

A black and white photograph of a street scene. In the foreground, a crosswalk with white stripes is visible on a paved road. A sidewalk runs along the side of a brick building. A bicycle is parked on the sidewalk near a doorway. The building has several arched windows and a classic architectural style. A black and white striped pole stands on the sidewalk. The overall scene is urban and well-maintained.

Florida 2021

Pedestrian and Bicyclist Safety Awareness Survey

Florida Department of Transportation
Report
June, 2021

Florida 2021

Pedestrian and Bicyclist Safety Awareness Survey

**Report Prepared for FDOT by
The Public Opinion Research Lab
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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, across 58,560 square miles. According to the U.S. Census

Bureau's American Community Survey (ACS) 2019 estimates, Florida has a population of 17,245,782 individuals 18 years or older. The approximate racial/ethnic breakdown is 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 Florida Department of Transportation (FDOT) implemented the *Alert Today Alive Tomorrow* media campaign in the summer of 2012. The purpose of the *Alert Today Alive Tomorrow* media campaign is to increase awareness of pedestrian and bicyclist laws and share safety tips with the purpose of decreasing pedestrian and bicycle crashes, injuries, and fatalities. The *Alert Today* campaign includes the following six safety messages:

- "Alert Today, Alive Tomorrow"
- "Alert Tonight, Alive Tomorrow"
- "One Foolish Act"
- "Every Life Counts"
- "Safety Doesn't Happen by Accident"
- "Watch for Bicyclists/Pedestrians"

The *Alert Today* campaign also includes messaging about using crosswalks and sidewalks, distracted walking, bicycling in the direction of traffic, distracted

driving, reducing fatalities to zero, being visible at night, and reducing speed around pedestrians and bicyclists.

Florida has historically ranked among the highest in pedestrian and bicyclist fatalities in the United States.

According to the Governors Highway Safety Association's report on Pedestrian Traffic Fatalities, Florida ranked second in the country in 2019 for pedestrian fatality rates, at 3.3 per 100,000 population. In addition, Florida had the highest bicyclist fatality rate in 2018 at 0.76 per 100,000 population according to the NHTSA, compared to the national average of 0.262.

Methodology

Study Purpose

FDOT contracted the Public Opinion Research Lab (PORL) at the University of North Florida to evaluate the effectiveness of the pedestrian and bicyclist safety media campaigns. In order to accomplish this, PORL conducted a survey of respondents in

the top 25 Florida counties in pedestrian and bike fatalities. The survey measured respondents' awareness of the various campaign slogans, as well as self-reported behavior associated with pedestrian and bicyclist safety.


Study Design

This study utilized a multi-modal design, incorporating both telephone and online surveys. The total number of completed surveys from both the telephone and online portions of the project was 2,603.


The telephone portion of the project garnered a total of 500 completed surveys between May 6 and May 26, 2021. Interviews were conducted between 4:00 and 9:00 P.M., seven days per week.

Data collection took place PORL's facility using specialized Computer Assisted Telephone Interviewing (CATI) software. A sample of the polling universe, consisting of Florida residents, was selected using


Executive Summary




Awareness increased in 2021 for all safety messages, both specific and general




Miami-Dade had the highest overall awareness of both campaign slogans and general messages



"Watch for Pedestrians" was the slogan with the highest overall awareness, at 45%



Distracted driving was the general message with the greatest awareness, at 46%



Cable or broadcast television remains the most frequent media response for seeing or hearing safety messages

Random-Digit-Dialing methodology for both landlines and cell phones. Upon answering, the first eligible respondent was asked to participate. The breakdown of completed surveys on cell phones to landlines was 84% to 15%, with 2% refusing to answer.

The telephone sample had a response rate of 13%, calculated using The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3), which estimates what proportion of cases of unknown eligibility are truly eligible. Aristotle provided the telephone numbers used in this part of the study.

The online portion of the study was conducted between May 19 and June 15, 2021 and produced 2,103 completed surveys. The online portion of the study was administered using Qualtrics, and Lucid provided the sample via their opt-in panel.

The online questionnaire differed from the telephone survey in that the safety campaign messages and slogans were presented along with media attachments, such as photos or videos. Upon analysis, responses from online and phone participants were deemed to have no significant difference in media campaign awareness.

The study has an overall credibility interval of +/- 2.0 percentage points. Credibility interval is used in place of margin of sampling error in this study due to the use of a non-probability sampling frame, in this case, an opt-in online panel. The credibility interval is calculated as:

$$\bar{y} \pm 1/\sqrt{n}$$

It is important to note that, due to smaller sample sizes, the observations made between counties have a greater credibility interval, indicating a greater degree of uncertainty toward the true population than that of the entire sample. Table 1 shows the sample sizes of each of the 25 Florida counties surveyed, and Table 2 displays the credibility intervals for each.

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 counties across the state. Smaller counties that were oversampled needed to have their values adjusted downward so as not to bias the statewide results. Conversely, larger counties needed to have their values adjusted upward. Second, in order to ensure that the results presented were reflective of the adult population of these 25 Florida counties, the total sample was weighted by age, sex, race, and education to the estimated 2019 American Community Survey for the adult population of the 25 Florida counties. If a respondent gave a response of "Don't Know" or "Refusal" to any of the demographic questions, they were assigned their county weight. There were no statistical adjustments made due to design effects.

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, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Table 1. County and Sample Size

Florida County	Sample Size
Alachua	n=105
Bay	n=83
Brevard	n=110
Broward	n=109
Collier	n=100
Duval	n=109
Escambia	n=102
Hillsborough	n=99
Lake	n=111
Lee	n=110
Leon	n=104
Manatee	n=101
Marion	n=109
Miami-Dade	n=108
Monroe	n=46
Orange	n=109
Osceola	n=109
Palm Beach	n=110
Pasco	n=110
Pinellas	n=112
Polk	n=110
Sarasota	n=105
Seminole	n=109
St. Lucie	n=112
Volusia	n=111
TOTAL	n=2,603

Table 2. County and Credibility Intervals

Florida County	Credibility Interval
Alachua	+/- 9.8
Bay	+/- 11.0
Brevard	+/- 9.5
Broward	+/- 9.6
Collier	+/- 10.0
Duval	+/- 9.6
Escambia	+/- 9.9
Hillsborough	+/- 10.1
Lake	+/- 9.5
Lee	+/- 9.5
Leon	+/- 9.8
Manatee	+/- 10.0
Marion	+/- 9.6
Miami-Dade	+/- 9.6
Monroe	+/- 14.7
Orange	+/- 9.6
Osceola	+/- 9.6
Palm Beach	+/- 9.5
Pasco	+/- 9.5
Pinellas	+/- 9.4
Polk	+/- 9.5
Sarasota	+/- 9.8
Seminole	+/- 9.6
St. Lucie	+/- 9.4
Volusia	+/- 9.5
TOTAL	+/- 2.0

Summary of Findings

PORL conducted the Pedestrian and Bicyclist Safety Survey for FDOT from 2019-2021, with some methodological and substantive changes. In each of the project years, new safety messages have been added to the survey, as well as media on which respondents may have seen or heard the messages. In addition, the wording for the message awareness question changed in 2020 from “in the past few months...” to “in the past year...”.

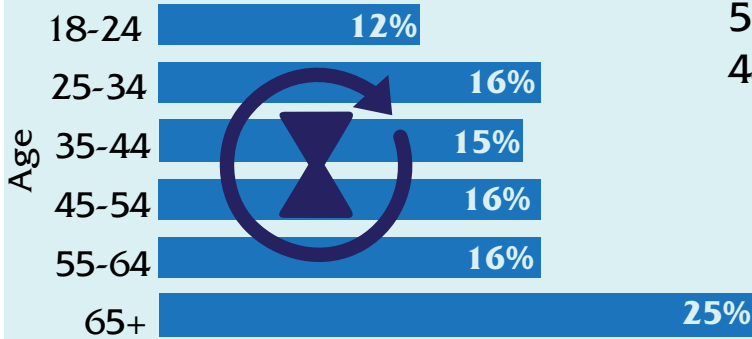
The infographic below shows the demographic breakdown of the respondents who participated in the 2021 survey.

The figures on the following pages display the data from the 2021 survey, as well as some longitudinal data from 2019 through 2021, where applicable.

The safety messages that have been in multiple project years are “*Alert Today, Alive Tomorrow*,” “*Alert Tonight, Alive Tomorrow*,” “*One Foolish Act*,” “*Every Life Counts*,” and “*Safety Doesn’t Happen by Accident*.” All five of these messages saw increases in awareness in 2021.

2021 Respondent Profile

Spend at least an hour per week...



52% female
48% male



30% have a bachelor's degree or higher

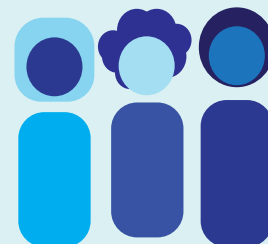
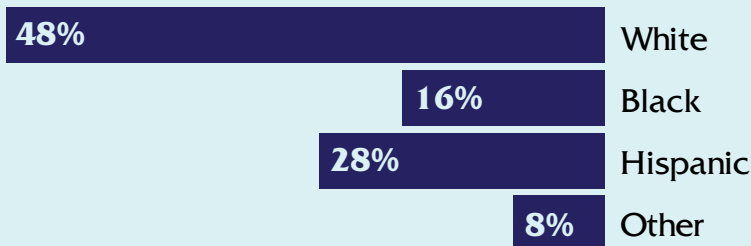
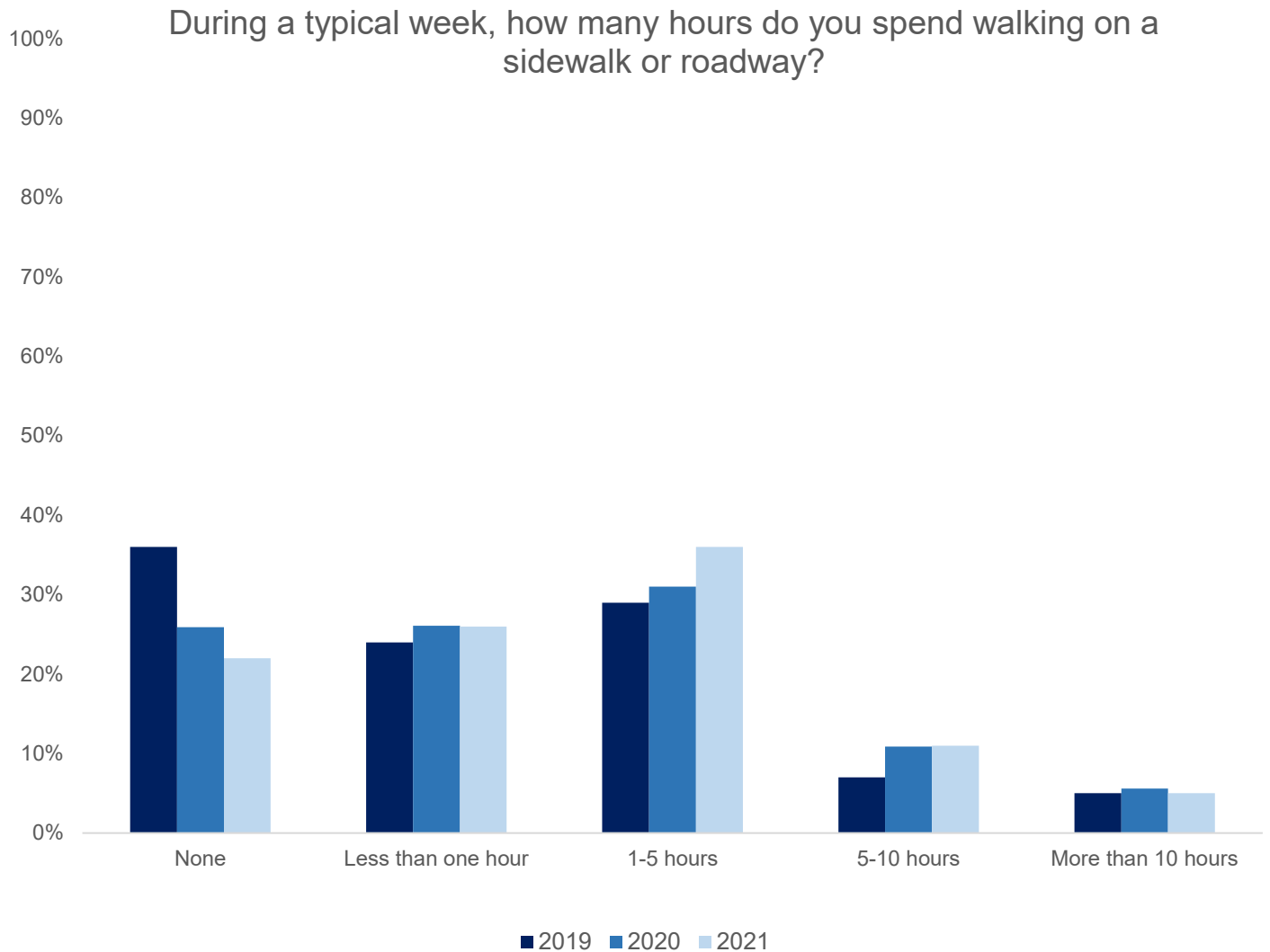


Figure 1. Hours Walked, 2019-2021



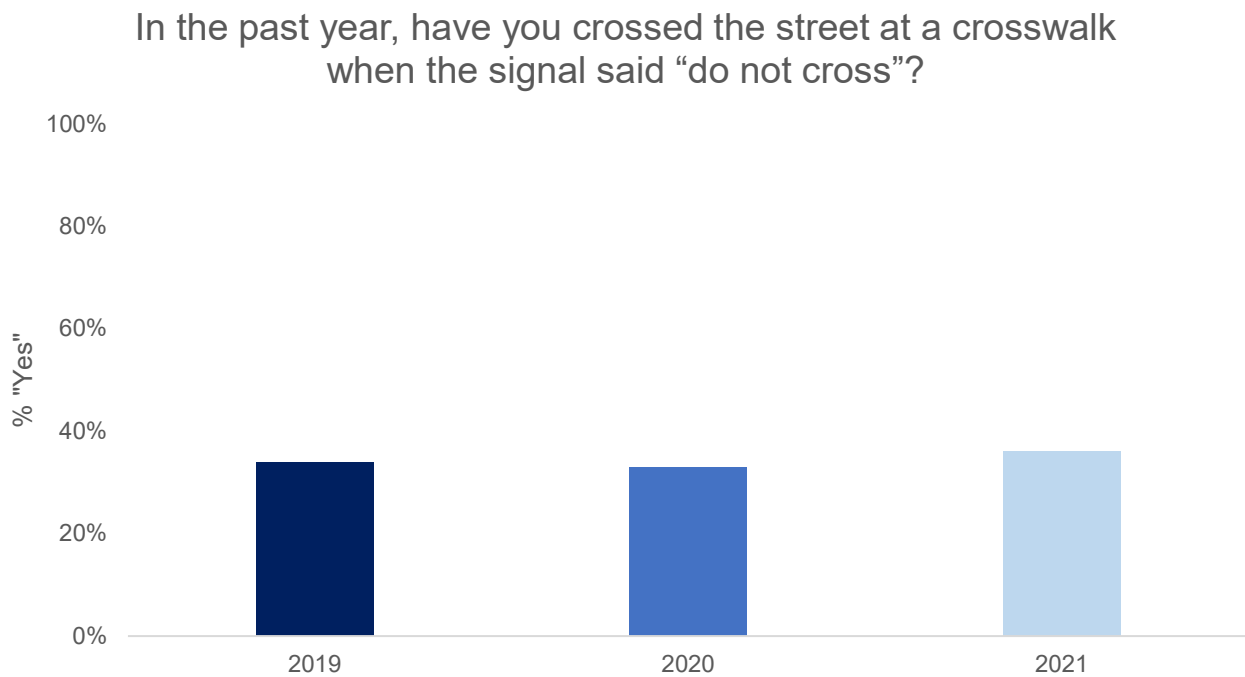
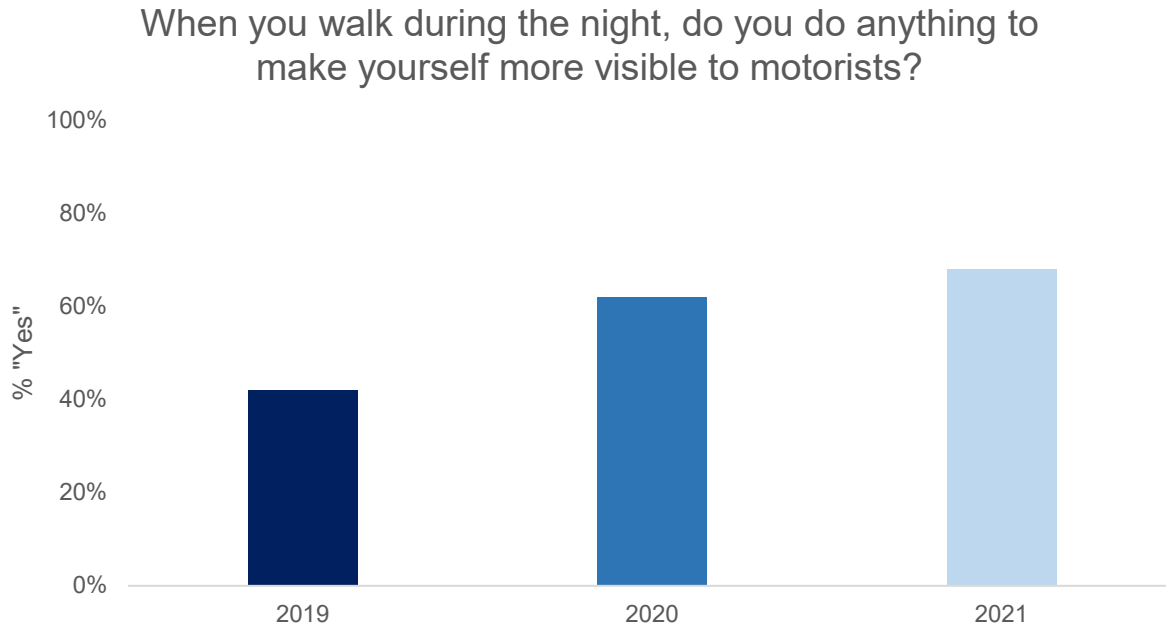
Respondents were first asked how often they walk on the sidewalk or roadway during a typical week. Figure 1 displays the responses, broken down by project year. The percentage of respondents who indicated they never walk on the sidewalk or roadway has seen a steady decline since 2019, decreasing from 36% to 22% in 2021.

Those who said they walk for less than an hour per week stayed steady at 26%, while those who indicated walking

between one and five hours increased from 31% to 36% in the past year.

After a boost in 2020, the percentage of respondents who reported walking five to 10 hours per week also remained steady in 2021 at 11%. Those who said they walk more than 10 hours decreased slightly from 6% to 5%.

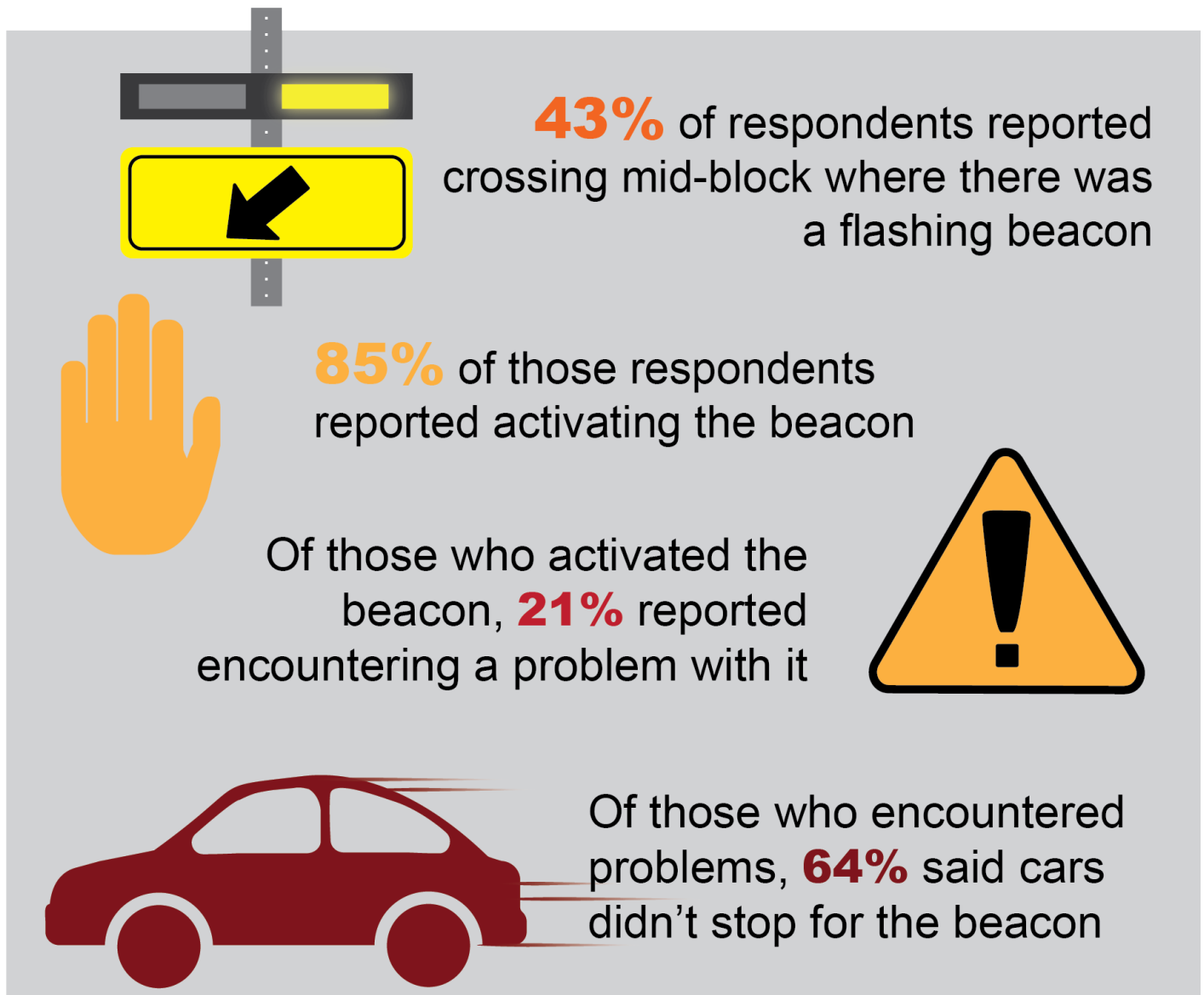
Figure 2. Ped Behaviors, 2019-2021



Of respondents who indicated that they walk at night during a typical week (60% of the total sample), 68% indicated they do something to make themselves more visible to motorists. This increased from 62% in 2020,

and just 42% in 2019. The percentage of respondents who reported crossing the street when the signal said "do not cross" increased slightly in 2021 from 33% to 36%.

Figure 3. Beacon Infographic, 2021



The infographic above displays respondents' answers to a series of questions regarding behavior at mid-block crossings. Forty-three percent of respondents indicated they had crossed the street mid-block where a yellow flashing beacon was provided, up from 37% in 2020. Of those, 85% activated the beacon, 21% of whom encountered a problem. This number is up from 16% in 2020.

When asked to identify the problem, the most common response at 64% was that cars did not stop for the activated beacon. Other responses included the beacon not working (20%) and insufficient time to cross (3%). These were similar to the responses to the same question in the 2020 survey.

Figure 4. Hours Biked, 2019-2021

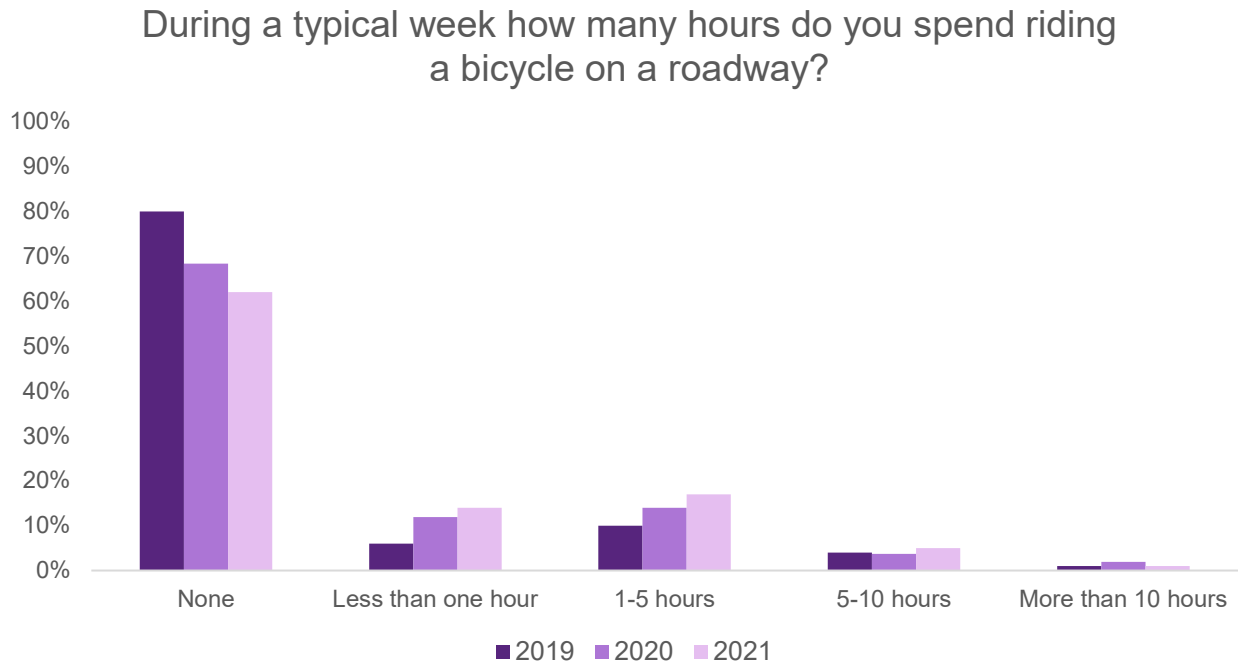
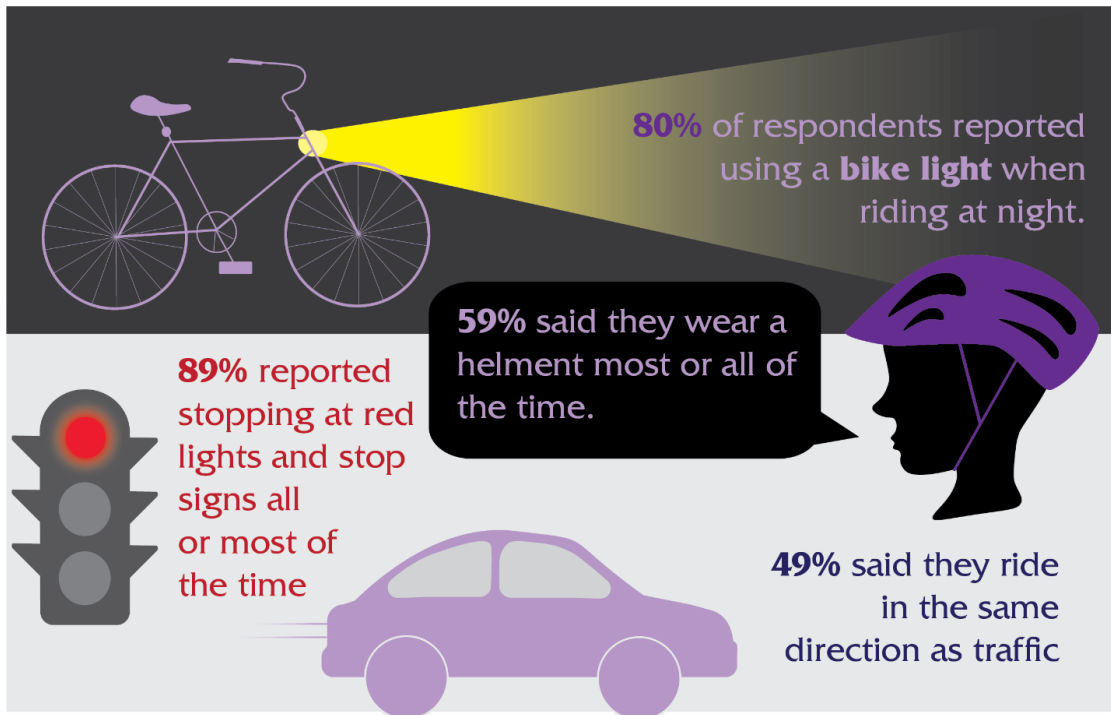


Figure 5. Bike Behavior Infographic, 2021



Figures 4 and 5 display responses surrounding bicycling behaviors. When asked how frequently they ride a bike on the roadway during a typical week, 62% said “never,” down from 68% in 2020.

Those who bike less than an hour, and between one and five hours, have each seen steady increases over the three project years.

Of those who said they ride a bicycle during a typical week, 80% said they use a light at night and 59% said they wear a helmet at least most of the time. Eighty-nine percent said they stop at red lights at least most of the time, and 49% reported riding in the same direction as traffic while in the roadway.

Figure 6. Bike Behavior, 2019-2021

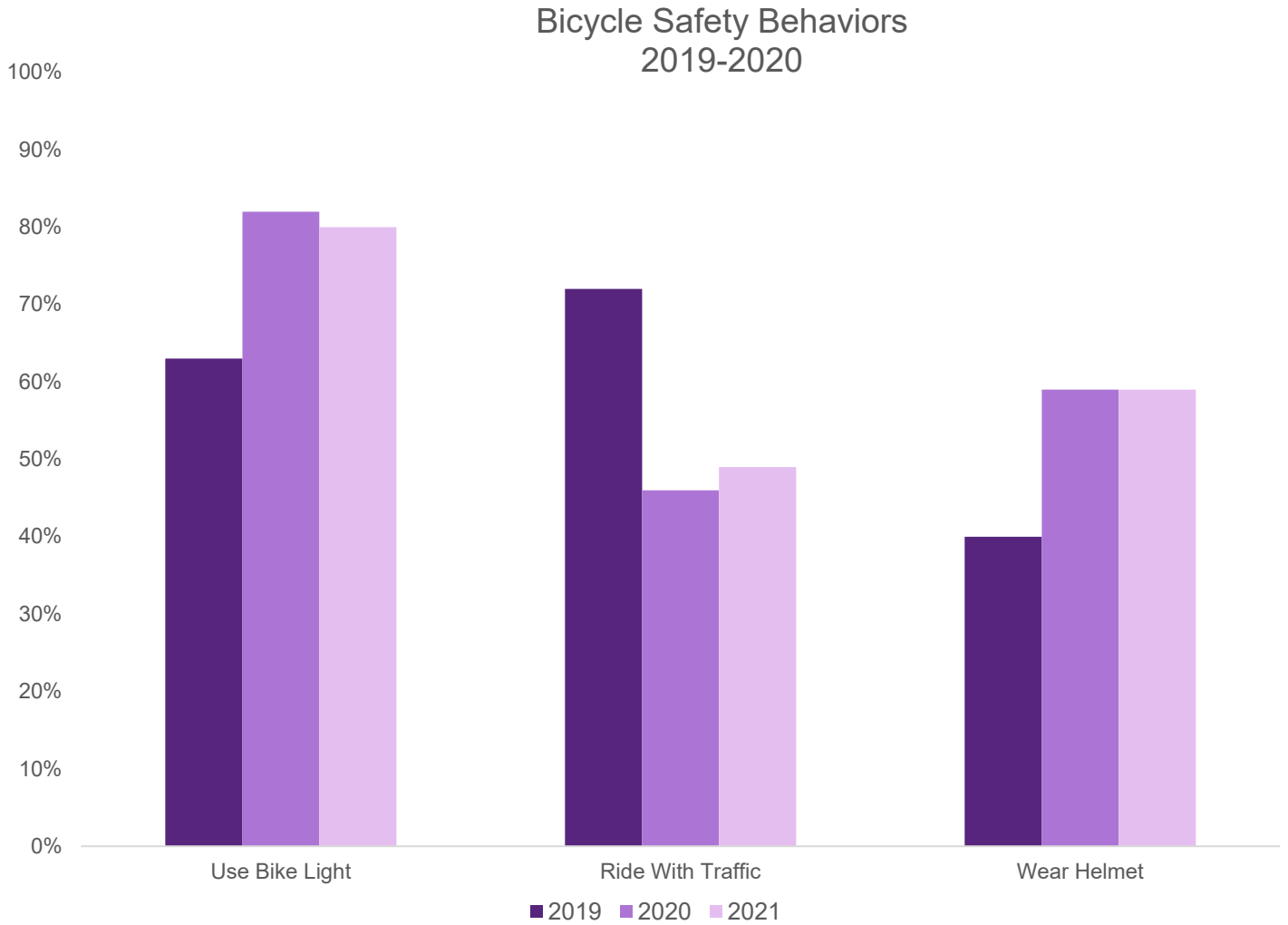
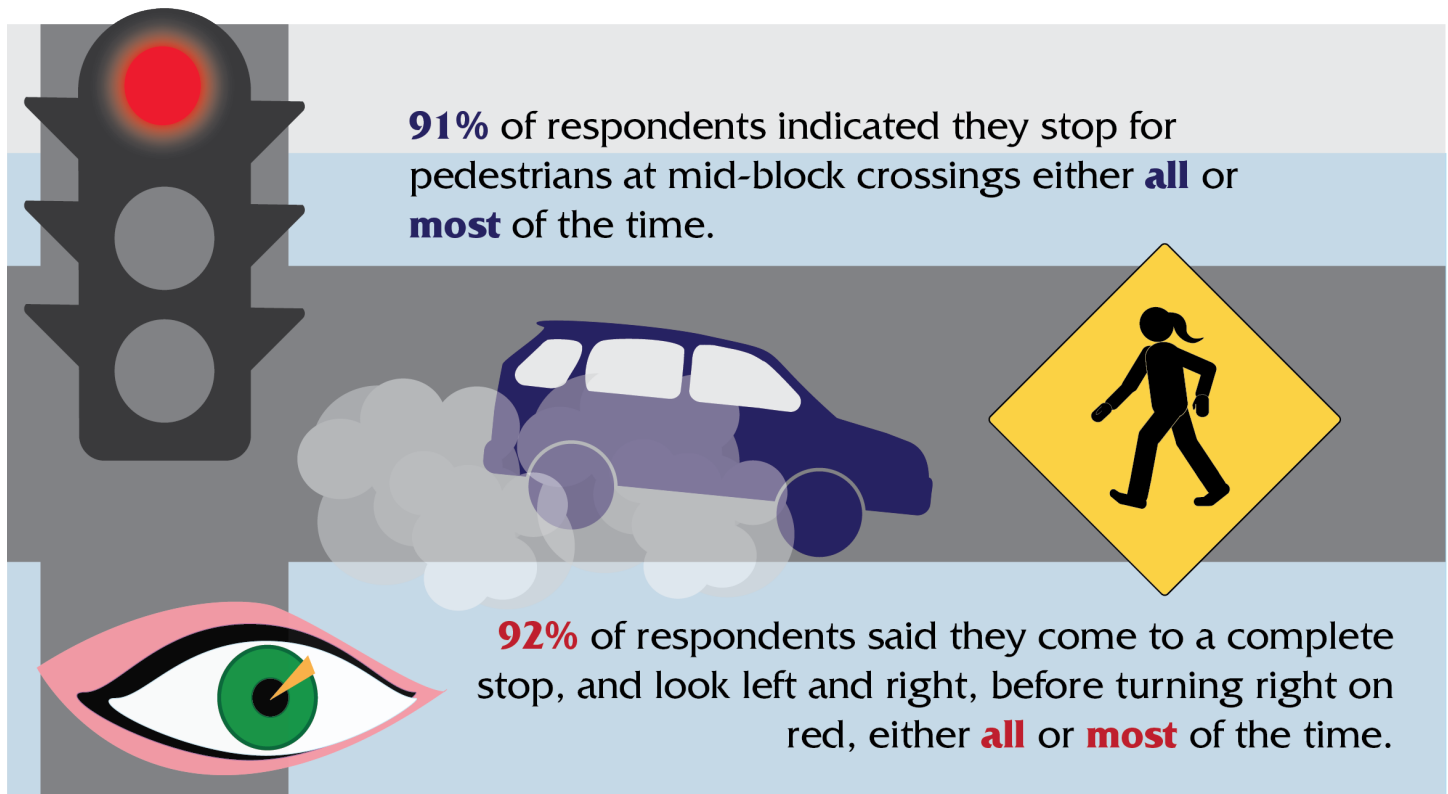


Figure 6 shows how responses to bicycle safety questions have changed over the three project years. Respondents who reported using a bike light at night decreased slightly in 2021, after a dramatic jump in 2020, from 63% to 82%.

Conversely, the percentage of respondents who said they ride in the same direction as traffic increased slightly to 49% after a sharp, 36 percentage point decline between 2019 and 2020. Those who reported wearing a helmet either most or all the time stayed steady at 59%, after a sharp increase from 40% in 2019.

Figure 7. Driving Behavior Infographic, 2021



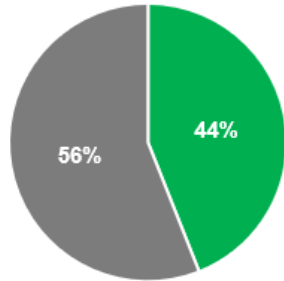
When asked about driving behaviors, 91% of respondents reported stopping for pedestrians at mid-block crossings at least most of the time, up from 86% in 2020. Regarding turning right at a red light, 92% of

respondents said they stop and look left and right before turning on red either all or most of the time. This is also an increase from 85% in 2020.

Figure 8. Florida Laws, 2021

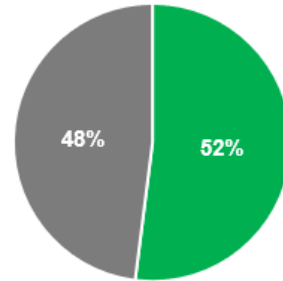
According to Florida Law...

How many feet are required between a bicyclist and driver?



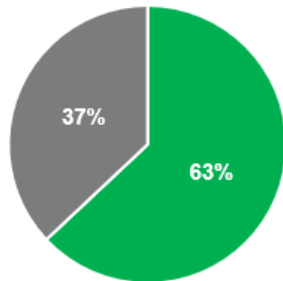
■ Correct (3 Ft.) ■ Incorrect

Where are pedestrians required to walk when no sidewalk is available?



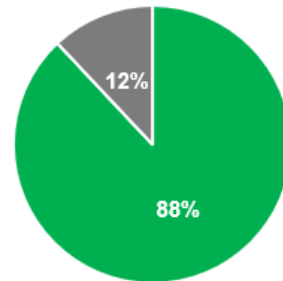
■ Correct (Facing Traffic) ■ Incorrect

Are all intersections implied crosswalks, even when no lines are painted?



■ Correct (Yes) ■ Incorrect

Are drivers required to stop for pedestrians in both intersections and mid-block crosswalks?

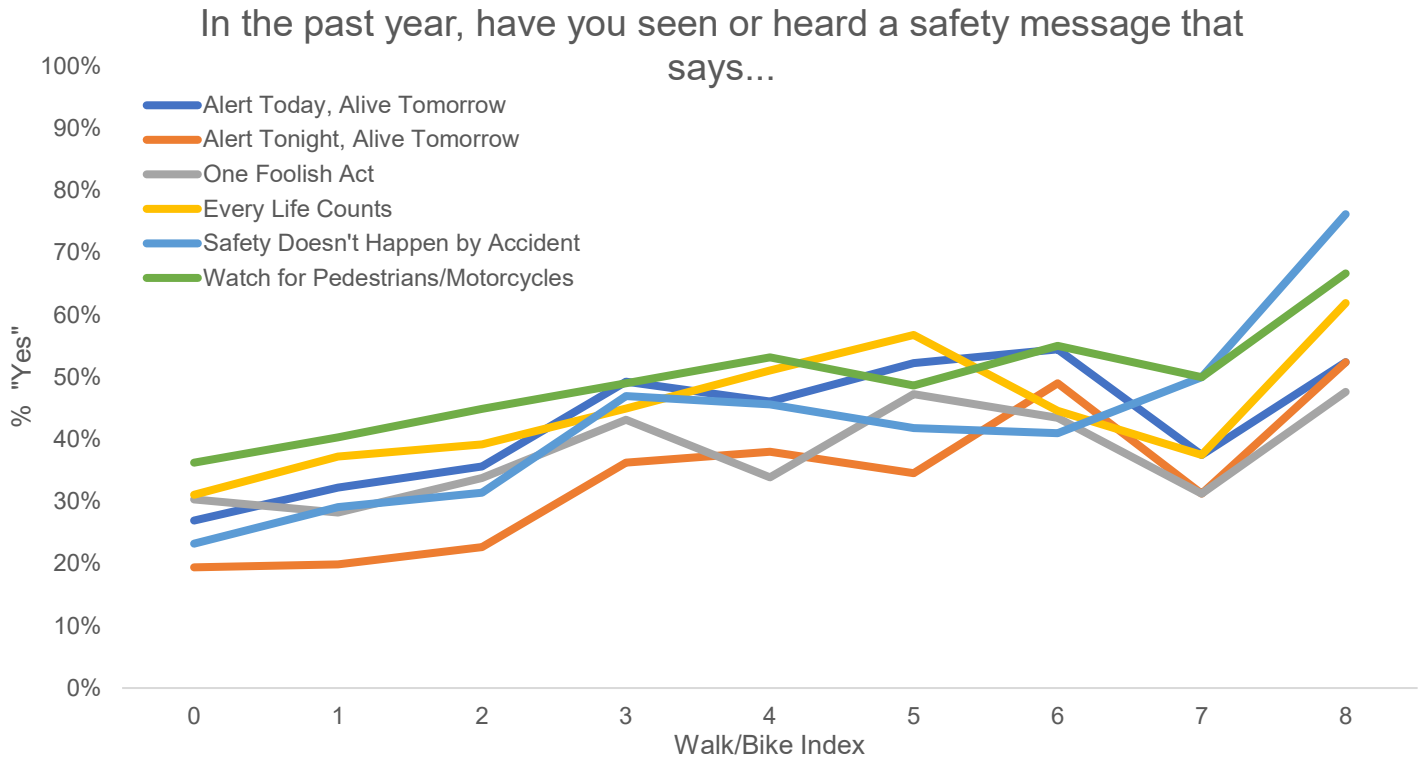


■ Correct (Yes) ■ Incorrect

Respondents were also asked questions about their knowledge surrounding Florida bicyclist and pedestrian safety laws. Figure 8 shows the percentage of respondents who answered correctly and incorrectly for each of these questions. In response to the first question, regarding the number of feet required between a driver and bicyclist, 44% gave the correct answer—3

feet. Fifty-two percent of respondents knew to walk on the shoulder facing traffic when no sidewalk is available. When asked if all intersections are implied crosswalks, most respondents, 63%, answered correctly, “yes.” An overwhelming majority, 88% of respondents, answered correctly that drivers *are* required to stop for pedestrians at both intersections and mid-block crosswalks.

Figure 9. Safety Campaigns x Hours Walked/Biked, 2021



The survey asked whether respondents had seen or heard a variety of safety campaign messages in the past year. The following campaign messages were included:

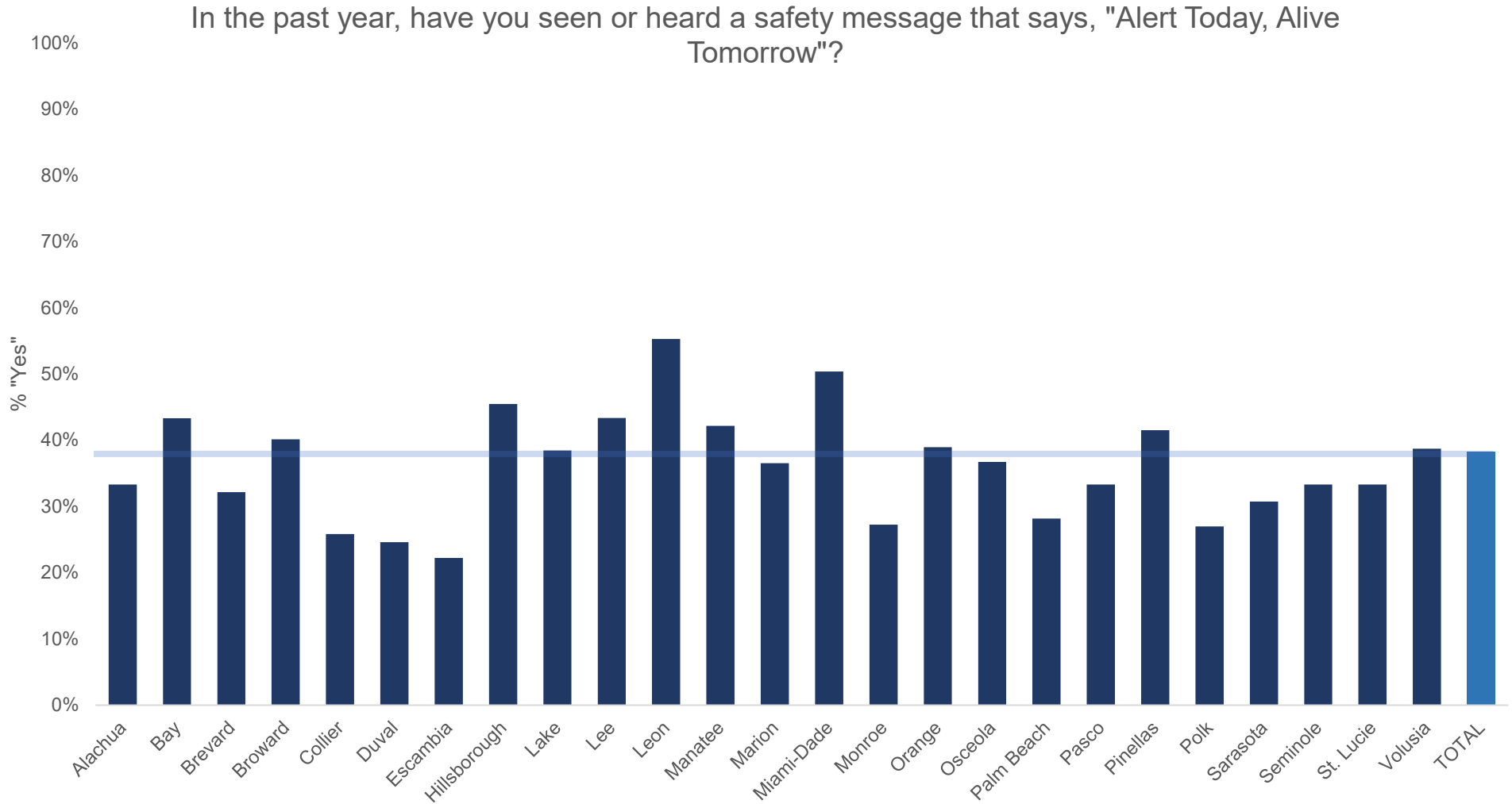
- *Alert Today, Alive Tomorrow*
- *Alert Tonight, Alive Tomorrow*
- *One Foolish Act*
- *Every Life Counts*
- *Safety Doesn't Happen by Accident*
- *Watch for Pedestrians/Bicyclists*

Figure 9 shows the percentage of respondents who indicated they had seen or heard each message, broken down by a walk and bike index. This index was

calculated using the sum of the bike and walk variables, measuring the frequency of each during a typical week. Greater values indicate walking and biking more frequently, while lower values indicate walking and biking less frequently. As shown on the graph, the awareness of campaign messages generally increases with greater frequency of biking and walking.

Safety Doesn't Happen by Accident had the greatest awareness for the highest activity level (8) at 76%. At the lowest measured activity level (0), *Watch for Pedestrians and Bicyclists* had the greatest awareness at 36%.

Figure 10. Alert Today x County

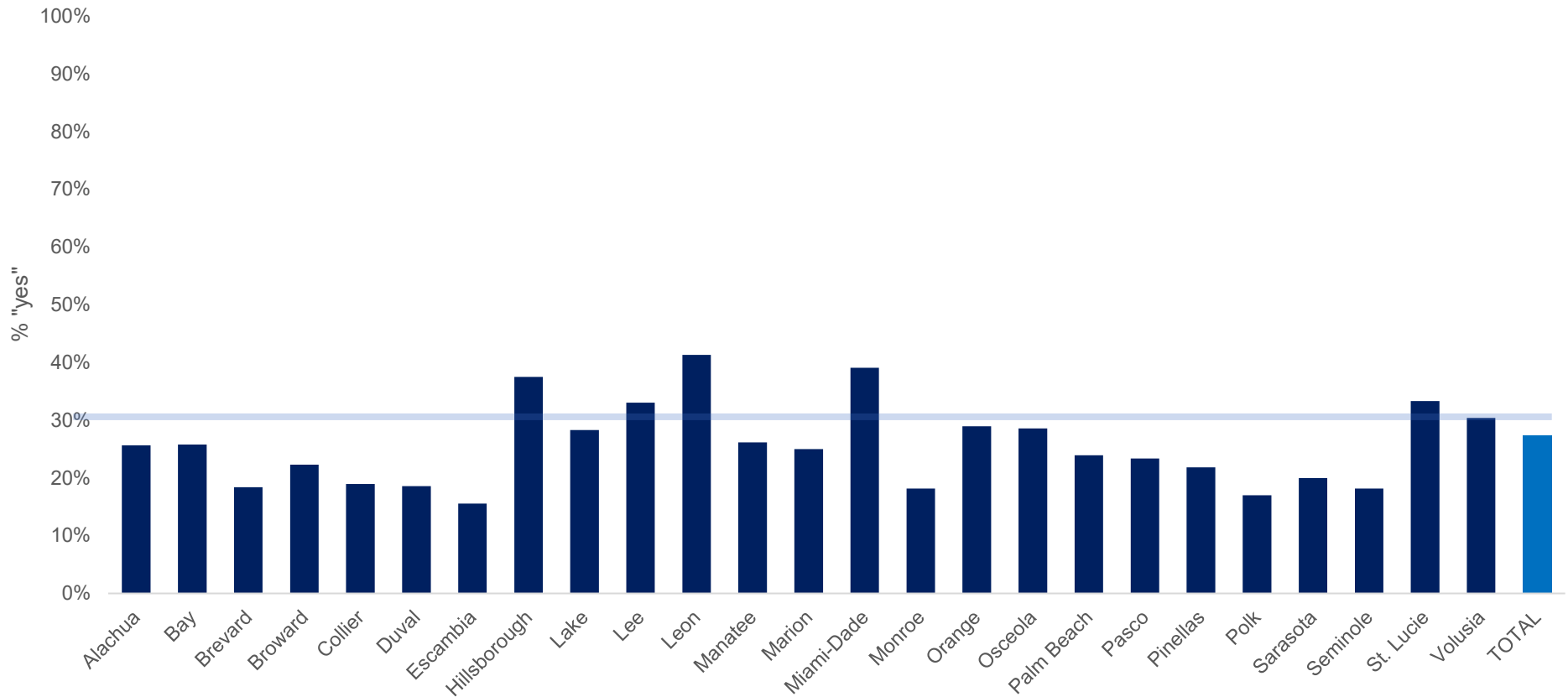


Respondents were asked whether, in the past year, they had seen or heard a series of specific safety campaign messages. One message was *Alert Today, Alive Tomorrow*, which 38% of respondents said they had seen or heard it in the past year. Figure 10 shows the awareness level for each of the 25 counties surveyed. Leon County had the greatest awareness, with 55% of respondents indicating they had seen or heard the message, followed by

Miami-Dade County at 50%. The county with the lowest awareness was Escambia County with 22%, followed closely by Duval County with 25%.

Figure 11. Alert Tonight x County, 2021

In the past year, have you seen or heard a safety message that says, "Alert Tonight, Alive Tomorrow"?

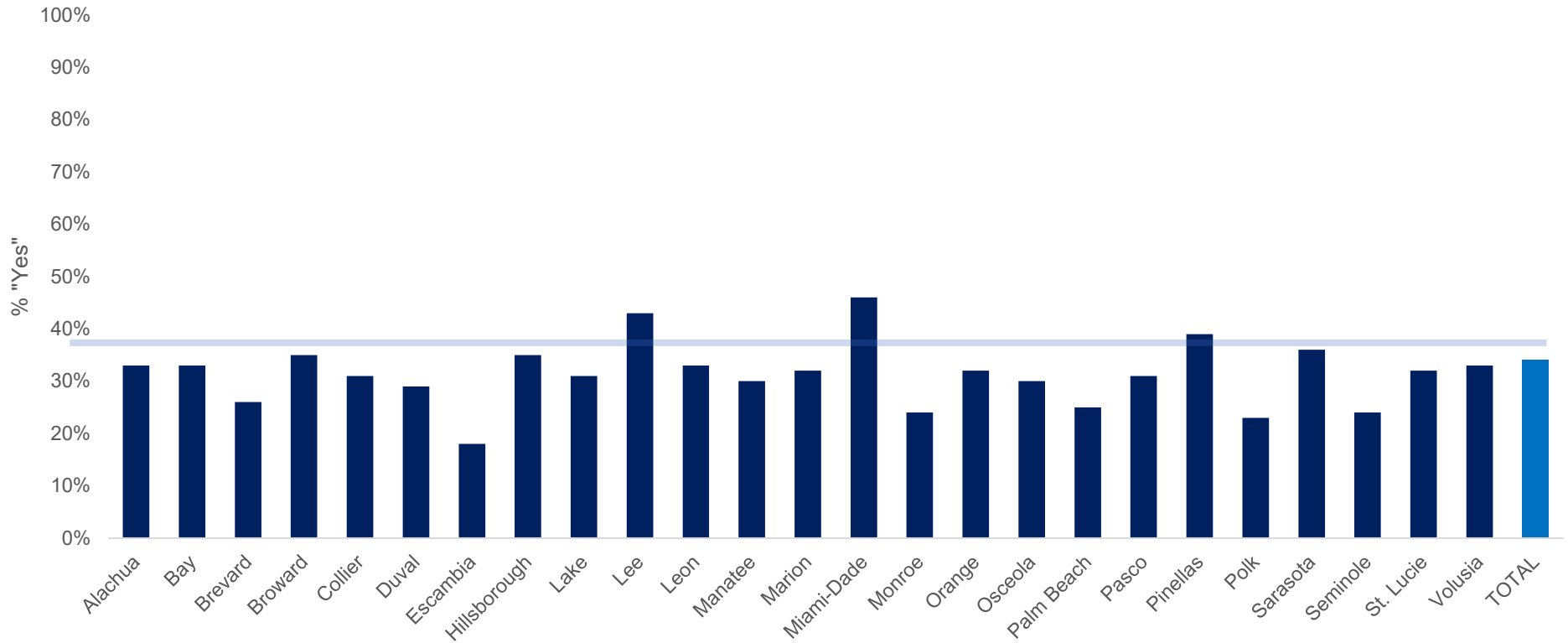


Another message respondents were asked about was *Alert Tonight, Alive Tomorrow*. This message had a somewhat lower total awareness, with 27% of the total sample having seen or heard it in the past year. Again, Leon and

Miami-Dade Counties had the greatest awareness out of the 25 counties, at 41% and 39%, respectively. Escambia County had the lowest awareness with 16%, with Polk County in a close second at 17%.

Figure 12. One Foolish Act x County, 2021

In the past year, have you seen or heard a safety message that says, "One Foolish Act"?

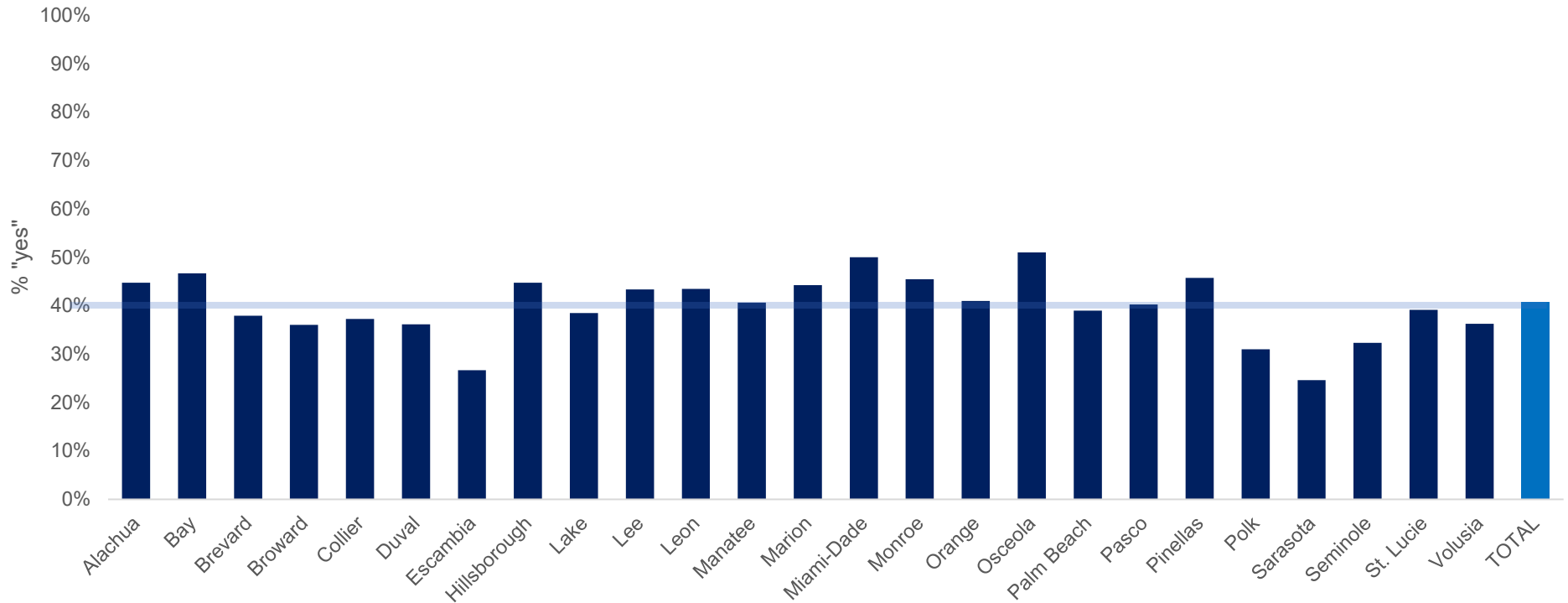


When asked if they had seen or heard *One Foolish Act*, Miami-Dade County had the highest awareness, followed by Lee County, with 46% and 43%, respectively. Escambia County was in last place again, with 18%, with the

next lowest being Polk County with 23%. Across all surveyed counties, 34% of respondents indicated they had seen or heard *One Foolish Act* in the past year.

Figure 13. Every Life Counts x County

In the past year, have you seen or heard a safety message that says, "Every Life Counts"?

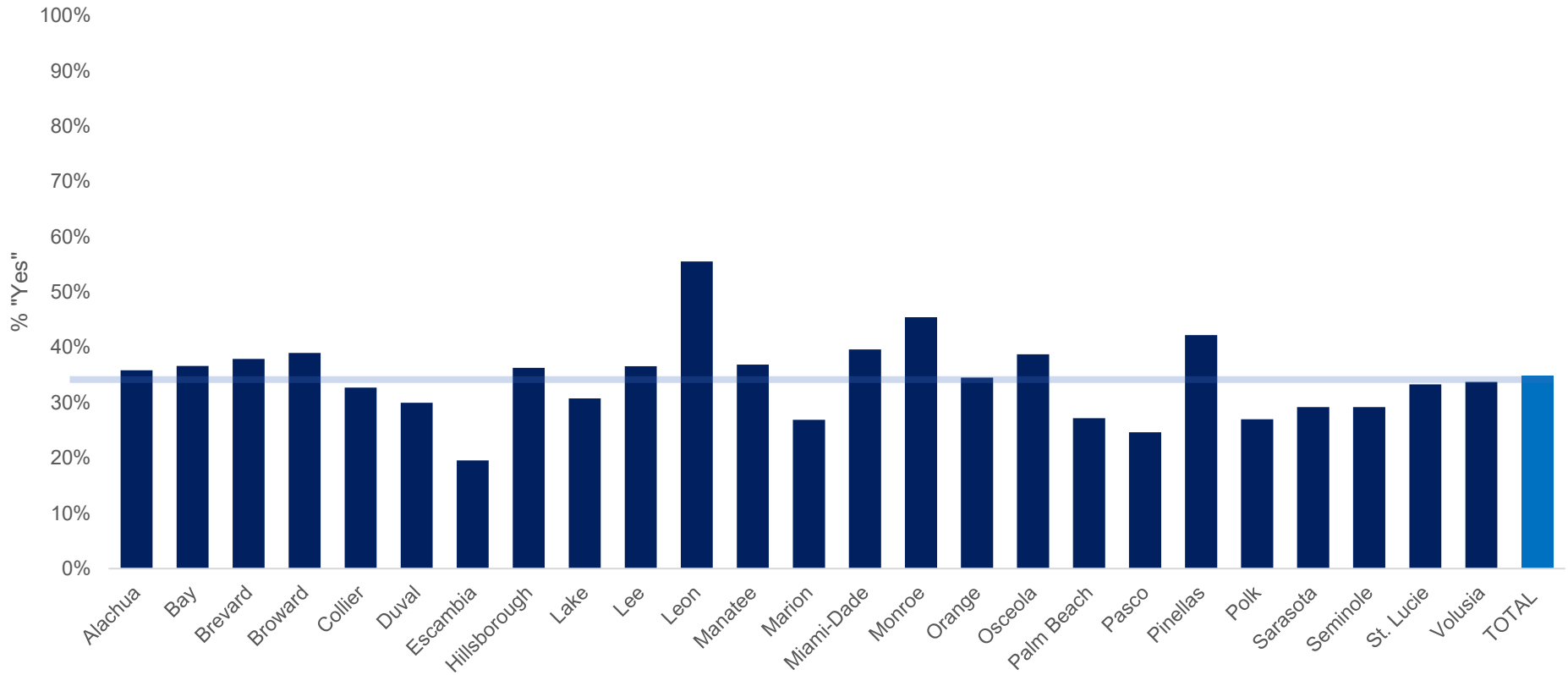


Every Life Counts had a somewhat higher awareness, with 41% of respondents indicating they had seen or heard it in the past year. Osceola County had the greatest percentage of respondents who saw or heard it, with

51%, followed closely by Miami-Dade County with 50%. Sarasota County had the lowest awareness at 25%, but Escambia County was still in the bottom two, with 27% awareness.

Figure 14. Safety Doesn't Happen by Accident x County

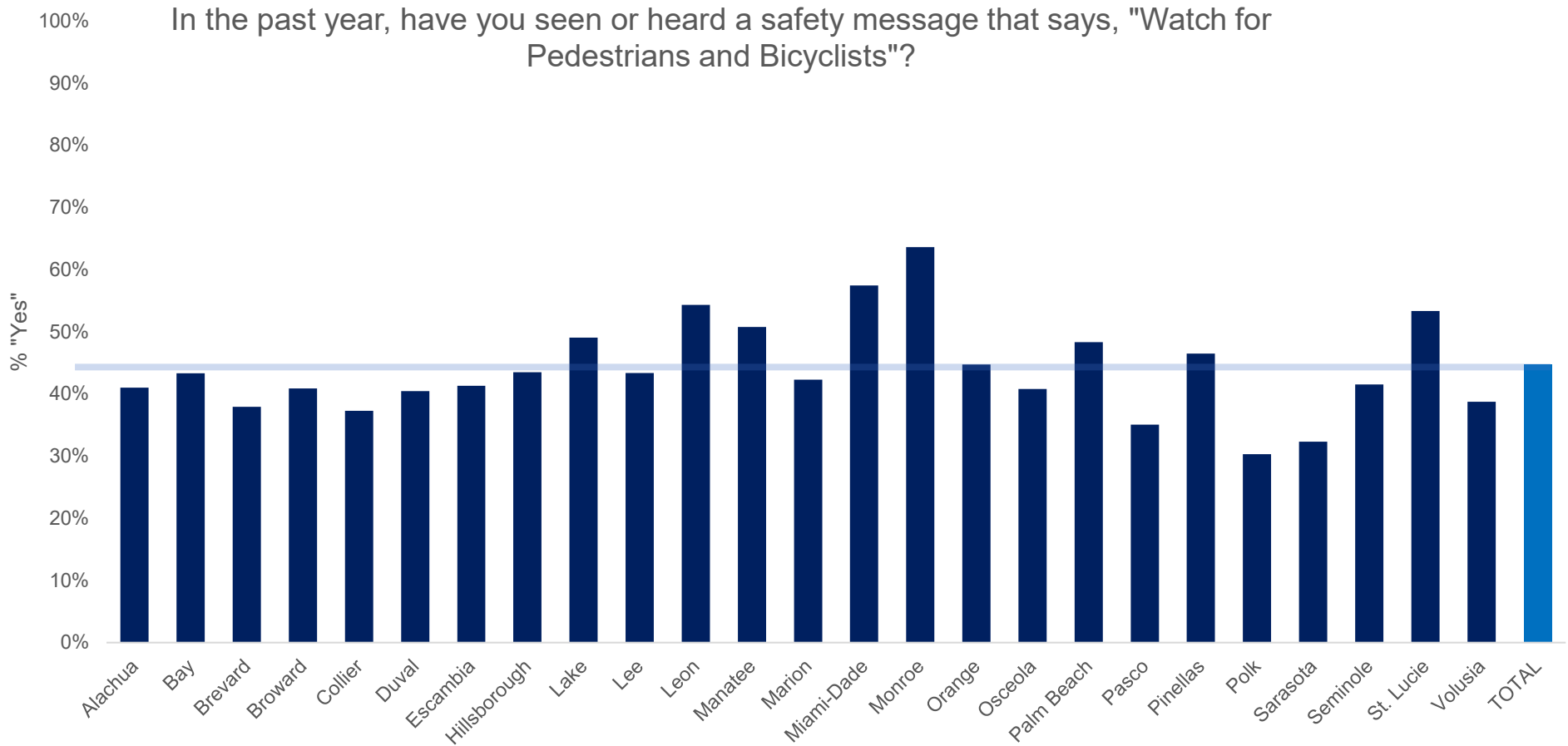
In the past year, have you seen or heard a safety message that says, "Safety Doesn't Happen by Accident"?



Leon County was back on top when asked about *Safety Doesn't Happen by Accident*, with 56% of respondents indicating they had seen or heard the message. Monroe County had the second highest awareness, with 46%.

Escambia County again had the lowest awareness with 20%, and Pasco County came in just above with 25%. Overall, 35% of respondents indicated they had seen or heard the message in the past year.

Figure 15. Watch for Bicyclists/Pedestrians x County



The safety message most recently added to the survey, *Watch for Pedestrians and Bicyclists*, had the greatest overall awareness, with 45% of respondents saying they had seen or heard the message in the past year.

Monroe County had the greatest awareness at an impressive 64%, followed by Miami-Dade County with 57%. Polk County had the lowest awareness at 30%, and Sarasota County had 32% awareness.

Figure 16. Safety Campaign Message Awareness, 2019 - 2021

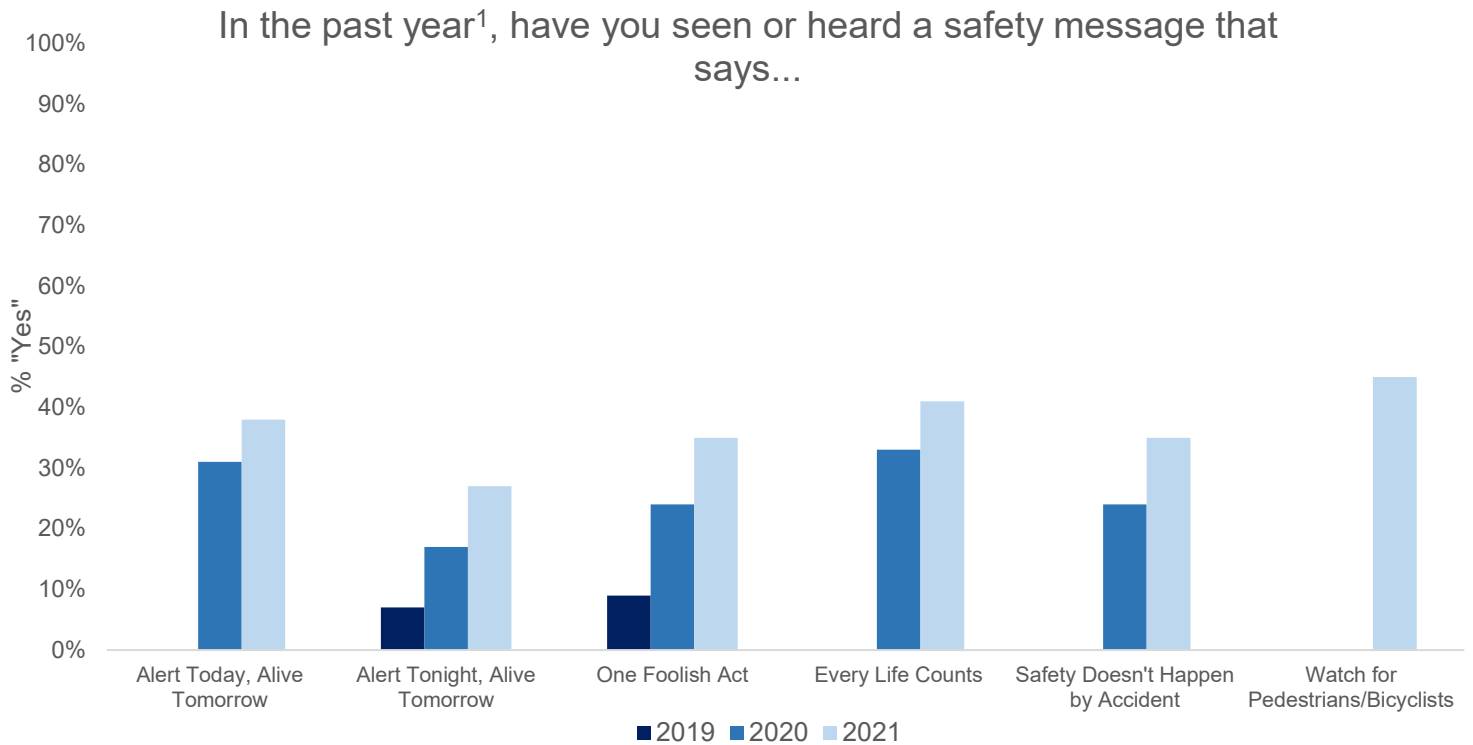


Figure 16 shows the awareness levels of each of the six campaign messages broken down by project year. The only two messages that have been used in all three years were *Alert Tonight* and *One Foolish Act*. The 2021 survey was the first to include *Watch for Pedestrians and Bicyclists*. Awareness has increased for all five of the messages that have been used in multiple project years. *Alert Tonight* has seen an increase in awareness of 20 percentage points since 2019, and *One Foolish Act* increased by 26 percentage points.

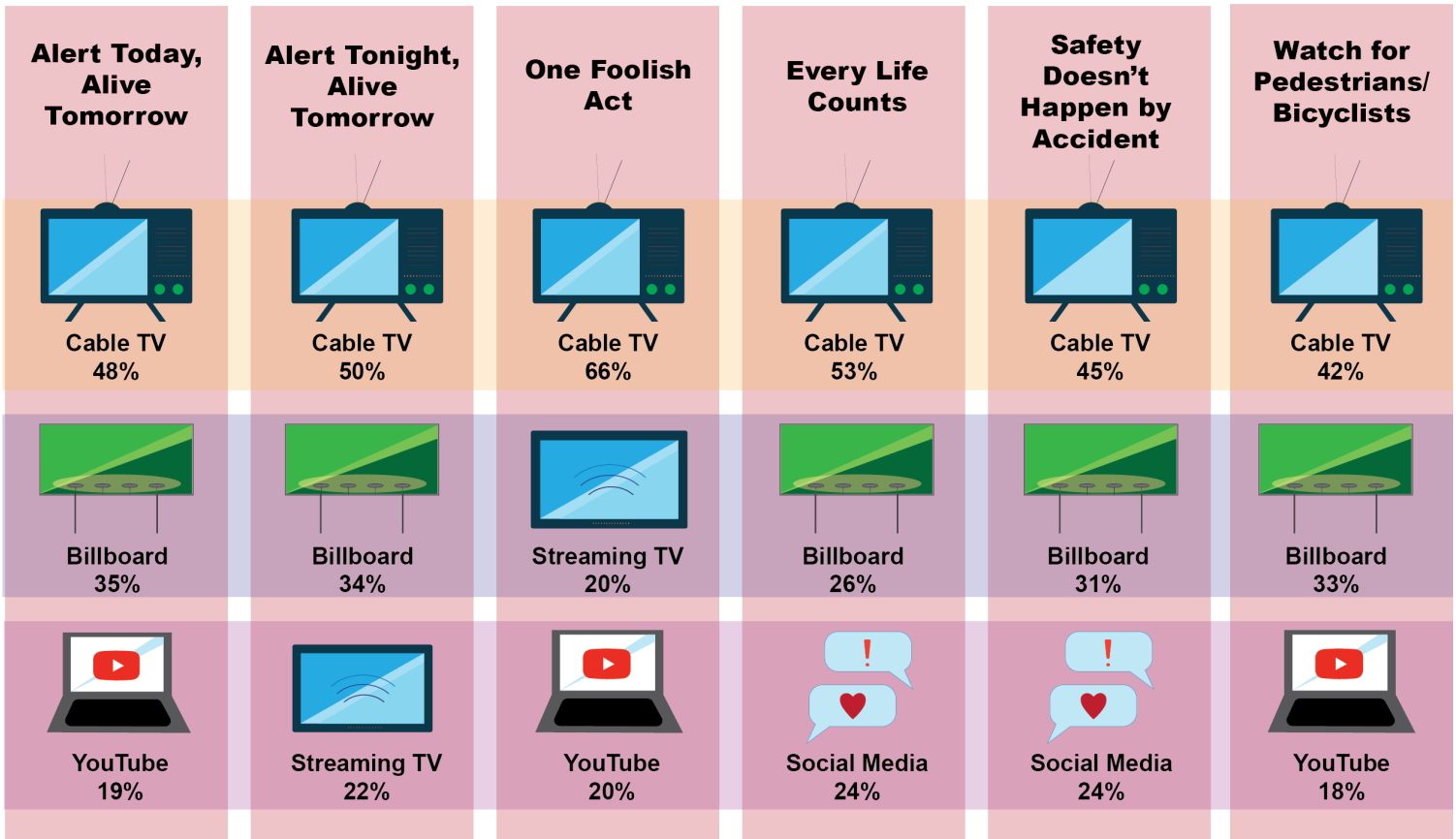
Alert Today increased from 31% in 2020 to 38% in 2021, and *Every Life Counts* increased from 33% to 41%.

Safety Doesn't Happen by Accident and *One Foolish Act* saw the greatest year-over-year increase, each going from 24% in 2020 to 35% in 2021.

It is important to note that the wording for this question changed from “in the past few months,” to “in the past year,” beginning with the 2020 survey. This may account for some of the increase in awareness between the 2019 and 2020 project years. The question wording stayed consistent between 2020 and 2021, so the increases in 2021 are clear, meaningful changes.

¹ Before 2020, this question worded “in the past few months...”

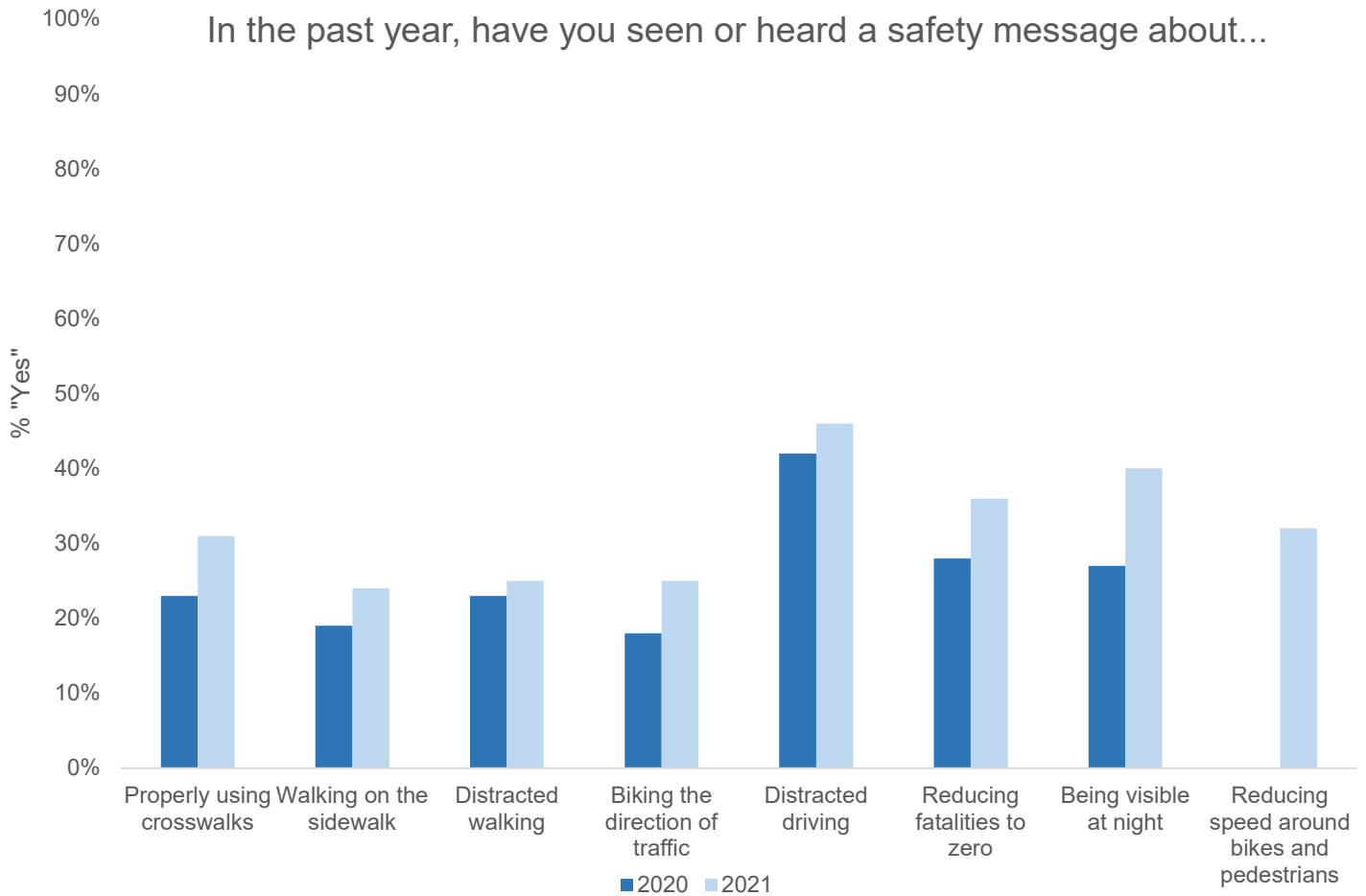
Figure 17. Safety Campaign Media, Top 3



Respondents who indicated they had seen or heard a safety campaign message were then asked where they had seen or heard it. Figure 18 displays the top three media on which respondents indicated they had seen or heard each message. For all six messages, cable or

broadcast television was the top response, and, for all but *One Foolish Act*, billboards came in second. Third place was split among YouTube, streaming television, and social media.

Figure 18. Safety Messages Awareness, 2020 – 2021



In addition to the specific campaign messages, respondents were also asked whether they had seen or heard more general safety messages that relate to the following:

- Properly using crosswalks
- Walking on sidewalks
- Distracted walking
- Bicycling in the same direction as traffic
- Distracted driving
- Reducing pedestrian and bicyclist fatalities to zero
- Being visible while walking or biking at night
- Reducing speed around pedestrians and bicyclists

Figure 18 shows the overall awareness of each of these messages, broken down by project year. The message regarding reduced speed around bikes and pedestrians was added in 2021. As with the specific slogans, each of the messages that have been included in multiple project years have seen increases in awareness.

Distracted driving had the greatest overall awareness in both 2020 and 2021, increasing from 42% to 46%. The safety message with the greatest year-over-year change was the one about being visible while walking or biking at night, which increased by 13 percentage points from 27% in 2020 to 40% in 2021.

Figure 19. Safety Messages x Hours Walk/Bike

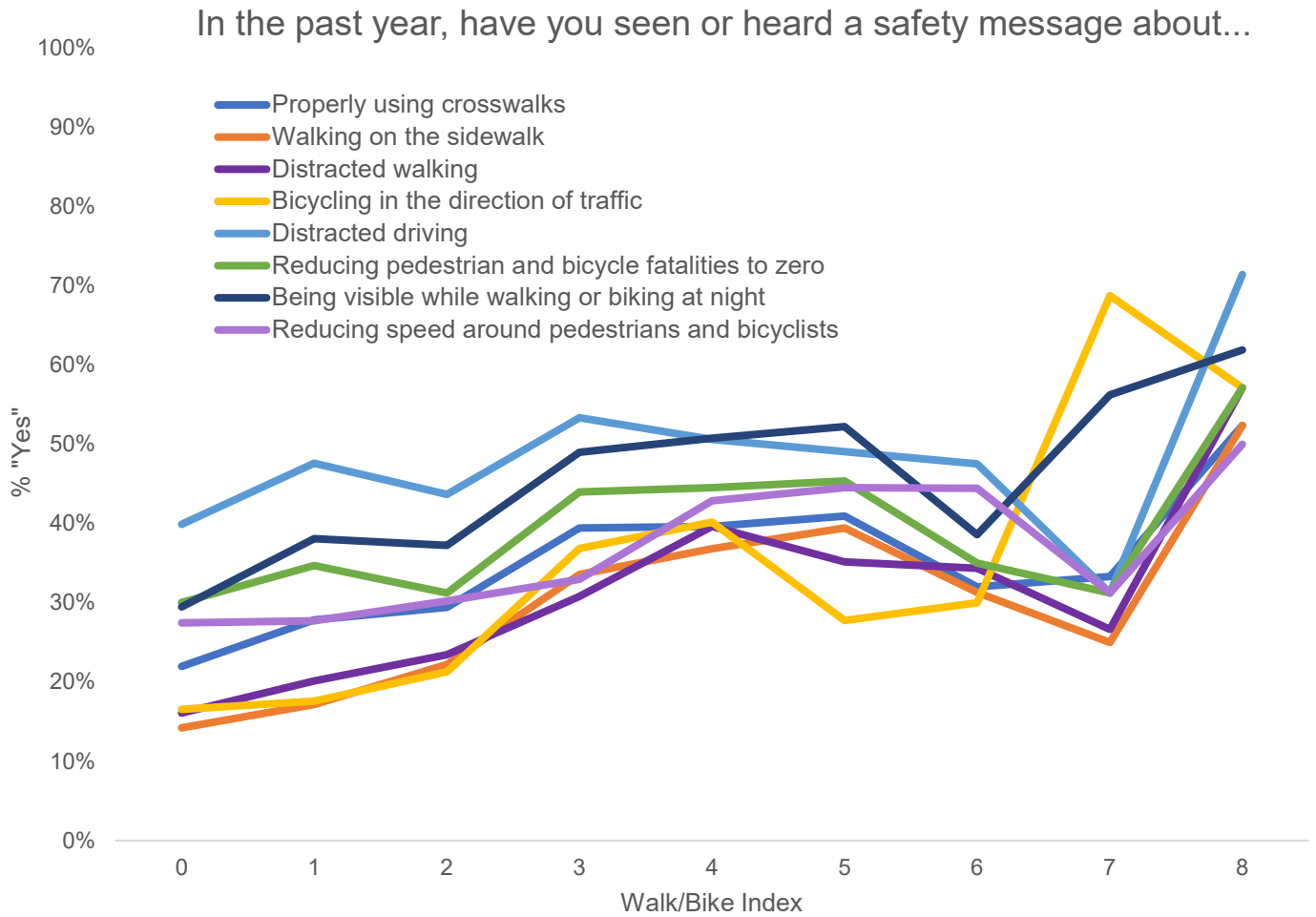


Figure 19 shows the percentage of respondents who indicated they had seen or heard messages relating to these general safety topics, broken down by the walk and bike index described in Figure 9. As with the campaign slogans, the general safety messages had higher awareness rates with greater frequency of walking and biking, though the trend is not as linear. Messages about distracted driving had the greatest awareness among both the most active respondents (8), at 71%, and the least active (0), at 40%. The message

with the lowest awareness among the most active respondents was about reducing speed around pedestrians and bicyclists at 50%. Among the least active respondents, walking on the sidewalk had the lowest awareness at 16%.

It should be noted that the 7 and 8 categories have fewer respondents than the rest, as they represent those who walk and/or bike very frequently.

Figure 20. Safety Message Index x County, 2020-2021

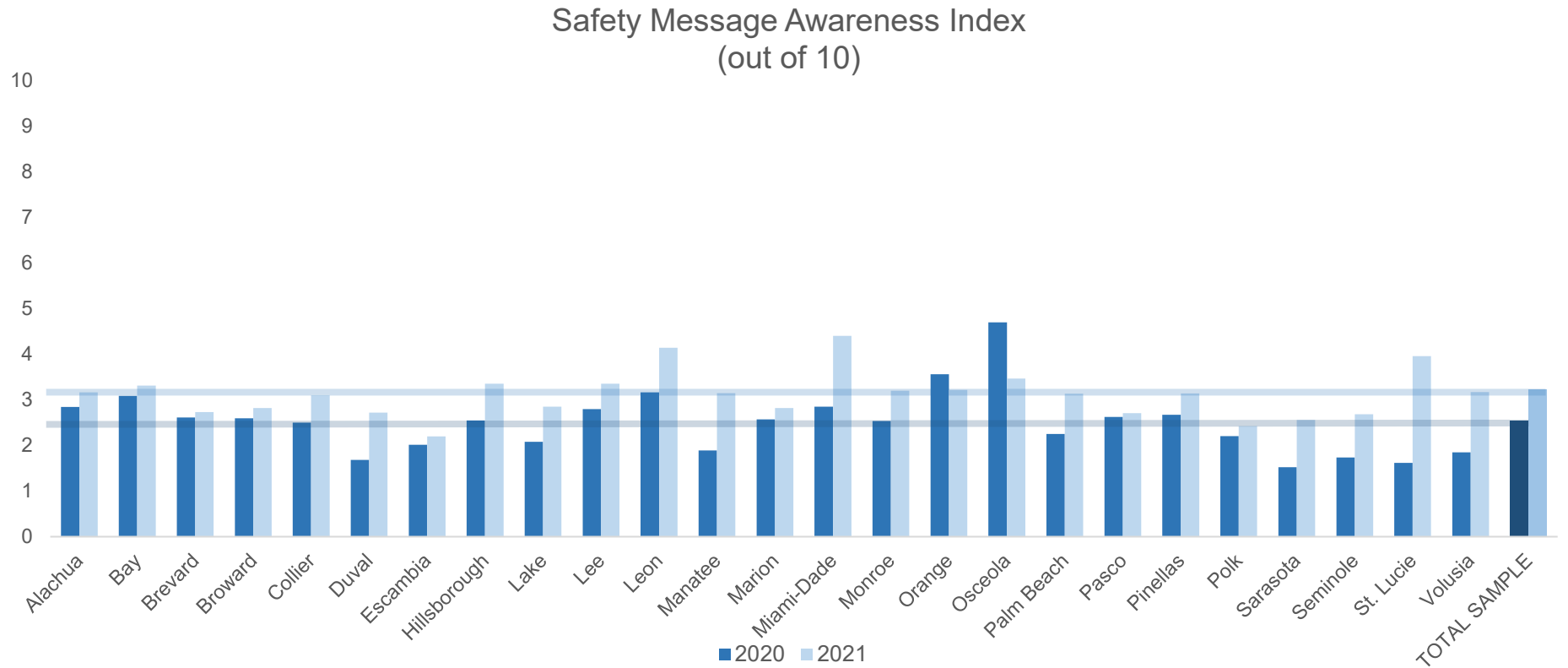


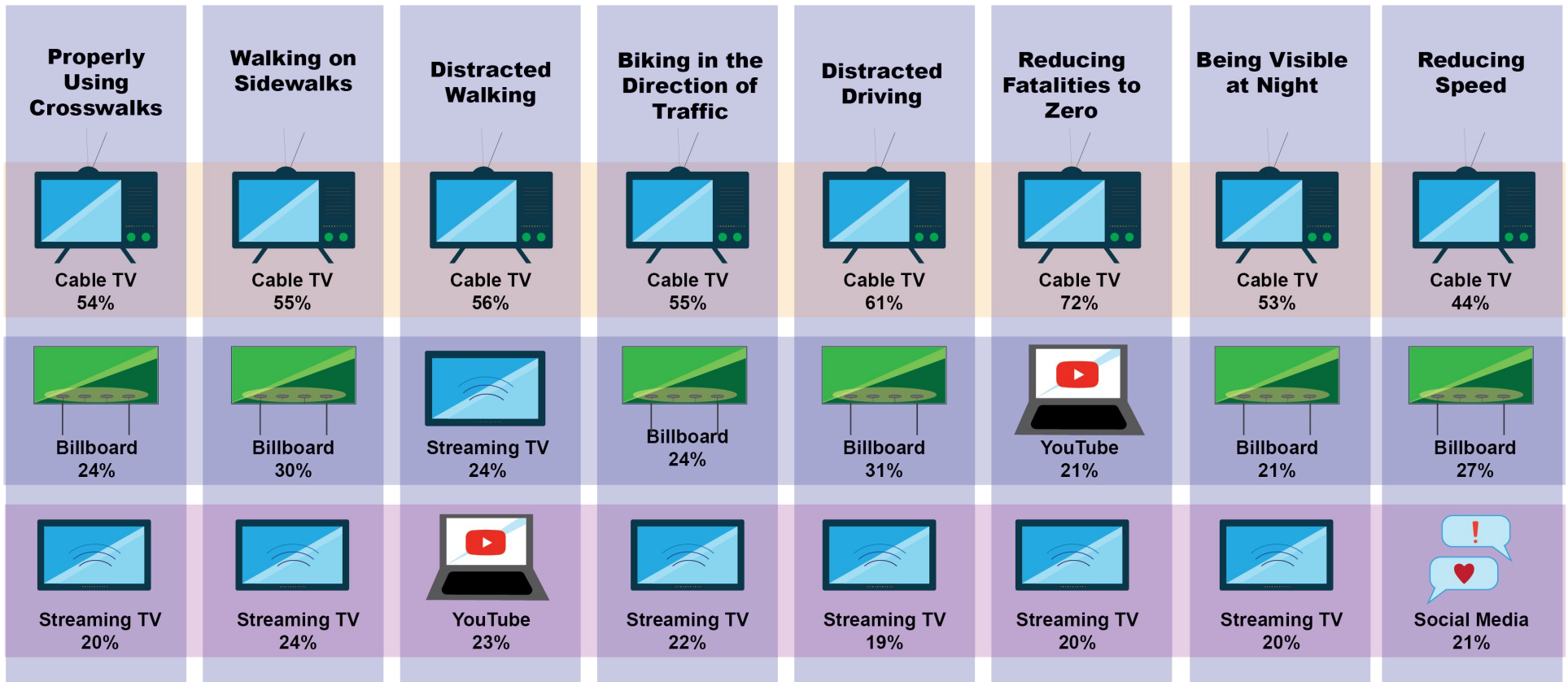
Figure 20 shows the overall awareness of all the general safety messages in each of the 25 counties, broken down by project year. The overall awareness was calculated by creating an index of each of the general safety messages in each of the project years.

Since the number of messages changed between project years, the index is calculated using the mean awareness for each county as a percentage and multiplied by 10 in order to achieve a standardized index out of 10. For example, the mean Miami-Dade awareness for 2021 is 3.5, which is then

divided by the total number of slogans (eight), and multiplied by 10, to get a final score of 4.4.

Overall awareness increased in every county except Osceola County, which decreased from 4.7 to 3.5 in 2021. The county with the highest overall awareness of general safety messages was Miami-Dade, at 4.4, followed by St. Lucie County at 4.0. St. Lucie was also the county with the greatest year-over-year change, increasing from 1.7 in 2020. In the total sample, overall awareness increased from 2.6 in 2020 to 3.2 in 2021.

Figure 21. Safety Message Media, Top 3



Similar to the specific campaign slogans, respondents who said they had seen or heard a safety message were then asked where they saw or heard it. Again, cable or broadcast television was the top response, as displayed in Figure 21 above. Billboards were the second most popular for every message except for distracted walking and reducing pedestrian and bicyclist

fatalities to zero, which were streaming television and YouTube. Streaming television was the third most frequent response for most messages, with distracted walking and reducing speed being the exceptions with YouTube and Social Media.

Appendix I: Survey Results

TOPLINES²

1. Alachua n=105
2. Bay n=83
3. Brevard n=110
4. Broward n=109
5. Collier n=100
6. Duval n=109
7. Escambia n=102
8. Hillsborough n=99
9. Lake n=111
10. Lee n=110
11. Leon n=104
12. Manatee n=101
13. Marion n=109
14. Miami-Dade n=108
15. Monroe n=46
16. Orange n=109
17. Osceola n=109
18. Palm Beach n=110
19. Pasco n=110
20. Pinellas n=112
21. Polk n=110
22. Sarasota n=105
23. Seminole n=109
24. St. Lucie n=112
25. Volusia n=111

Total Sample = 2,603

² 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?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Alachua	2% 105	1% 20	2% 85
Bay	1% 83	1% 20	1% 63
Brevard	3% 110	3% 20	3% 90
Broward	10% 109	11% 19	10% 90
Collier	2% 100	2% 20	2% 80
Duval	5% 109	5% 20	5% 89
Escambia	2% 102	2% 20	2% 82
Hillsborough	8% 99	9% 20	7% 79
Lake	2% 111	2% 22	2% 89
Lee	4% 110	4% 20	5% 90
Leon	2% 104	1% 20	2% 84
Manatee	3% 101	3% 20	2% 81
Marion	2% 109	2% 20	2% 89
Miami-Dade	15% 108	12% 20	15% 88
Monroe	<1% 46	1% 20	<1% 26
Orange	7% 109	8% 20	7% 89
Osceola	2% 109	2% 20	2% 89
Palm Beach	8% 110	9% 20	8% 90
Pasco	3% 110	3% 20	3% 90
Pinellas	5% 112	5% 20	6% 92
Polk	4% 110	3% 20	4% 90
Sarasota	3% 105	3% 20	2% 85
Seminole	3% 109	3% 20	3% 89
St. Lucie	2% 112	2% 19	2% 93
Volusia	3% 111	3% 20	3% 91

During a typical week, how many hours do you spend walking on a sidewalk or roadway?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
None	22% 576	32% 165	20% 408
Less than one hour	26% 681	24% 111	27% 570
1-5 Hours	36% 930	31% 145	37% 785
5-10 Hours	11% 282	8% 47	12% 235
More than 10 Hours	5% 135	5% 31	5% 104
Don't Know	<1% 1	- 1	- 0
Refusal	- 0	- 0	- 0

During a typical week, how often do you walk on a sidewalk or roadway at night?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Very Often	18% 316	10% 34	19% 282
Sometimes	28% 596	14% 61	31% 535
Rarely	32% 658	37% 112	31% 546
Never	22% 458	38% 127	18% 331
Don't Know	<1% 1	<1% 1	- 0
Refusal	- 0	- 0	- 0

When you walk during the night, do you do anything to make yourself more visible to motorists?

	Total Sample n=1,567	Telephone n=207	Online n=1,360
Yes	68% 1,042	48% 96	71% 946
No	32% 523	52% 109	29% 414
Don't Know	<1% 1	1% 1	- 0
Refusal	<1% 1	<1% 1	- 0

What do you do to make yourself more visible after dark?³

n=1,040

Light or bright clothing	50%
	384
Flashlight or other light	48%
	425
Reflective gear or clothing	20%
	276
Other	2%
	35

When you are walking and there is a sidewalk available, how often do you walk on the sidewalk?

	Total Sample n=1,583	Telephone n=221	Online n=1,362
All the time	67% 1,065	72% 156	66% 909
Most of the time	23% 375	21% 47	23% 328
Some of the time	9% 123	5% 13	9% 110
None of the time	1% 18	2% 3	1% 15
Don't Know	<1% 2	1% 2	- 0
Refusal	- 0	- 0	- 0

When you are walking and there is not a sidewalk available, where do you walk? [Select all that apply]⁴

	Total Sample n=1,583	Telephone n=221	Online n=1,362
On the roadway	29% 404	25% 56	29% 348
On the hard shoulder	40% 681	32% 80	41% 601
On the grassy shoulder	64% 988	72% 138	63% 850

³ Column totals may exceed 100% for this select all question

⁴ Column totals may exceed 100% for this select all question

How important do you feel it is to cross at an intersection or crosswalk when walking across the road?

	Total Sample n=1,583	Telephone n=221	Online n=1,362
Very important	73% 1,124	77% 158	72% 966
Somewhat important	22% 371	15% 46	23% 325
Somewhat unimportant	4% 64	5% 8	4% 56
Very unimportant	1% 24	3% 7	1% 17
Don't Know	<1% 1	<1% 1	- 0
Refusal	<1% 1	<1% 1	- 0

How safe do you feel when crossing the street during the day in a crosswalk?

	Total Sample n=2,028	Telephone n=335	Online n=1,693
Very safe	33% 624	28% 93	35% 531
Somewhat safe	51% 1,067	48% 168	52% 899
Somewhat unsafe	12% 266	14% 48	12% 218
Very unsafe	4% 65	9% 21	2% 44
Don't Know	<1% 5	1% 5	- 0
Refusal	<1% 1	- 0	<1% 1

How safe do you feel when crossing the street at night in a crosswalk?

	Total Sample n=2,028	Telephone n=335	Online n=1,693
Very safe	17% 278	11% 32	18% 246
Somewhat safe	39% 781	34% 107	40% 674
Somewhat unsafe	28% 588	28% 94	28% 494
Very unsafe	16% 353	21% 74	15% 279
Don't Know	1% 22	5% 22	- 0
Refusal	<1% 9	2% 6	<1% 3

In the past year, have you crossed the street at a crosswalk when the signal said, “do not cross”?

	Total Sample n=2,028	Telephone n=335	Online n=1,693
Yes	36% 677	32% 110	37% 567
No	64% 1,344	67% 221	63% 1,123
Don't Know	<1% 4	1% 4	- 0
Refusal	<1% 3	- 0	<1% 3

Why did you cross the street at a crosswalk when the signal said, “do not cross?”
n=474

No cars or traffic	56% 367
In a hurry	23% 107
Signal took too long	4% 20
Signal was not working	5% 26
Other	12% 62

Have you crossed a street mid-block where a yellow flashing beacon was provided in a mid-block crosswalk?

	Total Sample n=2,028	Telephone n=335	Online n=1,693
Yes	42% 824	42% 141	43% 683
No	57% 1,173	55% 184	58% 989
Don't Know	<1% 10	2% 10	- 0
Refusal	1% 21	- 0	1% 21

Did you activate the beacon before crossing the road?

	Total Sample n=831	Telephone n=151	Online n=683
Yes	85% 717	79% 125	86% 592
No	15% 106	16% 18	14% 88
Don't Know	1% 8	5% 8	- 0
Refusal	<1% 3	- 0	<1% 3

Have you encountered any problems using a mid-block crosswalk with a yellow flashing beacon?

	Total Sample n=738	Telephone n=137	Online n=601
Yes	21% 169	26% 33	19% 136
No	79% 563	72% 98	81% 465
Don't Know	<1% 6	2% 6	- 0
Refusal	- 0	- 0	- 0

Have you encountered any problems using a mid-block crosswalk with a yellow flashing beacon? _____
n=129

Cars don't stop	62% 77
Beacon doesn't work	18% 28
Not enough time to cross	3% 4
Other	17% 20

During a typical week how many hours do you spend riding a bicycle on a roadway?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
None	62% 1,668	75% 387	59% 1,281
Less than one hour	14% 258	7% 28	16% 330
1-5 Hours	17% 427	14% 63	17% 364
5-10 Hours	5% 113	4% 18	6% 95
More than 10 Hours	1% 34	<1% 4	2% 30
Don't Know	- 0	- 0	- 0
Refusal	<1% 3	0	<1% 3

During a typical week, how often do you ride a bicycle on a roadway at night?

	Total Sample n=935	Telephone n=113	Online n=822
Very Often	16% 140	5% 5	17% 135
Sometimes	30% 253	24% 20	31% 233
Rarely	29% 264	20% 28	30% 236
Never	26% 275	52% 60	22% 215
Don't Know	- 0	- 0	- 0
Refusal	<1% 3	- 0	<1% 3

When you ride your bike at night, do you use a light on your bike?

	Total Sample n=660	Telephone n=53	Online n=607
Yes	80% 537	82% 45	80% 492
No	20% 121	18% 8	20% 113
Don't Know	- 0	- 0	- 0
Refusal	<1% 2	- 0	<1% 2

How safe do you feel riding your bicycle on roadways during the day?

	Total Sample n=935	Telephone n=113	Online n=822
Very safe	28% 236	9% 11	31% 225
Somewhat safe	50% 473	53% 59	49% 414
Somewhat unsafe	15% 167	20% 28	15% 139
Very unsafe	7% 58	18% 14	5% 44
Don't Know	- 0	- 0	- 0
Refusal	<1% 1	<1% 1	- 0

How safe do you feel riding your bicycle on roadways at night?

	Total Sample n=935	Telephone n=113	Online n=822
Very safe	16% 137	2% 3	18% 134
Somewhat safe	30% 259	17% 18	31% 241
Somewhat unsafe	25% 246	22% 28	25% 218
Very unsafe	29% 281	54% 54	25% 227
Don't Know	1% 6	5% 6	- 0
Refusal	1% 6	1% 4	<1% 2

When riding a bicycle on the roadway, do you ride ...

	Total Sample n=935	Telephone n=113	Online n=822
Facing traffic	26% 235	34% 28	25% 207
With traffic	49% 493	61% 80	47% 413
Both	25% 203	4% 3	28% 200
Don't Know	<1% 1	2% 1	- 0
Refusal	<1% 3	2% 1	<1% 2

When riding a bicycle on the roadway, do you stop at stop signs and red lights?

	Total Sample n=935	Telephone n=113	Online n=822
All the time	60% 534	63% 64	59% 470
Most of the time	29% 281	21% 25	30% 256
Some of the time	9% 102	14% 20	9% 82
None of the time	2% 15	3% 3	2% 12
Don't Know	- 0	- 0	- 0
Refusal	<1% 3	<1% 1	<1% 2

When riding a bike, do you wear a helmet?

	Total Sample n=935	Telephone n=113	Online n=822
All the time	38% 324	39% 33	38% 291
Most of the time	21% 207	11% 14	22% 193
Some of the time	15% 135	7% 13	16% 122
None of the time	26% 269	43% 113	24% 216
Don't Know	- 0	- 0	- 0
Refusal	- 0	- 0	- 0

When driving, do you stop for pedestrians at mid-block crossings?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
All the time	75% 1,950	85% 425	72% 1,525
Most of the time	16% 413	10% 47	17% 366
Some of the time	6% 133	2% 12	7% 121
None of the time	4% 89	2% 9	4% 80
Don't Know	<1% 5	1% 5	- 0
Refusal	1% 13	<1% 2	1% 11

When driving, do you come to a complete stop, and look left and right, before making a right on red?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
All the time	77% 1,988	79% 390	77% 1,598
Most of the time	15% 420	15% 81	15% 339
Some of the time	5% 123	2% 16	5% 107
None of the time	3% 58	3% 9	3% 49
Don't Know	<1% 2	<1% 2	- 0
Refusal	1% 12	<1% 2	1% 10

Florida law requires at least how many feet between a driver when passing a bicyclist?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
None	4% 94	2% 5	5% 89
1 ft	6% 144	1% 8	7% 136
3 ft	44% 1,244	33% 185	47% 1,059
5 ft	44% 1,069	54% 254	41% 815
Don't Know	2% 47	9% 47	- 0
Refusal	<1% 5	1% 1	<1% 4

According to Florida law, where are pedestrians required to walk when no sidewalks are available?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
On the shoulder facing traffic	52% 1,461	53% 306	51% 1,155
On the shoulder walking with traffic	34% 812	28% 131	35% 681
On the shoulder, does not matter the direction	14% 297	15% 39	14% 258
Don't Know	1% 24	4% 24	- 0
Refusal	<1% 9	- 0	<1% 9

According to Florida law, are all intersections implied crosswalks, even when no lines are painted?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Yes	63% 1,606	56% 288	65% 1,318
No	35% 935	34% 157	36% 778
Don't Know	2% 55	10% 55	- 0
Refusal	<1% 7	- 0	<1% 7

According to Florida law, are drivers required to stop for pedestrians in both intersections and mid-block crosswalks?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Yes	88% 2,299	87% 434	89% 1,865
No	11% 282	11% 51	11% 231
Don't Know	1% 15	2% 15	- 0
Refusal	<1% 7	- 0	<1% 7

In the past year, have you seen or heard a safety message that says, “Alert Today, Alive Tomorrow”?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111	
Yes	38% 920	33% 33	43% 33	32% 34	40% 44	26% 27	25% 27	22% 24	46% 45	39% 39	43% 44	55% 50	42% 42	37% 35	50% 58	27% 12	39% 44	37% 44	28% 33	33% 38	42% 41	27% 32	31% 28	33% 40	33% 31	39% 42	
No	61% 1,666	67% 70	57% 49	68% 76	60% 65	72% 72	75% 81	78% 77	55% 54	62% 71	56% 65	45% 54	56% 58	64% 73	49% 49	73% 34	61% 65	63% 65	71% 76	67% 72	59% 71	71% 75	69% 77	67% 69	67% 81	59% 67	
DK	<1% 12	<1% 2	- 0	- 0	- 0	- 0	<1% 1	<1% 1	- 0	<1% 1	1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	2% 3	- 0	- 0	- 0	- 0	3% 1
Ref	<1% 5	- 0	<1% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	

In the past year, have you seen or heard a safety message that says, “Alert Tonight, Alive Tomorrow”?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111	
Yes	27% 645	26% 24	26% 21	18% 17	22% 27	19% 18	19% 22	16% 17	38% 34	28% 30	33% 32	41% 36	26% 24	25% 25	39% 46	18% 7	29% 31	29% 36	24% 29	23% 27	22% 22	17% 18	20% 17	18% 22	33% 35	30% 28	
No	72% 1,944	74% 81	65% 59	82% 93	78% 82	81% 81	81% 84	84% 85	63% 65	72% 81	66% 77	59% 68	74% 77	73% 83	61% 61	82% 38	71% 78	71% 73	76% 81	77% 83	78% 90	82% 91	80% 88	82% 87	67% 77	68% 81	
DK	<1% 7	- 0	3% 1	- 0	- 0	<1% 1	1% 2	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0
Ref	<1% 7	- 0	7% 2	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 2

In the past year, have you seen or heard a safety message that says, “One Foolish Act”?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	34% 767	33% 33	33% 23	26% 25	35% 34	31% 26	29% 24	18% 19	35% 36	31% 34	43% 41	33% 26	30% 26	32% 34	46% 50	24% 10	32% 37	30% 35	25% 27	31% 35	39% 42	23% 26	36% 31	24% 26	32% 35	33% 32
No	64% 1,765	65% 70	64% 57	70% 80	64% 74	66% 70	68% 81	81% 82	62% 61	67% 75	56% 67	62% 72	66% 71	65% 72	50% 53	75% 35	64% 69	70% 74	72% 78	67% 72	56% 66	73% 82	63% 73	75% 81	65% 74	65% 76
DK	<1% 4	- 0	- 0	1% 1	- 0	1% 2	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Ref	3% 67	2% 4	3% 3	3% 4	1% 1	2% 2	3% 4	- 0	3% 2	1% 2	1% 2	5% 6	4% 4	3% 3	5% 5	1% 1	5% 3	- 0	3% 5	2% 3	5% 4	4% 2	1% 1	2% 2	3% 3	2% 3

In the past year, have you seen or heard a safety message that says, “Every Life Counts”?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	41% 993	45% 42	47% 38	38% 36	36% 42	37% 37	36% 38	27% 32	45% 42	39% 41	43% 40	44% 45	41% 37	44% 46	50% 61	46% 20	41% 40	51% 54	39% 40	40% 43	46% 51	31% 35	25% 21	32% 34	39% 39	36% 39
No	59% 1,594	55% 61	53% 45	62% 74	64% 66	63% 63	64% 71	73% 69	53% 55	62% 69	55% 68	54% 58	59% 64	56% 61	50% 47	55% 26	59% 68	49% 54	60% 69	60% 67	54% 61	68% 74	75% 84	68% 75	61% 73	64% 72
DK	<1% 12	<1% 1	- 0	- 0	<1% 1	- 0	- 0	<1% 1	2% 2	- 1	2% 2	- 0	- 0	<1% 1	- 0	- 0	- 0	- 1	1% 1	- 0	- 0	1% 1	- 0	- 0	- 0	- 0
Ref	<1% 4	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	<1% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past year, have you seen or heard a safety message that says, “Safety Doesn’t Happen by Accident”?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	35% 821	36% 36	37% 28	38% 34	39% 36	33% 27	30% 30	20% 18	36% 35	31% 34	37% 34	56% 49	37% 37	27% 30	40% 48	46% 18	35% 37	39% 40	27% 33	25% 26	42% 41	27% 25	29% 28	29% 33	33% 31	34% 33
No	65% 1,763	64% 67	63% 55	60% 74	61% 73	67% 72	70% 79	80% 84	64% 64	69% 76	63% 75	44% 53	63% 64	71% 77	60% 59	55% 28	63% 70	61% 68	73% 77	75% 84	58% 71	72% 83	69% 76	71% 76	67% 80	66% 78
DK	<1% 14	<1% 1	- 0	2% 2	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	<1% 1	- 0	2% 1	0% 1	- 0	2% 2	<1% 1	- 0	- 0	- 0	1% 2	2% 1	- 0	<1% 1	- 0
Ref	<1% 5	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	<1% 1	<1% 1	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past year, have you seen or heard a safety message that says, “Watch for Pedestrians/Bicyclists”?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	45% 1,081	41% 44	43% 33	38% 41	41% 40	37% 37	41% 43	41% 37	44% 47	49% 52	43% 44	54% 49	51% 46	42% 40	57% 66	64% 27	45% 48	41% 48	48% 49	35% 37	47% 48	30% 35	32% 30	42% 43	53% 53	39% 44
No	55% 1513	59% 60	57% 50	62% 69	59% 69	63% 63	60% 66	59% 65	57% 52	51% 59	57% 66	46% 54	49% 54	58% 68	43% 42	36% 19	55% 60	59% 60	52% 61	64% 71	54% 64	70% 75	68% 75	59% 66	47% 58	61% 67
DK	<1% 7	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	<1% 1	- 0	- 0	1% 1	<1% 1	- 0	1% 2	- 0	- 0	- 0	- 0	- 0	- 0
Ref	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0

In the past year, have you seen or heard a safety message about properly using crosswalks?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	31% 701	30% 33	32% 21	26% 26	22% 20	28% 23	29% 26	19% 18	30% 26	28% 28	31% 31	42% 34	36% 30	24% 27	43% 47	30% 10	36% 37	27% 28	29% 30	26% 29	27% 29	23% 25	21% 18	26% 26	43% 42	36% 37
No	67% 1,837	70% 71	63% 60	72% 81	75% 85	68% 74	69% 80	80% 82	69% 71	71% 80	69% 79	55% 66	59% 67	74% 79	53% 57	64% 33	61% 70	72% 78	66% 74	71% 77	68% 78	77% 85	79% 87	72% 80	56% 69	64% 74
DK	<1% 6	- 0	- 0	- 0	1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	4% 2	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	1% 1	- 0	- 0
Ref	3% 59	1% 1	5% 2	2% 3	2% 2	4% 3	2% 3	2% 2	1% 2	2% 3	- 0	4% 4	5% 4	3% 3	4% 4	2% 1	3% 2	2% 3	5% 6	4% 4	5% 3	- 0	- 0	2% 2	1% 1	- 0

In the past year, have you seen or heard a safety message about walking on the sidewalk?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	24% 519	23% 22	25% 17	22% 18	19% 20	23% 17	18% 16	8% 12	29% 25	13% 14	24% 23	34% 27	17% 15	24% 24	38% 43	17% 7	25% 26	27% 29	28% 25	19% 21	13% 15	11% 13	22% 19	18% 20	35% 31	20% 20
No	74% 2024	73% 79	72% 64	75% 89	79% 87	73% 80	81% 91	92% 89	68% 72	86% 96	76% 86	64% 74	79% 82	73% 82	58% 61	76% 36	73% 81	71% 79	70% 81	78% 86	85% 94	86% 96	78% 86	79% 86	62% 77	79% 90
DK	<1% 4	2% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0
Ref	2% 56	2% 3	3% 2	3% 3	2% 2	5% 3	1% 2	- 0	3% 2	1% 1	1% 1	3% 3	4% 4	3% 3	3% 4	5% 2	3% 2	1% 1	3% 4	3% 3	2% 3	3% 1	- 0	3% 2	3% 4	1% 1

In the past year, have you seen or heard a safety message about distracted walking?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	25% 581	24% 25	32% 20	17% 15	15% 17	23% 19	27% 26	16% 19	30% 28	26% 28	23% 23	33% 27	29% 23	20% 23	42% 47	26% 10	27% 27	29% 29	19% 20	18% 20	18% 21	21% 23	18% 18	21% 21	33% 29	23% 23
No	72% 1,963	73% 76	66% 62	80% 91	84% 91	76% 80	66% 80	80% 80	70% 70	73% 82	76% 86	63% 72	65% 72	76% 82	53% 55	68% 34	70% 80	71% 80	80% 88	80% 88	75% 88	76% 85	81% 86	78% 86	67% 82	76% 87
DK	<1% 4	1% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0
Ref	3% 55	2% 3	2% 1	3% 3	1% 1	1% 1	3% 3	3% 3	<1% 1	1% 1	1% 1	4% 5	6% 6	4% 4	5% 5	5% 2	3% 2	- 0	1% 2	2% 2	6% 3	3% 1	1% 1	2% 2	1% 1	1% 1

In the past year, have you seen or heard a safety message about bicycling in the direction of traffic?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	25% 523	18% 19	28% 15	18% 14	24% 24	29% 23	21% 16	11% 14	22% 21	17% 17	33% 29	27% 22	22% 18	20% 20	39% 43	34% 11	20% 20	23% 25	29% 29	20% 21	27% 28	14% 16	16% 14	15% 17	28% 27	21% 20
No	72% 2,013	81% 84	66% 64	76% 90	76% 85	68% 74	77% 91	89% 88	74% 74	83% 93	65% 79	68% 76	74% 80	78% 86	57% 60	62% 33	75% 85	77% 83	71% 80	75% 83	71% 82	83% 92	83% 88	84% 91	70% 83	76% 89
DK	<1% 5	- 0	1% 1	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	2% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0
Ref	3% 62	1% 2	5% 3	5% 5	- 0	3% 3	2% 2	- 0	4% 4	1% 1	2% 2	5% 6	4% 3	2% 2	4% 5	2% 1	5% 4	1% 1	<1% 1	5% 5	1% 2	3% 2	2% 3	1% 1	2% 2	2% 2

In the past year, have you seen or heard a safety message about distracted driving?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111	
Yes	46% 1,174	45% 47	52% 43	44% 47	40% 40	41% 36	38% 42	45% 48	43% 46	49% 55	49% 51	62% 58	44% 43	41% 40	49% 55	59% 26	50% 53	53% 56	47% 48	38% 44	47% 49	45% 49	40% 45	43% 47	52% 53	53% 53	
No	52% 1,383	55% 58	46% 39	55% 62	58% 67	57% 62	62% 67	55% 54	55% 52	49% 54	51% 59	34% 41	53% 55	56% 66	46% 48	33% 17	47% 54	47% 52	52% 59	59% 62	52% 62	52% 59	58% 58	56% 61	48% 58	46% 57	
DK	<1% 4	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	6% 2	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Ref	2% 42	- 0	2% 1	1% 1	2% 2	2% 2	- 0	- 0	2% 1	1% 1	- 0	4% 5	3% 3	3% 3	5% 5	2% 1	3% 2	- 0	1% 3	3% 4	1% 1	3% 2	2% 2	1% 1	1% 1	1% 1	

In the past year, have you seen or heard a safety message about reducing pedestrian and bicyclist fatalities to zero?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	36% 857	37% 41	23% 22	33% 30	38% 44	29% 27	23% 20	18% 19	44% 41	34% 36	43% 42	39% 33	34% 34	30% 36	41% 45	27% 14	36% 42	37% 39	31% 35	36% 40	40% 41	28% 30	26% 31	37% 36	38% 37	41% 42
No	62% 1692	62% 63	75% 60	65% 77	61% 64	69% 71	75% 87	82% 82	54% 56	65% 74	57% 67	57% 66	63% 64	69% 72	53% 57	71% 31	61% 65	61% 68	68% 72	62% 67	59% 69	71% 77	73% 72	62% 72	60% 72	57% 67
DK	<1% 5	1% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	1% 2	- 0	- 0	- 0	- 0
Ref	2% 49	- 0	2% 1	2% 3	1% 1	2% 2	2% 2	- 0	2% 2	1% 1	1% 1	4% 5	3% 3	1% 1	6% 6	2% 1	3% 2	1% 1	2% 3	2% 3	3% 2	1% 1	1% 2	1% 1	3% 3	2% 2

In the past year, have you seen or heard a safety message about being visible while walking or biking at night?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	40% 938	41% 43	31% 25	32% 31	37% 34	43% 38	39% 39	34% 32	43% 37	34% 39	39% 39	54% 44	39% 37	37% 34	50% 56	40% 18	34% 38	44% 44	39% 40	31% 34	50% 52	34% 39	37% 31	35% 38	44% 41	36% 35
No	59% 1651	56% 59	69% 58	68% 79	62% 74	56% 61	60% 68	66% 70	58% 62	66% 72	61% 71	46% 60	60% 63	63% 75	50% 52	60% 28	66% 71	56% 65	60% 69	69% 76	49% 58	66% 71	63% 73	65% 71	54% 70	64% 75
DK	<1% 3	1% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Ref	<1% 11	2% 2	- 0	- 0	1% 1	1% 1	1% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 2	- 0	1% 1	- 0	1% 1	1% 1

In the past year, have you seen or heard a safety message about reducing speed around pedestrians and bicyclists?

	Total Sample n=2,603	Alachua n=105	Bay n=83	Brevard n=110	Broward n=109	Collier n=100	Duval n=109	Escambia n=102	Hillsborough n=99	Lake n=111	Lee n=104	Leon n=104	Manatee n=101	Marion n=109	Miami-Dade n=108	Monroe n=46	Orange n=109	Osceola n=109	Palm Beach n=110	Pasco n=110	Pinellas n=112	Polk n=110	Sarasota n=105	Seminole n=109	St. Lucie n=112	Volusia n=111
Yes	32% 705	34% 35	40% 25	26% 25	31% 30	32% 24	23% 22	25% 24	28% 24	27% 27	26% 28	41% 37	31% 27	30% 28	50% 54	22% 8	30% 30	38% 37	30% 30	29% 30	31% 28	19% 22	24% 24	20% 23	44% 39	23% 24
No	66% 1841	66% 70	58% 57	71% 81	67% 77	68% 75	76% 85	75% 78	69% 73	73% 83	73% 81	56% 64	64% 69	69% 79	46% 50	74% 35	66% 76	60% 70	65% 74	67% 76	69% 83	78% 87	74% 79	78% 84	54% 70	75% 85
DK	<1% 8	- 0	- 0	1% 1	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	3% 2	- 0	2% 2	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Ref	3% 49	- 0	2% 1	2% 3	1% 1	<1% 1	1% 2	- 0	3% 2	1% 1	1% 1	3% 3	5% 5	1% 1	3% 4	2% 1	5% 3	- 0	4% 5	3% 4	1% 1	3% 1	2% 2	2% 2	3% 3	2% 2

Where did you see or hear it? [Select all that apply]⁵

Alert Today, Alive Tomorrow

n= 920

Cable Television	48% 423
Streaming Television	16% 139
Billboard (electronic or traditional)	35% 314
YouTube	19% 150
Social Media	18% 172
Mobile Phone Advertisement	8% 78
Gas Station	7% 67
AM/FM Radio	10% 106
Newspaper/ Magazine	8% 64
Poster	10% 78
Brochure	5% 40
Tip Card	2% 16
Press Event	2% 21
Outreach Event	3% 25
High Visibility Enforcement Checkpoint	6% 43
Law Enforcement Officers	4% 36
Other	4% 40

⁵ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]⁶
Alert Tonight, Alive Tomorrow
n= 645

Cable Television	50% 303
Streaming Television	22% 131
Billboard (electronic or traditional)	34% 219
YouTube	21% 126
Social Media	21% 135
Mobile Phone Advertisement	13% 71
Gas Station	10% 56
AM/FM Radio	11% 65
Newspaper/ Magazine	8% 49
Poster	10% 55
Brochure	6% 33
Tip Card	3% 11
Press Event	3% 18
Outreach Event	3% 17
High Visibility Enforcement Checkpoint	7% 35
Law Enforcement Officers	6% 30
Other	3% 20

⁶ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]⁷

One Foolish Act

n= 767

Cable Television	66% 502
Streaming Television	20% 150
Billboard (electronic or traditional)	13% 94
YouTube	20% 154
Social Media	18% 143
Mobile Phone Advertisement	11% 74
Gas Station	4% 30
AM/FM Radio	5% 40
Newspaper/ Magazine	5% 37
Poster	4% 24
Brochure	4% 25
Tip Card	1% 10
Press Event	3% 17
Outreach Event	2% 19
High Visibility Enforcement Checkpoint	4% 27
Law Enforcement Officers	4% 28
Other	3% 15

⁷ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]⁸

Every Life Counts

n=993

Cable Television	53% 518
Streaming Television	19% 159
Billboard (electronic or traditional)	26% 241
YouTube	22% 176
Social Media	24% 239
Mobile Phone Advertisement	9% 82
Gas Station	7% 55
AM/FM Radio	9% 88
Newspaper/ Magazine	7% 61
Poster	9% 74
Brochure	6% 39
Tip Card	3% 20
Press Event	2% 14
Outreach Event	2% 21
High Visibility Enforcement Checkpoint	4% 30
Law Enforcement Officers	5% 39
Other	4% 45

⁸ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]⁹
Safety Doesn't Happen by Accident

n=821

Cable Television	45% 370
Streaming Television	19% 143
Billboard (electronic or traditional)	31% 242
YouTube	24% 158
Social Media	24% 184
Mobile Phone Advertisement	10% 74
Gas Station	12% 76
AM/FM Radio	10% 79
Newspaper/ Magazine	8% 64
Poster	15% 91
Brochure	7% 43
Tip Card	4% 28
Press Event	4% 28
Outreach Event	4% 27
High Visibility Enforcement Checkpoint	7% 42
Law Enforcement Officers	6% 47
Other	3% 33

⁹ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply] ¹⁰

Watch for Bicyclists and Pedestrians

n=1,081

Cable Television	42% 431
Streaming Television	16% 139
Billboard (electronic or traditional)	33% 376
YouTube	18% 168
Social Media	16% 185
Mobile Phone Advertisement	9% 89
Gas Station	5% 63
AM/FM Radio	8% 91
Newspaper/ Magazine	5% 59
Poster	11% 111
Brochure	3% 26
Tip Card	1% 13
Press Event	2% 20
Outreach Event	2% 19
High Visibility Enforcement Checkpoint	6% 58
Law Enforcement Officers	4% 55
Other	11% 133

¹⁰ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]¹¹
Crosswalks
n=701

Cable Television	54% 385
Streaming Television	20% 137
Billboard (electronic or traditional)	24% 159
YouTube	20% 124
Social Media	19% 142
Mobile Phone Advertisement	11% 68
Gas Station	11% 44
AM/FM Radio	8% 60
Newspaper/ Magazine	7% 31
Poster	8% 43
Brochure	7% 28
Tip Card	1% 8
Press Event	4% 22
Outreach Event	4% 21
High Visibility Enforcement Checkpoint	7% 33
Law Enforcement Officers	6% 32
Other	7% 49

¹¹ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]¹²

Sidewalks

n=519

Cable Television	55% 260
Streaming Television	24% 127
Billboard (electronic or traditional)	30% 124
YouTube	23% 127
Social Media	23% 132
Mobile Phone Advertisement	14% 57
Gas Station	10% 39
AM/FM Radio	10% 54
Newspaper/ Magazine	6% 29
Poster	10% 42
Brochure	6% 20
Tip Card	5% 18
Press Event	5% 16
Outreach Event	7% 24
High Visibility Enforcement Checkpoint	8% 23
Law Enforcement Officers	7% 26
Other	6% 34

¹² Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]¹³
Distracted Walking
n=582

Cable Television	56% 316
Streaming Television	24% 143
Billboard (electronic or traditional)	19% 106
YouTube	23% 143
Social Media	23% 137
Mobile Phone Advertisement	16% 75
Gas Station	7% 29
AM/FM Radio	9% 49
Newspaper/ Magazine	6% 31
Poster	8% 41
Brochure	6% 21
Tip Card	2% 12
Press Event	4% 13
Outreach Event	5% 21
High Visibility Enforcement Checkpoint	6% 23
Law Enforcement Officers	6% 27
Other	2% 16

¹³ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]¹⁴
Bicycling in the Direction of Traffic
n=523

Cable Television	55% 274
Streaming Television	22% 122
Billboard (electronic or traditional)	24% 117
YouTube	22% 125
Social Media	19% 117
Mobile Phone Advertisement	9% 53
Gas Station	8% 31
AM/FM Radio	8% 43
Newspaper/ Magazine	7% 34
Poster	9% 40
Brochure	5% 20
Tip Card	3% 16
Press Event	3% 13
Outreach Event	5% 19
High Visibility Enforcement Checkpoint	7% 23
Law Enforcement Officers	7% 28
Other	8% 41

¹⁴ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply] ¹⁵

Distracted Driving

n=1,174

Cable Television	61% 701
Streaming Television	19% 190
Billboard (electronic or traditional)	31% 361
YouTube	18% 183
Social Media	18% 227
Mobile Phone Advertisement	9% 93
Gas Station	6% 47
AM/FM Radio	13% 167
Newspaper/ Magazine	5% 59
Poster	5% 57
Brochure	3% 26
Tip Card	1% 17
Press Event	2% 17
Outreach Event	3% 23
High Visibility Enforcement Checkpoint	4% 32
Law Enforcement Officers	4% 47
Other	3% 36

¹⁵ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply] ¹⁶
Reducing Pedestrian and Bicyclist Fatalities to Zero
n=857

Cable Television	72% 614
Streaming Television	20% 167
Billboard (electronic or traditional)	14% 105
YouTube	21% 164
Social Media	9% 137
Mobile Phone Advertisement	16% 65
Gas Station	6% 31
AM/FM Radio	6% 45
Newspaper/ Magazine	5% 37
Poster	6% 39
Brochure	3% 20
Tip Card	2% 10
Press Event	2% 14
Outreach Event	3% 17
High Visibility Enforcement Checkpoint	4% 25
Law Enforcement Officers	4% 26
Other	2% 12

¹⁶ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]¹⁷
Being Visible at Night
n=938

Cable Television	53% 507
Streaming Television	20% 174
Billboard (electronic or traditional)	21% 186
YouTube	19% 169
Social Media	19% 205
Mobile Phone Advertisement	8% 77
Gas Station	8% 54
AM/FM Radio	10% 98
Newspaper/ Magazine	7% 54
Poster	10% 71
Brochure	5% 34
Tip Card	1% 9
Press Event	2% 13
Outreach Event	3% 26
High Visibility Enforcement Checkpoint	4% 32
Law Enforcement Officers	4% 49
Other	6% 48

¹⁷ Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply]¹⁸
Reducing Speed Around Bicyclists/Pedestrians
n=705

Cable Television	44%
	308
Streaming Television	17%
	124
Billboard (electronic or traditional)	27%
	188
YouTube	20%
	142
Social Media	21%
	158
Mobile Phone Advertisement	11%
	58
Gas Station	6%
	35
AM/FM Radio	8%
	65
Newspaper/ Magazine	7%
	44
Poster	9%
	60
Brochure	5%
	24
Tip Card	2%
	8
Press Event	1%
	11
Outreach Event	4%
	19
High Visibility Enforcement Checkpoint	5%
	32
Law Enforcement Officers	6%
	33
Other	10%
	64

Did any of these messages change your behavior?

	Total Sample n=475	Telephone n=475	Online ¹⁹ n=0
Yes	45%	45%	-
	190	190	0
No	55%	55%	-
	283	283	0
Don't Know	<1%	<1%	-
	3	3	0
Refusal	-	-	-
	0	0	0

¹⁸ Column totals may exceed 100% for this select all question

¹⁹ Question was left off the Online questionnaire

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

	Total Sample n=2,603	Telephone n=500	Online n=2,103
18-24	12% 259	5% 22	13% 237
25-34	16% 368	13% 40	17% 328
35-44	15% 443	14% 73	16% 370
45-54	16% 345	17% 78	15% 267
55-64	16% 426	22% 104	15% 322
65+	23% 718	30% 177	24% 541
Don't Know	- 0	- 0	- 0
Refusal	2% 44	1% 6	2% 38

Which language do you speak in your home most often?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
English	91% 2,483	90% 476	91% 2,007
Spanish	7% 83	6% 16	7% 67
Creole	1% 11	1% 1	1% 10
Other	1% 23	2% 5	1% 18
Don't Know	<1% 1	<1% 1	- 0
Refusal	<1% 2	<1% 1	<1% 1

Are you of Latino or Hispanic ethnic background?

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Yes	28% 353	26% 60	29% 293
No	71% 2,235	70% 433	71% 1,802
Don't Know	<1% 2	1% 2	- 0
Refusal	1% 8	2% 5	<1% 3

What is your racial background? Are you:

	Total Sample n=2,246	Telephone n=440	Online n=1,806
White/Caucasian	67% 1,870	59% 344	69% 1,526
Black/ African American	22% 272	28% 68	21% 204
Asian	4% 40	6% 9	3% 31
Native American	2% 23	2% 3	2% 20
Other	5% 41	6% 16	4% 25
Don't Know	- 0	- 0	- 0
Refusal	- 0	- 0	- 0

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

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Less than high school degree	4% 79	4% 11	3% 68
High school degree/ GED	27% 627	18% 88	29% 539
Some college	39% 840	37% 146	40% 694
Bachelor's degree	20% 673	23% 147	19% 526
Graduate or Post-graduate degree	10% 374	15% 100	9% 274
Don't Know	<1% 2	1% 2	- 0
Refusal	1% 8	3% 6	<1% 2

Am I reaching you today on a landline or cell phone today?

n=500

Landline	10% 74
Cell phone	88% 418
Don't Know	<1% 1
Refusal	2% 7

Sex (interviewer-determined on phone)

	Total Sample n=2,603	Telephone n=500	Online n=2,103
Male	48% 1,087	54% 234	47% 853
Female	52% 1,516	46% 266	53% 1,250

Appendix II: Survey Instrument

FDOT Pedestrian & Bicyclist 2021 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 pedestrian and bicyclist behavior. May I please speak to someone who is 18 years of age or older?

LANG (Interviewer-determined) Survey Language

1. English
2. Spanish

INFORMED CONSENT

Thank you for your time. These questions should take less than 7 minutes to complete. Your participation is voluntary. Your identity is unknown, and all your responses will remain confidential. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

COUNTY) Which Florida county do you live in?

- | | | | |
|----|--------------|----|------------|
| 1 | Alachua | 15 | Monroe |
| 2 | Bay | 16 | Orange |
| 3 | Brevard | 17 | Osceola |
| 4 | Broward | 18 | Palm Beach |
| 5 | Collier | 19 | Pasco |
| 6 | Duval | 20 | Pinellas |
| 7 | Escambia | 21 | Polk |
| 8 | Hillsborough | 22 | Sarasota |
| 9 | Lake | 23 | Seminole |
| 10 | Lee | 24 | St. Lucie |
| 11 | Leon | 25 | Volusia |
| 12 | Manatee | 77 | Other |
| 13 | Marion | 88 | Don't Know |
| 14 | Miami-Dade | 99 | Refusal |

PED) During a typical week how many hours do you spend walking on a sidewalk or roadway?

1. None [SKP to BIKE]
2. Less than one hour
3. 1-5 hours
4. 5-10 hours
5. More than 10 hours
8. Don't Know
9. Refusal [SKP to BIKE]

PEDN) During a typical week, how often do you walk on a sidewalk or roadway at night?

1. Very often
2. Sometimes
3. Rarely
4. Never [SKP to MCROSSD]
8. Don't Know [SKP to MCROSSD]
9. Refusal [SKP to MCROSSD]

[IF PEDN <= 3]

PEDVIS) When you walk during the night, do you do anything to make yourself more visible to motorists?

1. Yes
2. No [Skip to WSIDE]
8. Don't Know
9. Refusal

[IF PEDVIS = 1]

PEDVISW) What do you do to make yourself more visible after dark? _____

WSIDE) When you are walking and there is a sidewalk available, how often do you walk on the sidewalk?

1. All the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

WROAD) When you are walking and there is not a sidewalk available, where do you walk? [Select all that apply]

1. On the roadway
2. On the hard shoulder
3. On the grassy shoulder
8. Don't Know
9. Refusal

IMPCR) How important do you feel it is to cross at an intersection or crosswalk when walking across the road?

1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
8. Don't Know
9. Refusal

MCROSSD) How safe do you feel when crossing the street during the day in a crosswalk?

1. Very safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

MCROSSN) How safe do you feel when crossing the street at night in a crosswalk?

1. Very Safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

NOCROSS) In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"?

1. Yes
2. No
8. Don't Know
9. Refusal

[IF NOCROSS = 1]

NOCROSSWHY) Why did you cross the street at a crosswalk when the signal said, "do not cross?"

BEACON) Have you crossed a street mid-block where a yellow flashing beacon was provided in a mid-block crosswalk?

1. Yes
2. No
8. Don't Know
9. Refusal

WAITBEA) [IF BEACON == 1 SHOW] Did you activate the beacon before crossing the road?

1. Yes
2. No
8. Don't Know
9. Refusal

BEACONPROB) [IF BEACON == 1 SHOW] Have you encountered any problems using a mid-block crosswalk with a yellow flashing beacon?

1. Yes _____
2. No
8. DK
9. Refusal

BIKE) During a typical week how many hours do you spend riding a bicycle on a roadway?

1. None [SKP to STOPMID]
2. Less than one hour
3. 1-5 hours
4. 5-10 hours
5. More than 10 hours
8. Don't Know
9. Refusal

BIKEN) During a typical week, how often do you ride a bicycle on a roadway at night?

1. Very often
2. Sometimes
3. Rarely
4. Never [SKP to BIKERIDED]
8. Don't Know [SKP to BIKERIDED]
9. Refusal [SKP to BIKERIDED]

[If BIKEN <=3]

BIKELIGHT) When you ride your bike at night, do you use a light on your bike?

1. Yes
2. No
8. Don't Know
9. Refusal

BIKERIDED) How safe do you feel riding your bicycle on roadways during the day?

1. Very Safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

BIKERIDEN) How safe do you feel riding your bicycle on roadways at night?

1. Very Safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

ROAD) When riding a bicycle on the roadway, do you ride ...

1. Facing traffic
2. With traffic
3. Both
8. Don't Know
9. Refusal

LIGHT) When riding a bicycle on the roadway, do you stop at stop signs and red lights?

1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

HELMET) When riding a bike, do you wear a helmet?

1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

STOPMID) When driving, do you stop for pedestrians at mid-block crossings?

1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

LOOKLR) When driving, do you come to a complete stop, and look left and right, before making a right on red?

1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

Next I'm going to ask you a couple of questions about Florida laws.

BIKEPASS) Florida law requires at least how many feet between a driver when passing a bicyclist?

1. None
2. 1 ft
3. 3 ft
4. 5 ft
8. Don't Know
9. Refusal

PEDWALK) According to Florida law, where are pedestrians required to walk when no sidewalks are available?

1. On the shoulder facing traffic
2. On the shoulder walking with traffic
3. On the shoulder, does not matter which direction
8. Don't Know
9. Refusal

PEDCROSS) According to Florida law, are all intersections implied crosswalks, even when no lines are painted?

1. Yes
2. No
8. Don't Know
9. Refusal

PEDSTOP) According to Florida law, are drivers required to stop for pedestrians in both intersections and mid-block crosswalks?

1. Yes
2. No
3. Don't Know
4. Refusal

Next we're going to ask you some questions about safety messages.

XXXXXX) In the past year, have you seen or heard a safety message "SEE BELOW"?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[ROTATE ALERTDAY - WATCH]

ALERTDAY that says, "Alert Today, Alive Tomorrow"

ALERTN that says, "Alert Tonight, Alive Tomorrow"

FOOL that says, "One Foolish Act"

EVERY that says, "Every Life Counts"

SAFE that says, "Safety Doesn't Happen by Accident"

WATCH that says, "Watch for Bicyclists and Pedestrians"

CROSS about properly using crosswalks

SIDE about walking on the sidewalk

WALK about distracted walking

TRAFFIC about bicycling in the direction of traffic

DRIVE about distracted driving

ZERO about reducing pedestrian and bicycle fatalities to zero

VISIBLE about being visible while walking or biking at night

SPEED about reducing speed around pedestrians and bicyclists

XXXXXXSEE) Where did you see or hear it? SELECT ALL THAT APPLY

1. Television – Broadcast / Cable
2. Streaming Television such as (Roku, Apple TV, Sling, Amazon Fire, etc.)
3. Billboard on the road (electronic or traditional)
4. YouTube
5. Social media (Facebook, Twitter, Instagram, etc.)
6. Mobile phone advertisement
7. Gas station
8. AM/FM radio
9. Newspaper/Magazine
10. Poster
11. Brochure
12. Tip Card
13. Press Event
14. Outreach Event
15. High Visibility Enforcement Checkpoint
16. Law Enforcement Officers
17. Other: _____

- 88. Don't Know
- 99. Refusal

CHANGE) [If yes to ALERTDAY - VISIBLE] Did any of these messages change your behavior?

1. Yes
2. No
8. Don't Know
9. Refusal

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

YEAR. In what year were you born?

- 9. Refusal

HOMELANG. Which language do you speak in your home most often?

1. English
2. Spanish
3. Creole
4. Other
8. Don't Know
9. Refusal

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes (SKIP to EDU)
2. No
8. Don't Know
9. Refusal

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
9. Refusal

EDU) What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Some college
4. Bachelor's degree
5. Graduate degree or post-graduate degree
8. Don't Know
9. Refusal

ZIP) To help compare your results to others in your area, may I have the zip code where you live?

1. _____

LLCELL. Am I reaching you today on a landline or cell phone today?

1. Landline
2. Cell phone
8. Don't Know
9. Refusal

SEX (Interviewer-determined on phone)

INT: PLEASE RECORD THE SEX OF RESPONDENT. ASK IF YOU DON'T ALREADY KNOW: "Are you male or female?"]

1. Male
2. Female

Closing:

Those are all the questions I have for you this evening. Thank you for participating. As I said earlier, this survey is being conducted by the University of North Florida on behalf of the Florida Department of Transportation about the pedestrian and cyclist behaviors of Floridians in order to improve the safety of Florida's roads. If you have any questions regarding this survey or the rights of research subjects, please contact the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-2784.