
Escambia	3.1% 47	Lee	4.0% 61
Flagler	0.3% 5	Leon	4.4% 68
Franklin	0.1% 2	Levy	0.8% 12
Gadsden	0.5% 7	Liberty	0.1% 1

³ Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Continued: Which Florida county do you live in?⁴
n=1,539

Madison	0.3% 4	Putnam	0.4% 6
Manatee	1.5% 23	St. Johns	1.0% 15
Marion	1.0% 16	St. Lucie	0.8% 12
Martin	1.1% 17	Santa Rosa	1.6% 24
Miami-Dade	10.4% 167	Sarasota	2.1% 32
Monroe	0.6% 9	Seminole	2.2% 34
Nassau	0.3% 4	Sumter	0.7% 10
Okaloosa	2.1% 32	Suwannee	0.5% 8
Okeechobee	0.1% 2	Taylor	0.3% 5
Orange	3.7% 57	Union	0.1% 1
Osceola	1.6% 25	Volusia	2.9% 44
Palm Beach	5.3% 81	Wakulla	0.4% 6
Pasco	2.3% 35	Walton	0.7% 10
Pinellas	2.9% 45	Washington	0.5% 7
Polk	2.2% 34		

⁴ Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Do you spend more than 1 month per year in the state of Florida?
n=22

Yes	100.0% 22
No	- 0
Don't Know	- 0
Refusal	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Passenger car	51.3% 766	36.3% 36	34.2% 34	44.4% 44	44.7% 48	52.6% 52	54.8% 133	51.3% 142	49.1% 64	45.1% 49	55.0% 69	58.3% 95
Pickup Truck	14.0% 238	24.1% 27	28.1% 28	22.4% 24	19.0% 18	15.4% 14	15.4% 35	13.6% 37	12.0% 14	11.2% 12	10.7% 12	9.3% 17
SUV	24.7% 385	28.3% 29	29.4% 29	16.6% 21	28.5% 31	15.9% 18	19.2% 53	26.9% 72	30.4% 37	23.0% 26	29.4% 31	21.8% 38
Mini-van	5.3% 78	6.1% 6	1.6% 2	10.1% 9	5.5% 6	6.7% 7	5.5% 13	4.7% 13	3.3% 4	13.2% 6	2.9% 4	4.7% 8
Full-sized van	1.5% 22	2.3% 2	1.8% 2	0.7% 1	1.3% 1	4.1% 3	0.4% 1	1.2% 3	0.9% 1	2.5% 2	1.0% 1	3.5% 5
Motorcycle	0.5% 8	- 0	- 0	1.6% 1	- 0	1.4% 2	1.4% 3	- 0	- 0	2.4% 2	- 0	- 0
Scooter	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Does not drive	1.5% 20	1.3% 1	0.5% 1	3.2% 3	- 0	2.0% 2	1.7% 3	1.8% 4	0.9% 1	1.6% 1	1.0% 1	2.1% 3
Other	0.8% 15	1.7% 2	4.5% 4	1.0% 1	- 0	1.0% 1	1.0% 2	0.6% 2	2.9% 3	- 0	- 0	- 0
Don't Know	0.1% 3	- 0	- 0	- 0	1.1% 1	1.0% 1	- 0	- 0	0.5% 1	- 0	- 0	- 0
Refusal	0.3% 4	- 0	- 0	- 0	- 0	- 0	0.7% 2	- 0	- 0	1.1% 1	- 0	0.4% 1

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
None	64.7% 1,008	71.9% 74	69.5% 67	71.5% 71	70.0% 73	82.2% 78	68.3% 164	63.2% 170	56.9% 72	51.7% 55	59.1% 67	69.1% 117
1-2 days	26.5% 381	19.4% 19	16.1% 17	21.0% 23	18.0% 19	11.0% 14	23.0% 58	27.2% 76	33.6% 40	35.8% 31	34.7% 43	25.9% 41
3-4 days	4.6% 82	3.8% 5	9.8% 11	2.7% 4	6.8% 7	5.2% 6	5.0% 13	6.0% 17	2.9% 5	5.8% 6	1.9% 2	3.2% 6
5-6 days	1.3% 24	1.9% 2	1.2% 1	1.3% 2	3.0% 3	0.6% 1	1.7% 5	0.4% 1	1.0% 2	1.2% 2	2.3% 4	1.1% 1
All 7 days	2.0% 33	1.7% 2	2.5% 3	2.4% 3	2.4% 3	1.1% 1	1.6% 4	2.1% 6	5.5% 6	3.4% 3	- 0	0.7% 2
Don't Know	0.4% 5	1.3% 1	- 0	1.1% 1	- 0	- 0	- 0	- 0	- 0	1.2% 1	2.1% 2	- 0
Refusal	0.4% 6	- 0	1.0% 1	- 0	- 0	- 0	0.4% 1	1.2% 3	- 0	1.0% 1	- 0	- 0

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

	Total Sample n=1,008	Pensacola n=74	Panama City n=67	Tallahassee n=71	Jacksonville n=73	Gainesville n=78	Orlando n=164	Tampa n=170	West Palm Beach n=72	Fort Myers n=55	Broward/Monroe n=67	Miami-Dade n=117
Occasionally consumed	44.6% 455	40.1% 32	35.0% 23	42.5% 30	43.2% 35	42.3% 36	51.4% 83	38.4% 68	47.6% 37	41.4% 24	58.9% 37	38.9% 50
Not consumed any at all	55.2% 551	60.0% 42	65.0% 44	57.5% 41	56.8% 38	57.7% 42	47.8% 80	61.2% 101	52.4% 35	58.6% 31	41.1% 30	61.1% 67
Don't Know	0.3% 2	- 0	- 0	- 0	- 0	- 0	0.8% 1	0.4% 1	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=988	Pensacola n=61	Panama City n=56	Tallahassee n=63	Jacksonville n=67	Gainesville n=58	Orlando n=165	Tampa n=172	West Palm Beach n=90	Fort Myers n=68	Broward/Monroe n=88	Miami-Dade n=100
Yes	6.0% 107	6.3% 6	6.3% 7	5.7% 7	6.7% 7	6.1% 8	5.9% 18	6.0% 18	11.1% 15	7.5% 8	2.8% 4	4.2% 9
No	93.8% 878	93.7% 55	93.7% 49	94.3% 56	93.3% 60	93.9% 50	94.1% 147	93.2% 152	88.9% 75	91.6% 59	97.2% 84	95.8% 91
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.3% 1	- 0	- 0	- 0	- 0
Refusal	0.2% 2	- 0	- 0	- 0	- 0	- 0	- 0	0.5% 1	- 0	1.0% 1	- 0	- 0

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

	Total Sample n=988	18-24	25-34	35-44	45-54	55-64	65+
Yes	6.0% 107	7.5% 12	6.4% 19	6.2% 15	4.9% 15	8.9% 26	3.9% 20
No	93.8% 878	92.5% 80	93.7% 135	93.8% 143	94.7% 147	91.1% 145	95.4% 224
Don't Know	0.1% 1	- 0	- 0	- 0	0.3% 1	- 0	- 0
Refusal	0.2% 2	- 0	- 0	- 0	- 0	- 0	0.8% 2

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

n=107

Bar/Tavern/Club	15.3% 15
Restaurant	39.2% 43
Sporting Event	0.9% 1
Friend's home/party at friend's home	16.8% 16
Your home/party at your home	11.1% 15
Wedding/special event	0.6% 2
Work	3.4% 2
Drank in the car while driving	1.5% 1
Hotel/Motel	- 0
Country Club/Golf Course	1.8% 3
Movie Theater	- 0
Park/Beach/Picnic	3.7% 4
Other	3.4% 3
Don't Know	2.4% 2
Refusal	- 0

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

n=107

Well below the legal limit for drinking and driving	58.5% 59
Just below the legal limit	25.9% 33
Just over the legal limit	7.5% 9
Well over the legal limit	5.5% 4
Doesn't know the legal limit	2.5% 2

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Almost Certain	14.9% 214	13.7% 12	12.2% 12	12.8% 11	8.6% 9	12.7% 11	14.7% 33	12.4% 35	13.9% 17	18.5% 19	18.3% 21	20.0% 34
Very Likely	18.9% 274	22.3% 23	27.4% 27	9.4% 8	19.4% 18	9.0% 10	24.8% 60	14.9% 39	11.0% 14	20.2% 20	12.6% 17	26.5% 38
Somewhat Likely	15.8% 251	17.7% 20	12.3% 15	20.2% 20	19.1% 20	22.2% 18	12.8% 28	19.7% 54	14.9% 19	13.5% 15	16.0% 18	12.7% 24
Somewhat Unlikely	13.3% 225	9.9% 11	16.5% 17	18.9% 24	16.2% 19	11.9% 16	9.3% 27	15.3% 44	14.4% 19	18.5% 14	12.3% 15	11.1% 19
Very Unlikely	20.9% 326	21.1% 21	13.7% 14	22.4% 23	22.6% 23	29.7% 31	18.9% 51	22.7% 61	19.4% 23	14.7% 14	28.6% 33	18.6% 32
Don't Know	13.5% 215	15.3% 16	18.0% 15	14.8% 16	14.1% 16	11.9% 12	16.6% 41	12.1% 32	19.8% 25	11.8% 14	9.9% 11	9.3% 17
Refusal	2.6% 34	- 0	- 0	1.6% 2	- 0	2.6% 2	3.0% 5	2.9% 8	6.6% 8	2.9% 3	2.4% 3	1.8% 3

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
More Likely	44.0% 655	46.1% 45	53.8% 50	52.4% 48	40.9% 42	38.7% 38	44.7% 110	44.4% 115	40.3% 44	38.7% 41	48.3% 49	43.2% 73
Less Likely	12.4% 182	7.9% 9	7.7% 8	2.8% 3	15.4% 16	13.7% 14	12.9% 32	12.3% 34	8.1% 10	13.2% 14	8.3% 11	18.7% 31
About as Likely	34.6% 562	39.9% 42	29.2% 32	35.8% 43	35.9% 38	41.1% 42	31.5% 79	36.0% 102	36.8% 50	29.1% 30	37.8% 49	33.7% 55
Don't Know	8.6% 136	6.1% 7	9.2% 10	9.0% 10	7.8% 9	6.4% 6	9.5% 21	7.3% 22	13.7% 20	19.0% 14	5.7% 9	4.5% 8
Refusal	0.4% 4	- 0	- 0	- 0	- 0	- 0	1.4% 3	- 0	1.1% 1	- 0	- 0	- 0

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

	Total Sample n=988	Pensacola n=61	Panama City n=56	Tallahassee n=63	Jacksonville n=67	Gainesville n=58	Orlando n=165	Tampa n=172	West Palm Beach n=90	Fort Myers n=68	Broward/Monroe n=88	Miami-Dade n=100
More Often	1.0% 9	4.0% 2	1.8% 1	- 0	- 0	- 0	0.9% 1	0.9% 2	3.1% 2	1.6% 1	- 0	- 0
Less Often	27.4% 257	17.7% 9	30.3% 17	31.8% 20	35.1% 20	18.7% 10	27.8% 46	27.7% 45	28.2% 27	24.2% 18	24.6% 20	28.1% 25
About the Same	67.3% 682	73.7% 48	64.4% 36	67.3% 42	62.1% 45	79.4% 47	66.2% 109	65.8% 116	66.6% 59	66.8% 44	70.4% 63	70.2% 73
Don't Know	3.3% 31	4.5% 2	1.7% 1	0.9% 1	1.2% 1	- 0	4.4% 8	3.9% 6	2.1% 2	5.9% 4	3.6% 4	1.7% 2
Refusal	1.0% 9	- 0	1.7% 1	- 0	1.6% 1	2.0% 1	0.8% 1	1.8% 3	- 0	1.4% 1	1.5% 1	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
More Often	6.2% 82	7.4% 7	4.9% 5	7.4% 6	3.7% 3	2.7% 2	7.5% 15	9.1% 21	3.2% 4	2.7% 3	5.9% 7	5.5% 9
Less Often	28.6% 440	30.9% 28	26.9% 26	33.3% 34	25.2% 26	21.3% 22	30.3% 79	28.2% 77	36.4% 45	25.2% 26	27.5% 34	25.7% 43
About the Same	49.5% 778	50.0% 56	51.9% 53	50.2% 54	60.8% 64	59.8% 58	44.2% 110	47.3% 131	44.1% 53	53.2% 51	52.3% 61	52.3% 87
Don't Know	15.1% 231	11.7% 12	16.4% 16	9.1% 10	10.3% 12	16.2% 18	17.8% 40	15.4% 44	13.6% 20	18.0% 18	12.3% 13	16.6% 28
Refusal	0.6% 8	- 0	- 0	- 0	- 0	- 0	0.2% 1	- 0	2.7% 3	1.0% 1	2.1% 3	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Very strictly	42.0% 630	40.0% 39	51.9% 51	36.9% 39	36.4% 36	36.8% 33	40.4% 98	40.3% 110	44.8% 53	61.1% 55	46.4% 55	36.2% 61
Somewhat strictly	34.0% 524	39.2% 42	31.9% 31	41.6% 44	28.4% 30	40.0% 40	34.9% 83	37.0% 100	24.6% 31	24.0% 25	38.4% 41	35.7% 57
Not very strictly	7.7% 114	4.4% 5	5.4% 6	5.9% 5	11.3% 13	5.2% 5	5.0% 13	7.1% 19	8.9% 10	5.4% 6	5.2% 8	13.8% 24
Rarely	3.4% 63	7.2% 7	3.8% 4	2.7% 2	6.2% 6	8.5% 9	2.9% 8	2.3% 7	2.8% 4	1.1% 2	3.4% 5	4.5% 9
Not at all	1.5% 24	4.2% 4	- 0	2.6% 2	- 0	1.2% 1	2.4% 6	0.8% 3	2.3% 3	0.5% 1	- 0	2.5% 4
Don't Know	11.5% 183	5.5% 6	7.0% 8	9.7% 11	17.7% 20	8.7% 12	14.5% 37	12.6% 34	16.6% 24	7.9% 10	6.6% 9	7.3% 12
Refusal	0.1% 1	- 0	- 0	0.6% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Yes – Seen	7.7% 112	4.6% 4	3.8% 4	7.0% 7	12.0% 12	5.8% 7	6.3% 16	5.6% 15	7.0% 8	11.6% 12	9.4% 11	9.8% 16
Yes – Heard	14.4% 239	15.1% 16	23.9% 23	20.9% 24	19.0% 18	14.8% 14	11.0% 26	15.8% 45	9.1% 11	22.1% 24	8.3% 11	15.8% 27
Yes – Both	7.0% 126	8.6% 9	17.6% 17	17.6% 17	6.7% 7	7.9% 7	3.7% 10	6.6% 21	3.1% 5	4.9% 6	6.9% 9	12.0% 18
No	70.2% 1,052	70.8% 73	54.7% 56	52.8% 55	62.4% 68	71.6% 72	77.4% 189	72.0% 192	79.0% 99	61.4% 57	74.8% 86	61.8% 105
Don't Know	0.7% 10	1.0% 1	- 0	1.7% 1	- 0	- 0	1.7% 4	- 0	1.8% 2	- 0	0.6% 1	0.6% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=487	Pensacola n=30	Panama City n=44	Tallahassee n=49	Jacksonville n=37	Gainesville n=28	Orlando n=56	Tampa n=81	West Palm Beach n=26	Fort Myers n=42	Broward/Monroe n=32	Miami-Dade n=62
Yes	23.5% 109	18.9% 5	27.9% 12	33.5% 16	23.8% 8	13.5% 5	15.9% 9	14.0% 12	23.7% 7	23.3% 8	29.6% 9	35.8% 18
No	75.7% 374	81.1% 25	70.0% 31	66.5% 33	76.2% 29	86.6% 23	80.7% 45	86.0% 69	76.3% 19	76.7% 34	68.0% 22	64.2% 44
Don't Know	0.8% 4	- 0	2.1% 1	- 0	- 0	- 0	3.5% 2	- 0	- 0	- 0	2.4% 1	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Yes	11.6% 176	14.5% 14	15.5% 15	6.6% 9	13.4% 16	14.4% 12	9.8% 25	13.3% 38	11.6% 14	20.9% 14	8.7% 7	7.4% 12
No	88.3% 1,361	85.6% 89	84.5% 85	93.4% 95	86.6% 89	85.7% 88	90.2% 220	86.4% 234	88.4% 111	79.1% 85	91.3% 111	92.2% 154
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1

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

	Total Sample n=988	Yes - Drove	No – Did Not Drive
Yes - Stopped	14.3% 137	25.8% 29	13.0% 107
No – Not Stopped	85.5% 849	74.2% 78	86.7% 769
Don't Know	0.1% 1	- 0	0.2% 1
Refusal	0.1% 1	- 0	0.1% 1

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Yes	5.2% 74	8.7% 8	9.3% 9	3.2% 3	3.9% 4	8.4% 5	5.1% 12	5.4% 13	3.3% 4	14.3% 8	1.3% 2	4.3% 6
No	94.4% 1,459	91.3% 95	89.7% 90	96.8% 101	95.1% 100	91.6% 95	94.5% 232	93.6% 257	96.7% 121	85.7% 91	98.8% 116	95.7% 161
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1	- 0	- 0	- 0	- 0
Refusal	0.3% 5	- 0	1.0% 1	- 0	1.0% 1	- 0	0.4% 1	0.6% 2	- 0	- 0	- 0	- 0

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

	Total Sample n=988	Yes - Drove	No – Did Not Drive
Yes - Arrested	5.8% 50	5.5% 6	5.9% 44
No – Not Arrested	93.6% 932	94.5% 101	93.4% 828
Don't Know	0.1% 1	- 0	0.2% 1
Refusal	0.5% 5	- 0	0.6% 5

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Yes	49.1% 741	46.9% 47	54.4% 54	55.7% 59	41.0% 40	43.5% 44	50.2% 117	56.6% 154	36.4% 44	51.1% 47	44.8% 55	49.7% 80
No	50.0% 780	51.8% 55	44.9% 45	42.4% 43	56.1% 62	54.7% 54	49.0% 125	42.9% 117	63.2% 80	48.9% 52	52.7% 60	50.3% 87
Don't Know	0.9% 18	1.3% 1	0.7% 1	1.9% 2	2.9% 3	1.8% 2	0.8% 3	0.8% 2	0.5% 1	- 0	2.5% 3	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,539	18-24	25-34	35-44	44-54	55-64	65+	Don't Know	Refusal
Yes	49.1% 741	58.4% 85	55.1% 122	45.2% 103	58.6% 147	51.3% 142	35.5% 141	- 0	15.6% 1
No	50.0% 780	41.6% 60	44.0% 92	53.7% 111	40.7% 103	47.5% 141	63.3% 264	100.0% 2	84.4% 7
Don't Know	0.9% 18	- 0	0.9% 3	1.1% 3	0.7% 3	1.2% 4	1.3% 4	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

n=741

Television	45.7% 334
FM Radio	21.0% 168
Internet Radio/Pandora/Spotify	6.5% 46
Electronic Message Board Over the Road	42.7% 317
Traditional Billboard on Side of the Road	30.4% 231
Portable Electronic Signs	6.7% 57
Newspaper/Magazine	6.6% 53
Sporting Event	2.4% 16
Poster	4.4% 31
Brochure	1.8% 14
Internet Videos	4.8% 34
Facebook	7.8% 56
Twitter	2.8% 16
Gas Station	2.3% 16
Police Checkpoint	0.7% 8
Police Officers	2.0% 15
Other	3.5% 17
Word of Mouth	1.1% 8

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

Continued: I'm going to read you list, please tell me where you read, saw, or heard about it?⁶
n=741

Don't Know	2.6% 21
Refusal	- 0

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

I'm going to read you a list, please tell me which Florida teams or venue you remember seeing the *Drive Sober or Get Pulled Over* message at?⁷

n=16

Florida State University Seminoles	6.6%
	2
University of Florida Gators	12.0%
	3
University of Miami Hurricanes	6.9%
	1
Miami Dolphins	25.3%
	4
Miami Marlins	21.4%
	3
Miami Heat	24.1%
	3
Florida Panthers	-
	0
Homestead-Miami Speedway	-
	0
Tampa Bay Buccaneers	-
	0
Tampa Bay Rays	14.1%
	2
Tampa Bay Lightning	-
	0
Tampa Bay Storm	-
	0
Orlando Magic	-
	0
Daytona Speedway	2.5%
	1
Jacksonville Jaguars	8.5%
	2
Other	15.1%
	3
Don't Know	30.8%
	3

⁷ 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 Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Yes	8.4% 124	11.0% 10	11.6% 11	5.6% 6	7.3% 8	6.1% 6	8.9% 22	10.6% 26	5.8% 6	4.2% 5	4.8% 6	11.0% 18
No	90.0% 1,391	86.6% 91	87.7% 88	92.3% 96	89.7% 94	88.8% 92	89.0% 218	88.1% 243	93.3% 118	93.6% 92	94.6% 111	88.3% 148
Don't Know	1.5% 23	2.5% 2	0.7% 1	2.0% 2	2.2% 2	5.2% 2	2.1% 5	1.2% 4	0.9% 1	2.2% 2	0.6% 1	0.8% 1
Refusal	0.1% 1	- 0	- 0	- 0	1 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0

I'm going to read you list, please tell me where you read, saw, or heard about it?⁸

n=124

Television	42.2%
	52
FM Radio	18.5%
	24
Internet Radio/Pandora/Spotify	7.4%
	6
Electronic message board over the road	13.7%
	19
Traditional billboard on side of the road	18.6%
	24
Newspaper/Magazine	6.0%
	11
Sporting event	1.8%
	2
Poster	3.9%
	6
Brochure	1.8%
	3
Internet videos	7.9%
	9
Facebook	5.9%
	7
Twitter	1.4%
	1
Gas Station	2.0%
	3
Police Checkpoint	2.4%
	2
Police Officers	5.1%
	5
Other	4.6%
	8
Word of Mouth	3.1%
	4
Don't Know	1.7%
	3
Refusal	-
	0

⁸ Percentages may add up to greater than 100% for this select-all question

**In your opinion, what would be the most effective way of reducing alcohol impaired driving?
n=1,539**

Increase Self Responsibility	9.9% 145
Advertising/Education	12.3% 204
Increase Checkpoints	8.1% 112
Increase Law Enforcement	8.2% 135
Increase Public Transportation/Uber	6.3% 98
Increase Punishment for Drunk Drivers	7.4% 119
Install Breathalyzers in Vehicles	5.2% 84
Increase Bar Regulation	9.1% 139
Strengthen Drunk Driving Laws	2.8% 48
Make Alcohol Illegal	3.6% 53
Cheaper/Free Transportation	3.2% 46
Other	5.1% 71
Don't Know	17.8% 267
Refusal	1.1% 18

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Less than high school degree	5.2% 66	4.4% 4	6.6% 6	4.2% 4	1.0% 1	5.0% 4	6.1% 13	4.9% 11	4.4% 4	2.4% 2	8.8% 8	6.3% 9
High school graduate/GED	32.1% 422	45.4% 39	43.1% 40	32.6% 27	32.3% 27	30.2% 27	32.2% 64	30.7% 70	28.8% 27	30.8% 26	27.9% 26	35.2% 49
Currently in college/AA degree	34.0% 425	29.8% 26	37.4% 33	34.7% 28	36.7% 32	33.9% 27	31.7% 65	38.3% 84	27.9% 26	42.3% 31	29.1% 28	32.9% 45
Bachelor's degree	17.2% 386	10.0% 17	6.3% 10	18.4% 29	20.8% 31	20.2% 26	16.6% 61	15.7% 65	24.4% 43	12.1% 20	21.2% 41	15.7% 43
Graduate/post-graduate degree	10.9% 231	10.4% 17	5.7% 10	10.1% 16	9.2% 14	10.6% 16	11.7% 38	10.0% 42	12.7% 23	11.4% 19	13.0% 15	9.9% 21
Don't Know	0.2% 3	- 0	- 0	- 0	- 0	- 0	0.8% 2	- 0	0.9% 1	- 0	- 0	- 0
Refusal	0.4% 6	- 0	0.9% 1	- 0	- 0	- 0	- 2	0.4% 1	0.9% 1	1.0% 1	- 0	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
18-24	11.1% 145	9.4% 8	11.2% 12	13.1% 12	3.9% 4	6.0% 5	10.3% 19	14.0% 34	8.5% 8	13.8% 12	9.9% 10	13.6% 21
25-34	16.0% 217	14.8% 13	15.4% 13	16.0% 15	19.5% 16	13.5% 13	17.4% 38	12.7% 30	13.3% 16	10.6% 10	19.6% 24	19.7% 29
35-44	15.1% 217	12.4% 12	18.9% 17	17.3% 16	17.5% 17	17.0% 17	13.6% 33	13.2% 34	13.7% 16	15.9% 7	14.7% 16	19.1% 32
45-54	17.4% 253	21.8% 23	20.8% 18	16.7% 16	9.9% 11	24.8% 19	13.9% 31	14.2% 35	18.8% 20	18.1% 19	28.4% 31	19.5% 30
55-64	16.0% 287	17.7% 20	13.4% 15	18.8% 24	14.0% 18	19.2% 22	14.2% 43	18.7% 56	11.8% 16	20.0% 23	14.2% 18	16.2% 32
65+	23.7% 410	22.9% 26	20.3% 25	18.2% 21	35.2% 39	18.6% 23	29.4% 78	26.0% 81	33.0% 48	21.6% 28	13.2% 19	11.4% 22
Don't Know	0.2% 2	- 0	- 0	- 0	- 0	- 0	- 0	0.4% 1	0.9% 1	- 0	- 0	- 0
Refusal	0.5% 8	1.0% 1	- 0	- 0	- 0	1.0% 1	1.2% 3	0.8% 2	- 0	- 0	- 0	0.5% 1

What is your racial background?

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
White/Caucasian	54.5% 970	79.1% 85	74.3% 77	59.3% 69	71.4% 79	60.7% 69	58.4% 158	70.4% 198	62.9% 87	56.8% 67	36.4% 53	13.2% 30
Black/African American	15.2% 174	15.9% 12	6.1% 4	28.7% 24	14.7% 11	17.9% 13	13.5% 24	8.6% 17	12.3% 10	11.0% 8	28.2% 25	20.7% 26
Hispanic	23.6% 308	4.0% 4	9.1% 9	11.0% 10	7.1% 8	10.6% 9	19.0% 44	16.2% 42	19.1% 22	22.3% 21	26.3% 32	60.9% 107
Asian	2.5% 31	- 0	8.1% 5	0.9% 1	5.7% 5	4.4% 4	4.3% 7	2.5% 5	1.8% 2	- 0	- 0	1.9% 2
Native American	0.2% 20	0.1% 1	0.5% 3	- 0	0.2% 1	0.4% 2	0.3% 4	0.4% 6	- 0	- 0	0.3% 3	- 0
Other	2.0% 6	- 0	- 0	- 0	- 0	4.2% 1	1.5% 1	- 0	- 0	8.0% 1	6.4% 2	2.5% 1
Don't Know	0.6% 8	- 0	- 0	- 0	- 0	- 0	0.4% 1	0.8% 2	1.3% 2	1.0% 1	0.8% 1	0.4% 1
Refusal	1.5% 22	1.0% 1	1.9% 2	- 0	1.0% 1	2.0% 2	2.5% 6	1.2% 3	2.6% 3	1.0% 1	1.6% 2	0.5% 1

Which language do you speak in your home most often?

	Total Sample n=1,538	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=98	Broward/Monroe n=118	Miami-Dade n=167
English	84.6% 1,340	96.8% 100	90.7% 91	93.8% 98	93.1% 99	93.8% 94	88.1% 220	92.1% 254	91.4% 115	83.1% 83	81.4% 95	56.8% 91
Spanish	11.9% 152	2.2% 2	4.7% 5	4.6% 4	3.1% 3	4.5% 4	6.7% 16	6.3% 16	5.5% 6	10.6% 9	14.2% 17	39.7% 70
Creole	0.9% 8	- 0	1.8% 1	- 0	- 0	- 0	1.9% 3	- 0	- 0	2.8% 2	1.3% 1	1.1% 1
Other	2.6% 36	1.0% 1	1.9% 2	1.6% 2	3.8% 3	1.7% 2	3.3% 6	1.6% 3	3.1% 4	3.5% 4	2.3% 4	2.5% 5
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0
Refusal	0.1% 1	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Landline	24.9% 374	14.2% 15	9.9% 10	12.6% 11	34.5% 39	15.4% 14	39.6% 101	32.4% 93	21.6% 33	25.2% 25	10.8% 16	8.8% 17
Cell	74.6% 1,155	85.8% 88	87.5% 87	86.5% 92	65.6% 66	80.4% 85	60.0% 143	67.3% 179	77.0% 90	73.7% 73	89.2% 102	91.2% 150
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	4.2% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.4% 9	- 0	2.5% 3	1.0% 1	- 0	- 0	0.4% 1	0.3% 1	1.5% 2	1.1% 1	- 0	- 0

Sex of respondent [Interviewer Identify]

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
Male	49.5% 781	51.4% 55	51.0% 52	48.3% 49	45.6% 48	53.6% 53	53.6% 132	48.9% 137	47.2% 62	54.5% 50	49.4% 61	45.5% 82
Female	50.5% 758	48.6% 48	49.0% 48	51.7% 55	54.4% 57	46.4% 47	46.4% 113	51.1% 136	52.8% 63	45.5% 49	50.6% 57	54.5% 85

Language [Interviewer Identify]

	Total Sample n=1,539	Pensacola n=103	Panama City n=100	Tallahassee n=104	Jacksonville n=105	Gainesville n=100	Orlando n=245	Tampa n=273	West Palm Beach n=125	Fort Myers n=99	Broward/Monroe n=118	Miami-Dade n=167
English	93.6% 1,457	98.2% 101	97.5% 97	98.8% 103	98.7% 104	100.0% 100	96.7% 237	97.9% 267	96.0% 121	94.5% 94	89.8% 106	78.3% 127
Spanish	6.4% 82	1.8% 2	2.5% 3	1.2% 1	1.3% 1	- 0	3.3% 8	2.1% 6	4.0% 4	5.5% 5	10.2% 12	21.7% 40

Appendix II: Survey Instrument

FDOT DUI 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?

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

1. Yes
2. No [END SURVEY]

INFORMED CONSENT

Thank you for your time. These questions should take less than 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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

[Open-ended – interviewer code]

[If respondent says “Don’t Know” then read choices]

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

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

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

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

1. Almost certain
2. Very likely
3. Somewhat likely
4. Somewhat unlikely
5. Very likely
8. Don’t Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

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

(IF YEAR = 2, SKIP)

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

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

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

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

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

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

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

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

[IF LOOKING = 4 then CHECKPT = 2]

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

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

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

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

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

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



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

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

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

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

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

[IF PULLEDSEE = 5]

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

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

[IF PULLEDSEE = 7]

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

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

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

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

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

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

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

- [RECORD RESPONSE]
8. Don't Know [VOLUNTEERED]
 9. Refusal [VOLUNTEERED]

DEMOGRAPHICS

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

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

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

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

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

HISPANIC) Are you of Latino or Hispanic ethnic background?

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

RACE) What is your racial background? Are you:

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

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
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 your time. 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 at 904-620-1205.