

# Florida

2019

Driving Under the Influence (DUI)

Media Survey

**Florida Department of Transportation**

**Final Report**

June 28, 2019

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



## Introduction

### State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2017 was at approximately 16,166,865 individuals, all of which are living within 58,560 square miles. The approximate racial/ethnic breakdown according to the 2017 Census is 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 *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 to 3,112 fatalities according to NHTSA's 2017 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 55% having read, seen, or heard about it.
- The Gainesville media market is the least likely to have been exposed to the *Drive Sober or Get Pulled Over* campaign, with only 41% reporting having read, seen, or heard anything about it.
- Out of all age groups, those 18-24 years old are the most likely to have read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign at 63%.

- 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 (35%).
- 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 53%, followed by Electronic Message Board over the Road at 34% 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 25 to April 8, 2019. 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). Due to 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 confirm 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 using Random-Digit-Dialing methodology for both landlines and cell phones. Dynata (formerly Survey Sampling International) provided all 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 21.3% to 78.1% respectively, with 0.6% 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. 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, to ensure that the results presented are reflective of the adult population of Florida, the total sample was weighted by age, sex, education, and race 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 total number of completed surveys collected was 1,519, all of which are included in the analysis, regardless of whether they answered the four demographic questions used for weighting: age, race sex, and education. For any demographic information not provided by a given respondent, that respondent was manually given a weight of 1. The margin of sampling error is +/- 2.51 percentage points for the total sample, with the margins of error for each media market trending much higher. 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 truly eligible. This study produced a RR3 of 11.0%.

**Table 1. DMA and Sample Size**

Designated Market Area	Sample Size
Pensacola	n=100
Panama City	n=98
Tallahassee	n=101
Jacksonville	n=104
Gainesville	n=100
Orlando	n=239
Tampa	n=283
West Palm Beach	n=116
Fort Myers	n=101
Broward/Monroe	n=115
Miami-Dade	n=162
<b>Total</b>	<b>n=1,519</b>

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

Designated Market Area	Sample Size
Pensacola	+/- 9.80
Panama City	+/- 9.90
Tallahassee	+/- 9.75
Jacksonville	+/- 9.61
Gainesville	+/- 9.80
Orlando	+/- 6.34
Tampa	+/- 5.83
West Palm Beach	+/- 9.10
Fort Myers	+/- 9.75
Broward/Monroe	+/- 9.14
Miami-Dade	+/- 7.70
<b>Total</b>	<b>+/- 2.51</b>

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](mailto:porl@unf.edu) or call (904) 620-2784.

## Summary of Findings

Figure 1. DRIVE by DMA, 2016 to 2019

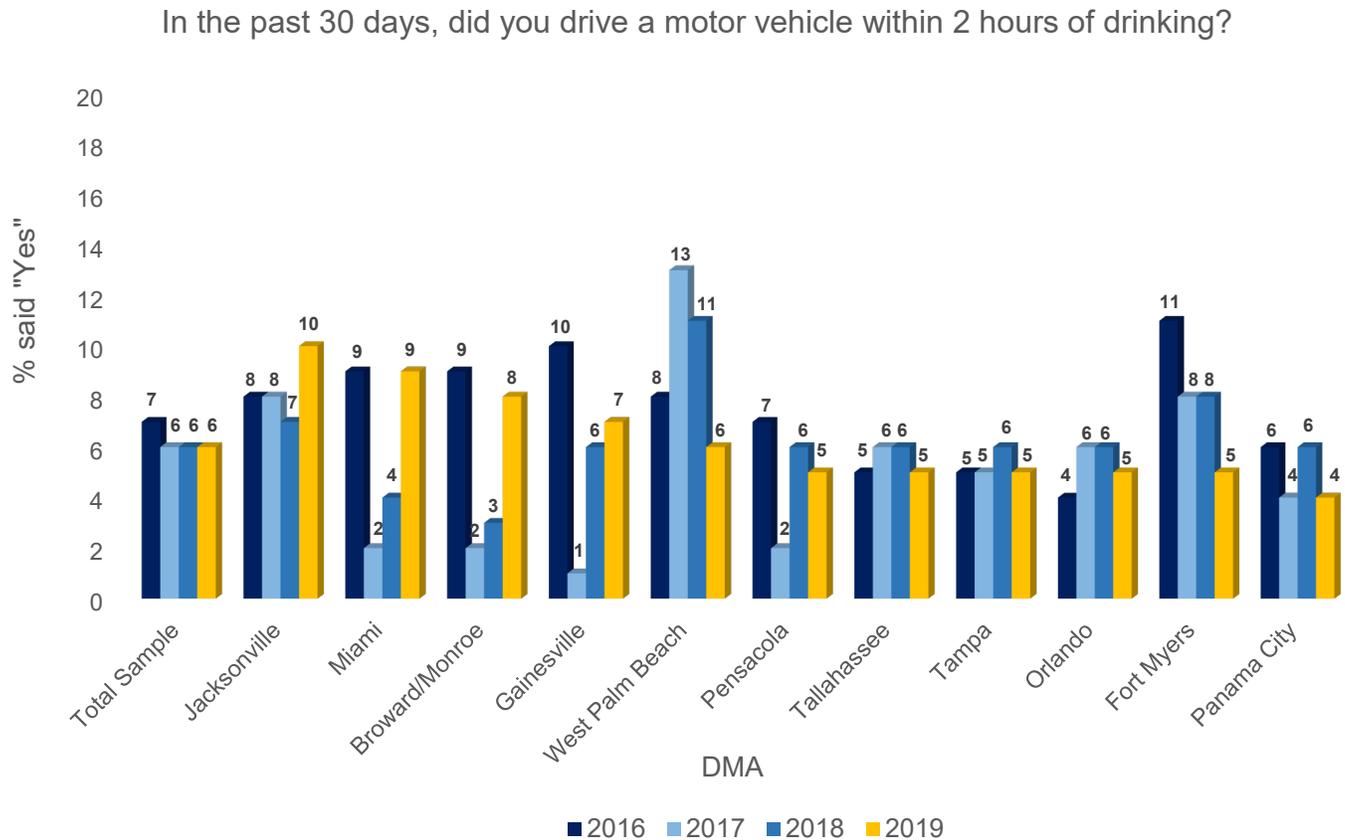
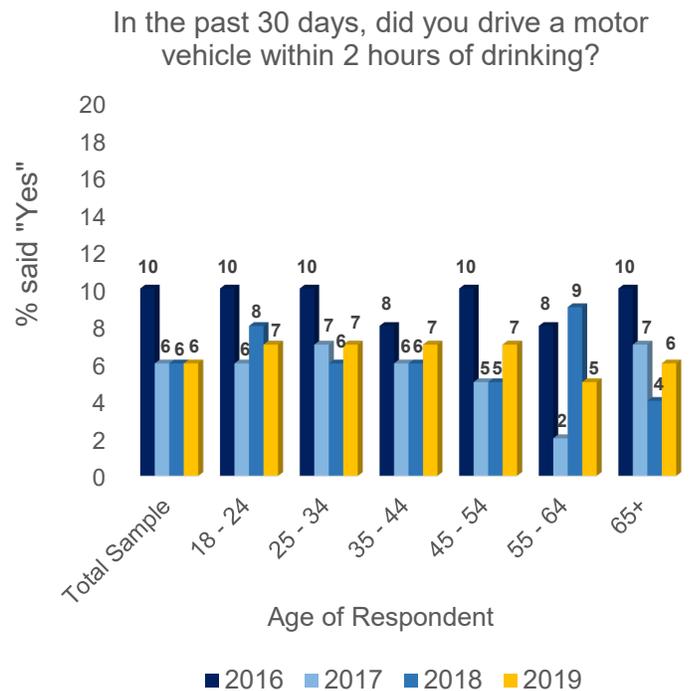


Figure 1 is a comparison between the 2016 through 2019 results. Respondents were asked whether they drove within 2 hours of drinking. In 7 of the 11 DMAs, the percentages of those who reported drinking within 2 hours of driving decreased from 2018 to 2019. West Palm Beach had the greatest decrease from 11% in 2018 to 6% in 2019, a 5 percentage-point decrease, followed by the Fort Myers DMA with a 3 percentage-point decrease. The other 4 media markets saw an increase in the percentage of drivers that report drinking before driving. The two largest jumps can be seen in the Miami DMA and the Broward/Monroe DMA. Miami saw a 5 percentage-point increase from 2018 to 2019 (4% to 9%), and Broward/Monroe increased from 3% in 2018 to 8% in 2019, another 5 percentage-point increase.

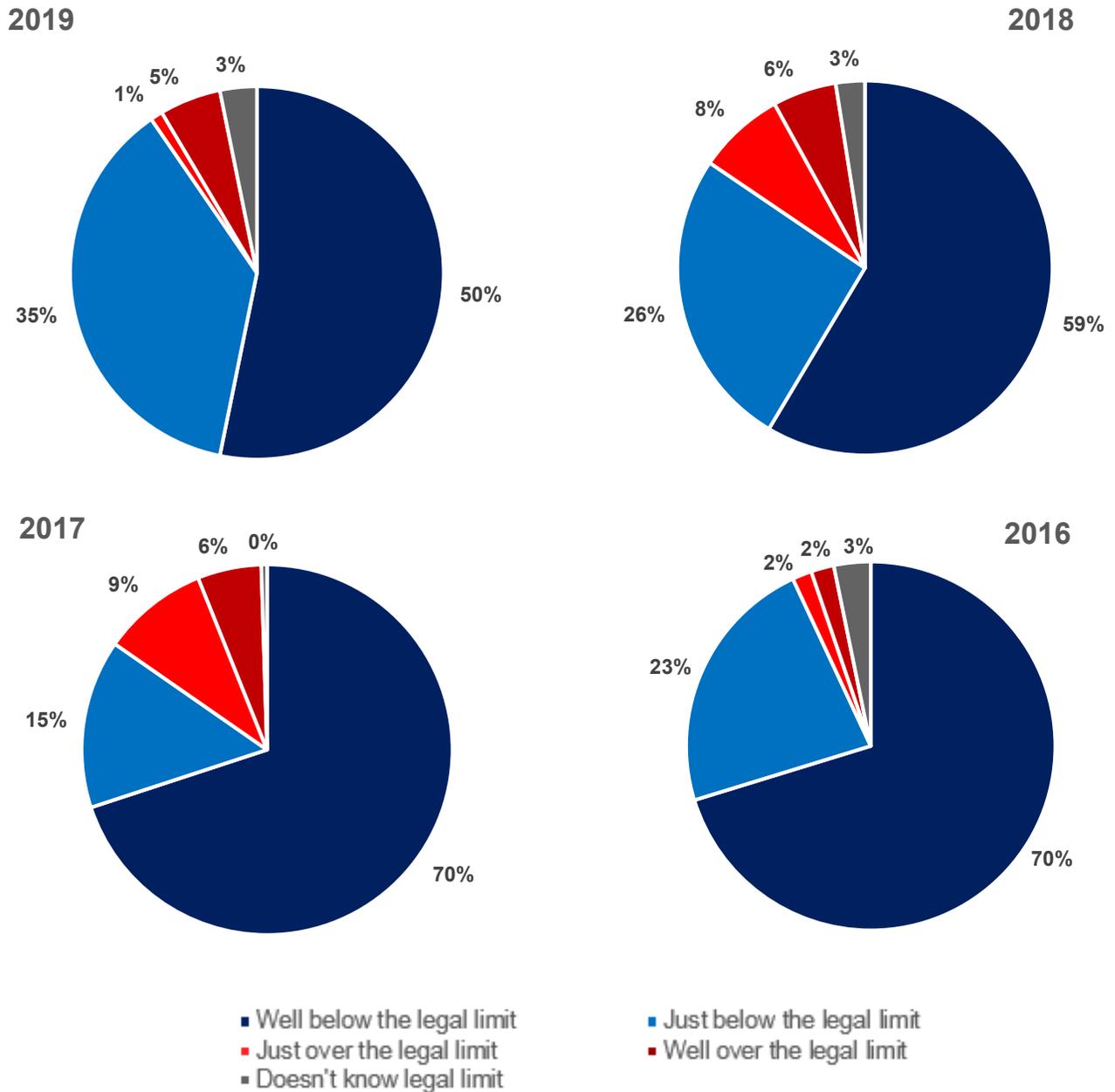
Figure 2 breaks down drinking before driving in all 4 years by the respondent's age. 18-24 year olds and 55-64 year olds are the only age groups to see a decrease in those who reported drinking within 2 hours of driving. 18-24 year olds saw a 1 percentage-point decrease and 55-64 year olds saw a 4 percentage-point decrease. The other 4 age groups had increasing percentages, with the largest increase of 2 percentage-points in the 45-54 year olds and 65+ group.

Figure 2. DRIVE by AGE, 2016 to 2019



**Figure 3. LIMIT, 2016 to 2019**

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

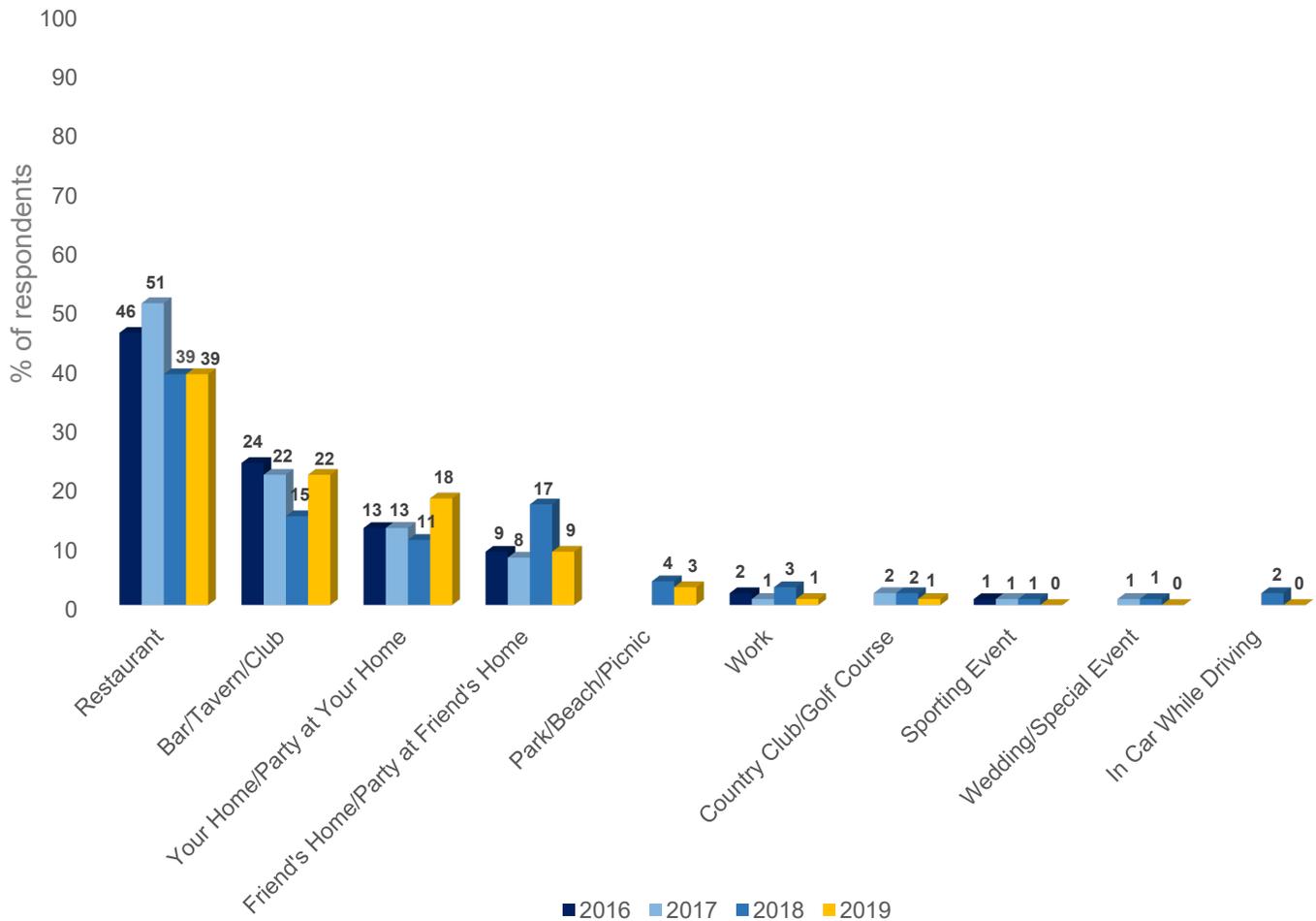


Respondents that reported having driven a motor vehicle within 2 hours of drinking within the last 30 days were then asked to approximate their level of intoxication relative to the legal limit in Florida. According to Florida law, the legal limit is a blood alcohol concentration (BAC) level below .08. Figure 3 shows the 2016 results on the top left, the 2017 results on the top right, the 2018 results on the bottom left, and 2019 results on the bottom right. An overwhelming majority of respondents

(85%) stated that they were well or just below the legal limit in 2019, similar to the 2018 results. However, the percentage of respondents claiming to be just under the legal limit increased from 26% in 2018 to 35% in 2019. Only 6% of respondents admitted to having been over the legal limit, an 8 percentage-point decrease from 2018. A mere 3% of respondents claimed to not know the legal limit at all in 2016, 2018, and 2019, with 0% not knowing in 2017.

**Figure 4. WHERE, 2016 to 2019**

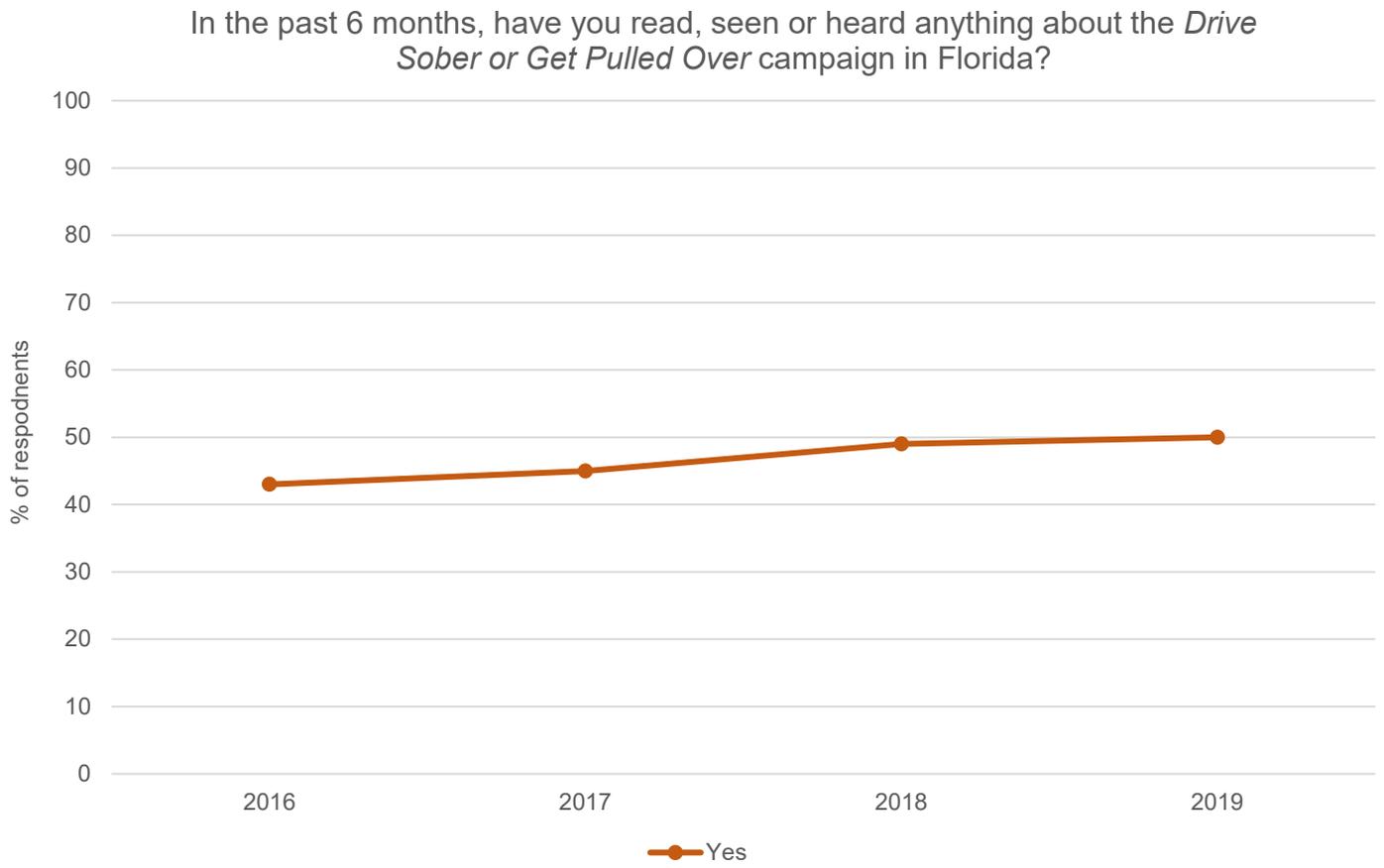
Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?



In Figure 4, individuals that reported drinking and driving were asked to give the location where they drank prior to driving. Restaurants make up the majority in 2016, 2017, and 2018. In 2019, restaurants are still the most common answer at 39%, and bars or clubs (22%) is volunteered more often than drinking at your home (18%) or your friend's home (9%). 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. Over all four years, drinking at a Restaurant seems to have declined, accounting for the increase in drinking at individual's homes. Apart from those shifts, the places that individuals claim to drink before driving have not changed significantly from 2016 to 2019.

**Figure 5. PULLED, 2016 to 2019**



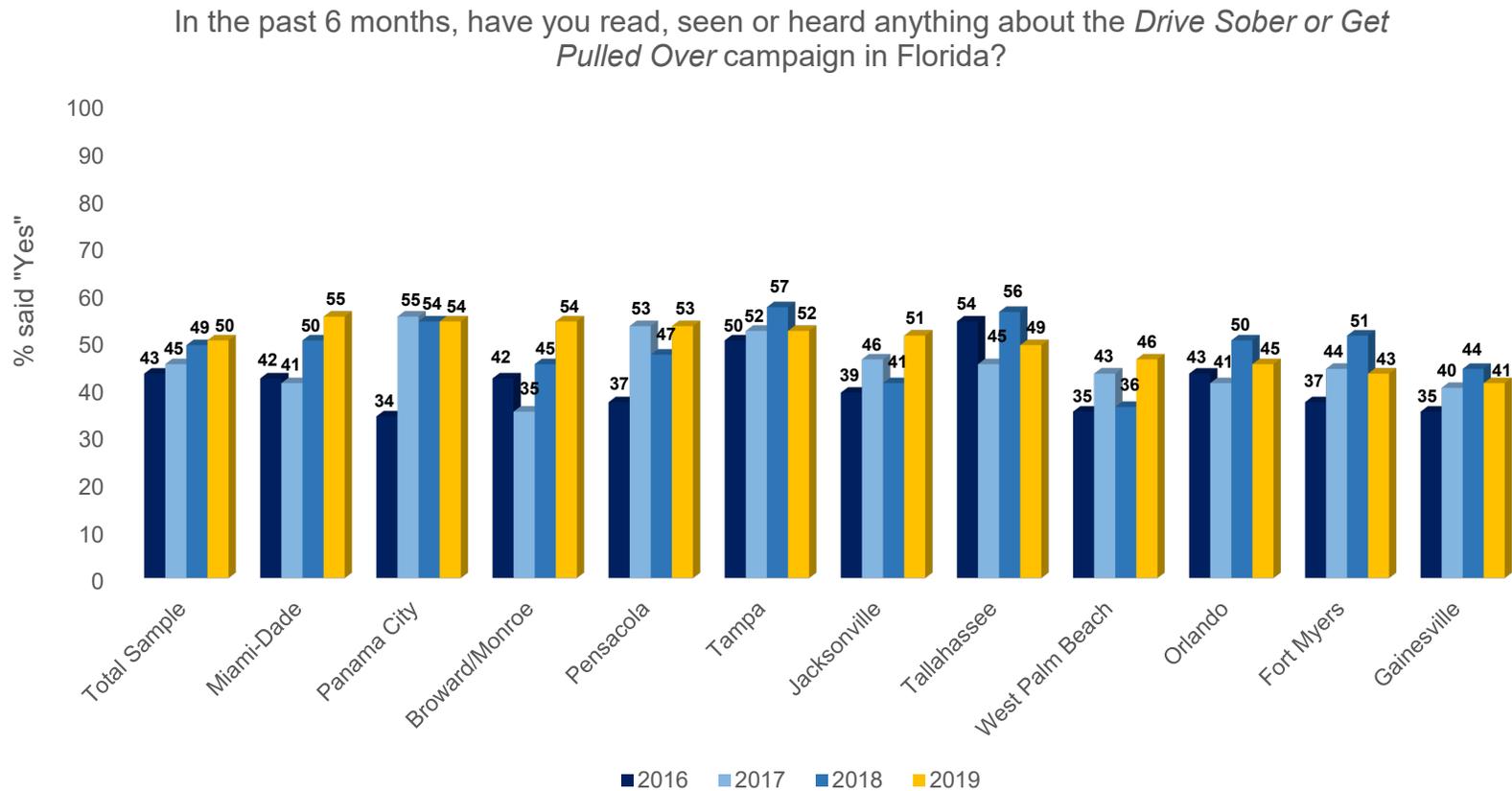
According to Figure 5, the *Drive Sober or Get Pulled Over* safety campaign message has steadily been increasing in recognition over the State of Florida. Over the span of four years, a 7 percentage-point increase can be observed from 2016 to 2019 (43% to 50%).

Additionally, there have been no dips or significant decreases since surveying began in 2016. Overall, the State of Florida is reading, seeing, and hearing about the *Drive Sober or Get Pulled Over* campaign more as each year passes.

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 to increase awareness of the slogan. Figure 6 shows how awareness of the *Drive Sober or Get Pulled Over* campaign has changed statewide and in each DMA from 2016 to 2019. Overall, Florida's awareness continued to increase, from 43% in 2016, to 45% in 2017, to 49% in 2018, to 50% in 2019. Of the 11 DMAs, 5 saw

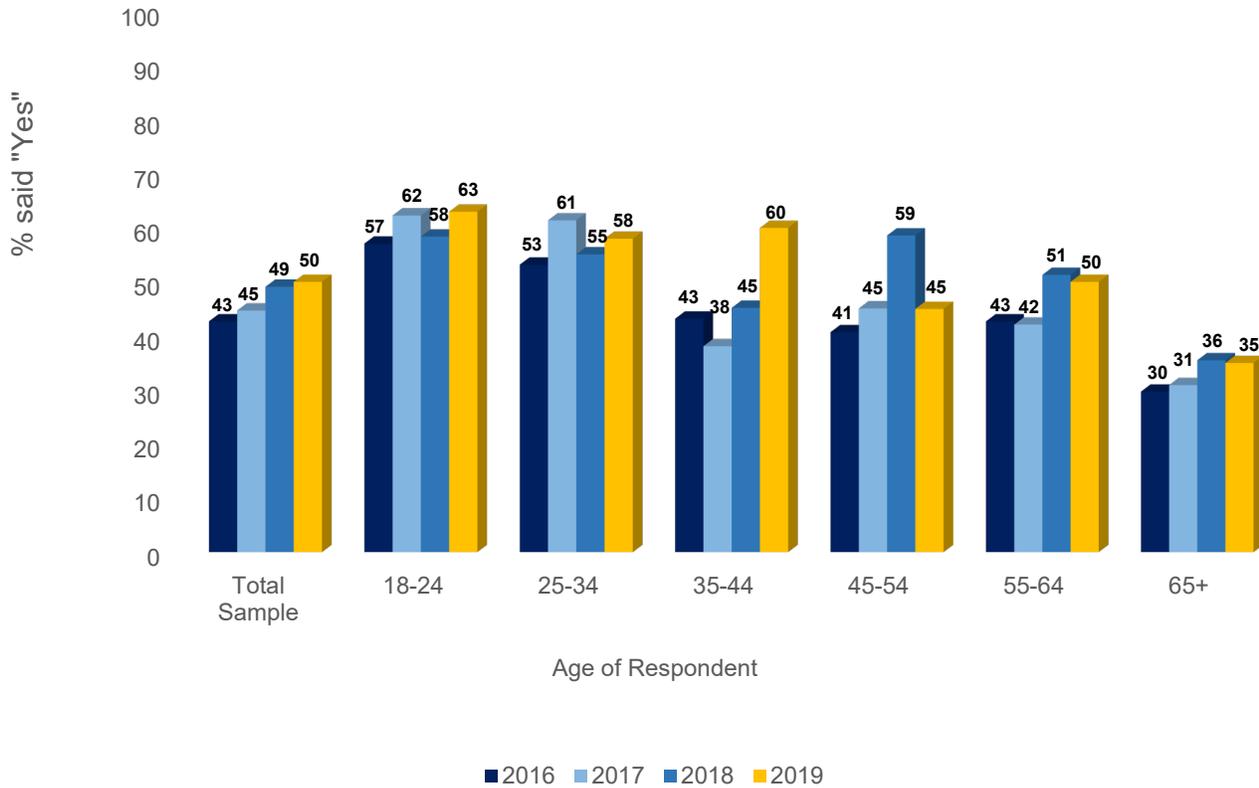
increased awareness, the largest of which can be seen in Jacksonville's 10 percentage-point increase from 41% in 2018 to 51% in 2019. Broward/Monroe also saw a sizeable increase from 45% to 54%, a 9 percentage-point increase. The Panama City DMA maintained a consistent 54% awareness, no increase or decrease from 2018 to 2019. The remaining 5 DMAs saw a decrease in awareness of the DUI safety campaign from 2018 to 2019: Tampa, Tallahassee, Orlando, Fort Myers, and Gainesville. The largest decrease was from 51% to 43% in Fort Myers.

**Figure 6. PULLED by DMA, 2016 to 2019**



**Figure 7. PULLED by AGE, 2016 to 2019**

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



When considering the age of the respondent in whether they had read, seen, or heard of the *Drive Sober or Get Pulled Over* campaign, Figure 7 reveals that 18-24-year olds had greater awareness of the campaign compared to other age categories. Of the 18-24 age group, 63% reported having read, seen, or heard of the campaign, an increase from the 58% in 2018. The 35-44 and 24-34 age groups also have awareness greater than 50%, with

60% and 58% respectively. In contrast, once the age groups hit 45 and up, awareness drops to 50% and below in 2019, with 45-54 years olds dropping from 59% awareness in 2018 to 45% in 2019. The oldest age group of individuals 65 years and older consistently have the lowest awareness across all four years, with 35% in 2019, although it has increased from 30% in 2016.

Figure 8. PULLED by DMA, 2019

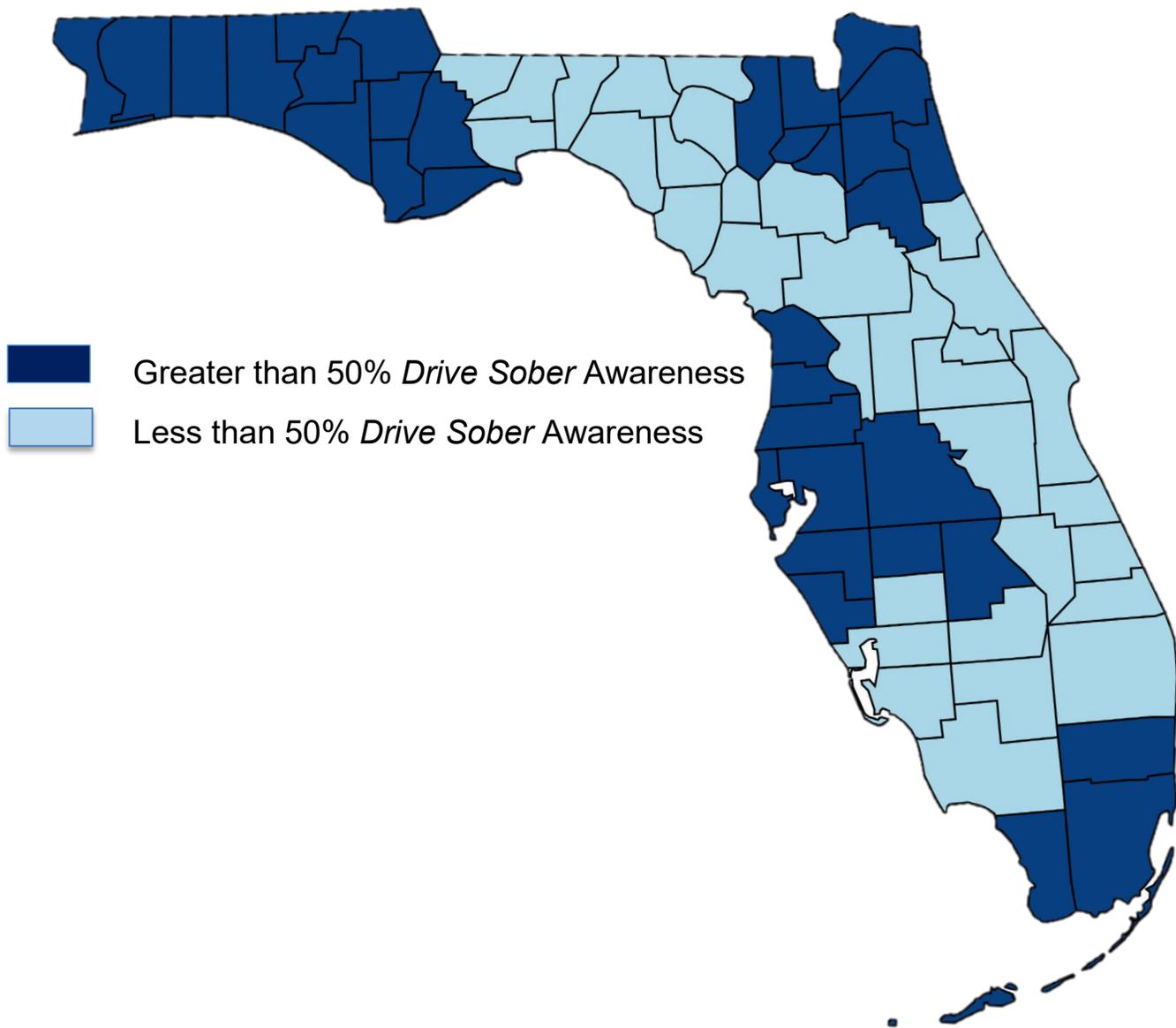
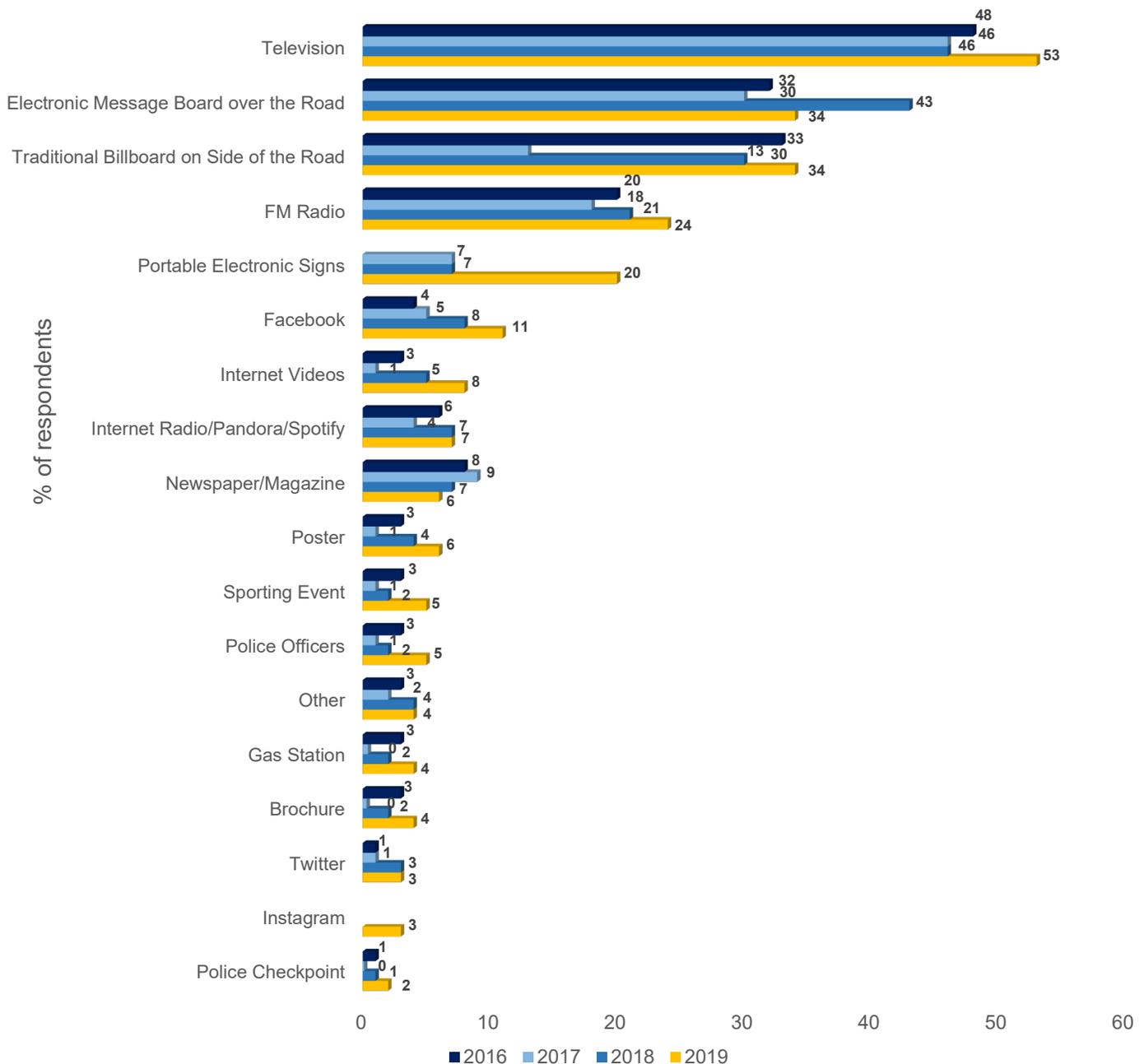


Figure 8 is a visual representation of respondents that had read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign based on which DMA they live in. Campaign awareness was above 50% in 7 of the 11 DMAs in 2019: Miami, Panama City, Pensacola, Broward/Monroe, Tampa, and Jacksonville. The Miami DMA had the greatest awareness out of all 11 DMAs,

with 55% of respondents reporting that they had read, seen, or heard about the *Drive Sober or Get Pulled Over* campaign, down slightly from 57% in 2019. The Tampa DMA had 49% awareness, barely missing the cut and falling to the second category. The Gainesville and Fort Myers DMAs had the lowest campaign awareness, with 41% and 43% respectively.

**Figure 9. PULLEDSEE, 2016 to 2019<sup>1</sup>**

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



In Figure 9, 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, from 48% in 2016 to 53% in 2019. Electronic Message Boards over the Road and Traditional Billboard on the

Side of the Road tied for second in 2019, with 34%. FM Radio was the third most common response, increasing from 21% in 2018 to 24% in 2019. Another popular response was the Portable Electric Sign, up from 7% in 2018 to 20% in 2019. The remaining options contained less than 20% of respondents in 2019, although several categories increased from 2018 to 2019. Instagram was added in 2019 and received 3%.

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

**Figure 10. PULLED by Individual's Self-Reported Alcohol Consumption Level, 2019**

In the past 6 months, have you read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?  
by  
Individual's Self-Reported Alcohol Consumption Level

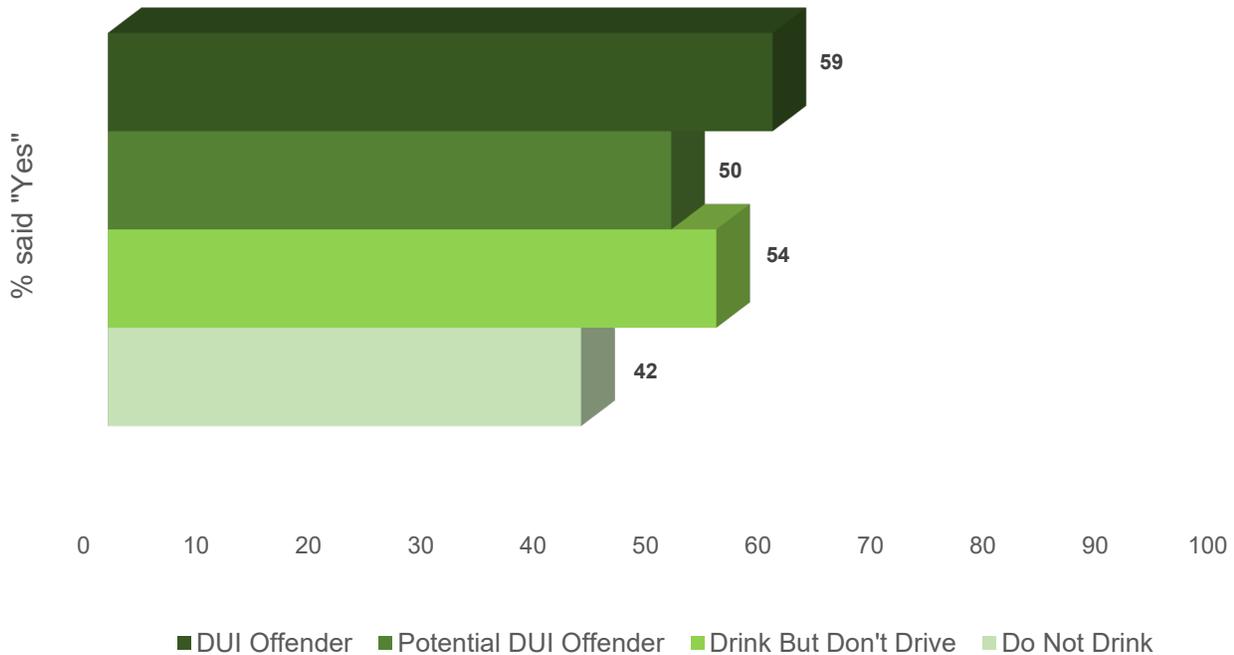


Figure 10 displays results regarding one of the main questions of this project: are those who drink and drive being exposed to the *Drive Sober or Get Pulled Over* safety campaign? As can be seen above, those who drink are more likely to have seen the message than those who claim to not drink at all, from 59% among heavier drinkers to 42% exposure among those who

never drink. The DUI Offender category is comprised of those who stated having been "Well over", "Just over", and "Just under" the legal limit the last time they drank and drove. The Potential DUI Offenders are those who stated that they were "Well under the legal limit" after having drank and drove.

**Figure 11. EFFECTIVE, 2016 to 2019**

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

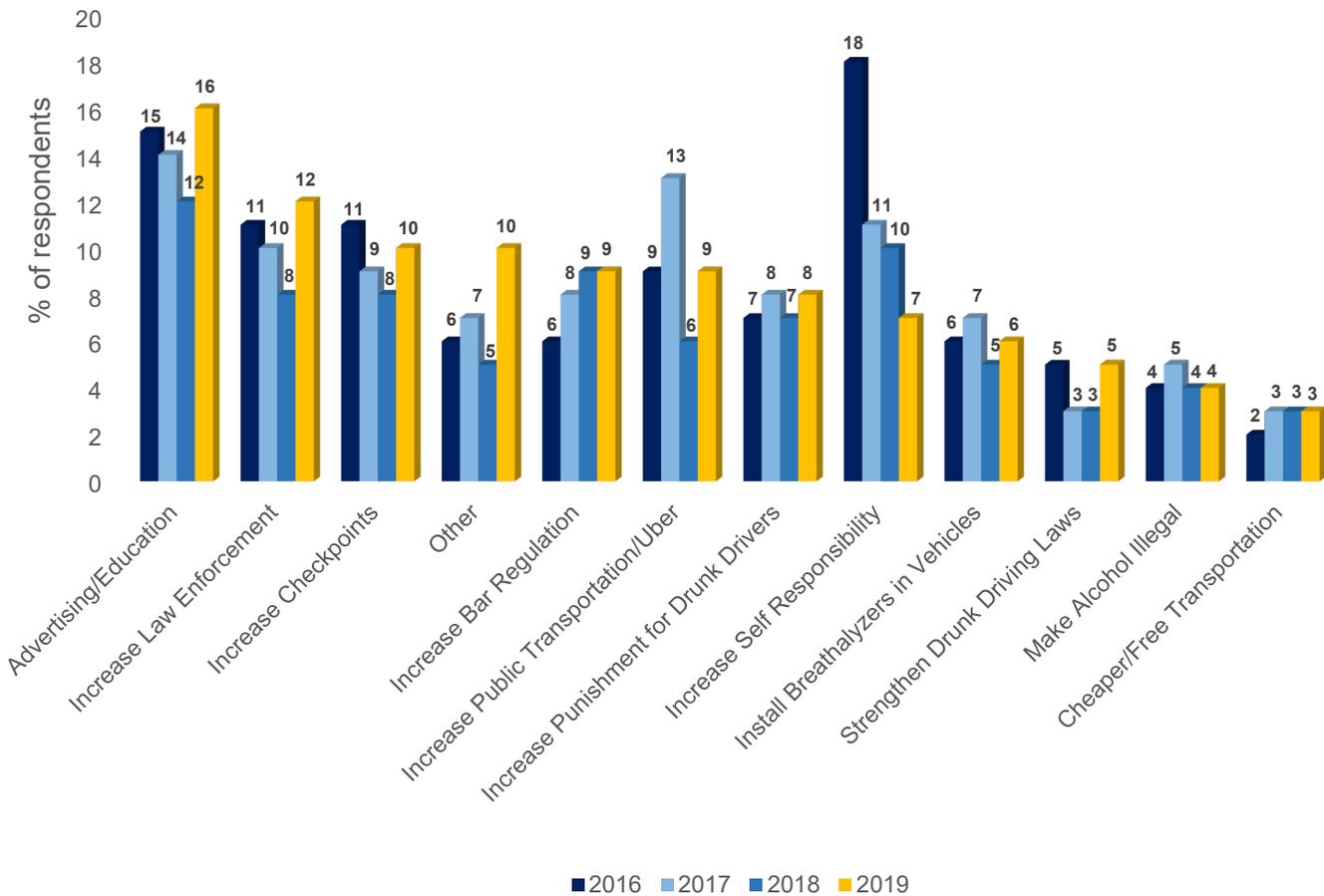


Figure 11 is a comparison of 2016 through 2019, in which respondents were asked what the most effective method of preventing drinking and driving would be. This question was open ended, and all responses were recoded into the 12 categories above. Up from 2018, Advertising/Education received 16% in 2019, and remains the most popular response since 2017. The second most popular response shifted in 2019 from Increase Self Responsibility to Increase Law Enforcement with 12%. Increase Checkpoints also increased from 8% in 2018 to 10% in 2019, moving it into the third most popular response. The least common response since 2016 has been Cheaper/Free Transportation at 3% for the past three years. Since 2016, the largest decrease can be seen in the Increase Self Responsibility category, which moved from 18% in 2016 to 7% in 2019.

The Other category, up at 10% in 2019 from 5% in 2018, contains responses such as the ones below:

- Need self-driving cars
- Put the Bible back in the schools
- Everybody buy a Tesla
- Have a hotline to report drunk drivers
- Better parenting
- Make alcohol more expensive
- Mental health counseling and chemical testing of the body
- Legalize marijuana
- Ankle bracelets that detect alcohol and location
- More intense peer pressure
- Limit liquor stores

**Appendix I: Survey Results**

**DUI TOPLINES<sup>2</sup>**

1. Pensacola n=100
2. Panama City n=98
3. Tallahassee n=101
4. Jacksonville n=104
5. Gainesville n=100
6. Orlando n=239
7. Tampa n=283
8. West Palm Beach n=116
9. Fort Myers n=101
10. Broward/Monroe n=115
11. Miami-Dade n=162

Total n=1,519

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes	100.0% 1,519	100.0% 100	100.0% 98	100.0% 101	100.0% 104	100.0% 100	100.0% 239	100.0% 283	100.0% 116	100.0% 101	100.0% 115	100.0% 162
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

<sup>2</sup> 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?<sup>3</sup>**  
**n=1,519**

Alachua	5.6% 85	Gilchrist	0.3% 5
Baker	0.1% 2	Glades	0.1% 1
Bay	3.3% 50	Gulf	0.2% 3
Bradford	0.1% 2	Hamilton	0.2% 3
Brevard	2.4% 37	Hardee	- 0
Broward	7.0% 107	Hendry	0.1% 2
Calhoun	0.3% 5	Hernando	1.4% 21
Charlotte	0.9% 14	Highlands	0.7% 10
Citrus	0.6% 9	Hillsborough	5.4% 82
Clay	0.9% 14	Holmes	0.3% 4
Collier	1.1% 16	Indian River	0.6% 9
Columbia	0.1% 2	Jackson	0.9% 13
DeSoto	0.3% 4	Jefferson	0.3% 4
Dixie	0.2% 3	Lafayette	0.1% 2
Duval	3.6% 55	Lake	1.3% 19
Escambia	2.7% 41	Lee	4.2% 64
Flagler	0.5% 7	Leon	3.5% 53
Franklin	0.1% 1	Levy	0.5% 7
Gadsden	0.5% 8	Liberty	0.3% 5

<sup>3</sup> Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

**Continued: Which Florida county do you live in?<sup>4</sup>**  
**n=1,519**

Madison	0.3% 4	Putnam	0.1% 2
Manatee	1.0% 15	St. Johns	1.2% 18
Marion	2.3% 35	St. Lucie	1.7% 25
Martin	0.5% 8	Santa Rosa	1.7% 26
Miami-Dade	10.7% 162	Sarasota	1.8% 27
Monroe	0.5% 8	Seminole	1.5% 23
Nassau	0.5% 8	Sumter	0.6% 9
Okaloosa	2.2% 33	Suwannee	0.5% 8
Okeechobee	0.1% 1	Taylor	0.2% 3
Orange	4.0% 61	Union	0.1% 1
Osceola	1.1% 16	Volusia	2.0% 31
Palm Beach	4.7% 72	Wakulla	1.0% 15
Pasco	2.5% 38	Walton	0.5% 7
Pinellas	2.8% 43	Washington	0.5% 8
Polk	2.2% 34	Don't Know	0.2% 3

<sup>4</sup> 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=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Passenger car	51.0% 753	46.7% 44	46.0% 42	48.8% 47	45.4% 47	56.4% 57	49.9% 116	49.4% 137	54.5% 66	50.5% 51	44.6% 50	61.9% 96
Pickup Truck	16.5% 267	22.2% 27	20.7% 24	21.0% 23	20.2% 18	15.7% 16	20.3% 47	14.1% 40	13.5% 14	13.3% 15	16.9% 19	13.7% 24
SUV	22.5% 363	24.6% 23	22.9% 23	19.0% 21	28.1% 32	23.0% 22	20.6% 55	25.4% 76	22.7% 28	22.9% 25	25.5% 32	14.9% 26
Mini-van	3.8% 54	1.7% 2	1.4% 2	5.1% 5	1.2% 2	3.3% 3	5.4% 14	3.8% 10	1.2% 1	6.5% 5	5.8% 5	2.8% 5
Full-sized van	2.0% 24	- 0	4.4% 2	1.2% 1	0.6% 1	- 0	2.1% 5	3.1% 8	2.8% 2	- 0	1.8% 2	1.6% 3
Motorcycle	1.0% 17	0.3% 1	2.5% 3	1.3% 1	1.0% 1	- 0	- 0	1.7% 5	- 0	1.1% 1	1.0% 1	2.4% 4
Scooter	0.4% 5	- 0	1.5% 1	- 0	1.3% 1	- 0	- 0	0.2% 1	- 0	- 0	2.0% 2	- 0
Does not drive	1.8% 22	1.5% 1	0.7% 1	1.2% 1	- 0	0.6% 1	0.9% 1	2.1% 5	2.3% 2	3.5% 2	2.5% 4	2.7% 4
Other	1.0% 14	3.0% 2	- 0	2.4% 2	2.1% 2	1.1% 1	0.7% 1	0.3% 1	2.9% 3	2.3% 2	- 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

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
None	66.3% 989	70.6% 65	71.9% 70	69.7% 68	67.4% 70	69.6% 67	64.9% 150	65.1% 182	65.7% 72	67.4% 66	68.0% 78	65.9% 101
1-2 days	24.7% 384	24.6% 29	11.5% 13	23.7% 25	16.9% 19	22.0% 24	25.7% 64	28.5% 82	25.0% 30	22.0% 24	21.6% 25	27.3% 49
3-4 days	4.3% 78	4.4% 5	8.8% 9	3.7% 5	8.8% 9	5.2% 5	5.3% 14	2.3% 8	5.0% 8	4.7% 5	2.0% 3	4.1% 7
5-6 days	1.6% 22	0.4% 1	4.2% 2	0.6% 1	1.9% 2	- 0	1.2% 3	1.9% 5	1.0% 1	4.2% 4	2.2% 2	0.5% 1
All 7 days	2.6% 38	- 0	3.3% 3	2.3% 2	4.0% 3	2.1% 3	2.1% 6	2.0% 5	2.6% 4	1.8% 2	5.5% 6	2.2% 4
Don't Know	0.3% 4	- 0	0.4% 1	- 0	- 0	- 0	0.6% 1	- 0	1.2% 1	- 0	0.7% 1	- 0
Refusal	0.2% 4	- 0	- 0	- 0	1.0% 1	1.2% 1	0.2% 1	0.2% 1	- 0	- 0	- 0	- 0

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

	Total Sample n=989	Pensacola n=65	Panama City n=70	Tallahassee n=68	Jacksonville n=70	Gainesville n=67	Orlando n=150	Tampa n=182	West Palm Beach n=72	Fort Myers n=66	Broward/Monroe n=78	Miami-Dade n=101
Occasionally consumed	41.0% 421	39.6% 24	40.4% 28	31.1% 27	42.6% 30	52.7% 34	41.0% 62	38.1% 73	46.8% 35	41.4% 30	48.8% 39	35.4% 39
Not consumed any at all	58.9% 566	60.4% 41	59.6% 42	67.4% 40	57.4% 40	47.3% 33	58.6% 87	61.9% 109	53.2% 37	58.6% 36	51.2% 39	64.6% 62
Don't Know	<1% 1	- 0	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	0.5% 1	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes	6.5% 112	5.2% 6	4.3% 4	4.6% 5	10.2% 12	6.6% 7	5.1% 17	5.4% 19	6.3% 10	4.7% 7	7.6% 8	9.3% 17
No	92.9% 1,399	93.4% 93	95.7% 94	95.4% 96	88.8% 91	93.4% 93	94.3% 221	94.4% 263	93.4% 105	95.3% 94	90.1% 105	89.9% 144
Don't Know	0.3% 3	- 0	- 0	- 0	- 0	- 0	0.6% 1	- 0	- 0	- 0	1.1% 1	0.7% 1
Refusal	0.3% 5	1.5% 1	- 0	- 0	1.0% 1	- 0	- 0	0.2% 1	0.4% 1	- 0	1.3% 1	- 0

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

	Total n=1,519	18-24	25-34	35-44	45-54	55-64	65+
Yes	6.5% 112	7.1% 13	6.7% 14	6.8% 19	7.1% 15	5.3% 21	6.2% 29
No	92.9% 1,399	92.9% 178	92.7% 180	91.8% 211	91.7% 207	94.3% 238	93.7% 375
Don't Know	0.3% 3	- 0	0.7% 1	1.5% 2	- 0	- 0	- 0
Refusal	0.3% 5	- 0	- 0	- 0	0.5% 3	0.5% 1	0.2% 1

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=112

Bar/Tavern/Club	21.7% 19
Restaurant	38.7% 50
Sporting Event	- 0
Friend's home/party at friend's home	8.5% 12
Your home/party at your home	18.1% 18
Wedding/special event	- 0
Work	1.1% 1
Drank in the car while driving	0.3% 1
Hotel/Motel	- 0
Country Club/Golf Course	1.0% 1
Movie Theater	- 0
Park/Beach/Picnic	2.8% 2
Other	5.3% 5
Don't Know	2.5% 3
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=112**

Well below the legal limit for drinking and driving	50.3% 59
Just below the legal limit	34.7% 36
Just over the legal limit	1.4% 2
Well over the legal limit	5.3% 6
Doesn't know the legal limit	3.2% 4

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Almost Certain	14.8% 227	21.6% 19	21.4% 22	14.5% 12	14.6% 14	14.6% 16	13.9% 32	13.6% 39	11.6% 13	18.4% 15	16.2% 17	15.0% 28
Very Likely	19.8% 291	13.7% 17	18.9% 19	22.9% 23	11.8% 13	17.2% 15	24.5% 56	19.9% 54	20.7% 22	16.5% 18	17.3% 21	21.7% 33
Somewhat Likely	13.2% 209	12.7% 15	16.0% 15	10.7% 11	10.4% 10	14.0% 16	10.2% 27	12.7% 36	13.8% 19	18.0% 19	14.3% 17	16.4% 24
Somewhat Unlikely	11.0% 188	12.0% 13	17.9% 16	10.2% 14	6.8% 9	12.4% 16	14.6% 34	9.6% 32	16.0% 18	7.8% 9	8.4% 12	8.7% 15
Very Unlikely	25.6% 372	22.5% 22	20.6% 19	19.5% 20	35.7% 37	26.6% 21	19.9% 50	29.2% 77	26.7% 32	20.9% 22	28.2% 32	24.6% 40
Don't Know	12.9% 188	14.4% 11	3.5% 5	16.9% 15	18.6% 19	12.2% 13	13.8% 32	13.9% 41	9.6% 10	15.3% 15	11.4% 12	9.4% 15
Refusal	2.7% 44	3.1% 3	1.8% 2	5.2% 6	2.2% 2	3.0% 3	3.2% 8	1.1% 4	1.6% 2	3.3% 3	4.3% 4	4.2% 7

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=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
More Likely	46.7% 696	49.6% 49	56.7% 55	48.2% 46	50.3% 49	43.2% 44	40.7% 94	44.2% 125	55.0% 59	50.4% 44	40.3% 48	52.1% 83
Less Likely	11.6% 178	8.1% 9	11.5% 11	14.7% 16	11.1% 14	13.7% 12	12.1% 29	12.5% 36	11.5% 15	8.2% 9	14.4% 12	9.8% 15
About as Likely	30.7% 491	34.8% 35	25.5% 25	28.7% 33	31.0% 33	36.8% 38	35.5% 87	29.3% 88	27.4% 32	33.1% 38	31.9% 39	25.3% 43
Don't Know	11.0% 152	7.5% 7	6.3% 7	8.4% 6	7.6% 8	4.9% 5	11.7% 29	14.0% 34	6.2% 10	8.2% 10	13.5% 16	12.5% 20
Refusal	<1% 2	- 0	- 0	- 0	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	0.3% 1

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

	Total Sample n=953	Pensacola n=59	Panama City n=56	Tallahassee n=51	Jacksonville n=64	Gainesville n=67	Orlando n=152	Tampa n=174	West Palm Beach n=79	Fort Myers n=65	Broward/Monroe n=76	Miami-Dade n=100
More Often	1.2% 15	1.1% 1	1.4% 1	1.8% 1	4.8% 3	5.0% 3	- 0	1.5% 3	1.3% 1	- 0	- 0	1.0% 2
Less Often	29.3% 277	30.1% 17	27.9% 17	20.4% 14	32.4% 21	22.8% 19	24.7% 40	35.1% 59	27.6% 21	25.7% 18	26.2% 20	33.0% 31
About the Same	62.5% 592	58.6% 35	65.8% 34	71.3% 41	55.5% 35	63.7% 41	68.9% 103	58.8% 103	65.3% 52	67.0% 43	60.8% 46	58.1% 59
Don't Know	3.3% 34	4.1% 3	1.9% 2	2.1% 2	2.6% 2	3.1% 2	4.1% 6	2.6% 6	- 0	7.3% 4	3.0% 3	4.5% 5
Refusal	3.8% 35	6.2% 3	2.9% 2	4.4% 3	4.7% 3	5.4% 2	2.4% 3	2.0% 3	5.8% 5	- 0	10.1% 7	3.5% 3

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
More Often	7.9% 113	9.9% 9	10.2% 11	8.9% 9	13.7% 11	4.3% 5	6.8% 16	7.3% 20	9.3% 8	7.5% 7	6.4% 7	7.1% 10
Less Often	28.2% 422	28.2% 26	28.2% 28	24.0% 24	32.2% 33	22.3% 25	25.0% 61	29.4% 87	28.1% 32	34.5% 30	23.6% 26	30.3% 50
About the Same	48.4% 743	48.7% 52	47.1% 44	42.4% 48	42.9% 47	52.5% 51	52.5% 128	49.4% 138	50.0% 58	43.3% 47	49.3% 58	44.8% 72
Don't Know	14.7% 227	10.2% 10	13.3% 14	24.7% 20	10.5% 12	19.5% 18	14.9% 32	13.2% 36	11.5% 17	14.1% 16	19.6% 23	17.4% 29
Refusal	0.9% 14	3.0% 3	1.2% 1	- 0	0.7% 1	1.5% 1	0.9% 2	0.8% 2	1.1% 1	0.7% 1	1.1% 1	0.3% 1

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Very strictly	43.8% 649	52.5% 50	56.6% 52	37.3% 35	36.4% 37	39.5% 35	46.5% 109	43.6% 120	31.1% 35	46.7% 44	46.2% 51	48.6% 81
Somewhat strictly	31.9% 517	31.9% 35	25.9% 28	42.4% 47	40.8% 43	40.4% 42	28.8% 72	35.2% 103	33.5% 41	27.7% 31	28.6% 33	26.7% 42
Not very strictly	8.9% 120	7.0% 6	6.7% 7	3.4% 3	9.5% 9	6.8% 9	7.8% 17	8.0% 22	14.7% 12	11.9% 12	7.3% 8	8.6% 15
Rarely	2.9% 41	2.1% 1	2.4% 2	3.6% 3	1.0% 2	4.9% 3	3.1% 7	2.8% 8	2.8% 4	3.8% 3	3.6% 5	2.5% 3
Not at all	2.0% 27	2.2% 2	0.8% 1	- 0	0.9% 1	- 0	2.6% 6	1.9% 6	1.9% 3	0.8% 1	3.3% 3	2.5% 4
Don't Know	10.6% 163	3.1% 5	7.7% 8	13.4% 13	11.3% 12	7.0% 10	11.3% 28	8.5% 24	15.9% 21	9.1% 10	11.1% 15	11.1% 17
Refusal	<1% 2	1.3% 1	- 0	- 0	- 0	1.5% 1	- 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=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes – Seen	7.8% 107	7.4% 6	5.0% 5	3.4% 4	5.6% 7	8.6% 7	6.1% 15	6.6% 16	10.4% 11	10.9% 9	9.3% 11	9.9% 16
Yes – Heard	13.9% 233	11.9% 13	8.8% 8	25.3% 29	20.3% 22	15.2% 16	7.8% 21	17.2% 53	8.7% 10	13.6% 16	14.9% 17	16.5% 28
Yes – Both	9.0% 144	6.3% 7	10.2% 12	9.2% 10	10.9% 12	11.4% 13	5.0% 12	8.6% 27	5.4% 5	17.7% 16	12.4% 14	10.7% 16
No	68.0% 1,019	72.2% 72	74.9% 72	62.1% 58	61.9% 62	63.4% 63	78.9% 186	65.9% 184	75.5% 90	57.8% 60	62.7% 72	61.7% 100
Don't Know	1.2% 14	2.2% 2	1.2% 1	- 0	1.3% 1	- 0	1.8% 4	1.8% 3	- 0	- 0	0.7% 1	1.3% 2
Refusal	0.1% 2	- 0	- 0	- 0	- 0	1.5% 1	0.4% 1	- 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=500	Pensacola n=28	Panama City n=26	Tallahassee n=43	Jacksonville n=42	Gainesville n=37	Orlando n=53	Tampa n=99	West Palm Beach n=26	Fort Myers n=41	Broward/Monroe n=43	Miami-Dade n=62
Yes	21.2% 109	31.5% 8	27.4% 7	23.8% 10	22.9% 9	26.3% 10	19.5% 10	19.7% 17	19.2% 4	39.2% 15	22.3% 10	10.6% 9
No	77.8% 386	64.2% 19	72.6% 19	76.2% 33	77.1% 33	69.7% 26	79.0% 42	79.1% 81	80.8% 22	60.8% 26	77.7% 33	87.4% 52
Don't Know	0.9% 4	4.3% 1	- 0	- 0	- 0	- 0	1.6% 1	1.2% 1	- 0	- 0	- 0	2.0% 1
Refusal	<1% 1	- 0	- 0	- 0	- 0	4.0% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes	12.4% 176	13.1% 12	8.5% 10	8.2% 7	16.4% 14	7.3% 9	10.6% 26	14.8% 38	10.1% 15	15.0% 16	15.1% 17	9.2% 12
No	87.6% 1,342	86.9% 88	91.5% 88	91.8% 94	83.6% 90	91.3% 90	89.4% 213	85.2% 245	89.9% 101	85.0% 85	84.9% 98	90.8% 150
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1,519	Yes - Drove	No – Did Not Drive
Yes - Stopped	12.4% 176	30.9% 29	11.1% 145
No – Not Stopped	87.6% 1,342	69.1% 83	88.9% 1,253
Don't Know	- 0	- 0	- 0
Refusal	<1% 1	- 0	<1% 1

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes	5.0% 73	6.5% 6	7.3% 7	4.9% 5	3.5% 4	1.4% 2	4.8% 12	7.9% 20	2.9% 4	4.4% 4	3.2% 3	4.2% 6
No	94.7% 1,441	93.5% 94	92.7% 91	95.1% 96	96.5% 100	97.1% 97	94.5% 225	91.8% 262	97.1% 112	95.6% 97	96.3% 111	95.8% 156
Don't Know	0.1% 2	- 0	- 0	- 0	- 0	- 0	0.7% 2	- 0	- 0	- 0	- 0	- 0
Refusal	0.2% 3	- 0	- 0	- 0	- 0	1.5% 1	- 0	0.3% 1	- 0	- 0	0.5% 1	- 0

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

	Total Sample n=1,519	Yes - Drove	No – Did Not Drive
Yes - Arrested	5.0% 73	12.3% 11	4.5% 62
No – Not Arrested	94.7% 1,441	87.7% 101	95.2% 1,332
Don't Know	0.1% 2	- 0	0.2% 2
Refusal	0.2% 3	- 0	0.2% 3

**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=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes	49.7% 772	53.5% 52	53.5% 52	49.1% 54	50.6% 50	41.2% 47	45.2% 112	52.1% 155	46.1% 55	43.1% 44	53.6% 59	54.8% 92
No	49.0% 724	46.1% 47	44.1% 44	48.6% 45	47.1% 51	55.5% 50	52.8% 123	47.5% 126	53.6% 60	56.9% 57	44.6% 54	43.0% 67
Don't Know	1.3% 22	0.4% 1	2.4% 2	2.3% 2	2.3% 3	1.9% 2	2.0% 4	0.4% 2	0.4% 1	- 0	1.9% 2	2.2% 3
Refusal	<1% 1	- 0	- 0	- 0	- 0	1.5% 1	- 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=1,519	18-24	25-34	35-44	45-54	55-64	65+
Yes	49.7% 772	63.2% 120	58.4% 114	60.3% 141	45.2% 112	49.6% 132	35.2% 149
No	49.0% 724	36.1% 70	40.3% 78	38.6% 89	52.6% 107	48.6% 122	63.9% 251
Don't Know	1.3% 22	0.8% 1	1.2% 2	1.1% 2	2.3% 6	1.7% 6	1.0% 5
Refusal	<1% 1	- 0	0.2% 1	- 0	- 0	- 0	- 0

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

n=772

Television	52.5% 389
FM Radio	24.1% 192
Internet Radio/Pandora/Spotify	7.3% 52
Electronic Message Board Over the Road	33.8% 268
Traditional Billboard on Side of the Road	33.6% 267
Portable Electronic Signs	20.1% 150
Newspaper/Magazine	6.3% 46
Sporting Event	4.6% 43
Poster	6.3% 48
Brochure	4.1% 27
Internet Videos	7.7% 50
Facebook	11.3% 87
Instagram	3.1% 23
Twitter	2.9% 21
Gas Station	4.4% 36
Police Checkpoint	2.5% 19
Police Officers	4.5% 36
Other	4.3% 29

<sup>5</sup> 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?<sup>6</sup>**  
**n=772**

Don't Know	2.8% 15
Refusal	- 0

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<sup>6</sup> 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?<sup>7</sup>

n=43

Florida State University Seminoles	17.4% 12
University of Florida Gators	14.7% 8
University of Miami Hurricanes	4.3% 3
Miami Dolphins	3.4% 2
Miami Marlins	8.6% 3
Miami Heat	3.5% 2
Florida Panthers	8.1% 3
Homestead-Miami Speedway	1.8% 1
Tampa Bay Buccaneers	16.3% 6
Tampa Bay Rays	6.7% 3
Tampa Bay Lightning	8.4% 4
Tampa Bay Storm	- 0
Orlando Magic	5.0% 2
Daytona Speedway	7.8% 3
Jacksonville Jaguars	13.6% 7
Other	4.5% 3
Don't Know	21.0% 7

<sup>7</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 Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Yes	8.1% 129	7.1% 7	10.6% 11	10.3% 11	13.8% 14	6.3% 8	4.8% 10	9.1% 29	4.8% 5	6.6% 5	8.5% 10	11.0% 19
No	90.8% 1,373	91.8% 92	88.6% 86	89.7% 90	85.5% 89	91.1% 90	94.1% 227	90.4% 252	94.3% 110	91.8% 93	89.0% 103	87.7% 141
Don't Know	1.1% 16	1.2% 1	0.8% 1	- 0	0.7% 1	1.2% 1	1.1% 2	0.5% 2	0.9% 1	1.6% 3	2.5% 2	1.3% 2
Refusal	<1% 1	- 0	- 0	- 0	- 0	1.5% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

n=129

Television	39.6%	49
FM Radio	25.5%	35
Internet Radio/Pandora/Spotify	6.9%	9
Electronic message board over the road	16.7%	19
Traditional billboard on side of the road	23.7%	28
Portable Electronic Signs	7.2%	10
Newspaper/Magazine	5.6%	9
Sporting event	3.5%	6
Poster	6.5%	7
Brochure	2.7%	3
Internet videos	8.5%	10
Facebook	13.6%	16
Instagram	2.6%	3
Twitter	1.8%	3
Gas Station	3.1%	4
Police Checkpoint	3.6%	4
Police Officers	5.5%	8
Other	11.5%	15
Don't Know	0.7%	1

<sup>8</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 reducing alcohol impaired driving?**

**n=1,230**

Increase Self Responsibility	7.5% 91
Advertising/Education	16.0% 212
Increase Checkpoints	10.1% 130
Increase Law Enforcement	12.0% 139
Increase Public Transportation/Uber	9.2% 117
Increase Punishment for Drunk Drivers	8.3% 101
Install Breathalyzers in Vehicles	5.8% 70
Increase Bar Regulation	9.0% 101
Strengthen Drunk Driving Laws	5.3% 60
Make Alcohol Illegal	4.4% 53
Cheaper/Free Transportation	2.9% 38
Other	9.5% 116
Don't Know	0.2% 2

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Less than high school degree	5.9% 68	2.4% 2	10.8% 8	3.1% 3	3.2% 2	1.0% 1	5.9% 10	5.8% 13	5.9% 6	7.2% 6	7.7% 8	7.3% 9
High school graduate/GED	32.2% 400	38.8% 34	29.4% 28	38.2% 31	22.6% 19	33.8% 27	31.0% 59	40.5% 91	24.4% 24	37.2% 28	24.4% 22	31.5% 37
Currently in college/AA degree	34.4% 429	41.0% 34	41.9% 34	28.6% 23	42.7% 37	39.9% 34	34.6% 66	30.0% 69	46.4% 41	26.5% 21	36.4% 32	27.9% 38
Bachelor's degree	16.8% 381	11.2% 20	11.8% 17	13.5% 22	22.1% 33	11.6% 21	16.9% 62	15.8% 73	14.2% 28	14.2% 24	16.6% 28	22.1% 53
Graduate/post-graduate degree	9.9% 229	4.6% 9	6.0% 11	14.0% 21	8.5% 12	13.6% 17	10.9% 40	7.6% 36	8.5% 16	14.0% 21	13.5% 23	10.3% 23
Don't Know	0.3% 5	2.0% 1	- 0	2.7% 1	- 0	- 0	- 0	- 0	0.6% 1	- 0	0.7% 1	0.5% 1
Refusal	0.5% 7	- 0	- 0	- 0	0.8% 1	- 0	0.7% 2	0.3% 1	- 0	1.0% 1	0.7% 1	0.5% 1

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
18-24	10.7% 191	8.7% 11	11.9% 12	8.3% 10	17.0% 19	14.2% 17	9.7% 25	7.2% 27	11.9% 16	9.2% 12	5.9% 8	18.3% 34
25-34	15.7% 195	23.0% 17	16.0% 14	16.2% 13	10.5% 9	20.0% 14	13.8% 25	15.2% 32	14.6% 13	12.2% 9	18.2% 19	20.7% 30
35-44	15.2% 232	13.0% 14	11.3% 11	20.2% 21	11.2% 13	14.7% 17	17.9% 40	14.0% 37	11.7% 14	20.1% 20	13.3% 16	17.5% 29
45-54	16.8% 225	19.2% 17	11.0% 11	10.8% 11	11.9% 11	18.2% 18	15.1% 35	16.7% 46	19.2% 18	7.3% 7	28.1% 27	18.3% 24
55-64	16.4% 260	15.1% 18	28.5% 27	17.5% 18	20.2% 19	15.1% 15	17.6% 43	19.7% 52	10.5% 13	11.2% 11	15.6% 20	12.7% 24
65+	24.6% 405	21.1% 23	21.4% 23	27.0% 28	28.5% 32	17.7% 19	24.5% 67	27.0% 88	31.5% 41	40.0% 42	17.7% 23	11.6% 19
Don't Know	0.1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	0.5% 1
Refusal	0.6% 9	- 0	- 0	- 0	0.8% 1	- 0	1.3% 4	0.3% 1	0.6% 1	- 0	0.7% 1	0.5% 1

What is your racial background?

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
White/Caucasian	53.7% 934	61.1% 69	68.6% 75	65.0% 72	57.7% 67	58.5% 70	59.4% 153	66.1% 201	60.8% 79	65.9% 71	42.3% 55	11.4% 22
Black/African American	15.1% 194	19.7% 17	12.7% 10	18.2% 17	20.7% 18	20.8% 17	14.8% 28	10.7% 22	15.6% 15	5.4% 4	23.4% 22	16.6% 24
Hispanic	24.2% 307	10.9% 9	5.6% 7	6.1% 5	12.3% 12	6.7% 7	19.3% 43	17.8% 48	18.2% 18	21.7% 20	26.5% 32	65.6% 106
Asian	1.8% 24	4.5% 3	3.4% 2	2.2% 2	0.9% 1	3.4% 3	2.0% 5	1.5% 3	2.6% 1	1.3% 1	1.2% 1	1.4% 2
Native American	1.4% 13	1.8% 1	3.0% 2	1.2% 1	3.3% 2	- 0	1.6% 2	2.6% 4	0.7% 1	- 0	- 0	- 0
Other	1.7% 15	2.0% 1	- 0	4.6% 3	3.5% 2	3.0% 1	0.6% 1	- 0	1.5% 1	1.9% 1	4.6% 2	2.5% 3
Don't Know	0.6% 9	- 0	- 0	2.7% 1	0.8% 1	- 0	0.7% 2	0.9% 3	- 0	- 0	0.7% 1	0.5% 1
Refusal	1.5% 23	- 0	6.7% 2	- 0	0.8% 1	7.5% 2	1.6% 5	0.6% 2	0.6% 1	3.9% 4	1.4% 2	2.0% 4

**Which language do you speak in your home most often?**

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
English	85.4% 1,327	94.7% 94	94.5% 92	94.7% 97	94.6% 99	93.2% 93	91.3% 220	90.0% 256	91.8% 108	85.9% 89	85.2% 98	52.2% 81
Spanish	12.5% 157	2.7% 2	3.2% 4	5.3% 4	3.7% 3	4.4% 4	7.7% 16	8.5% 22	7.1% 7	12.9% 11	10.8% 13	42.9% 71
Creole	0.6% 7	- 0	- 0	- 0	0.8% 1	- 0	0.3% 1	- 0	1.1% 1	- 0	1.2% 1	1.6% 3
Other	1.4% 25	2.5% 4	2.3% 2	- 0	0.9% 1	2.4% 3	0.4% 1	1.6% 5	- 0	1.3% 1	2.9% 3	2.4% 5
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.5% 1
Refusal	0.1% 2	- 0	- 0	- 0	- 0	- 0	0.3% 1	- 0	- 0	- 0	- 0	0.5% 1

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

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Landline	21.3% 281	13.2% 11	8.9% 8	7.5% 8	24.0% 25	9.3% 5	26.7% 68	23.9% 68	31.0% 34	24.5% 25	14.9% 13	10.5% 16
Cell	78.1% 1,227	8.5% 87	91.1% 90	92.5% 93	75.2% 78	89.6% 94	72.6% 169	76.1% 215	69.0% 82	74.5% 75	82.6% 99	89.0% 145
Don't Know	0.2% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.8% 2	- 0
Refusal	0.5% 9	2.0% 2	- 0	- 0	0.8% 1	1.2% 1	0.7% 2	- 0	- 0	1.0% 1	0.7% 1	0.5% 1

**Sex of respondent [Interviewer Identify]**

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
Male	48.8% 844	61.3% 69	45.4% 51	47.0% 53	51.7% 59	45.7% 51	50.5% 136	43.6% 144	41.1% 56	44.2% 53	56.4% 72	54.6% 100
Female	51.2% 675	38.7% 31	54.6% 47	53.0% 48	48.3% 45	54.3% 49	49.5% 103	56.4% 139	58.9% 60	55.8% 48	43.6% 43	45.4% 62

**Language [Interviewer Identify]**

	Total Sample n=1,519	Pensacola n=100	Panama City n=98	Tallahassee n=101	Jacksonville n=104	Gainesville n=100	Orlando n=239	Tampa n=283	West Palm Beach n=116	Fort Myers n=101	Broward/Monroe n=115	Miami-Dade n=162
English	93.0% 1,436	98.5% 99	99.5% 97	97.1% 99	100.0% 104	99.3% 99	97.1% 234	95.7% 272	98.2% 114	91.6% 95	94.4% 109	70.0% 114
Spanish	7.0% 83	1.5% 1	0.5% 1	2.9% 2	- 0	0.7% 1	2.9% 5	4.3% 11	1.8% 2	8.4% 6	5.6% 6	30.0% 48

**Appendix II: Survey Instrument**

**FDOT DUI 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 asking Florida residents some questions about their driving habits highway safety. Just to confirm, are you 18 years of age or older?

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

1. Yes
2. No [END SURVEY]

**INFORMED CONSENT**

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

99 Refusal  
[VOLUNTEERED]

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

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 unlikely
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/Soundcloud
4. Newspaper/Magazine
5. Sporting event
6. Electronic amber alert style billboard over the road
7. Traditional billboard on the side of the road
8. Portable electronic signs on the side of the road
9. Poster
10. Brochure
11. Internet videos
12. Facebook
13. Instagram
14. Twitter
15. Gas station
16. Police checkpoint
17. Police officers
18. Other: \_\_\_\_\_
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]

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]

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

1. Television
2. FM radio
3. Internet radio/Pandora/Spotify/Soundcloud
4. Newspaper/Magazine
5. Sporting event
6. Electronic amber alert style billboard over the road
7. Traditional billboard on the side of the road
8. Portable electronic signs on the side of the road
9. Poster
10. Brochure
11. Internet videos
12. Facebook
13. Instagram
14. Twitter
15. Gas station
16. Police checkpoint
17. Police officers
18. Other: \_\_\_\_\_
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

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.