# Florida 2020
## Driving Under the Influence (DUI) Media Survey

Florida Department of Transportation

Report

August 2020

# Florida 2020
## Driving Under the Influence (DUI) Media Survey

**Report Prepared for FDOT by
The Public Opinion Research Lab at the
University of North Florida**

Michael Binder, Ph.D., Associate Professor & Faculty Director
Andrew Hopkins, M.P.A, Assist. Director
Eva Matthews, Research Coordinator
Charlene Stainfield, Research Associate
Kathlina Brady, Research Associate

**August 2020**

**Contents**

# DISCLAIMER

This report was prepared for the State of Florida, Department of Transportation, State Safety Office, in cooperation with the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation.

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

## Introduction

### State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties in 58,560 square miles. The 2018 American Community Survey from the U.S. Census Bureau estimates there are 17,071,450 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2018 Census is as follows: 53.3% white, 15.3% black, 26.1% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,099 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2018.

### 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, with a total of 716 deaths due to impaired driving, 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 increased to 814 fatalities in 2018.

## Methodology

### Study Purpose

FDOT first contracted with PORL at UNF in 2016 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. PORL has administered this survey to Florida residents each year since 2016. 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 May 27 to June 23, 2020. This project is generally executed during this time period because it falls after FDOT 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. 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. 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.

A few changes were made to the survey instrument in 2020. In previous iterations, respondents were asked whether they had driven within two hours of drinking alcohol in the past 30 days. PORL found that with this wording, very few respondents answered "yes," making it difficult to make sound and accurate estimates and comparisons using this data. In order to increase the N for statistical analysis, the time frame was increased to one year. Similarly, respondents are asked if they have seen or heard the "Drive Sober or Get Pulled Over" campaign message during the past year, which was previously worded to include only the past 6 months.

Due concerns over the spread of COVID-19, data collection took place remotely, which normally would have taken place at PORL's facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Further discussion of this transition is in the "Limitations" section of this report.

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 11.5% to 87.2% respectively, with 1.2% 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 or suspended 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 and increase sample representativeness, interviews were conducted in both English and Spanish.

Calls were made from 12:00 p.m. - 9:00 p.m. seven days a week. The hours were extended from previous methodologies, when calls did not start until 4:00 p.m., in order to capitalize on an expected increase in respondents being home during the day, due to COVID-19 restrictions.

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 2018 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 1,573, 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 +/- 2.47 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 15.4%.

**Limitations**
Due to the increasing spread and threat from the COVID-19 outbreak, the University of North Florida closed its campus to students and nonessential faculty and staff. Without the ability to meet physically in the lab, PORL staff implemented the survey remotely, using specialized Computer Assisted Telephone Interviewing (CATI) software. The transition from in-person to remote work required staff to quickly adapt to new technical and logistical challenges, which briefly slowed project progress. While PORL made every effort to mitigate the effects of the COVID-19 outbreak on the project's methodology, implementation, and outcomes, it is worth noting that any unplanned departure from previous years' methodology is less than ideal.

Another thing to consider is the dramatic decrease in traffic due to stay-at-home orders and more people working remotely. With fewer people traveling on the roads that FDOT normally uses to advertise its enforcement and safety campaigns, via billboards or electronic signs on the side of the road, respondents may have had less exposure to these messages.

Finally, the domination of COVID-19 coverage in the news media may have limited the time and coverage dedicated to safety campaign messages. Additionally, some of the exposure respondents did receive was likely eclipsed by the scope and seriousness of the COVID-19 situation in the respondents' minds.

**Table 1. DMA and Sample Size**

| Designated Market Area | Sample Size |
|---|---|
| Pensacola | n=91 |
| Panama City | n=108 |
| Tallahassee | n=104 |
| Jacksonville | n=137 |
| Gainesville | n=105 |
| Orlando | n=268 |
| Tampa | n=281 |
| West Palm Beach | n=121 |
| Fort Myers | n=99 |
| Broward/Monroe | n=105 |
| Miami-Dade | n=154 |
| Total | n=1,573 |

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

| Designated Market Area | Margin of Error |
|---|---|
| Pensacola | +/-10.27 |
| Panama City | +/- 9.43 |
| Tallahassee | +/- 9.61 |
| Jacksonville | +/- 8.37 |
| Gainesville | +/- 9.56 |
| Orlando | +/- 5.99 |
| Tampa | +/- 5.85 |
| West Palm Beach | +/- 8.90 |
| Fort Myers | +/- 9.85 |
| Broward/Monroe | +/- 9.56 |
| Miami-Dade | +/- 7.90 |
| Total | +/- 2.47 |

As members of AAPOR, PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations. For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

**Summary of Findings**

PORL has administered the Driving Under the Influence (DUI) media survey for the Florida Department of Transportation every year since 2016, with few minor changes. The following figures include the newly collected data from 2020, as well as data collected in past years. Some figures show longitudinal data to compare results from previous years, and some show the combined data from all five years. The combined data is useful because with larger sample sizes, we can make more accurate observations and comparisons that were not possible in previous iterations of this report.

**Figure 1.  DRIVE by DMA, 2020**



In the past year, have you driven a motor vehicle within 2 hours of drinking?
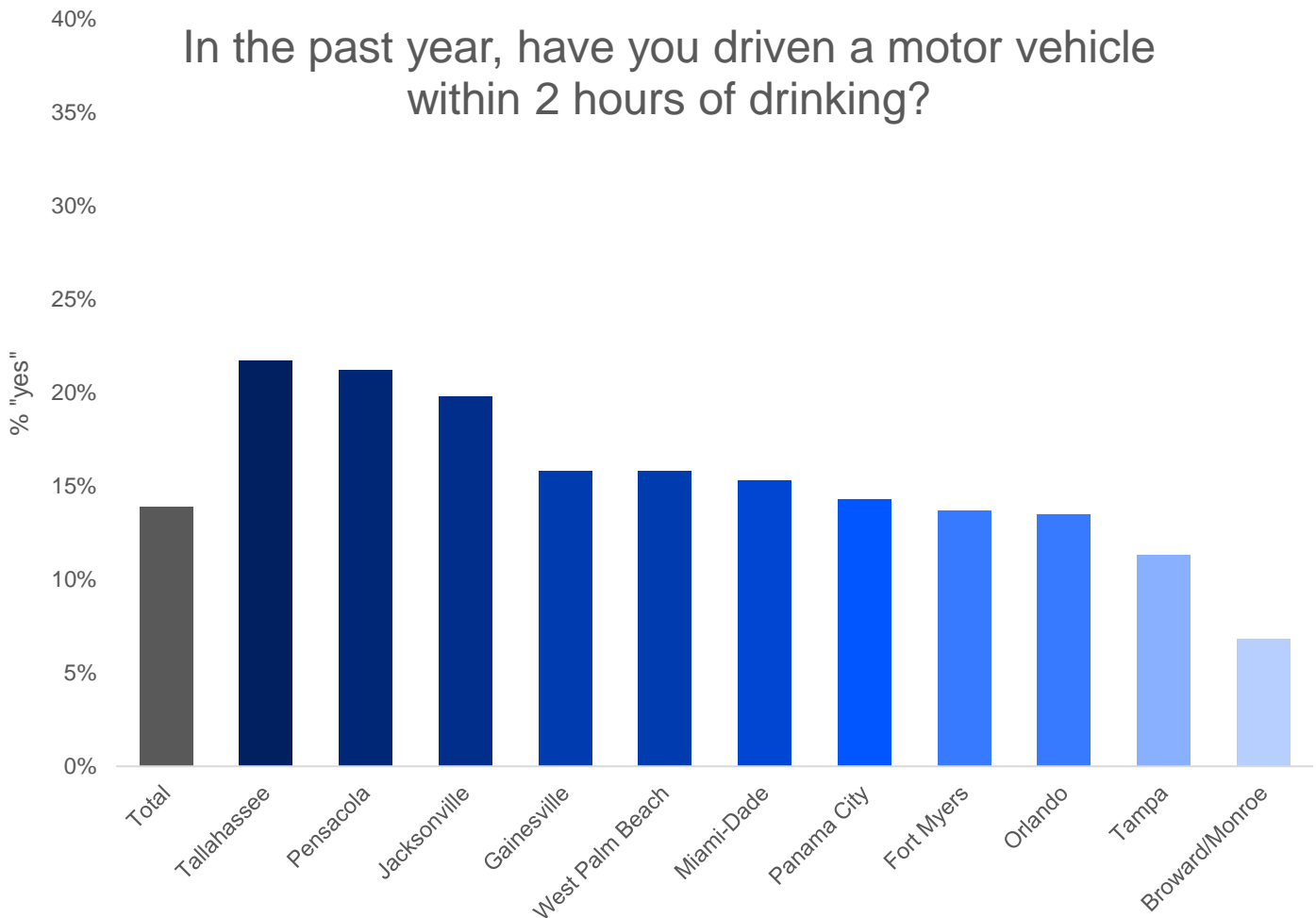
Respondents were asked whether, in the past year, they had driven a motor vehicle within 2 hours of drinking. Figure 1 shows the responses from 2020, broken down by designated market area (DMA).  Overall, 14% of respondents indicated during the past year they had driven within 2 hours of drinking. Tallahassee had the highest percentage of respondents who indicated they drove after drinking, at 22%, followed closely by Pensacola with 21%. Jacksonville had the third greatest percentage with 20% of individuals stating they drank and drove.  The DMA with the lowest percentage of respondents who indicated drinking and driving was Broward/Monroe, with 7%. Tampa had the second-lowest percentage at 11%.

**Figure 2. DRIVE by DMA, 2016 to 2020[1]**



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

Legend: Pensacola, Panama City, Tallahassee, Jacksonville, Gainesville, Orlando, Tampa, West Palm Beach, Fort Myers, Broward/Monroe, Miami-Dade, Total
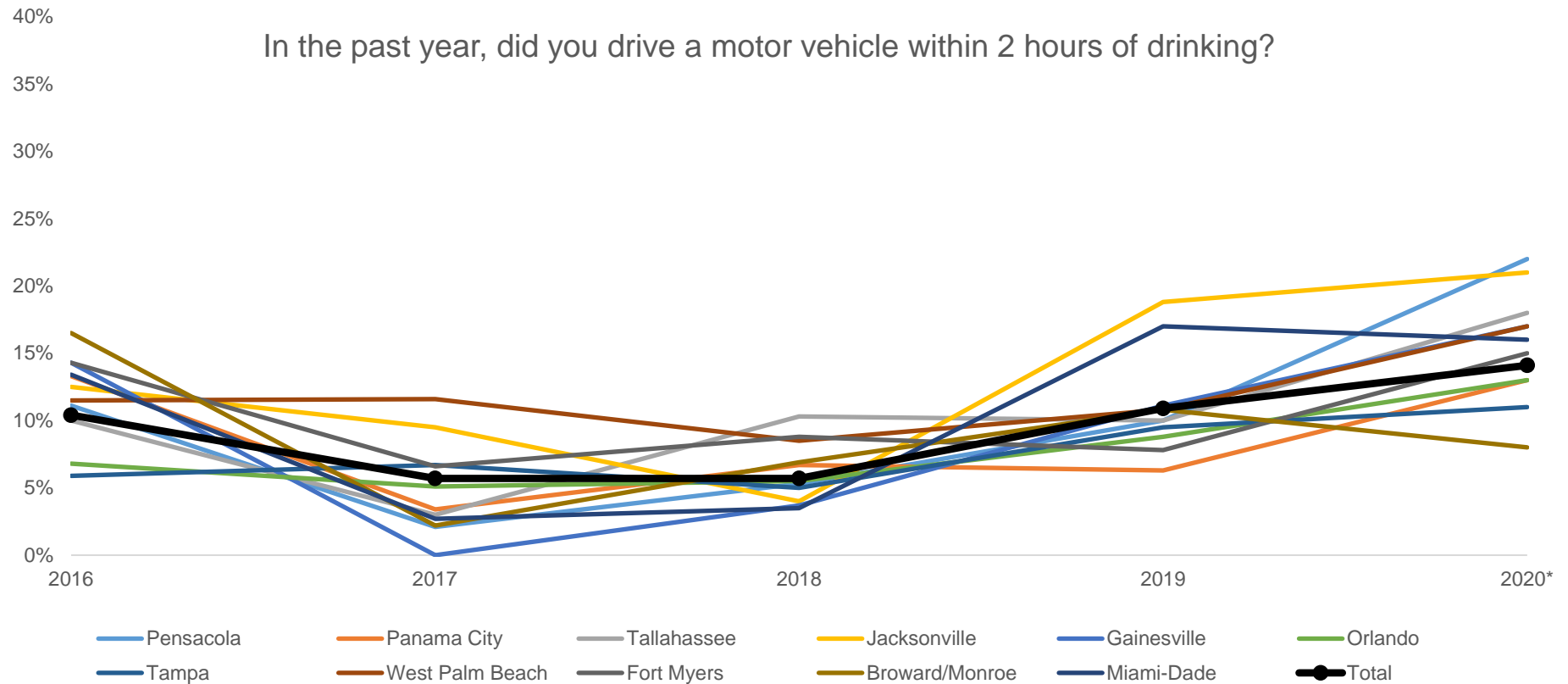
Figure 2 is a time series representation of the last five years of results in each media market, from 2016 to 2020. It is important to note that in the 2016-2019 iterations of the survey, respondents were only asked about the past 30 days, whereas in 2020 they were asked about the past year. Overall, the percentage of respondents who answered "yes" has been on a steady rise since 2018, which saw the lowest percent of "yes" responses in all media markets. The overall number saw a year-over-year increase of 27% between 2019 and 2020.

In 2020, the Pensacola media market just overtook Jacksonville for the greatest percentage of respondents who indicated they had driven within two hours of drinking, with 22% and 21%, respectively. The only media markets to see a decrease in 2020 were Broward/Monroe (-33%) and Miami-Dade (-6%). Pensacola saw the greatest year-over-year increase at 120%, followed closely by Panama City, which increased by 117%.

The change in wording to include a full year in 2020 may have contributed to the overall increase in the number of respondents who answered "yes." That said, the closing of bars and other restrictions related to COVID-19 very likely affected the number of people who would normally have been on the road after drinking. These possible effects should be considered when interpreting these data.

---

[1] 2016 to 2019 wording reads "In the past 30 days..."

**Figure 3. DRIVE by AGE, 2016-2020[2] [3]**

In the past year, have you driven a motor vehicle within 2 hours of drinking?
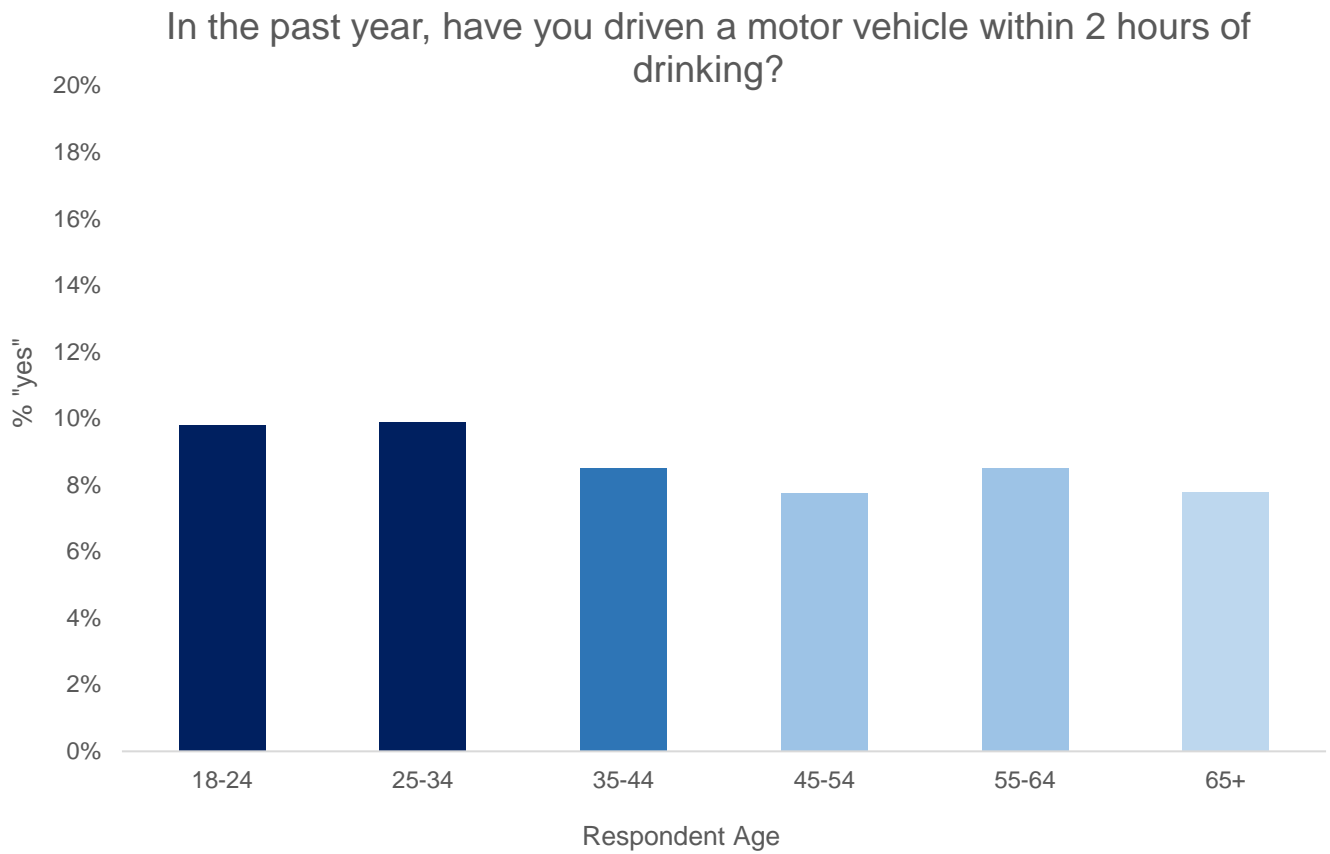


Figure 3 shows responses from all five years combined, broken down by age category. As displayed in the chart above, responses of "yes" were split relatively evenly between the age groups. In both the 18-24 and 25-34 age groups, 10% of respondents indicated they had driven within two hours of drinking alcohol. The 35-44 and 55-64 groups came tied for a close second with 9% each, followed by 8% in both the 45-54 and 65+ categories.

---

[2] Includes aggregate data from 2016-2020
[3] 2016 to 2019 wording reads "In the past 30 days..."

**Figure 4. LIMIT, 2020**

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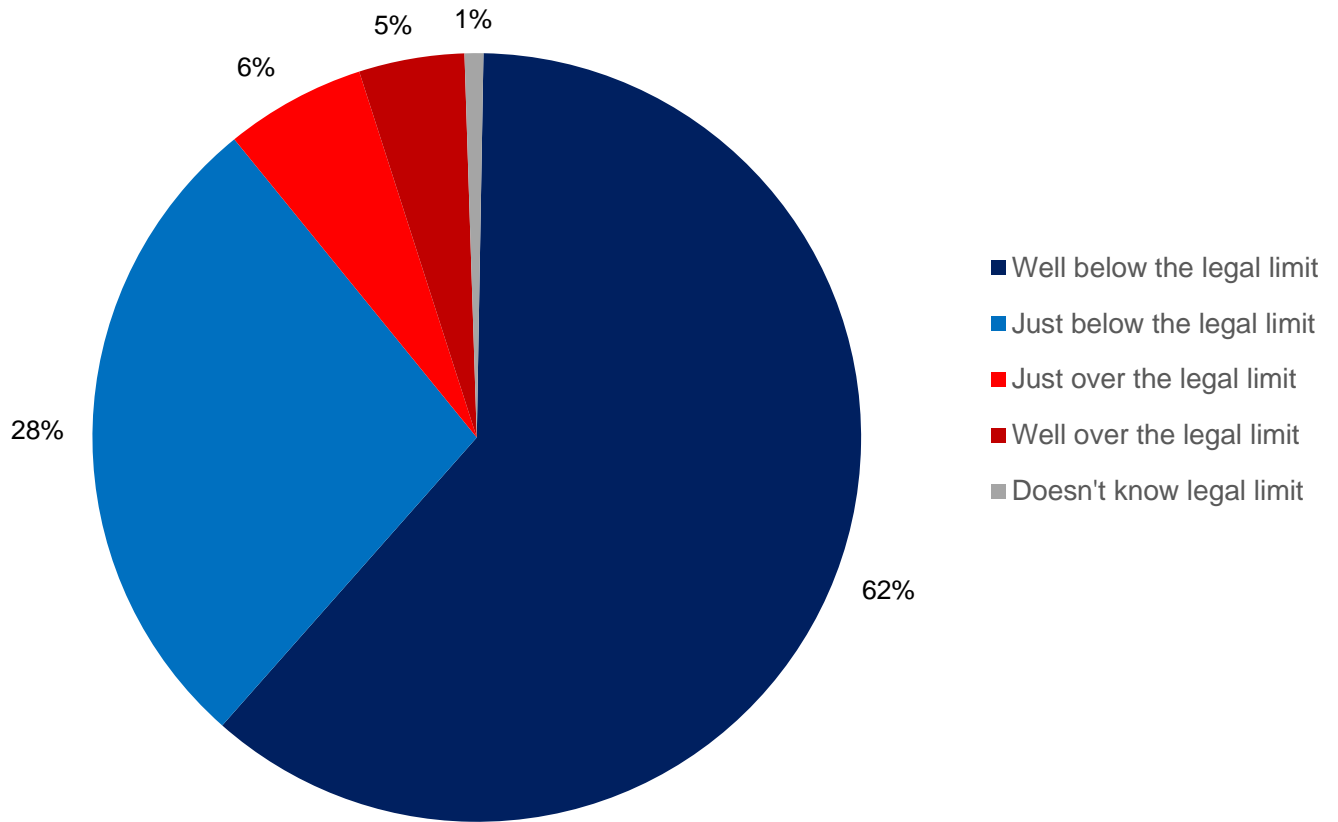


Respondents who indicated they *had* driven within two hours of drinking were then asked whether they were above or below the legal limit on the most recent occasion. Figure 4 includes data from 2020. Within those who admitted to drinking and driving, 62% of respondents still believed they were well below the legal

.

limit, and 28% said they were just below the legal limit. Eleven percent of respondents indicated they were over the legal limit, with 6% saying they were just over and 5% saying they were well over. Only 1% of respondents did not know the legal limit.

**Figure 5. WHERE, 2016 to 2020**

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?
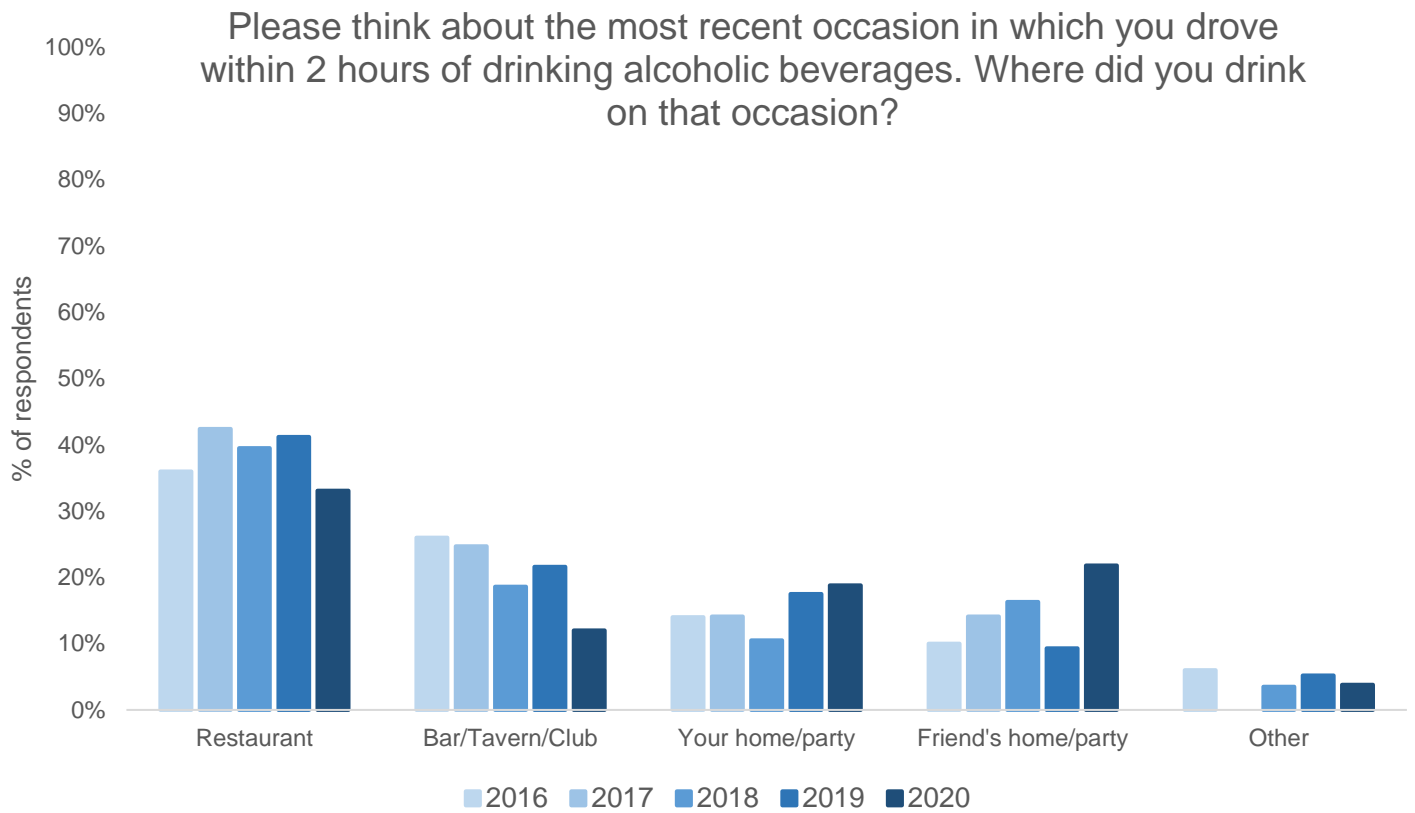


As shown in Figure 5, broken down by year, individuals that reported drinking and driving were asked to give the location where they drank prior to driving. In all five years, restaurants were the most popular place to drink before driving, generally hovering around 40%. In 2020, reported drinking at restaurants and bars declined significantly, likely due to COVID-19 restrictions. Restaurants saw a 20% decline year over year, and drinking at bars decreased by 45% in the same period.

Conversely, reported drinking at respondents' homes has been on a steady incline since 2018, with the highest percentage in 2020 at 19%. Interestingly, despite social distancing guidelines, reported drinking at a friend's house increased sharply from 9% in 2019 to 22% in 2020.

**Figure 6. PULLED by DMA, 2016 to 2020[4]**



In the past year, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?
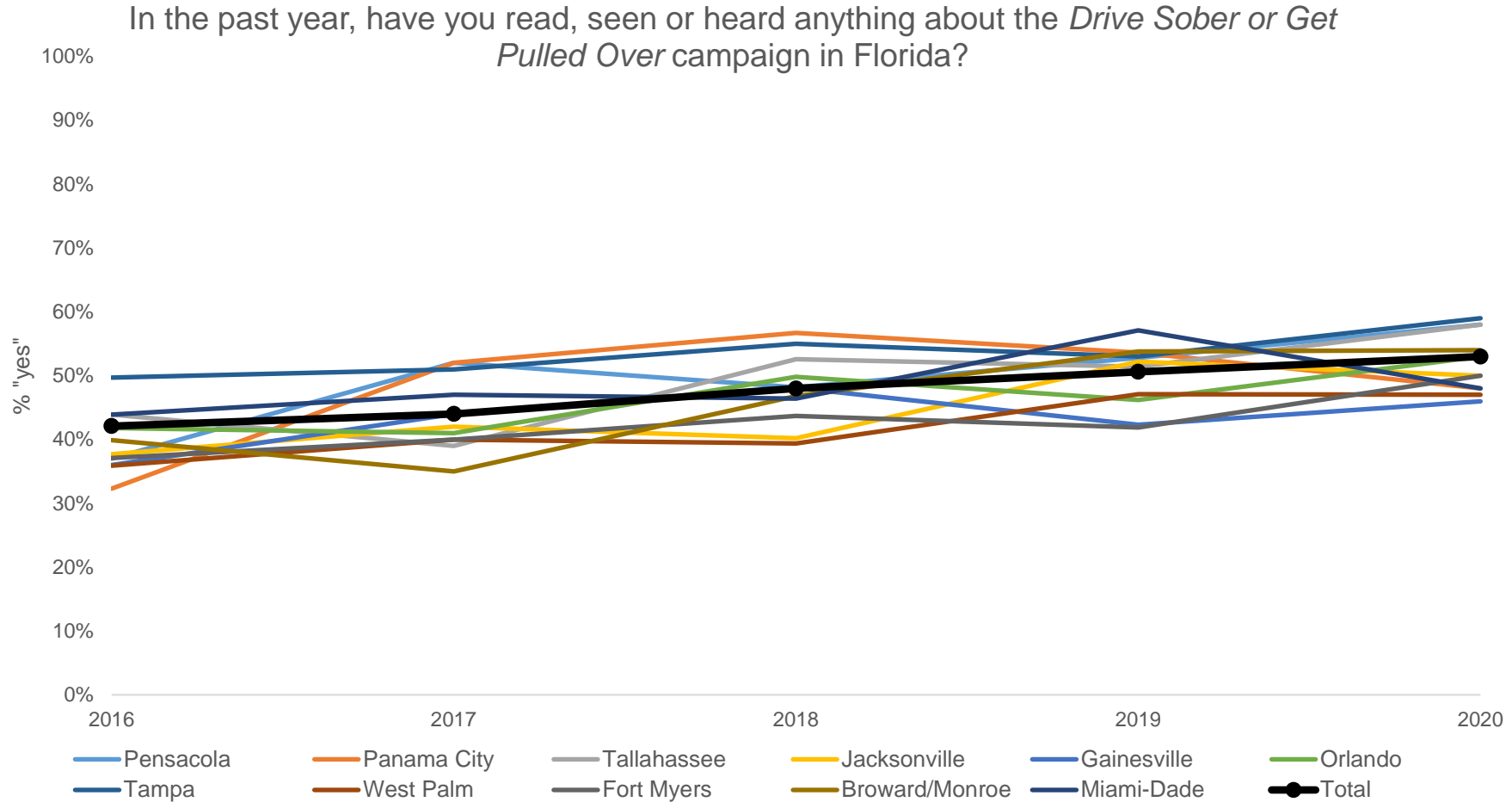
Respondents were asked whether they had seen or heard the *Drive Sober or Get Pulled Over* safety campaign message in Florida in the past year. In previous years, the wording of the question was slightly different, asking instead about the past six months. Figure 6 displays the percentage of respondents who indicated they had seen or heard the campaign message for each of the past five years. Overall, exposure to the campaign has increased steadily since 2016, from 42% to 57% in 2020. The greatest year-over-year change occurred between 2017 and 2018, when exposure increased from 44% to 48%. Out of the 11 DMAs, Tampa had the highest rate of exposure in 2020 at 59%, up from 50% in 2016. The DMA with the lowest rate of exposure in 2020 was Gainesville at 46%, which has hovered at the lower end of the spectrum in all five years.

---

[4] 2016 to 2019 wording reads "In the past 6 months..."

**Figure 7. PULLED by DMA, 2020 (MAP)**
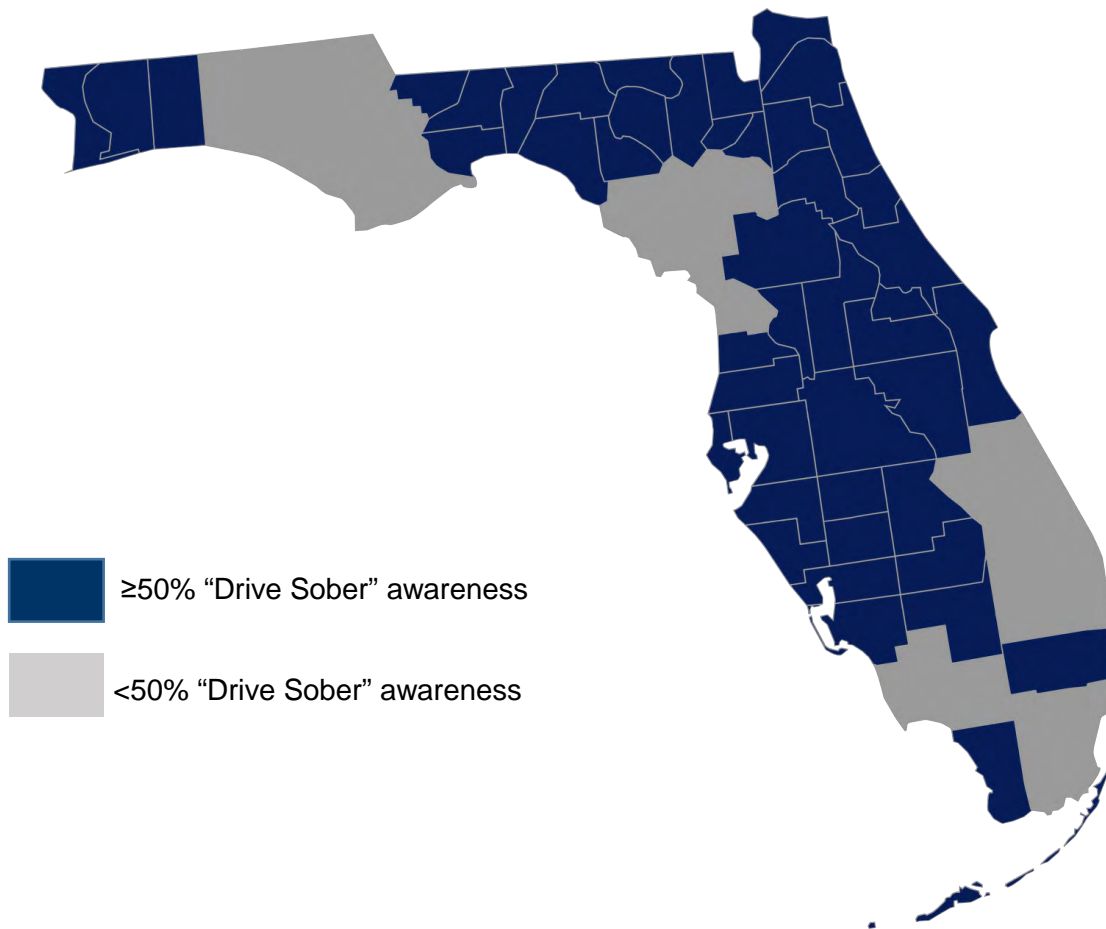


Figure 7 displays the DMAs in which at least 50% of respondents had seen or heard the "Drive Sober or Get Pulled Over" campaign message in the past year. The DMAs with greater than or equal to 50% are colored in blue, and those with less than 50% are grey.

The different shades of blue are used to distinguish different DMAs with shared borders. As shown on the map, seven out of the 11 DMAs making up the state of Florida had at least 50% awareness of the "Drive Sober" campaign.

The Panama City, Gainesville, West Palm Beach, and Miami DMAs had awareness rates of less than 50%. The Pensacola, Tallahassee, Jacksonville, Orlando, Tampa, Fort Myers, and Broward/Monroe DMAs all had awareness rates of at least 50%.

**Figure 8. PULLEDSEE, 2020**[5]

## Top 10: Please tell me where you read, saw, or heard about it
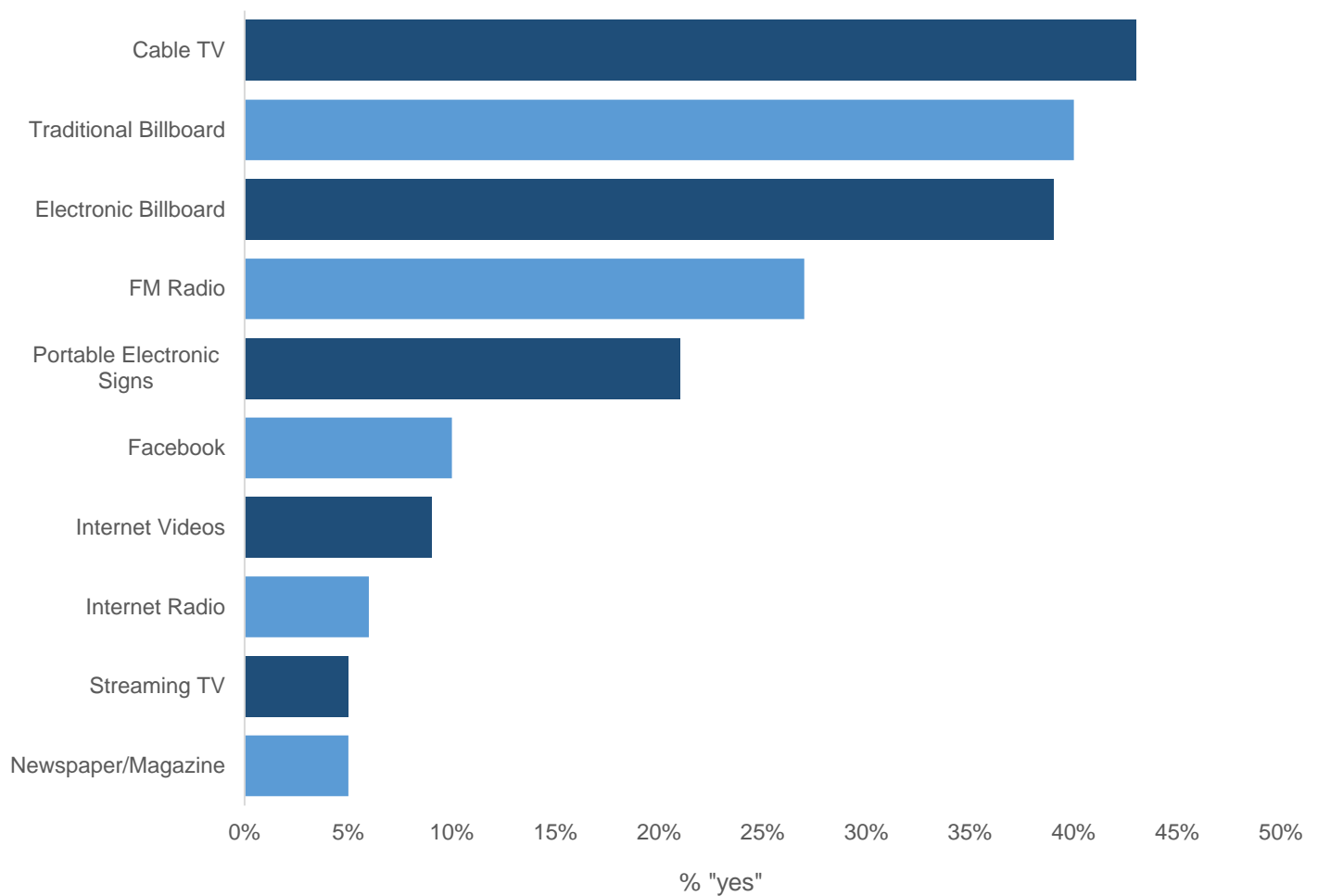


Respondents who indicated they had seen or heard the *Drive Sober or Get Pulled Over* campaign message were then asked where they had seen or heard the message. Figure 7 shows the top 10 responses for the 2020 survey. Cable television was the top response, with 43% of respondents saying that is where they had seen or heard the message. It is followed closely by traditional billboards on the side of the road, at 40%, and electronic billboards over the road at 39%. Facebook is the only social media site that made it into the top 10, with 10% of respondents. Streaming television and newspaper/magazines are tied for 10th at 5% each.

---

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

**Figure 9. PULLED by Individual's Self-Reported Alcohol Consumption Level, 2020[6]**



In the past year, have you read, seen, or heard anything about the
*Drive Sober or Get Pulled Over* campaign in Florida?
by
Self-Reported Alcohol Consumption Level
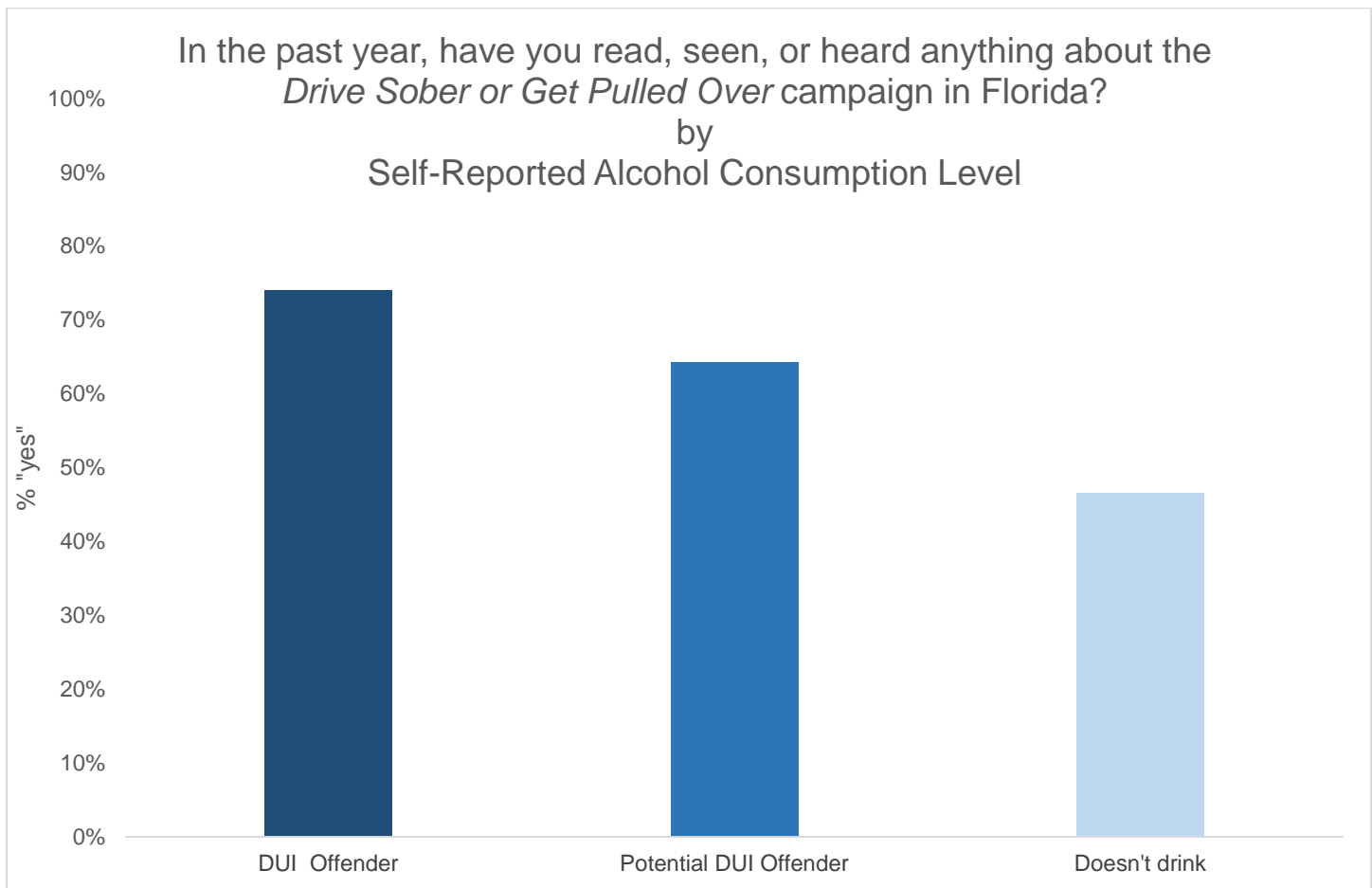
Figure 8 shows the percentage of respondents who indicated they had seen or heard the *Drive Sober or Get Pulled Over* campaign message, broken down by self-reported alcohol consumption.

The DUI Offender and Potential DUI Offender categories were calculated using the LIMIT variable, when respondents who indicated driving within two hours of drinking were asked whether they thought they were above or below the legal limit. The DUI Offender category is comprised of those who stated they were either "Well over", Just over", or "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." The Doesn't Drink category includes individuals who indicated they had not consumed any alcohol in the past year.

As shown in the chart, DUI Offenders had the greatest exposure to the campaign message, at 74%. This is markedly higher than the overall exposure for all respondents over all five years, at just 48%. The second highest was the Doesn't Drive category with 55%, followed by Potential DUI Offender at 54%. Of the respondents who said they do not drink alcohol, 41% reported having seen or heard the safety campaign message.

---

[6] 2016 to 2019 wording reads "In the past 6 months..."

**Figure 10. EFFECTIVE Top 3, 2020**

## Top 3: In your opinion, what would be the most effective way of reducing alcohol impaired driving?
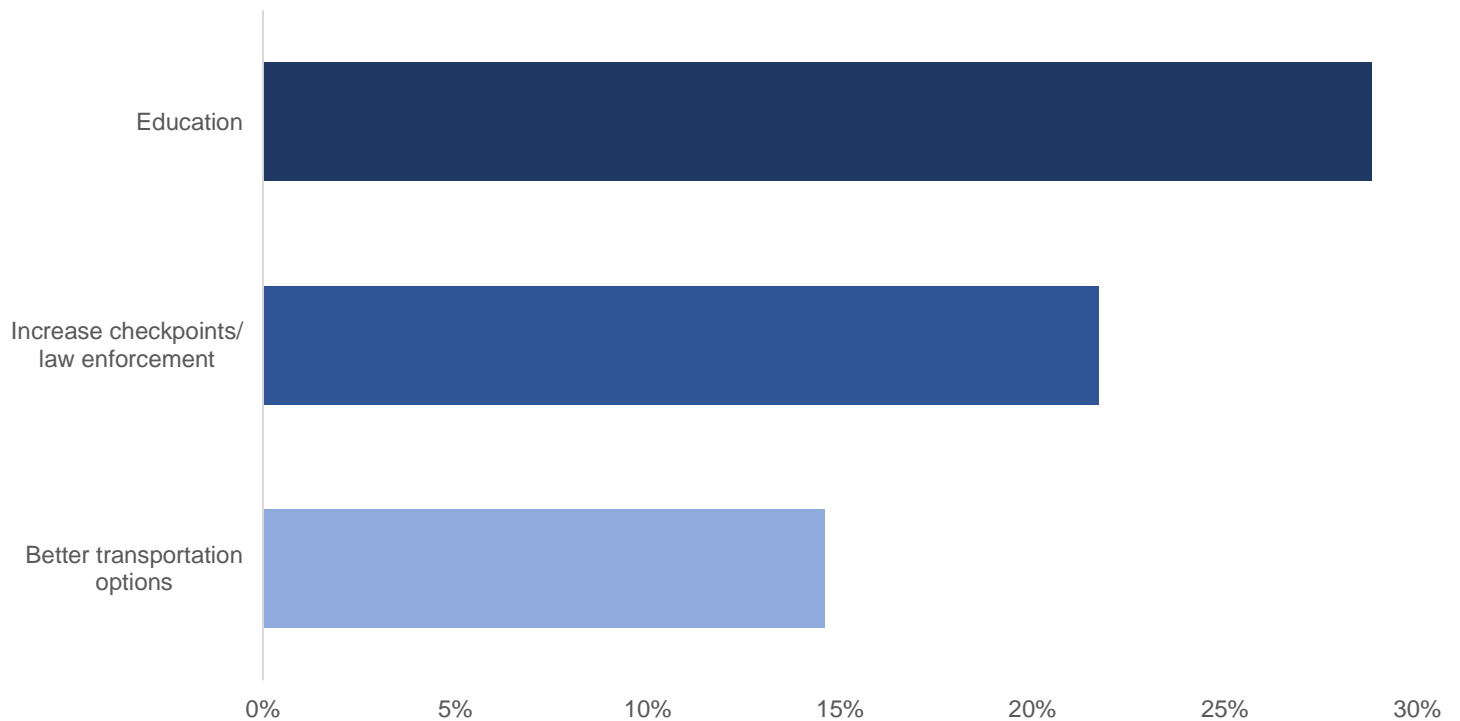


Respondents were also asked their opinions regarding the most effective way of reducing alcohol impaired driving. This question was open-ended, allowing respondents to respond freely without any interviewer suggestion, and responses were then coded into 11 categories, the top three of which are displayed in Figure 10, above. In 2020, the top response was education, with 29% of respondents indicating this would be the most effective. In second place with 22% was increasing law enforcement and/or DUI checkpoints. Fifteen percent of respondents pointed to better transportation options, which includes public transport, cabs and taxis, and rideshare applications such as Lyft and Uber.

**Figure 11. EFFECTIVE, 2016-2020**[7]

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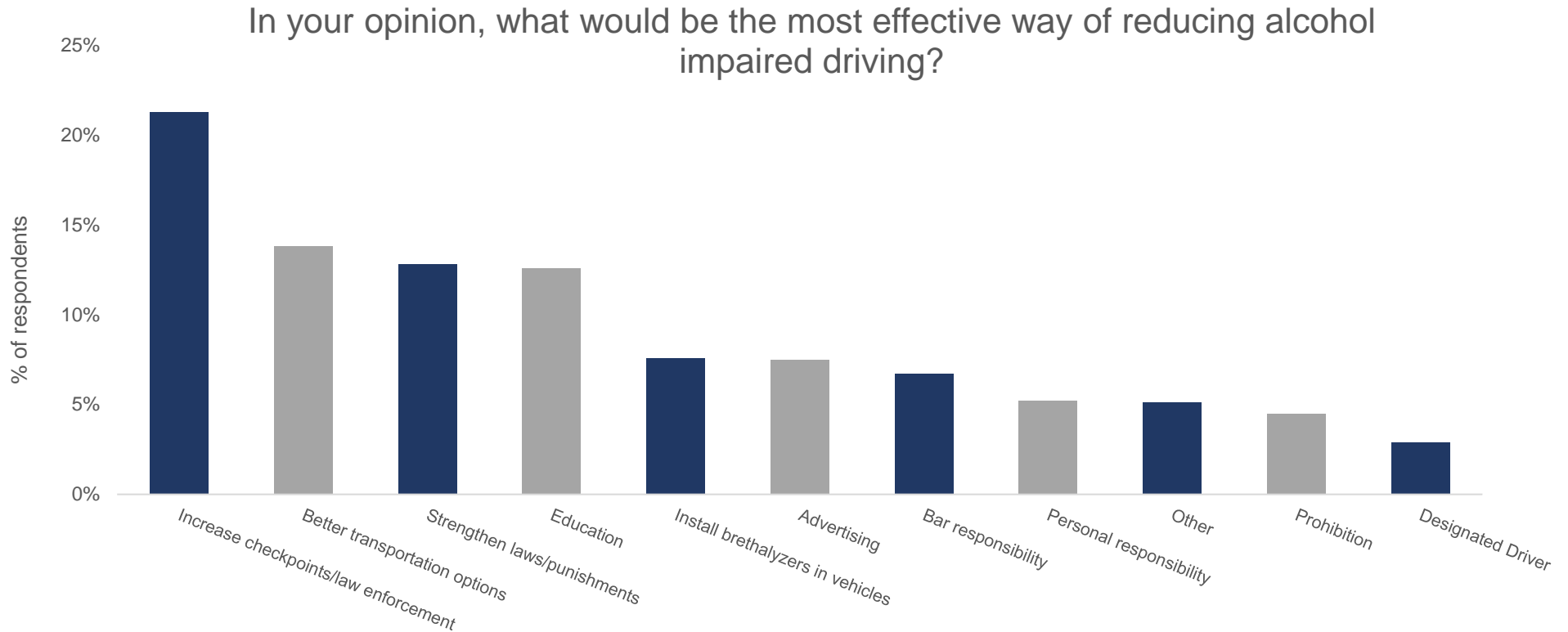


Figure 11 displays EFFECTIVENESS data from the past five years, combined. As stated above, responses were open-ended and recoded into the 11 categories shown on the chart.

The most popular response was increasing the number of DUI checkpoints and law enforcement, with 21% of all responses since 2016. In a distant second place with 14% is better transportation options. Interestingly, education is tied for third place with strengthening laws and punishments for impaired driving, with 13% each.

Seven percent of respondents thought that bars and restaurants should be responsible for ensuring patrons do not drink and drive, either by cutting

them off before becoming too intoxicated or by arranging transportation, while 5% thought it was a matter of personal responsibility. Respondents also thought that completely prohibiting the consumptions of alcohol could be effective, with 5% indicating this would be most effective. Also with 5% was the "other" category, which, has included the following responses over the years:

> ➢ Legalize marijuana
> ➢ Lower the minimum drinking age
> ➢ Raise the minimum drinking age
> ➢ Removing parking lots at bars
> ➢ Alcohol addiction treatment programs
> ➢ Texting while driving is a bigger problem

---

[7] Includes aggregate data from 2016-2020

## Appendix I: Survey Results
**DUI TOPLINES**[1]
1. Pensacola n=91
2. Panama City n=108
3. Tallahassee n=104
4. Jacksonville n=137
5. Gainesville n=105
6. Orlando n=268
7. Tampa n=281
8. West Palm Beach n=121
9. Fort Myers n=99
10. Broward/Monroe n=105
11. Miami-Dade n=154

Total n=1,573

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 100.0% 1,573 | 100.0% 91 | 100.0% 108 | 100.0% 104 | 100.0% 137 | 100.0% 105 | 100.0% 268 | 100.0% 281 | 100.0% 121 | 100.0% 99 | 100.0% 105 | 100.0% 154 |
| No | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 |

---

[1] 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?[2]**
**n=1,573**

| | | | |
|---|---|---|---|
| Alachua | 5.1%<br>81 | Gilchrist | 0.3%<br>4 |
| Baker | .3%<br>4 | Glades | 0.3%<br>4 |
| Bay | 3.7%<br>58 | Gulf | 0.3%<br>5 |
| Bradford | 0.4%<br>6 | Hamilton | 0.1%<br>2 |
| Brevard | 2.7%<br>42 | Hardee | 0.1%<br>1 |
| Broward | 6.4%<br>100 | Hendry | 0.4%<br>6 |
| Calhoun | 0.3%<br>5 | Hernando | 0.8%<br>12 |
| Charlotte | 0.8%<br>13 | Highlands | 0.6%<br>10 |
| Citrus | 1.0%<br>15 | Hillsborough | 5.0%<br>78 |
| Clay | 1.0%<br>15 | Holmes | 0.4%<br>7 |
| Collier | 1.5%<br>23 | Indian River | 0.3%<br>5 |
| Columbia | 0.3%<br>4 | Jackson | 0.8%<br>12 |
| DeSoto | 0.1%<br>2 | Jefferson | 0.1%<br>2 |
| Dixie | 0.4%<br>7 | Lafayette | 0.1%<br>2 |
| Duval | 4.0%<br>63 | Lake | 1.4%<br>22 |
| Escambia | 2.6%<br>41 | Lee | 3.2%<br>51 |
| Flagler | 0.6%<br>10 | Leon | 4.1%<br>64 |
| Franklin | 0.2%<br>3 | Levy | 0.8%<br>13 |
| Gadsden | 0.3%<br>5 | Liberty | 0.1%<br>1 |

---

[2] Unweighted percentages are presented here

**Continued: Which Florida county do you live in?[3]**
**n=1,573**

| | | | |
|---|---|---|---|
| Madison | 0.4%<br>6 | Putnam | 0.6%<br>9 |
| Manatee | 0.9%<br>14 | St. Johns | 1.1%<br>18 |
| Marion | 1.0%<br>16 | St. Lucie | 1.5%<br>23 |
| Martin | 0.9%<br>14 | Santa Rosa | 2.2%<br>34 |
| Miami-Dade | 9.8%<br>154 | Sarasota | 1.5%<br>24 |
| Monroe | 0.3%<br>5 | Seminole | 1.6%<br>25 |
| Nassau | 0.6%<br>9 | Sumter | 0.3%<br>5 |
| Okaloosa | 2.0%<br>32 | Suwannee | 0.7%<br>11 |
| Okeechobee | -<br>0 | Taylor | 0.2%<br>3 |
| Orange | 4.9%<br>77 | Union | 0.2%<br>3 |
| Osceola | 1.5%<br>24 | Volusia | 2.4%<br>38 |
| Palm Beach | 4.9%<br>77 | Wakulla | 0.6%<br>9 |
| Pasco | 2.2%<br>35 | Walton | 0.8%<br>13 |
| Pinellas | 3.8%<br>59 | Washington | 0.3%<br>4 |
| Polk | 2.2%<br>34 | Don't Know | -<br>0 |

---

[3] Unweighted percentages are presented here

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Passenger car | 48% 735 | 40% 34 | 36% 39 | 42% 39 | 54% 57 | 50% 52 | 51% 129 | 43% 145 | 46% 54 | 50% 43 | 58% 55 | 48% 88 |
| Pickup Truck | 15% 258 | 16% 18 | 36% 34 | 18% 20 | 18% 24 | 18% 18 | 16% 41 | 12% 36 | 13% 16 | 21% 22 | 16% 16 | 9% 13 |
| SUV | 29% 451 | 30% 28 | 26% 29 | 31% 30 | 31% 44 | 18% 23 | 25% 74 | 31% 82 | 38% 45 | 25% 25 | 27% 28 | 25% 43 |
| Mini-van | 4% 62 | 7% 6 | 3% 4 | 5% 6 | 4% 6 | 4% 5 | 6% 15 | 3% 8 | - 0 | 4% 5 | 4% 3 | 3% 4 |
| Full-sized van | 1% 17 | - 0 | <1% 1 | <1% 1 | - 0 | <1% 2 | 1% 3 | 1% 4 | 3% 3 | - 0 | 1% 1 | <1% 2 |
| Motorcycle | 1% 14 | 5% 2 | <1% 1 | 3% 2 | 3% 3 | <1% 1 | 1% 1 | <1% 1 | 1% 1 | 2% 1 | 1% 1 | - 0 |
| Scooter | 1% 14 | 2% 3 | - 0 | <1% 1 | 2% 2 | <1% 1 | 1% 2 | 1% 2 | 1% 1 | 1% 1 | - 0 | 1% 1 |
| Does not drive | 1% 20 | - 0 | - 0 | 8% 5 | 1% 1 | 4% 2 | 1% 3 | 1% 2 | 1% 1 | 2% 2 | 1% 1 | 3% 3 |
| Other | <1% 1 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | <1% 1 | - 0 | - 0 | - 0 | - 0 |
| Don't Know | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 |
| Refusal | <1% 1 | - 0 | - 0 | - 0 | - 0 | 4% 1 | - 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=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| None | 66% 1,010 | 64% 54 | 70% 73 | 67% 68 | 61% 79 | 67% 71 | 75% 193 | 67% 189 | 62% 73 | 52% 49 | 63% 67 | 63% 94 |
| 1-2 days | 23% 371 | 23% 22 | 20% 19 | 23% 26 | 26% 39 | 17% 21 | 17% 52 | 25% 68 | 26% 30 | 28% 28 | 24% 24 | 25% 42 |
| 3-4 days | 5% 87 | 7% 9 | 3% 6 | 5% 5 | 5% 8 | 8% 5 | 4% 10 | 4% 12 | 6% 10 | 9% 10 | 4% 4 | 5% 8 |
| 5-6 days | 2% 28 | 2% 2 | 3% 4 | 3% 2 | 1% 2 | 3% 3 | 1% 3 | 1% 3 | 1% 1 | 4% 4 | 2% 2 | 2% 2 |
| All 7 days | 4% 58 | 5% 3 | 3% 4 | <1% 2 | 5% 8 | 3% 3 | 2% 7 | 2% 6 | 5% 6 | 7% 7 | 6% 6 | 4% 6 |
| Don't Know | <1% 9 | <1% 1 | <1% 1 | - 0 | 1% 1 | 1 | 0 | 1% 3 | 0 | 0 | 1% 1 | 1% 1 |
| Refusal | 1% 10 | - 0 | <1% 1 | 3% 1 | - 0 | 3% 1 | 1% 3 | - 0 | 1% 1 | 1% 1 | 1% 1 | 1% 1 |

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

| | Total Sample n=1,010 | Pensacola n=54 | Panama City n=73 | Tallahassee n=68 | Jacksonville n=79 | Gainesville n=71 | Orlando n=193 | Tampa n=189 | West Palm Beach n=73 | Fort Myers n=49 | Broward/Monroe n=67 | Miami-Dade n=94 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Occasionally consumed | 41% 436 | 39% 23 | 24% 22 | 39% 28 | 47% 37 | 50% 36 | 41% 84 | 43% 84 | 37% 31 | 45% 23 | 38% 28 | 36% 40 |
| Not consumed any at all | 59% 573 | 61% 31 | 76% 51 | 62% 40 | 53% 42 | 50% 35 | 59% 109 | 57% 105 | 64% 42 | 53% 25 | 62% 39 | 63% 54 |
| Don't Know | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 |
| Refusal | <1% 1 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | 2% 1 | - 0 | - 0 |

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

| | Total Sample n=1,000 | Pensacola n=60 | Panama City n=57 | Tallahassee n=64 | Jacksonville n=95 | Gainesville n=70 | Orlando n=159 | Tampa n=176 | West Palm Beach n=79 | Fort Myers n=74 | Broward/Monroe n=66 | Miami-Dade n=100 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 14% 164 | 22% 12 | 13% 10 | 17% 15 | 2% 20 | 16% 14 | 13% 23 | 10% 19 | 17% 16 | 15% 10 | 7% 7 | 16% 18 |
| No | 85% 824 | 78% 48 | 87% 46 | 78% 48 | 79% 75 | 79% 55 | 86% 135 | 88% 154 | 82% 61 | 84% 63 | 91% 58 | 83% 81 |
| Don't Know | 1% 7 | - 0 | <1% 1 | - 0 | - 0 | - 0 | - 0 | 1% 3 | 1% 2 | 1% 1 | - 0 | - 0 |
| Refusal | 1% 5 | - 0 | - 0 | 4% 1 | - 0 | 5% 1 | 1% 1 | - 0 | - 0 | - 0 | 1% 1 | 1 |

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

| | Total n=1,573 | 18-24 n=100 | 25-34 n=176 | 35-44 n=172 | 45-54 n=169 | 55-64 n=171 | 65+ n=205 |
|---|---|---|---|---|---|---|---|
| Yes | 17% 164 | 15% 15 | 21% 36 | 18% 31 | 16% 27 | 16% 28 | 13% 27 |
| No | 83% 824 | 85% 85 | 77% 136 | 81% 140 | 83% 142 | 85% 14 | 83% 174 |
| Don't Know | 1% 7 | - 0 | 1% 2 | 1% 1 | - 0 | 1% 1 | 2% 3 |
| Refusal | <1% 5 | - 0 | 1% 2 | - 0 | - 0 | - 0 | 1% 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=165**

| | |
|---|---|
| Bar/Tavern/Club | 12%<br>19 |
| Restaurant | 33%<br>52 |
| Sporting Event | 3%<br>4 |
| Friend's home/party at friend's home | 22%<br>31 |
| Your home/party at your home | 19%<br>36 |
| Wedding/special event | 2%<br>4 |
| Work | 1%<br>3 |
| Drank in the car while driving | -<br>0 |
| Hotel/Motel | 1%<br>1 |
| Country Club/Golf Course | <1%<br>1 |
| Movie Theater | -<br>0 |
| Park/Beach/Picnic | 2%<br>6 |
| Other | 4%<br>6 |
| Don't Know | 1%<br>2 |
| Refusal | -<br>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=165**

| | |
|---|---|
| Well below the legal limit for drinking and driving | 61%<br>103 |
| Just below the legal limit | 27%<br>43 |
| Just over the legal limit | 6%<br>10 |
| Well over the legal limit | 5%<br>6 |
| Doesn't know the legal limit | 1%<br>1 |
| Don't Know | 1%<br>2 |
| Refusal | -<br>0 |

**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=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Almost Certain | 11%<br>157 | 12%<br>11 | 10%<br>11 | 8%<br>7 | 11%<br>12 | 7%<br>8 | 11%<br>29 | 11%<br>29 | 11%<br>13 | 11%<br>11 | 11%<br>11 | 9%<br>15 |
| Very Likely | 17%<br>258 | 23%<br>17 | 23%<br>22 | 8%<br>12 | 14%<br>18 | 14%<br>14 | 18%<br>50 | 18%<br>48 | 22%<br>22 | 25%<br>22 | 9%<br>11 | 14%<br>22 |
| Somewhat Likely | 14%<br>242 | 16%<br>19 | 10%<br>14 | 19%<br>21 | 17%<br>27 | 14%<br>15 | 19%<br>53 | 12%<br>34 | 12%<br>15 | 10%<br>11 | 14%<br>15 | 11%<br>18 |
| Somewhat Unlikely | 12%<br>197 | 9%<br>11 | 10%<br>9 | 11%<br>12 | 16%<br>20 | 14%<br>18 | 9%<br>24 | 12%<br>36 | 15%<br>22 | 9%<br>8 | 8%<br>11 | 16%<br>26 |
| Very Unlikely | 24%<br>381 | 23%<br>19 | 29%<br>34 | 30%<br>29 | 19%<br>28 | 28%<br>29 | 20%<br>53 | 21%<br>60 | 24%<br>28 | 30%<br>29 | 32%<br>30 | 26%<br>42 |
| Don't Know | 20%<br>290 | 16%<br>13 | 19%<br>17 | 14%<br>15 | 19%<br>27 | 2%<br>19 | 19%<br>49 | 24%<br>66 | 14%<br>18 | 15%<br>16 | 24%<br>25 | 19%<br>25 |
| Refusal | 3%<br>48 | <1%<br>1 | <1%<br>1 | 11%<br>8 | 3%<br>5 | 3%<br>2 | 4%<br>10 | 3%<br>8 | 3%<br>3 | 1%<br>2 | 2%<br>2 | 5%<br>6 |

**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=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More Likely | 42% 619 | 39% 32 | 43% 45 | 38% 43 | 35% 49 | 37% 35 | 42% 108 | 45% 118 | 42% 47 | 38% 36 | 46% 47 | 40% 59 |
| Less Likely | 15% 236 | 18% 17 | 17% 20 | 10% 9 | 15% 21 | 13% 15 | 13% 36 | 15% 46 | 12% 15 | 21% 21 | 16% 16 | 13% 20 |
| About as Likely | 31% 515 | 30% 32 | 27% 32 | 30% 34 | 35% 49 | 33% 39 | 31% 86 | 29% 90 | 33% 43 | 30% 30 | 25% 27 | 34% 53 |
| Don't Know | 12% 191 | 14% 10 | 13% 11 | 15% 15 | 14% 17 | 13% 15 | 13% 35 | 10% 26 | 13% 16 | 11% 12 | 11% 13 | 13% 21 |
| Refusal | 1% 12 | - 0 | - 0 | 8% 3 | 1% 1 | 3% 1 | 1% 3 | <1% 1 | - 0 | - 0 | 2% 2 | 1% 1 |

**Compared with last year, are <u>you</u> now driving after drinking…?**

| | Total Sample n=1000 | Pensacola n=60 | Panama City n=57 | Tallahassee n=64 | Jacksonville n=95 | Gainesville n=70 | Orlando n=159 | Tampa n=176 | West Palm Beach n=79 | Fort Myers n=74 | Broward/Monroe n=66 | Miami-Dade n=100 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More Often | 1% 9 | - 0 | <1% 1 | <1% 1 | - 0 | <1% 1 | 1% 2 | 1% 1 | 1% 1 | 1% 1 | 1% 1 | - 0 |
| Less Often | 28% 276 | 22% 14 | 27% 15 | 32% 22 | 30% 27 | 22% 18 | 36% 56 | 24% 41 | 31% 23 | 30% 19 | 19% 13 | 27% 28 |
| About the Same | 59% 597 | 67% 40 | 60% 36 | 55% 34 | 61% 58 | 61% 41 | 53% 84 | 65% 115 | 60% 50 | 54% 42 | 61% 39 | 56% 58 |
| Don't Know | 8% 80 | 7% 4 | 7% 3 | 5% 3 | 7% 8 | 6% 6 | 6% 11 | 7% 14 | 6% 4 | 12% 9 | 14% 9 | 13% 9 |
| Refusal | 4% 38 | 4% 2 | 7% 2 | 9% 4 | 2% 2 | 11% 4 | 4% 6 | 3% 5 | 1% 1 | 3% 3 | 6% 4 | 4% 5 |

**Compared with last year, are <u>other people</u> you know driving after drinking…**

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| More Often | 6% 87 | 7% 5 | 7% 7 | 3% 4 | 5% 8 | 7% 6 | 8% 19 | 5% 12 | 7% 8 | 4% 4 | 2% 2 | 9% 12 |
| Less Often | 26% 408 | 21% 19 | 23% 22 | 28% 30 | 22% 33 | 21% 26 | 27% 76 | 29% 81 | 25% 30 | 27% 27 | 25% 27 | 23% 37 |
| About the Same | 46% 743 | 44% 45 | 52% 59 | 45% 49 | 51% 68 | 45% 48 | 44% 121 | 46% 128 | 43% 55 | 51% 48 | 46% 49 | 44% 73 |
| Don't Know | 21% 309 | 26% 20 | 19% 19 | 18% 18 | 21% 27 | 21% 22 | 20% 47 | 19% 56 | 25% 27 | 18% 19 | 25% 25 | 22% 29 |
| Refusal | 2% 26 | 2% 2 | <1% 1 | 8% 3 | 1% 1 | 7% 3 | 2% 5 | 2% 4 | 1% 1 | 1% 1 | 2% 2 | 2% 3 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Very strictly | 40% 613 | 44% 38 | 47% 52 | 28% 27 | 36% 50 | 37% 38 | 38% 95 | 36% 107 | 47% 54 | 50% 47 | 35% 39 | 44% 66 |
| Somewhat strictly | 31% 512 | 30% 30 | 28% 29 | 41% 45 | 37% 49 | 30% 36 | 30% 84 | 32% 94 | 28% 38 | 30% 28 | 30% 32 | 29% 47 |
| Not very strictly | 9% 133 | 7% 6 | 9% 10 | 10% 9 | 12% 16 | 3% 6 | 8% 23 | 11% 30 | 3% 4 | 7% 8 | 7% 8 | 10% 13 |
| Rarely | 4% 67 | 2% 3 | 6% 5 | 5% 6 | 3% 5 | 7% 4 | 3% 10 | 6% 14 | 5% 5 | 2% 2 | 4% 4 | 5% 9 |
| Not at all | 2% 22 | - 0 | <1% 2 | 3% 2 | 1% 1 | - 0 | 1% 3 | 4% 3 | - 0 | 2% 3 | 3% 3 | 2% 5 |
| Don't Know | 14% 218 | 16% 14 | 9% 10 | 10% 14 | 10% 15 | 20% 20 | 19% 51 | 11% 31 | 18% 20 | 10% 11 | 18% 18 | 10% 14 |
| Refusal | 1% 8 | - 0 | - 0 | 3% 1 | 1% 1 | 3% 1 | 1% 2 | 1% 2 | - 0 | - 0 | 2% 1 | - 0 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes – Seen | 7% 115 | 7% 6 | 7% 8 | 8% 7 | 10% 13 | 7% 7 | 4% 13 | 8% 23 | 3% 4 | 8% 8 | 10% 10 | 10% 16 |
| Yes – Heard | 18% 292 | 21% 18 | 17% 18 | 20% 24 | 25% 36 | 17% 20 | 14% 37 | 18% 52 | 21% 26 | 31% 29 | 12% 15 | 11% 17 |
| Yes – Both | 10% 159 | 14% 11 | 10% 11 | 10% 11 | 5% 8 | 7% 9 | 12% 32 | 10% 31 | 12% 13 | 11% 11 | 6% 6 | 10% 16 |
| No | 64% 991 | 59% 56 | 67% 71 | 60% 61 | 59% 79 | 66% 68 | 68% 183 | 63% 171 | 64% 78 | 50% 50 | 70% 72 | 67% 102 |
| Don't Know | 1% 13 | - 0 | - 0 | - 0 | 1% 1 | - 0 | 2% 3 | 1% 4 | - 0 | 1% 1 | 1% 1 | 2% 3 |
| Refusal | <1% 3 | - 0 | - 0 | 3% 1 | - 0 | 3% 1 | - 0 | - 0 | - 0 | - 0 | 2% 1 | - 0 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 11% 183 | 11% 11 | 16% 17 | 13% 15 | 12% 15 | 10% 13 | 9% 29 | 12% 34 | 14% 18 | 17% 15 | 4% 4 | 7% 12 |
| No | 89% 1,385 | 89% 80 | 84% 91 | 85% 88 | 88% 122 | 86% 91 | 90% 238 | 87% 246 | 87% 103 | 83% 84 | 95% 100 | 93% 142 |
| Don't Know | <1% 1 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | <1% 1 | - 0 | - 0 | - 0 | - 0 |
| Refusal | <1% 4 | - 0 | - 0 | 3% 1 | - 0 | 3% 1 | 1% 1 | - 0 | - 0 | - 0 | 2% 1 | - 0 |

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

| | Total Sample n=1,573 | Yes – Drove n=164 | No – Did Not Drive n=824 | Don't Know n=7 | Refusal n=5 |
|---|---|---|---|---|---|
| Yes - Stopped | 12% 130 | 20% 34 | 11% 95 | <1% 1 | - 0 |
| No – Not Stopped | 88% 867 | 80% 130 | 89% 728 | 100% 6 | 60% 3 |
| Don't Know | <1% 1 | - 0 | <1% 1 | - 0 | - 0 |
| Refusal | <1% 2 | - 0 | - 0 | - 0 | 40% 2 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 5% 76 | 2% 3 | 3% 5 | 8% 9 | 5% 4 | 3% 6 | 6% 15 | 5% 13 | 5% 6 | 10% 8 | 2% 2 | 3% 5 |
| No | 95% 1,490 | 98% 88 | 97% 103 | 90% 94 | 95% 133 | 93% 98 | 93% 252 | 94% 266 | 96% 115 | 89% 90 | 97% 102 | 97% 149 |
| Don't Know | <1% 1 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | - 0 | <1% 1 | - 0 | - 0 | - 0 |
| Refusal | 1% 6 | - 0 | - 0 | 3% 1 | - 0 | 3% 1 | 1% 1 | <1% 1 | - 0 | 1% 1 | 2% 1 | - 0 |

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

| | Total Sample n=1,573 | Yes – Drove n=164 | No – Did Not Drive n=824 | Don't Know n=7 | Refusal n=5 |
|---|---|---|---|---|---|
| Yes - Arrested | 6% 56 | 6% 11 | 6% 45 | - 0 | - 0 |
| No – Not Arrested | 94% 939 | 93% 152 | 94% 777 | 100% 7 | 60% 3 |
| Don't Know | <1% 1 | - 0 | <1% 1 | - 0 | - 0 |
| Refusal | <1% 4 | <1% 1 | <1% 1 | - 0 | 40% 2 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Yes | 52% 849 | 57% 51 | 48% 54 | 55% 63 | 50% 70 | 45% 54 | 52% 141 | 58% 176 | 47% 59 | 49% 51 | 53% 54 | 46% 76 |
| No | 46% 697 | 41% 39 | 52% 54 | 40% 38 | 49% 66 | 52% 50 | 47% 122 | 40% 100 | 52% 61 | 49% 46 | 45% 48 | 50% 73 |
| Don't Know | 2% 24 | 2% 1 | - 0 | 3% 2 | 1% 1 | - 0 | 2% 5 | 1% 5 | 1% 1 | 2% 2 | 1% 2 | 4% 5 |
| Refusal | <1% 3 | - 0 | - 0 | 3% 1 | - 0 | 3% 1 | - 0 | - 0 | - 0 | - 0 | 2% 1 | - 0 |

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

| | Total Sample n=1,573 | 18-24 n=164 | 25-34 n=244 | 35-44 n=246 | 45-54 n=257 | 55-64 n=263 | 65+ n=156 |
|---|---|---|---|---|---|---|---|
| Yes | 52% 849 | 60% 106 | 63% 163 | 57% 145 | 53% 143 | 52% 133 | 38% 156 |
| No | 46% 697 | 39% 56 | 37% 80 | 42% 97 | 46% 111 | 46% 126 | 60% 219 |
| Don't Know | 2% 24 | 1% 2 | <1% 1 | 2% 4 | 1% 3 | 1% 3 | 3% 11 |
| Refusal | <1% 3 | - 0 | - 0 | - 0 | 1% 1 | - 0 | - 0 |

**I'm going to read you list, please tell me where you read, saw, or heard about it?[4]**

**n=841**

| | |
|---|---|
| Cable Television | 43% |
| | 348 |
| Streaming Television | 5% |
| | 35 |
| FM Radio | 27% |
| | 220 |
| Internet Radio/Pandora/Spotify | 6% |
| | 50 |
| Electronic Message Board Over the Road | 39% |
| | 341 |
| Traditional Billboard on Side of the Road | 40% |
| | 324 |
| Portable Electronic Signs | 21% |
| | 171 |
| Newspaper/Magazine | 5% |
| | 43 |
| Sporting Event | 5% |
| | 41 |
| Poster | 5% |
| | 41 |
| Brochure | 3% |
| | 28 |
| Internet Videos | 9% |
| | 75 |
| Facebook | 10% |
| | 82 |
| Instagram | 4% |
| | 31 |
| Twitter | 3% |
| | 20 |
| Gas Station | 4% |
| | 29 |
| Police Checkpoint | 3% |
| | 23 |
| Police Officers | 3% |
| | 23 |
| Other | 7% |
| | 55 |

---

[4] 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?[5]**
**n=841**

| | |
|---|---|
| Don't Know | 2% 27 |
| Refusal | <1% 1 |

---

[5] 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?[6]**
**n=41**

| | |
|---|---|
| Florida State University Seminoles | 17% 7 |
| University of Florida Gators | 12% 5 |
| University of Miami Hurricanes | 12% 5 |
| Miami Dolphins | 12% 5 |
| Miami Marlins | 5% 2 |
| Miami Heat | 7% 3 |
| Florida Panthers | 5% 2 |
| Homestead-Miami Speedway | - 0 |
| Tampa Bay Buccaneers | 20% 8 |
| Tampa Bay Rays | 5% 2 |
| Tampa Bay Lightning | 5% 2 |
| Tampa Bay Storm | - 0 |
| Orlando Magic | 20% 1 |
| Daytona Speedway | 5% 2 |
| Jacksonville Jaguars | 5% 2 |
| Other | 24% 10 |
| Don't Know | 12% 5 |

---

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

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

| | 18-24 n=100 | 25-34 n=159 | 35-44 n=143 | 45-54 n=137 | 55-64 n=128 | 65+ n=143 |
|---|---|---|---|---|---|---|
| Cable Television | 52% 46 | 37% 59 | 29% 39 | 39% 51 | 59% 68 | 57% 84 |
| Streaming Television | 11% 11 | 5% 9 | 6% 9 | 2% 4 | 3% 4 | 2% 5 |
| FM Radio | 33% 31 | 35% 57 | 31% 40 | 27% 337 | 24% 31 | 14% 24 |
| Internet Radio/Pandora/Spotify | 13% 13 | 6% 9 | 5% 10 | 2% 7 | 5% 7 | 2% 4 |
| Electronic Message Board Over the Road | 43% 39 | 54% 80 | 48% 68 | 35% 45 | 37% 47 | 28% 34 |
| Traditional Billboard on Side of the Road | 38% 40 | 50% 78 | 47% 67 | 33% 46 | 33% 48 | 28% 44 |
| Portable Electronic Signs | 15% 17 | 32% 45 | 29% 38 | 21% 25 | 18% 22 | 17% 24 |
| Newspaper/Magazine | 4% 5 | 4% 8 | 2% 4 | 3% 5 | 6% 5 | 11% 16 |
| Sporting Event | 8% 8 | 12% 18 | 3% 6 | 2% 3 | 2% 4 | 1% 2 |
| Poster | 7% 9 | 7% 12 | 5% 5 | 4% 6 | 4% 5 | 2% 4 |
| Brochure | 7% 9 | 5% 7 | 2% 3 | 2% 4 | 1% 2 | 2% 3 |
| Internet Videos | 24% 21 | 11% 18 | 8% 11 | 10% 12 | 9% 10 | 2% 3 |
| Facebook | 19% 21 | 13% 19 | 12% 14 | 9% 11 | 9% 11 | 6% 6 |
| Instagram | 17% 15 | 7% 9 | 1% 2 | 2% 3 | 1% 2 | - 0 |
| Twitter | 10% 10 | 2% 4 | 1% 1 | 2% 3 | 1% 2 | - 0 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Gas Station | 7% 7 | 5% 7 | 4% 6 | 3% 6 | 1% 2 | 1% 1 |
| Police Checkpoint | 2% 3 | 3% 5 | 5% 7 | 1% 3 | 2% 4 | 1% 1 |
| Police Officers | 2% 4 | 3% 6 | 1% 2 | 3% 6 | 4% 4 | 1% 1 |
| Other | 9% 8 | 7% 14 | 5% 9 | 3% 8 | 3% 6 | 6% 10 |

**In your opinion, what would be the most effective way of reducing alcohol impaired driving?**
**n=1,573**

| | |
|---|---|
| Advertising | 5% |
| | 88 |
| Education | 27% |
| | 418 |
| Increase Checkpoints/Law Enforcement | 20% |
| | 328 |
| Better Transportation Options | 14% |
| | 229 |
| Strengthen Laws/Punishments for Drunk Drivers | 12% |
| | 167 |
| Install Breathalyzers in Vehicles | 11% |
| | 168 |
| Prohibition | 1% |
| | 11 |
| Designated Drivers | <1% |
| | 2 |
| Bar Responsibility | 1% |
| | 15 |
| Personal Responsibility | <1% |
| | 6 |
| Other | 3% |
| | 42 |
| Don't Know | 5% |
| | 88 |
| Refusal | 1% |
| | 11 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Less than high school degree | 4% 50 | - 0 | 7% 6 | 5% 3 | 5% 5 | 3% 2 | 4% 8 | 3% 7 | 3% 2 | 7% 6 | 9% 7 | 4% 4 |
| High school graduate/GED | 26% 324 | 23% 16 | 36% 33 | 25% 21 | 23% 25 | 27% 20 | 25% 52 | 26% 58 | 28% 25 | 27% 21 | 30% 25 | 26% 28 |
| Currently in college/AA degree | 35% 441 | 41% 28 | 36% 30 | 38% 31 | 34% 35 | 33% 31 | 39% 82 | 39% 91 | 33% 31 | 37% 28 | 28% 23 | 25% 31 |
| Bachelor's degree | 22% 463 | 21% 26 | 16% 26 | 15% 25 | 25% 47 | 17% 25 | 24% 91 | 21% 77 | 18% 32 | 22% 31 | 21% 32 | 25% 51 |
| Graduate/post-graduate degree | 12% 277 | 16% 21 | 7% 13 | 13% 22 | 13% 24 | 13% 25 | 8% 32 | 11% 44 | 17% 38 | 7% 12 | 10% 16 | 19% 40 |
| Don't Know | <1% 4 | - 0 | - 0 | - 0 | - 0 | - 0 | <1% 1 | 1% 2 | - 0 | - 0 | 1% 1 | - 0 |
| Refusal | 1% 14 | - 0 | - 0 | 5% 2 | 1% 1 | 7% 2 | 1% 2 | 1% 2 | 2% 3 | 1% 1 | 1% 1 | - 0 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 18-24 | 11% 164 | 9% 9 | 9% 11 | 10% 12 | 10% 12 | 10% 12 | 12% 32 | 11% 28 | 8% 9 | 6% 6 | 11% 11 | 16% 22 |
| 25-34 | 18% 244 | 25% 21 | 13% 13 | 15% 16 | 25% 30 | 13% 11 | 15% 36 | 17% 41 | 15% 17 | 13% 11 | 22% 20 | 20% 28 |
| 35-44 | 16% 246 | 14% 10 | 9% 11 | 13% 13 | 13% 18 | 13% 16 | 18% 50 | 14% 44 | 19% 23 | 22% 22 | 15% 14 | 14% 25 |
| 45-54 | 16% 257 | 14% 10 | 22% 22 | 23% 23 | 11% 17 | 17% 22 | 16% 43 | 16% 44 | 19% 22 | 17% 15 | 11% 13 | 17% 26 |
| 55-64 | 16% 263 | 18% 18 | 22% 22 | 13% 12 | 18% 26 | 30% 27 | 16% 43 | 15% 45 | 13% 17 | 14% 14 | 18% 20 | 13% 19 |
| 65+ | 24% 386 | 21% 23 | 22% 28 | 25% 27 | 22% 33 | 13% 16 | 22% 61 | 28% 77 | 25% 31 | 28% 29 | 23% 27 | 21% 34 |
| Don't Know | <1% 3 | - 0 | - 0 | - 0 | - 0 | - 0 | <1% 1 | <1% 1 | - 0 | 1% 1 | - 0 | - 0 |
| Refusal | 1% 10 | - 0 | 3% 1 | 3% 1 | 1% 1 | 3% 1 | 1% 2 | <1% 1 | 1% 2 | 1% 1 | - 0 | - 0 |

**What is your racial background?**

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| White/Caucasian | 66% 964 | 76% 70 | 71% 78 | 61% 71 | 70% 93 | 52% 70 | 64% 165 | 73% 196 | 63% 72 | 84% 74 | 49% 45 | 34% 30 |
| Black/African American | 21% 223 | 5% 4 | 21% 17 | 28% 23 | 15% 14 | 24% 20 | 20% 36 | 13% 27 | 18% 15 | 15% 9 | 43% 30 | 52% 28 |
| Hispanic | 22% 270 | 14% 9 | 10% 8 | 8% 6 | 14% 15 | 7% 6 | 18% 40 | 18% 39 | 20% 17 | 20% 15 | 28% 26 | 61% 89 |
| Asian | 5% 40 | 3% 1 | 4% 3 | - 0 | 6% 5 | 4% 2 | 7% 10 | 6% 8 | 10% 7 | - 0 | - 0 | 9% 4 |
| Native American | 2% 16 | 3% 1 | <1% 1 | - 0 | 2% 1 | 7% 3 | 3% 4 | 1% 2 | 4% 3 | - 0 | 3% 1 | - 0 |
| Other | 1% 8 | <1% 1 | - 0 | - 0 | 1% 1 | - 0 | 2% 3 | 1% 2 | - 0 | - 0 | 3% 1 | - 0 |
| Don't Know | 1% 8 | 3% 1 | - 0 | 3% 1 | 2% 2 | - 0 | - 0 | 1% 2 | 1% 1 | - 0 | - 0 | 2% 1 |
| Refusal | 5% 44 | 11% 4 | 4% 1 | 8% 3 | 5% 6 | 14% 4 | 4% 10 | 5% 5 | 5% 6 | 1% 1 | 2% 2 | 3% 2 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| English | 87% 1,409 | 96% 88 | 88% 99 | 95% 101 | 87% 121 | 93% 100 | 93% 251 | 91% 260 | 81% 104 | 90% 90 | 84% 90 | 65% 105 |
| Spanish | 9% 106 | 2% 1 | 6% 5 | 3% 2 | 7% 7 | 3% 2 | 4% 9 | 5% 12 | 14% 11 | 9% 8 | 8% 7 | 30% 42 |
| Creole | 1% 7 | - 0 | - 0 | - 0 | - 0 | - 0 | 1% 2 | 1% 1 | - 0 | - 0 | 2% 2 | 2% 2 |
| Other | 3% 43 | 2% 2 | 3% 2 | - 0 | 6% 9 | <1% 2 | 3% 6 | 2% 6 | 3% 4 | 1% 1 | 5% 6 | 3% 5 |
| Don't Know | <1% 4 | - 0 | 3% 2 | - 0 | - 0 | - 0 | - 0 | 1% 2 | - 0 | - 0 | - 0 | - 0 |
| Refusal | <1% 4 | - 0 | - 0 | 3% 1 | - 0 | 3% 1 | - 0 | - 0 | 2% 2 | - 0 | - 0 | - 0 |

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

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Landline | 11% 181 | 11% 11 | 13% 13 | 15% 14 | 13% 18 | 7% 9 | 17% 41 | 12% 35 | 6% 7 | 6% 7 | 8% 10 | 9% 16 |
| Cell | 87% 1,372 | 89% 79 | 87% 95 | 80% 88 | 85% 115 | 87% 94 | 82% 224 | 87% 242 | 93% 112 | 93% 91 | 91% 94 | 91% 138 |
| Don't Know | <1% 7 | <1% 1 | - 0 | - 0 | - 0 | 3% 1 | <1% 2 | 1% 3 | - 0 | - 0 | - 0 | - 0 |
| Refusal | 1% 13 | - 0 | - 0 | 5% 2 | 2% 4 | 3% 1 | <1% 1 | <1% 1 | 1% 2 | 1% 1 | 1% 1 | - 0 |

## Sex of respondent [Interviewer Identify]

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Male | 48% 836 | 51% 52 | 52% 60 | 49% 56 | 53% 75 | 50% 53 | 44% 135 | 48% 142 | 51% 67 | 49% 54 | 52% 59 | 50% 83 |
| Female | 51% 737 | 49% 39 | 48% 48 | 51% 48 | 47% 62 | 50% 53 | 56% 133 | 52% 139 | 49% 54 | 51% 45 | 49% 46 | 50% 71 |

## Language [Interviewer Identify]

| | Total Sample n=1,573 | Pensacola n=91 | Panama City n=108 | Tallahassee n=104 | Jacksonville n=137 | Gainesville n=105 | Orlando n=268 | Tampa n=281 | West Palm Beach n=121 | Fort Myers n=99 | Broward/Monroe n=105 | Miami-Dade n=154 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| English | 97% 1,541 | 100% 91 | 100% 107 | 100% 104 | 98% 135 | 100% 105 | 99% 265 | 99% 279 | 94% 117 | 96% 96 | 98% 103 | 89% 139 |
| Spanish | 3% 32 | - 0 | <1% 1 | - 0 | 2% 2 | - 0 | 1% 3 | 1% 2 | 6% 4 | 4% 3 | 2% 2 | 11% 15 |

**Appendix II: Survey Instrument**

**FDOT DUI Survey Instrument 2020**

**INTRODUCTION**

Hello, my name is _____, and I am calling from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about their driving habits and their opinions about highway safety. May I please speak to someone who is 18 years of age or older?

S1) Do you have 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 | 25 | Hendry | 49 | Osceola |
| 2 | Baker | 26 | Hernando | 50 | Palm Beach |
| 3 | Bay | 27 | Highlands | 51 | Pasco |
| 4 | Bradford | 28 | Hillsborough | 52 | Pinellas |
| 5 | Brevard | 29 | Holmes | 53 | Polk |
| 6 | Broward | 30 | Indian River | 54 | Putnam |
| 7 | Calhoun | 31 | Jackson | 55 | St. Johns |
| 8 | Charlotte | 32 | Jefferson | 56 | St. Lucie |
| 9 | Citrus | 33 | Lafayette | 57 | Santa Rosa |
| 10 | Clay | 34 | Lake | 58 | Sarasota |
| 11 | Collier | 35 | Lee | 59 | Seminole |
| 12 | Columbia | 36 | Leon | 60 | Sumter |
| 13 | DeSoto | 37 | Levy | 61 | Suwannee |
| 14 | Dixie | 38 | Liberty | 62 | Taylor |
| 15 | Duval | 39 | Madison | 63 | Union |
| 16 | Escambia | 40 | Manatee | 64 | Volusia |
| 17 | Flagler | 41 | Marion | 65 | Wakulla |
| 18 | Franklin | 42 | Martin | 66 | Walton |
| 19 | Gadsden | 43 | Miami-Dade | 67 | Washington |
| 20 | Gilchrist | 44 | Monroe | 68 | Doesn't live in Fla. |
| 21 | Glades | 45 | Nassau | 88 | Don't Know [VOLUNTEERED] |
| 22 | Gulf | 46 | Okaloosa | 99 | Refusal [VOLUNTEERED] |
| 23 | Hamilton | 47 | Okeechobee | | |
| 24 | Hardee | 48 | Orange | | |

[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 [VOLUNTEERED] |
| 5 | Brevard | 37 | Levy | 99 | Refusal [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. Other _____
8. Scooter
9. Does not drive
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 year, 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 [SKP to STOPPED]
8. Don't Know [VOLUNTEERED] [SKP to STOPPED]
9. Refusal [VOLUNTEERED] [SKP 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
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 year, 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 year, 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]

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

PULLED) In the past year, 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. Cable Television
2. Streaming Television such as (Roku, Apple TV, 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 such as (YouTube)
13. Facebook
14. Instagram
15. Twitter
16. Gas station
17. Police checkpoint
18. Police officers
19. 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]

EFFECTIVE) In your opinion, what would be the most effective way of reducing alcohol impaired driving?
1. Advertising
2. Education
3. Increase Checkpoints/Law Enforcement
4. Better Transportation Options
5. Increase Punishments/Strengthen Laws
6. Install Breathalyzers in Vehicles
7. Other _____
88. Don't Know [VOLUNTEERED]
99. 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.