



## Florida Department of Transportation Click It or Ticket Survey 2015

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(2) The conclusions and opinions expressed in these reports are those of the sub grantee 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.

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## I. SUMMARY OF FINDINGS

The Public Opinion Research Laboratory at the University of North Florida conducted both a pre-wave and post-wave survey for the “Click It or Ticket” safety campaign. The pre-wave survey was conducted from March 26 to April 6, 2015, prior to the month long multi-pronged safety campaign across Florida. The pre-wave survey resulted in a total of 1108 completed telephone interviews with adult respondents in the state of Florida. From the total sample, 341 respondents were between the ages of 18-34 and 186 respondents were pickup truck drivers. The post-wave survey was conducted from June 1 to June 17, 2015. There were 1103 completed surveys; of which 342 were aged 18 to 34 and 207 were pickup truck drivers.

The Public Opinion Research Laboratory found:

- Drivers in the state of Florida claim to wear their seatbelts very frequently. In the pre-wave survey, 96.4% of the total sample claimed to wear their seatbelt at least most of the time. That increased slightly to 97.6% in the post-wave survey. Among pickup truck drivers, there was an increase from 91% of those who wear their seatbelt at least most of the time in the pre-wave sample to 92.4% in the post-wave sample. In the 18-34 year old sample, those who indicated wearing a seatbelt at least most of the time increased from 92.2% in the pre-wave survey to 96% in the post-wave survey.
- When asked what percentage of the time they wear their seatbelts while driving, the mean response for the pre-wave total sample was 96.7% of the time. In the pre-wave sample, the average response was 91.8% for pickup truck drivers and 18-34 year olds responded that they wear their seatbelts while driving an average of 93.5% of the time. In the post-wave survey, there was a slight increase of .2 percentage points in the average percentage of time the total sample wears their seatbelt while driving. Additionally, there was a 1.7 percentage point increase for pickup truck drivers and there was an increase of 2.4 percentage points for 18-34 year olds during the post-wave survey.
- When asked if they require passengers to wear seatbelts, 93.6% of the pre-wave total sample responded ‘yes’. For 18-34 year olds and pickup truck drivers, only 87.4% and 86.8% of respondents require their passengers to wear seatbelts. In the post-wave total sample, there was no difference from the pre-wave survey. However, there was an increase of 3.9 percentage points in the 18-34 year old sample and 2.1 percentage points for the pickup truck drivers of those who required their passengers to buckle up.

- The vast majority of Florida drivers (87%) have never been stopped or ticketed for not wearing their seatbelt. Both the pre-wave and post-surveys tell a similar story, 18-34 year olds are slightly more likely to have been stopped or ticketed for not wearing a seatbelt: 16.2% in the pre-wave survey and 13.6% in the post-wave survey. For pickup truck drivers, 18.2% were stopped or ticketed in the pre-wave sample and 19.5% in the post-wave survey. This suggests that since the pickup truck drivers wear their seatbelts less frequently, and they are getting stopped more frequently because of their driving habits.
- An overwhelming majority of respondents (around 75%) in all three groups reported that they have not seen and/or heard of any police seatbelt checkpoints in the past 3 months. However, the total sample had a small increase in awareness of checkpoints (approximately 4 percentage points) in the post-wave survey. Pickup truck drivers reported a larger increase in having seen and/or heard about these seatbelt checkpoints (8.9 percentage points).
- In the pre-wave survey, slightly more than half of the total sample (50.8%) felt that they were somewhat or very likely to receive a ticket for not wearing their seatbelt in the next 6 months. Additionally, 51.4% of 18-34 year olds and 53.1% of pickup truck drivers felt they were somewhat or very likely to be ticketed in the next 6 months for a seatbelt violation. The post-wave results reflect a minimal increase of less than 1 percentage point for the total sample and younger drivers, for those who felt they are somewhat or very likely to be ticketed in the next 6 months for driving without wearing a seatbelt. Among pickup truck drivers, there was a slight decrease (2.7 percentage points) of those who felt they are somewhat or very likely to be ticketed for driving without a seatbelt.
- In the pre and post-waves, only 10.6% of drivers who wear their seatbelts all of the time have been stopped or ticketed for not wearing a seatbelt, while 24.6% of the drivers that wear their seatbelt most of the time have been stopped or ticketed. More than 45% of drivers of who wear their seatbelt some of the time or less have been stopped or ticketed.
- When asked how effective Florida seatbelt laws are about encouraging drivers to wear their seatbelts, a little over 80% of the pre and post-wave total sample felt the laws were at least somewhat effective. There was a slight increase among 18-34 years olds who thought the law was effective (76.8% to 79.3%). Among pickup truck drivers, there was a 4.4 percentage point decrease of those that thought the seatbelt laws were at least somewhat effective, between the pre and post-waves (84.6% to 80.2%).
- In the pre-wave survey, 60.6% of the total sample believed that law enforcement agencies either somewhat or very strictly enforce seatbelt laws. Similarly, 59.3% of the pickup drivers think seatbelt laws are somewhat or very strictly enforced. The 18-34 year olds had a higher proportion (64.2%) that felt the seatbelt laws for actively enforced. The post-wave surveys showed very small differences for all three samples. The total sample increased to 60.7%, while the 18-34 year olds decreased to 62.6% and the pickup truck drivers increased to 67.9%.



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- “Click It or Ticket” had very high recognition during the pre-wave survey, with 75.3% of the total sample reporting that they have heard the safety message. Recognition was even higher among the 18-34 year olds (81.1%) and the pickup truck drivers (77.9%). In the post-wave survey, the total sample message recognition increased to 83.1%, the 18-34 year old sample increased to 86.8% and the pickup truck drivers’ awareness increased to 86.6%. The “Click It or Ticket” safety campaign was very effective at increasing its awareness as all of the samples had increases in awareness levels in the post-wave survey.
- Of the Florida drivers in the total sample who were aware of the “Click It or Ticket” safety campaign in the pre-wave survey, most remembered it from seeing it on billboards (48.1%) and television (31.1%), while only 4.7% recalled it from the radio and a mere 1.1% remembered it from the Internet. During the post-wave survey, billboards (49.2%) and television (33.9%) remained consistent, but radio (9.1%) increased from the pre-wave survey. The patterns were similar in the pre-wave survey for the 18-34 year old sample and the pickup truck driver sample. Billboards (about 50%) were the most popular method of having heard about the safety campaign, followed by television (about 27%) and radio (about 5%). In the post-wave survey, billboards declined to 45% and 42.9%, respectively, while television increased to 30.2% for 18-34 year olds and 33.7% for pickup truck drivers. Radio had the largest increases as 16.5% of the 18-34 year old sample indicated having heard about “Click It or Ticket” on the radio, and 12.1% of the pickup truck driver identified radio as well. These changes are likely attributed to the advertising campaign that focused on the radio and television ads for the higher risk population of 18-34 year olds and pickup truck drivers.
- The majority of Florida drivers (including 18-34 year olds and pickup truck drivers) believe that safety campaigns are at least somewhat effective in encouraging changes in driving habits. In the pre-wave survey, 60.3% of the total sample felt safety campaigns were effective, however, in the post-wave survey that number increased to 65.8%. This pattern was consistent across the other samples as well, as the 18-34 year olds increased from 63.1% to 69.1% and the pickup truck drivers increased from 60.4% to 63.5%. It appears as though there is some acknowledgement that safety campaigns can alter individual driving behavior.

## II. METHODOLOGY

*Polling Universe:* People 18 years of age or older with a valid driver’s license and spend more than 1-month in Florida.

*Completed Surveys:*

Sample	Pre-Wave	Post-Wave
Total Sample	1108	1103
18-34 yrs. old	341	342
Pickup Truck Drivers	186	207
<b><i>Field Dates 2015</i></b>	<b><i>March 26 - April 6</i></b>	<b><i>June 1 - June 17</i></b>

*Margin of sampling error:* +/- 2.9%\*

\*Please note that the margin of sample error for each county was not adjusted for study design effects.

The survey was sponsored and funded by the Florida Department of Transportation and conducted by the Public Opinion Research Lab (PORL) at the University of North Florida (UNF). The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs. Since its opening in March of 2001, the PORL has conducted over 100 public opinion surveys and is a Charter Member of the American Association for Public Opinion Research Transparency Initiative. The PORL has a 27-station telephone-polling laboratory that uses Computer Assisted Telephone Interviewing (CATI).

A sample of the polling universe was selected through the use of Random-Digit-Dialing methodology for both landlines and cell phones, however, in order to collect information from the diverse Florida residents population, the Lab included enhanced telephone sample to help contact traditionally difficult to reach groups using an overlay of Miami landline and cellphone numbers, African American landline and cellphone numbers and 18-34 year old enhanced wireless records. In addition, a listed sample of known pickup truck drivers was used as well. Scientific Telephone Samples and Marketing Systems Group provided all of the numbers used for both the pre-wave and post-wave surveys.

Upon reaching individuals through the landline telephone sample, respondents were selected in the household by being the first qualified participant to be available to participate. Cellphone 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 in the state of Florida.

For non-completes with a working residential or cell phone line, at least 5 callbacks were attempted. To ensure a representative sample, surveys were conducted in both English and Spanish. Calls were made from 5:00 p.m. - 9:00 p.m. 7-days a week. Stratified sampling, using the 10 designated market areas (DMA) in Florida as sub groups, was used for geographical representation. Quotas were placed on each sub group to ensure a proportionate amount of completed surveys from across the state.

The general population or total sample was weighted by age, gender, and race to the estimated 2013 American Community Survey (ACS), from the U.S. Census Bureau. There was an oversample of both young drivers (18-34 years old) weighted to the 2013 ACS and the pickup truck drivers were weighted to the initial total sample percentages. This analysis produced sample data for demographic characteristics of people who have a valid driver license, are 18 years of age or older and spend at least 1-month in Florida.

Unless noted, all references to statistical significance in this report are based on a p-value of less than .05 in a two-tailed test. For more information about methodology, contact Dr. Michael Binder at [porl@unf.edu](mailto:porl@unf.edu) or (904) 620-2784.



### III. SURVEY RESULTS

Q1) What State issued your driver’s license?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 years old n=341	18-34 years old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Florida	95.4%	96.8%	98.5%	98.3%	96.3%	98.2%
Other	4.5%	3.1%	1.5%	1.7%	3.7%	1.8%
DK	0%	0%	0%	0%	0%	0%
Refused	.1%	0%	0%	0%	0%	0%

Unsurprisingly, the vast majority (more than 95%) of the respondents have drivers’ licenses issued from the state of Florida. There is a slight, albeit not a statistically significant, increase in the total sample and the pickup truck driving sample of Florida licensees during the post-test survey conducted in June. The 18 – 34 year old sample was nearly identical. We suggest that is due to the increase in part-time winter residents (snowbirds) exiting the state as the summer approached. The younger drivers would not be affected by this phenomenon, and that would explain the slight decrease in out of state drivers within the sample.

Q2) Which of the following age categories best describes you? Are you:

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
18-24	11.9%	11.7%	44.1%	43.7%	10.8%	9.0%
25-34	15.1%	15.1%	56%	56.4%	16%	13.4%
35-44	15.1%	16.8%	-	-	13.4%	16.7%
45-54	16.6%	20.2%	-	-	21.3%	20.7%
55-64	15.6%	15.5%	-	-	18.5%	23.5%
65 or older	25%	20.5%	-	-	19.9%	16.8%
DK	.1%	0%	0%	0%	0%	0%
Refused	.6%	0%	0%	0%	0%	0%

The age distribution for the total population skewed older and did not significantly vary across the pre- and post-waves. Though, the post-wave sample had a relatively higher percentage of Floridians in the middle age categories than in the pre-wave. Approximately 27% of Floridians were between the ages of 18 and 34 years old in both waves. In the pre-wave sample, 32% were between 35 and 54 years old in the pre-wave and 37% were between those ages in the post-wave. In the pre-wave, almost 42% of Floridians were over the age of 54; while only 36% were over 54 years-old in the post-wave.

The pickup truck driver sample got older from the pre-wave to the post-wave sample. Almost 27% of pickup truck drivers were between 18-34 years-old in the pre-wave, while only 22% were in that age bracket during the post-wave survey period. Furthermore, the percentage of pickup truck drivers in the oldest two brackets was approximately 38% in the pre-wave while 40% of pickup drivers were in those brackets in the post-wave sample.

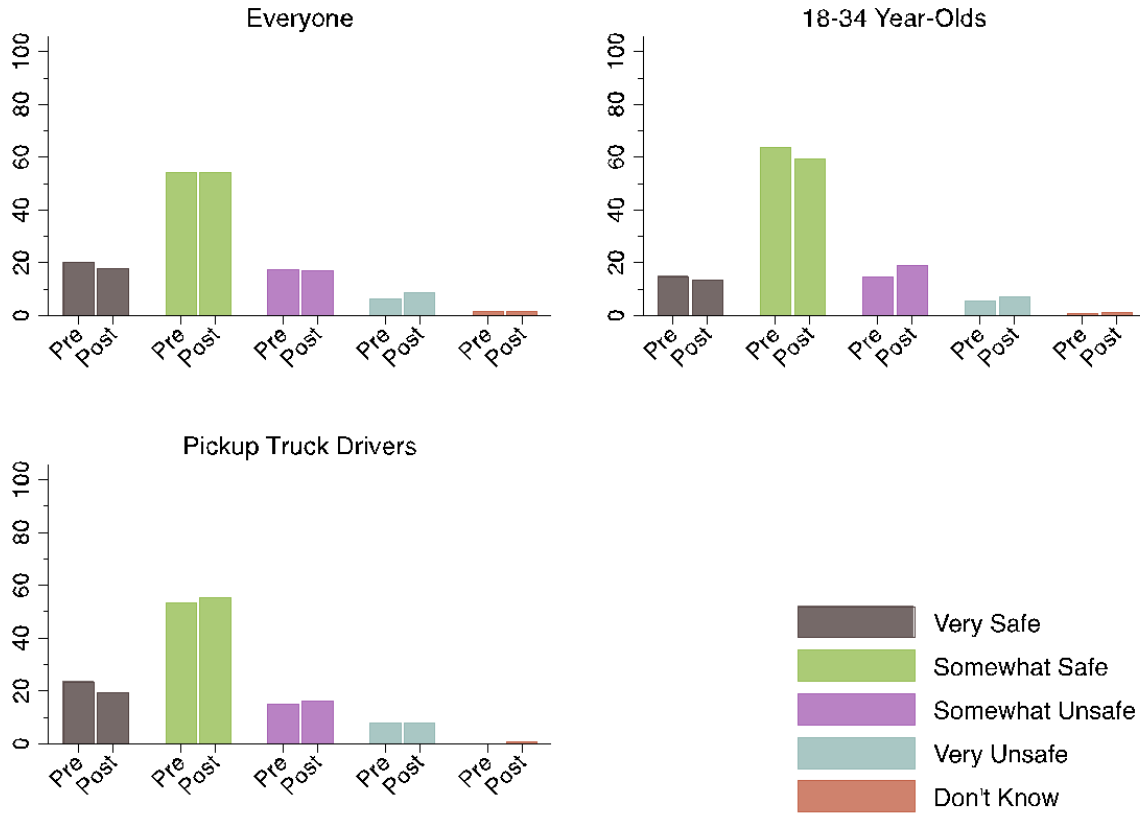
Q3) In general, what type of vehicle do you drive most often?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Passenger Car	53.6%	52.2%	60.8%	59.2%	-	-
Pickup truck	12.7%	14.4%	12.6%	12.0%	100%	100%
Sports utility vehicle (SUV)	23%	24.2%	19.9%	19.1%	-	-
Minivan	5.5%	3.8%	3.8%	3.2%	-	-
Full sized van	2.4%	1.7%	.3%	1.4%	-	-
Motorcycle	1.3%	1.5%	2%	2.7%	-	-
Other	1.1%	1.8%	.3%	1.9%	-	-
No Car	.1%	0%	.3%	0%	-	-
DK	.4%	.4%	0%	0%	0%	0%
Refused	0%	0%	0%	0%	0%	0%

The majority of Florida drivers drive passenger cars most often, but a greater share of younger drivers (18-34 year-olds) use passenger cars than the general population (approximately 60% compared to approximately 53%). On the other hand, younger drivers were less likely to drive sport utility vehicles (SUVs) than the general population (approximately 19% compared to approximately 24%).

The distribution of vehicle usage was quite stable and does not change very much between the pre-wave and post-wave surveys, with a couple of exceptions. In the general population, there was a 1.7 percentage point increase in the number of pickup truck drivers from the pre-wave to post-wave survey. On the other hand, there was a drop of the same magnitude in the percentage of people who drive minivans.

Q4) In general, how safe are the roads in Florida for car drivers? Would you say they are:



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1067	Total Sample n=1083	18-34 Years Old n=330	18-34 Years Old n=321	Pickup truck drivers n=185	Pickup truck drivers n=206
Very safe	20.3%	18.0%	14.9%	13.6%	23.6%	19.6%
Somewhat safe	54.5%	54.5%	63.7%	59.2%	53.6%	55.5%
Somewhat unsafe	17.4%	17.1%	14.9%	19.0%	15%	16.1%
Very unsafe	6.3%	8.9%	5.5%	7%	7.9%	7.9%
DK	1.5%	1.5%	1%	1.3%	0%	.9%
Refused	0%	0%	0%	0%	0%	0%

From the pre-wave to the post-wave, there was a small decrease in the percentage of Florida drivers who thought that Florida’s roads were safe and a small increase in those who thought that the roads were unsafe. For the total sample, 74.8% thought Florida’s roads were either very or

somewhat safe in the pre-wave while 23.7 % thought that the roads were very or somewhat unsafe. In the post-wave survey, only 72.5% thought the roads were very or somewhat safe but 26% thought the roads were very or somewhat unsafe.

Younger drivers (18-34 years old) and pickup truck drivers both showed similar patterns, but younger drivers showed a more pronounced change across the two survey waves. Slightly more than three quarters (77.2%) of pickup truck drivers thought that the roads were very or somewhat safe while 20.4% of pickup truck drivers thought that the roads were very or somewhat unsafe in the pre-wave. In the post-wave, 75.1% of pickup truck drivers thought the roads were safe while 24% thought that they were unsafe. On the other hand, in the pre-wave 77.2% of younger drivers felt that the roads were very or somewhat safe and 22.9% felt that they were very or somewhat unsafe. In the post-wave, only 72.8% of younger drivers (18-34 years old) felt that the roads were safe while 26% felt that the roads were unsafe.

Q5) On what days of the week do you typically drive your car? (Select all that apply)

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1067	Total Sample n=1083	18-34 Years Old n=330	18-34 Years Old n=321	Pickup truck drivers n=185	Pickup truck drivers n=206
Monday	94.4%	93.2%	95.9%	95.4%	94.1%	94.0%
Tuesday	93.2%	93.1%	93.2%	93.1%	95.1%	94.9%
Wednesday	94.0%	93.4%	95.6%	95.6%	93.4%	95.4%
Thursday	93.0%	92.9%	94.9%	96.0%	94.2%	93.3%
Friday	93.5%	93.7%	93.3%	97.7%	92.3%	93.8%
Saturday	80.7%	80.3%	83.1%	83.6%	82.9%	80.2%
Sunday	78.4%	77.4%	81.9%	79.8%	76.9%	78.8%
DK	1.7%	1.9%	.7%	.8%	2.3%	.6%
Refused	.4%	.1%	0%	0%	0%	.4%

Unsurprisingly, there are no real differences between the pre-wave and post-wave surveys. Almost all Florida drivers in the total sample drive frequently during the week, as over 90% of the total sample reported driving Monday, Tuesday, Wednesday, Thursday, and Friday respectively. Similar proportions of younger drivers and pickup truck drivers reported driving during the week as well. On the other hand, fewer people drive on the weekends. Of the total sample, approximately 80% report driving on Saturdays and 78% drive on Sundays. Of pickup truck drivers, between 80.2% and 82.9% drive on Saturdays and between 76.9% and 78.8% drive on Sundays. A relatively greater proportion of younger drivers are in their vehicles over the weekend, but like the rest of the population, fewer drive on Sundays.

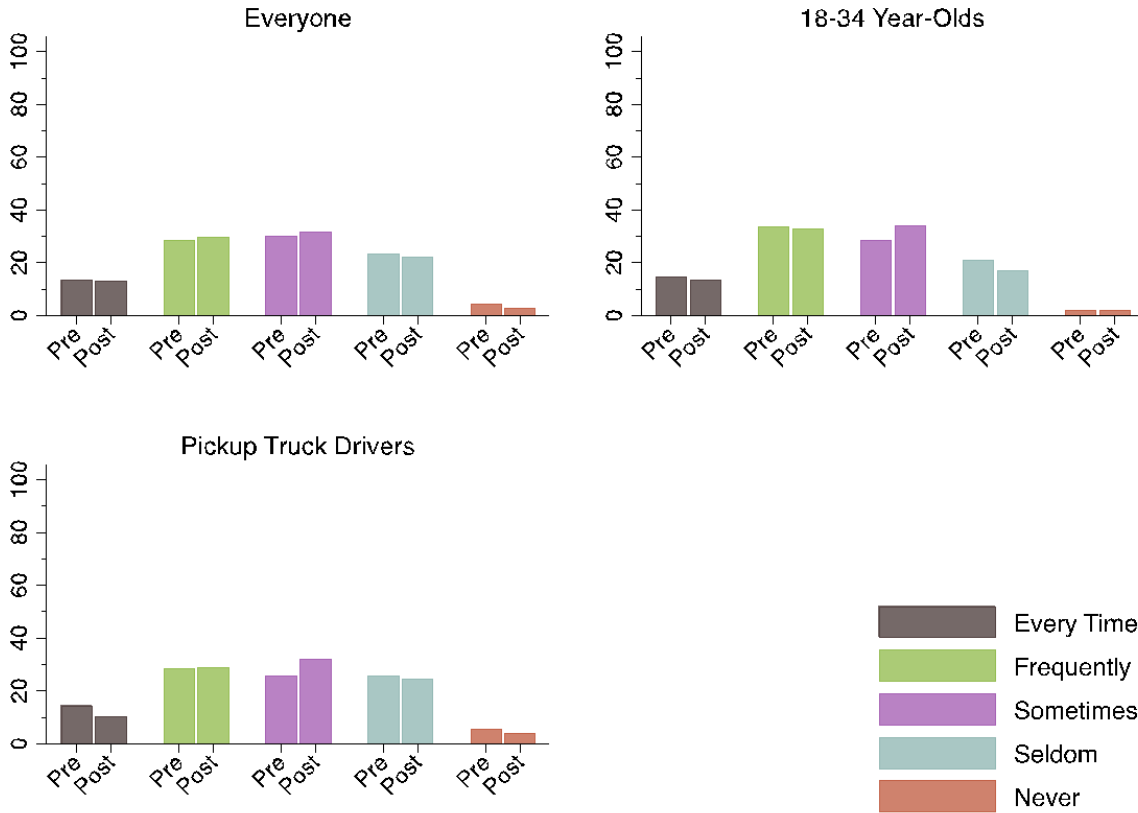
Q6) When you drive, how far do you typically go?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1067	Total Sample n=1083	18-34 Years Old n=330	18-34 Years Old n=321	Pickup truck drivers n=185	Pickup truck drivers n=206
Less than 5 miles	9.4%	8.4%	7.7%	7.3%	8%	6.0%
5-10 miles	25.1%	23.3%	24.9%	25.3%	16.3%	16.0%
11-15 miles	16.9%	17.1%	15.8%	20.1%	11.8%	16.0%
16-20 miles	16.4%	15.7%	19.2%	17.0%	15.3%	11.4%
More than 20 miles	30.7%	34.3%	31.9%	29.8%	47.1%	49.2%
DK	1.6%	1.1%	.6%	.5%	1.6%	1.5%
Refused	.1%	0%	0%	0%	0%	0%

In the pre-wave survey, a relatively small portion of the total sample (9.4%) typically drives less than five miles. For 18-34 year olds and pickup truck drivers, there were slightly fewer drivers who drive less than five miles, with 7.7% and 8% respectively. The majority of the total sample, 63%, typically drives 11 miles or more, with 30.6 % who drive more than 20 miles. The majority of 18-34 year olds (66.9%) typically drive 11 miles or more, with 31.9% driving more than 20 miles. The majority of pickup truck drivers, 74.2%, typically drive more than 11 miles. Pickup truck drivers (47.1%) were more likely to drive distances of more than 20 miles than the rest of the population.

In the post-wave total sample, the typical driving distances were relatively unchanged with the exception of those who travel more than 20 miles. There was an increase of 3.6 percentage points for the post-wave total sample and 2.1 percentage points for pickup truck drivers who drive more than 20 miles. These differences are not statistically significant and may just be attributed to seasonal variations in driving habits.

Q7) How often do you drive with other people in the car with you?

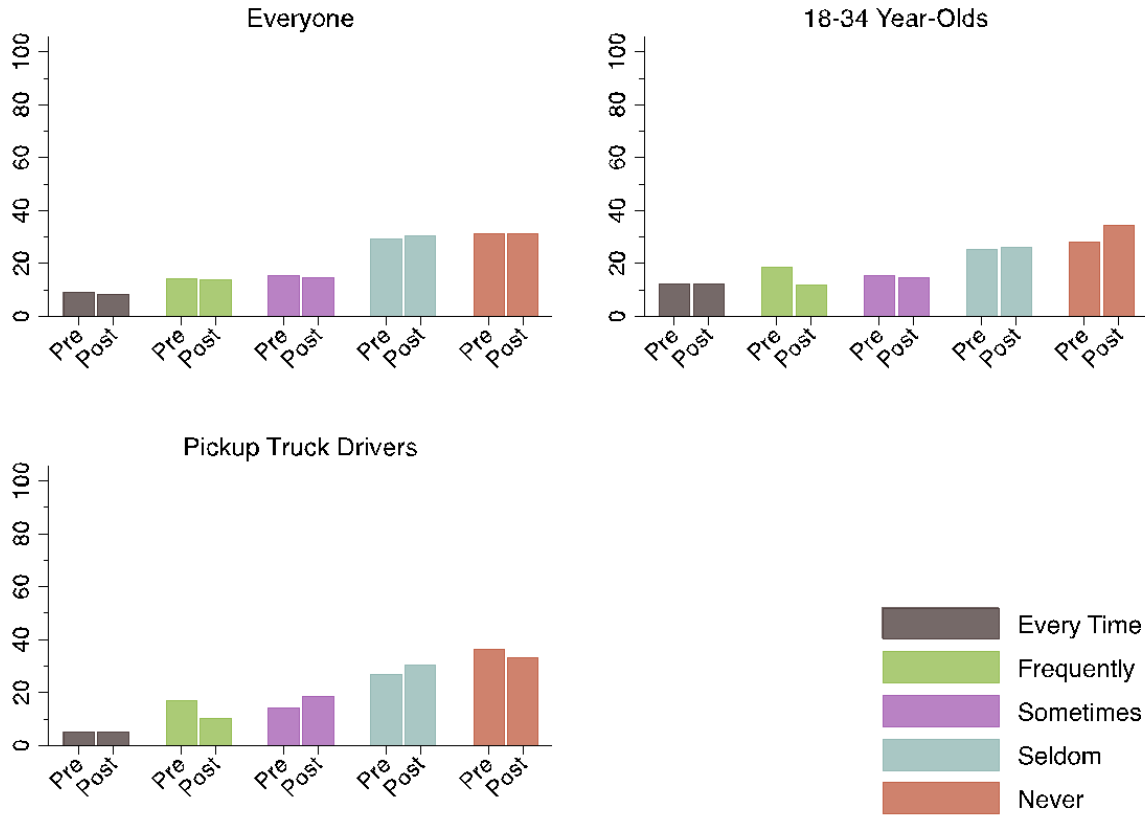


	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1067	Total Sample n=1083	18-34 Years Old n=330	18-34 Years Old n=321	Pickup truck drivers n=185	Pickup truck drivers n=206
Every time	13.5%	12.9%	14.8%	13.5%	14.3%	10.4%
Frequently	28.7%	29.8%	36.7%	32.9%	28.7%	28.9%
Sometimes	30.1%	31.7%	28.7%	34.2%	25.8%	32.2%
Seldom	23.3%	22.2%	21%	17.1%	25.7%	24.5%
Never	4.4%	3.0%	1.9%	2.0%	5.5%	5.1%
DK	.1%	.3%	0%	0%	0%	0%
Refused	0%	0%	0%	.3%	0%	0%



In the pre-wave survey, 42.2% of the total sample drives with other people in the vehicle either frequently or every time. More 18-34 year olds frequently or always have passengers, with 51.5%, than the rest of the population. In the post-wave total sample, the percentage of drivers who drive with passengers in their vehicles frequently, or every time, increased slightly by half a percentage point. For the 18-34 year old post-wave sample, there was a decrease of 5.1 percentage points (3.7 for pickup truck drivers) of those who drive with passengers in their vehicles frequently or every time. However, these differences are not statistically significant.

Q8) How often do you drive with passengers under the age of 18 in your vehicle?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1024	Total Sample n=1051	18-34 Years Old n=324	18-34 Years Old n=315	Pickup truck drivers n=176	Pickup truck drivers n=197
Every time	9.2%	8.4%	12.4%	12.3%	5.2%	5.2%
Frequently	14.3%	14.0%	18.6%	12.1%	17.1%	10.1%
Sometimes	15.7%	14.8%	15.4%	14.6%	14.3%	18.6%
Seldom	29.5%	30.6%	25.6%	26.1%	27.1%	30.4%
Never	31.2%	31.4%	28.1%	34.7%	37.3%	33.3%
DK	.2%	.5%	0%	0%	0%	.9%
Refused	0%	.2%	0%	.2%	0%	1.6%

When asked how often they drive with passengers under the age of 18, the majority of the pre-wave total sample (60.7%) responded seldom or never. This percentage was slightly lower for 18-34 year olds with 53.7%, and moderately higher for pickup truck drivers with 64.4% who never or seldom drive with passengers under 18.

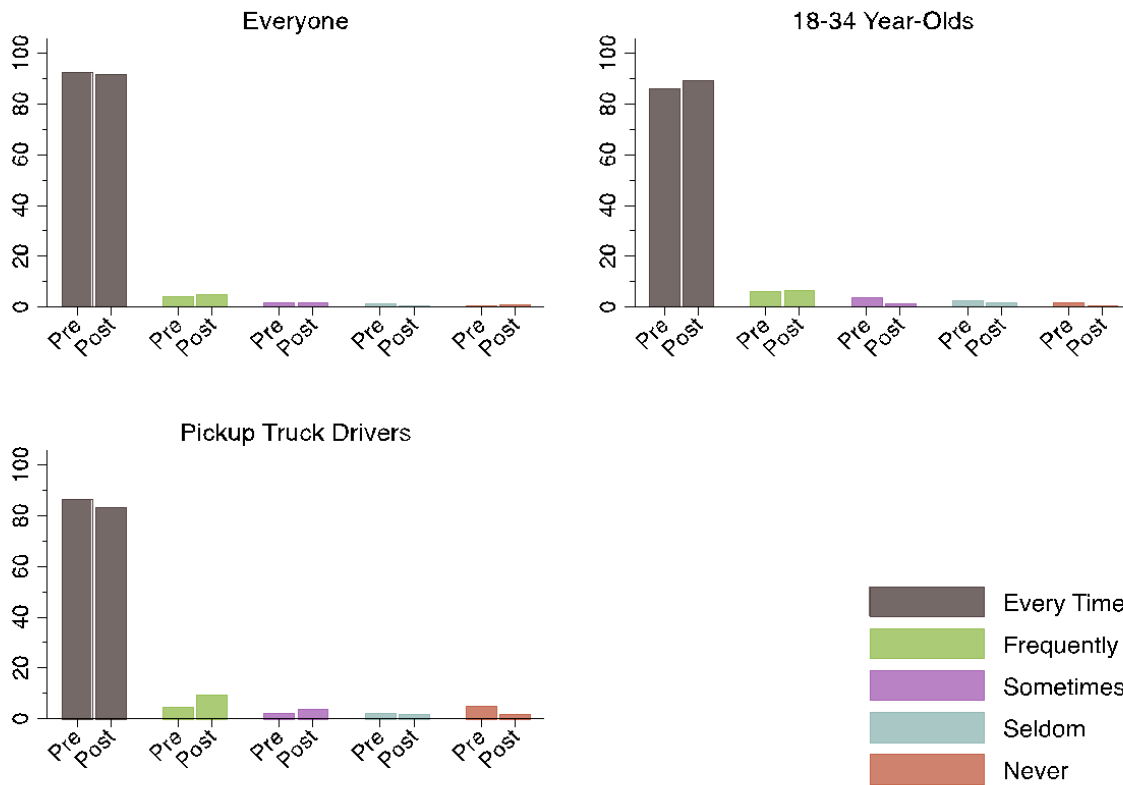


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The greatest difference among groups in the pre-wave survey was for the 12.4% of 18-34 year olds who drive with passengers who are under 18 every time, compared with 9.2% for the total sample and 5.2% of pickup truck drivers. The post-wave total sample percentages were relatively stable. For 18-34 year olds, there was a decrease in those who drive with passengers under 18 frequently (6.5 percentage points) and an increase 6.6 percentage points for those who selected never. Among pickup truck drivers in the post-wave sample, there was a decrease for those who drive with passengers under 18 frequently (7 percentage points) and a decrease of 4 percentage points for those who selected never.

Q9) When driving, how often do you wear your seatbelt?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1044	Total Sample n=1083	18-34 Years Old n=328	18-34 Years Old n=321	Pickup truck drivers n=178	Pickup truck drivers n=206
All of the time	92.3%	91.7%	85.9%	89.3%	86.5%	83.1%
Most of the time	4.1%	5.9%	6.3%	6.7%	4.5%	9.3%
Some of the time	1.7%	1.7%	3.6%	1.5%	2.2%	3.8%
Rarely	1.2%	.6%	2.4%	1.9%	2%	1.6%
Never	.7%	1.0%	1.7%	.6%	4.8%	1.8%
DK	0%	0%	0%	0%	0%	.5%
Refused	0%	0%	0%	0%	0%	0%

By and large, drivers in the state of Florida claim to wear their seatbelts very frequently. In the pre-wave survey, 96.4% of the total sample claimed to wear their seatbelt at least most of the time. That increased slightly to 97.6% in the post-wave survey.

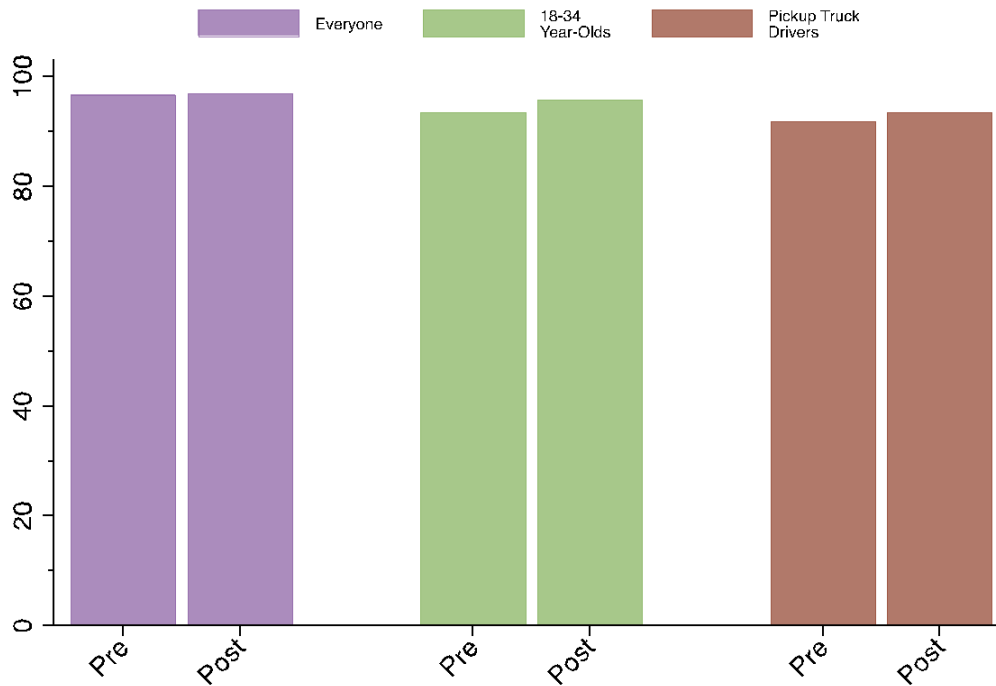


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Among pickup truck drivers, there was an increase from 91% of those who wear their seatbelt at least most of the time in the pre-wave sample to 92.4% in the post-wave sample. Neither of these relatively minor increases was statistically significant. However, in the 18-34 year old sample, those who indicated wearing a seatbelt at least most of the time increased from 92.2% in the pre-wave survey to 96% in the post-wave survey - a marginally statistically significant difference ( $p < .06$ ).

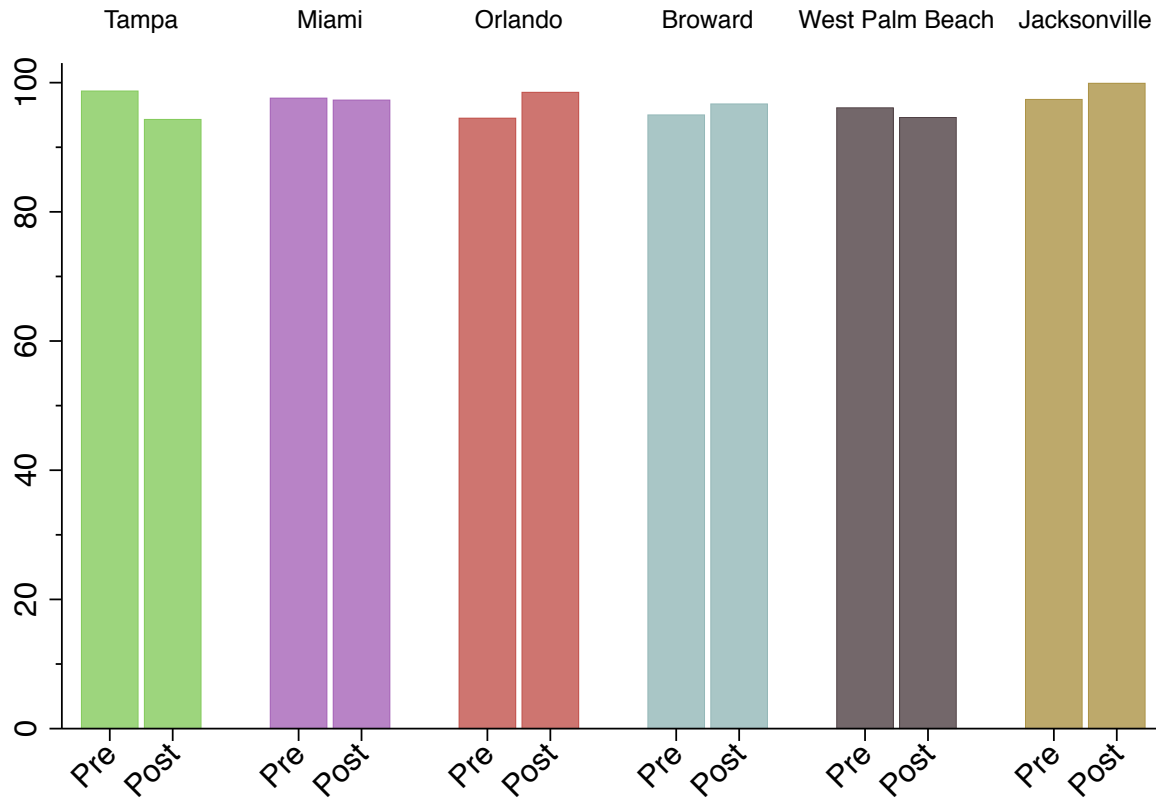
Q10) So what percentage of the time would you say you are wearing your seatbelt when you are driving your car?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1043	Total Sample n=1081	18-34 Years Old n=328	18-34 Years Old n=320	Pickup truck drivers n=178	Pickup truck drivers n=205
Mean	96.7%	96.9%	93.5%	95.9%	91.8%	93.5%

When asked what percentage of the time they wear their seatbelts while driving, the mean response for the pre-wave total sample was 96.7% of the time. In the pre-wave sample, the average response was 91.8% for pickup truck drivers and 18-34 year olds responded that they wear their seatbelts while driving an average of 93.5% of the time. In the post-wave survey, there was a slight increase of .2 percentage points in the average percentage of time the total sample wears their seatbelt while driving. Additionally, there was a 1.7 percentage point increase for pickup truck drivers (not statistically significant) and there was an increase of 2.4 percentage points for 18-34 year olds during the post-wave survey (marginally statistically significant  $p < .08$ ).

## Seat Belt Usage by Florida's Media Markets



Media Market	Pre-Wave	Post-Wave
	Total Sample=1043	Total Sample=1081
	Mean	Mean
Tampa-St. Petersburg	98.7%	94.3%
Miami	97.6%	97.3%
Orlando	94.5%	98.5%
Broward	95%	96.7%
West Palm Beach	96.1%	94.6%
Jacksonville	97.4%	99.9%
Fort Myers-Naples	100%	96.4%
Pensacola	94.1%	99.2%
Tallahassee	98.4%	96.1%
Gainesville	84.7%	98.7%
Panama City	100%	99%

The table above shows the data broken down by media market, with the markets in order by population. The top six markets in the sample had at least one hundred respondents in each wave. Drivers reported increases in their seat belt usage from the pre-wave to the post-wave in three of the top six markets (Orlando, Broward, and Jacksonville). On the other hand, drivers in the Tampa and West Palm Beach markets reported using their seat belts less often in the post-wave compared to the pre-wave surveys. Seat belt usage in Miami was relatively stable across both waves compared to the rest of the top six markets. Most of the remaining five markets exhibited greater changes in seat belt usage across both waves, but they also had relatively fewer respondents in the sample. Thus, one should take great caution when drawing conclusions about changes in drivers' behavior in these areas.

Florida Seat Belt Usage Among Drivers Who Speak English at Home Most Often and Drivers Who Speak Spanish (and other languages) at Home Most Often

	Total Sample		Miami Media Market	
	Pre	Post	Pre	Post
	Sample=1043	Sample=1081	Sample=100	Sample=113
English	96.7	96.9	96.1	99.1
Spanish	96.8	97.4	98.5	96.4

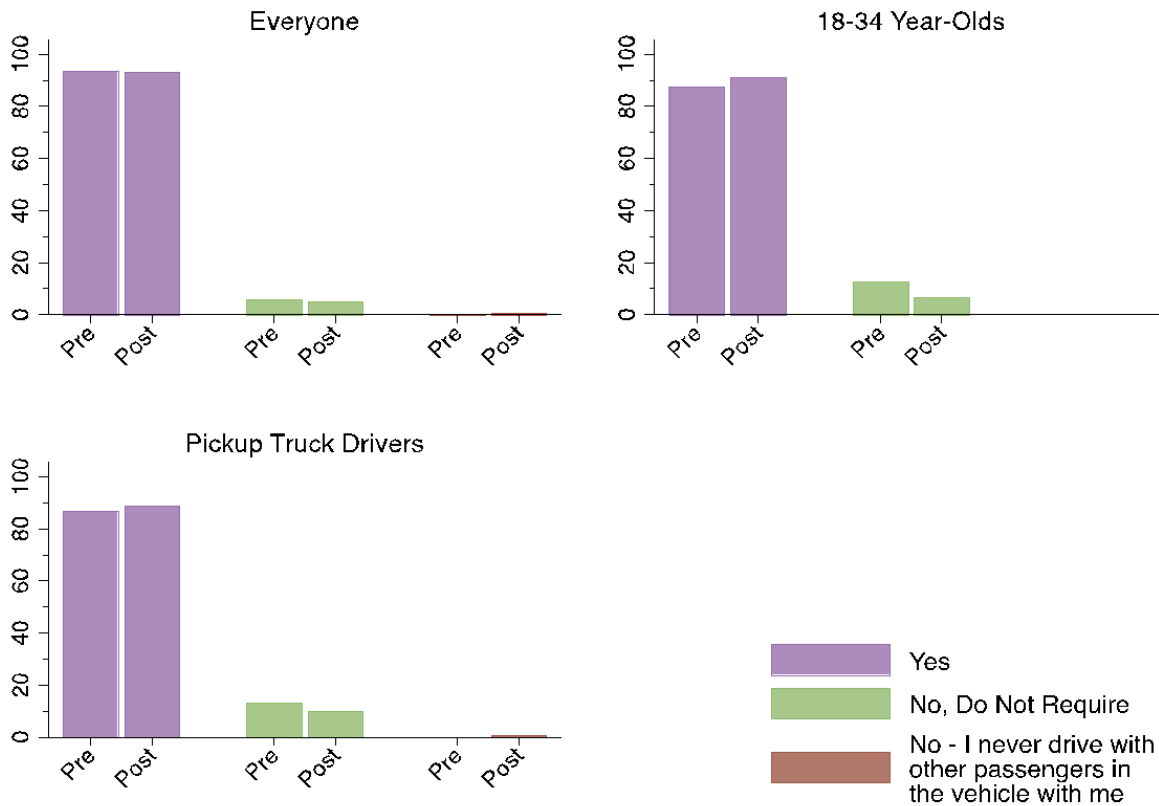
The table above shows seat belt usage among drivers who speak English at home most often, Spanish, and other languages most often for the total sample. It also shows seat belt usage among Miami drivers who speak primarily English and Spanish, respectively. There were not enough respondents who speak other languages present in both waves of the survey to be included in this comparison.

Seat belt usage does not vary substantially across drives that primarily speak English and Spanish in the total sample. English speakers report using their seat belt approximately 97% of the time across both the pre- and post-waves. Spanish speakers report using their seat belts almost 97% of the time in the pre-wave survey and 97.4% of the time in the post-wave.

Seat belt usage in the Miami market appears to show greater variation across Spanish and English speakers as well as across survey waves at first glance. Seat beset usage increased among English speakers across both waves, whereas usage decreased among Spanish speakers. Unfortunately, there are only 100 respondents in the pre-wave and 113 respondents in the post-wave. Thus, one should use caution when drawing strong conclusions about changes over time given the small sample sizes.



Q11) When you are driving with others in the vehicle with you, do you require your passenger(s) to wear their seatbelts?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1067	Total Sample n=1083	18-34 Years Old n=330	18-34 Years Old n=321	Pickup truck drivers n=185	Pickup truck drivers n=206
Yes	93.6%	93.2%	87.4%	91.3%	86.8%	88.9%
No - I do not require them to wear seatbelts	6.4%	5.2%	12.6%	6.5%	13.2%	9.8%
No - I never drive with other passengers in the vehicle with me	.4%	.4%	0%	2.3%	0%	.5%
DK	0%	1.1%	0%	0%	0%	.9%
Refused	0%	.1%	0%	0%	0%	0%



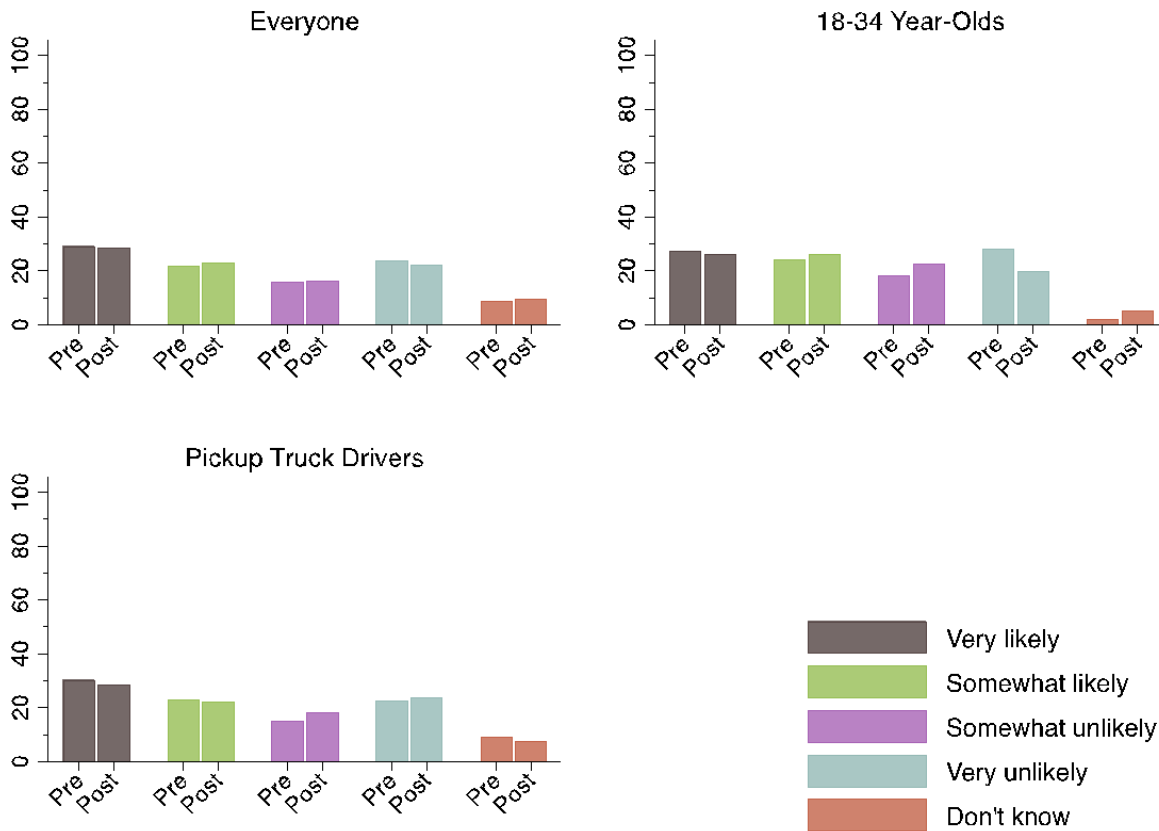
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When asked if they require passengers to wear seatbelts, 93.6% of the pre-wave total sample responded 'yes'. For 18-34 year olds and pickup truck drivers, only 87.4% and 86.8% of respondents require their passengers to wear seatbelts.

In the post-wave total sample, 93.2% of drivers required their passengers to wear seatbelts. However, there was an increase of 3.9 percentage points in the 18-34 year old population and 2.1 percentage points for the pickup truck drivers of those who required their passengers to buckle up.

Q12) Over the next six months, assume that you do not use your seatbelt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing your seatbelt?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1067	Total Sample n=1083	18-34 Years Old n=330	18-34 Years Old n=321	Pickup truck drivers n=185	Pickup truck drivers n=206
Very Likely	29.1%	28.5%	27.3%	26.1%	30.2%	28.3%
Somewhat likely	21.7%	22.9%	24.1%	26.2%	22.9%	22.1%
Somewhat unlikely	15.8%	16.2%	18.3%	22.5%	14.9%	18.3%
Very unlikely	24%	22.2%	28.2%	19.9%	22.7%	23.9%
DK	8.6%	9.5%	2%	5.4%	9%	7.4%
Refused	.8%	.7%	0%	0%	.5%	0%

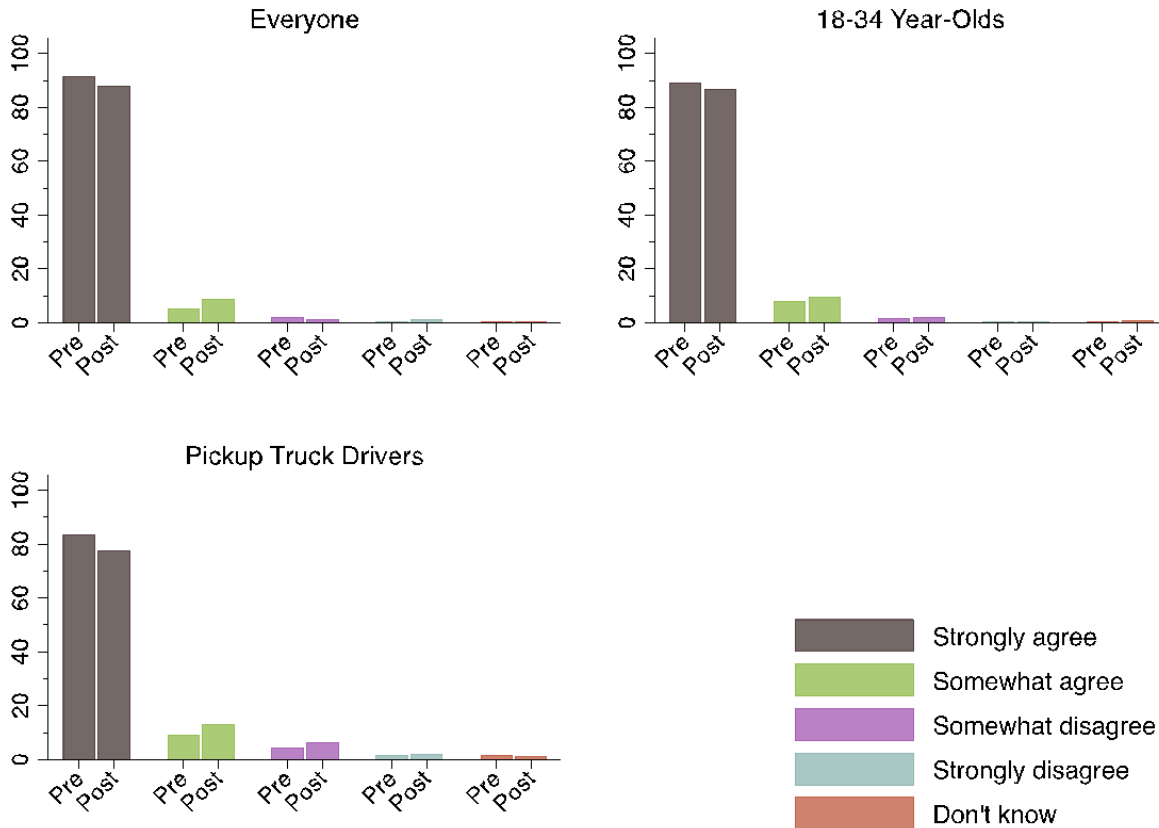


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In the pre-wave survey, slightly more than half of the total sample (50.8%) felt that they were somewhat or very likely to receive a ticket for not wearing their seatbelt in the next 6 months. Additionally, 51.4% of 18-34 year olds and 53.1% of pickup truck drivers felt they were somewhat or very likely to be ticketed in the next 6 months for a seatbelt violation. The post-wave results reflect a minimal increase of less than 1 percentage point for the total sample and younger drivers, for those who feel they are somewhat or very likely to be ticketed in the next 6 months for driving without wearing a seatbelt. Among pickup truck drivers, there was a slight decrease (2.7 percentage points) of those who feel they are somewhat or very likely to be ticketed for driving without a seatbelt, but none of the differences are statistically significant.

Q13) Agree or disagree—“If I were in a crash, I would want to have my seatbelt on.”



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Strongly agree	91.4%	87.8%	89%	86.6%	83.5%	77.6%
Somewhat agree	5.2%	8.7%	7.8%	9.7%	9%	12.9%
Somewhat disagree	2%	1.4%	1.6%	2.1%	4.4%	6.2%
Strongly disagree	.5%	1.2%	.6%	.4%	1.7%	2.1%
DK	.6%	.6%	.4%	.9%	1.6%	1.2%
Refused	.4%	.4%	.6%	.3%	0%	0%

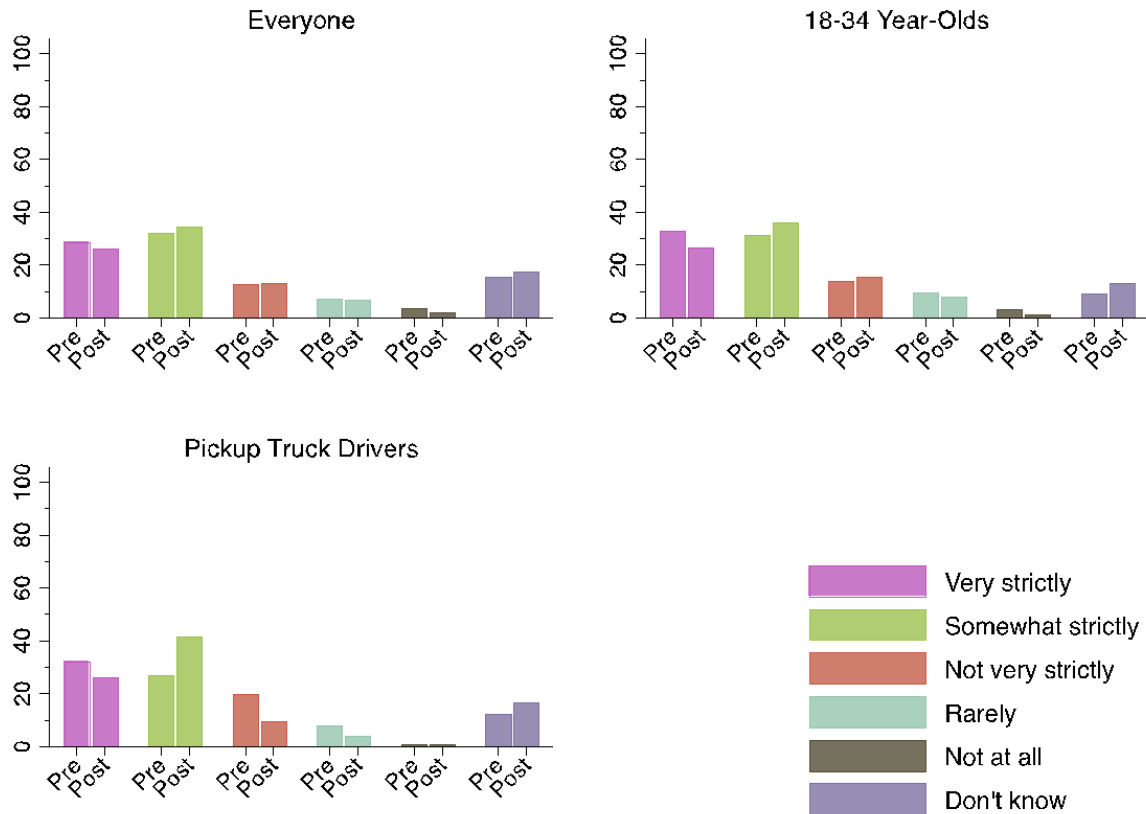


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The overwhelming majority of the pre-wave total sample and 18-34 year olds, 96.6% and 96.8%, somewhat or strongly agree that they would want to have a seatbelt on in a crash. The totals were somewhat lower for pickup truck drivers, 92.5% somewhat or strongly agree with that statement. In the post-wave there was a minimal downward shift, with 96.5% of the total sample, 96.3% of 18-34 year olds and, 90.5% of pickup truck drivers who agree somewhat or strongly that they would want a seatbelt on in a crash, again, none of these changes are statistically significant.

Q14) In your opinion, do you think that law enforcement agencies in your county enforce the seatbelt laws in your community very strictly, somewhat strictly, not very strictly, rarely, or not at all?

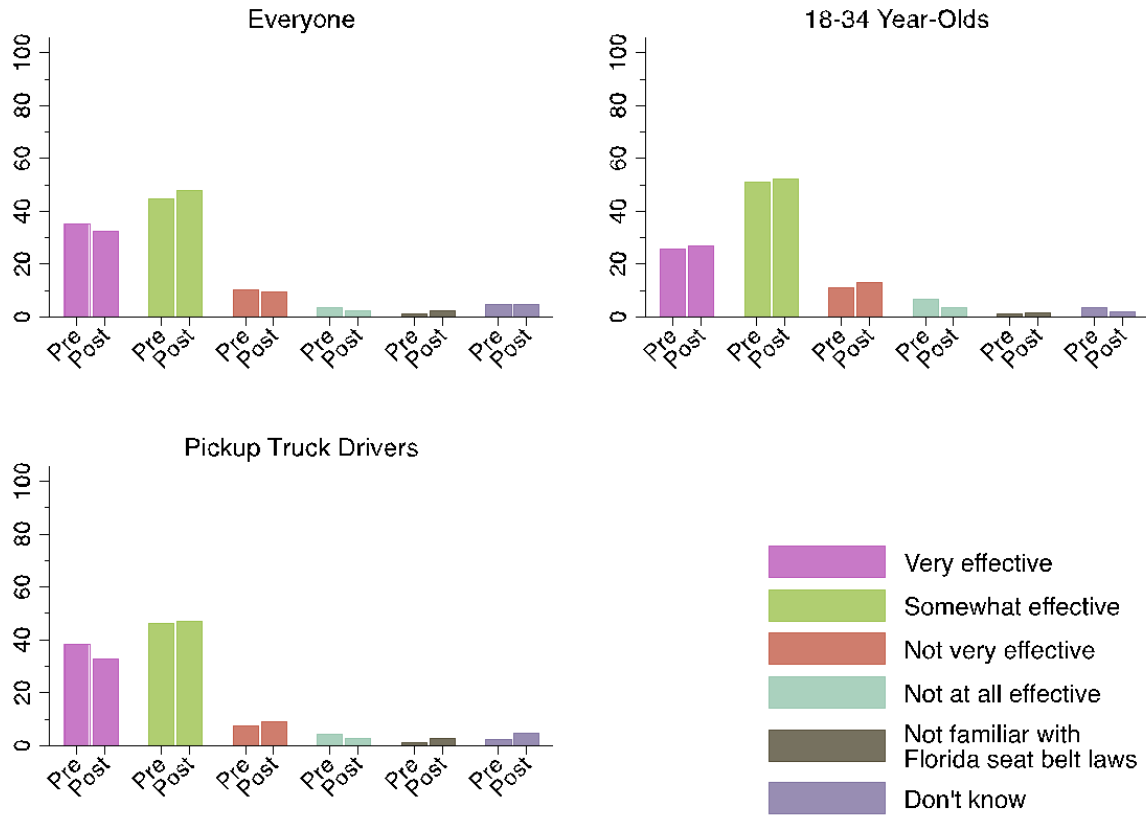


	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Very strictly	28.7%	26.1%	32.8%	26.6%	32.3%	26.2%
Somewhat strictly	31.9%	34.6%	31.4%	36.0%	27%	41.7%
Not very strictly	12.7%	13.0%	13.7%	15.5%	19.8%	9.5%
Rarely	7.2%	6.7%	9.7%	7.8%	7.9%	4.1%
Not at all	3.7%	2.2%	3.3%	1.4%	.9%	.9%
DK	15.6%	17.3%	9.1%	12.9%	12.2%	16.7%
Refused	.2%	.1%	0%	0%	0%	.9%

In the pre-wave survey, 60.6% of the total sample believed that law enforcement agencies either somewhat or very strictly enforce seatbelt laws. Similarly, 59.3% of the pickup drivers think seatbelt laws are somewhat or very strictly enforced. The 18-34 year olds had a higher proportion (64.2%) that felt the seatbelt laws for actively enforced. The post-wave surveys showed very small (and not statistically significant) differences for all three samples. The total sample increased to 60.7%, while the 18-34 year olds decreased to 62.6% and the pickup drivers increased to 67.9%. Notably, there was a relatively high percentage of the total sample that did not know how strictly community law enforcement enforces seatbelt laws.



Q15) Would you say that Florida seatbelt laws in general are very effective, somewhat effective, not very effective, or not at all effective in encouraging drivers to wear their seatbelts?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Very effective	35.4%	32.6%	25.7%	27.1%	38.3%	33.0%
Somewhat effective	44.7%	48.1%	51.1%	52.2%	46.3%	47.2%
Not very effective	10.2%	9.4%	11.2%	13.2%	7.6%	9.2%
Not at all effective	3.6%	2.4%	6.9%	3.7%	4.4%	2.7%
I'm not familiar with Florida seatbelt laws	1.1%	2.6%	1.2%	1.6%	1.1%	2.9%
DK	4.8%	4.6%	3.7%	2.0%	2.2%	4.7%
Refused	.3%	.3%	.3%	.3%	0%	.3%

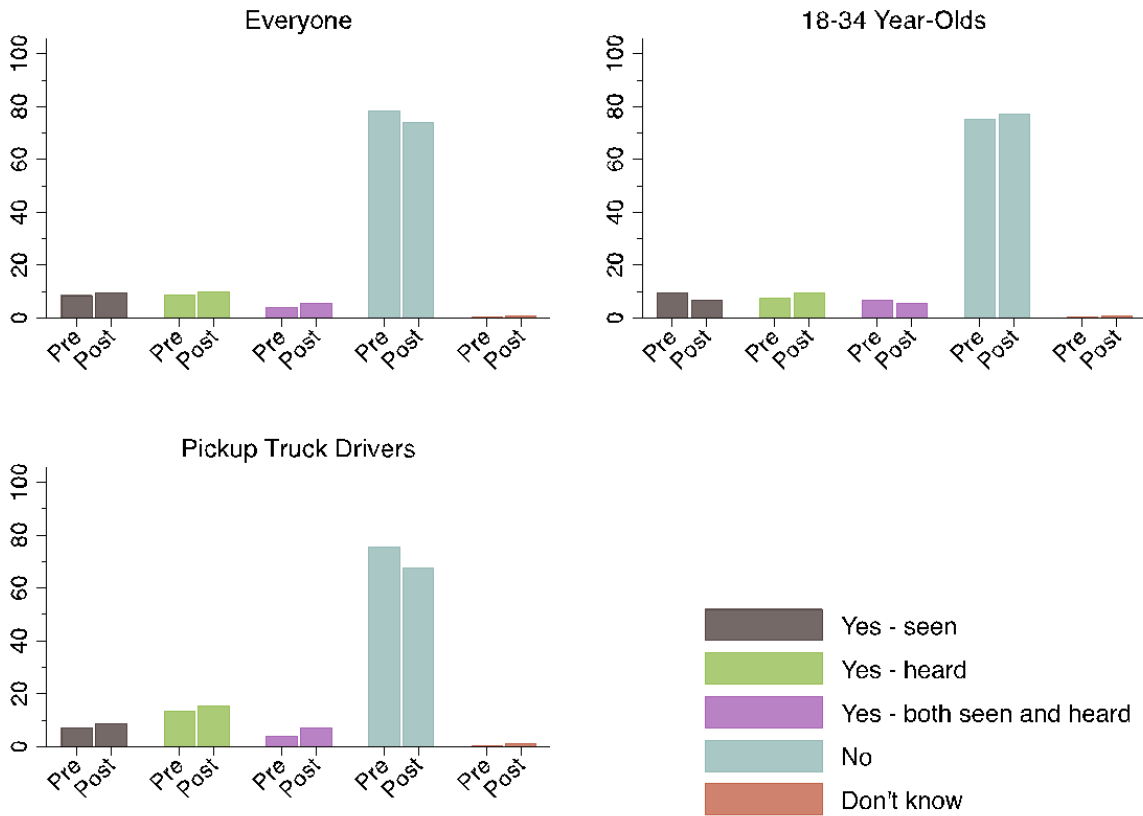


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When asked how effective Florida seatbelt laws are about encouraging drivers to wear their seatbelts, a little over 80% of the pre-wave and post-wave total sample felt the laws were at least somewhat effective. There was a slight increase among 18-34 years olds who thought the law was encouraging, from pre-wave to post-wave (76.8% to 79.3%). Among pickup truck drivers, there was a 4.4 percentage point drop of those that thought the seatbelt laws were at least somewhat effective, between the pre-wave and post-wave (84.6% to 80.2%). None of the three shifts between the pre-wave and post-wave surveys are statistically significant.

Q16) In the past 3 months, have you seen or heard anything about a seatbelt checkpoint where police are looking for drivers who are not wearing their seatbelts?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes-seen	8.5%	9.4%	9.5%	6.9%	7.2%	9.0%
Yes-heard	8.8%	10.1%	7.8%	9.4%	13.3%	15.3%
Yes-seen and heard	3.9%	5.6%	6.8%	5.5%	3.8%	7.3%
No	78.3%	74.0%	75.3%	77.3%	75.4%	67.5%
DK	.5%	.9%	.6%	.9%	.3%	1.3%
Refused	0%	0%	0%	0%	0%	0%

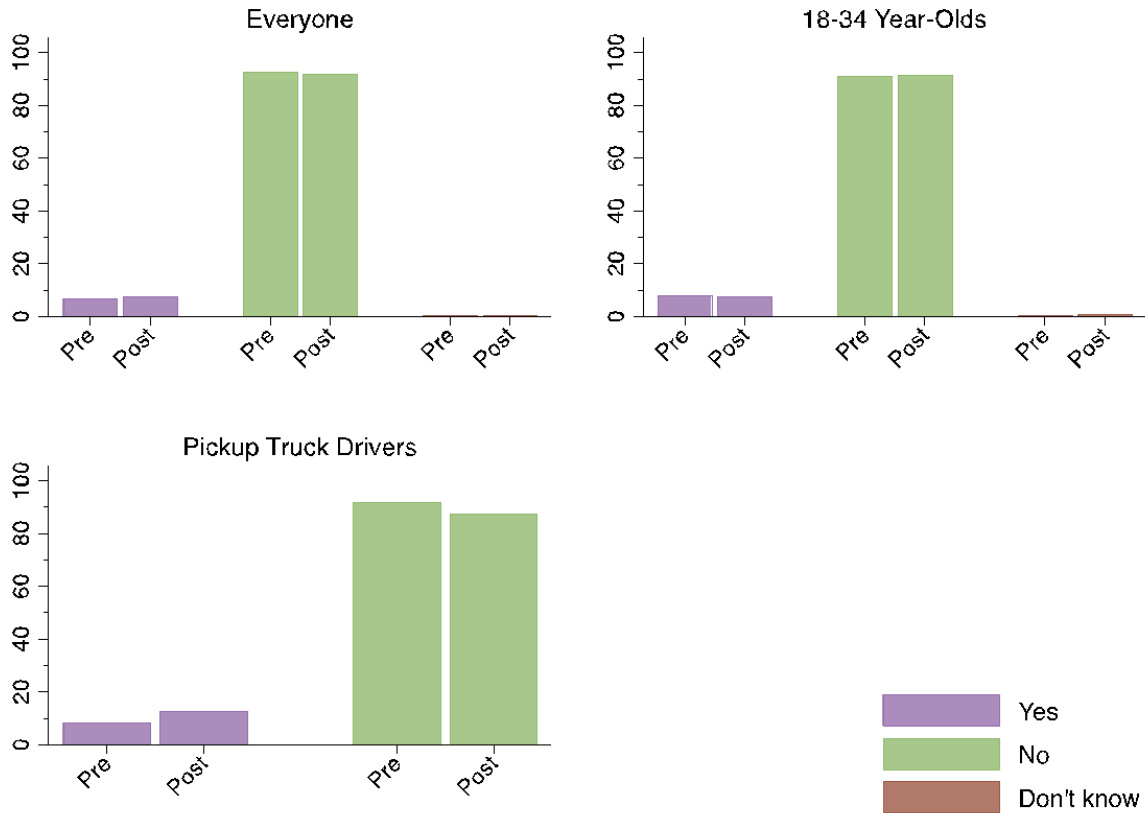


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An overwhelming majority of respondents (around 75%) in all three groups reported that they have not seen and/or heard of any police seatbelt checkpoints in the past 3 months. However, the total sample had a small, but statistically significant, increase in awareness of checkpoints (approximately 4 percentage points). Pickup truck drivers reported a larger increase in having seen and/or heard about these seatbelt checkpoints (8.9 percentage points), another statistically significant difference.

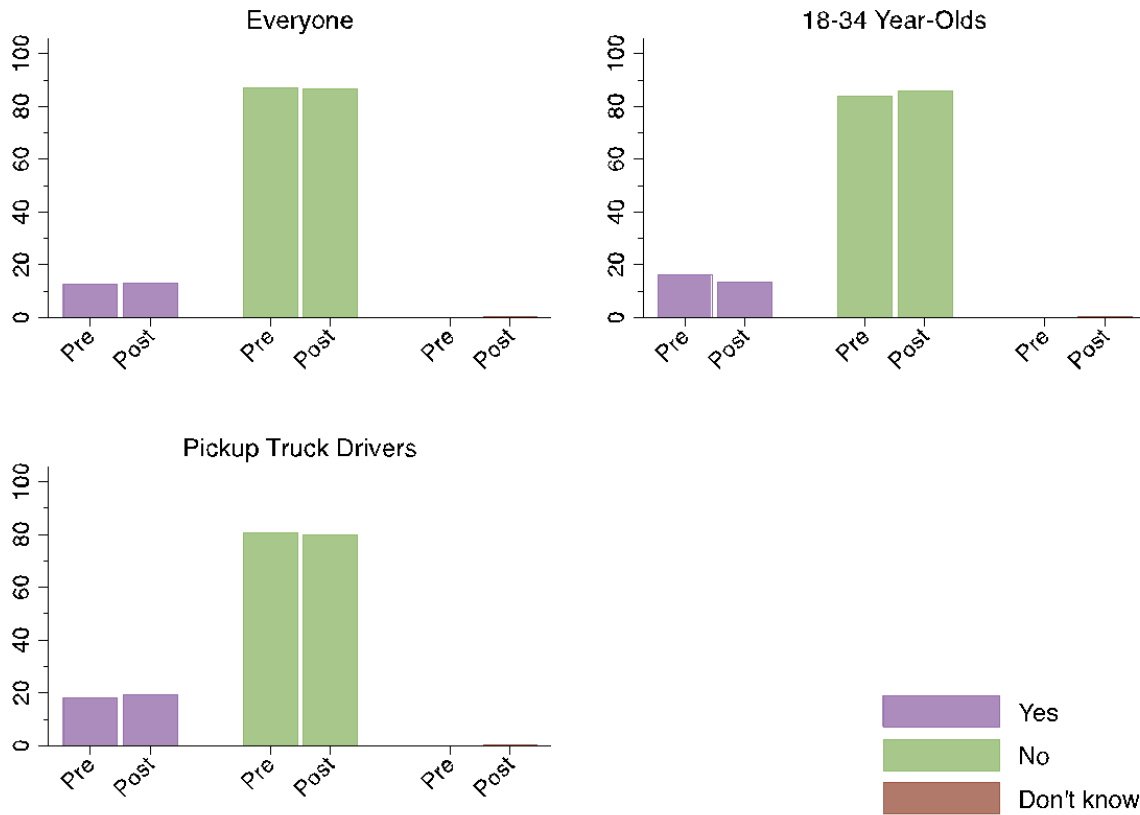
Q17) In the past month, have you or a friend gone through a seatbelt checkpoint where police were looking for drivers who are not wearing their seatbelts?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	6.8%	7.5%	8.1%	7.7%	8.3%	12.7%
No	92.7%	91.9%	91%	91.4%	91.7%	87.3%
DK	.4%	.6%	.6%	.9%	0%	0%
Refused	.1%	0%	.3%	0%	0%	0%

Very few Florida drivers or their friends have been through a seatbelt checkpoint in the past month. In the pre-wave survey, 6.8% of the total sample had been through a checkpoint, and that number ticked up slightly to 7.5% in the post-wave survey (not a statistically significant difference). The pickup truck sample was at 8.3% in the pre-wave and increased to 12.7% in the post-wave survey (again, not a statistically significant difference). The 18-34 year old sample experienced a minimal decrease from the pre-wave (8.1%) to the post-wave (7.7%) survey.

Q18) Have you ever been stopped and/or ticketed for not wearing your seatbelt?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	12.6%	12.9%	16.2%	13.6%	18.2%	19.5%
No	87%	86.7%	83.8%	86.1%	80.8%	79.9%
DK	.1%	.4%	0%	.3%	0%	.6%
Refused	.2%	0%	0%	0%	1%	0%

The vast majority of Florida drivers (87%) have never been stopped or ticketed for not wearing their seatbelt. Both the pre-wave and post-surveys tell a similar story: 18-34 year olds are slightly more likely to have been stopped or ticketed for not wearing a seatbelt (16.2% in the pre-wave survey and 13.6% in the post-wave survey) but not a statistically significant difference from the total sample. The pickup drivers were stopped or ticketed 18.2% in the pre-wave sample and 19.5% in the post-wave survey, both of which were statistically significant differences from the total sample. This suggests that since the pickup drivers wear their seatbelts less frequently, they are getting stopped more frequently because of their driving habits.

Crosstab of Seatbelt Tickets by Frequency of Wearing Seatbelt

Ever been stopped or ticketed for not wearing seatbelt?	When driving, how often do you wear your seatbelt?					
	All of the time	Most of the time	Some of the time	Rarely	Never	Total
Yes	10.6%	24.7%	45%	44.7%	51.4%	12.5%
No	89.1%	74%	55%	55.3%	48.7%	87.2%
DK/NA	0.3%	1.3%	0%	0%	0%	0.3%

Using data from the pre-wave and post-wave, the above chart shows a sharp increase in the likelihood of having been stopped or ticketed as the frequency of wearing a seatbelt decreases. This suggests two things. First, respondents are much more likely to get stopped or ticketed for not wearing a seatbelt if they do not wear their seatbelt all of the time. Enforcement is active and drivers are getting stopped and ticketed for not wearing their seatbelts. Second, the enforcement appears to be ineffective at altering driver behavior. Respondents are getting stopped and ticketed, but are still not wearing their seatbelts regularly.

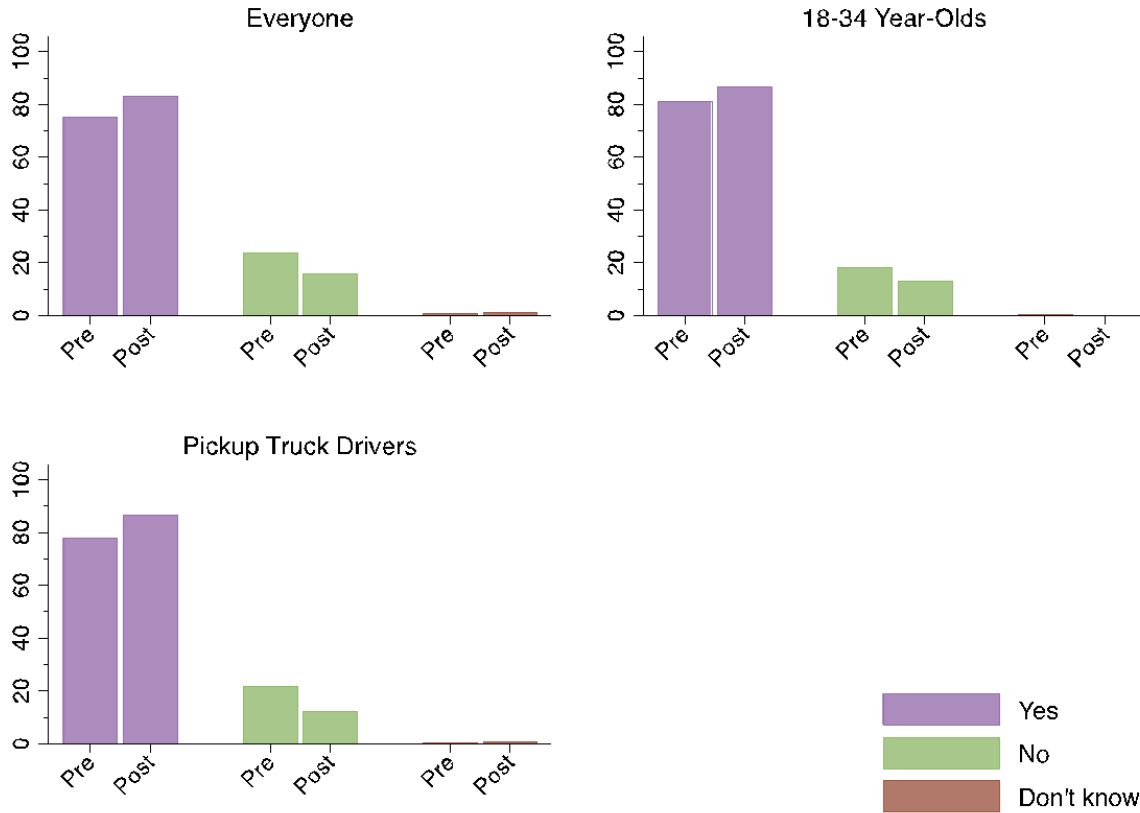
Q19) What type of television channels do you watch *most* often?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Cable news channels (CNN, FOX News, MSNBC)	22.8%	22.4%	14%	12.5%	25.4%	22.5%
Sports channels (ESPN)	10.4%	11.5%	16.2%	15.0%	8.7%	17.2%
Movie channels (HBO, Showtime, etc.)	9.4%	10.3%	13.8%	16.2%	8.5%	11.6%
Local stations (ABC, NBC, CBS)	20.2%	18.2%	11.6%	7.9%	21.9%	14.7%
Other cable stations (Discovery, History, Comedy Central, Disney, Nickelodeon etc.)	23.6%	23.4%	29.8%	23.5%	24.8%	19.5%
Online	2.4%	3.9%	2.6%	7.7%	0%	1.7%
Other	3.1%	1.5%	3.4%	2.9%	4.4%	1.5%
All of the above	1.3%	5.5%	.3%	6.3%	.4%	5.2%
None	4.6%	2.6%	5.6%	5.6%	4.1%	5.1%
DK	1.7%	0	1.9%	0%	.9%	0%
Refused	.6%	0	.9%	.4%	1%	1.0%

Respondents tend to have fairly well distributed television viewing habits. In the pre-wave survey the total sample most often watches other cable stations (23.6%), followed closely by cable news channels (22.8%) and local stations (20.2%). Sports (10.4%) and movie channels (9.4%) were also popular choices. The post-wave survey mirrored those results. Pickup truck drivers, in both surveys, were very similar to the total sample. Young adults watch less cable news (approximately 13% in both surveys) and more sports and movie channels (about 15% for each category).



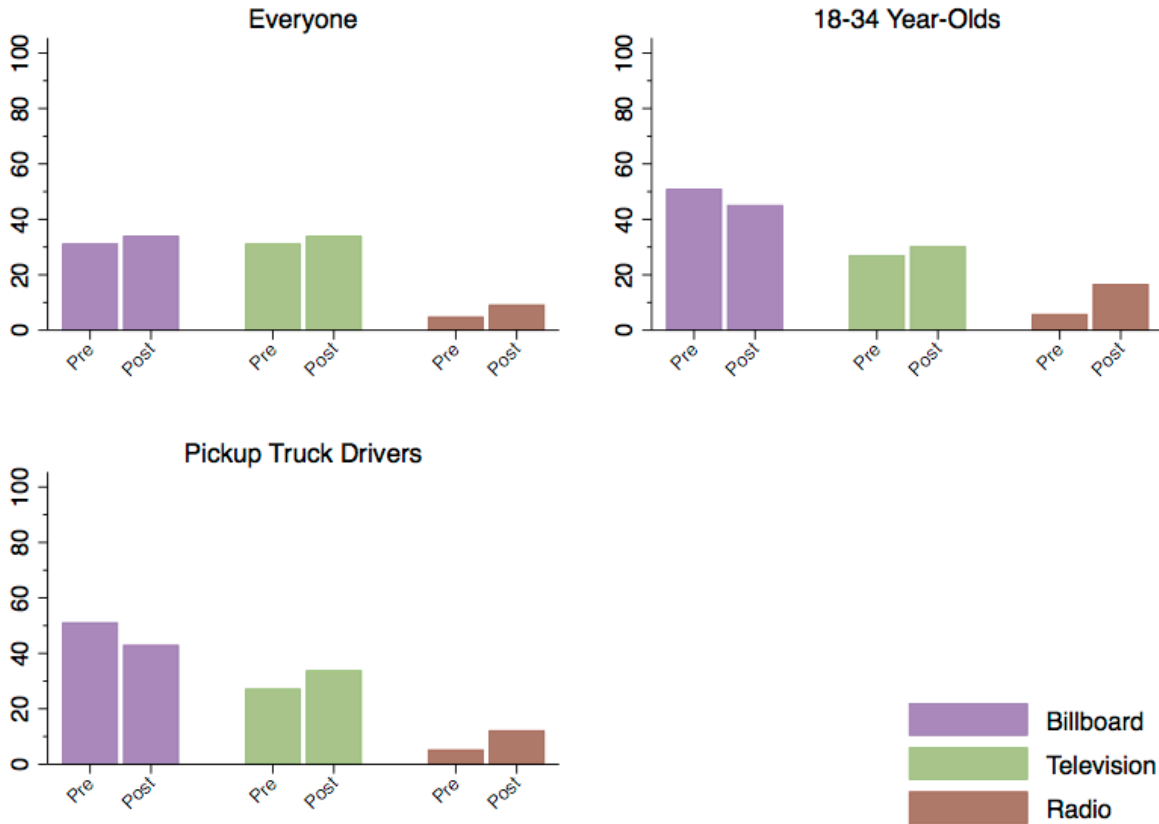
Q20a) In the last few months, have you seen a safety message that says, “Click It or Ticket “?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	75.3%	83.1%	81.1%	86.8%	77.9%	86.6%
No	23.8%	15.8%	18.2%	13.2%	21.8%	12.5%
DK	.8%	1.1%	.7%	0%	.3%	1.0%
Refused	0%	0%	0%	0%	0%	0%

“Click It or Ticket” had very high recognition during the pre-wave survey, with 75.3% of the total sample reporting that they had heard the safety message. Recognition was even higher among the 18-34 year olds (81.1%) and the pickup truck drivers (77.9%). In the post-wave survey, the total sample awareness increased to 83.1%, the 18-34 year old sample increased to 86.8% and the pickup truck drivers’ awareness increased to 86.6%. The “Click It or Ticket” safety campaign was very effective at increasing its awareness as all of the samples had statistically significant increases in awareness levels in the post-wave survey.

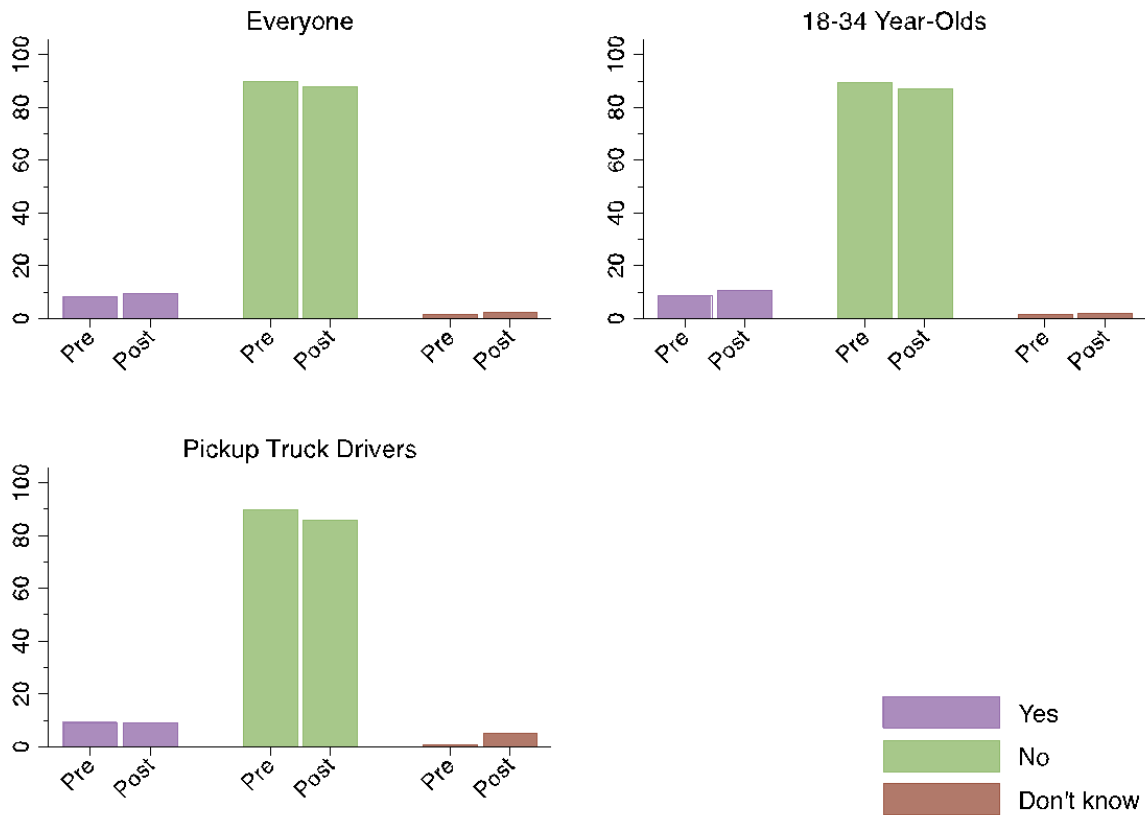
Q20b) If so, where did you see or hear it?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=875	Total Sample n=942	18-34 Years Old n=290	18-34 Years Old n=297	Pickup truck drivers n=149	Pickup truck drivers n=178
Television	31.1%	33.9%	26.9%	30.2%	27.1%	33.7%
Radio	4.7%	9.1%	5.7%	16.5%	5.1%	12.1%
Newspaper/Magazine	.2%	.4%	0%	0%	.7%	.5%
Internet	1.1%	2.0%	1.2%	4.0%	0%	2.8%
Billboard	48.1%	49.2%	50.8%	45%	51%	42.9%
Bumper sticker	.7%	.9%	.8%	.7%	3.4%	2.1%
Other	9.6%	.6%	12.1%	.7%	9.7%	.4%
DK	4.2%	3.0%	2.1%	1.9%	3%	3.5%
Refused	.4%	0%	.4%	.1%	0%	2.1%

Of the Florida drivers in the total sample who were aware of the “Click It or Ticket” safety campaign in the pre-wave survey, most remembered it from seeing it on billboards (48.1%) and television (31.1%), while only 4.7% recalled it from the radio and a mere 1.1% remembered it from the Internet. During the post-wave survey billboards (49.2%) and television (33.9%) remained consistent, but radio (9.1%) increased from the pre-wave survey. The patterns were similar in the pre-wave survey for the 18-34 year old sample and the pickup truck driver sample. Billboards (about 50%) were the most popular method of having heard about the safety campaign, followed by television (about 27%) and radio (about 5%). In the post-wave survey billboards declined to 45% and 42.9%, respectively, while television increased to 30.2% for 18-34 year olds and 33.7% for pickup truck drivers. Radio had the largest increases as 16.5% of the 18-34 year old sample indicated having heard about “Click It or Ticket” on the radio, and 12.1% of the pickup truck driver identified radio as well (both statistically significant increases). These changes are likely attributed to the advertising campaign that focused on the radio and television ads for the “higher risk” population of 18-34 year olds and pickup truck drivers.

Q21a) In the past few months, have you seen or heard a safety message that said, “Decide to Ride on the Safe Side”?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	8.3%	9.7%	8.8%	10.8%	9.3%	9.1%
No	90.2%	88.0%	89.4%	87.1%	89.9%	85.8%
DK	1.6%	2.3%	1.8%	2.1%	.8%	5.1%
Refused	0%	0%	0%	0%	0%	0%

This question about “Decide to Ride on the Safe Side” was included as a control to assess how honest the respondents were when asked about the safety campaign messages. There is a social desirability bias that may lead respondents to indicate that they are aware of a driving safety message, when in fact they may not actually be.

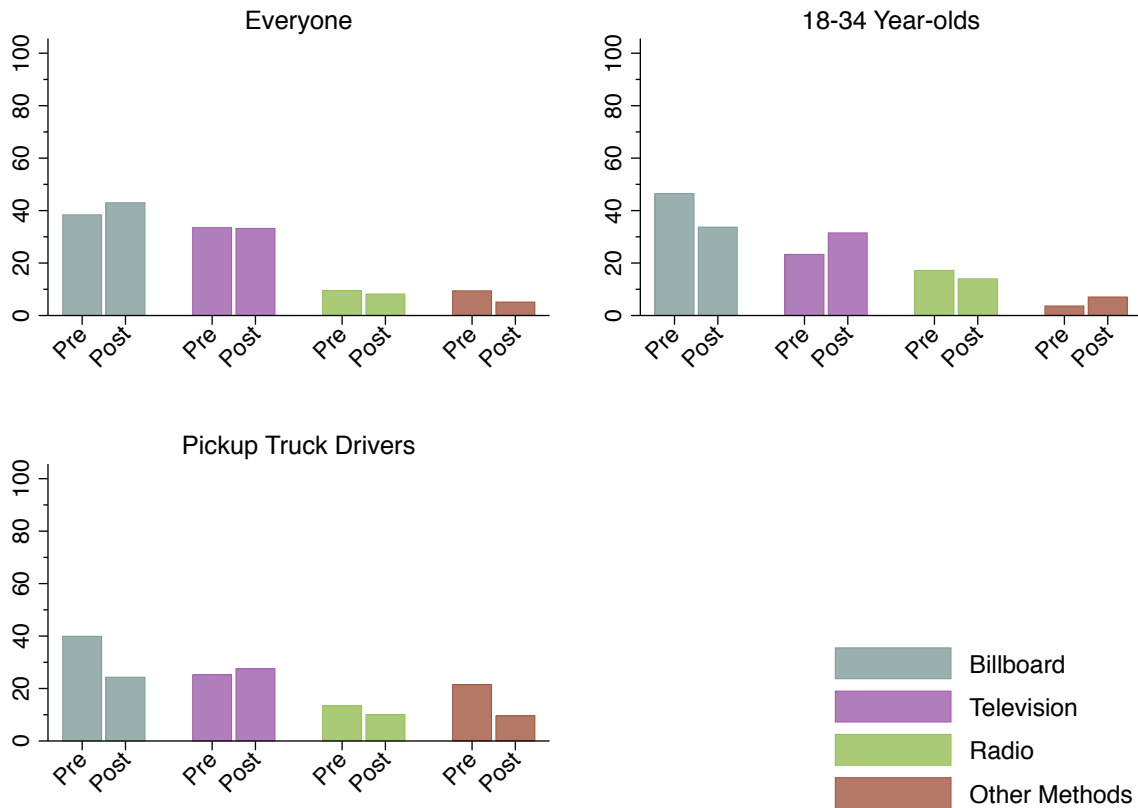


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The “Decide to Ride on the Safe Side” is a fictitious campaign and provides a baseline to compare the responses of the awareness of the “Click It or Ticket” campaign. The “Decide to Ride on the Safe Side” message was only recognized by between 8% and 10% of respondents in each of the samples. There are no statistically significant differences between the pre-wave and the post-wave for any of the samples either. This provides solid evidence that Florida drivers are legitimately aware of the “Click It or Ticket” campaign and were made even more so by the latest campaign.

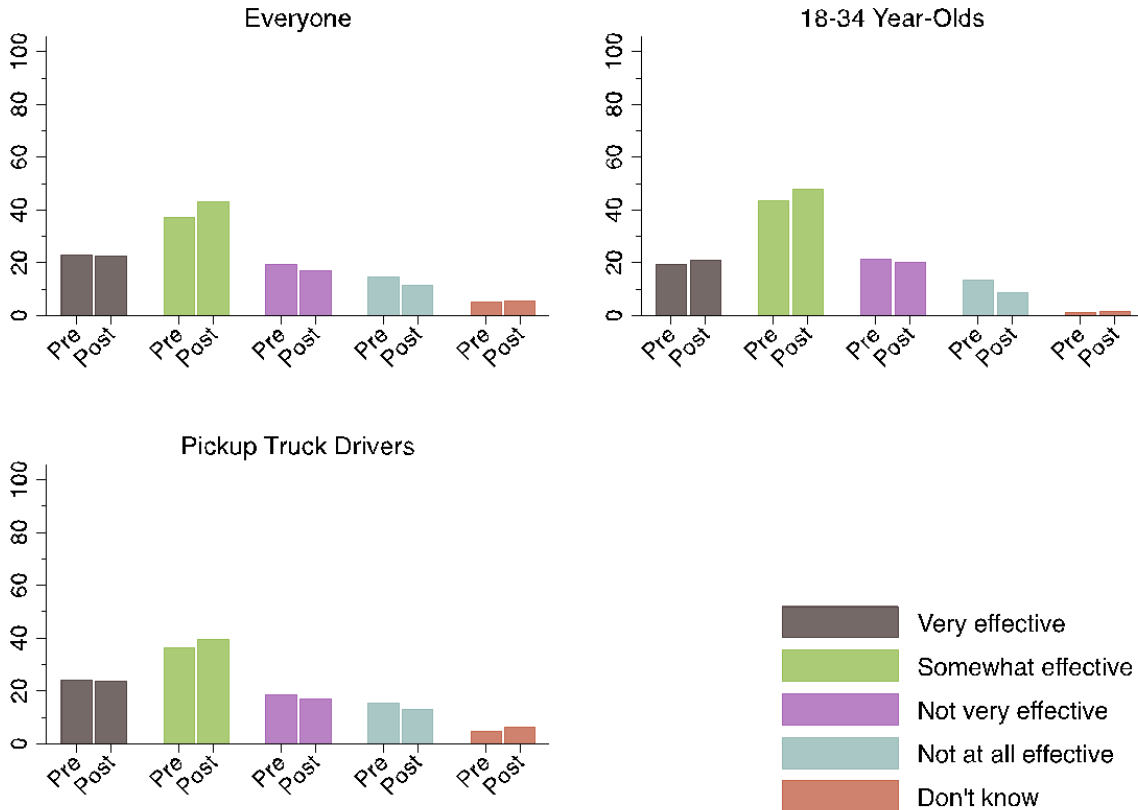
Q21b) If so, where did you see or hear it?



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=88	Total Sample n=106	18-34 Years Old n=31	18-34 Years Old n=37	Pickup truck drivers n=16	Pickup truck drivers n=18
Television	33.5%	33.2%	23.3%	31.5%	25.2%	27.5%
Radio	9.5%	8.2%	17.2%	14.0%	13.4%	10.0%
Newspaper/Magazine	0%	0%	0%	0%	0%	0%
Internet	0%	1.3%	0%	2.3%	0%	9.6%
Billboard	38.4%	43.0%	46.6%	33.7%	39.9%	24.3%
Bumper sticker	2.4%	1.5%	0%	2.4%	0%	0%
Other	7%	2.4%	3.6%	2.4%	21.5%	0%
DK	9.2%	10.5%	9.3%	13.7%	0%	28.6%
Refused	0%	0%	0%	0%	0%	0%

Because so few respondents were able to identify the fictitious safety campaign, “Decide to Ride on the Safe Side”, the sample sizes for this question were very small. Of the respondents who did identify where they heard about the campaign in the pre-wave survey, billboards (38.4%) and television (33.5%) were the most popular responses. The pattern was consistent for the post-wave survey as 43.8% identified billboards and 33.2% said television was where they were made aware of the campaign. The 18-34 year old sample and pickup truck driving sample was similar, though a little more varied due to the extremely small sample sizes (less than 40 for the 18-34 year olds and less than 20 for the pickup truck drivers). Since these respondents were all mistaken about the existence of the “Decide to Ride on the Safe Side” safety campaign, the value of this question lies in the fact that respondents continue to believe that billboards and television is where they learn about driving safety messages.

Q22) Whether or not you have seen or heard of any of these safety campaigns, in your opinion, how effective are they in encouraging you to change your driving and/or riding habits? Would you say they are:



	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Very effective	23.1%	22.6%	19.3%	21.0%	24.1%	23.8%
Somewhat effective	37.2%	43.2%	43.8%	48.1%	36.3%	39.7%
Not very effective	19.6%	17.0%	21.6%	20.2%	18.8%	17.1%
Not at all effective	14.5%	11.4%	13.5%	8.9%	15.6%	12.9%
DK	5.3%	5.5%	1.3%	1.7%	4.9%	6.5%
Refused	.3%	.3%	.6%	.3%	.4%	0%



The majority of Florida drivers (including 18-34 year olds and pickup truck drivers) believe that safety campaigns are at least somewhat effective in encouraging changes in driving habits. In the pre-wave survey 60.3% of the total sample felt safety campaigns were effective, however, in the post-wave survey that number increased to 65.8%. This pattern holds across the other samples as well, as the 18-34 year olds increased from 63.1% to 69.1% and the pickup truck drivers increased from 60.4% to 63.5%. Even though these differences are not statistically significant, it appears as though there is some acknowledgement that safety campaigns can alter individual driving behavior.

Q23) What would be the best way to reach you regarding driving safety issues?

	Pre Total Sample n=1108	Post Total Sample n=1130	Pre 18-34 Years Old n=341	Post 18-34 Years Old n=342	Pre Pickup truck drivers n=186	Post Pickup truck drivers n=207
Direct mail	8.2%	7.0%	6.4%	5.5%	7.9%	10.1%
Billboards	27%	26.9%	30.2%	21.6%	30.7%	28.2%
TV Ads	30.4%	30.1%	22%	24.2%	27.4%	23.4%
Radio Ads	11.9%	12.5%	17.4%	19.4%	15.2%	11.7%
Internet websites	11%	11.1%	13.1%	17.8%	7.1%	9.1%
Internet blogs	1.1%	1.8%	3%	4.2%	.5%	.6%
Direct contact	2.8%	2.7%	2.4%	2%	1%	5.1%
Other	3.6%	4.3%	3.4%	2.7%	5.1%	7.2%
DK	3.5%	3.1%	1.5%	1.8%	4%	4.1%
Refused	.5%	.4%	.6%	.7%	1.2%	.5%

There is no one singular best way to contact Florida drivers regarding safety issues. In the total sample, television ads (30%) and billboards (27%) are the most popular responses, followed by radio ads (12%), internet websites (11%) and direct mail (8%). There is consistency across the pre-wave and post-wave survey for the total sample, but there is some variation within the 18-34 year old and pickup truck samples. The pickup truck sample, while very similar to the total sample, had some small though not statistically significant (3% to 4%), decreases among the four more popular categories and coinciding increases in direct mail, internet websites and direct contact options. The 18-34 year old sample had a large decrease in the billboards category (30.2% in the pre-wave survey to 21.6% in the post-wave survey) that was counterbalanced by increases in the radio ads, television ads and internet website categories.

Q24) Do you have a child five years of age or younger?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	11.8%	11.3%	24.6%	18.4%	10.8%	11.5%
No	88.1%	88.7%	75.4%	81.6%	88.5%	88.5%
DK	0%	0%	0%	0%	0%	0%
Refused	.2%	0%	0%	0%	.7%	0%

Approximately 11% of the total sample have a child five years or younger. Pickup truck drivers have a similar rate of having a young child, and both samples are very similar in the pre-wave survey and the post-wave survey. The 18-34 year olds have more young children (24.6% in pre-wave survey and 18.4% in post-wave survey) on average than the pickup truck sample and the total sample.

Q25) Do you use a child restraint, like a car seat or booster seat, in your vehicle for your child every trip?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=128	Total Sample n=117	18-34 Years Old n=85	18-34 Years Old n=64	Pickup truck drivers n=17	Pickup truck drivers n=20
Yes	97.8%	95.2%	96%	92.5%	100%	94.3%
No	1.5%	2.5%	2.6%	3.9%	0%	5.7%
DK	.8%	0%	1.4%	0%	0%	0%
Refused	0%	2.4%	0%	3.6%	0%	0%

The vast majority of respondents (more than 92% up to 100%) across all the three samples and both surveys indicate that they use a car seat or booster seat for their children on every trip. There were slight decreases in each group from the pre-wave survey to the post-wave survey, however, with the small differences and very small samples sizes, none of the differences are statistically significant.

Q26) Does Florida have a law requiring children five years of age and younger to use a child restraint seat in the car?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	91%	89.6%	87.1%	86.8%	93.9%	92.1%
No	1.5%	2.5%	4.1%	4.0%	1.9%	.8%
DK	7.4%	7.8%	8.8%	9.2%	3.6%	7.1%
Refused	.1%	0%	0%	0%	.7%	0%

Considerable majorities of Florida drivers were aware that there is a law requiring children five years of age and younger to use a child restraint seat in the car. In the pre-wave total sample 91% were aware of the law, while only 1.5% said there was no law and 7.5% either did not know or refused to answer. The post-wave total sample had slightly less awareness of the law (89.6%). The 18-34 year old sample was less aware of the law in the pre-wave survey (87.1%) and remained fairly steady in the post-wave survey (86.8%). The pickup drivers showed the greatest awareness of the child restraint seat law (93.9% in the pre-wave survey and 92.1% in the post-wave survey). Each sample saw a very small decrease in the level of awareness of the child restraint law in the post-wave survey, but none of the differences were statistically significant.

Q27) What is your marital status?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Single, never married	30.2%	29.3%	71.2%	70.7%	25%	25.3%
Married	49.4%	52.7%	24.5%	26.6%	55%	57.4%
Divorced	9.9%	8.2%	2.2%	1.8%	9.5%	7.2%
Separated	2.3%	1.5%	1.2%	.5%	2.6%	4.4%
Widowed	6.3%	5.8%	.3%	0%	6.1%	3.7%
DK	.1%	.4%	0%	.2%	.7%	.4%
Refused	1.5%	2.1%	.7%	.2%	1.1%	1.6%

Approximately half of the total sample was married, slightly more than half of the pickup truck drivers were married (55% - 57.4%) and only a quarter of the 18-34 year olds were married. An overwhelming majority of the 18-34 year old sample (approximately 70%) was single and never married. There were no meaningful differences between the pre-wave and post-wave surveys for any of the three samples.

Q28) Which language do you speak in your home most often?

	Pre Total Sample n=1108	Post Total Sample n=1130	Pre 18-34 Years Old n=341	Post 18-34 Years Old n=342	Pre Pickup truck drivers n=186	Post Pickup truck drivers n=207
English	84.8%	87.2%	85.9%	84.0%	86.8%	89.6%
Spanish	12%	9.4%	9.3%	11.2%	10.6%	7.3%
Creole	.4%	.9%	.6%	1.9%	1.2%	1.1%
Other	2.1%	1.5%	3.8%	2.4%	.7%	1.5%
DK	.1%	.3%	0%	.3%	0%	0%
Refused	.5%	.7%	.3%	.2%	.7%	.6%

English was the predominant language spoken at home for all three samples (between 84% and 90%). Spanish was spoken more often in only 7% - 12% of the households in each sample, while Creole was spoken in less than 2% of each of the samples. As noted in the methodology section, the survey was conducted both in English and Spanish, but not in any other language.

Race) What is your racial/ethnic background? Are you:

	Pre Total Sample n=1085	Post Total Sample n=1099	Pre 18-34 Years Old n=336	Post 18-34 Years Old n=337	Pre Pickup truck drivers n=186	Post Pickup truck drivers n=204
White/Caucasian	61.7%	62.1%	51.6%	46.1%	73.3%	71.9%
Black/African American	13%	14.5%	17.5%	20.1%	4.3%	9.8%
Hispanic/Latino	22.1%	20.4%	25.2%	29.4%	18.8%	15.8%
Asian	1.7%	1.2%	3.7%	2.4%	1.4%	.6%
Native Americans	.8%	.5%	1%	0%	2.2%	.6%
Other	.6%	1.4%	1%	2.0%	0%	1.3%

Racial differences in the total sample closely mirrors the census estimates for residents of the state of Florida, according to the 2013 ACS. The 18-34 year old sample had slightly more Hispanics/Latinos and African Americans, which matches up with the demographics of Florida. The pickup truck sample had a greater proportion of Caucasians (statistically significant) than both the total sample and the 18-34 year old sample.

Q30) What is the highest grade in school or year of college you have COMPLETED?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Grade school	2%	2.7%	1.8%	1.7%	4.3%	5.2%
High School graduate/GED	29.7%	26.3%	23.1%	18.0%	38.1%	34.6%
Currently in college	8.5%	8.7%	23.7%	20.6%	8.9%	8.8%
Associate degree	17%	18.2%	17%	18.3%	19.1%	19.2%
Bachelor's degree	24.6%	26.2%	24.5%	25.9%	18.8%	22.1%
Graduate degree	10.3%	12.5%	6.5%	11.4%	3.2%	4.6%
Postgraduate degree	6.1%	3.4%	2.2%	2.7%	4.7%	2.4%
DK	.5%	.6%	.2%	.6%	0%	1.6%
Refused	1.5%	1.5%	1%	.9%	2.8%	1.5%

The total sample appeared fairly well educated, with approximately 35% of the sample having obtained at least a bachelor's degree. The 18-34 year old sample was much more likely (statistically significant) to still be in college (approximately 20%) relative to the total sample and the pickup truck sample (slightly less than 9%). There were no statistically significant differences between the pre-wave and the post-wave for any of the three groups, but each group had an increase in the highest level of education that they completed. This is not surprising, as the post-wave survey was conducted in June - shortly after most high school and college graduations.

Q31) Are you the parent or legal guardian of a child 18 years of age or younger?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Yes	28.9%	29.7%	30.6%	27.3%	29%	33.3%
No	70.5%	69.4%	69.4%	72.2%	70.3%	66.1%
DK	.3%	0%	0%	0%	0%	0%
Refused	.3%	.8%	0%	.6%	.7%	.6%

Approximately 29% of the total sample were either the parents of or the legal guardian of children under the age of 18 for both the pre-wave and post-wave survey. Pickup truck drivers were slightly more likely to have children in the post-wave survey (approximately 33%), compared to the pre-wave survey, but it is not a statistically significant difference. The 18-34 year old sample was slightly less likely to have children in the post-wave survey (approximately 27%), compared to 30.6% in the pre-wave survey, again the difference is not statistically significant.

Q32) What was your total household income in 2014?

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Under \$20,000	12.1%	12.5%	14.8%	17.7%	11%	11.9%
\$20,000-\$49,999	21.9%	21.3%	27.8%	26.3%	24.8%	21.5%
\$50,000-\$74,999	17%	15.9%	13.7%	14.7%	19.6%	19.6%
\$75,000-\$99,999	7.4%	9.5%	6.3%	6.8%	3.8%	9.1%
\$100,000 or more	14.4%	18.8%	9.5%	13.6%	13.1%	19.3%
DK	10.5%	6.4%	16%	9.3%	9.6%	4.5%
Refused	16.8%	15.7%	11.9%	11.7%	18.1%	14.2%

Income responses in general are some of the most sensitive questions asked in surveys, and as such, often respondents are more hesitant to answer these questions. The pre-wave sample had

“don’t know” and “refusals” accounting for more than 27% for each of the groups. However, the post-wave samples saw those numbers decrease across all three groups to almost 20%.

Potentially these slight differences could be attributed to the timing of the survey. The pre-wave surveys were conducted at the end of March and the first week of April, perhaps prior to many respondents filing their taxes for 2014. In June, when the post-wave survey was conducted, the recent tax filings may have been at the forefront of the respondent’s mind. Unsurprisingly, the 18-34 year olds had lower household incomes than the total sample. In the post-wave survey each of the three groups also saw increases in the number of respondents reporting household incomes above \$100,000.

Q33) Gender of respondent

	Pre	Post	Pre	Post	Pre	Post
	Total Sample n=1108	Total Sample n=1130	18-34 Years Old n=341	18-34 Years Old n=342	Pickup truck drivers n=186	Pickup truck drivers n=207
Male	47.8%	47.9%	49.2%	51.7%	72.3%	81.3%
Female	52.2%	52.1%	50.8%	48.3%	27.7%	18.7%

Gender breakdowns for the total sample in the pre-wave and post-wave were nearly identical (52.2% female compared to 52.1% female). The 18-34 year old sample had slightly more females in the pre-wave sample (though not a statistically significant difference). The pickup truck sample is heavily male (72.3% in the pre-wave and 81.3% in the post-wave).



## IV. Survey Instrument

FLORIDA DEPARTMENT OF TRANSPORTATION  
CLICK IT OR TICKET  
PUBLIC OPINION SURVEY 2015

[All question choices were read to respondent, except options “Don’t know” and “Refused” which were volunteered]

### INTRODUCTION:

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

S1) Do you have a valid driver’s license?

1. Yes [GO TO Q1]
2. No [SKIP TO NOQALDL]
3. Don’t know [VOLUNTEERED] [SKIP TO NOQALDL]
4. Refused [VOLUNTEERED] [SKIP TO NOQALDL]

### INFORMED CONSENT:

Thank you for your time. We’re conducting public opinion research on behalf of the Florida Department of Transportation about driving habits and opinions about highway safety. These questions should take around 10 minutes to complete. There are no foreseeable risks or direct benefits to you for participating in this research. Your participation is voluntary. Your identity is unknown, and all of your responses will remain confidential. You may terminate the call at any time and if you cannot safely complete this call, then please discontinue. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

### QUESTIONS:

Q1) What State issued your driver’s license?

1. Florida
2. Other (SKP to Q1b)
3. Don’t know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q1b) Do you spend more than 1-month in the state of Florida?

1. Yes
2. No
3. Don't know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q2) Which of the following age categories best describes you? Are you:

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

Q3) 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 [Skip to Q13]
7. Other
8. No car [Skip to Q13]
9. Don't know [Skip to Q13, VOLUNTEERED]
10. Refused [Skip to Q13, VOLUNTEERED]

Q4) In general, how safe are the roads in Florida for car drivers? Would you say they are:

1. Very safe
2. Somewhat safe
3. Somewhat unsafe
4. Very unsafe
5. Don't know [VOLUNTEERED]
6. Refused [VOLUNTEERED]

Q5) On what days of the week do you typically drive your car? (Select all that apply)

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday
8. Do not know [VOLUNTEERED]
9. Refused [VOLUNTEERED]

Q6) When you drive, how far do you typically go?

1. Less than 5 miles
2. 5-10 miles
3. 11-15 miles
4. 16-20 miles
5. More than 20 miles
6. Do not know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q7) How often do you drive with other people in the car with you?

1. Every time
2. Frequently
3. Sometimes
4. Seldom
5. Never {Skip to Q11}
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q8) How often do you drive with passengers under the age of 18 in your vehicle?

1. Every time
2. Frequently
3. Sometimes
4. Seldom
5. Never
6. Do not know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q9) When driving, how often do you wear your seatbelt?

1. All of the time
2. Most of the time
3. Some of the time
4. Rarely
5. Never
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q10) So what percentage of the time would you say you are wearing your seatbelt when you are driving your car?

- [SCALE RECORD NUMBER] %
2. Do not know [VOLUNTEERED]
3. Refused [VOLUNTEERED]

Q11) When you are driving with others in the vehicle with you, do you require your passenger(s) to wear their seatbelts?

[PROBE “NO”]

1. Yes
2. No – I do not require them to wear their seatbelts
3. No – I never drive with other passengers in the vehicle with me
4. Do not know [VOLUNTEERED]
5. Refused [VOLUNTEERED]

Q12) Over the next six months, assume that you do not use your seatbelt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing your seatbelt?

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. Don't know [VOLUNTEERED]
6. Refused [VOLUNTEERED]

Q13) Agree or disagree—“If I were in a crash, I would want to have my seatbelt on.” [PROBE: Strongly agree/disagree]

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. Don't know [VOLUNTEERED]
6. Refused [VOLUNTEERED]

Q14) In your opinion, do you think that law enforcement agencies in your county enforce the seatbelt laws in your community very strictly, somewhat strictly, not very strictly, rarely, or not at all?

1. Very strictly
2. Somewhat strictly
3. Not very strictly
4. Rarely
5. Not at all
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q15) Would you say that Florida seatbelt laws in general are very effective, somewhat effective, not very effective, or not at all effective in encouraging drivers to wear their seatbelts?

1. Very effective
2. Somewhat effective
3. Not very effective
4. Not at all effective
5. I'm not familiar with Florida seat belt laws [VOLUNTEERED]
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q16) In the past 3 months, have you seen or heard anything about a seatbelt checkpoint where police are looking for drivers who are not wearing their seatbelts?

1. Yes – Seen
2. Yes – Heard
3. Yes – Both seen and heard
4. No
5. Don't know [VOLUNTEERED]
6. Refused [VOLUNTEERED]

Q17) In the past month, have you or a friend gone through a seatbelt checkpoint where police were looking for drivers who are not wearing their seatbelts?

1. Yes
2. No
3. Don't know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q18) Have you ever been stopped and/or ticketed for not wearing your seatbelt?

1. Yes
2. No
3. Don't know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q19) What type of television channels do you watch *most* often?

1. Cable news channels (CNN, FOX News, MSNBC, etc.)
2. Sports channels (ESPN)
3. Movie channels (HBO, Showtime, etc.)
4. Local stations (ABC, NBC, CBS)
5. Other cable stations (Discovery, History, Comedy Central, Disney, Nickelodeon etc.)
6. Other
7. All of the above/Everything
8. Online television channels (Youtube, Netflix, Hulu, Amazon, etc.)
9. None
10. Do not know [VOLUNTEERED]
11. Refused [VOLUNTEERED]

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS Q20a—Q2. CREATE TWO BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

Q20a) In the last few months, have you seen a safety message that says, “Click It Or Ticket”?

1. Yes [GO TO Q20b]
2. No [GO TO NEXT BLOCK]
3. Do not know [VOLUNTEERED] [GO TO NEXT BLOCK]
4. Refused [VOLUNTEERED] [GO TO NEXT BLOCK]

Q20b) [IF 1 IN Q20a] Where did you see or hear it?

1. Television
2. Radio
3. Newspaper/magazine
4. Internet
5. Billboard
6. Bumper Sticker
7. Other
8. Do not know [VOLUNTEERED]
9. Refused [VOLUNTEERED]

Q21a) In the past few months, have you seen or heard a safety message that said, “Decide to Ride on the Safe Side”?

1. Yes [GO TO Q21a]
2. No [GO TO Q22]
3. Do not know [VOLUNTEERED] [GO TO Q22]
4. Refused [VOLUNTEERED] [GO TO Q22]

Q21b) [IF 1 IN Q21a]

1. Television
2. Radio
3. Newspaper/magazine
4. Internet
5. Billboard
6. Bumper Sticker
7. Other
8. Do not know [VOLUNTEERED]
9. Refused [VOLUNTEERED]

Q22) Whether or not you have seen or heard of any of these safety campaigns, in your opinion, how effective are they in encouraging you to change your driving and/or riding habits? Would you say they are:

1. Very effective
2. Somewhat effective
3. Not very effective
4. Not at all effective
5. Don't know [VOLUNTEERED]
6. Refused [VOLUNTEERED]

Q23) What would be the best way to reach you regarding driving safety issues?

1. Direct mail
2. Billboards
3. Television ads
4. Radio ads
5. Internet websites
6. Internet blogs
7. Other
8. Do not know [VOLUNTEERED]
9. Refused [VOLUNTEERED]

Q24) Do you have a child five years of age or younger?

1. Yes
2. No (Skip to Q26)
3. Do not know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q25) Do you use a child restraint, like a car seat or booster seat, in your vehicle for your child every trip?

1. Yes
2. No
3. Do not know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q26) Does Florida have a law requiring children five years of age and younger to use a child restraint seat in the car?

1. Yes
2. No
3. Do not know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

## DEMOGRAPHICS:

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

Q27) What is your marital status?

1. Single, never married
2. Married
3. Divorced
4. Separated
5. Widowed
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q28) Which language do you speak in your home most often?

1. English
2. Spanish
3. Creole
4. Other [SPECIFY]
5. Don't know [VOLUNTEERED]
6. Refused [VOLUNTEERED]

Q29a) Are you of Latino or Hispanic ethnic background?

1. Yes (Skip to Q30)
2. No
3. Don't know [VOLUNTEERED]
4. Refused [VOLUNTEERED]

Q29b) What is your racial background? Are you:

1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other [SPECIFY]
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q30) What is the highest grade in school or year of college you have COMPLETED?

1. Grade school
2. High school graduate/G.E.D.
3. Currently in college [two- or four-year program]
4. Associates degree [A.A., A.S.]
5. Bachelors degree [B.A., B.S.]
6. Graduate degree [M.A., M.S., M.B.A., Ph.D., M.D., J.D.]
7. Postgraduate degree
8. Don't know [VOLUNTEERED]
9. Refused [VOLUNTEERED]

Q31) Are you the parent or legal guardian of a child 18 years of age or younger?

1. Yes
2. No
3. Don't know [VOLUNTEERED]
4. Refused [VOLUNTEERED]



Q32) What was your total household income in 2014?

1. Under \$20,000
2. \$20,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 or more
6. Don't know [VOLUNTEERED]
7. Refused [VOLUNTEERED]

Q33) Gender of respondent [This question was not read to respondent]

1. Male
2. Female

**CLOSING:**

Thank you for taking the time to complete this survey. As mentioned, this survey is being conducted by the Public Opinion Research Laboratory at the University of North Florida on behalf of the Florida Department of Transportation 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 the Principal Investigator, the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-1205, or Dr. Jennifer Wesley, Chair of the Institutional Review Board at the University of North Florida at (904) 620-1685.

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