

# Florida 2022

Click it or Ticket  
Media Survey

Florida Department of Transportation  
Final Report  
September 2022

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Click it or Ticket  
Media Survey

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

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**September 2022**

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

The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT State Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation, or any other agency of the State or Federal Government.

## 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 2020 American Community Survey from the U.S. Census Bureau estimates there are 17,002,480 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2020 ACS estimates is as follows: 53.4% white, 15.2% Black, 25.8% Hispanic/Latino origin, and 2.7% Asian. FDOT's 2021 Public Road Mileage and Travel (DVMT) Report counts a total of 123,652 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. Florida is one of the 34 states with primary enforcement safety belt laws (Governors Highway Safety Association). 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 2021 Traffic Safety Facts, 90.1% 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, whose goal is to decrease deaths by increasing awareness. 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 these key findings (right):

## Methodology

### Study Purpose

FDOT contracted with PORL at UNF to gather information about the attitudes and awareness of adults living in the State of Florida concerning FDOT's *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, PORL administered a telephone survey June 6 through June 30, 2022. This project is executed annually during this time frame because it immediately follows the Memorial Day media and enforcement campaigns coordinated by FDOT.

### Study Design

PORL conducted a telephone survey of 1,412 adult residents of Florida with a driver's license (even if suspended).

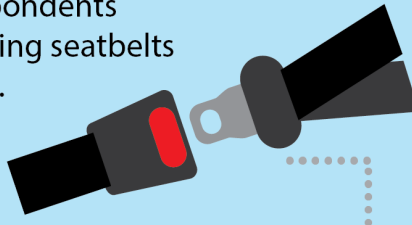
To ensure a representative sample being collected, the state was stratified using the 10 Florida designated market areas (DMAs), which are defined as regions where the population can receive the same or similar television and radio station offerings, as well as other types of media including newspapers 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. The minimum quota was set to 100 completed surveys to decrease the margin of error when cross analyzing one DMA to another. It is important to recognize sample size when comparing DMAs, as their margins of error are higher, meaning there is more uncertainty regarding the within-DMA estimates, compared to the statewide figures.

An oversample of individuals aged 18-34 was used to get a closer

Sample: 1,412 adult Florida residents

87% of respondents reported using seatbelts all the time.

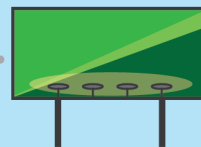


68% of respondents reported having seen or heard about the *Click It or Ticket* campaign.



The Gainesville DMA has the highest *Click It* awareness, at 90%.\*

Most people saw *Click It or Ticket* on a traditional billboard, at 50%.



30% of respondents said education was the most effective way to encourage seat belt use



\* % reported seeing or hearing *Click It or Ticket* in the past year

look at this relatively small subgroup of the population.

A sample of the polling universe (adult Florida residents) was selected using Random-Digit-Dialing methodology for both landlines and cell phones. Dynata provided all of the telephone numbers used for the survey. Upon reaching an individual by phone, interviewers asked the first qualified respondent to participate.

Data collection took place at the PORL facility from June 6 through June 30, 2022, with its 27-station Computer Assisted Telephone Interviewing (CATI) system.

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. From June 7 June 26, calls were made from 4:00 p.m. - 9:00 p.m., seven days a week. Call times were extended from 12:00 p.m. to 9:00 p.m. from June 27 to June 30. The total number of completed surveys collected was 1,412.

The breakdown of completed responses on a landline phone to a cell phone was 14% to 85% with 1% 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 Florida.

To adjust for oversampling of smaller media markets and younger individuals, 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 2020 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, those respondents were given a weight of one. The margin of sampling error for the total sample is +/- 2.6 percentage points (see Table 2). The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which estimates the proportion of cases of unknown eligibility that are truly eligible. This study had a 3.3% response rate.

As members of AAPOR, PORL’s goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, 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](mailto:porl@unf.edu) or calling (904) 620-2784.

**Table 1. DMA and Sample Size**

Designated Market Area	Sample Size
Pensacola	n=102
Panama City	n=102
Tallahassee	n=100
Jacksonville	n=100
Gainesville	n=101
Orlando	n=176
Tampa	n=235
West Palm Beach	n=125
Fort Myers	n=100
Broward/Monroe	n=109
Miami-Dade	n=162
<b>Total</b>	<b>n=1,412</b>

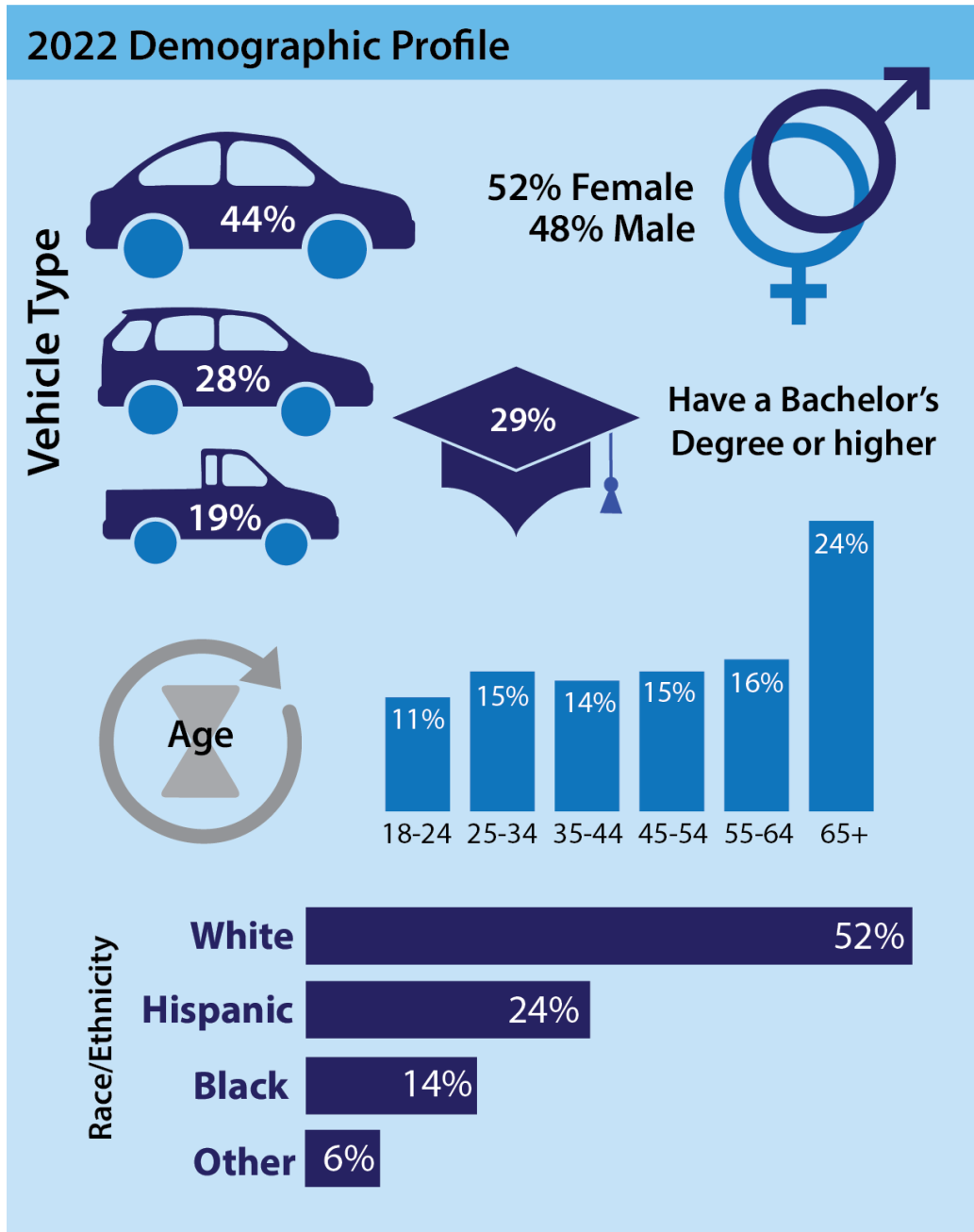
**Table 2. DMA and Margin of Error**

Designated Market Area	Margin of Error
Pensacola	+/- 9.7
Panama City	+/- 9.7
Tallahassee	+/- 9.8
Jacksonville	+/- 9.8
Gainesville	+/- 9.8
Orlando	+/- 7.4
Tampa	+/- 6.4
West Palm Beach	+/- 8.8
Fort Myers	+/- 9.8
Broward/Monroe	+/- 9.4
Miami-Dade	+/- 7.7
<b>Total</b>	<b>+/- 2.6</b>

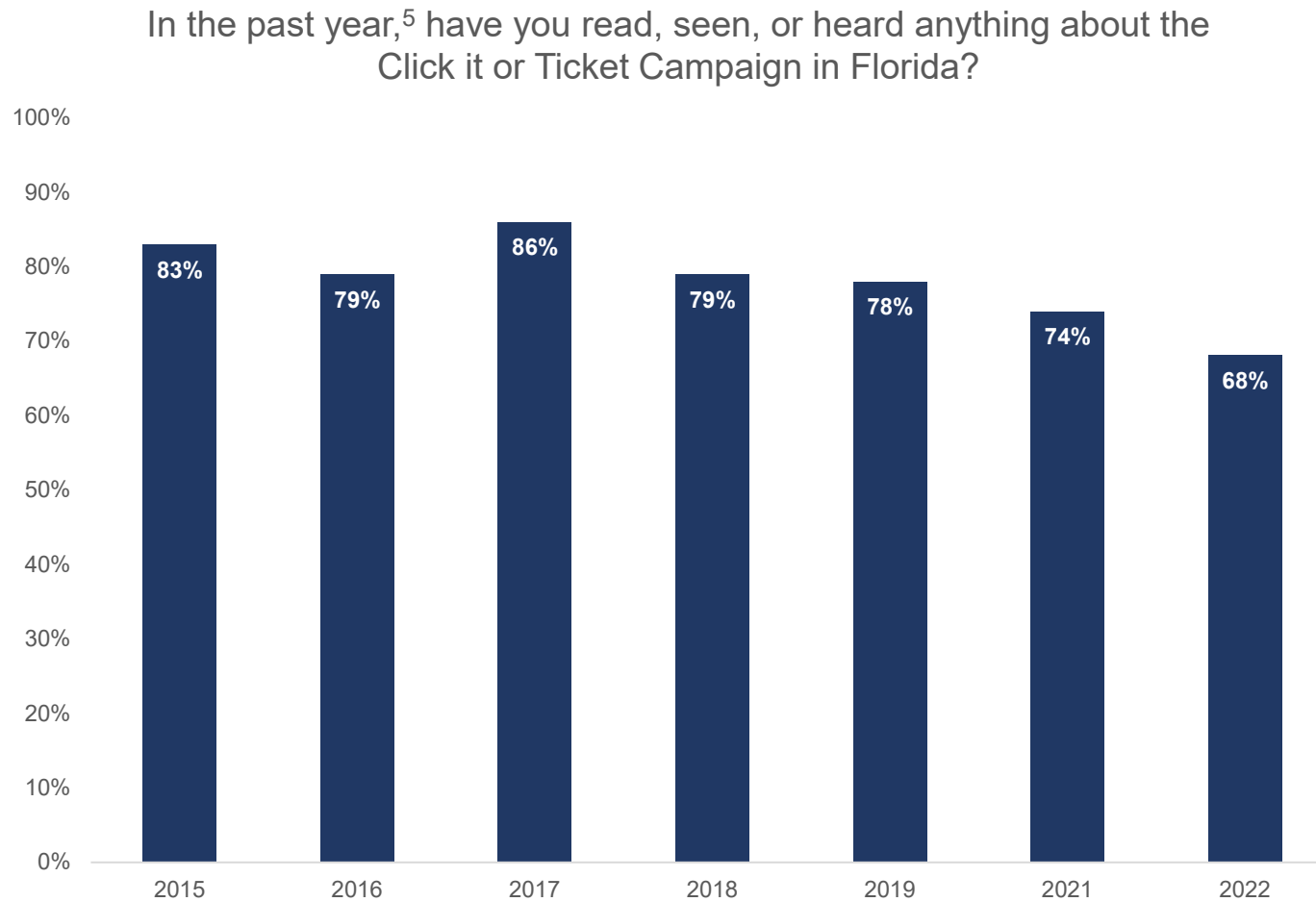
### Summary of Findings

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 2022, as well as longitudinal data from past project years, where applicable. The full results of the 2022 survey can be found in Appendix I: Survey Results. The demographic breakdown for the total 2022 sample is represented in the following infographic.



**Figure 1. *Click It or Ticket*, 2015-2022**



Survey respondents were asked whether they have seen, read, or heard anything about the *Click It or Ticket* campaign in the past year. Figure 1 shows the total percentage of respondents who indicated they have seen or heard about the campaign in each project year.

Awareness of *Click It or Ticket* has declined steadily since its peak in 2017. Since the first project year in 2015, awareness has dropped 15 percentage points from 83 percent to 68 percent in 2022.

<sup>1</sup> From 2015-2019 used wording “In the past 6 months...”

**Figure 2. Click It or Ticket by DMA, 2022**

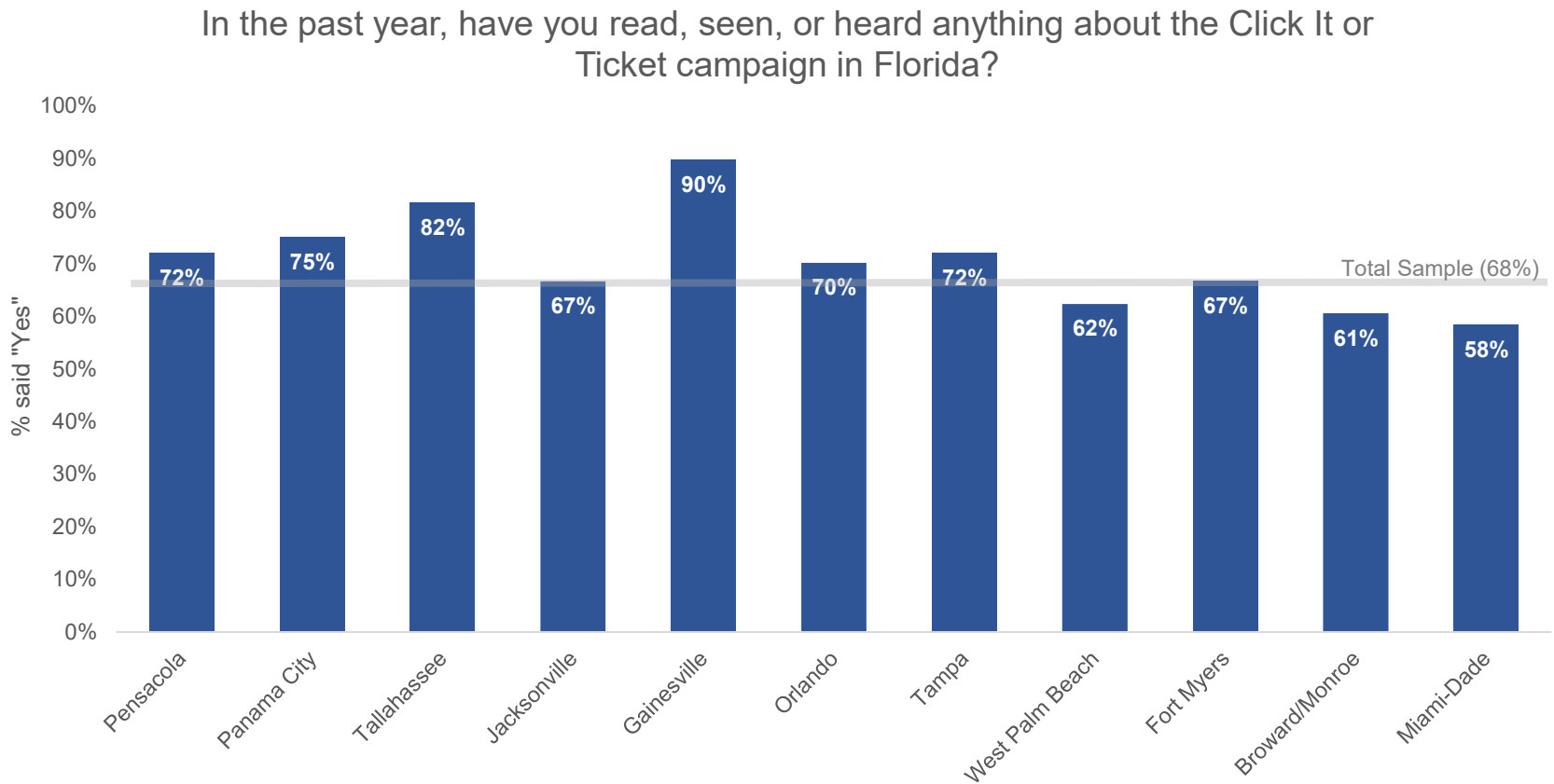


Figure 2 shows the percentage of 2022 respondents who indicated they have seen or heard about the *Click It or Ticket* campaign in the past year, broken down by DMA. The Gainesville DMA had the highest awareness, with 90 percent of respondents reporting having seen or heard about *Click It*. In

second place was the Tallahassee DMA 82 percent awareness, followed by Panama City with 75 percent. The DMA with the lowest awareness was Miami-Dade at 58 percent of respondents saying they have seen or heard about *Click It or Ticket* in the past year.



Figure 3 *Click It or Ticket* Awareness Map, 2022

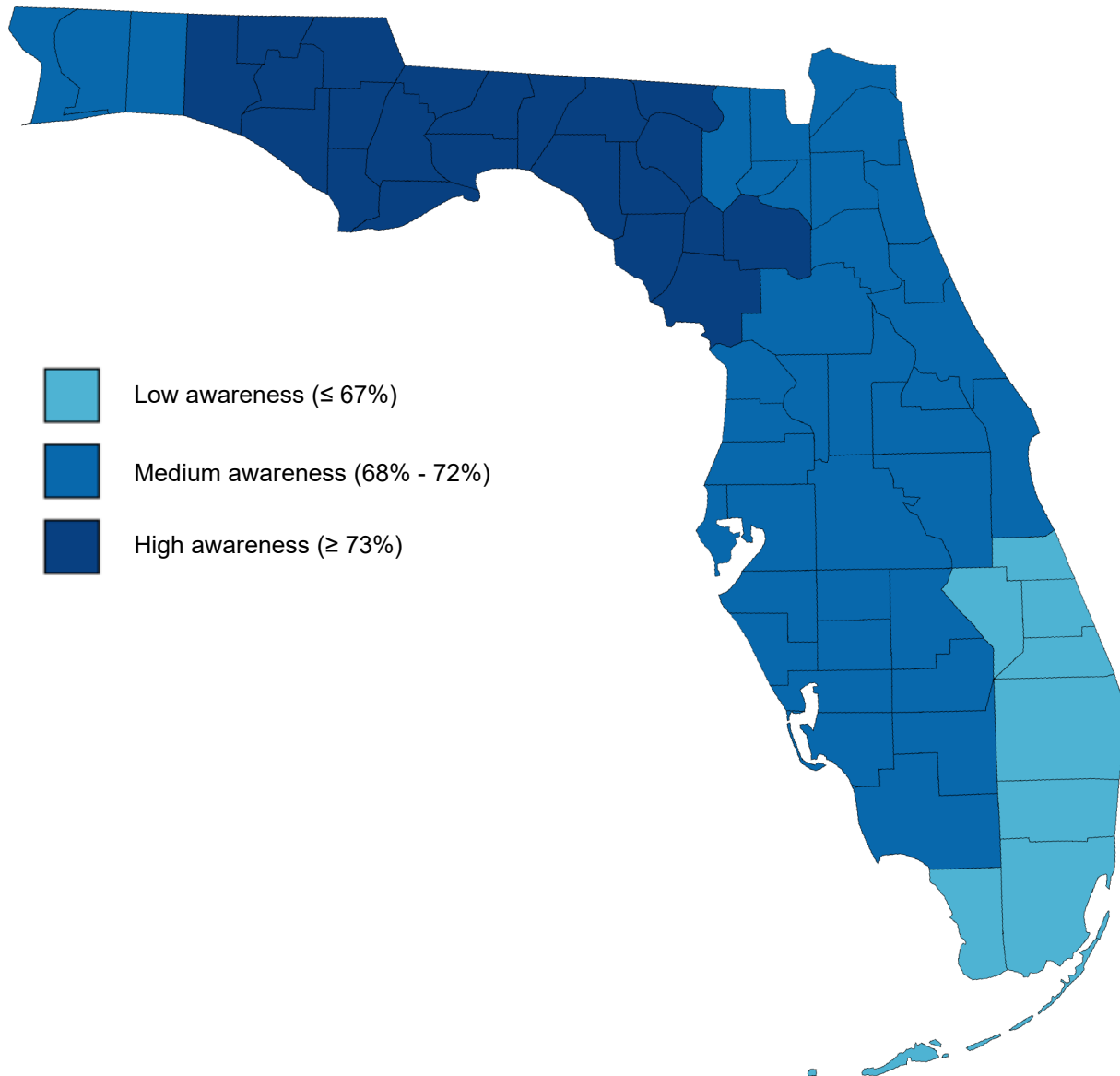


Figure 3 displays a geographical representation of the *Click It or Ticket* awareness levels in each DMA. Darker areas indicate DMAs with higher percentages of respondents who indicated they had seen or heard *Click It or Ticket* in the past year. The “low,” “medium,” and “high” categories were determined using the 33<sup>rd</sup> and 66<sup>th</sup> percentiles. “High awareness” DMAs, with 73

percent or higher, include Panama City, Tallahassee, and Gainesville. The “medium awareness” DMAs, between 68 and 72 percent, are Pensacola, Jacksonville, Orlando, Tampa, and Fort Myers. The West Palm, Broward/Monroe, and Miami-Dade DMAs fall into the “low awareness” category, each with 67% or less.

**Figure 4. Click It or Ticket by Race, 2015-2022<sup>2</sup>**

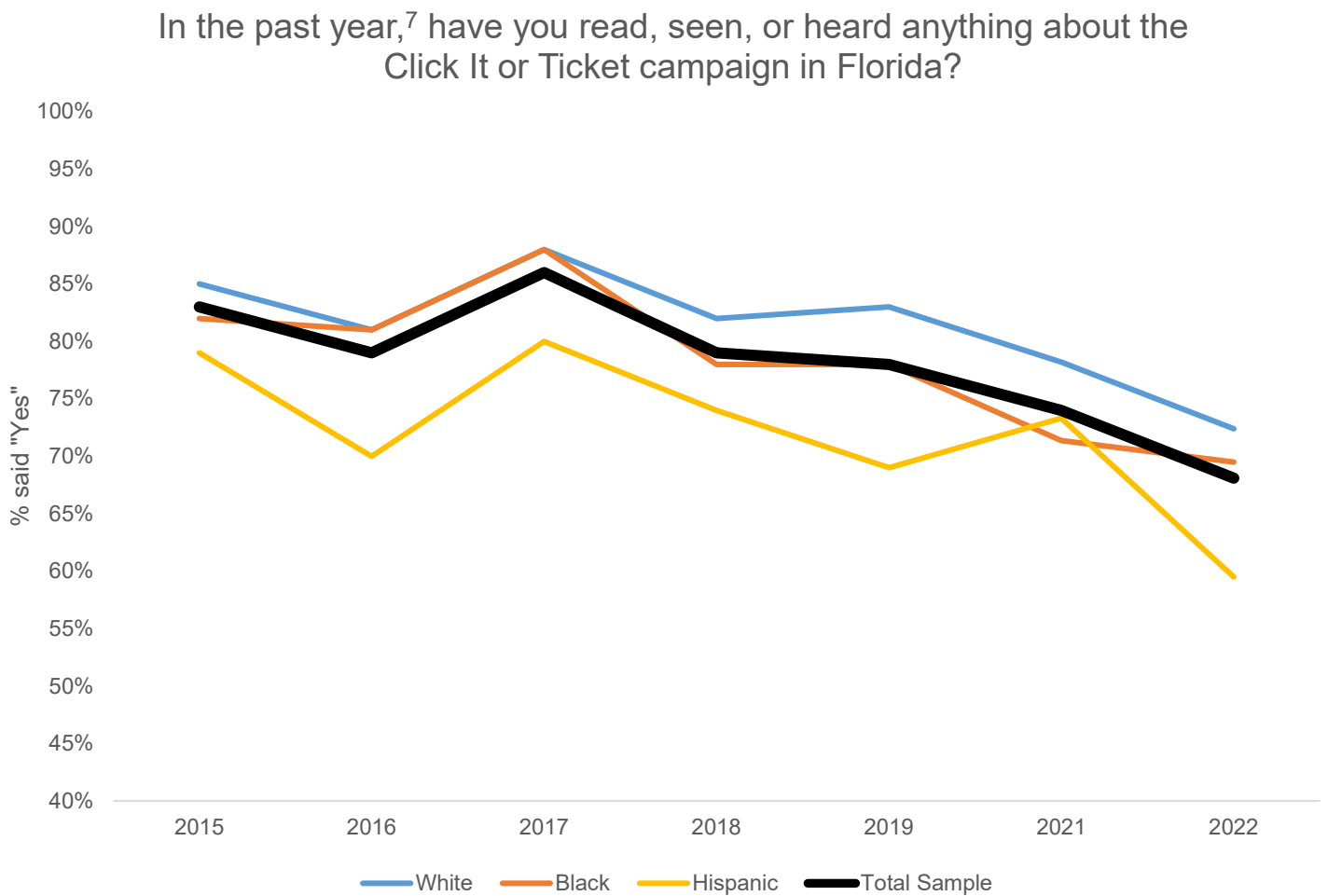


Figure 4 shows the racial and ethnic breakdown of the respondents who said they have seen or heard about the *Click It or Ticket* campaign in the past year. Respondents of Black or African American racial background are the closest to the total sample across all project years, ending up slightly higher than the 2022 average, with 70 percent awareness.

White or Caucasian respondents trend higher than the total sample across project years, with 72 percent awareness.

Respondents of Hispanic or Latino ethnic background have consistently had lower rates of awareness across all project years. After a spike in 2021, Hispanic/Latino awareness dropped 14 percentage points in 2022, down to 60 percent.

<sup>2</sup> It should be noted that the x-axis in Figure 11 begins at 40 percent to increase visibility.

<sup>3</sup> From 2015-2019 used wording "In the past 6 months..."

**Figure 5. Click It or Ticket by AGE, 2015-2022<sup>4</sup>**

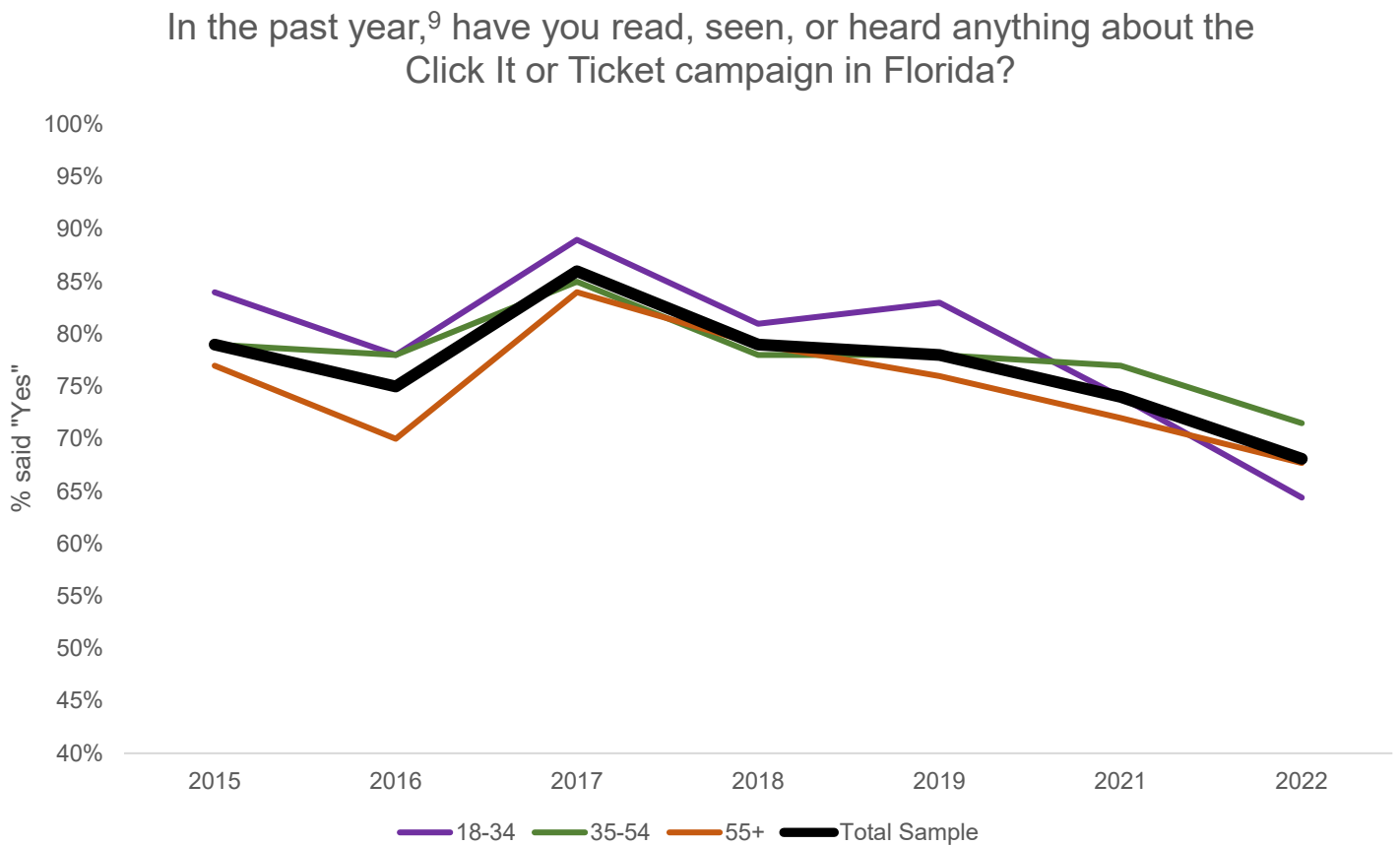


Figure 5 breaks down *Click It or Ticket* awareness by age, aggregated into three categories. Respondents between the ages of 18 and 34 had the highest rate of awareness until 2021, dropping even further in 2022 to 64 percent—the lowest of the three age categories. Although awareness in the 35-54 age group declined since 2021, it surpassed the total sample average in

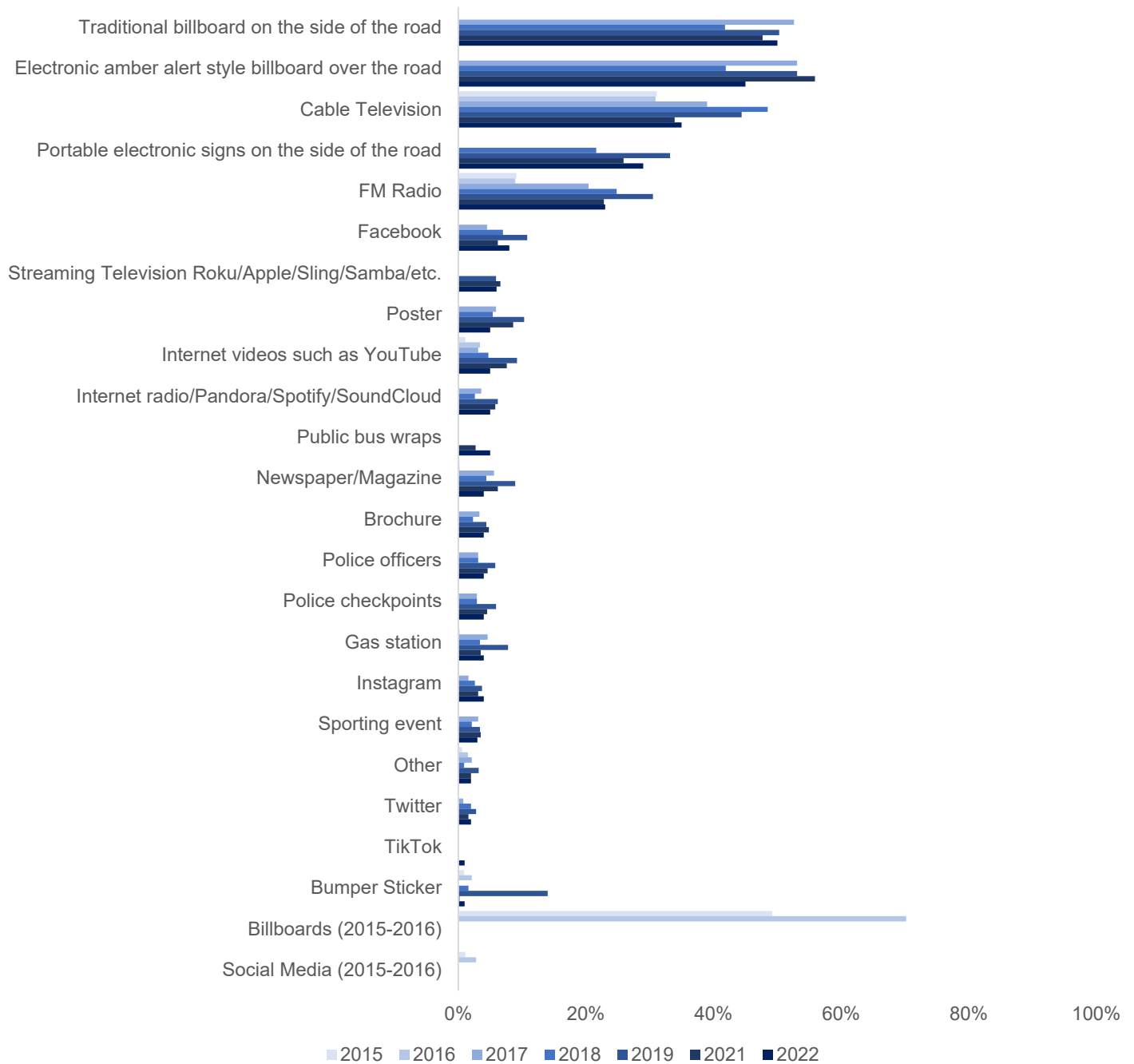
2022 with 72 percent—the highest of the three categories. The 55 and older category continued its downward trend in 2022, however awareness in this category was the same as that of the total sample, at 68 percent.

<sup>4</sup> It should be noted that the x-axis in Figure 12 begins at 40 percent to increase visibility.

<sup>5</sup> From 2015-2019 used wording “In the past 6 months...”

**Figure 6. Click It Media, 2015-2022**

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 6 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*. In 2022, the most popular medium was traditional billboards, with 50 percent. Electronic billboards came in second with 45 percent, although they saw a marked decrease from 2021. Cable television, in third place, remained largely steady with 35 percent in 2022.

**Figure 7. Click It Media by Age, 2022**

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

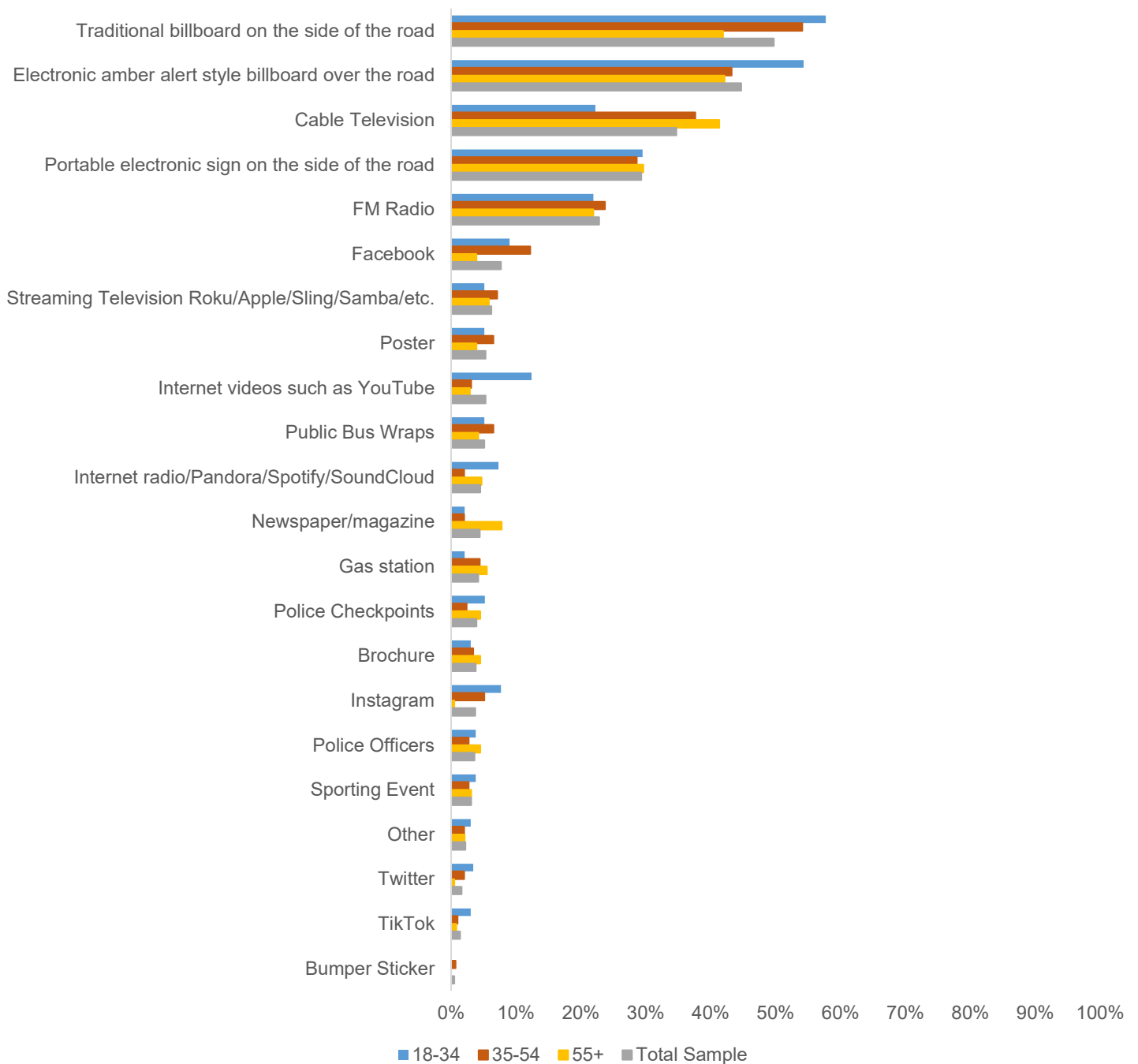


Figure 14 shows the Click It Media responses, broken down by age category. Generally, the age categories reported seeing or hearing about the campaign in the same ways, with some discrepancies between digital and analogue media. Across all age categories, most respondents saw the *Click It* campaign message on traditional billboards—tied with electronic billboards among those 55 and older.

Most differences between age groups can be seen in digital media like YouTube, Instagram, and TikTok, which was added as a choice in 2022. Unsurprisingly, younger respondents tend to report having seen *Click It* on these media more than older respondents. On the other hand, older respondents have greater numbers for media like cable television, newspapers, and brochures.

**Figure 8. Click It Media by Race, 2022**

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

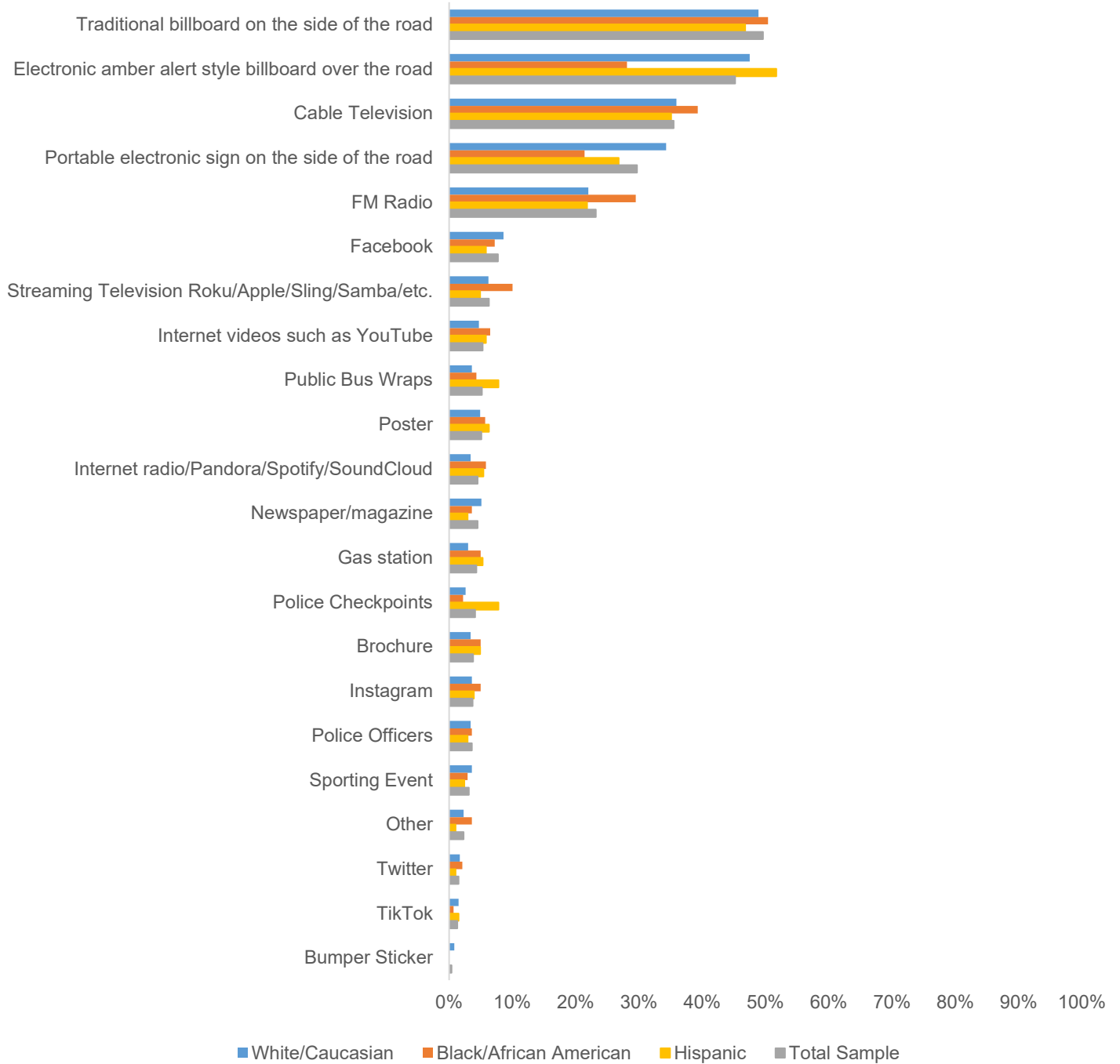
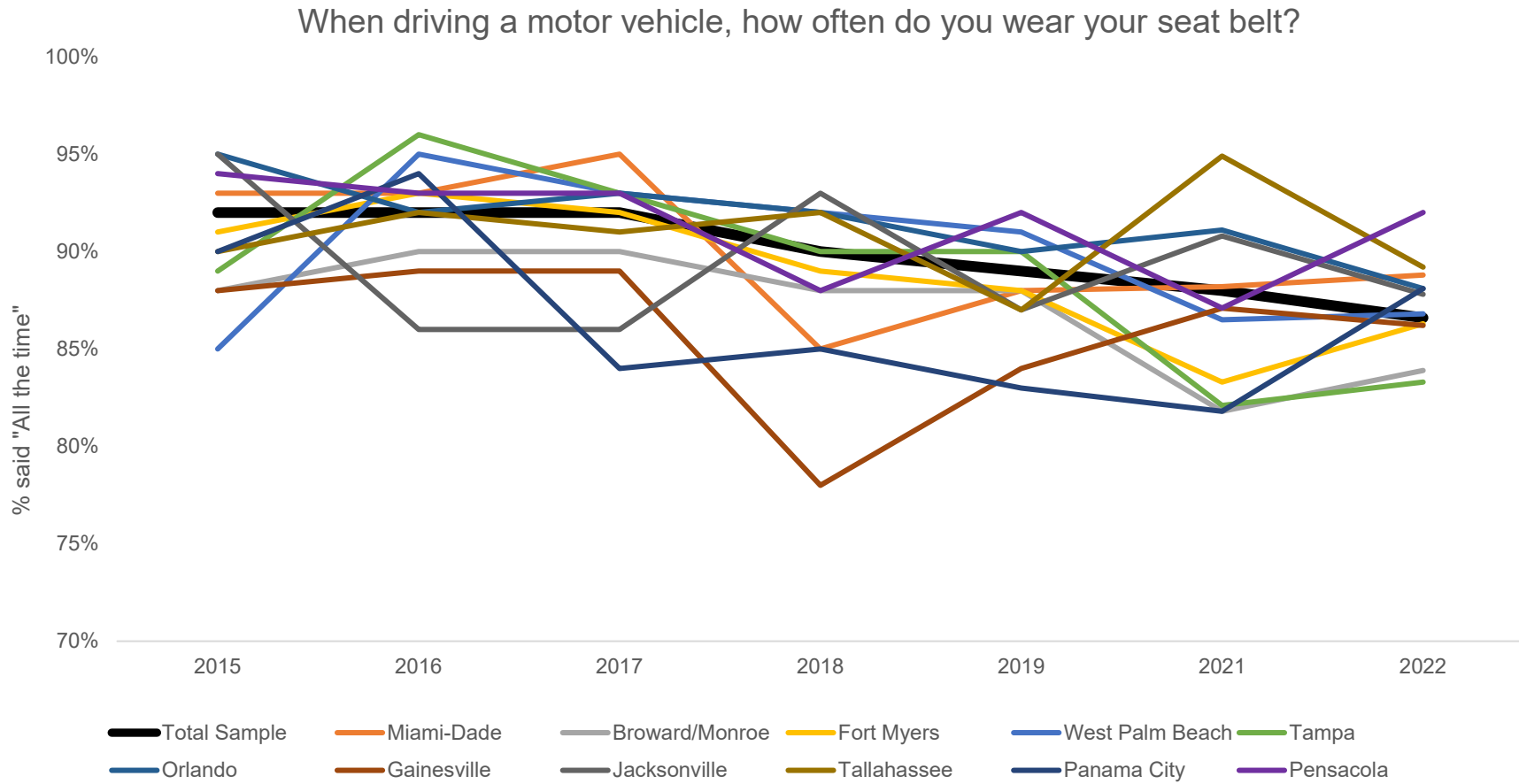


Figure 15 breaks down *Click It* media by race and ethnicity, showing differences between the categories in a few areas. The greatest discrepancies can be seen in electronic billboards over the road and portable electronic signs on the side of the road, where fewer

Black respondents saw *Click It* than Hispanic or white respondents. Black respondents were notably higher in FM radio and streaming television.

**Figure 9. Always Wears Seat Belt by DMA, 2015-2022<sup>1</sup>**



As shown in Figure 9, respondents were asked how often they wear a seat belt when driving a motor vehicle. Of the total sample, 87 percent indicated they always wear their seat belt, down one percentage point from 2021. This percentage has decreased by a total of five 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 Pensacola, with 92 percent, while the Tampa DMA had the lowest, at 83 percent.

<sup>1</sup> It should be noted at the x-axis in Figure 9 begins at 70 percent to maximize visibility.

Figure 10. Rarely/Never Wears Seat Belt by DMA, 2015-2022<sup>7</sup>

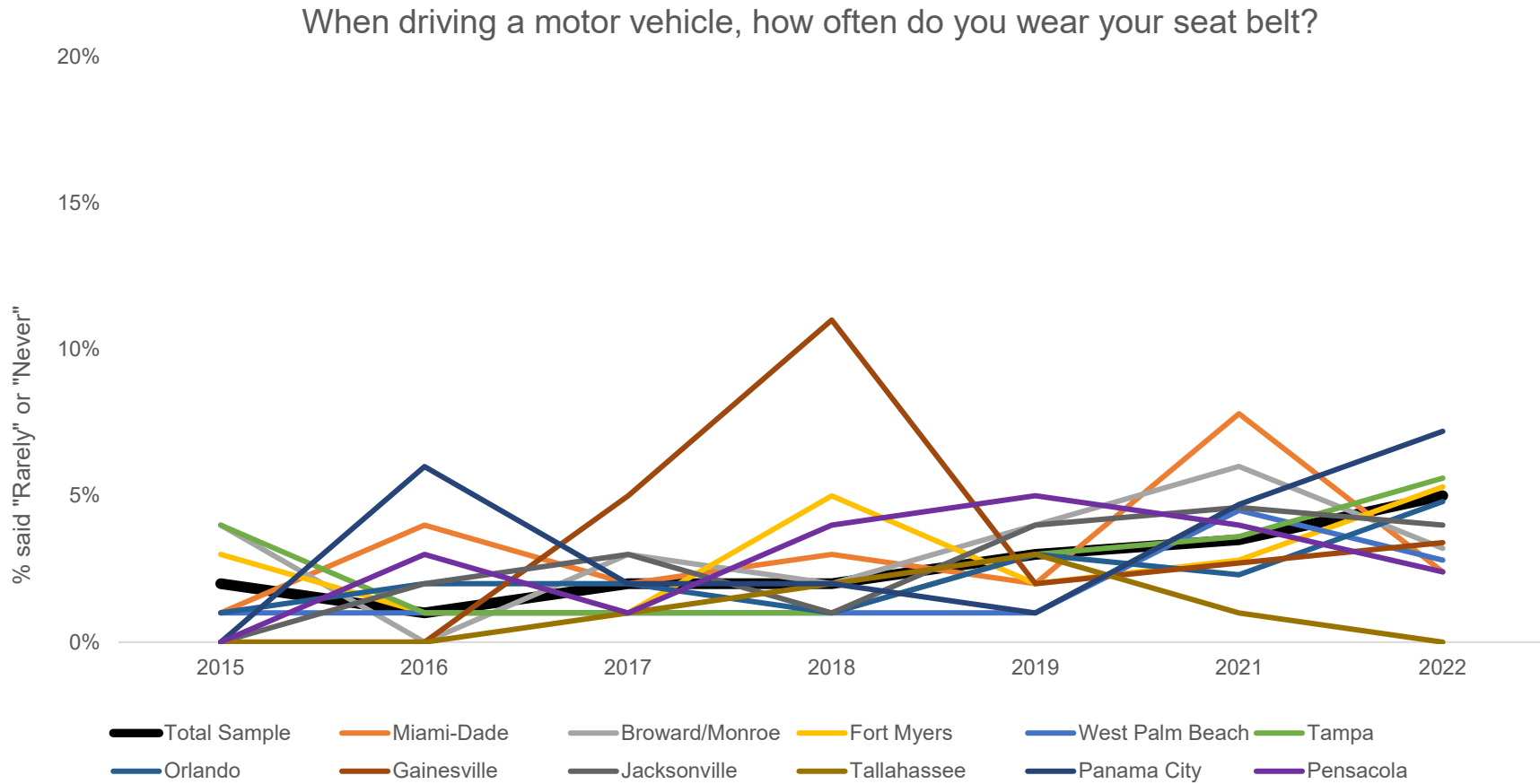


Figure 10 displays the percentage of respondents who indicated they rarely or never wear a seat belt while driving. Of the total sample, only 5 percent indicated they rarely or never wear a seat belt, up one point from 2021. The Panama City DMA had the greatest percentage of respondents who

rarely or never wear a seat belt at 7 percent, up two points from last year. In the Tallahassee DMA, less than 1 percent of respondents said they don't wear seat belts, decreasing slightly from 2021.

<sup>7</sup> It should be noted that the x-axis in Figure 10 only goes up to 20 percent to maximize visibility.



**Figure 11. Always Wears Seat Belt by Special Populations, 2015-2022<sup>8</sup>**

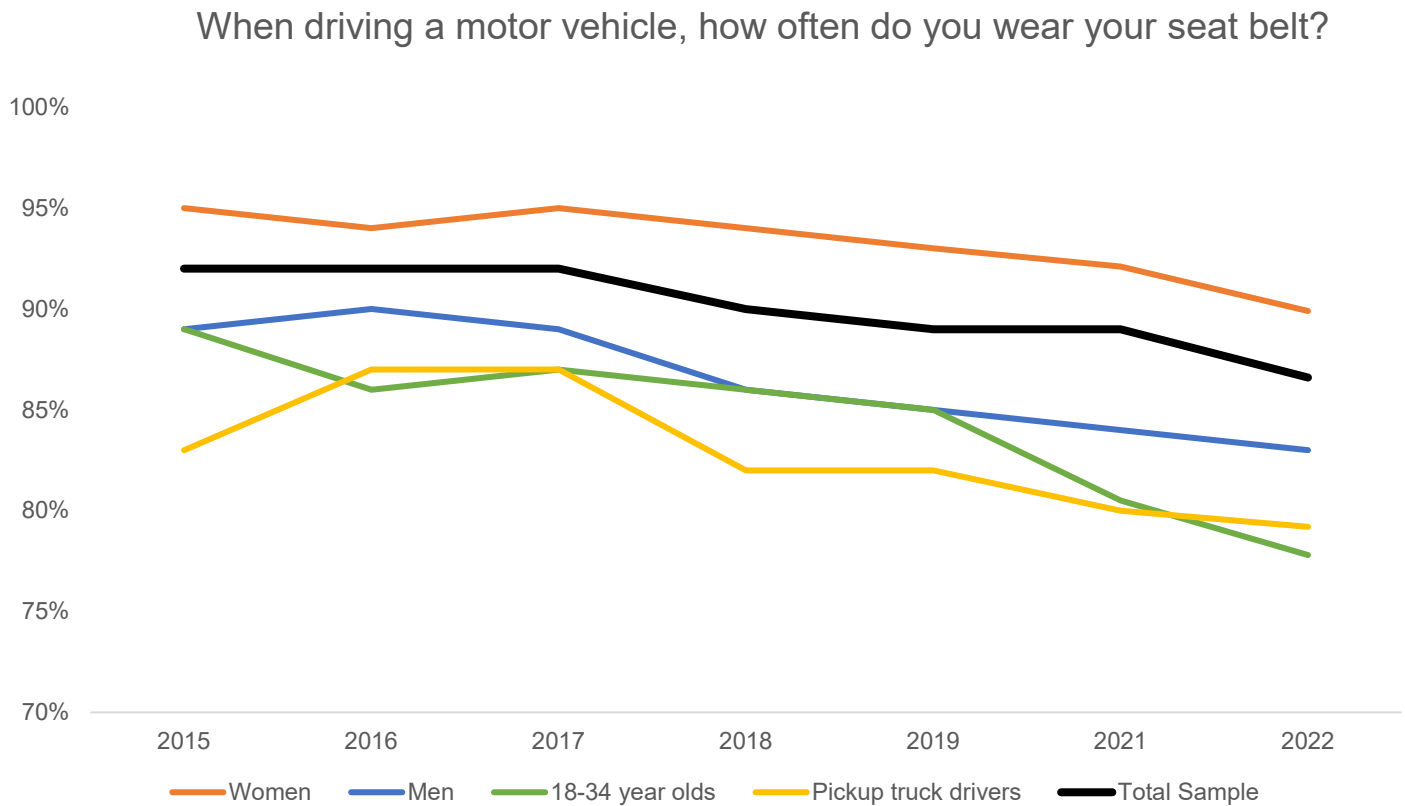


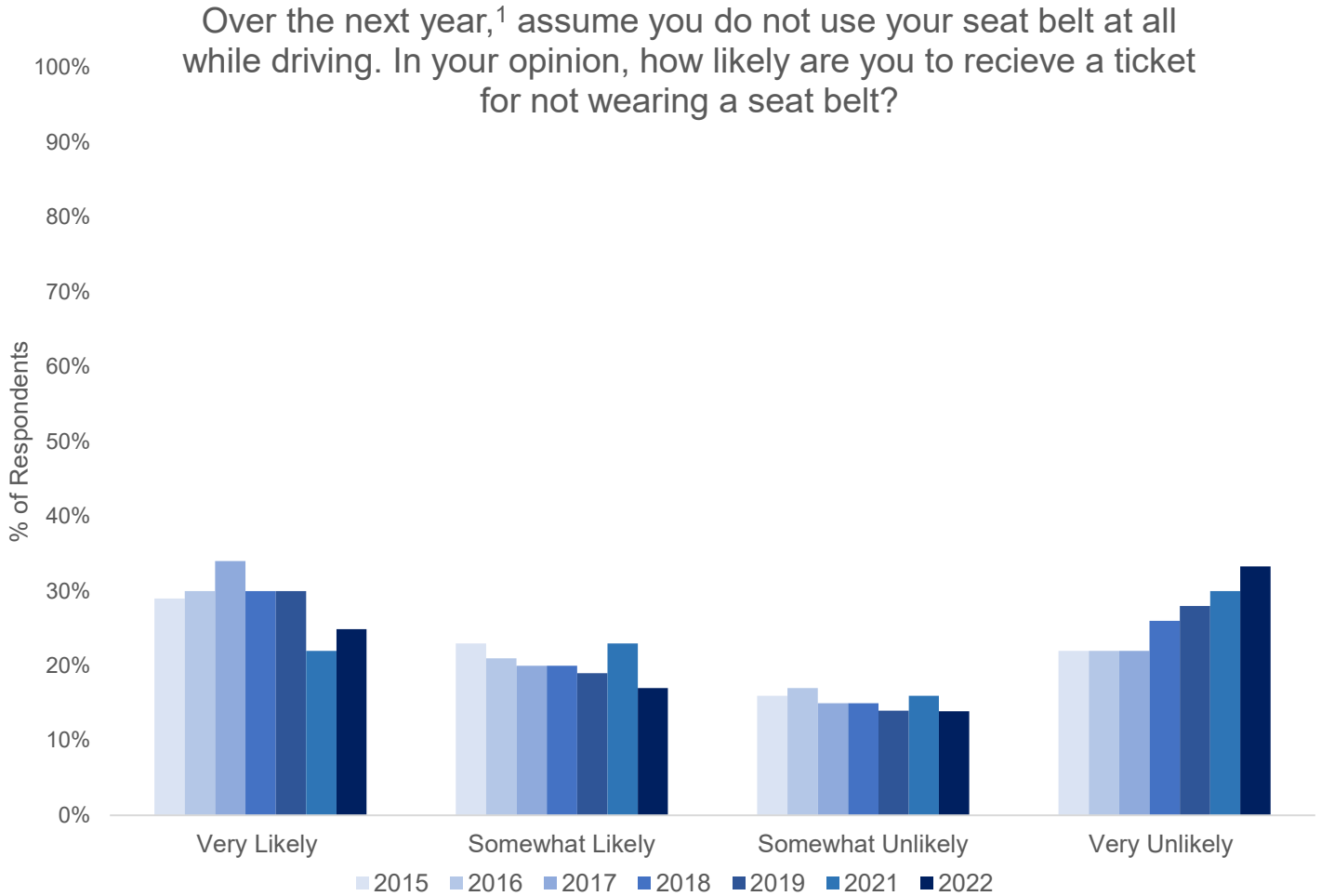
Figure 11 above displays the percentage of respondents within certain special populations, who reported always wearing a seat belt. In all project years, respondents between the ages of 18 and 34, as well as those who drive pickup trucks, have a lower percentage of respondents who always wear a seat belt than the total sample average.

Conversely, a greater percentage of women always wear a seat belt than men and the other subpopulations, as well as 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. In 2022, pickup truck drivers slightly overtook 18-to-34-year-olds, with 79 percent and 78 percent, respectively.

<sup>8</sup> It should be noted at the x-axis in Figure 11 begins at 70 percent to maximize visibility.

**Figure 12. Ticket Likelihood, 2015-2022**



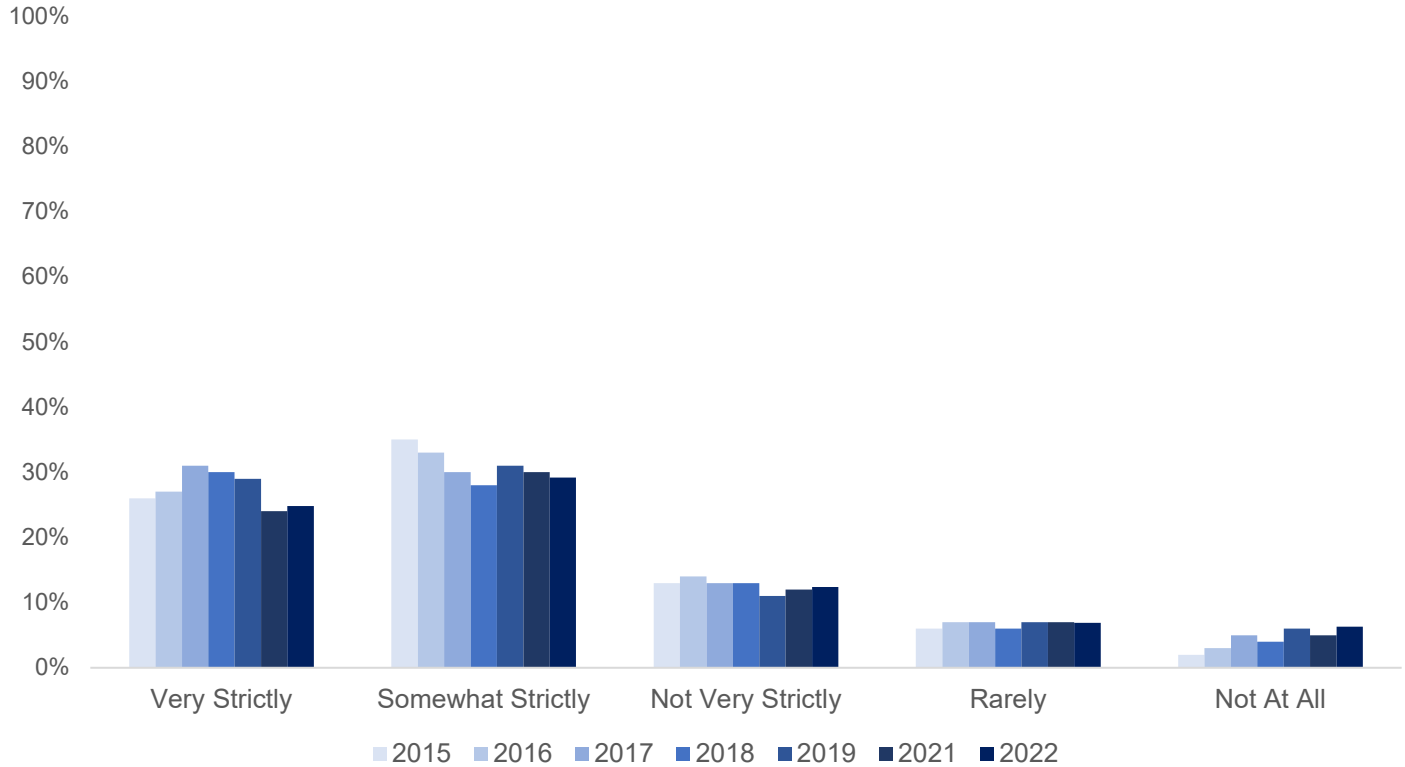
Respondents were also asked about their perceived likelihood of receiving a ticket for not wearing a seat belt in the next six months. Figure 12 shows these responses, broken down by project year.

As seen in the chart, the percentage of respondents who believe it is very unlikely has increased steadily since 2015, from 22 percent to 33 percent in 2022. The percentage of respondents who think it's very likely has decreased since its peak in 2017, but saw a slight uptick in 2022 at 25 percent (up from 22 percent in 2021).

<sup>9</sup> From 2015-2019 used wording "In the past 6 months..."

**Figure 13. Enforcement, 2015-2022**

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 13 broken down by project year. Over all seven 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 from 31 percent in 2017, when it was at its highest, to 25 percent in 2022. Respondents who think seat belt laws are not enforced at all has seen an overall increase of four percentage points since 2015, while the “not very strictly” and “rarely” categories have remained largely steady.

**Figure 14. Enforcement by Seat Belt Use, 2022**

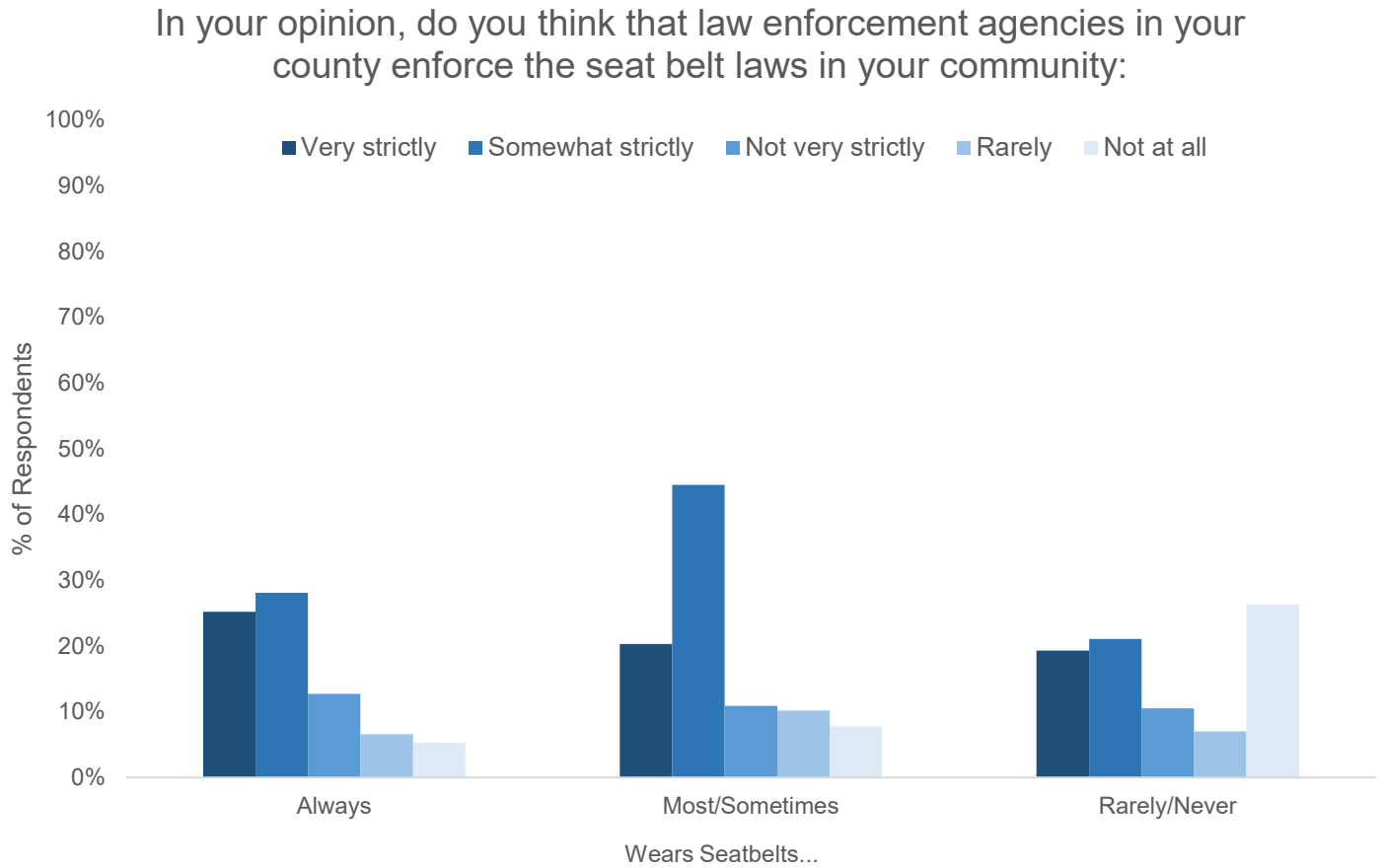
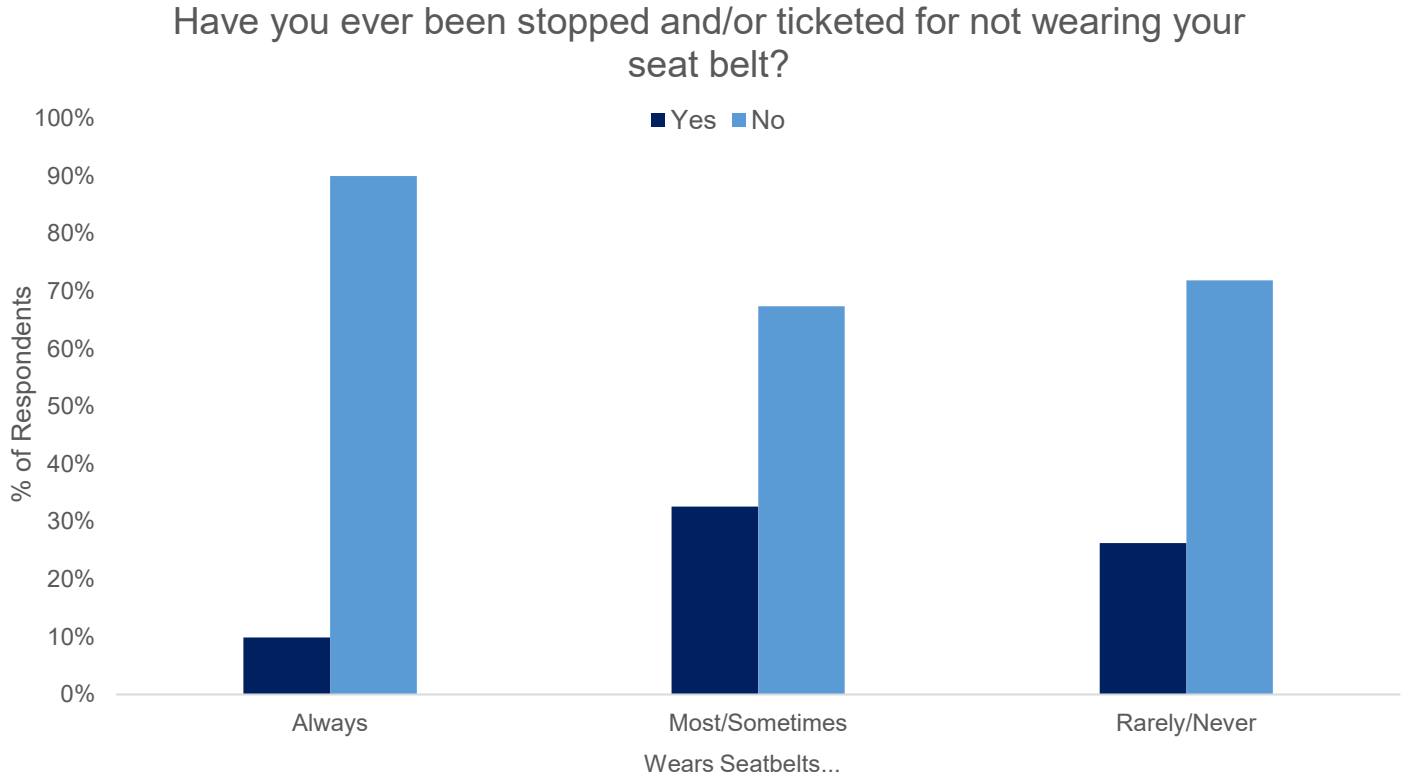


Figure 14 shows the perceived strictness of seat belt enforcement, broken down by self-reported seat belt usage. Among those who reported always, mostly, or sometimes wearing a seat belt, the breakdown looked similar to that of the total sample, with most respondents saying laws are enforced somewhat 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 26 percent and 6 percent, respectively. Even among those who rarely or never wear their seat belts, however, 41 percent think the laws are enforced either very or somewhat strictly.

**Figure 15. Ticketed by Seat Belt Use, 2022**

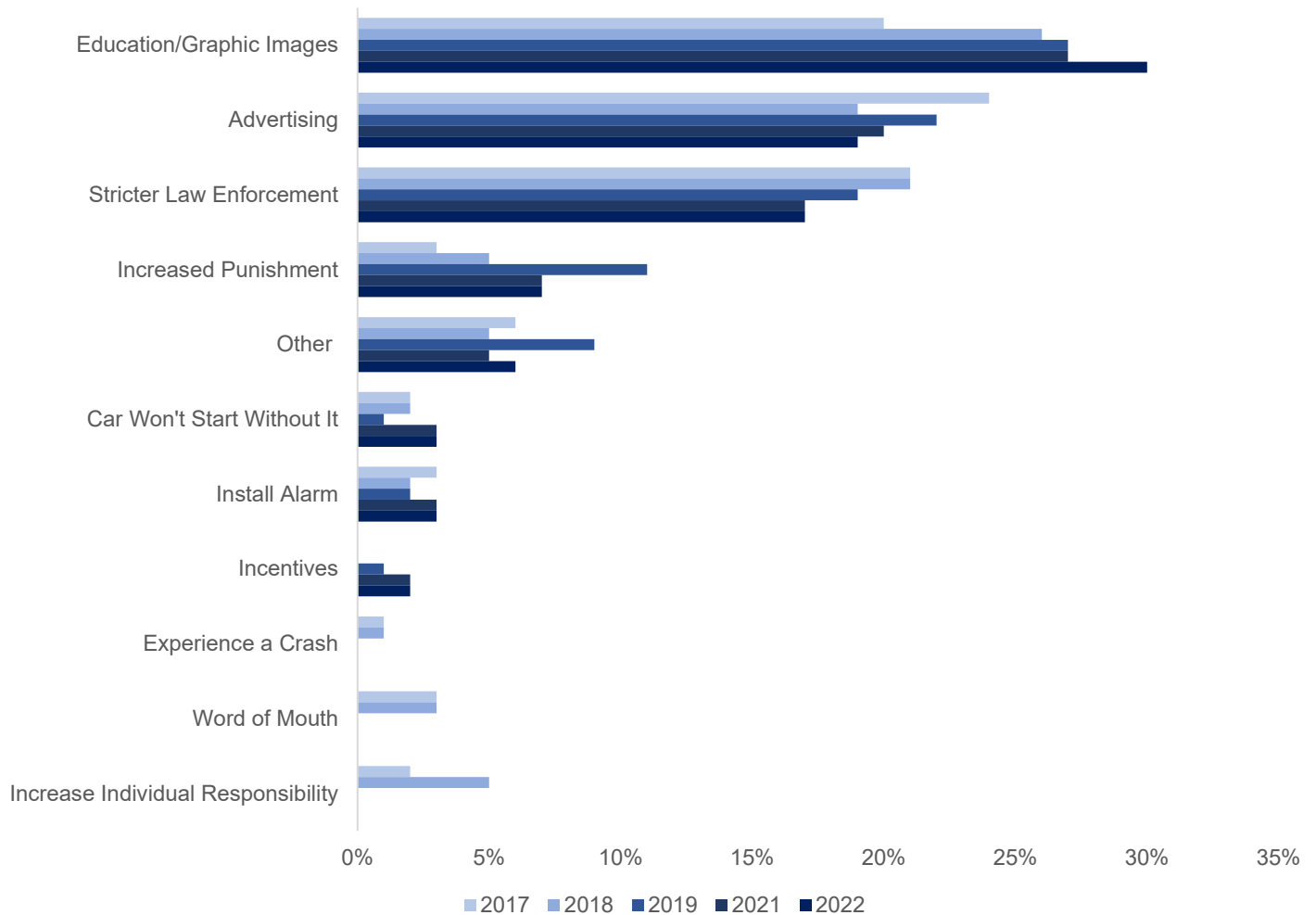


Respondents were also asked whether they have ever been stopped and/or ticketed for not wearing a seat belt, shown in Figure 15, broken down by reported seat belt use. Again, responses among those who reported always wearing a seat belt most closely resembles the total sample, with 10 percent indicated they have received a ticket, and 90 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 33 percent, compared to just 13 percent of the total sample.

**Figure 16. Most Effective, 2017-2022<sup>10</sup>**

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

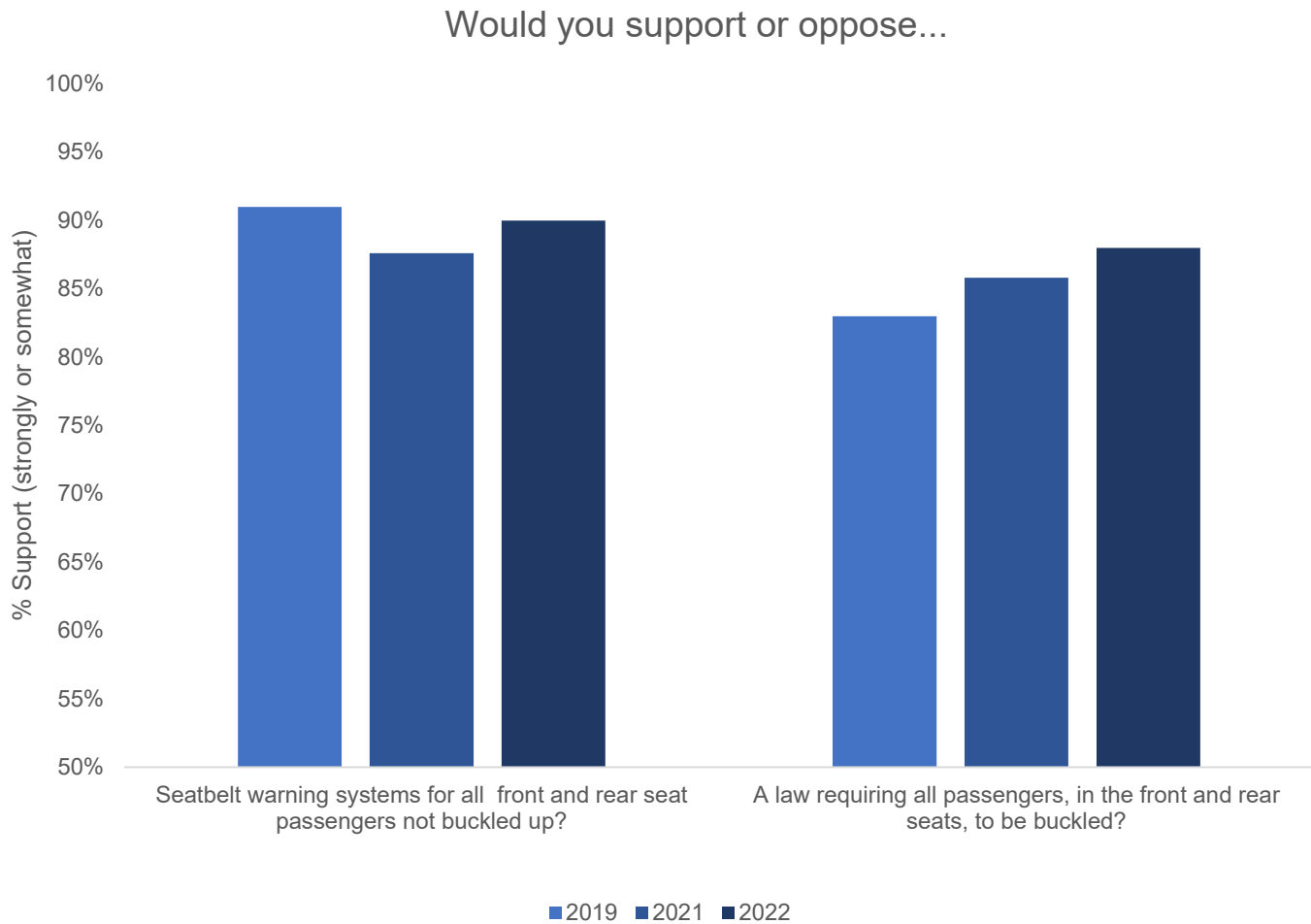


Respondents were also asked their opinions on the most effective way of encouraging seat belt use. This question is asked in an open-ended manner and coded into pre-made categories by the interviewer. The categories were created based on responses in previous project years. This question first appeared 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 fourth year in a row, the most common suggestion was increasing education and showing graphic images of car crashes, with 30 percent. Advertising comes in second most popular with 19 percent in 2022, down from 24 percent in 2017. Making seat belts a requirement for cars to start, installing alarms, and providing incentives were less popular responses in 2022, with just 2-3 percent.

<sup>10</sup> It should be noted that the y-axis in Figure 16 only goes up to 35 percent to maximize visibility.

Figure 17. Support or Oppose, 2019-2022<sup>11</sup>



Finally, respondents were asked if 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. Figure 17 above shows the percentage of respondents who said they would support each policy, either somewhat or strongly, broken down by project year.

For both policies, the overwhelming majority responded in support of the measures, at 90% and 88% percent, respectively. Support for seatbelt warning systems has consistently been slightly higher than for a rear-seat law, however support for this policy has increased steadily from 83 percent in 2019.

<sup>11</sup> It should be noted that the y-axis in Figure 17 begins at 50 percent to maximize visibility.

**Appendix I: Survey Results  
CIOT TOPLINES<sup>1</sup>**

1. Pensacola n=102
2. Panama City n=102
3. Tallahassee n=100
4. Jacksonville n=100
5. Gainesville n=101
6. Orlando n=176
7. Tampa n=235
8. West Palm Beach n=125
9. Fort Myers n=100
10. Broward/Monroe n=109
11. Miami-Dade n=162

Total Sample=1,412

**Do you have a driver's license?**

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes	100% 1,412	100% 102	100% 102	100% 100	100% 100	100% 101	100% 176	100% 235	100% 125	100% 100	100% 109	100% 162
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

<sup>1</sup> 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?<sup>2</sup>

Alachua	6% 78	Gilchrist	<1% 6
Baker	<1% 1	Glades	<1% 3
Bay	4% 61	Gulf	<1% 4
Bradford	<1% 3	Hamilton	<1% 5
Brevard	2% 25	Hardee	<1% 3
Broward	7% 103	Hendry	<1% 3
Calhoun	<1% 3	Hernando	1% 9
Charlotte	1% 11	Highlands	1% 13
Citrus	1% 19	Hillsborough	5% 68
Clay	1% 12	Holmes	<1% 3
Collier	2% 30	Indian River	1% 12
Columbia	1% 7	Jackson	1% 10
DeSoto	<1% 1	Jefferson	<1% 3
Dixie	<1% 5	Lafayette	- 0
Duval	3% 43	Lake	1% 18
Escambia	3% 44	Lee	4% 52
Flagler	<1% 1	Leon	4% 51
Franklin	<1% 3	Levy	1% 12
Gadsden	1% 10	Liberty	<1% 2

<sup>2</sup> Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Continued: Which Florida county do you live in?<sup>3</sup>

Madison	1% 7	Putnam	<1% 3
Manatee	2% 21	St. Johns	1% 19
Marion	1% 18	St. Lucie	1% 19
Martin	1% 10	Santa Rosa	2% 32
Miami-Dade	12% 162	Sarasota	1% 19
Monroe	<1% 6	Seminole	1% 18
Nassau	<1% 6	Sumter	1% 9
Okaloosa	2% 26	Suwannee	<1% 4
Okeechobee	<1% 4	Taylor	1% 11
Orange	4% 54	Union	<1% 5
Osceola	1% 12	Volusia	2% 21
Palm Beach	6% 80	Wakulla	1% 9
Pasco	2% 34	Walton	1% 12
Pinellas	2% 25	Washington	<1% 4
Polk	2% 24		

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

In general, what type of vehicle do you drive most often?<sup>4</sup>

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Passenger car	44% 619	42% 41	30% 32	42% 42	34% 33	48% 45	49% 85	37% 95	44% 57	46% 43	56% 61	53% 85
Pickup truck	19% 280	21% 27	37% 32	18% 20	24% 23	21% 23	17% 30	23% 54	20% 23	20% 20	11% 14	9% 14
SUV	28% 391	29% 27	30% 32	24% 23	33% 34	24% 26	23% 43	30% 65	29% 35	31% 32	18% 22	32% 52
Mini-van	3% 46	4% 3	- 0	3% 4	2% 3	<1% 2	5% 10	3% 8	3% 4	2% 4	5% 4	2% 4
Full-sized van	1% 19	2% 3	<1% 1	5% 4	2% 2	<1% 1	1% 2	2% 4	- 0	- 0	0 0	1% 2
Motorcycle	1% 13	- 0	<1% 1	<1% 1	2% 1	3% 1	<1% 1	2% 3	1% 2	- 0	2% 2	1% 1
Other	1% 7	- 0	<1% 1	3% 1	2% 1	<1% 1	1% 1	1% 1	- 0	- 0	- 0	1% 1
Scooter	<1% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Does not drive	3% 31	2% 1	2% 2	3% 3	2% 3	3% 2	3% 4	2% 4	3% 3	1% 1	7% 5	2% 3
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0
Refusal	<1% 4	- 0	<1% 1	3% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	1% 1	- 0

<sup>4</sup> 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=1,381	Pensacola n=101	Panama City n=100	Tallahassee n=97	Jacksonville n=97	Gainesville n=99	Orlando n=172	Tampa n=231	West Palm Beach n=122	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=159
All of the time	87% 1201	92% 92	88% 87	89% 83	88% 86	86% 87	88% 151	83% 195	87% 107	86% 85	84% 88	89% 140
Most of the time	6% 96	4% 5	5% 5	11% 11	3% 4	10% 9	5% 10	6% 15	7% 9	3% 4	11% 10	9% 14
Some of the time	3% 36	2% 2	<1% 2	<1% 2	5% 4	<1% 1	2% 3	5% 11	4% 3	5% 6	2% 2	- 0
Rarely	2% 19	- 0	2% 2	- 0	2% 2	- 0	2% 3	1% 3	2% 2	3% 2	2% 2	2% 3
Never	3% 29	2% 2	5% 4	<1% 1	2% 1	3% 2	3% 5	5% 7	1% 1	2% 2	2% 2	1% 2
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 require passenger(s) in your vehicle to wear their seat belts?**

	Total n=1381	Pensacola n=101	Panama City n=100	Tallahassee n=97	Jacksonville n=97	Gainesville n=99	Orlando n=172	Tampa n=231	West Palm Beach n=122	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=159
Yes – Always	84% 1151	86% 81	86% 88	89% 83	87% 86	79% 85	86% 147	80% 187	83% 100	78% 77	89% 91	81% 126
Sometimes	7% 104	10% 12	9% 9	3% 4	7% 6	10% 7	6% 10	7% 17	8% 11	6% 6	6% 6	10% 16
No	6% 75	4% 5	<1% 1	5% 5	2% 1	10% 6	3% 6	12% 22	6% 6	8% 9	4% 5	5% 9
Only front seat passengers	2% 25	<1% 1	- 0	<1% 1	2% 2	- 0	2% 5	1% 2	3% 4	3% 4	2% 2	2% 4
Only passengers under 18	1% 12	<1% 1	5% 2	3% 2	- 0	- 0	2% 2	1% 2	- 0	3% 2	- 0	1% 1
Other	<1% 8	<1% 1	- 0	<1% 1	2% 1	<1% 1	- 0	0% 1	- 0	1% 1	- 0	1% 2
Don't Know	<1% 5	- 0	- 0	<1% 1	1% 1	- 0	1% 2	- 0	- 0	- 0	- 0	1% 1
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0

Over the next 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=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Very likely	25% 317	22% 18	23% 23	26% 23	21% 19	26% 25	29% 48	26% 57	14% 16	25% 21	32% 28	26% 39
Somewhat likely	17% 258	14% 16	21% 23	10% 12	15% 18	19% 20	21% 39	16% 41	16% 19	18% 19	14% 18	19% 33
Somewhat unlikely	14% 226	20% 24	9% 15	13% 16	16% 16	16% 19	9% 18	15% 37	19% 28	17% 16	5% 7	17% 30
Very unlikely	33% 475	37% 37	30% 27	41% 42	34% 34	32% 30	30% 55	37% 81	36% 45	32% 36	36% 42	27% 46
Don't Know	9% 121	6% 6	14% 13	10% 7	14% 12	7% 7	10% 15	6% 15	13% 16	5% 4	14% 14	8% 11
Refusal	1% 15	2% 1	2% 1	- 0	1% 1	- 0	1% 1	1% 4	1% 1	3% 3	- 0	3% 3

**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=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Strongly agree	86% 1233	92% 93	84% 87	85% 85	85% 87	93% 94	87% 152	85% 203	83% 105	87% 88	84% 93	89% 146
Somewhat agree	9% 123	6% 7	9% 9	10% 10	13% 11	3% 4	8% 16	9% 22	11% 15	7% 7	10% 11	7% 11
Somewhat disagree	2% 21	- 0	- 0	3% 2	- 0	3% 2	3% 5	3% 5	3% 3	3% 2	2% 1	1% 1
Strongly disagree	1% 17	<1% 1	<1% 1	3% 2	1% 1	<1% 1	2% 3	1% 2	1% 1	2% 1	2% 2	1% 2
Don't Know	1% 14	- 0	5% 4	<1% 1	- 0	- 0	- 0	1% 2	1% 1	1% 2	3% 2	2% 2
Refusal	<1% 4	2% 1	2% 1	- 0	2% 1	- 0	- 0	<1% 1	- 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=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Very strictly	25% 310	26% 23	21% 21	18% 15	25% 23	14% 16	26% 47	24% 52	28% 33	22% 18	34% 32	20% 30
Somewhat strictly	29% 432	26% 27	27% 33	37% 38	33% 35	28% 28	28% 49	33% 78	29% 40	30% 29	14% 19	33% 56
Not very strictly	13% 195	18% 17	11% 11	13% 14	9% 13	24% 23	13% 24	10% 25	9% 11	13% 14	11% 13	19% 30
Rarely	7% 110	6% 6	9% 11	8% 12	8% 7	7% 11	7% 13	4% 10	7% 8	11% 12	8% 9	8% 11
Not at all	6% 80	4% 5	5% 4	3% 3	12% 10	7% 5	3% 5	7% 15	7% 7	2% 3	11% 12	8% 11
Don't Know	20% 275	22% 24	25% 21	21% 17	13% 12	21% 18	22% 37	21% 50	20% 24	23% 24	22% 24	13% 24
Refusal	1% 10	- 0	2% 1	<1% 1	- 0	- 0	<1% 1	2% 5	2% 2	- 0	- 0	- 0



**In the past year, 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=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes – Seen	13% 169	6% 5	11% 14	8% 9	16% 16	10% 11	16% 27	13% 34	7% 9	18% 14	11% 11	12% 19
Yes – Heard	11% 149	10% 11	18% 16	16% 14	9% 10	10% 10	12% 19	10% 23	13% 16	9% 9	10% 11	7% 10
Yes – Both	12% 148	10% 10	9% 10	13% 10	10% 10	7% 9	7% 11	15% 31	16% 16	13% 12	10% 10	12% 19
No	63% 928	73% 74	50% 56	63% 66	62% 61	73% 70	65% 117	60% 143	60% 79	60% 65	68% 75	68% 112
Don't Know	2% 28	2% 2	11% 6	<1% 1	3% 3	<1% 1	1% 2	2% 4	4% 5	- 0	2% 2	1% 2
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes	13% 171	12% 10	14% 16	13% 15	16% 15	13% 13	11% 20	11% 27	8% 9	12% 11	14% 13	17% 22
No	88% 1238	88% 91	86% 86	87% 85	84% 85	87% 88	89% 156	88% 207	92% 116	89% 89	86% 96	83% 139
Don't Know	<1% 2	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0

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

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes	68% 994	72% 74	75% 79	82% 81	67% 67	90% 86	70% 123	72% 171	62% 83	67% 66	61% 70	58% 94
No	32% 411	28% 28	25% 23	18% 19	31% 31	10% 14	30% 53	28% 63	36% 41	32% 33	39% 38	42% 68
Don't Know	1% 7	- 0	- 0	- 0	2% 2	<1% 1	- 0	<1% 1	1% 1	1% 1	1% 1	- 0
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?<sup>1</sup>

Total n=994

Cable Television	35% 325
Streaming Television Roku/Apple/Sling/Samba/etc.	6% 64
FM Radio	23% 218
Internet Radio/Pandora/Spotify/SoundCloud	5% 41
Newspaper/Magazine	4% 48
Sporting Event	3% 34
Electronic amber alert style billboard over the road	45% 426
Traditional billboard on the side of the road	50% 516
Portable electronic sign on the side of the road	29% 288
Poster	5% 62
Brochure	4% 37
Internet videos such as YouTube	5% 63
Facebook	8% 76
Instagram	4% 38
Twitter	2% 16
TikTok	1% 19
Gas Station	4% 34
Public Bus Wrap	5% 43
Police Checkpoints	4% 34
Police Officers	4% 31
Other	2% 24
Bumper Sticker	1% 6
Don't Know	2% 16
Refusal	- 0

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

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

Total n = 1,412

Education/Graphic Images	30% 411
Advertising	19% 260
Stricter Law Enforcement	17% 239
Increased Punishment	7% 93
Install Seat belt Beeping System	3% 43
Car Won't Start Without It	3% 45
Incentives	2% 30
Other	6% 84
Don't Know	14% 186
Refusal	1% 21

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

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes	12% 171	14% 16	9% 11	10% 11	15% 14	13% 14	14% 24	13% 26	9% 10	10% 8	14% 18	11% 19
No	87% 1237	86% 86	89% 90	87% 88	85% 86	87% 87	86% 152	87% 208	90% 114	91% 92	86% 91	89% 143
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0
Refusal	<1% 3	- 0	2% 1	3% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0

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

	Total n=171	Pensacola n=16	Panama City n=11	Tallahassee n=11	Jacksonville n=14	Gainesville n=14	Orlando n=24	Tampa n=26	West Palm Beach n=10	Fort Myers n=8	Broward/Monroe n=18	Miami-Dade n=19
Yes – Always	95% 164	100% 16	100% 11	100% 11	90% 13	100% 14	97% 23	95% 25	100% 10	89% 7	95% 17	90% 17
Sometimes	2% 3	- 0	- 0	- 0	- 0	- 0	- 0	5% 1	- 0	- 0	- 0	11% 2
No	3% 4	- 0	- 0	- 0	11% 1	- 0	3% 1	- 0	- 0	11% 1	5% 1	- 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=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes	84% 1176	82% 82	84% 89	87% 86	81% 80	97% 93	86% 148	87% 203	79% 97	84% 81	80% 86	82% 131
No	10% 140	12% 12	9% 8	5% 5	15% 14	<1% 2	8% 16	8% 20	12% 16	10% 13	11% 13	11% 21
Didn't Know	6% 96	6% 8	7% 5	8% 9	4% 6	3% 6	6% 12	5% 12	9% 12	5% 6	9% 10	7% 10
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

**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=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Strongly Support	72% 971	70% 65	71% 69	62% 64	80% 77	72% 70	65% 110	71% 162	68% 83	74% 69	71% 76	80% 126
Somewhat Support	18% 262	16% 21	14% 19	18% 20	13% 14	17% 16	29% 54	17% 43	13% 18	15% 16	17% 18	14% 23
Somewhat Oppose	4% 69	4% 5	7% 7	10% 7	3% 4	7% 6	2% 4	5% 13	7% 10	2% 4	5% 7	1% 2
Strongly Oppose	5% 77	6% 5	2% 3	8% 7	2% 3	3% 8	2% 5	6% 14	9% 12	6% 7	5% 6	3% 7
Don't Know	1% 27	4% 5	5% 3	3% 2	1% 1	<1% 1	1% 2	<1% 2	1% 1	3% 4	2% 2	2% 4
Refusal	1% 6	<1% 1	2% 1	- 0	1% 1	- 0	1% 1	<1% 1	1% 1	- 0	- 0	- 0

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

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Strongly Support	73% 1009	69% 68	70% 71	64% 65	77% 78	76% 75	73% 123	74% 172	65% 85	75% 70	75% 77	80% 125
Somewhat Support	15% 217	17% 22	12% 14	13% 16	15% 14	10% 12	17% 34	11% 26	21% 24	15% 15	12% 15	13% 25
Somewhat Oppose	5% 83	4% 3	7% 8	13% 10	3% 3	10% 6	4% 9	6% 16	3% 4	4% 7	9% 12	3% 5
Strongly Oppose	5% 74	6% 7	2% 3	10% 9	3% 3	3% 7	4% 7	6% 13	7% 7	6% 8	3% 4	4% 6
Don't Know	2% 22	2% 1	9% 5	- 0	2% 1	<1% 1	2% 3	2% 4	5% 5	- 0	1% 1	<1% 1
Refusal	<1% 7	2% 1	<1% 1	- 0	1% 1	- 0	- 0	1% 4	- 0	- 0	- 0	- 0

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

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
18-24	11% 211	10% 13	5% 10	13% 16	7% 11	7% 16	13% 30	8% 28	14% 22	7% 12	16% 23	13% 30
25-34	15% 213	19% 21	11% 11	15% 20	19% 18	23% 21	15% 24	13% 27	15% 16	21% 19	10% 12	14% 24
35-44	14% 183	12% 12	9% 13	15% 13	12% 12	3% 7	17% 28	14% 33	10% 12	12% 12	15% 14	19% 27
45-54	15% 207	10% 10	23% 21	10% 13	20% 20	7% 10	13% 23	17% 41	11% 14	9% 9	16% 18	17% 28
55-64	16% 218	17% 18	16% 18	13% 15	15% 15	23% 18	15% 24	21% 45	13% 18	7% 10	18% 16	13% 21
65 or older	24% 296	29% 26	16% 20	18% 17	21% 16	23% 25	24% 37	22% 47	31% 34	39% 33	18% 17	19% 24
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	6% 84	4% 2	21% 9	15% 6	6% 8	13% 4	4% 10	5% 14	6% 9	5% 5	7% 9	5% 8



Which language do you speak in your home most often?

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
English	87% 1262	96% 98	93% 95	95% 96	96% 97	97% 98	88% 156	91% 215	88% 113	86% 91	83% 92	63% 111
Spanish	10% 113	2% 2	7% 7	3% 1	2% 2	2% 2	8% 12	7% 15	7% 8	11% 6	11% 10	36% 48
Creole	1% 8	- 0	- 0	<1% 1	- 0	- 0	1% 2	1% 1	1% 1	- 0	1% 1	1% 2
Other	2% 24	2% 2	- 0	3% 2	2% 1	- 0	3% 6	1% 3	3% 2	2% 2	5% 5	1% 1
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0
Refusal	<1% 4	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	1% 1	1% 1	1% 1	- 0

**Are you of Latino or Hispanic ethnic background?**

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Yes	24% 269	6% 5	14% 13	5% 4	9% 7	10% 11	24% 38	18% 37	20% 22	26% 17	27% 25	61% 90
No	74% 1119	94% 97	84% 88	92% 95	91% 92	86% 89	76% 137	80% 194	76% 98	71% 80	67% 78	38% 71
Don't Know	<1% 4	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	1% 1	1% 1	1% 1
Refusal	2% 20	- 0	2% 1	3% 1	1% 1	3% 1	<1% 1	1% 4	3% 4	2% 2	5% 5	- 0

**What is your racial background? Are you:**

	Total n=1,143	Pensacola n=97	Panama City n=89	Tallahassee n=96	Jacksonville n=93	Gainesville n=90	Orlando n=138	Tampa n=198	West Palm Beach n=103	Fort Myers n=83	Broward/Monroe n=84	Miami-Dade n=72
White/Caucasian	68% 847	77% 78	61% 70	64% 70	78% 76	63% 71	71% 102	75% 158	71% 77	89% 74	32% 33	45% 38
Black/African American	19% 168	13% 10	8% 5	17% 15	16% 12	11% 8	18% 21	11% 16	20% 17	3% 3	51% 36	39% 25
Asian	3% 37	6% 6	<1% 1	3% 3	- 0	7% 5	5% 6	3% 6	3% 3	- 0	3% 3	8% 4
Native American	2% 15	<1% 1	3% 2	3% 2	3% 2	4% 2	1% 1	4% 5	- 0	- 0	- 0	- 0
Other	2% 13	- 0	- 0	<1% 1	2% 1	- 0	3% 2	4% 5	2% 1	- 0	2% 1	5% 2
Don't Know	1% 8	- 0	3% 1	- 0	- 0	- 0	1% 1	<1% 1	- 0	1% 1	2% 2	3% 2
Refusal	5% 55	4% 2	26% 10	14% 5	2% 2	15% 4	3% 5	3% 7	4% 5	7% 5	9% 9	2% 1

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

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Less than high school	4% 40	2% 2	7% 6	3% 2	2% 1	<1% 1	3% 5	5% 10	3% 3	2% 1	6% 5	4% 4
High school graduate	30% 346	29% 26	34% 35	26% 21	28% 23	27% 21	30% 45	29% 54	32% 33	31% 23	30% 26	31% 39
Currently in college/AA degree	35% 404	33% 27	23% 22	36% 31	47% 39	30% 26	39% 60	33% 63	36% 36	35% 29	30% 28	33% 43
Bachelor's Degree	19% 387	18% 25	18% 19	21% 27	16% 26	23% 28	16% 40	22% 74	21% 38	19% 28	21% 33	21% 49
Graduate or Post-graduate degree	10% 215	16% 21	11% 17	10% 17	7% 10	20% 25	11% 24	9% 29	7% 14	12% 17	11% 15	11% 26
Don't Know	<1% 5	- 0	2% 1	- 0	- 0	- 0	<1% 1	1% 2	- 0	1% 1	- 0	- 0
Refusal	1% 15	2% 1	5% 2	5% 2	1% 1	- 0	<1% 1	1% 3	1% 1	1% 1	2% 2	1% 1

**Are we reaching you today on a landline or cellphone?**

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Landline	14% 162	18% 13	11% 9	16% 12	17% 14	13% 12	15% 24	15% 29	22% 22	8% 8	9% 10	6% 9
Cell phone	85% 1231	82% 88	84% 91	84% 87	83% 86	87% 89	83% 149	83% 201	77% 101	90% 90	90% 98	93% 151
Don't Know	<1% 5	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 2	- 0	1% 1	- 0	1% 1
Refusal	1% 14	<1% 1	5% 2	- 0	- 0	- 0	2% 3	1% 3	1% 2	1% 1	1% 1	1% 1

**Sex of the respondent [Interviewer Identify]**

	Total n=1407	Pensacola n=102	Panama City n=102	Tallahassee n=99	Jacksonville n=97	Gainesville n=101	Orlando n=175	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
Male	48% 751	45% 54	51% 58	51% 51	46% 49	41% 46	41% 81	54% 137	53% 74	38% 47	49% 60	53% 94
Female	52% 656	55% 48	49% 44	49% 48	54% 48	59% 55	59% 94	47% 98	47% 51	63% 53	52% 49	47% 68

**Survey Language [Interviewer Identify]**

	Total n=1,412	Pensacola n=102	Panama City n=102	Tallahassee n=100	Jacksonville n=100	Gainesville n=101	Orlando n=176	Tampa n=235	West Palm Beach n=125	Fort Myers n=100	Broward/Monroe n=109	Miami-Dade n=162
English	97% 1386	100% 102	98% 100	100% 100	100% 100	100% 101	95% 171	98% 232	99% 124	98% 99	95% 106	90% 151
Spanish	3% 26	- 0	2% 2	- 0	- 0	- 0	5% 5	2% 3	1% 1	2% 1	5% 3	10% 11

## Appendix II: Survey Instrument

### FDOT Click It or Ticket 2022

#### 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 driver's license?

S1) Do you have a driver's license?

**INTERVIEWER: Suspended driver's license is approved**

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
13 DeSoto	32 Jefferson	51 Pasco	[VOLUNTEERED]
14 Dixie	33 Lafayette	52 Pinellas	99 Refusal
15 Duval	34 Lake	53 Polk	[VOLUNTEERED]
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.

### SURVEY

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

1. Passenger car
2. Pickup truck
3. Sport utility vehicle (SUV)
4. Mini-van
5. Full-sized van
6. Motorcycle
7. Other \_\_\_\_\_
8. Scooter
9. Does not drive
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF VEHICLE = 9, SKIP]

SEATBELT) When driving a motor vehicle, how often do you wear your seatbelt?

1. All of the time
2. Most of the time
3. Some of the time
4. Rarely
5. Never
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF VEHICLE = 9, SKIP]

OTHERS) Do you require passenger(s) in your vehicle to wear their seatbelts?

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

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 seatbelt 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 seatbelt laws in your community:

1. Very strictly
2. Somewhat strictly
3. Not very strictly
4. Rarely
5. Not at all
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LOOKING) In the past year, have you seen or heard anything about seatbelt enforcement where police are looking for drivers who are not wearing their seatbelts?

1. Yes – Seen
2. Yes – Heard
3. Yes – Both seen and heard
4. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

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

CLICK) In the past year, 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/Samba/etc.
3. FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Sporting event
7. Electronic amber alert style billboard over the road
8. Traditional billboard on the side of the road
9. Portable electronic signs on the side of the road
10. Poster
11. Brochure
12. Internet videos such as YouTube
13. Facebook
14. Instagram
15. Twitter
16. TikTok
17. Gas station
18. Public bus wraps
19. Police checkpoints
20. Police officers
21. Other: \_\_\_\_\_
22. Bumper sticker [VOLUNTEERED]
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 seatbelt?

1. More Education/Use of Graphic Images of not Wearing Seatbelts
2. More Advertising
3. Stricter Law Enforcement
4. Increased Punishment
5. Install Seatbelt Beeping System in Vehicle
6. Car Can't Start Without Buckling
7. Provide Incentives to People Wearing Seatbelts
8. Other: \_\_\_\_\_
88. Don't Know [VOLUNTEERED]
99. 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]

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

1. Strongly support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly oppose
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

1. Strongly support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly oppose
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

#### DEMOGRAPHICS

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?

\_\_\_\_\_

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
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

On behalf of the Public Opinion Research Lab at the University of North Florida, we thank you for your time. If you have any questions regarding this survey, you can contact the main researcher for this project, Dr. Michael Binder at (904) 620-2784.