



# Florida

## 2019

Click It Or Ticket  
Media Survey

**Florida Department of Transportation**

**Final Report**  
August 5, 2019

## 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](mailto:porl@unf.edu).



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

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## 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 estimated that in 2017, Florida's 18 years of age and older population was approximately 16,166,865 individuals, all living within 58,560 square miles. The approximate racial/ethnic breakdown was estimated as follows: 54.9% white, 15.4% black, 24.7% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 122,848 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2017.

### 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 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 deaths involving lack of seat belt use.

In the State of Florida, 90.6% of individuals wear their seat belts according to NHTSA's 2018 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 Pensacola DMA had the highest percentage of respondents who had read, seen, or heard about the *Click It or Ticket* campaign at 92%.
- The Panama City DMA had the lowest campaign recognition of all DMAs, with 83% of respondents having read, seen, or heard about the *Click It or Ticket* safety message.

- White respondents were more likely to have read, seen, or heard about *Click It or Ticket* than any other racial or ethnic group at 83%.
- Compared to other racial/ethnic groups, Hispanic respondents were less likely to have read, seen, or heard about the *Click It or Ticket* safety message at 69%.
- Respondents ages 18-54 were most likely to have seen the *Click It or Ticket* safety message on an "Electronic Billboard over the Road" at 53%, while respondents aged 55 and over were most likely to have seen the *Click It or Ticket* message on "Television" at 51%.
- Respondents who primarily speak English in their home were much more likely to have encountered the safety campaign (82%) compare to those who primarily speak another language in their home (54%).

## Methodology

### Study Purpose

FDOT contracted with the 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 3 through June 17, 2019. This project was executed during this time frame because it immediately follows the Memorial Day 2019 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 number 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 100 completed surveys to decrease the margin of error when cross analyzing one DMA to another. This led to a total of 1,517 completed surveys in the sample. It is important to understand and recognize the n (sample size) when comparing all DMAs as their margins of error are higher, meaning there is more uncertainty regarding the within county estimates compared to the overall statewide figures.

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 using Random-Digit-Dialing methodology for both landlines and cell phones. Dynata (formerly Survey Sampling International) provided all of the telephone numbers used for the survey. For individuals answering on a landline telephone or cell phone, the interviewer asked the first qualified respondent to participate.

The breakdown of completed responses on a landline phone to a cell phone was 14% to 85% 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 5 callbacks were attempted for non-completes with a working residential or cell phone line. To increase representation, 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 1,517.

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 2017 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 those respondents were given a weight value equal to the strata weight that was applied due to the oversampling of DMAs with smaller populations. The margin of sampling error for the total sample is +/- 2.5 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 the proportion of cases of unknown eligibility that are truly eligible. This study had a 13.6% 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.

**Table 1. DMA and Sample Size**

<b>Designated Market Area</b>	<b>Sample Size</b>
<b>Pensacola</b>	n=100
<b>Panama City</b>	n=100
<b>Tallahassee</b>	n=100
<b>Jacksonville</b>	n=101
<b>Gainesville</b>	n=100
<b>Orlando</b>	n=241
<b>Tampa</b>	n=281
<b>West Palm Beach</b>	n=123
<b>Fort Myers</b>	n=100
<b>Broward/Monroe</b>	n=112
<b>Miami-Dade</b>	n=159
<b>Total</b>	n=1,517

**Table 2. DMA and Margin of Error**

<b>Designated Market Area</b>	<b>Sample Size</b>
<b>Pensacola</b>	+/- 9.8
<b>Panama City</b>	+/- 9.8
<b>Tallahassee</b>	+/- 9.8
<b>Jacksonville</b>	+/- 9.8
<b>Gainesville</b>	+/- 9.8
<b>Orlando</b>	+/- 6.3
<b>Tampa</b>	+/- 5.9
<b>West Palm Beach</b>	+/- 8.8
<b>Fort Myers</b>	+/- 9.8
<b>Broward/Monroe</b>	+/- 9.3
<b>Miami-Dade</b>	+/- 7.8
<b>Total</b>	+/- 2.5

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

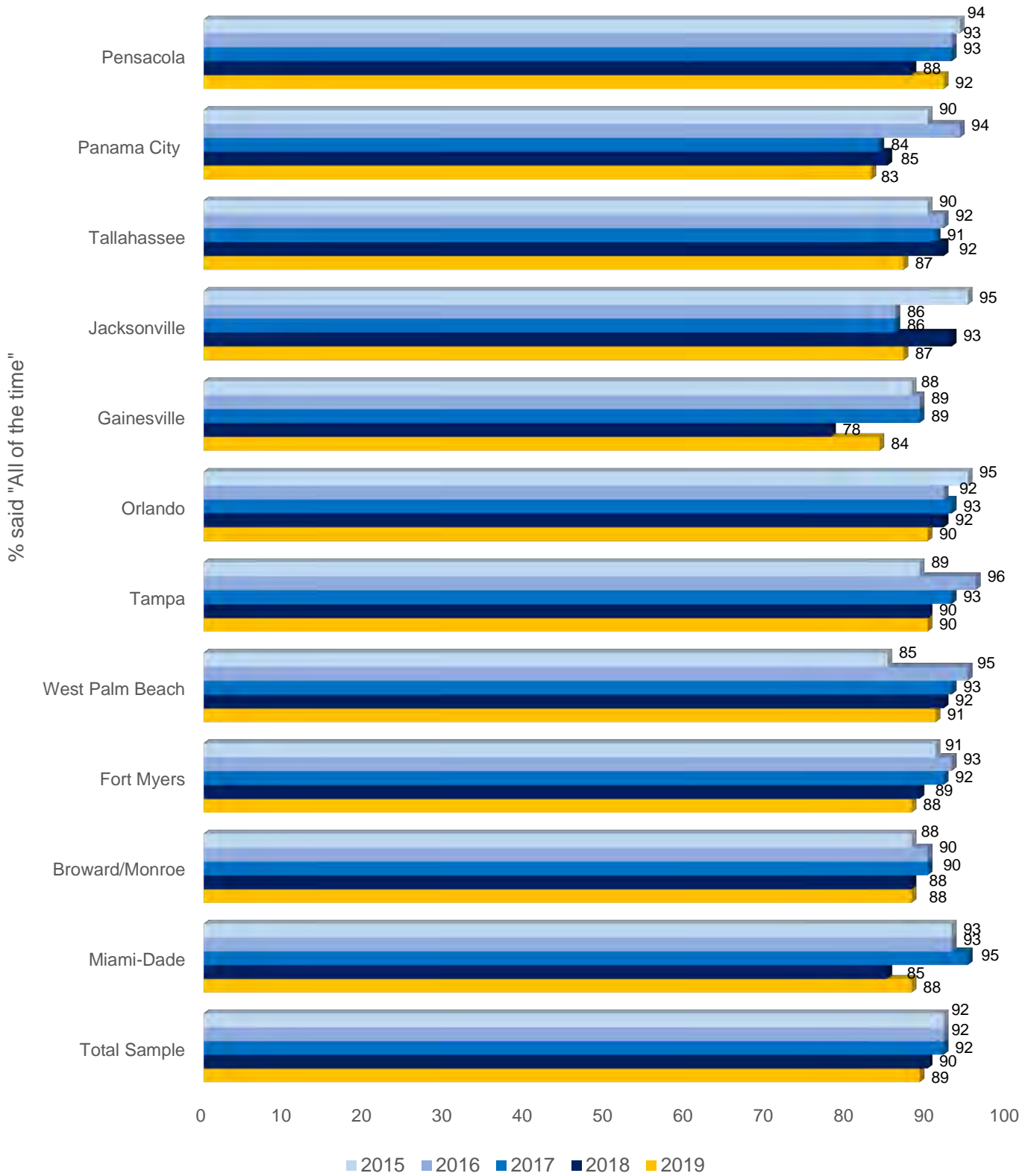
## Summary of Findings

In Figure 1 on the following page, all media markets from 2015 through 2019 have high percentages of respondents who claimed to always wear their seat belt when driving. Of all the DMAs, only three increased in their percentage of respondents that claimed to wear their seat belt "All of the time." The greatest increase occurred in the Gainesville DMA, from 78% of respondents in 2018 to 84% in 2019, followed by Pensacola with a 4-percentage point increase from 88% to 92%, the highest percentage among all the DMAs in 2019. Miami-Dade also saw an increase from 85% to 88%, a 3-percentage point increase. Two DMAs, Tampa and Broward/Monroe, maintained the same percentage of seat belt usage from 2018 to 2019. The other six DMAs experienced decreased percentages of those claiming to wear their seat belt "All of the time." The largest decrease occurred in the Jacksonville DMA,

a 6-percentage point decrease from 93% in 2018 down to 87% in 2019. The Tallahassee DMA saw a 5-percentage point decrease from 92% to 87%. Other DMAs showed less extreme decreases, such as the Panama, Orlando, West Palm, and Fort Myers DMAs. However, these figures only consider the shift from 2018 to 2019. Two of the DMAs experienced an overall increase from 2015 to 2019: the West Palm Beach DMA from 85% to 91%, and the Tampa DMA from 89% to 90%. The Broward/Monroe DMA has remained consistent, with 88% in 2015, 2018, and 2019. The greatest decline across the five-year span occurred in the Jacksonville DMA, with 95% in 2015 down to 87% in 2019, an 8-percentage point decrease. The Panama DMA also experienced a large decrease of 7 percentage points, from 90% in 2015 to 83% in 2019. Regardless, all DMAs in 2019 maintained percentages higher than 80%.

**Figure 1. SEATBELT by DMA, 2015 to 2019**

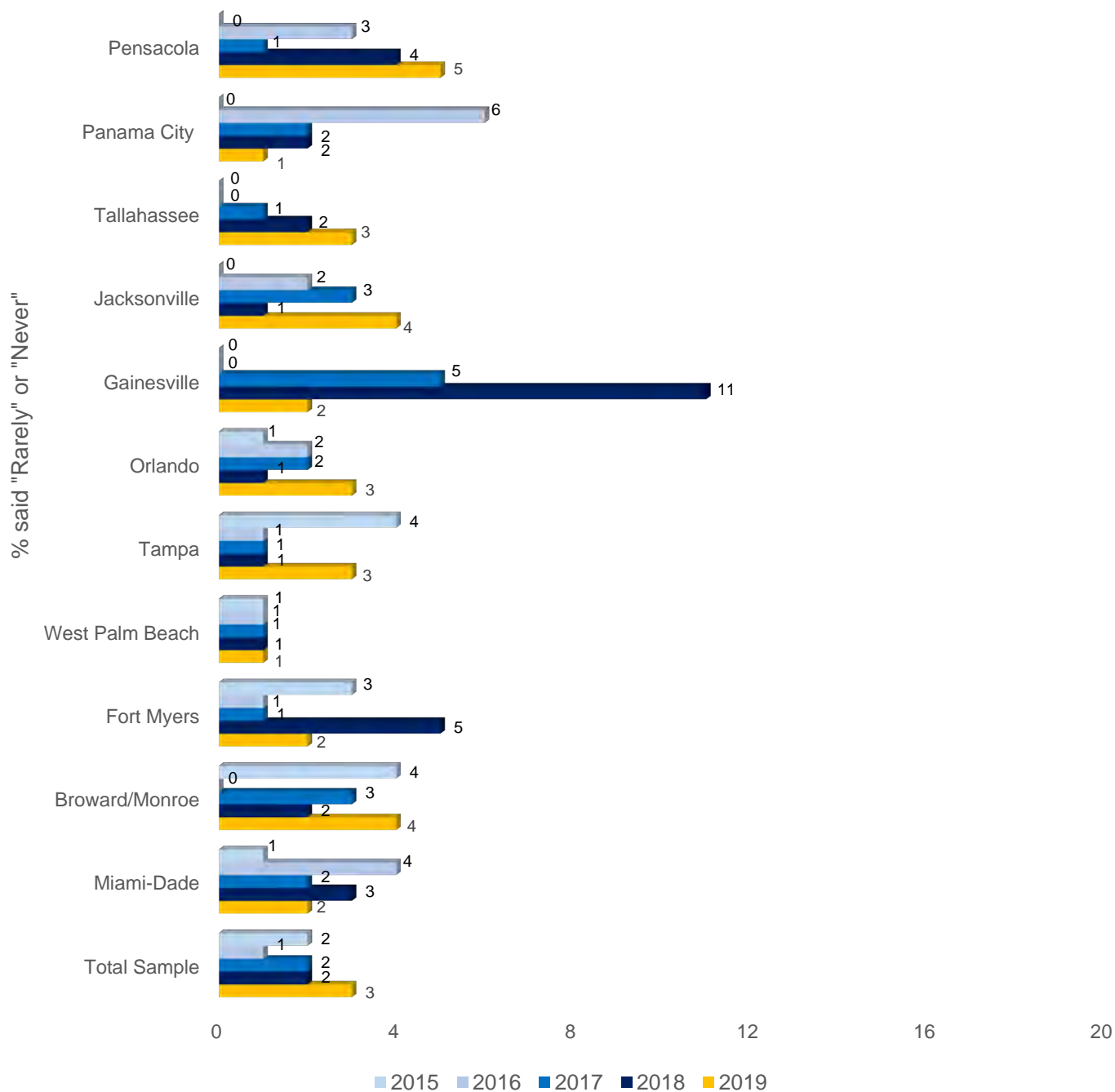
When driving a motor vehicle, how often do you wear your seat belt?





**Figure 2. SEATBELT by DMA, 2015 to 2019**

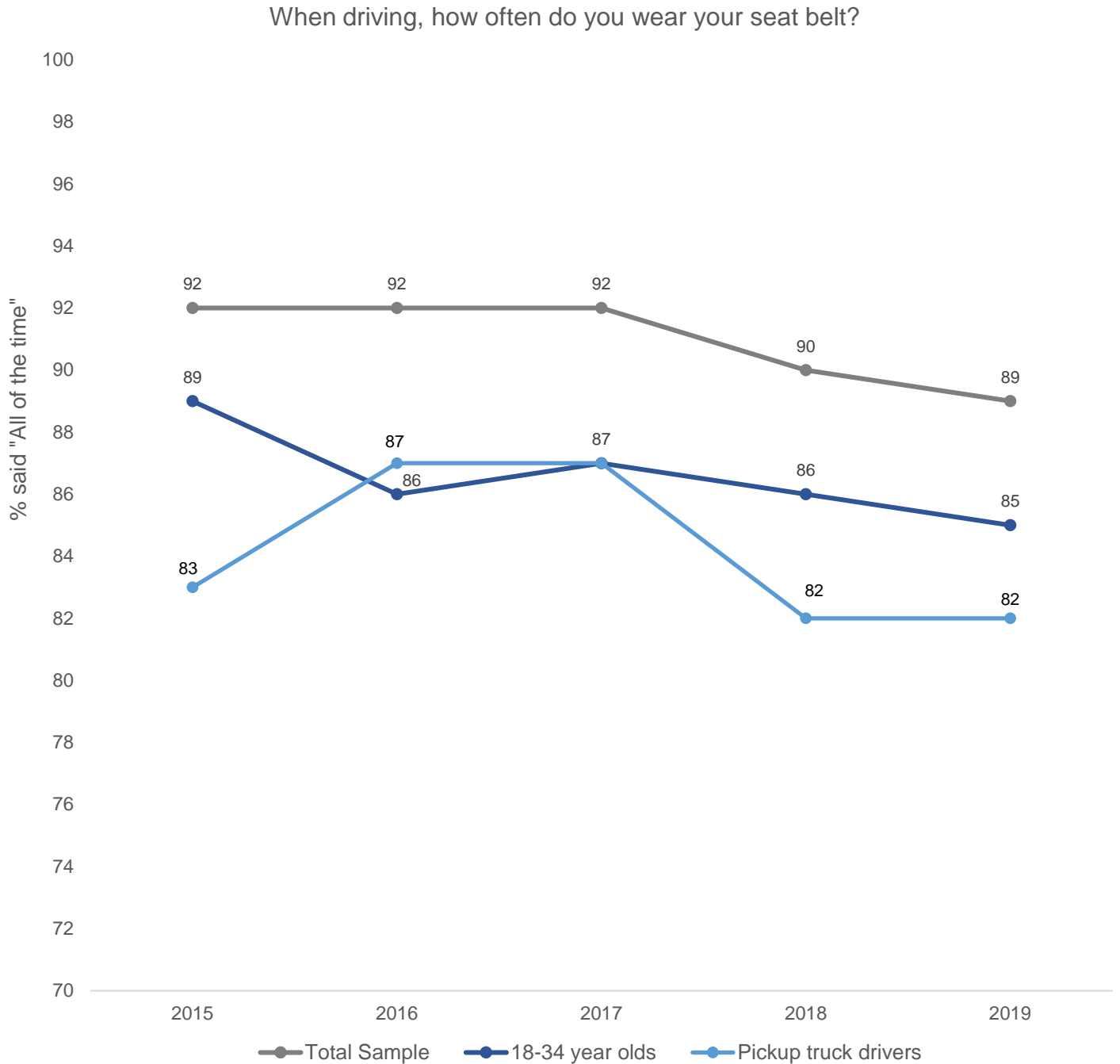
When driving a motor vehicle, how often do you wear your seat belt?



As illustrated 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 Pensacola DMA had the most individuals who claimed to “Rarely” or “Never” wear their seat belt:

5% of respondents in 2019, up from the 4% in 2018. The Gainesville DMA saw a large decrease, from 11% in 2018 down to 2% in 2019. 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 Special Populations, 2015 to 2019**



In Figure 3, consistent seat belt use is broken down by the total sample, 18-34 year olds, and pickup truck drivers for the years 2015 through 2019. In all five years, seat belt use for the total sample is consistently higher than seat belt use among individuals ages 18-34 and those claiming to drive a pickup truck. Seat belt use for all categories decreased in 2019 with the exception of pickup truck drivers, which remained consistent. Of all

respondents, 89% claim to wear their seat belt “All of the time” compared to the 92% in the three previous years. However, the 18-34 age group had less seat belt use in 2019 compared to the total sample, with 85% claiming to wear their seat belt “All of the time.” In the past two years, pickup truck drivers had the lowest instance of seat belt use compared to the total sample as well as the 18-34 year olds.

Figure 4. SEATBELT by Age, 2019

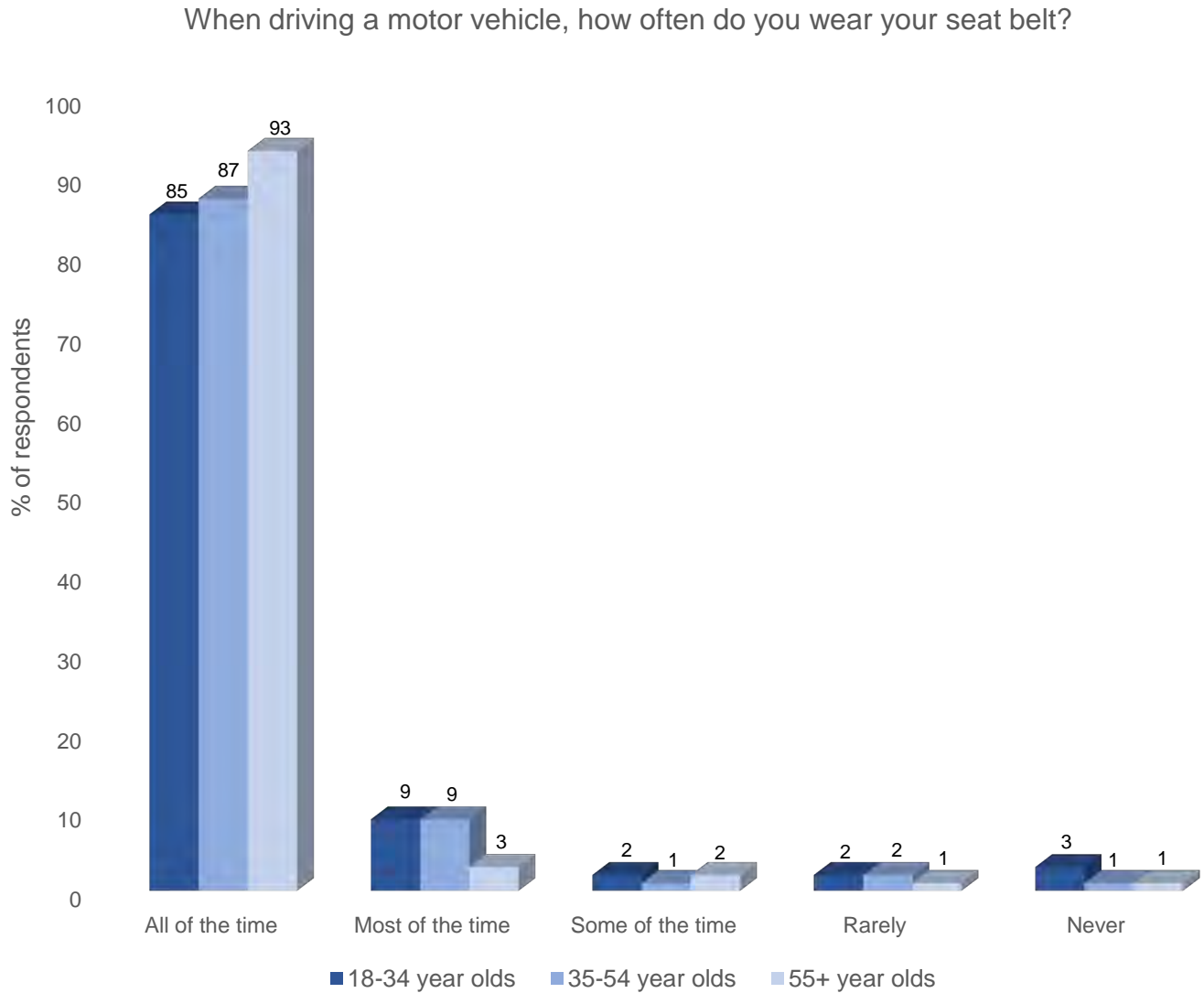
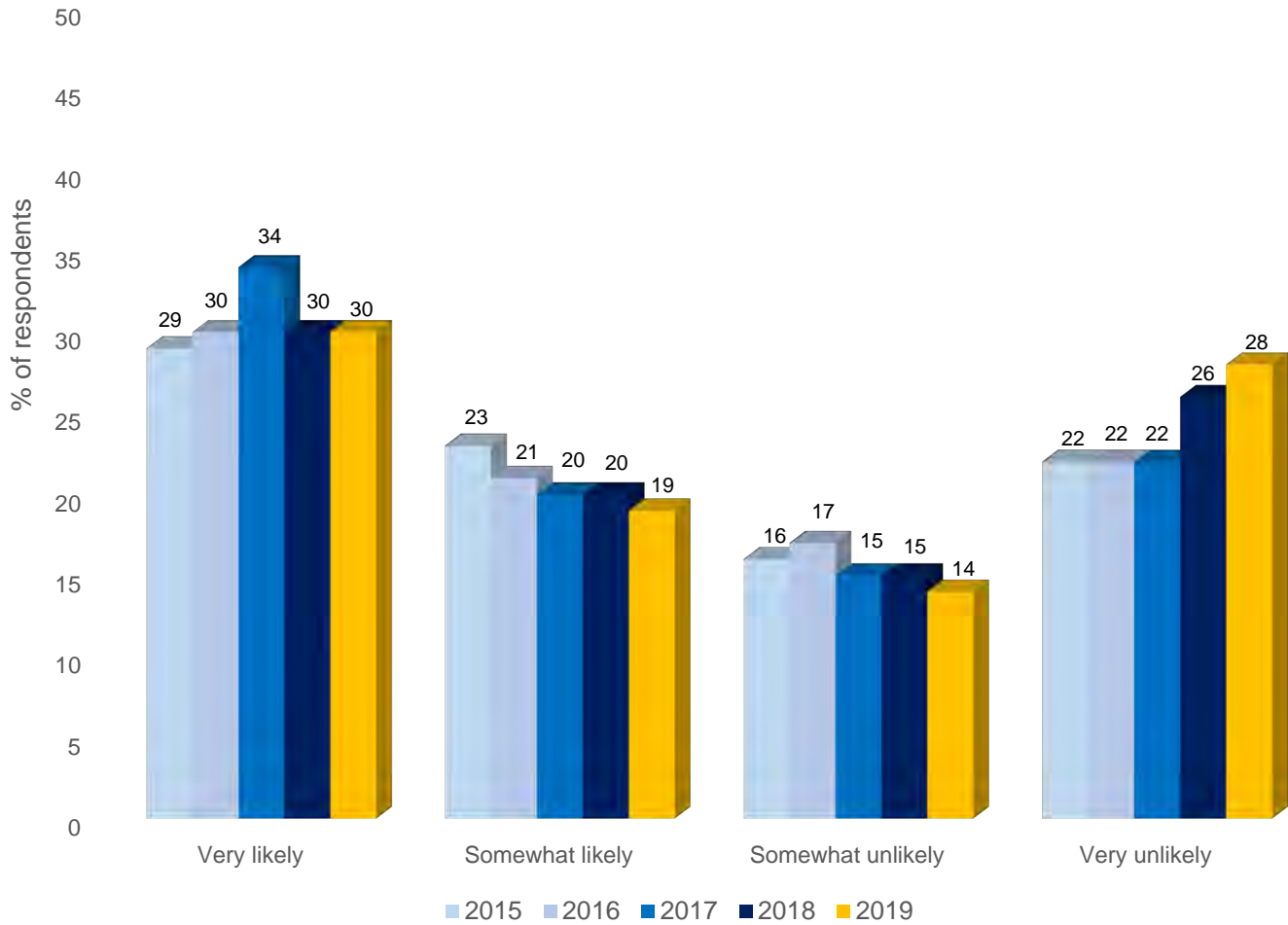


Figure 4 presents the findings for the relationship between seat belt use and age group. The 18-34 year old age group at 85% was the least likely of all age groups to respond “All of the time” when asked how often they wear their seat belt when driving a motor

vehicle. Conversely, the 55+ age group was more likely than any age group to claim to wear their seat belts “All of the time” at 93%. The “Rarely” and “Never” categories do not contain any noteworthy changes across the age groups presented.

**Figure 5. TICKET, 2015 to 2019**

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 and 2019 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 28% in 2019.

**Figure 6. ENFORCE, 2015 to 2019**

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

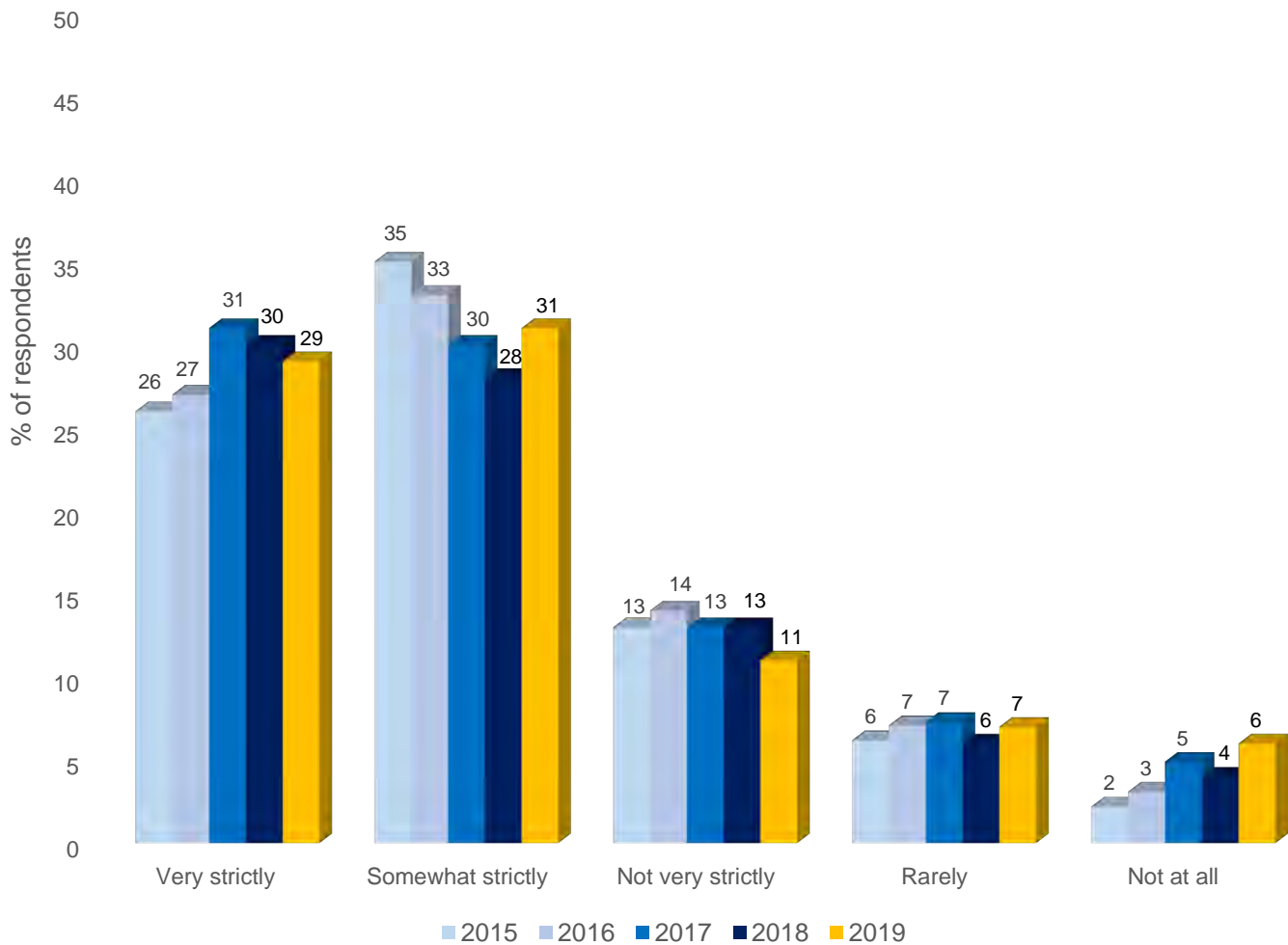


Figure 6 displays the percentages for respondents that were asked about their perception of seat belt enforcement. From 2015 to 2017, a steady increase can be observed in the “Very strictly” category, although it fell slightly to 30% in 2018 and again to 29% in 2019. The “Somewhat strictly” category, once on a steady decline, increased to 31% in 2019. The “Not very strictly” and

“Rarely” categories have changed very little from 2015 to 2019. “Not at all” has seen a steady increase over the five-year period, from 2% in 2015 up to a high of 6% in 2019. Comparable to previous years, 17% indicated that they did not know how strictly seat belt laws are enforced in their community.

**Figure 7. TICKETED by SEATBELT, 2019**

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?

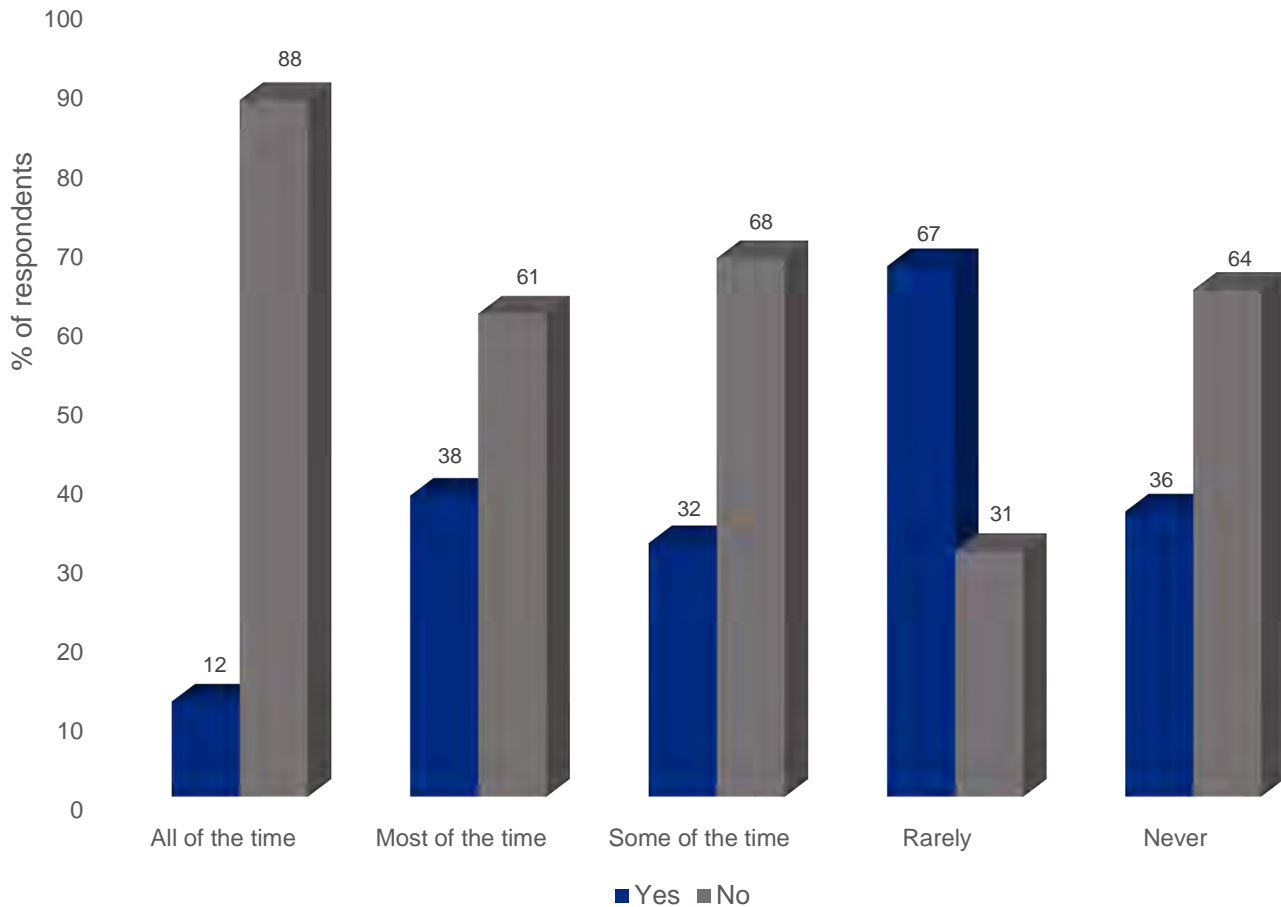
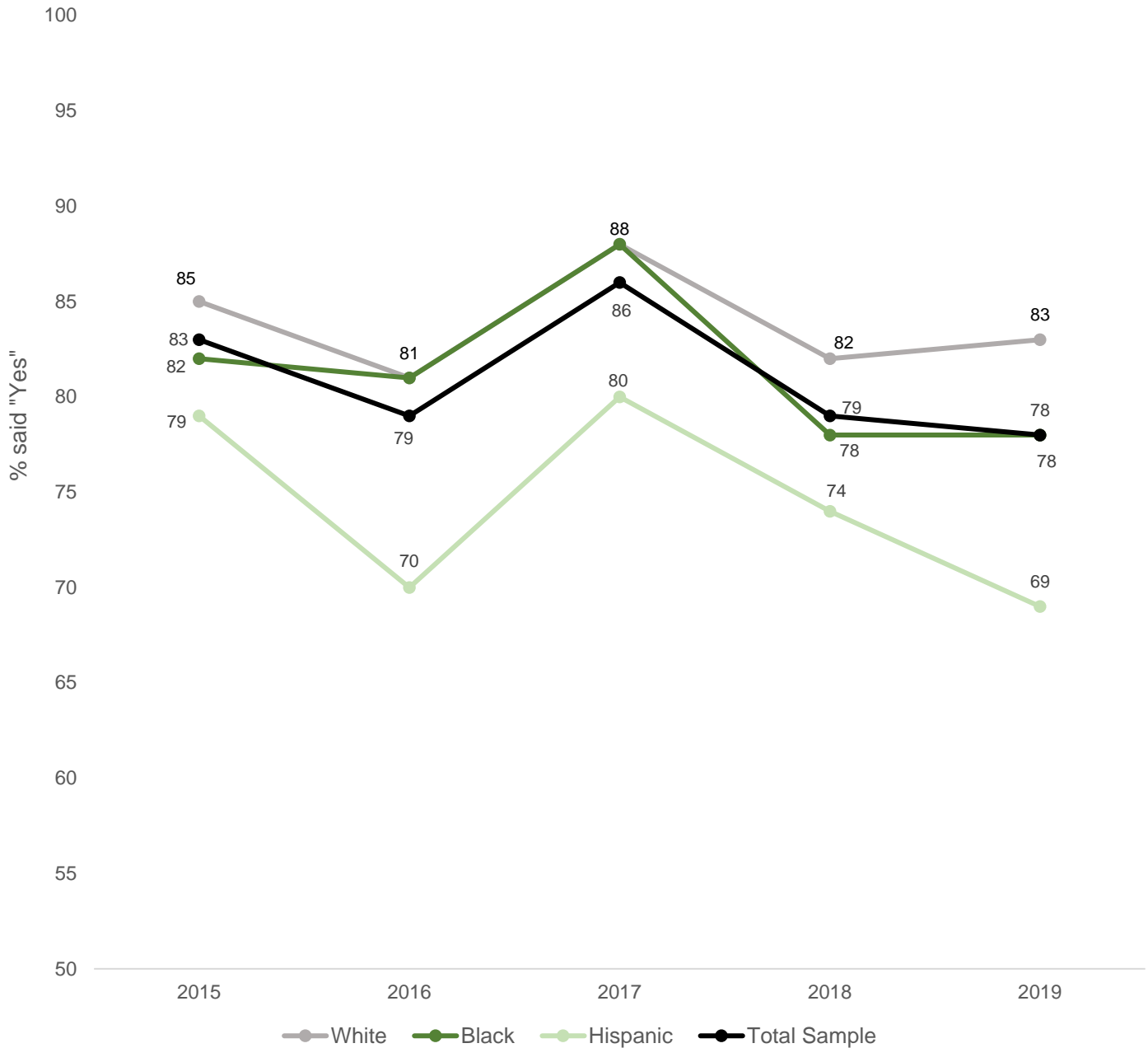


Figure 7, displaying the 2019 data, shows the relationship between a respondent's self-proclaimed seat belt use and whether or not they had been stopped and/or ticketed for not wearing a seat belt. In general, individuals that wear their seat belt more are less likely to have been stopped and/or ticketed by law enforcement. The percentage of respondents who said "Yes" to being stopped and/or ticketed more than triples (from 12% to 38%) as frequency of seat belt use moves

from "All of the time" to "Most of the time." Similarly, individuals that "Rarely" wear their seat belt have the highest percentage of being stopped and/or ticketed, at 67%. Although there appears to be a discrepancy with those saying they "Never" wear their seat belt, in reality there are only a few individuals that selected this response. Small response numbers allow for outliers in the data to swing results drastically in ways that may not be accurate regarding the population.

**Figure 8. CLICK by Race, 2015 to 2019**

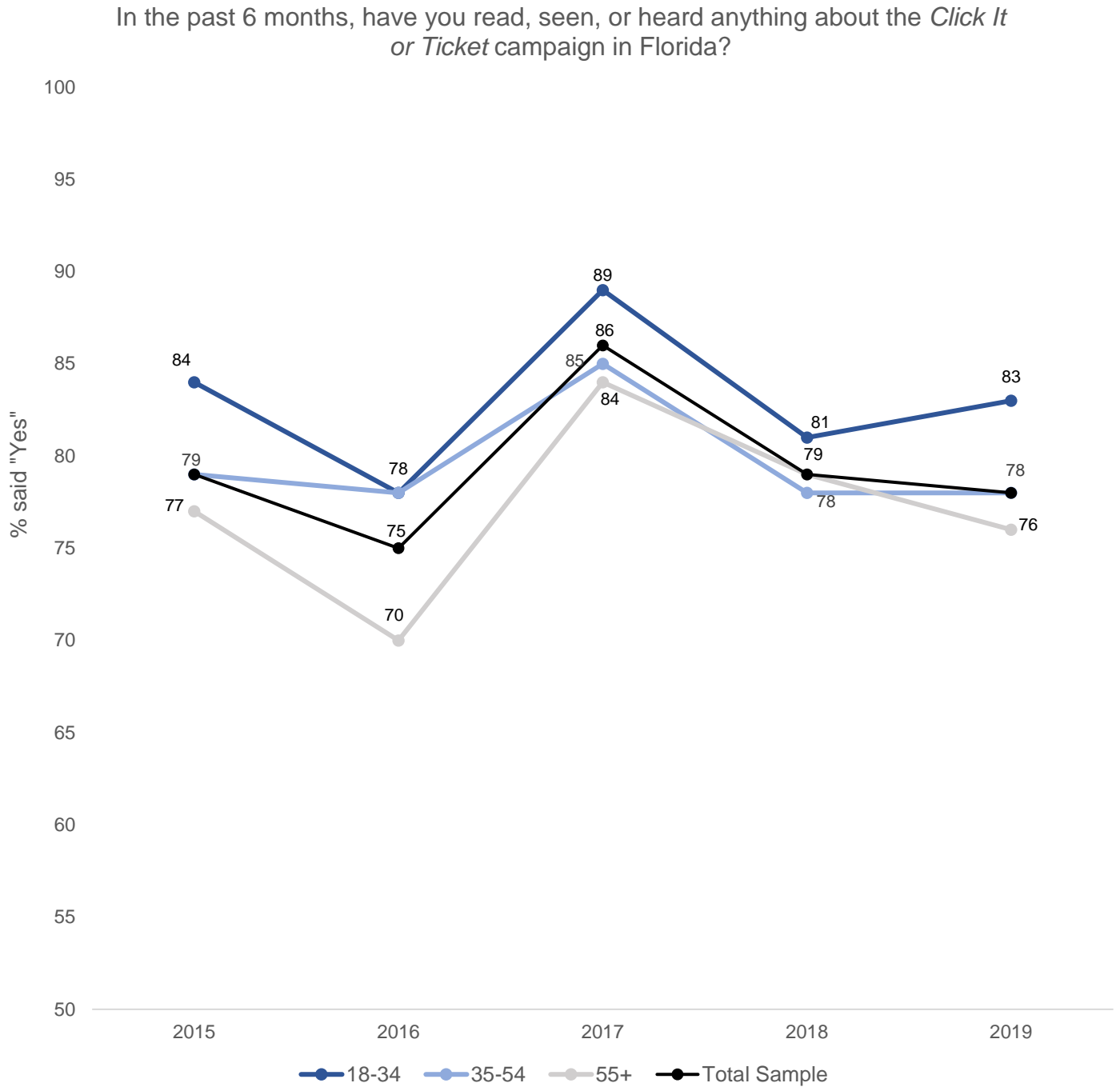
In the past 6 months, have you read, seen, or heard anything about the *Click It or Ticket* campaign in Florida?



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 six months, during which time the campaign had been actively promoting the *Click It or Ticket* message. According to the data shown in Figure 8, campaign awareness in the total sample has decreased since 2015

from 83% to 78% in 2019. When the sample is broken down by respondent 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 five years. White respondents are also consistently more likely to have heard of the *Click It or Ticket* message compared to both the total sample and the other racial subgroups.

**Figure 9. CLICK by AGE, 2015 to 2019**



According to data displayed in Figure 9, a respondent's age could be correlated with whether they had read, seen, or heard anything about the *Click It or Ticket* safety campaign. Compared to the total sample, 18-34 year olds are consistently more likely to have encountered the safety message. This is interesting given that they are also less likely to wear their seat belts "All of the Time" compared to the total sample

(Figure 3). Respondents 55 years of age and older are generally the least likely to have been exposed to the safety message out of the three groups. When looking at the 2019 results, there hasn't been a great deal of change from the 2015 figures, indicating that exposure has neither increased nor decreased greatly in the past five years.



**Figure 10. CLICK by HOMELANG, 2015 to 2019**

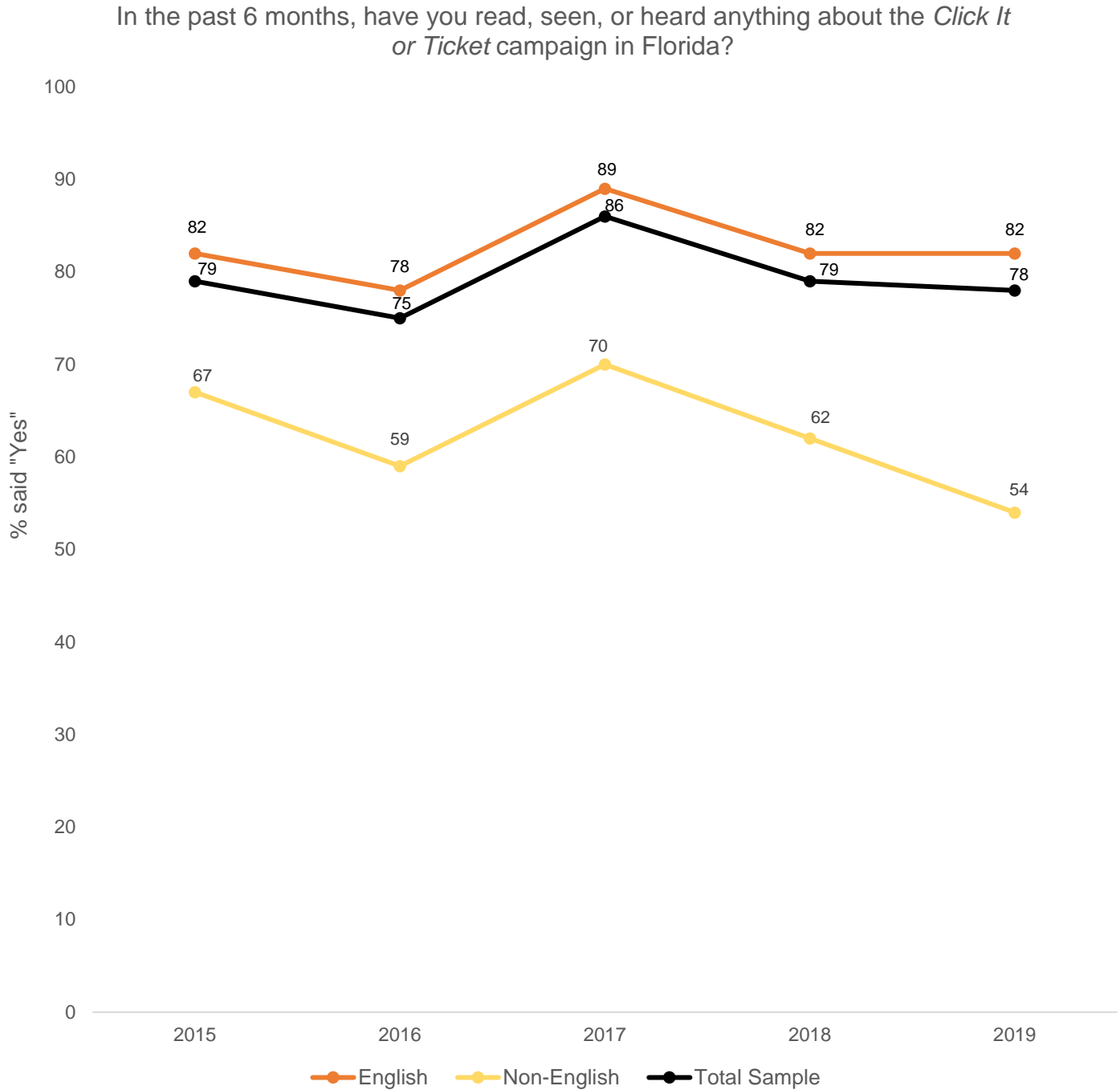
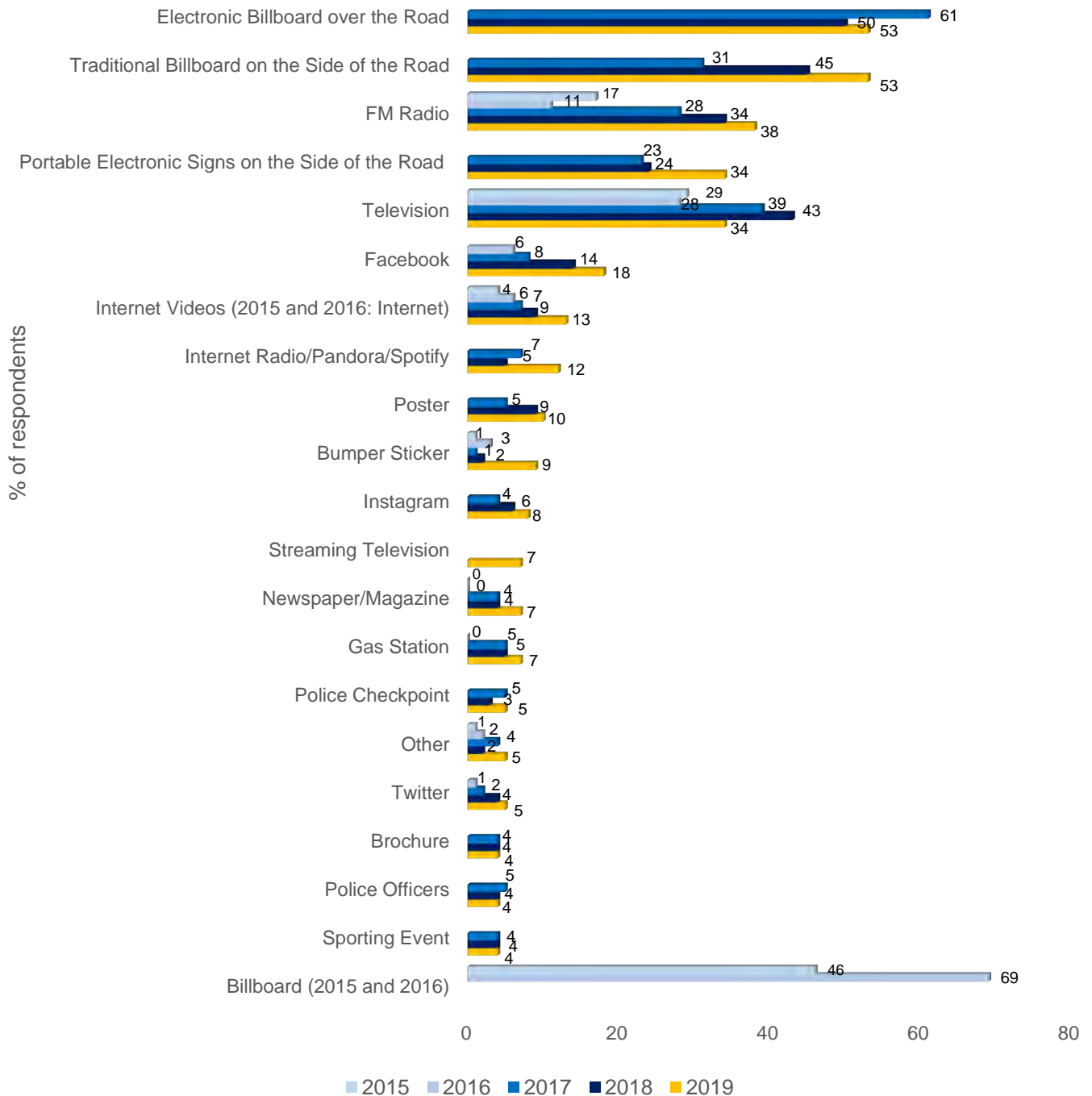


Figure 10 breaks out whether the respondent saw the *Click It or Ticket* safety message by language spoken in the home most often. Those who speak English in their home most often are much more likely to have encountered the safety campaign compare to those who speak another language in their home most often. Additionally, although the English sample and total

sample have remained at consistent levels of awareness from 2015 to 2019, the Non-English sample has seen a decrease from 67% in 2015 down to 54% in 2019. It should be noted that, because the safety message is primarily presented in English, those who speak English in their home most often are predisposed to recognize it.

**Figure 11a. CLICKSEE by Age (18-34 year olds), 2015 to 2019**

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

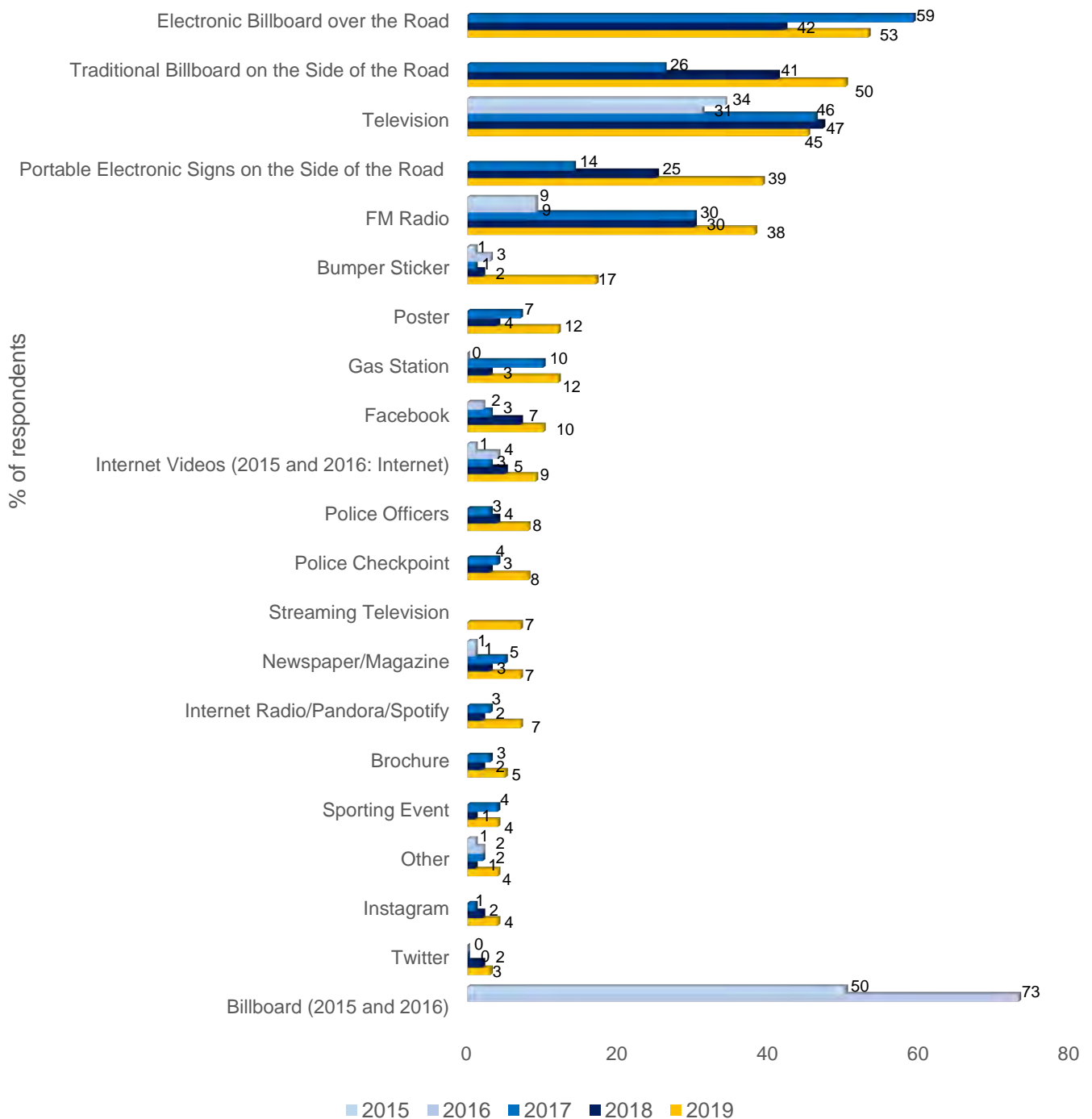


Respondents who said that they had read, seen, or heard about the *Click It or Ticket* campaign were then asked where they had encountered the safety message. Figure 11a shows the 18-34 year olds' responses to this question across five years. The most common response remains "Electronic Billboard over the Road" with 53% in

2019, an increase from the 50% in 2018 and 69% in 2017. "Traditional Billboard on the Side of the Road" also saw 53% in 2019, followed by "FM Radio" with 38%. "Television" saw a large drop from 43% in 2018 to 34% in 2019, and "Streaming Television" was added in 2019 with 7%.

**Figure 11b. CLICKSEE by Age (35-54 year olds), 2015 to 2019**

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



Like Figure 11a, Figure 11b displays where 35-54 year olds encountered the *Click It or Ticket* safety message. Similar to the 18-34 year olds, the most selected response in 2019 for this age group was “Electronic Billboard over the Road” at 53%, followed closely by “Traditional Billboard on the Side of the Road”. “Portable

Electronic Signs on the Side of the Road” saw a sizeable increase from 25% in 2018 to 39% in 2019, a 14-percentage point increase. “Bumper Sticker” was added as a verbal option in 2019, and thus saw a large increase from 2% to 17%.

Figure 11c. CLICKSEE by Age (55+ year olds), 2015 to 2019

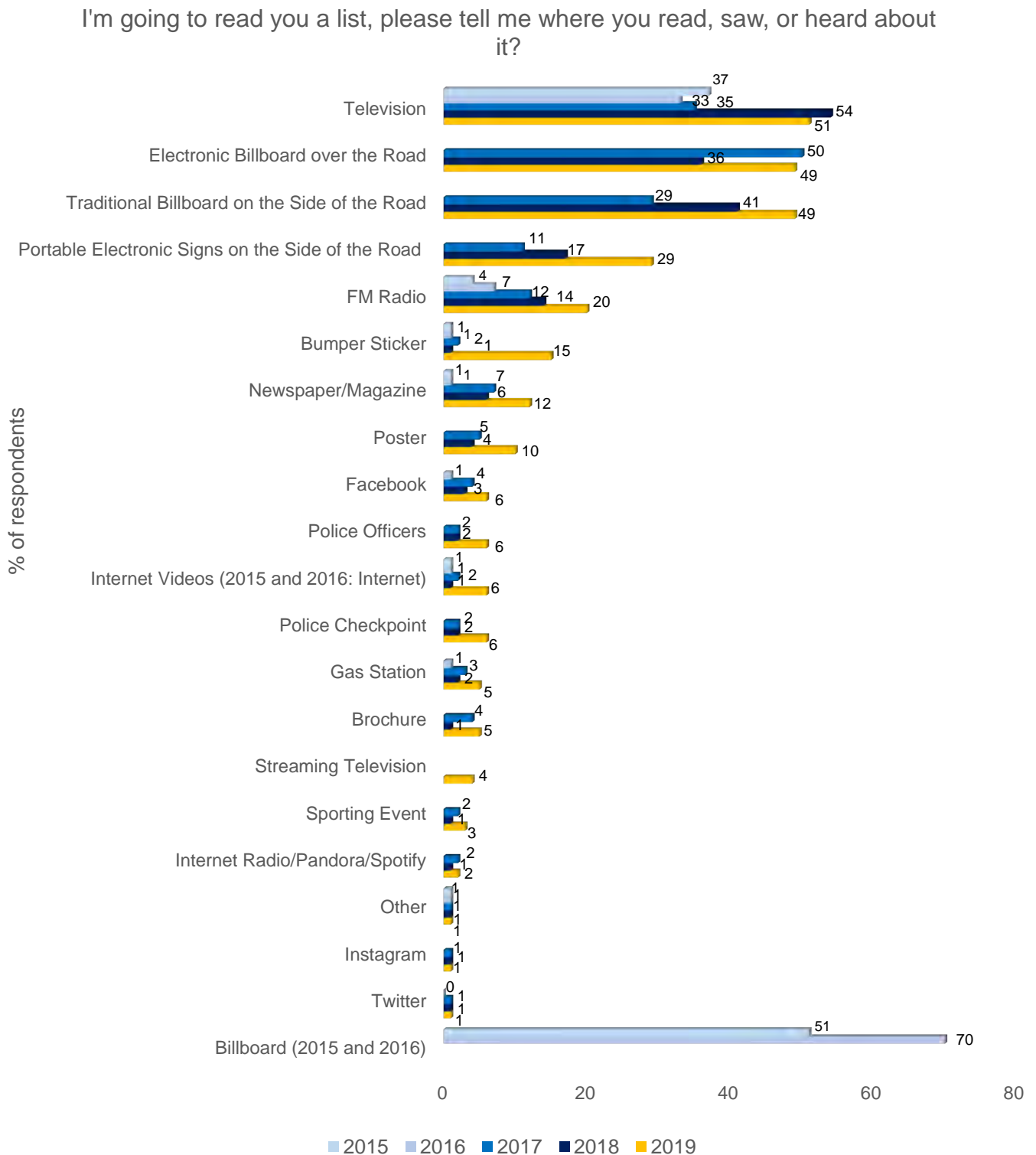


Figure 11c shows the 55+ year old responses to where they read, saw, or heard the *Click It or Ticket* safety message. “Television” was the most common response among this age group at 51% in 2019, down slightly from 54% in 2018. “Traditional Billboard on the Side of the Road” is also up from 41% in 2018 to 49% in 2019.

“Electronic Billboard over the Road” is up from 36% in 2018 to 49% in 2019. “Portable Electronic Signs on the Side of the Road” saw a 12-percentage point increase as well. “Bumper Sticker” also had a large increase of 16-percentage points, likely due to being added as a verbal option in 2019.

**Figure 12. CLICKSEE by Race, 2019**

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

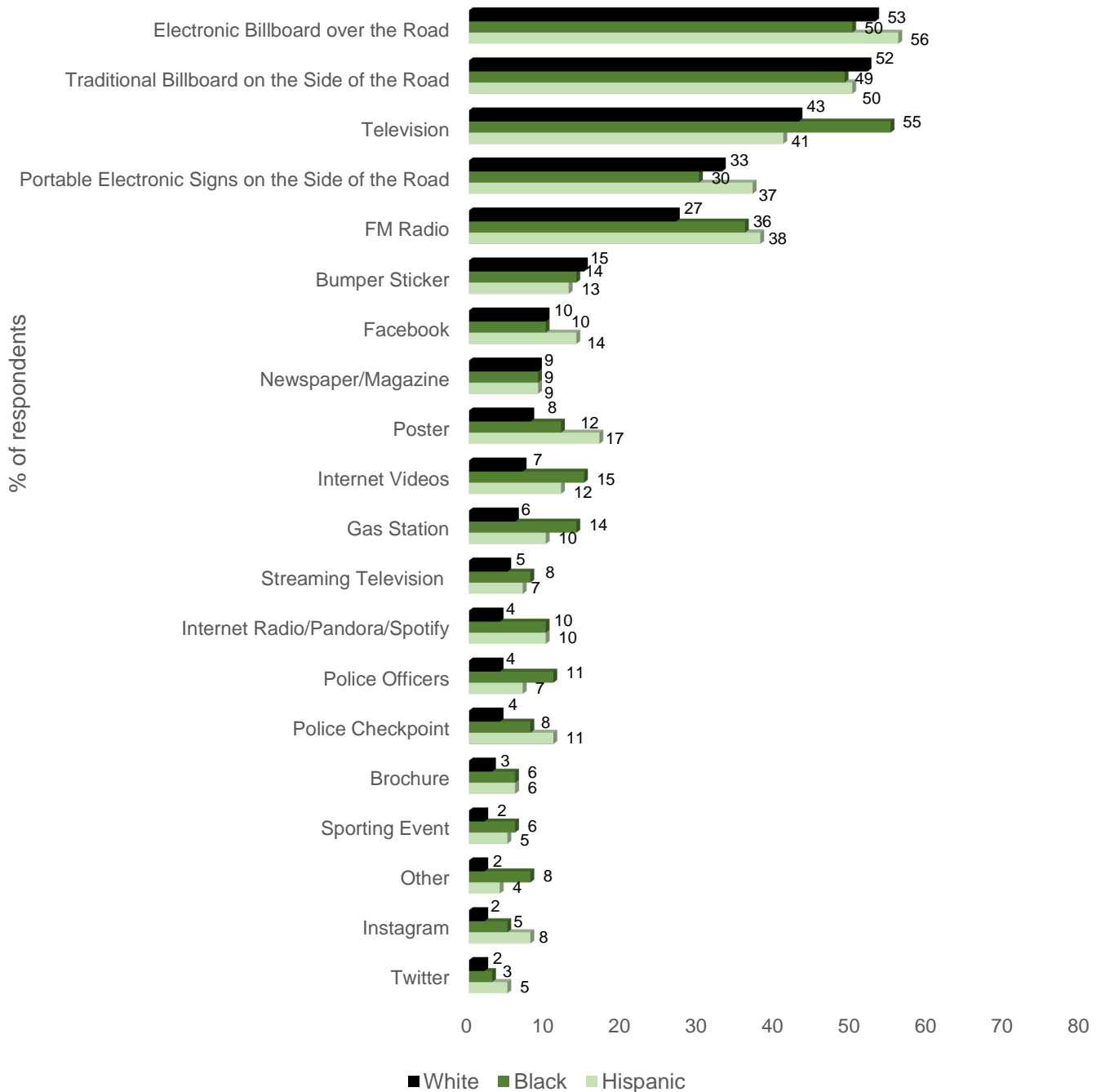


Figure 12 displays where respondents reported reading, seeing, or hearing anything about the *Click It or Ticket* campaign based on their race/ethnicity. “Electronic Billboard over the Road” was the most common response among white and Hispanic respondents. Black respondents selected “Television” more than whites and Hispanic respondents at 55%. Black respondents were

the least likely 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. In general, the three groups displayed are not wildly different in their reporting.

**Figure 13. SEATBELT by TICKET, 2015 to 2019**

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?  
in relation to:  
When driving a motor vehicle, how often do you wear your seat belt?

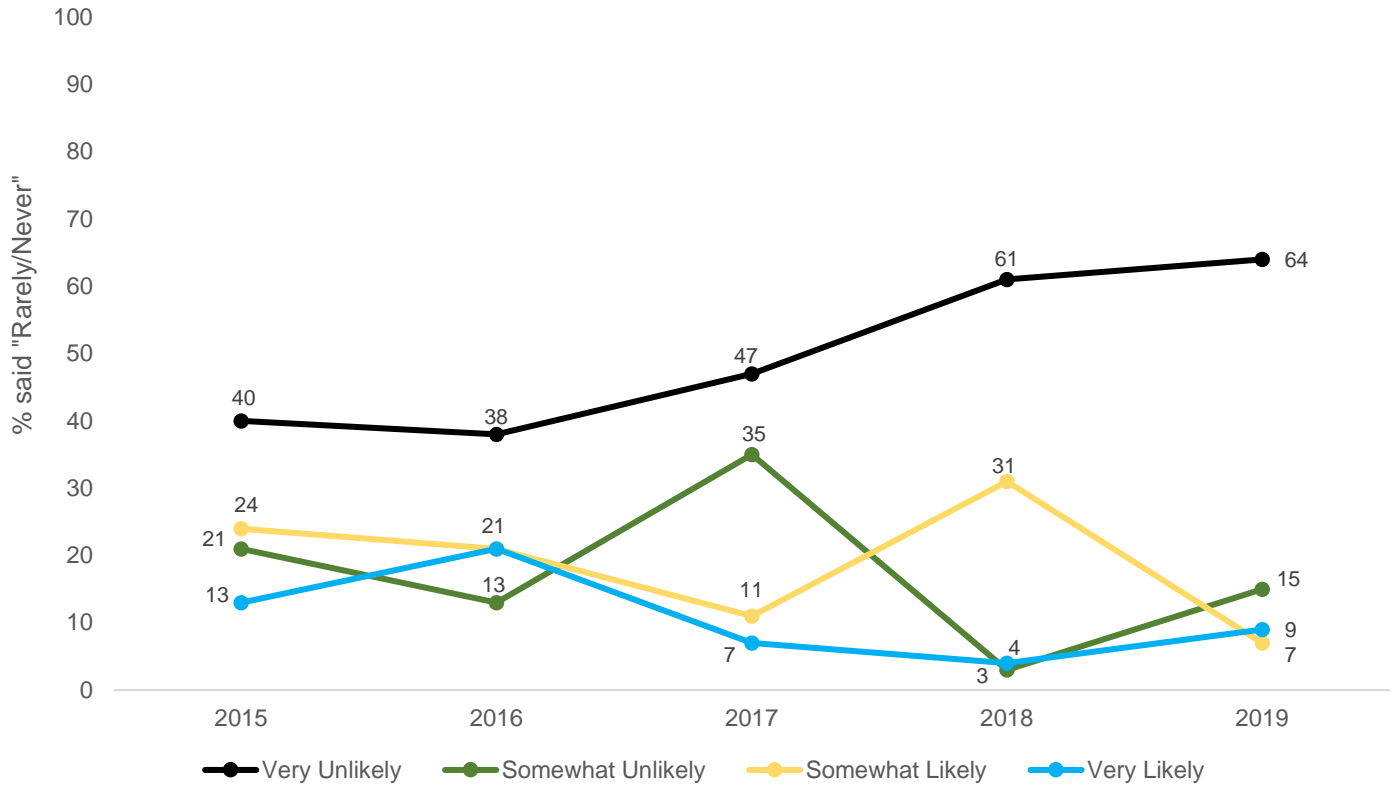
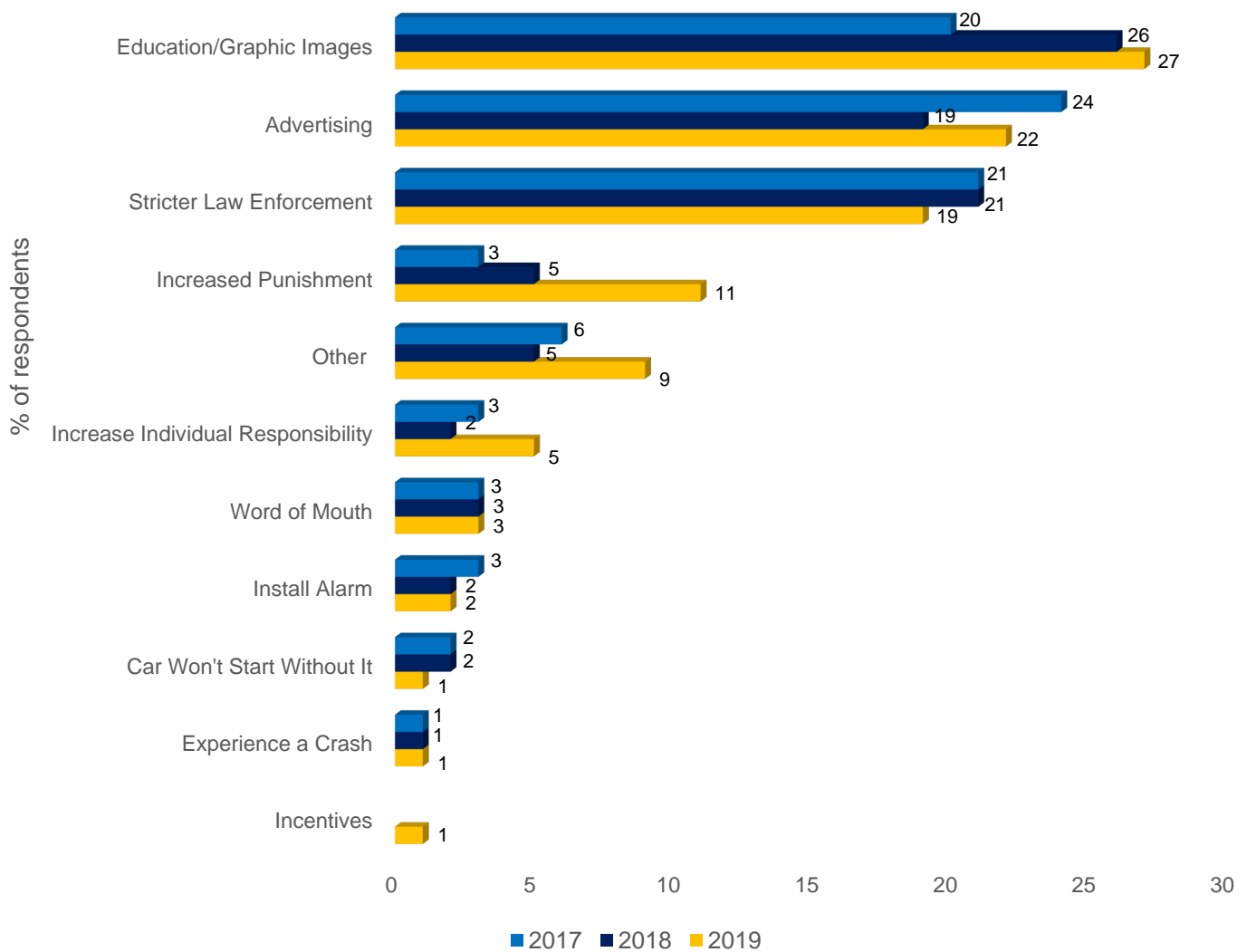


Figure 13 shows the relationship over time between how frequency of seat belt usage affects individuals' perceptions of how likely they are to receive a ticket for not wearing their seat belts. Although "Somewhat likely" and "Somewhat unlikely" responses tend to fluctuate, the

most definitive likelihoods follow a trend, particularly from 2016 on. Respondents who claim to rarely or never wear their seat belts have become increasingly more likely to believe that it is "Very unlikely" that they will receive a ticket, from 40% in 2016 up to 64% in 2019.

**Figure 14. EFFECTIVE, 2017 to 2019**

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



In Figure 14, respondents were asked to provide, in their own words, their ideas about what would be the most effective way of encouraging the public to use their seat belts. All responses were then coded and displayed in organized categories. “Education/Graphic Images”, “Advertising”, and “Stricter Law Enforcement” are the top three types of responses received at 27%, 22%, and 19% respectively. “Increased Punishment” saw an increase from 5% in 2018 to 11% in 2019. The remaining options saw less than 10%, with “Incentives” being added as a new category in 2019.

The “Other” category includes responses such as:

- “Making seat belts feel more comfortable for all drivers and passengers”
- “More enforcement from car manufacturers”
- “Text alerts”
- “You can lead a horse to water, but you can’t make him drink”
- “Should be a no brainer”
- “Make seat belts bright colors like in semi-trucks so police can see it”
- “See someone get a ticket for it to make an example”
- “Scare them”

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

1. Pensacola n=100
2. Panama City n=100
3. Tallahassee n=100
4. Jacksonville n=101
5. Gainesville n=100
6. Orlando n=241
7. Tampa n=281
8. West Palm Beach n=123
9. Fort Myers n=100
10. Broward/Monroe n=112
11. Miami-Dade n=159

Total Sample =1,517

**Do you have a valid driver's license?**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes	100.0% 1,517	100.0% 100	100.0% 100	100.0% 100	100.0% 101	100.0% 100	100.0% 241	100.0% 281	100.0% 123	100.0% 100	100.0% 112	100.0% 159
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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



Which Florida county do you live in?<sup>2</sup>

Alachua	4.7% 71	Gilchrist	0.3% 5
Baker	0.2% 3	Glades	0.1% 1
Bay	3.1% 47	Gulf	0.3% 5
Bradford	0.3% 5	Hamilton	- 0
Brevard	2.2% 33	Hardee	0.1% 2
Broward	7.2% 109	Hendry	0.3% 4
Calhoun	0.3% 4	Hernando	0.7% 11
Charlotte	0.6% 9	Highlands	0.5% 7
Citrus	0.2% 3	Hillsborough	5.4% 82
Clay	1.0% 15	Holmes	0.5% 8
Collier	2.0% 31	Indian River	0.7% 10
Columbia	0.4% 6	Jackson	0.6% 9
DeSoto	0.3% 5	Jefferson	0.3% 4
Dixie	0.6% 9	Lafayette	0.1% 2
Duval	3.4% 51	Lake	1.4% 21
Escambia	3.2% 48	Lee	3.3% 50
Flagler	0.7% 10	Leon	3.8% 57
Franklin	0.2% 3	Levy	1.0% 15
Gadsden	0.5% 8	Liberty	0.2% 3

<sup>2</sup> Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Continued: Which Florida county do you live in?<sup>3</sup>

Madison	0.4% 6	Putnam	0.1% 2
Manatee	1.3% 19	St. Johns	0.7% 10
Marion	1.2% 18	St. Lucie	1.7% 25
Martin	0.6% 9	Santa Rosa	1.7% 25
Miami-Dade	10.5% 159	Sarasota	1.5% 23
Monroe	0.2% 3	Seminole	1.7% 25
Nassau	0.4% 6	Sumter	0.4% 6
Okaloosa	1.8% 27	Suwannee	0.5% 8
Okeechobee	0.2% 3	Taylor	0.7% 10
Orange	4.5% 68	Union	0.2% 3
Osceola	1.4% 21	Volusia	2.4% 37
Palm Beach	5.0% 76	Wakulla	0.3% 5
Pasco	2.4% 36	Walton	0.9% 14
Pinellas	3.6% 54	Washington	0.5% 7
Polk	2.8% 43		

<sup>3</sup> 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=16	Pensacola n=1	Panama City n=0	Tallahassee n=0	Jacksonville n=1	Gainesville n=0	Orlando n=2	Tampa n=6	West Palm Beach n=3	Fort Myers n=2	Broward/Monroe n=0	Miami-Dade n=1
Yes	100.0% 16	100.0% 1	- 0	- 0	100.0% 1	- 0	100.0% 2	100.0% 6	100.0% 3	100.0% 2	- 0	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?<sup>4</sup>

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Passenger car	47.3% 694	35.0% 36	34.9% 36	39.0% 40	46.4% 49	39.2% 42	46.7% 116	44.5% 122	46.4% 57	42.7% 43	50.7% 61	62.0% 92
Pickup truck	15.6% 277	18.9% 22	27.7% 30	23.3% 23	15.8% 16	33.2% 31	12.5% 31	16.0% 48	15.1% 18	25.8% 25	13.6% 13	10.4% 20
SUV	27.7% 407	35.6% 33	25.1% 25	24.5% 23	32.7% 30	15.9% 16	30.3% 71	29.8% 83	29.5% 39	22.3% 24	24.0% 26	21.8% 37
Mini-van	3.7% 60	7.1% 6	5.7% 4	7.0% 6	2.2% 3	7.4% 7	4.6% 9	4.7% 14	1.2% 1	1.8% 2	3.8% 4	1.9% 4
Full-sized van	0.9% 16	2.0% 2	- 0	1.2% 2	2.3% 2	1.6% 2	1.2% 3	0.3% 1	0.6% 1	0.7% 1	- 0	1.2% 2
Motorcycle	0.7% 12	- 0	1.2% 1	- 0	0.6% 1	- 0	0.6% 2	0.2% 1	- 0	2.4% 2	1.7% 3	0.9% 2
Does not drive	2.5% 27	- 0	1.4% 1	2.3% 3	- 0	1.6% 1	2.7% 5	3.0% 7	5.1% 5	2.2% 2	2.6% 2	0.8% 1
Semi-truck	1.1% 16	1.5% 1	2.3% 2	1.6% 2	- 0	1.0% 1	1.3% 3	1.1% 3	1.1% 1	2.1% 1	1.6% 2	- 0
Other	0.5% 7	- 0	1.7% 1	1.1% 1	- 0	- 0	0.2% 1	0.5% 2	1.1% 1	- 0	- 0	1.0% 1
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.1% 1	- 0

<sup>4</sup> 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=1,490	Pensacola n=100	Panama City n=99	Tallahassee n=97	Jacksonville n=101	Gainesville n=99	Orlando n=236	Tampa n=274	West Palm Beach n=118	Fort Myers n=98	Broward/Monroe n=110	Miami-Dade n=158
All of the time	88.9% 1,319	92.3% 93	83.4% 83	86.5% 83	86.9% 88	83.9% 84	89.7% 211	89.7% 244	91.4% 109	88.0% 85	88.3% 99	87.8% 140
Most of the time	6.6% 103	1.7% 1	10.6% 10	9.5% 9	7.9% 9	11.3% 10	6.8% 17	5.2% 17	7.3% 7	6.0% 7	6.6% 6	7.5% 10
Some of the time	1.5% 29	1.5% 1	5.0% 5	1.3% 2	1.1% 1	3.3% 4	0.3% 1	1.8% 6	0.6% 1	4.0% 2	0.9% 1	2.6% 4
Rarely	1.2% 16	1.7% 2	0.9% 1	- 0	1.4% 1	1.5% 1	2.6% 5	1.0% 2	0.8% 1	1.5% 2	- 0	0.4% 1
Never	1.7% 23	2.8% 3	- 0	2.8% 3	2.7% 2	- 0	0.6% 2	2.3% 5	- 0	0.5% 1	4.3% 4	1.7% 3
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 require passenger(s) in your vehicle to wear their seat belts?

	Total n=1,490	Pensacola n=100	Panama City n=99	Tallahassee n=97	Jacksonville n=101	Gainesville n=99	Orlando n=236	Tampa n=274	West Palm Beach n=118	Fort Myers n=98	Broward/Monroe n=110	Miami-Dade n=158
Yes – Always	86.7% 1,276	87.2% 88	83.0% 81	83.0% 80	85.3% 85	82.9% 81	91.4% 214	86.3% 238	88.7% 103	85.7% 82	87.2% 95	81.7% 129
Sometimes	5.7% 91	4.8% 5	6.0% 7	4.5% 6	8.4% 9	6.4% 7	4.3% 11	6.5% 18	5.0% 7	4.1% 5	0.8% 1	10.0% 15
No	3.8% 62	3.7% 3	7.5% 7	4.3% 4	4.7% 4	8.1% 9	2.8% 6	3.3% 9	1.8% 2	4.5% 5	4.5% 5	4.9% 8
Only front seat passengers	2.1% 34	2.3% 2	1.0% 1	3.8% 4	1.6% 3	2.7% 2	0.8% 3	2.1% 5	0.3% 1	3.6% 4	4.4% 5	2.7% 4
Only passengers under 18	0.9% 15	2.1% 2	2.0% 2	4.4% 3	- 0	- 0	0.3% 1	0.9% 2	1.2% 1	2.1% 2	0.8% 1	0.4% 1
Other	0.4% 7	- 0	0.4% 1	- 0	- 0	- 0	- 0	0.2% 1	2.6% 3	- 0	0.6% 1	0.4% 1
Don't Know	0.4% 5	- 0	- 0	- 0	- 0	- 0	0.4% 1	0.6% 1	0.6% 1	- 0	1.6% 2	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Very likely	29.6% 415	26.7% 27	28.5% 25	29.8% 25	24.8% 26	34.1% 31	29.8% 63	30.2% 77	24.8% 27	39.2% 35	26.9% 27	32.1% 52
Somewhat likely	19.0% 312	29.9% 28	27.0% 28	21.0% 25	16.1% 18	16.9% 18	21.1% 52	18.3% 50	17.5% 24	20.2% 24	18.4% 21	15.5% 24
Somewhat unlikely	14.0% 227	14.9% 16	17.6% 16	14.3% 15	15.5% 15	14.2% 15	12.9% 35	14.4% 43	19.0% 24	10.3% 11	14.6% 18	10.5% 19
Very unlikely	27.7% 421	24.0% 25	19.4% 22	24.7% 25	36.0% 33	30.3% 31	26.7% 67	26.2% 79	23.3% 29	22.9% 24	28.8% 33	34.5% 53
Don't Know	8.7% 125	4.5% 4	6.6% 8	8.4% 7	7.6% 9	3.6% 4	9.5% 24	9.2% 27	13.8% 17	7.3% 6	10.4% 11	4.9% 8
Refusal	1.1% 17	- 0	0.8% 1	1.9% 3	- 0	1.0% 1	- 0	1.8% 5	1.6% 2	- 0	1.0% 2	2.5% 3

**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=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Strongly agree	88.4% 1,345	92.6% 92	79.8% 82	85.0% 85	87.8% 92	83.7% 86	87.9% 213	86.5% 247	91.7% 113	92.8% 94	88.3% 98	89.8% 143
Somewhat agree	8.4% 123	2.2% 3	14.4% 13	9.1% 9	8.7% 7	11.2% 10	9.0% 21	10.5% 27	8.4% 10	4.4% 4	7.0% 8	6.9% 11
Somewhat disagree	1.4% 22	3.2% 3	2.7% 3	1.3% 1	- 0	3.8% 3	2.0% 4	1.0% 2	- 0	- 0	2.7% 3	2.3% 3
Strongly disagree	0.9% 14	0.6% 1	1.9% 1	1.6% 2	3.5% 2	1.3% 1	0.7% 2	1.2A% 3	- 0	0.8% 1	- 0	0.4% 1
Don't Know	0.6% 11	1.5% 1	1.3% 1	3.0% 3	- 0	- 0	0.4% 1	0.9% 2	- 0	- 0	1.0% 2	0.7% 1
Refusal	0.2% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2.1% 1	1.0% 1	- 0



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

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Very strictly	28.8% 404	26.3% 23	26.0% 25	33.1% 29	21.1% 22	20.3% 19	26.7% 61	27.1% 71	24.9% 30	34.0% 32	35.2% 37	36.6% 55
Somewhat strictly	30.6% 470	33.3% 35	32.3% 30	33.3% 35	27.4% 30	28.7% 27	32.4% 78	28.9% 80	36.4% 44	32.7% 35	32.5% 38	24.3% 38
Not very strictly	10.8% 163	8.6% 8	14.6% 17	6.3% 7	12.5% 10	13.6% 14	7.3% 15	9.8% 30	15.1% 18	7.2% 8	12.5% 13	14.3% 23
Rarely	6.7% 111	6.5% 7	7.4% 7	8.0% 7	11.1% 12	5.3% 4	5.7% 18	6.0% 21	5.4% 7	9.7% 9	3.0% 4	9.1% 15
Not at all	5.8% 94	3.4% 4	2.6% 4	3.3% 4	9.0% 9	12.4% 14	7.1% 17	6.3% 19	1.7% 3	1.3% 2	5.1% 7	7.4% 11
Don't Know	17.4% 275	21.9% 23	17.1% 17	16.1% 18	18.9% 18	19.8% 22	20.9% 52	21.9% 60	16.4% 21	15.1% 14	11.6% 13	8.3% 17
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes – Seen	12.2% 181	7.6% 8	9.8% 11	16.6% 14	8.3% 11	7.3% 8	13.7% 34	11.6% 32	16.1% 20	16.9% 13	13.6% 15	8.2% 15
Yes – Heard	13.4% 196	10.8% 8	9.3% 8	13.9% 13	14.8% 15	14.1% 13	10.8% 24	15.2% 43	10.2% 13	13.9% 16	18.0% 20	13.6% 22
Yes – Both	10.5% 173	6.1% 8	14.8% 16	16.7% 20	8.1% 9	11.4% 11	10.1% 27	11.7% 33	7.0% 7	13.5% 14	10.5% 12	10.6% 16
No	62.6% 949	73.4% 74	64.9% 64	50.4% 51	64.6% 63	65.7% 67	63.0% 149	61.6% 173	65.7% 82	55.3% 56	57.9% 65	66.6% 105
Don't Know	1.3% 17	1.3% 1	1.2% 1	2.4% 2	4.3% 3	1.5% 1	2.5% 6	- 0	1.1% 1	0.5% 1	- 0	1.0% 1
Refusal	0.1% 1	0.8% 1	- 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=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes	16.1% 217	14.2% 12	20.6% 20	11.5% 13	13.2% 11	18.6% 17	15.4% 32	14.6% 40	20.8% 22	15.3% 16	10.2% 13	15.6% 21
No	84.8% 1,297	85.8% 88	78.6% 79	88.5% 87	86.8% 90	79.9% 82	84.6% 209	85.1% 240	79.2% 101	84.6% 84	89.8% 99	84.4% 138
Don't Know	0.1% 3	- 0	0.8% 1	- 0	- 0	1.5% 1	- 0	0.3% 1	- 0	- 0	- 0	- 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 *Click It or Ticket* campaign in Florida?**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes	78.3% 1,190	79.8% 78	77.0% 75	78.1% 81	78.1% 79	74.6% 75	80.9% 195	80.7% 229	77.8% 98	83.8% 83	74.0% 84	71.3% 113
No	20.8% 317	20.2% 22	22.4% 24	21.9% 19	17.7% 19	25.4% 25	17.9% 44	18.0% 48	22.2% 25	16.2% 17	26.0% 28	28.7% 46
Don't Know	0.9% 10	- 0	0.6% 1	- 0	4.2% 3	- 0	1.1% 2	1.4% 4	- 0	- 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?<sup>5</sup>

Total n=1,190

Electronic Amber Alert-Style Billboard over the Road	53.1% 626
Traditional Billboard on the Side of the Road	50.3% 591
Portable Electronic Signs on the Side of the Road	33.2% 359
Television	44.4% 517
Streaming Television (Roku/Apple/Sling/etc.)	5.9% 64
FM Radio	30.5% 364
Poster	10.3% 112
Newspaper/Magazine	8.9% 99
Gas Station	7.8% 81
Facebook	10.8% 124
Internet Radio/Pandora/Spotify	6.2% 71
Brochure	4.4% 52
Sporting Event	3.4% 38
Internet Videos	9.2% 105
Police Officers	5.8% 64
Police Checkpoint	5.9% 60
Other	3.2% 39
Instagram	3.7% 39
Bumper Sticker	14.0% 162
Twitter	2.8% 31
Don't Know	0.9% 14
Refusal	0.1% 1

<sup>5</sup> 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=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes	9.3% 138	5.2% 6	9.5% 8	12.2% 10	8.4% 9	2.2% 2	11.6% 26	6.9% 21	8.1% 11	17.4% 18	3.7% 4	12.6% 23
No	89.5% 1,364	94.8% 94	89.1% 91	86.7% 89	87.8% 89	97.0% 97	86.9% 212	92.3% 258	91.9% 112	82.6% 82	92.7% 105	87.1% 135
Don't Know	1.2% 14	- 0	1.4% 1	- 0	3.8% 3	0.8% 1	1.4% 3	0.8% 2	- 0	- 0	3.6% 3	0.3% 1
Refusal	0.1% 1	- 0	- 0	1.1% 1	- 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?<sup>6</sup>

Total n=138

Electronic Amber Alert-Style Billboard over the Road	31.3% 42
Traditional Billboard on the Side of the Road	30.5% 40
Portable Electronic Signs on the Side of the Road	17.0% 23
Television	40.8% 56
Streaming Television (Roku/Apple/Sling/etc.)	3.2% 6
FM Radio	30.4% 40
Poster	4.2% 9
Newspaper/Magazine	6.0% 9
Gas Station	5.2% 6
Facebook	8.0% 11
Internet Radio/Pandora/Spotify	4.2% 9
Brochure	0.8% 1
Sporting Event	2.0% 4
Internet Videos	3.6% 5
Police Officers	3.7% 6
Police Checkpoint	- 0
Other	5.6% 6
Don't Know	1.2% 1
Instagram	1.5% 4
Bumper Sticker	5.3% 7
Twitter	1.1% 2
Refusal	- 0

<sup>6</sup> 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 =1,311

Education/Graphic Images	26.6% 362
Advertising	22.0% 299
Stricter Law Enforcement	19.4% 250
Increased Punishment	10.7% 132
Install Alarms	1.9% 27
Car Won't Start Without It	1.2% 19
Word of Mouth	2.8% 31
Increase Individual Responsibility	5.2% 62
Experience a Crash	0.5% 6
Incentive	1.4% 18
Other	8.5% 105

**Do you have a child 5 years of age or younger?**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes	14.8% 208	17.0% 16	15.9% 14	22.2% 20	10.2% 10	15.9% 13	14.6% 34	13.6% 32	9.2% 11	15.9% 12	17.8% 19	19.5% 27
No	85.2% 1,309	83.0% 84	84.1% 86	77.8% 80	89.8% 91	84.1% 87	85.4% 207	86.4% 249	90.8% 112	84.1% 88	82.2% 93	80.5% 132
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 use a child restraint, like a car seat or booster seat, in your vehicle for your child?**

	Total n=208	Pensacola n=16	Panama City n=14	Tallahassee n=20	Jacksonville n=10	Gainesville n=13	Orlando n=34	Tampa n=32	West Palm Beach n=11	Fort Myers n=12	Broward/Monroe n=19	Miami-Dade n=27
Yes – Always	92.7% 197	95.6% 15	100.0% 14	100.0% 20	75.8% 8	100.0% 13	96.2% 33	90.1% 30	100.0% 11	89.0% 11	93.0% 18	91.8% 24
Sometimes	4.3% 6	4.4% 1	- 0	- 0	13.2% 1	- 0	- 0	9.9% 2	- 0	- 0	7.0% 1	2.7% 1
No	3.1% 5	- 0	- 0	- 0	11.0% 1	- 0	3.8% 1	- 0	- 0	11.1% 1	- 0	5.5% 2
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 5 years of age or younger to use a child restraint seat in the car?**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Yes	86.7% 1,307	91.3% 89	87.0% 85	90.1% 89	88.6% 88	85.8% 85	84.0% 204	90.0% 250	84.9% 100	90.7% 91	83.8% 94	83.7% 132
No	8.1% 133	6.4% 8	8.4% 10	4.5% 6	8.5% 9	10.6% 10	9.0% 22	6.9% 20	7.4% 12	7.5% 7	10.9% 13	8.2% 16
Didn't Know	5.2% 77	2.4% 3	4.6% 5	5.5% 5	2.9% 4	3.7% 5	7.0% 15	3.2% 11	7.8% 11	1.8% 2	5.3% 5	8.1% 11
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
18-24	10.7% 211	6.4% 8	5.3% 9	10.0% 15	10.8% 15	7.7% 10	9.8% 33	9.4% 36	15.0% 28	8.1% 11	9.3% 15	15.9% 31
25-34	15.8% 210	19.0% 17	19.5% 17	18.5% 16	15.5% 14	15.6% 13	16.4% 36	11.9% 26	18.8% 19	9.8% 8	16.6% 17	20.0% 27
35-44	14.9% 196	7.6% 7	23.1% 19	10.2% 10	10.8% 10	15.6% 14	15.2% 31	11.6% 29	9.8% 10	26.2% 20	15.7% 16	22.2% 30
45-54	16.8% 245	19.9% 21	11.4% 13	14.9% 13	13.6% 15	16.2% 17	17.1% 38	18.7% 48	15.4% 17	9.6% 11	19.0% 21	18.2% 31
55-64	16.3% 266	19.4% 19	21.7% 23	18.1% 19	24.7% 26	17.6% 19	14.9% 35	18.5% 50	12.5% 16	18.3% 21	12.9% 16	11.9% 22
65 or older	24.5% 373	27.0% 27	19.1% 19	28.3% 27	23.8% 20	26.5% 26	25.6% 65	28.8% 88	27.8% 32	26.4% 27	25.0% 25	11.4% 17
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	0.3% 1	- 0	- 0	- 0	- 0	- 0
Refusal	0.9% 15	0.8% 1	- 0	- 0	0.8% 1	0.8% 1	0.7% 2	1.1% 4	0.6% 1	1.6% 2	1.4% 2	0.5% 1

Which language do you speak in your home most often?

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
English	86.0% 1,326	95.9% 95	96.3% 96	94.0% 94	93.1% 93	95.5% 95	89.0% 212	91.1% 258	91.3% 112	83.0% 85	77.9% 85	64.6% 101
Spanish	9.9% 128	- 0	1.7% 2	3.8% 3	4.8% 5	2.1% 2	7.0% 18	5.6% 14	5.6% 7	15.5% 13	12.4% 15	29.5% 49
Creole	0.9% 11	- 0	1.2% 1	- 0	- 0	- 0	0.5% 1	- 0	.1% 1	- 0	1.7% 3	3.5% 5
Other	2.7% 42	2.1% 3	0.8% 1	2.2% 3	1.4% 2	1.6% 2	2.7% 8	2.5% 6	2.1% 3	0.8% 1	8.1% 9	2.4% 4
Don't Know	0.1% 3	1.2% 1	- 0	- 0	- 0	- 0	0.2% 1	0.2% 1	- 0	- 0	- 0	- 0
Refusal	0.4% 7	0.8% 1	- 0	- 0	0.8% 1	0.8% 1	0.3% 1	0.6% 2	- 0	0.8% 1	- 0	- 0

What is your racial background? Are you:

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
White/Caucasian	54.1% 887	85.2% 82	75.7% 76	59.4% 60	71.4% 70	69.2% 71	57.6% 137	69.8% 204	54.7% 68	50.4% 57	36.3% 39	11.2% 23
Black/African American	15.1% 217	8.0% 8	9.4% 9	26.1% 25	15.3% 16	18.3% 15	14.2% 31	8.2% 22	18.8% 21	7.6% 7	22.9% 27	23.6% 36
Hispanic	24.2% 299	3.1% 5	9.2% 10	6.7% 6	7.7% 7	4.7% 4	21.2% 52	14.8% 35	22.3% 28	27.9% 23	30.9% 33	62.7% 96
Asian	2.0% 35	1.4% 2	- 0	2.6% 3	1.2% 2	4.3% 5	1.8% 6	1.9% 5	1.3% 2	3.8% 3	3.6% 5	1.7% 2
Native American	1.2% 20	- 0	2.3% 2	2.3% 3	0.5% 1	1.6% 2	1.7% 4	0.6% 1	0.9% 1	4.5% 4	2.1% 2	- 0
Other	1.8% 28	0.8% 1	1.8% 1	2.1% 2	0.8% 1	1.1% 2	2.2% 7	3.0% 8	0.7% 1	2.7% 2	1.3% 2	0.3% 1
Don't Know	0.2% 3	- 0	0.8% 1	- 0	- 0	- 0	0.3% 1	- 0	0.6% 1	- 0	- 0	- 0
Refusal	1.6% 28	1.6% 2	0.8% 1	0.8% 1	3.1% 4	0.8% 1	1.0% 3	1.7% 6	0.6% 1	3.2% 4	2.8% 4	0.5% 1

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

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Less than high school	5.3% 61	2.4% 2	7.0% 6	3.0% 3	2.3% 2	2.6% 2	4.3% 10	6.5% 12	6.4% 6	9.5% 7	1.6% 1	77.0% 10
High school graduate	30.3% 372	21.2% 16	23.5% 19	36.8% 30	31.9% 28	42.9% 32	32.8% 62	32.0% 70	30.5% 32	36.2% 30	30.6% 27	19.7% 26
Currently in college/AA degree	36.5% 438	40.6% 28	49.1% 39	37.9% 29	39.4% 30	31.5% 28	37.7% 73	31.5% 69	40.3% 40	32.7% 27	34.9% 31	39.3% 44
Bachelor's Degree	16.7% 387	18.2% 29	15.3% 27	10.3% 19	13.5% 21	10.8% 19	15.9% 60	17.8% 79	11.1% 25	13.2% 22	23.3% 37	21.2% 49
Graduate or Post-graduate degree	9.9% 235	14.4% 21	5.2% 9	11.2% 18	12.1% 19	11.4% 18	8.4% 33	10.5% 45	9.8% 17	6.9% 12	8.9% 15	11.0% 28
Don't Know	0.3% 6	1.6% 2	- 0	- 0	- 0	- 0	0.7% 2	0.3% 1	- 0	- 0	- 0	0.5% 1
Refusal	1.0% 18	1.6% 2	- 0	0.8% 1	0.8% 1	0.8% 1	0.3% 1	1.4% 5	1.9% 3	1.6% 2	0.7% 1	0.5% 1

**Are we reaching you today on a landline or cellphone?**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Landline	14.1% 189	6.0% 7	4.3% 3	4.5% 4	18.6% 17	6.2% 6	18.2% 44	20.5% 62	14.7% 18	13.3% 13	9.0% 9	3.7% 6
Cell phone	85.1% 1,315	94.0% 93	95.7% 97	95.5% 96	79.0% 81	93.2% 93	81.4% 196	78.2% 215	84.0% 103	85.9% 86	91.0% 103	95.8% 152
Don't Know	0.2% 3	- 0	- 0	- 0	1.1% 1	0.7% 1	- 0	0.4% 1	- 0	- 0	- 0	- 0
Refusal	0.6% 10	- 0	- 0	- 0	1.4% 2	- 0	0.3% 1	0.9% 3	1.3% 2	0.8% 1	- 0	0.5% 1

**Sex of the respondent [Interviewer Identify]**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
Male	48.6% 850	54.4% 63	38.0% 46	51.0% 58	45.9% 52	52.3% 59	46.6% 133	50.2% 161	44.6% 63	59.3% 64	48.1% 61	47.7% 90
Female	51.4% 667	45.6% 37	62.0% 54	49.0% 42	54.1% 49	47.7% 41	53.4% 108	49.8% 120	55.4% 60	40.7% 36	51.9% 51	51.4% 69

**Language [Interviewer Identify]**

	Total n=1,517	Pensacola n=100	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=241	Tampa n=281	West Palm Beach n=123	Fort Myers n=100	Broward/Monroe n=112	Miami-Dade n=159
English	94.5% 1,457	100.0% 100	100.0% 100	98.1% 99	100.0% 101	100.0% 100	96.6% 233	95.8% 272	96.7% 119	88.0% 91	91.4% 105	85.8% 137
Spanish	5.5% 60	- 0	- 0	1.9% 1	- 0	- 0	3.4% 8	4.2% 9	3.3% 4	12.0% 9	8.6% 7	14.2% 22

**Appendix II: Survey Instrument**

**FDOT Click It or Ticket 2019  
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]





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[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.

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]

[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. Cable Television
2. Streaming Television Roku/Apple/Sling/etc.
3. FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Sporting event
7. Electronic amber alert style billboard over the road
8. Traditional billboard on the side of the road
9. Portable electronic signs on the side of the road
10. Poster
11. Brochure
12. Internet videos
13. Facebook
14. Instagram
15. Twitter
16. Gas station
17. Police checkpoint
18. Police officers
19. Bumper sticker
20. Other: \_\_\_\_\_
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]

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

1. Cable Television
2. Streaming Television Roku/Apple/Sling/etc.
3. FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Sporting event
7. Electronic amber alert style billboard over the road
8. Traditional billboard on the side of the road
9. Portable electronic signs on the side of the road
10. Poster
11. Brochure
12. Internet videos
13. Facebook
14. Instagram
15. Twitter
16. Gas station
17. Police checkpoint
18. Police officers
19. Bumper sticker
20. Other: \_\_\_\_\_
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

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

[RECORD RESPONSE]

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

CHILD) Do you have a child 5 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 5 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) 620-2784, or Dr. Jennifer Wesley, Chair of the Institutional Review Board at the University of North Florida at (904) 620-1685