Florida 2021
Click it or Ticket
Media Survey

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

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Introduction

State Demographic Profile
Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimated that in 2019, Florida's 18 years of age and older population was approximately 17,245,782 individuals, all living within 58,560 square miles. The approximate racial/ethnic breakdown was estimated as follows: 53% white, 15.2% black, 26.4% Hispanic/Latino origin, and 2.7% Asian. FDOT's 2019 Public Road Mileage and Travel (DVMT) Report counts a total of 123,105 miles of public roads in the state of Florida, including interstate, state, county, and city roads.

Project Background
The State of North Carolina was the first to implement the *Click It or Ticket* media campaign in the summer of 1993. After observing its success, several other states adopted the campaign, including Florida in May of 2001. It was later launched across all 50 states, the District of Columbia, and Puerto Rico by the U.S. Department of Transportation and the National Highway Traffic Safety Administration (NHTSA) in May of 2008. At the time of this project, Florida is one of the 34 states with primary enforcement safety belt laws. The purpose of the *Click It or Ticket* media campaign is to increase awareness of the strict enforcement of safety belt laws in order to decrease deaths involving lack of safety belt use.

According to NHTSA's 2019 Traffic Safety Facts, 89.8% of Floridians use their safety belts. This percentage has increased since the implementation and enforcement of the *Click It or Ticket* campaign in 2001, when safety belt usage was 69.5%, according to NHTSA's 2001 Safety Belt Use Report.

Executive Summary
This report serves to inform FDOT about the effectiveness of the *Click It or Ticket* media campaign, which was enacted with the goal of decreasing deaths by increasing safety belt use. In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey to measure awareness of the *Click it or Ticket* media messages, that yielded the following results:

Methodology
Study Purpose
FDOT contracted with the PORL at UNF to gather information about the attitudes and awareness of adults living in the State of Florida concerning FDOT's *Click It or Ticket* media campaign and general driving habits. The performance goal is to monitor progress in FDOT's safety belt awareness campaign and its coverage throughout the state.

In order to evaluate the effectiveness of FDOT's messaging, the PORL administered a telephone survey June 7 through July 6, 2021. This project was executed during this time frame because it immediately follows the Memorial Day 2021 media and enforcement campaigns coordinated by FDOT, which took place between May 10 and June 6, 2021.

Study Design
To ensure a representative sample being collected, the state was stratified using the 10 Florida designated market areas (DMAs), which are defined as regions where the population can receive the same or similar television and radio station offerings, as well as other types of media including newspapers and Internet content. In addition, because of Miami-Dade County's unique population, it was separately accounted for in its own strata, creating 11 strata from the 10 DMAs (see Table 1). Quotas were placed on each of these stratified areas to ensure a proportionate number of completed surveys from across the state. 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 understand and recognize the n (sample size) when comparing all DMAs as their margins of error are higher, meaning there is more uncertainty regarding the within county estimates compared to the overall statewide figures.

In order to increase the number of completed surveys collected, PORL contracted with the University of New Hampshire (UNH) to assist in the data collection stage of this project. Survey instrument, sample, and implementation instructions were all provided by PORL.

88% of respondents reported using seatbelts all of the time...

down from 89% in 2019.

74% of respondents reported having seen or heard about the Click It or Ticket campaign.

The Panama City and Tallahassee DMAs were tied for highest awareness at 84%.

Most people saw "Click It or Ticket" on an Amber Alert-style billboard, at 56%.
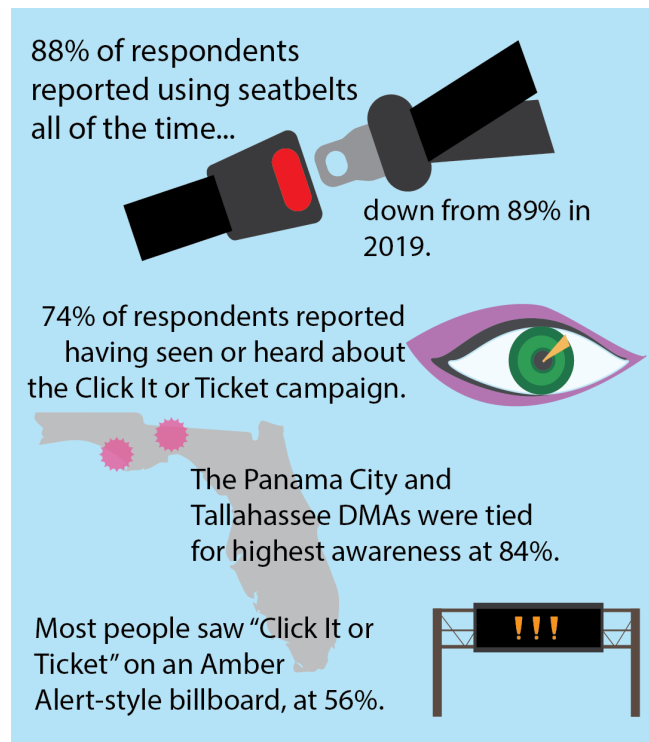
UNH provided 488 data collection hours toward the project, for a total of 317 completed surveys. PORL's portion of data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A sample of the polling universe (Florida residents) was selected using Random-Digit-Dialing methodology for both landlines and cell phones. Aristotle provided all of the telephone numbers used for the survey. For individuals answering on a landline telephone or cell phone, the interviewer asked the first qualified respondent to participate.

The breakdown of completed responses on a landline phone to a cell phone was 11% to 87% with 2% unknown. The sample is composed of adults (18 years and older) who have a valid driver's license and spend more than 1-month in the State of Florida.

At least 5 callbacks were attempted for non-completes with a working residential or cell phone line. To increase representation, surveys were conducted in both English and Spanish. Calls were made from 4:00 p.m. - 9:00 p.m. seven days a week. The total number of completed surveys collected was 1,522.

In order to adjust for oversampling of smaller media markets and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled DMA's across the state. Smaller media markets that were oversampled needed to have their values adjusted downward so as not to bias the statewide results. Second, in order to ensure that the results presented were reflective of the adult population of Florida, the total sample was weighted by age, sex, race, and education to the estimated 2019 American Community Survey for the adult population of the State of Florida. There were no statistical adjustments made due to design effects.

The demographic questions used for weighting were age, race, sex, and education. For these questions, if 'Don't Know' or 'Refusal' were selected then then those respondents were given a weight value equal to the strata weight that was applied due to the oversampling of DMAs with smaller populations. The margin of sampling error for the total sample is +/- 2.5 percentage points (see Table 2). American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which consists of an estimate of the proportion of cases of unknown eligibility that are truly eligible. This study had a 9.3% response rate.

As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

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

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=99
Panama City	n=100
Tallahassee	n=100
Jacksonville	n=101
Gainesville	n=100
Orlando	n=253
Tampa	n=278
West Palm Beach	n=121
Fort Myers	n=100
Broward/Monroe	n=115
Miami-Dade	n=155
Total	n=1,522

Table 2. DMA and Margin of Error

Designated Market Area	Sample Size
Pensacola	+/- 9.9
Panama City	+/- 9.8
Tallahassee	+/- 9.8
Jacksonville	+/- 9.8
Gainesville	+/- 9.8
Orlando	+/- 6.2
Tampa	+/- 5.9
West Palm Beach	+/- 8.9
Fort Myers	+/- 9.8
Broward/Monroe	+/- 9.1
Miami-Dade	+/- 7.9
Total	+/- 2.5

Summary of Findings

PORL has conducted *the Click It or Ticket* Media Survey on a yearly basis since 2015, with the exception of 2020. A survey was not conducted during 2020 due to restrictions surrounding the COVID-19 pandemic. The figures on the following pages highlight some of the data collected in 2021, as well as longitudinal data from past project years, where applicable. The full results of the 2021 survey can be found in Appendix I: Survey Results.

The demographic breakdown for the total 2021 sample is represented in the following infographic.

2021 Demographic Profile

Vehicle Type
- 47%
- 32%
- 14%

51% Female
49% Male

Mean Age: 55

31% Have a Bachelor's Degree or higher

White	53%
Hispanic	26%
Black	15%
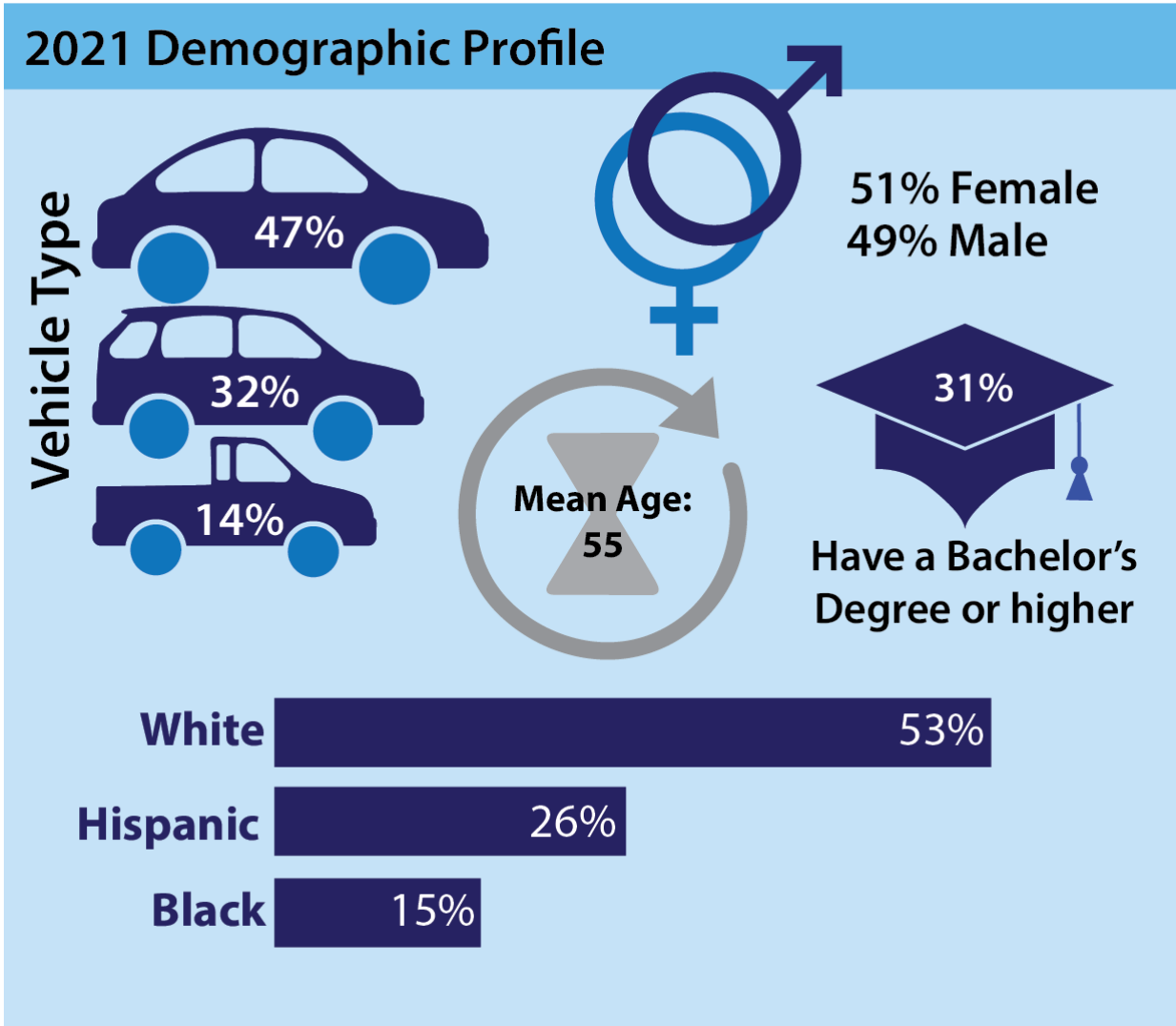
Figure 1. Always Wears Seat Belt by DMA, 2015 to 2021

When driving a motor vehicle, how often do you wear your seat belt?
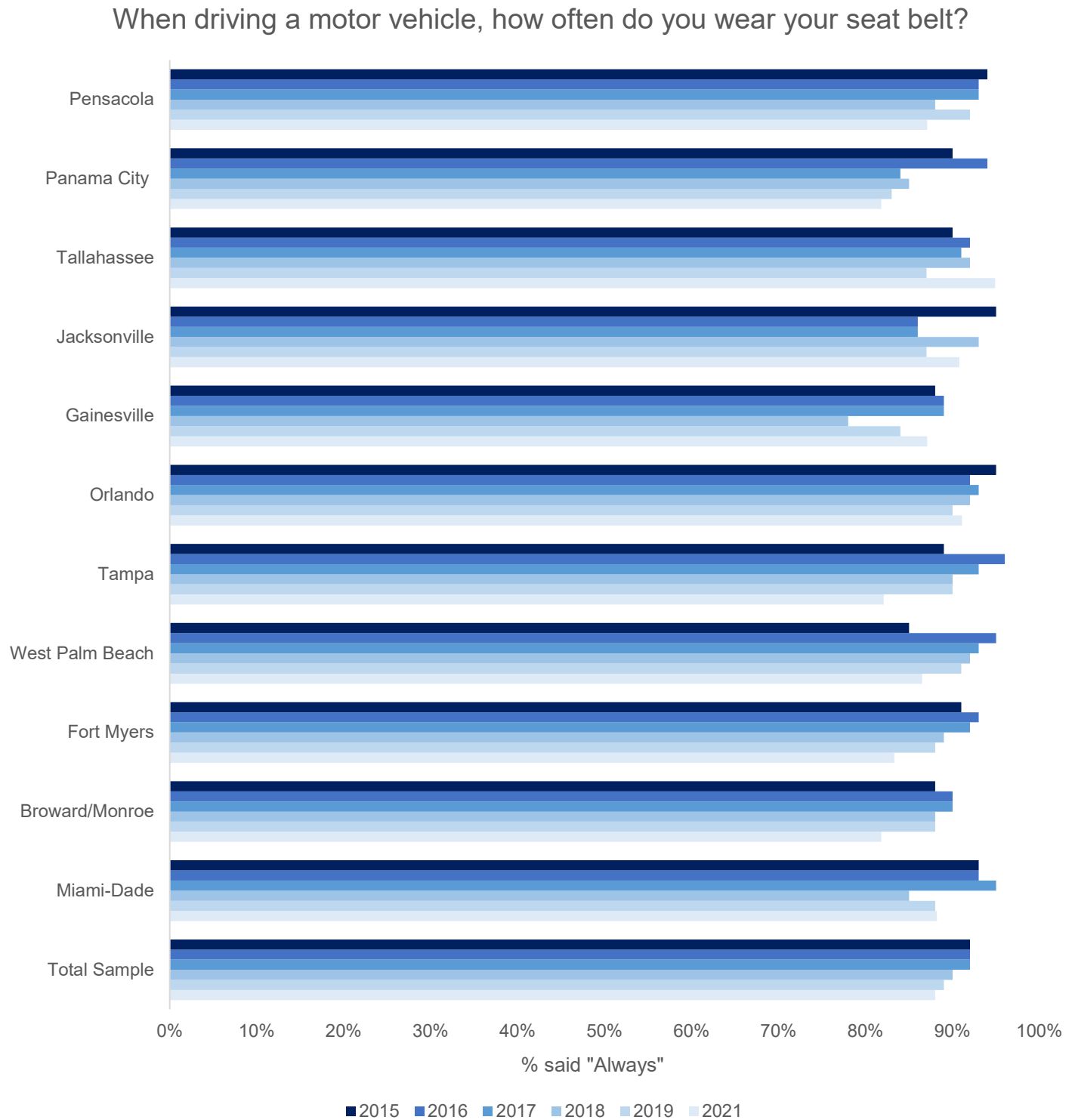
As shown in Figure 1, respondents were asked how often they wear a seat belt when driving a motor vehicle. Of the total sample, 88 percent indicated they always wear their seat belt, down one percentage point from 2019. This percentage has decreased by a total of four percentage points since 2015, when 92 percent indicated they always wear their seat belt.

The DMA with the greatest percentage of people who always wear a seat belt was Tallahassee with 95 percent, while Panama City had the lowest 83 percent.

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Figure 2. Rarely/Never Wears Seat Belt by DMA, 2015 to 2021

When driving a motor vehicle, how often do you wear your seat belt?
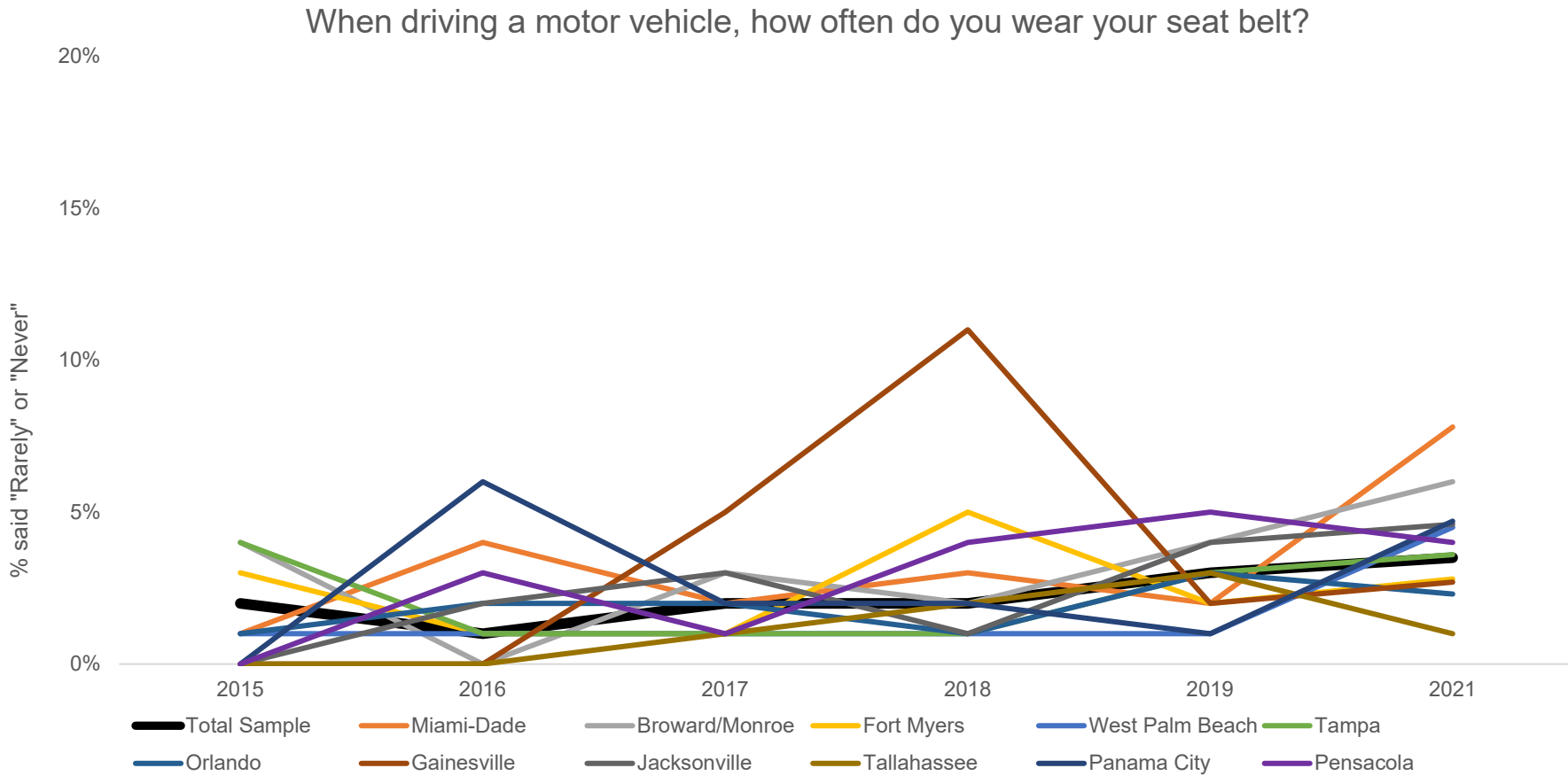
Figure 2 displays the percentage of respondents who indicated they rarely or never wear a seat belt while driving. Of the total sample, only 4 percent indicated they rarely or never wear a seat belt, up slightly from 3 percent in 2019.

The Miami-Dade DMA had the greatest percentage of respondents who rarely or never wear a seat belt at 8 percent, up from just 2 percent in 2019.

In Tallahassee, just 1 percent of respondents said they don't wear seat belts, down from 3 percent.

It should be noted that the "rarely" or "never" categories have fewer respondents than the others, so some caution should be exercised in making direct comparisons.

Figure 3. Always Wears Seat Belt by Special Populations, 2015 to 2021

When driving a motor vehicle, how often do you wear your seat belt?
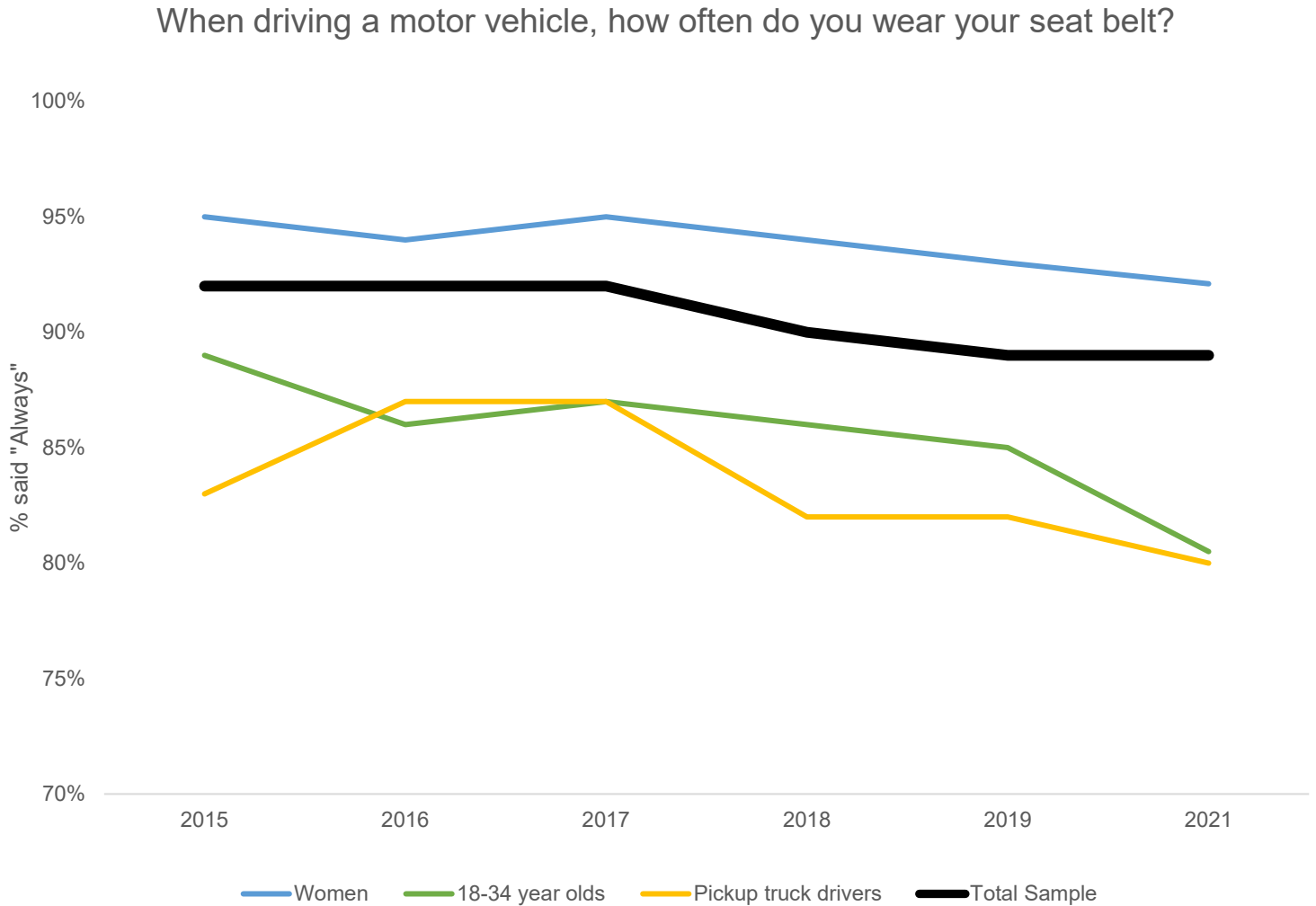
Figure 3 above displays the percentage of respondents within special populations that reported always wearing a seat belt. In all project years, respondents between the ages of 18 and 34, as well as those who drive pickup trucks, have a lower percentage of respondents who always wear a seat belt than the total sample average.

Conversely, a greater percentage of women always wear a seat belt than the total sample.

In all populations, as well as the total sample, the percentage of respondents who report always wearing a seat belt is on a slow but steady decline since 2015.

Figure 4. Ticket Likelihood, 2015 to 2021

Over the next 6 months, assume you do not use your seat belt at all while driving. In your opinion, how likely are you to recieve a ticket for not wearing a seat belt?
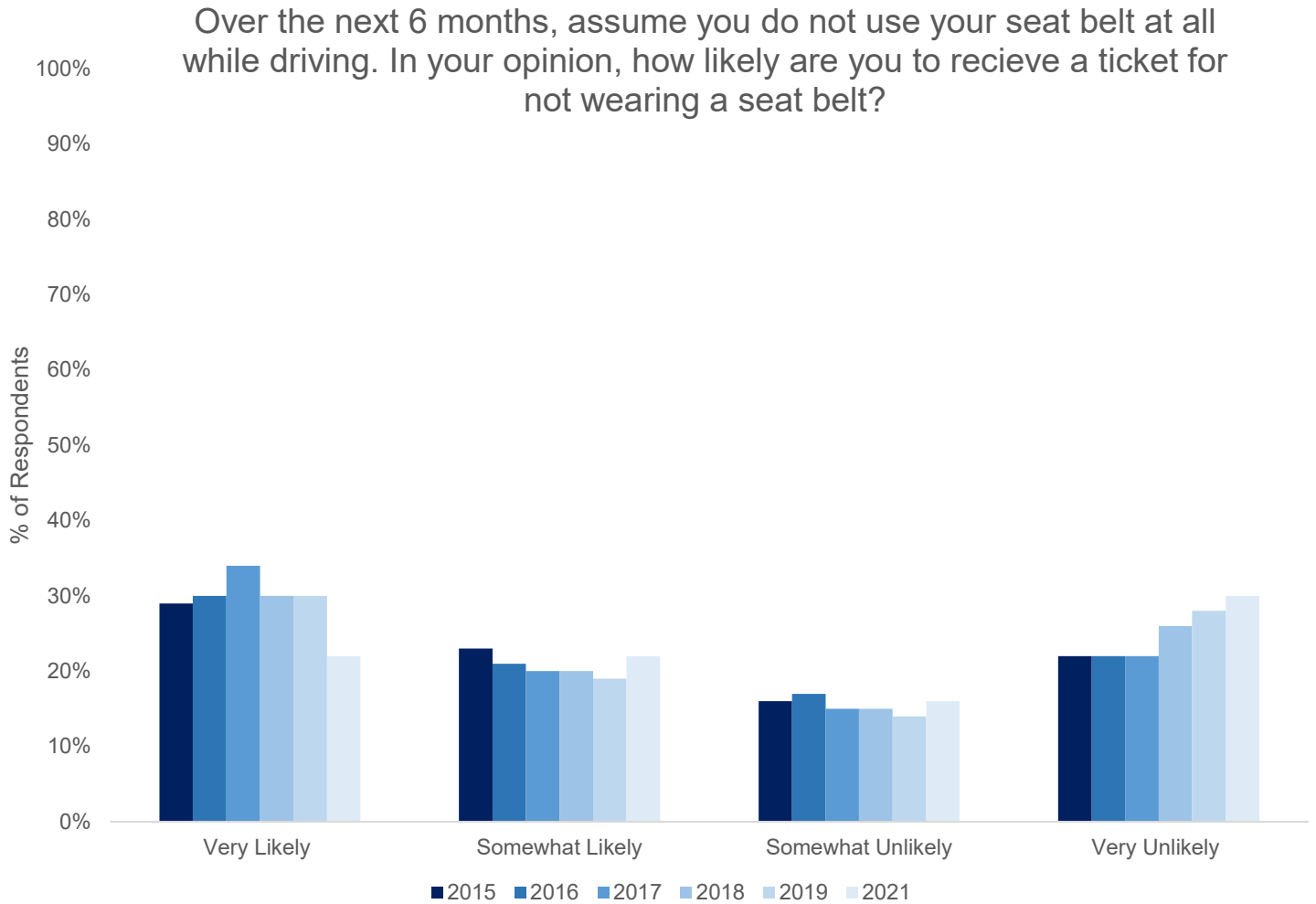
Respondents were also asked about their perceived likelihood of receiving a ticket for not wearing a seat belt in the next six months. Figure 4 shows these responses, broken down by project year. As seen in the chart, the percentage of respondents who believe they are very likely to receive a ticket has declined, while those who believe it is very unlikely has increased. In 2021, 30 percent of respondents believed it was very unlikely, compared to 28 percent in 2019. Conversely, 22 percent thought it was very likely in 2021, down from 30 percent in 2019.

Figure 5. Enforcement, 2015 to 2021

In your opinion, do you think that law enforcement agencies in your county enforce the seat belt laws in your community:
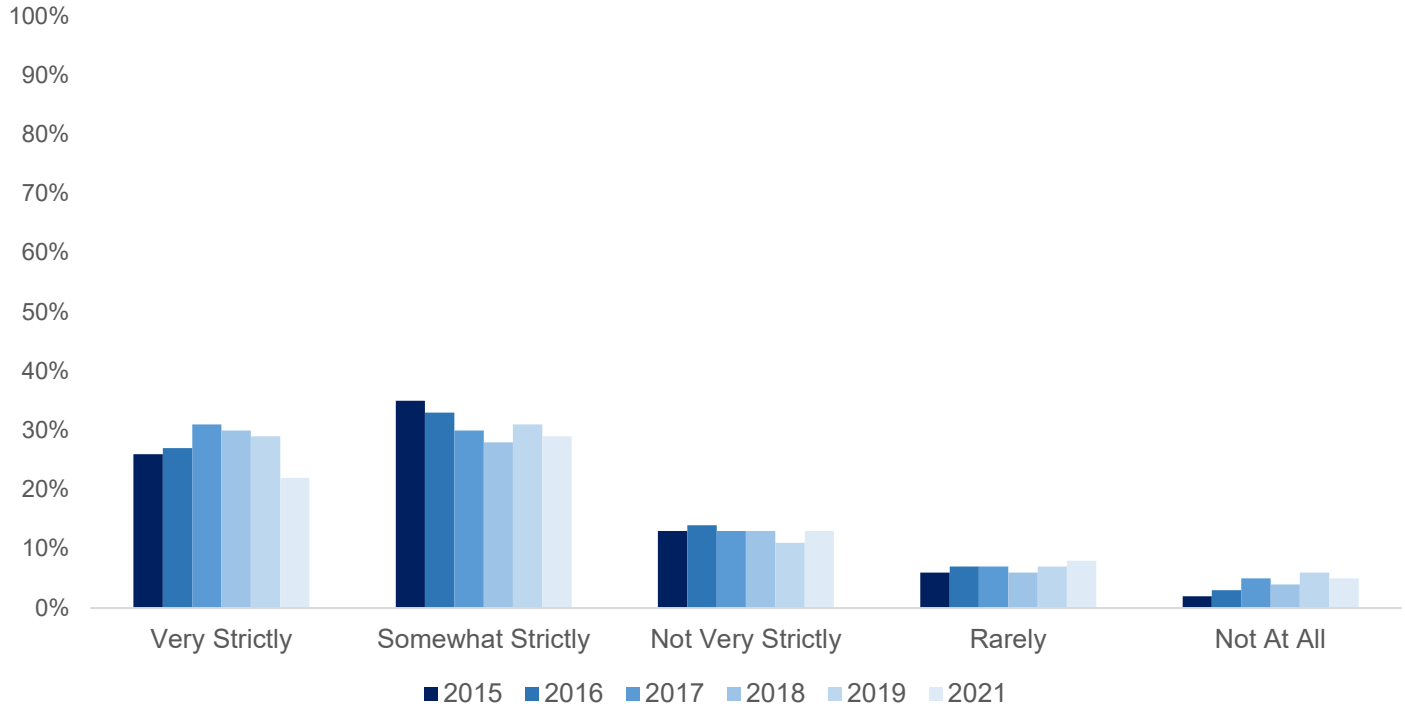
Next, respondents were asked how strictly they feel law enforcement agencies enforce seat belt laws, shown in Figure 5 broken down by project year. Over all project years, most respondents think seat belt laws are enforced very or somewhat strictly, although the percentage of those who responded "very strictly" has declined in from 29 percent in 2019 to 22 percent in 2021. The percentage of those who think seat belt laws are not enforced at all has seen an overall increase of 3 percentage points since 208, while the "not very strictly" and "rarely" categories have remained largely steady.

Figure 6. Seat Belt Use by Enforcement, 2021

In your opinion, do you think that law enforcement agencies in your county enforce the seat belt laws in your community:
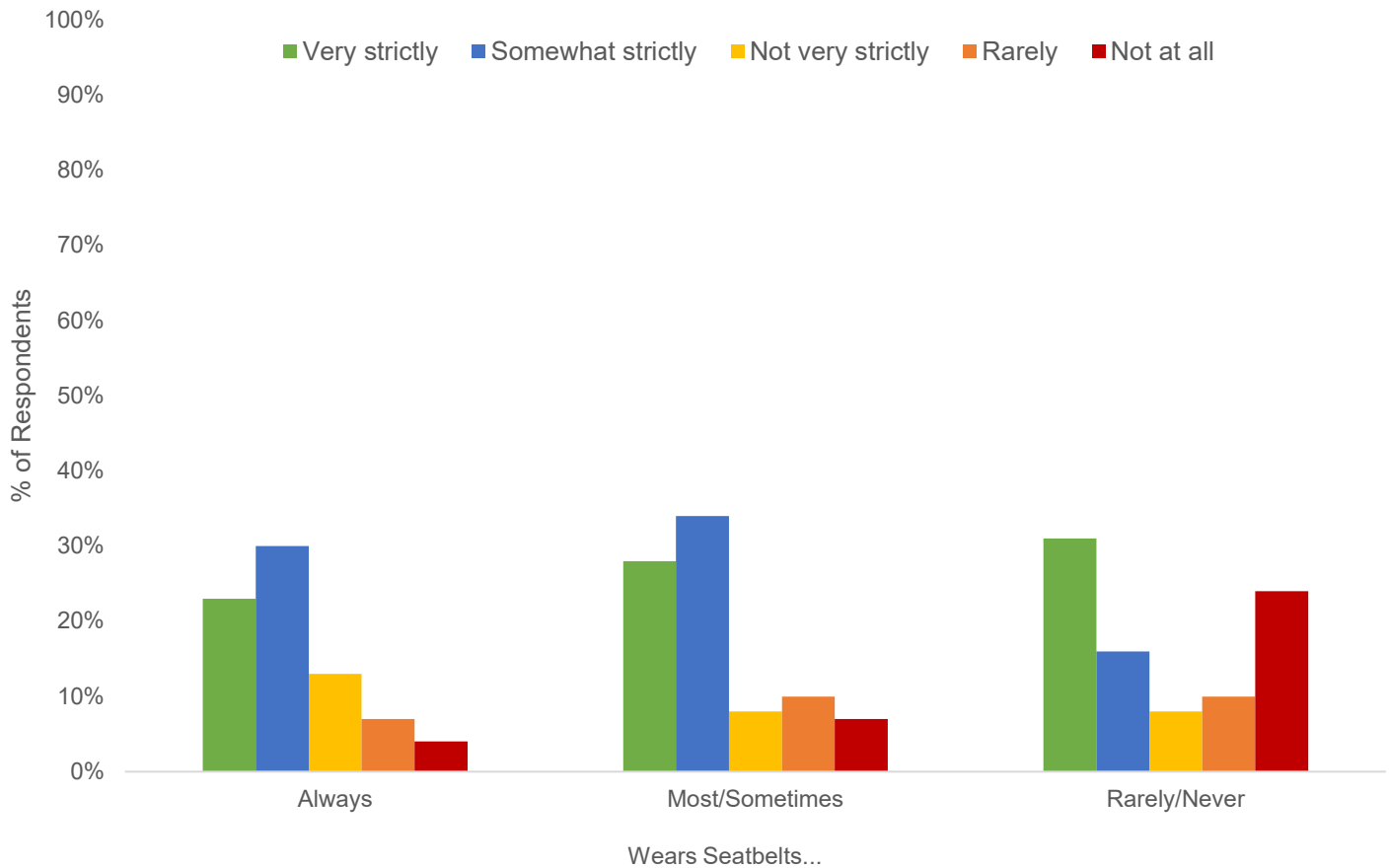
Figure 6 shows the perceived strictness of enforcement, broken down by respondent seat belt usage. Among those who reported always, mostly, or sometimes wearing a seat belt, the breakdown looked similar to that of the total sample, with most respondents saying laws are enforced somewhat strictly. Among those who rarely or never wear a seat belt, however, there is a far greater percentage who believe the laws are not enforced at all than in the total sample, with 24 percent and 5 percent, respectively. Interestingly, there is also a greater percentage of respondents who believe the laws are enforced *very* strictly, at 31 percent, compared to 24 percent of the total sample.

Figure 7. Ticketed by Seat Belt Use, 2021

Have you ever been stopped and/or ticketed for not wearing your seat belt?
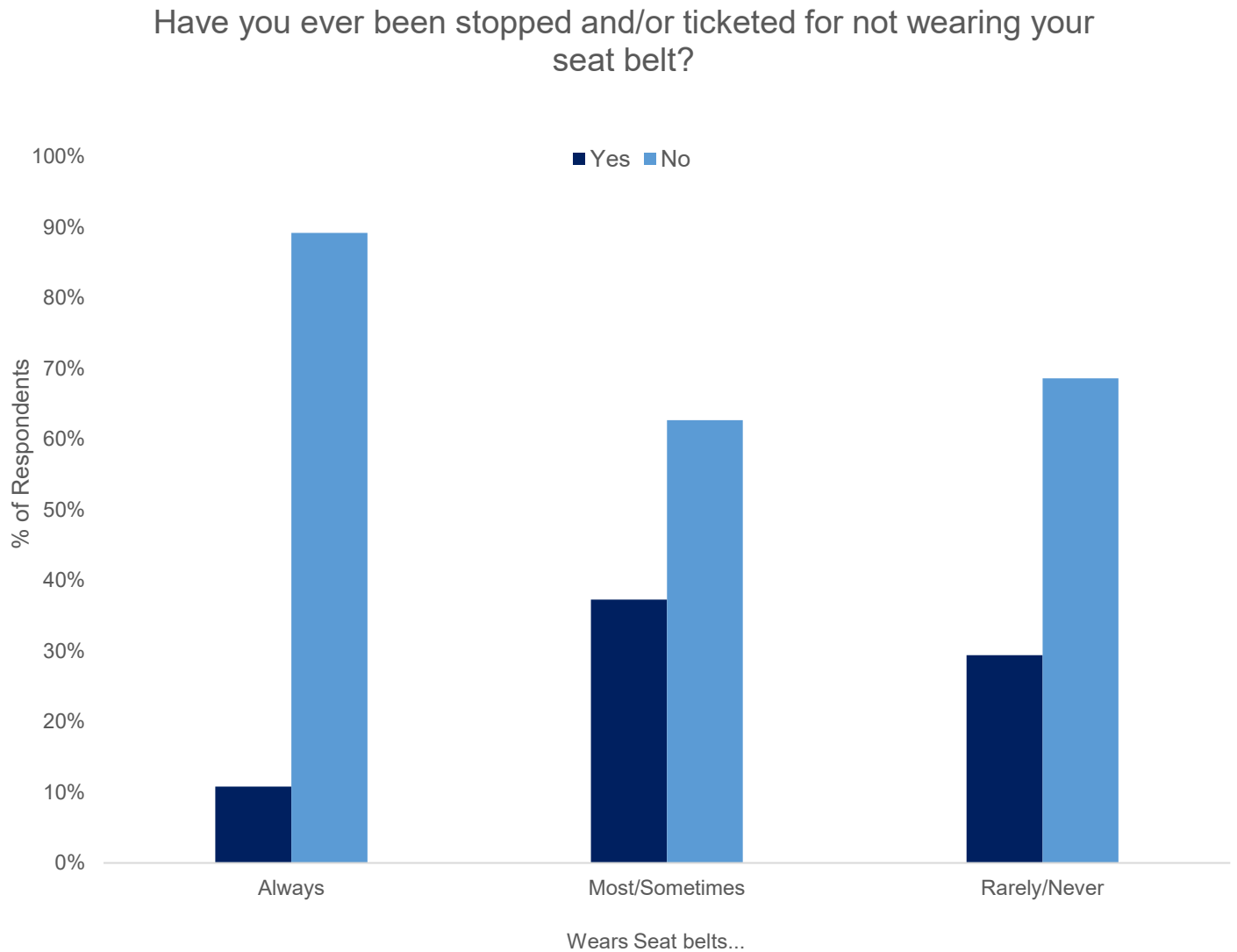
Respondents were also asked whether they have ever been stopped and/or ticketed for not wearing a seat belt, shown in Figure 6 broken down by reported seat belt use. Again, responses among those who reported always wearing a seat belt most closely resembles the total sample, with 11 percent indicated they have received a ticket, and 89 percent saying they have not. The greatest percentage of respondents who said they have gotten a ticket was among those who wear a seat belt most of the time or sometimes, at 37 percent.

Figure 8. Click It or Ticket, 2021

In the past year, have you read, seen, or heard anything about the Click It or Ticket campaign in Florida?
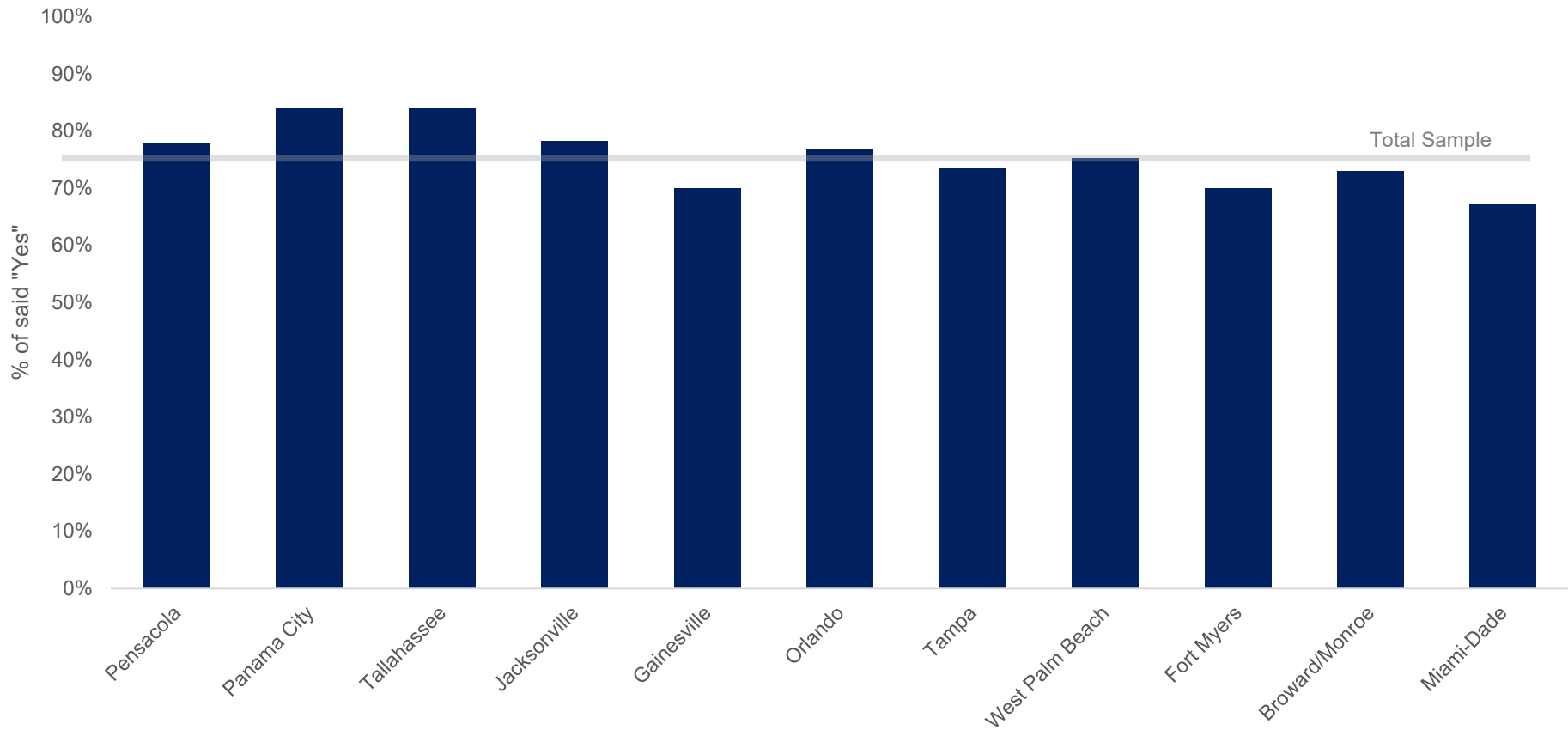
Respondents were then asked whether they have seen, read, or heard anything about the *Click It or Ticket* campaign in the past year. Figure 8 shows the percentage of respondents who indicated they have seen or heard about the campaign, broken down by DMA. Of the total sample, 74 percent of respondents indicated they had seen or heard about the campaign in the past year. Panama City and Tallahassee were the DMAs with the greatest awareness of the *Click It or Ticket* campaign, at 84 percent, each. The DMA with the lowest awareness was Miami-Dade, with 67 percent.

Figure 9. Click It or Ticket Awareness Map
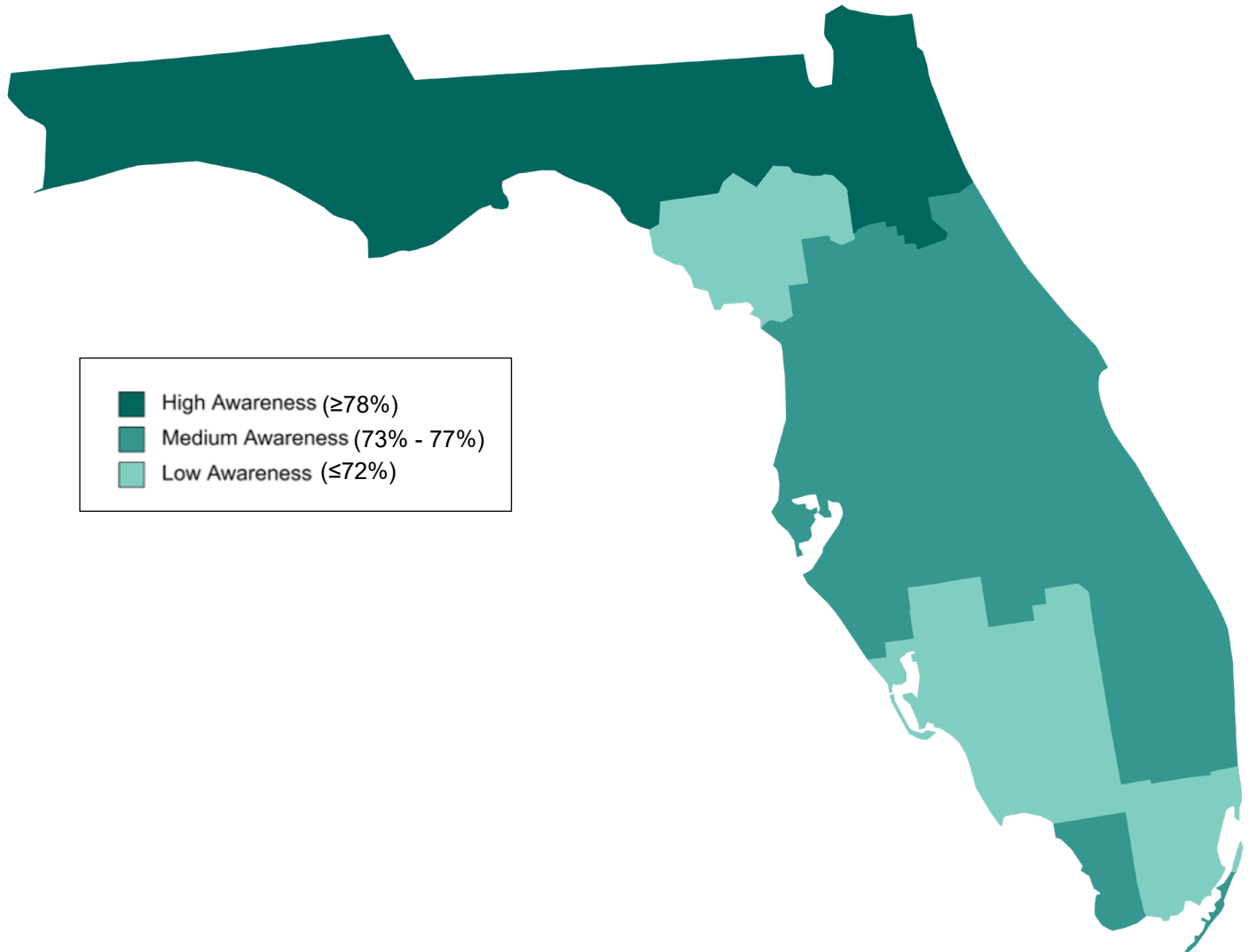
Figure 9 displays a geographical representation of the awareness levels in each DMA. Darker areas indicate DMAs with higher percentages of respondents who indicated they had seen or heard *Click It or Ticket* in the past year. The DMAs with the highest awareness are the Pensacola, Panama City, Tallahassee, and Jacksonville DMAs. The Orlando, Tampa, West Palm Beach, and Broward/Monroe DMAs had medium awareness, while the Gainesville, Fort Myers, and Miami-Dade DMAs had the lowest awareness.

Figure 10. Click It or Ticket by Race, 2015 to 2021

In the past year, have you read, seen, or heard anything about the Click It or Ticket campaign in Florida?
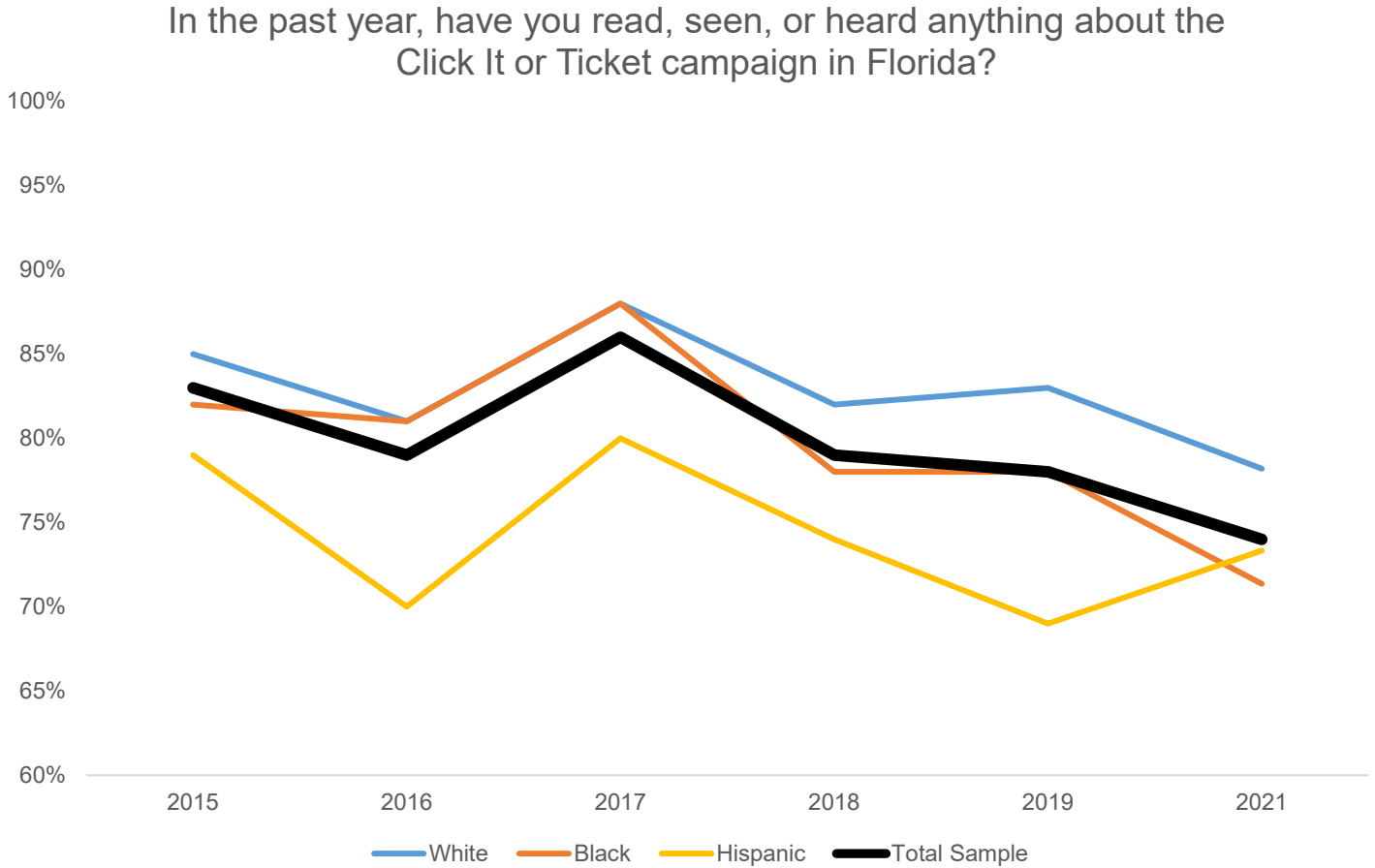
Figure 10 shows the racial and ethnic breakdown of the respondents who said they had seen or heard about the *Click It or Ticket* campaign in the past year.

Respondents of Black or African American racial background are the closest to the total sample across all project years, dipping slightly lower in 2021 at 71 percent awareness. In the 2018, 2019, and 2021 project years,

white or Caucasian respondents had higher awareness of the total sample, with 78 percent in 2021.

Respondents of Hispanic ethnic background have consistently had lower rates of awareness across all project years. In 2021, however, awareness among Hispanic respondents increased by four percentage points, surpassing that of Black/African American respondents, at 73 percent.

Figure 11. Click It or Ticket by AGE, 2015 to 2021

In the past year, have you read, seen, or heard anything about the Click It or Ticket campaign in Florida?
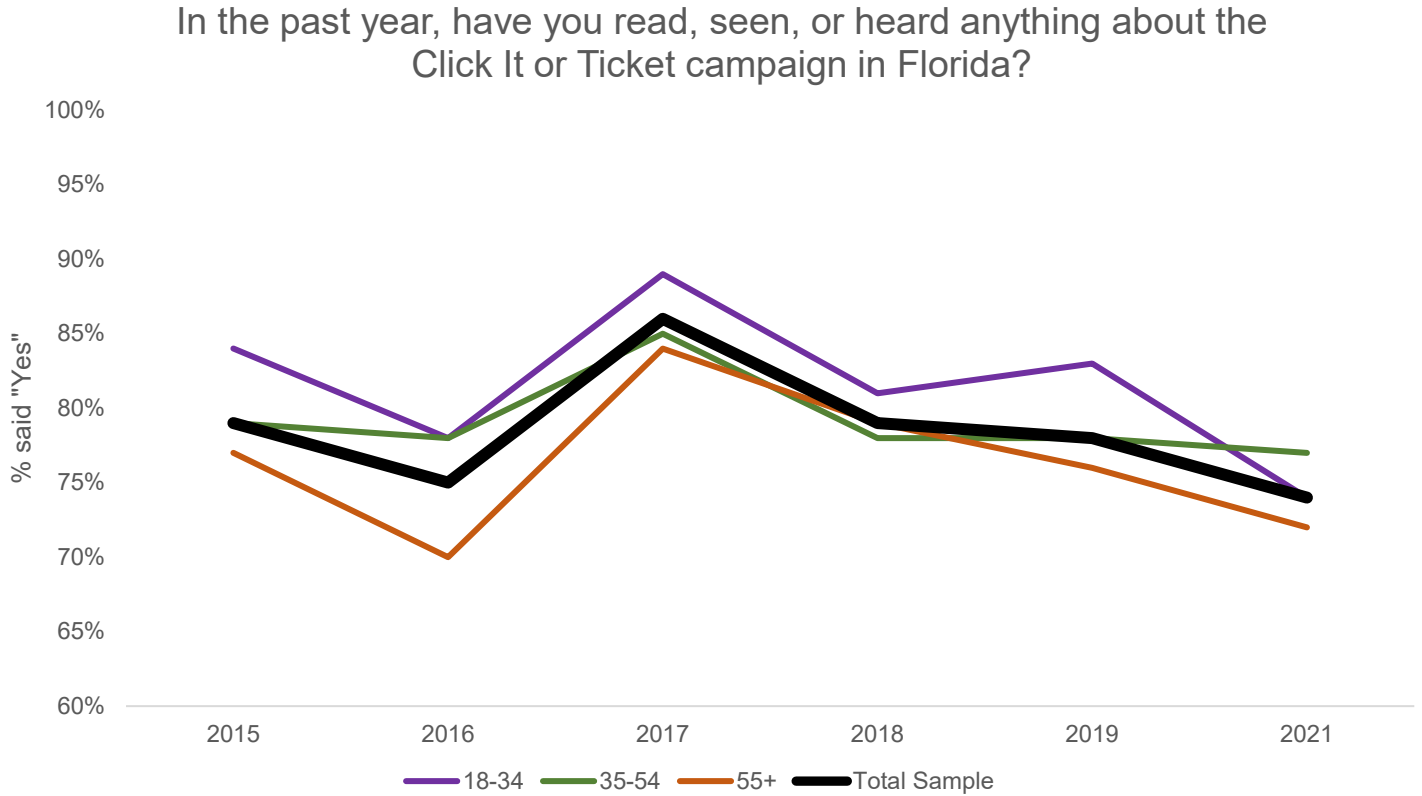
Figure 11 breaks down *Click It or Ticket* awareness by age, aggregated into three categories. Until 2021, respondents between the ages of 18 and 34 had the highest rate of awareness across all project years, however awareness dropped in 2021 to the same as the total sample: 74 percent. While declining by one percentage point since 2019, the 35-54 age group surpassed the total sample average in awareness, with 77 percent in 2021. The 55 and older category continued its downward trend since 2017, ending slightly lower than the total sample in 2021, with 72 percent awareness.

Figure 12. Click It Media, 2015-2021

I'm going to read you a list, please tell me where you read, saw, or heard about it?
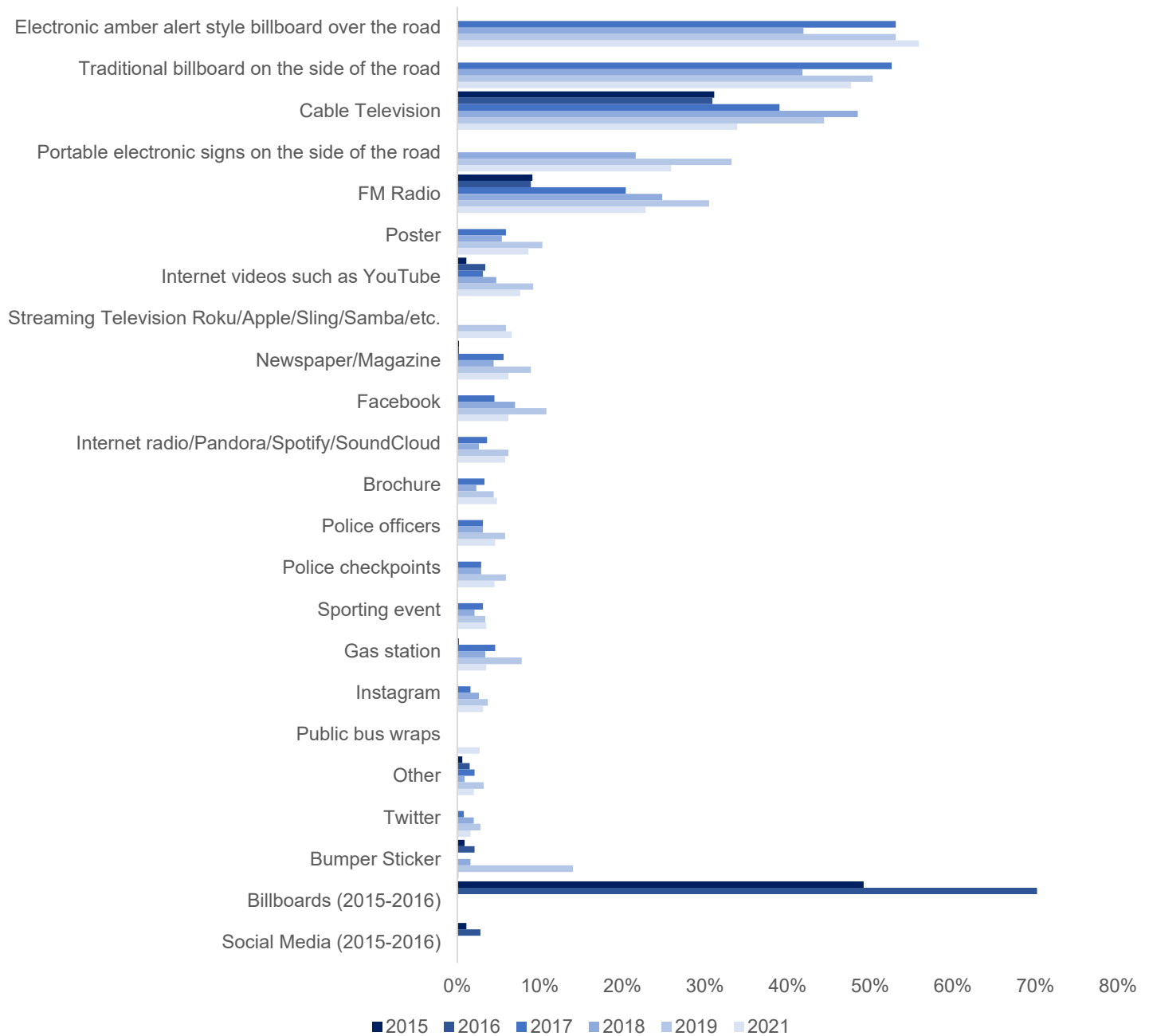
Respondents who indicated they had seen or heard about *Click It or Ticket* were then asked where they had seen or heard about the campaign. Figure 12 shows the responses to this question, broken down by project year. New options were added to the survey each year, leading to missing data for some options in certain project years. In 2015 and 2016, billboards were grouped together in one category, as was social media.

In all project years, billboards seem to be the most common place respondents reported seeing or *Click It or Ticket*. Electronic billboards saw a slight increase this year, from 53 percent in 2019 to 56 percent in 2021.

Cable television, however, saw a marked decrease from 44 percent in 2019 to 34 percent in 2021.

Figure 13. Click It Media by Age, 2021

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

Legend: ■ 18-34 ■ 35-54 ■ 55+ ■ Total Sample
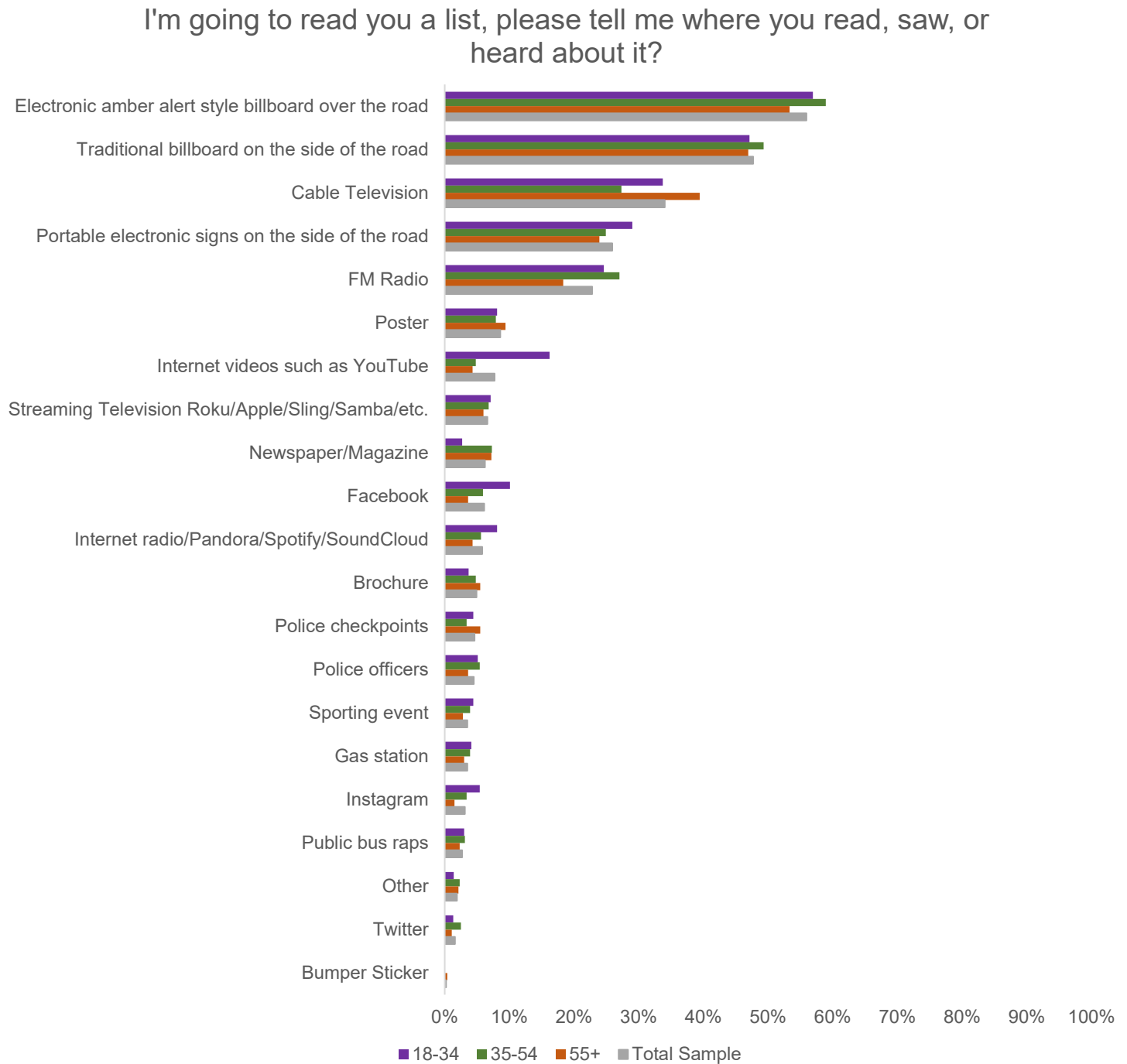
Figure 13 shows the Click It Media responses, broken down by age category.

Generally, the age categories reported seeing or hearing about the campaign in the same ways, with some discrepancies between digital and analogue media. Across all ages, most respondents saw the campaign message on an electronic billboard over the road, at 56

percent of the total sample. The differences can be seen, however on media such as internet videos, which has 16 percent of 18-34-year-olds, compared to 4 percent of those 55 and older. Conversely, 7 percent of those 55 and older saw the message in a newspaper or magazine, compared to just 3 percent of those between 18 and 34.

Figure 14. Click It Media by Race, 2021

I'm going to read you a list, please tell me where you read, saw, or heard about it?
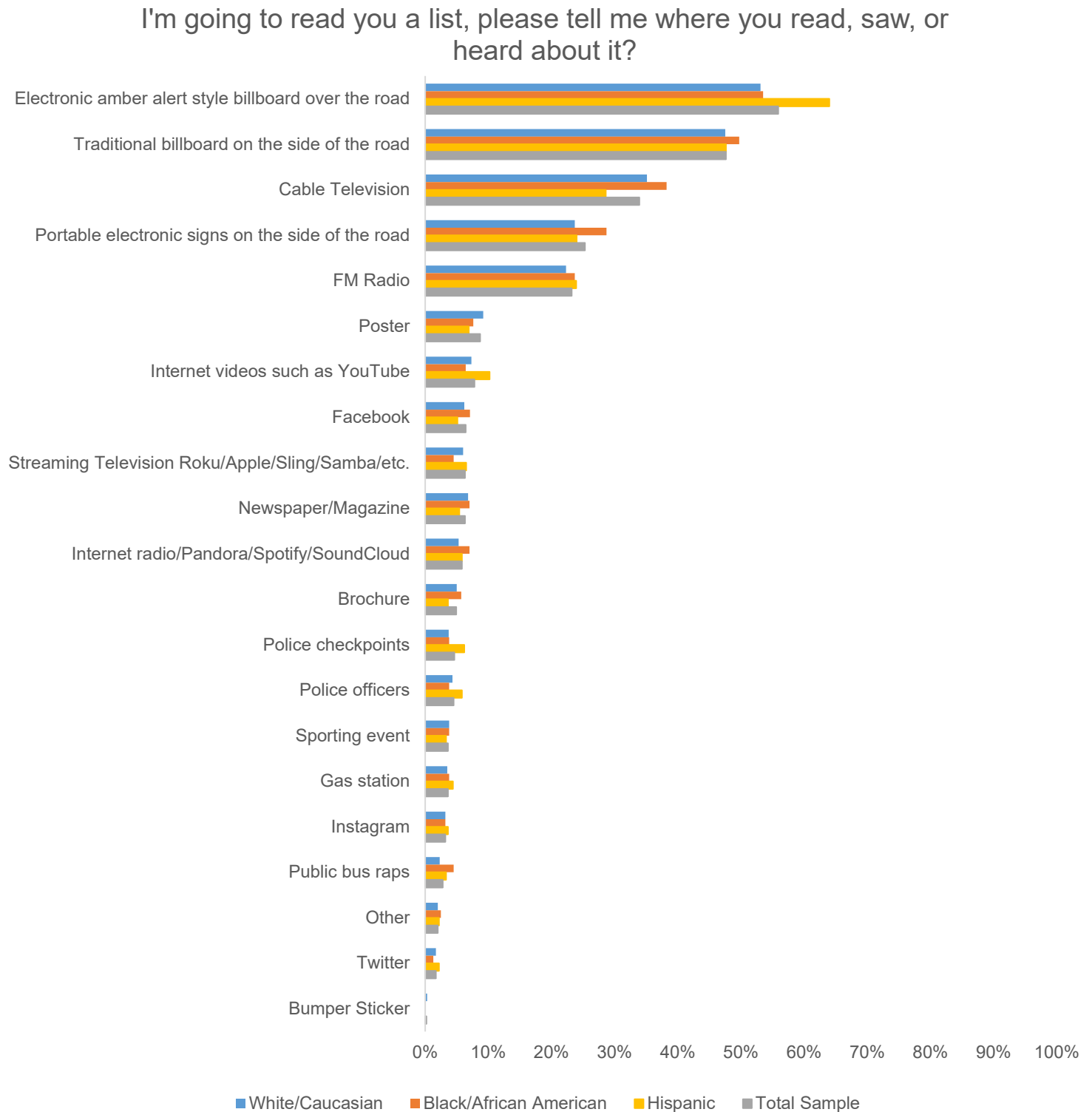
Figure 14 breaks down Click It media by race and ethnicity and shows few differences between the categories. The greatest discrepancies can be seen in respondents of Hispanic ethnic background, specifically in electronic billboards over the road and on cable television. Sixty-four percent of Hispanic respondents said they saw *Click It or Ticket* on an electronic billboard, compared to 56 percent of the total sample. Conversely, 29 percent of Hispanics reported seeing it on cable television, compared to 34 percent of the total sample.

Figure 15. Most Effective, 2017 to 2021

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

Legend: ■ 2017 ■ 2018 ■ 2019 ■ 2021
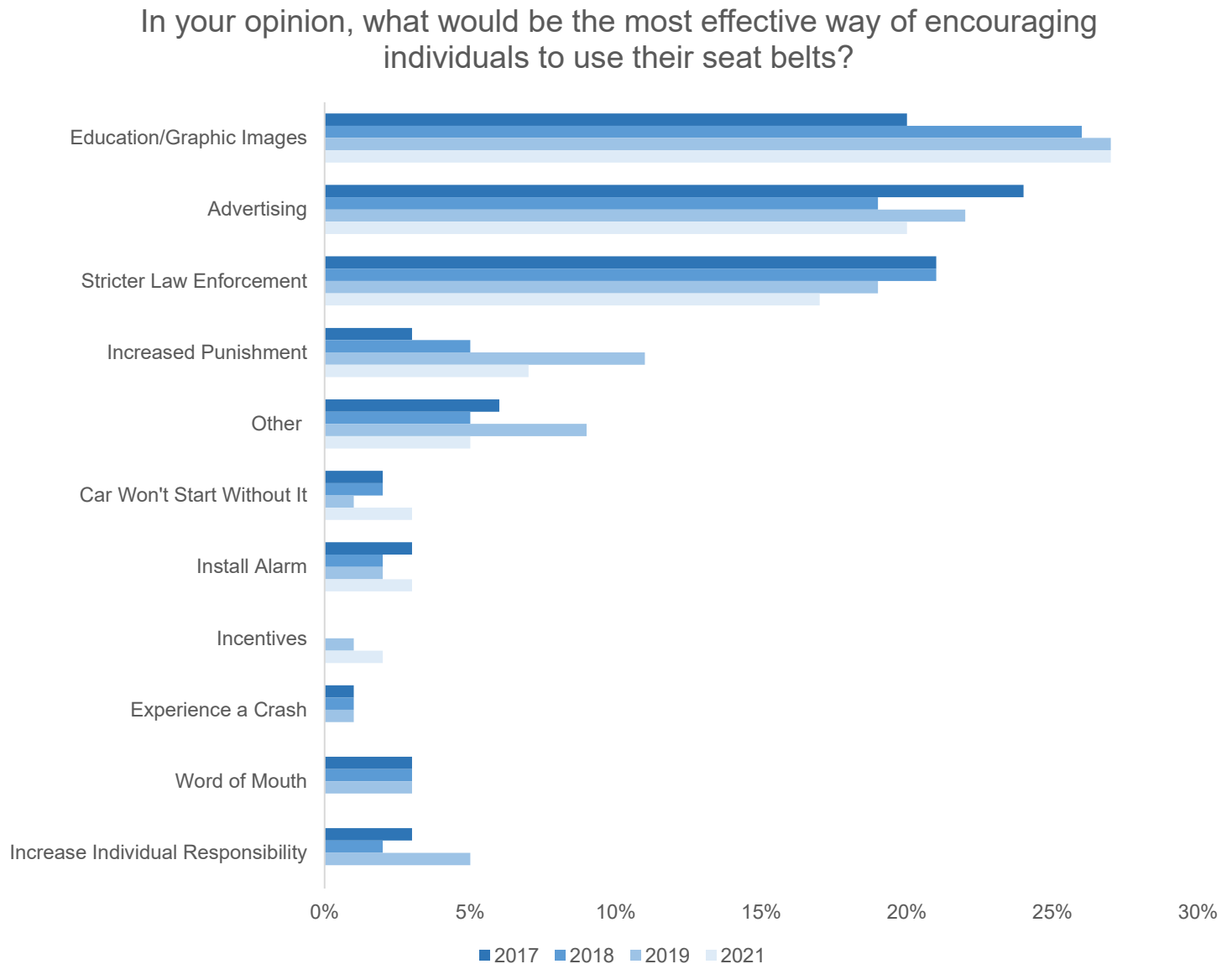
Respondents were also asked their opinions on the most effective way of encouraging seat belt use. This question is asked in an open-ended manner and coded into pre-made categories by the interviewer. The categories are created based on responses in previous project years. This question first appeared on the questionnaire in 2017. "Incentives" was added as a category in 2019, while "Experience a crash," "word of mouth," and "personal responsibility" were removed in 2021.

For the third year in a row, the most common suggestion was increasing education and showing graphic images of car crashes, with 27 percent in both 2019 and 2021. Advertising was the second most popular, although it decreased from 22 percent in 2019 to 20 percent in 2021. Providing incentives was the least popular response in 2021, though it increased by one percentage point since 2019.

Figure 16. Support or Oppose

Would you support or oppose...

Support Strongly/Somewhat   Oppose Strongly/Somewhat
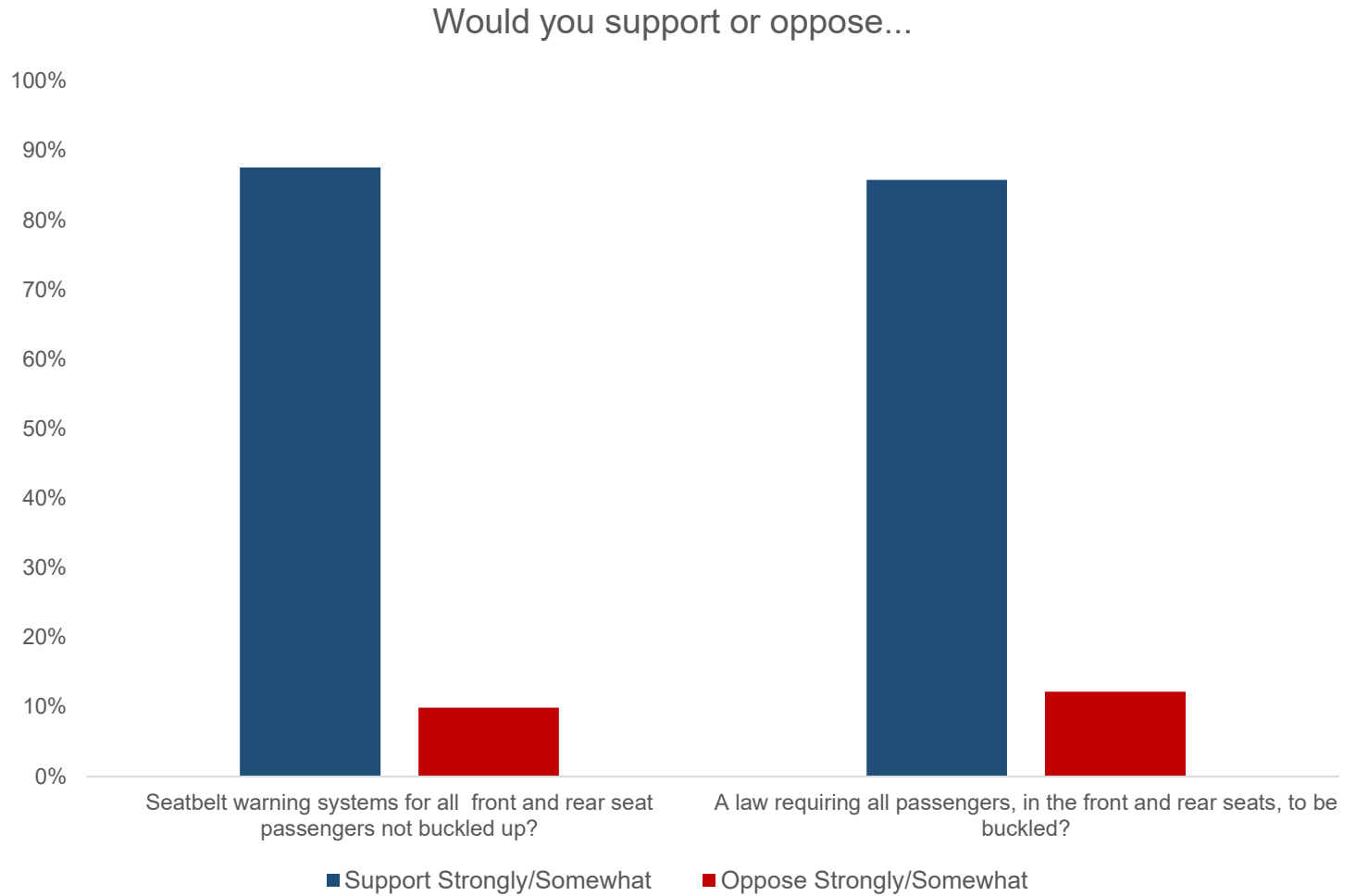
Respondents were also asked whether they would support or oppose requiring automobile manufacturers to install seat belt warning systems for front and rear seat passengers, and whether they would support or oppose a law requiring rear seat passengers to be buckled up.

For both questions, the overwhelming majority responded in support of the measures, at 87% and 86%

percent, respectively. This includes respondents who indicated they support the measure either strongly or somewhat.

Just 10 percent of respondents indicated they would strongly or somewhat oppose a seat belt warning system for rear seats, and 12 percent would oppose a law requiring rear passengers to fasten seat belts.

Appendix I: Survey Results
CIOT TOPLINES[1]

1. Pensacola n=99
2. Panama City n=100
3. Tallahassee n=100
4. Jacksonville n=101
5. Gainesville n=100
6. Orlando n=253
7. Tampa n=278
8. West Palm Beach n=121
9. Fort Myers n=100
10. Broward/Monroe n=115
11. Miami-Dade n=155

Total Sample =1,522

Do you have a driver's license?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Yes	100.0% 1,522	100.0% 99	100.0% 100	100.0% 100	100.0% 101	100.0% 100	100.0% 253	100.0% 278	100.0% 121	100.0% 100	100.0% 115	100.0% 155
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]

Alachua	1.3% 78	Gilchrist	0.1% 4
Baker	0.1% 1	Glades	0.1% 1
Bay	1.3% 57	Gulf	0.1% 5
Bradford	0.3% 4	Hamilton	<0.1% 1
Brevard	2.4% 35	Hardee	- 0
Broward	9.0% 107	Hendry	0.1% 1
Calhoun	0.1% 4	Hernando	0.9% 12
Charlotte	1.5% 19	Highlands	0.2% 3
Citrus	0.5% 8	Hillsborough	6.3% 66
Clay	0.7% 12	Holmes	0.1% 4
Collier	1.2% 26	Indian River	0.4% 7
Columbia	1.0% 14	Jackson	0.1% 6
DeSoto	0.2% 3	Jefferson	0.1% 4
Dixie	0.1% 4	Lafayette	- 0
Duval	3.9% 50	Lake	1.3% 18
Escambia	1.7% 52	Lee	3.5% 49
Flagler	0.7% 9	Leon	1.8% 72
Franklin	0.1% 6	Levy	0.3% 13
Gadsden	0.2% 6	Liberty	<0.1% 1

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[2] Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Continued: Which Florida county do you live in?[3]

Madison	0.1% 4	Putnam	0.3% 4
Manatee	1.9% 23	St. Johns	0.7% 10
Marion	2.4% 28	St. Lucie	1.5% 17
Martin	0.7% 9	Santa Rosa	0.7% 17
Miami-Dade	13.3% 154	Sarasota	1.6% 28
Monroe	0.5% 7	Seminole	2.3% 33
Nassau	0.4% 5	Sumter	0.5% 6
Okaloosa	1.1% 30	Suwannee	0.2% 8
Okeechobee	0.3% 3	Taylor	<0.1% 2
Orange	5.6% 59	Union	0.1% 1
Osceola	1.8% 25	Volusia	2.9% 39
Palm Beach	7.3% 84	Wakulla	<0.1% 3
Pasco	2.5% 34	Walton	0.3% 12
Pinellas	4.8% 66	Washington	0.1% 5
Polk	3.5% 36		

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[3] Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

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

	Total n=8	Pensacola n=0	Panama City n=0	Tallahassee n=0	Jacksonville n=0	Gainesville n=1	Orlando n=1	Tampa n=2	West Palm Beach n=1	Fort Myers n=1	Broward/Monroe n=2	Miami-Dade n=0
Yes	100.0% 8	- 0	- 0	- 0	- 0	100% 1	100.0% 1	100.0% 2	100.0% 1	100.0% 1	100% 2	- 0
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In general, what type of vehicle do you drive most often?[4]

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Passenger car	46.5% 656	44.2% 41	33.3% 35	35.1% 32	44.8% 40	46.4% 44	40.3% 107	49.9% 133	47.1% 53	40.8% 38	49.0% 54	56.4% 79
Pickup truck	14.1% 242	13.5% 15	27.3% 29	21.6% 25	13.8% 16	17.9% 18	15.4% 31	13.7% 43	12.9% 18	16.3% 15	13.6% 15	8.9% 17
SUV	31.9% 511	28.8% 31	33.3% 30	32.4% 34	31.9% 36	25.0% 31	37.7% 99	29.2% 84	34.8% 44	38.8% 41	29.3% 36	25.7% 45
Mini-van	3.2% 49	5.8% 5	6.1% 4	2.7% 2	1.7% 2	3.6% 3	3.0% 8	4.1% 11	0.6% 1	2.0% 3	2.7% 3	5.0% 7
Full-sized van	1.8% 27	1.9% 3	<0.1% 1	2.7% 3	2.6% 3	<0.1% 1	1.3% 2	2.3% 4	1.3% 1	1.0% 2	4.1% 5	1.0% 2
Motorcycle	0.5% 7	1.9% 1	- 0	- 0	- 0	- 0	1.0% 3	0.3% 1	0.6% 1	- 0	- 0	1.0% 1
Does not drive	0.9% 14	- 0	- 0	5.4% 3	2.6% 2	3.6% 2	1.0% 2	<0.1% 1	1.9% 2	- 0	- 0	1.0% 2
Scooter	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.7% 1	- 0
Other	0.4% 8	1.9% 2	0.0% 1	0.0% 1	0.9% 1	0.0% 0	0.3% 1	0.6% 1	0.6% 1	0.0% 0	0.0% 0	0.0% 0
Don't Know	0.3% 3	- 0	- 0	- 0	1.7% 1	3.6% 1	- 0	- 0	- 0	- 0	- 0	0.5% 1
Refusal	0.3% 4	1.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.0% 1	0.7% 1	0.5% 1

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[4] Weighted percentages are displayed in this table and for the remainder of the report

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

	Total n=1,499	Pensacola n=96	Panama City n=100	Tallahassee n=96	Jacksonville n=98	Gainesville n=98	Orlando n=250	Tampa n=274	West Palm Beach n=119	Fort Myers n=99	Broward/Monroe n=115	Miami-Dade n=154
All of the time	88.0% 1,340	88.2% 86	81.8% 84	83.3% 81	86.5% 89	82.1% 83	91.1% 229	87.1% 251	90.8% 110	94.9% 95	81.8% 97	87.1% 135
Most of the time	6.0% 84	2.0% 2	9.1% 9	11.1% 10	5.4% 3	10.7% 9	4.3% 12	5.9% 10	3.9% 4	3.0% 2	10.8% 11	7.4% 12
Some of the time	2.5% 26	2.0% 2	3.0% 3	2.8% 2	3.6% 2	3.6% 3	2.3% 3	4.1% 6	0.7% 1	1.0% 1	2.0% 2	1.5% 1
Rarely	1.0% 13	3.9% 2	3.0% 1	2.8% 3	0.9% 1	0	0.3% 1	1.5% 3	2.6% 2	- 0	- 0	- 0
Never	2.5% 34	3.9% 4	3.0% 3	0	3.6% 3	3.6% 3	2.0% 5	1.2% 3	2.0% 2	1.0% 1	4.7% 4	4.0% 6
Don't Know	0.1% 2	- 0	- 0	- 0	- 0	- 0	- 0	0.3% 1	- 0	- 0	0.7% 1	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Do you require passenger(s) in your vehicle to wear their seat belts?

	Total n=1,499	Pensacola n=96	Panama City n=100	Tallahassee n=96	Jacksonville n=98	Gainesville n=98	Orlando n=250	Tampa n=274	West Palm Beach n=119	Fort Myers n=99	Broward/Monroe n=115	Miami-Dade n=154
Yes – Always	83.3% 1,276	84.0% 83	84.8% 86	85.3% 80	84.8% 86	88.9% 85	88.1% 220	87.9% 245	73.0% 91	86.9% 88	81.6% 94	73.1% 118
Sometimes	6.5% 83	8.0% 5	9.1% 5	2.9% 5	7.1% 5	7.4% 9	2.3% 7	4.7% 11	12.5% 14	5.1% 2	5.4% 7	12.4% 13
No	5.1% 70	8.0% 7	6.1% 7	8.8% 7	6.3% 5	3.7% 3	4.3% 11	4.1% 9	5.3% 4	1.0% 1	6.1% 5	7.5% 11
Only front seat passengers	3.7% 54	<0.1% 1	<0.1% 1	2.9% 3	0.9% 1	<0.1% 1	3.6% 9	2.9% 8	5.9% 8	4.0% 5	6.8% 9	5.0% 8
Only passengers under 18	0.7% 7	- 0	- 0	<0.1% 1	- 0	- 0	1.0% 2	- 0	3.3% 2	2.0% 2	- 0	- 0
Other	0.2% 4	- 0	<0.1% 1	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	1.0% 2
Don't Know	<0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<0.1% 1
Refusal	0.4% 4	- 0	- 0	- 0	- 0	- 0	0.7% 1	0.3% 1	- 0	1.0% 1	- 0	1% 1

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Very likely	22.3% 328	26.9% 27	25.0% 20	23.7% 20	33.6% 35	25.0% 27	18.9% 44	19.5% 50	18.5% 22	21.4% 18	23.0% 26	26.7% 39
Somewhat likely	22.7% 333	15.4% 17	18.8% 22	23.7% 23	23.3% 22	25.0% 23	27.0% 67	20.1% 56	19.1% 23	27.6% 24	19.6% 19	24.8% 37
Somewhat unlikely	15.6% 237	21.2% 21	12.5% 14	13.2% 16	8.6% 8	14.3% 13	15.6% 36	20.1% 53	17.2% 21	15.3% 16	16.2% 22	9.9% 17
Very unlikely	29.7% 460	23.1% 22	37.5% 35	26.3% 26	26.7% 28	25.0% 29	28.7% 78	30.8% 89	33.8% 40	27.6% 31	34.5% 39	26.7% 43
Don't Know	8.6% 143	11.5% 11	6.3% 7	10.5% 11	6.9% 7	10.7% 8	9.4% 27	8.7% 27	10.8% 14	7.1% 9	6.8% 9	7.4% 13
Refusal	1.2% 21	1.9% 1	<0.1% 2	2.6% 4	0.9% 1	- 0	0.3% 1	0.9% 3	0.6% 1	1.0% 2	- 0	4.5% 6

Do you agree or disagree with the following statement? – "If you were in a crash, you would want to have your seat belt on."

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Strongly agree	90.8% 1,397	90.2% 90	84.4% 85	84.6% 89	89.7% 92	92.9% 93	93.1% 237	91.0% 257	89.1% 112	90.9% 93	87.1% 101	93.6% 148
Somewhat agree	5.1% 68	3.9% 3	9.4% 10	7.7% 5	4.3% 4	3.6% 4	3.3% 8	5.2% 12	5.8% 5	5.1% 3	10.9% 11	3.0% 3
Somewhat disagree	1.3% 16	<0.1% 1	3.1% 2	2.6% 1	0.9% 1	- 0	0.7% 2	0.9% 2	3.8% 3	2.0% 2	0.7% 1	1.5% 1
Strongly disagree	1.4% 21	3.9% 4	3.1% 2	<0.1% 1	1.7% 1	3.6% 2	2.0% 4	0.9% 2	1.3% 1	2.0% 2	0.7% 1	1.0% 1
Don't Know	1.2% 16	2.0% 1	<0.1% 1	2.6% 2	2.6% 2	- 0	1.0% 2	2.0% 5	- 0	- 0	0.7% 1	1.0% 2
Refusal	0.1% 4	- 0	- 0	2.6% 2	0.9% 1	<0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Very strictly	24.2% 334	20.8% 22	17.6% 21	24.3% 23	28.4% 26	25.0% 21	28.1% 58	18.0% 46	22.4% 29	26.3% 20	26.4% 25	26.7% 43
Somewhat strictly	30.0% 438	34.0% 32	32.4% 33	29.7% 29	24.1% 25	35.7% 35	31.4% 76	29.4% 79	38.5% 37	26.3% 25	29.7% 32	25.7% 35
Not very strictly	12.0% 191	15.1% 11	14.7% 14	13.5% 17	16.4% 17	10.7% 12	8.5% 24	11.9% 38	6.4% 9	6.1% 7	12.2% 13	20.3% 29
Rarely	7.2% 114	7.5% 8	8.8% 10	5.4% 4	8.6% 11	3.6% 5	3.6% 12	9.3% 24	10.9% 13	8.1% 7	6.8% 10	5.4% 10
Not at all	5.1% 79	3.8% 6	5.9% 5	8.1% 4	1.7% 2	3.6% 4	4.6% 15	4.9% 13	4.5% 5	6.1% 7	7.4% 8	5.9% 10
Don't Know	21.2% 359	17.0% 19	17.6% 16	18.9% 22	20.7% 20	21.4% 23	23.2% 67	26.2% 77	17.3% 28	26.3% 33	17.6% 27	15.3% 27
Refusal	0.5% 7	1.9% 1	2.9% 1	<0.1% 1	- 0	- 0	0.7% 1	0.3% 1	- 0	1.0% 1	- 0	0.5% 1

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Yes – Seen	12.0% 150	15.4% 12	12.5% 9	7.9% 8	11.3% 11	7.1% 8	9.8% 19	9.6% 24	12.9% 14	17.2% 10	13.4% 13	16.3% 22
Yes – Heard	9.3% 154	5.8% 8	12.5% 18	7.9% 9	8.7% 7	17.9% 15	11.1% 25	10.8% 32	11.0% 13	3.0% 5	4.7% 8	9.4% 14
Yes – Both	10.3% 153	1.9% 4	12.5% 14	10.5% 11	12.2% 12	10.7% 13	9.5% 21	11.1% 30	9.7% 12	8.1% 8	14.1% 13	9.4% 15
No	66.5% 1,036	75.0% 74	62.5% 59	68.4% 68	66.1% 70	64.3% 63	68.0% 182	67.6% 190	64.5% 79	68.7% 73	65.8% 79	62.1% 99
Don't Know	1.8% 28	1.9% 1	- 0	5.3% 4	1.7% 1	<0.1% 1	1.6% 6	0.9% 2	1.9% 3	2.0% 3	2.0% 2	3.0% 5
Refusal	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1.0% 1	- 0	- 0

Have you ever been stopped and/or ticketed for not wearing your seat belt?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Yes	13.7% 180	7.5% 6	12.1% 12	15.8% 17	19.0% 18	11.1% 12	10.8% 23	10.5% 23	17.3% 17	18.2% 15	14.2% 14	16.7% 23
No	86.3% 1,341	92.5% 93	87.9% 88	84.2% 83	81.0% 83	88.9% 88	89.2% 230	89.5% 255	82.7% 104	81.8% 85	85.8% 101	82.8% 131
Don't Know	0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.5% 1
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Yes	74.4% 1,141	76.9% 77	84.4% 84	84.2% 84	80.0% 79	64.3% 70	77.8% 194	74.1% 204	73.5% 91	73.7% 70	73.6% 84	65.5% 104
No	24.6% 366	23.1% 22	15.6% 14	15.8% 16	18.3% 20	35.7% 29	21.2% 57	25.4% 71	25.8% 29	22.2% 29	26.4% 31	33.0% 48
Don't Know	1.0% 15	- 0	<0.1% 2	- 0	1.7% 2	<0.1% 1	1.0% 2	0.6% 3	0.6% 1	4.0% 1	- 0	1.5% 3
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

I'm going to read you a list, please tell me where you read, saw, or heard about it?[5]
Total n=1,141

Electronic Amber Alert-Style Billboard over the Road	55.9% 612
Traditional Billboard on the Side of the Road	47.7% 577
Cable Television	33.9% 416
Portable Electronic Signs on the Side of the Road	25.9% 305
FM Radio	22.8% 267
Poster	8.6% 97
Internet Videos such as YouTube	7.6% 73
Streaming Television (Roku/Apple/Sling/Samba/etc.)	6.6% 80
Newspaper/Magazine	6.2% 85
Facebook	6.2% 74
Internet Radio/Pandora/Spotify/SoundCloud	5.8% 66
Brochure	4.8% 52
Police Officers	4.6% 50
Police Checkpoint	4.5% 52
Sporting Event	3.5% 43
Gas Station	3.5% 41
Instagram	3.1% 31
Public Bus Wrap	2.7% 33
Other	2.0% 26
Twitter	1.6% 22
Bumper Sticker	0.2% 4
Don't Know	2.9% 25
Refusal	0.1% 2

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

In your opinion, what would be the most effective way of encouraging individuals to use their seat belts?
Total n =1,311

Education/Graphic Images	27.4% 421
Advertising	19.6% 301
Stricter Law Enforcement	17.4% 264
Increased Punishment	7.3% 105
Install Seat belt Beeping System	3.3% 53
Car Won't Start Without It	3.2% 45
Incentives	2.4% 30
Other	4.8% 68
Don't Know	13.4% 213
Refusal	1.1% 17

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Yes	8.9% 124	9.6% 8	12.1% 12	10.3% 11	8.6% 9	14.3% 10	10.5% 22	7.6% 15	3.2% 5	7.1% 4	6.0% 8	14.3% 20
No	90.4% 1,388	90.4% 91	87.9% 88	89.7% 89	91.4% 92	85.7% 90	88.6% 228	92.2% 262	95.5% 114	92.9% 96	92.6% 106	84.2% 132
Don't Know	0.2% 3	- 0	- 0	- 0	- 0	- 0	0.7% 2	- 0	0.6% 1	- 0	- 0	- 0
Refusal	0.5% 7	- 0	- 0	- 0	- 0	- 0	0.3% 1	0.3% 1	0.6% 1	- 0	1.3% 1	1.5% 3

Do you use a child restraint, like a car sear or booster seat, in your vehicle for your child?

	Total n=124	Pensacola n=8	Panama City n=12	Tallahassee n=11	Jacksonville n=9	Gainesville n=10	Orlando n=22	Tampa n=15	West Palm Beach n=5	Fort Myers n=4	Broward/Monroe n=8	Miami-Dade n=20
Yes – Always	94.9% 119	83.3% 7	100.0% 11	100.0% 11	80.0% 8	100.0% 10	100.0% 22	92.3% 14	100.0% 5	100.0% 4	77.8% 7	100.0% 20
Sometimes	1.5% 2	- 0	<0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	22.2% 1	- 0
No	3.7% 3	16.7% 1	- 0	- 0	20.0% 1	- 0	- 0	7.7% 1	- 0	- 0	- 0	- 0
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Do you know if Florida has a law requiring children 5 years of age or younger to use a child restraint seat in the car?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Yes	81.8% 1,267	86.5% 86	81.8% 85	89.5% 88	91.4% 91	89.3% 88	82.4% 204	81.7% 232	80.8% 101	89.9% 85	79.1% 89	70.9% 118
No	10.9% 132	7.7% 7	6.1% 5	5.3% 5	3.4% 4	7.1% 7	10.4% 28	8.7% 23	14.7% 13	1.0% 2	12.8% 14	23.2% 24
Didn't Know	7.2% 121	5.8% 6	12.1% 10	5.3% 7	5.2% 6	3.6% 5	7.2% 21	9.6% 23	3.8% 6	9.1% 13	8.1% 12	5.4% 12
Refusal	0.1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	0.8% 1	- 0	- 0	0.5% 1

Do you support or oppose making all automobile manufacturers install seat belt warning systems into their vehicle that causes a beeping or dinging sound for all front and rear seat passengers not buckled up?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Strongly Support	70.7% 1,069	72.5% 72	56.3% 60	65.8% 66	72.6% 75	63.0% 65	75.2% 185	68.2% 188	66.0% 87	65.7% 68	66.7% 81	79.8% 122
Somewhat Support	16.9% 256	17.6% 16	12.5% 15	15.8% 19	20.5% 19	22.2% 23	12.7% 34	19.0% 54	19.2% 20	21.2% 18	21.1% 20	10.3% 18
Somewhat Oppose	3.6% 58	<0.1% 1	6.3% 6	10.5% 7	2.6% 3	7.4% 4	3.9% 11	4.7% 14	2.6% 3	1.0% 1	2.7% 3	3.4% 5
Strongly Oppose	6.3% 96	5.9% 5	21.9% 15	5.3% 5	4.3% 4	7.4% 7	6.5% 17	6.1% 15	4.5% 5	10.1% 10	7.5% 8	3.4% 5
Don't Know	1.8% 34	2.0% 3	3.1% 4	<0.1% 1	- 0	<0.1% 1	1.6% 6	1.7% 6	3.8% 4	2.0% 3	2.0% 3	1.5% 3
Refusal	0.8% 9	2.0% 2	- 0	2.6% 2	- 0	- 0	- 0	0.3% 1	3.8% 2	- 0	- 0	1.5% 2

Would you support or oppose a law requiring all passengers, in the front and rear seats, to be buckled?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Strongly Support	71.0% 1,092	69.2% 70	63.6% 66	71.1% 71	71.6% 74	75.0% 74	69.3% 173	72.0% 202	69.9% 90	65.3% 67	66.2% 81	79.9% 124
Somewhat Support	14.8% 211	13.5% 12	18.2% 16	15.8% 16	14.7% 13	14.3% 13	12.4% 30	18.7% 47	15.4% 15	20.4% 19	20.9% 20	4.4% 10
Somewhat Oppose	6.8% 99	9.6% 9	6.1% 7	5.3% 5	4.3% 5	7.1% 8	10.8% 27	3.8% 12	5.8% 4	6.1% 6	7.4% 7	7.8% 9
Strongly Oppose	5.4% 85	3.8% 4	9.1% 9	5.3% 5	8.6% 8	3.6% 4	6.2% 18	4.7% 14	4.5% 5	5.1% 5	3.4% 4	5.9% 9
Don't Know	1.2% 24	1.9% 3	<0.1% 1	<0.1% 1	0.9% 1	<0.1% 1	1.3% 5	0.9% 3	1.9% 3	2.0% 2	2.0% 3	0.5% 1
Refusal	0.7% 11	1.9% 1	3.0% 1	2.6% 2	- 0	- 0	- 0	- 0	2.6% 4	1.0% 1	- 0	1.5% 2

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
18-24	10.9% 94	5.9% 4	3.1% 2	12.8% 8	20.7% 11	17.9% 10	6.5% 9	8.7% 15	17.4% 11	7.1% 3	13.5% 10	11.8% 11
25-34	15.3% 166	7.8% 6	6.3% 7	15.4% 14	8.6% 8	10.7% 10	19.6% 36	15.4% 29	11.0% 10	12.1% 7	20.3% 19	17.2% 20
35-44	14.7% 212	21.6% 18	15.6% 18	10.3% 11	13.8% 15	21.4% 17	15.4% 36	11.6% 29	15.5% 17	11.1% 7	13.5% 16	19.7% 28
45-54	15.4% 224	7.8% 7	15.6% 17	15.4% 14	17.2% 19	3.6% 6	16.3% 40	15.1% 42	13.5% 18	12.1% 11	20.3% 21	16.3% 29
55-64	16.8% 289	21.6% 24	25.0% 24	17.9% 15	15.5% 18	10.7% 17	16.3% 45	18.9% 61	18.1% 25	18.2% 20	11.5% 16	14.8% 24
65 or older	26.0% 522	31.4% 38	31.3% 31	25.6% 37	20.7% 26	28.6% 38	25.8% 87	29.9% 101	24.5% 40	39.4% 52	18.2% 29	20.2% 43
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	1.0% 15	3.9% 2	3.1% 1	2.6% 1	3.4% 4	7.1% 2	- 0	0.3% 1	- 0	- 0	2.7% 4	- 0

Which language do you speak in your home most often?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
English	88.7% 1,405	98.1% 97	93.9% 96	97.4% 97	98.3% 99	92.9% 95	93.5% 240	95.7% 270	85.3% 110	96.0% 96	82.4% 99	62.6% 106
Spanish	7.9% 71	<0.1% 1	6.1% 3	- 0	- 0	3.6% 2	3.6% 6	2.9% 5	10.9% 6	1.0% 1	10.8% 10	30.5% 37
Creole	1.0% 13	1.9% 1	- 0	<0.1% 1	- 0	3.6% 2	0.7% 1	- 0	1.3% 1	1.0% 1	2.7% 2	2.5% 4
Other	1.6% 21	- 0	<0.1% 1	2.6% 1	0.9% 1	<0.1% 1	1.6% 4	1.2% 2	1.3% 2	1.0% 1	2.7% 2	3.4% 6
Don't Know	0.1% 1	- 0	- 0	- 0	0.9% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	0.7% 11	- 0	- 0	<0.1% 1	- 0	- 0	0.7% 2	0.3% 1	1.3% 2	1.0% 1	1.4% 2	1.0% 2

What is your racial background? Are you:

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
White/Caucasian	50.3% 958	67.3% 77	56.3% 74	56.4% 67	61.2% 71	46.4% 67	55.6% 164	62.7% 198	52.6% 79	67.3% 81	36.5% 51	9.4% 29
Black/African American	14.5% 191	7.7% 7	9.4% 10	28.2% 23	26.7% 21	21.4% 16	11.4% 25	9.3% 21	14.9% 14	3.1% 2	26.4% 26	16.7% 26
Hispanic	24.6% 216	5.8% 3	15.6% 7	5.1% 4	6.9% 4	21.4% 11	20.9% 31	19.8% 33	18.2% 11	22.4% 10	23.6% 21	65.5% 81
Asian	1.8% 24	- 0	- 0	<0.1% 1	3.4% 3	<0.1% 1	1.0% 2	1.7% 4	3.2% 3	2.0% 2	4.1% 5	1.0% 3
Native American	0.9% 18	5.8% 4	3.1% 3	<0.1% 1	0.9% 1	<0.1% 1	1.0% 3	0.3% 1	1.9% 2	1.0% 1	0.7% 1	- 0
Other	2.1% 29	1.9% 2	<0.1% 1	2.6% 1	- 0	<0.1% 1	3.6% 8	1.7% 6	3.2% 3	1.0% 1	2.7% 2	1.5% 4
Don't Know	0.8% 12	- 0	- 0	- 0	0.9% 1	- 0	1.3% 4	0.6% 2	1.3% 2	- 0	- 0	1.5% 3
Refusal	4.9% 74	11.5% 6	15.6% 5	7.7% 3	- 0	10.7% 3	5.2% 16	3.8% 13	4.5% 7	3.1% 3	6.1% 9	4.4% 9

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

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Less than high school	3.7% 38	- 0	2.9% 1	2.6% 2	9.5% 8	3.6% 3	3.3% 6	3.2% 6	1.3% 1	1.0% 1	4.1% 4	5.9% 6
High school graduate	24.2% 298	30.2% 22	32.4% 27	31.6% 26	26.7% 25	25.0% 22	18.6% 36	21.2% 47	18.6% 16	46.9% 31	25.7% 22	24.0% 24
Currently in college/AA degree	39.7% 396	30.2% 21	29.4% 23	28.9% 20	42.2% 30	32.1% 25	43.1% 72	47.1% 91	44.2% 34	22.4% 15	34.5% 27	36.8% 38
Bachelor's Degree	19.3% 458	24.5% 36	20.6% 30	18.4% 26	13.8% 23	21.4% 28	21.2% 83	17.2% 77	22.4% 43	15.3% 27	23.0% 37	18.1% 48
Graduate or Post-graduate degree	10.8% 297	13.2% 19	11.8% 18	13.2% 24	6.9% 14	14.3% 21	10.5% 46	10.5% 54	12.2% 25	12.2% 24	10.8% 22	10.8% 30
Don't Know	0.4% 6	- 0	- 0	- 0	0.9% 1	- 0	1.0% 3	- 0	- 0	- 0	- 0	1.0% 2
Refusal	1.9% 29	1.9% 1	2.9% 1	5.3% 2	- 0	3.6% 1	2.3% 7	0.9% 3	1.3% 2	2.0% 2	2.0% 3	3.4% 7

Are we reaching you today on a landline or cellphone?

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Landline	11.2% 230	13.5% 16	24.2% 20	20.5% 24	15.7% 19	21.4% 25	8.5% 31	11.6% 40	14.2% 22	14.1% 13	5.4% 9	6.4% 11
Cell phone	87.4% 1,270	84.6% 81	69.7% 78	79.5% 76	84.3% 82	75.0% 74	90.6% 219	87.8% 236	82.6% 95	84.8% 86	93.2% 104	91.1% 139
Don't Know	0.2% 3	<0.1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1.3% 1	- 0	- 0	0.5% 1
Refusal	1.2% 19	1.9% 1	6.1% 2	- 0	- 0	3.6% 1	1.0% 3	0.6% 2	1.9% 3	1.0% 1	1.4% 2	2.0% 4

Sex of the respondent [Interviewer Identify]

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
Male	48.6% 790	50.0% 53	45.5% 49	51.3% 56	40.0% 46	42.9% 47	54.4% 134	45.1% 137	43.9% 63	55.6% 57	48.6% 60	51.0% 88
Female	51.4% 732	50.0% 46	54.5% 51	48.7% 44	60.0% 55	57.1% 53	45.6% 119	54.9% 141	56.1% 58	44.4% 43	51.4% 55	49.0% 67

Language [Interviewer Identify]

	Total n=1,522	Pensacola n=99	Panama City n=100	Tallahassee n=100	Jacksonville n=101	Gainesville n=100	Orlando n=253	Tampa n=278	West Palm Beach n=121	Fort Myers n=100	Broward/Monroe n=115	Miami-Dade n=155
English	98.4% 1,505	100.0% 99	100.0% 100	100.0% 100	100.0% 101	100.0% 100	100.0% 253	100.0% 278	100.0% 121	100.0% 100	100.0% 115	88.1% 138
Spanish	1.6% 17	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	11.9% 17

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Appendix II: Survey Instrument

FDOT Click It or Ticket 2019
Survey Instrument

INTRODUCTION

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

S1) Do you have valid driver's license?
  1. Yes
  2. No [END SURVEY]

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

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

[IF (COUNTY <= 67) SKP]
MONTH) Do you spend more than 1 month per year in the state of Florida?
  1. Yes
  2. No [END SURVEY]
  8. Don't Know [VOLUNTEERED] [END SURVEY]
  9. Refusal [VOLUNTEERED] [END SURVEY]

[IF (COUNTY <= 67) SKP]
COUNTYVIS) When you are in Florida, which county do you spend the most amount of time in?
Enter number of county 1 – 67 (list provided)

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

INFORMED CONSENT
Thank you for your time. These questions should take about 10 minutes to complete. Your participation is voluntary. Your identity is unknown, and all of your responses are anonymous. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

VEHICLE) In general, what type of vehicle do you drive most often?
1. Passenger car
2. Pickup truck
3. Sport utility vehicle (SUV)
4. Mini-van
5. Full-sized van
6. Motorcycle
7. Does not drive
8. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF VEHICLE = 7, SKIP]

SEATBELT) When driving a motor vehicle, how often do you wear your seat belt?
1. All of the time
2. Most of the time
3. Some of the time
4. Rarely
5. Never
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF VEHICLE = 7, SKIP]
OTHERS) Do you require passenger(s) in your vehicle to wear their seat belts?
1. Yes – Always
2. Sometimes
3. No
4. Only passengers in the front seat [VOLUNTEERED]
5. Only passengers under the age of 18 [VOLUNTEERED]
6. Other [VOLUNTEERED]
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

TICKET) Over the next 6 months, assume that you do not use your seat belt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seat belt?
1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

CRASH) Do you agree or disagree with the following statement? – "If you were in a crash, you would want to have your seat belt on."
1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

ENFORCE) In your opinion, do you think that law enforcement agencies in your county enforce the seat belt laws in your community:
1. Very strictly
2. Somewhat strictly
3. Not very strictly
4. Rarely
5. Not at all
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LOOKING) In the past 6 months, have you seen or heard anything about seat belt enforcement where police are looking for drivers who are not wearing their seat belts?
1. Yes – Seen
2. Yes – Heard
3. Yes – Both seen and heard
4. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

TICKETED) Have you ever been stopped and/or ticketed for not wearing your seat belt?
1. Yes
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

CLICK) In the past 6 months, have you read, seen, or heard anything about the *Click It or Ticket* campaign in Florida?
1. Yes [SKIP TO CLICKSEE]
2. No [GO TO NEXT BLOCK]
8. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

CLICKSEE) I'm going to read you a list, please tell me where you read, saw, or heard about it?
[SELECT ALL THAT APPLY]
1. Cable Television
2. Streaming Television Roku/Apple/Sling/etc.
3. FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Sporting event
7. Electronic amber alert style billboard over the road
8. Traditional billboard on the side of the road
9. Portable electronic signs on the side of the road
10. Poster
11. Brochure
12. Internet videos
13. Facebook
14. Instagram
15. Twitter
16. Gas station
17. Police checkpoint
18. Police officers
19. Bumper sticker
20. Other: _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

DECIDE) In the past 6 months, have you read, seen, or heard anything about the *Decide to Ride on the Safe Side* campaign in Florida?
1. Yes [SKIP TO DECIDESEE]
2. No [GO TO NEXT BLOCK]
8. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

DECIDESEE) I'm going to read you a list, please tell me where you read, saw, or heard about it?
[SELECT ALL THAT APPLY]
1. Cable Television
2. Streaming Television Roku/Apple/Sling/etc.
3. FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Sporting event
7. Electronic amber alert style billboard over the road
8. Traditional billboard on the side of the road
9. Portable electronic signs on the side of the road
10. Poster
11. Brochure
12. Internet videos
13. Facebook
14. Instagram
15. Twitter
16. Gas station
17. Police checkpoint
18. Police officers
19. Bumper sticker
20. Other: _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

EFFECTIVE) In your opinion, what would be the most effective way of encouraging individuals to use their seat belt?
[RECORD RESPONSE]
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

CHILD) Do you have a child 5 years of age or younger?
1. Yes
2. No [SKIP TO LAW]
8. Don't Know [VOLUNTEERED] [SKIP TO LAW]
9. Refusal [VOLUNTEERED] [SKIP TO LAW]

RESTRAINT) Do you use a child restraint, like a car seat or booster seat, in your vehicle for your child?
1. Yes – Always
2. Sometimes
3. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LAW) Do you know if Florida has a law requiring children 5 years of age or younger to use a child restraint seat in the car?
1. Yes
2. No
8. Didn't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

DEMOGRAPHICS

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

AGE) Which of the following categories best describes your age? Are you:
1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HOMELANG) Which language do you speak in your home most often?
1. English
2. Spanish
3. Creole
4. Other: _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HISP) Are you of Latino or Hispanic ethnic background?
1. Yes [SKIP TO EDUC]
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

RACE) What is your racial background? Are you:
1. White/Caucasian
2. Black/African-American
3. Asian
4. Native American
5. Other: _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

EDU) What is your highest grade in school or year of college you have completed?
1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LLCELL) Are we reaching you today on a landline or cell phone?
1. Landline
2. Cell phone
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

SEX) Sex of respondent [Interviewer Identify]
1. Male
2. Female

LANG) In what language was this interview conducted [Interviewer Identify]
1. English
2. Spanish

CLOSING

Thank you for taking the time to complete this survey. As mentioned, this survey is being conducted by the Public Opinion Research Laboratory at the University of North Florida on behalf of the Florida Department of Transportation and the National Highway Traffic Safety Administration to learn about people's driving habits and their opinions about highway safety. If you have any questions regarding this survey or the rights of research subjects, please contact Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-2784, or Dr. Jennifer Wesley, Chair of the Institutional Review Board at the University of North Florida at (904) 620-1685