

Florida 2023

Click it or Ticket
Media Survey

Florida Department of Transportation (FDOT)
Report
July 2023

Florida 2023

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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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 in 58,560 square miles. The 2021 American Community Survey from the U.S. Census Bureau estimates there are 17,078,449 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2021 ACS estimates is as follows: 52.6% white, 15.1% Black, 26.2% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,652 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2021.

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.

This report serves to inform FDOT about the effectiveness of the *Click It or Ticket* media campaign. In order to best accomplish this, the Public Opinion Research Laboratory (PORK) at the University of North Florida (UNF) was contracted in 2015 by the Florida Department of

Transportation to conduct the *Click It or Ticket* Media Survey. This study has been repeated on a yearly basis, with the exception of 2020, due to restrictions surrounding the COVID-19 pandemic.

Methodology

Study Purpose

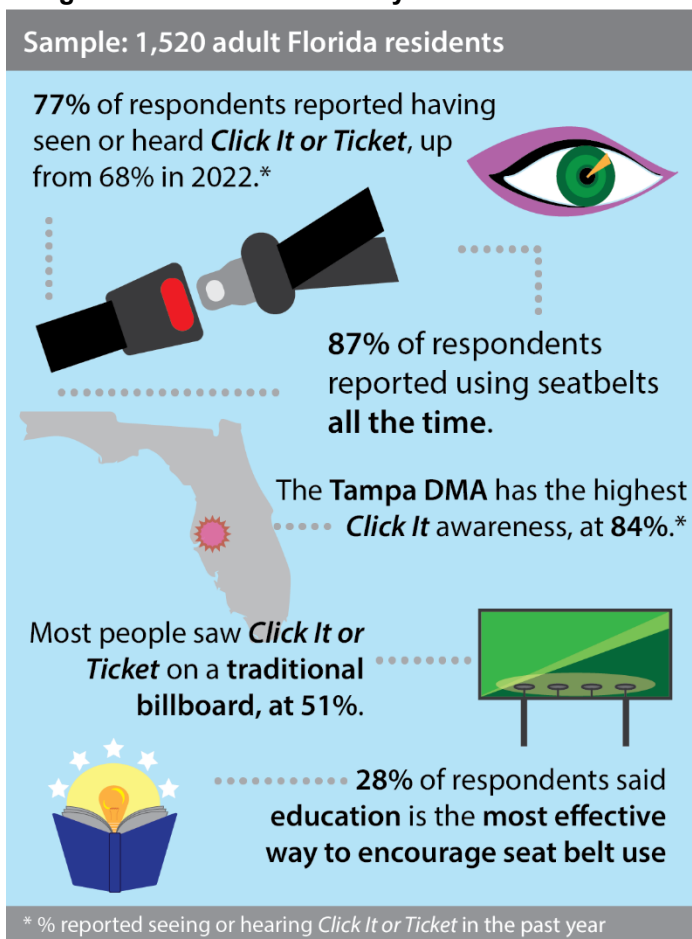
FDOT contracted with PORK at UNF to gather information about the attitudes and awareness of adults living in the State of Florida concerning FDOT's *Click It or Ticket* media campaign and general driving habits. The performance goal is to monitor progress in FDOT's safety belt awareness campaign and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

In order to evaluate the effectiveness of FDOT's messaging, PORK administered an awareness survey from June 5 through June 20, 2023. This project is executed annually during this time frame because it immediately follows the Memorial Day media and enforcement campaigns coordinated by FDOT and NHTSA.

Study Design

This study utilized a multi-modal design, incorporating both telephone and online surveys. The final sample consists of 1,520 Florida adults with a driver's license (even if suspended), with 809 completes administered via telephone and 711 online.

Figure 1. Executive Summary



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 (Table 2). An oversample of individuals aged 18-34 was used to get a closer look at this relatively small subgroup of the population.

The telephone portion of the project was conducted between June 5 and June 20, 2023, from 4:00 to 9:00 P.M. Monday through Friday, and 12:00 to 5:00 P.M. on Saturdays. Data collection took place PORL’s facility using specialized Computer Assisted Telephone Interviewing (CATI) software. 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. Up to 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. The breakdown of completed surveys on cell phones to landlines was 98% to 1%, with 1% refusing to answer.

The online portion of the study was administered using Qualtrics between June 5 through June 13, 2023, and was distributed by Cint.

To ensure a representative sample and to adjust for oversampling and nonresponse bias, all data were weighted to the adult population of the 25 Florida counties surveyed. The weighting process had two steps: first, data were weighted to educational attainment for individuals 25 and older, then to age, sex, race and ethnicity, and geography. Demographic weights were calculated using the U.S. Census Bureau’s American Community Survey (ACS) 2021 five-year estimates. All weighted demographic variables were applied using the SPSS version 27 rake weighting function, which will not assign a weight if one of the demographics being weighted is missing. Individuals without a weight were manually assigned a weight of one.

The margin of sampling error for the total sample is +/- 2.8 percentage points, including estimated design effect (see Table 2). The response rate for the phone portion of this study was 5.5%. 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.

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 or calling (904) 620-2784.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=100
Panama City	n=100
Tallahassee	n=96
Jacksonville	n=110
Gainesville	n=100
Orlando	n=239
Tampa	n=277
West Palm Beach	n=124
Fort Myers	n=100
Broward/Monroe	n=114
Miami-Dade	n=160
Total	n=1,520

Table 2. DMA and Margin of Error

Designated Market Area	Margin of Error
Pensacola	+/-9.80
Panama City	+/-9.80
Tallahassee	+/-10.0
Jacksonville	+/-9.34
Gainesville	+/-9.80
Orlando	+/-6.34
Tampa	+/-5.89
West Palm Beach	+/ 8.80
Fort Myers	+/-9.80
Broward/Monroe	+/-9.18
Miami-Dade	+/-7.75
Total	+/-2.75

Summary of Findings

The figures on the following pages highlight some of the data collected in 2023, as well as longitudinal data from past project years, where applicable. The full results of the 2023 survey can be found in Appendix I: Survey Results.

Figure 2 displays the demographic breakdown of the respondents in the 2023 study, excluding responses of “don’t know,” and refusals.

Figure 2. Respondent Demographic Profile

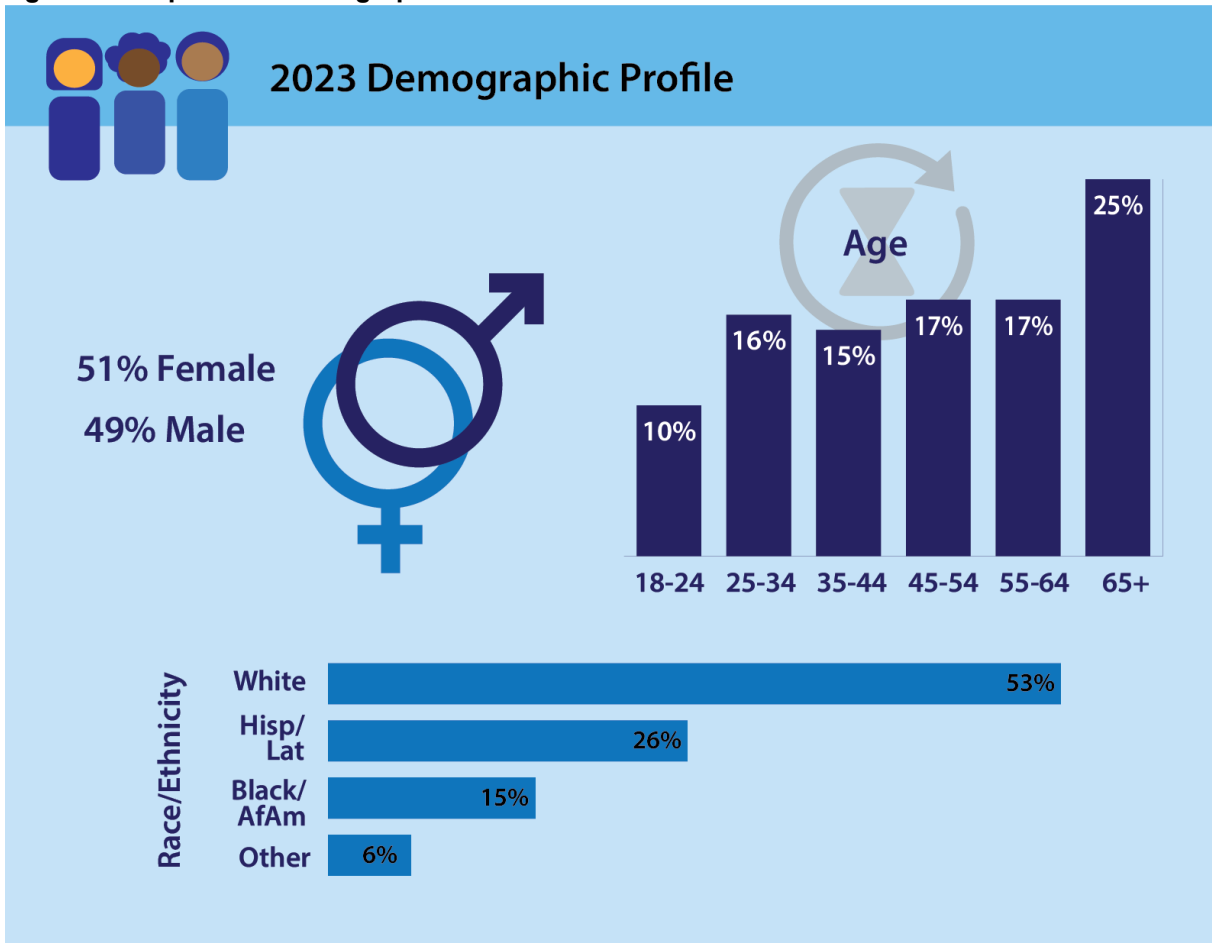
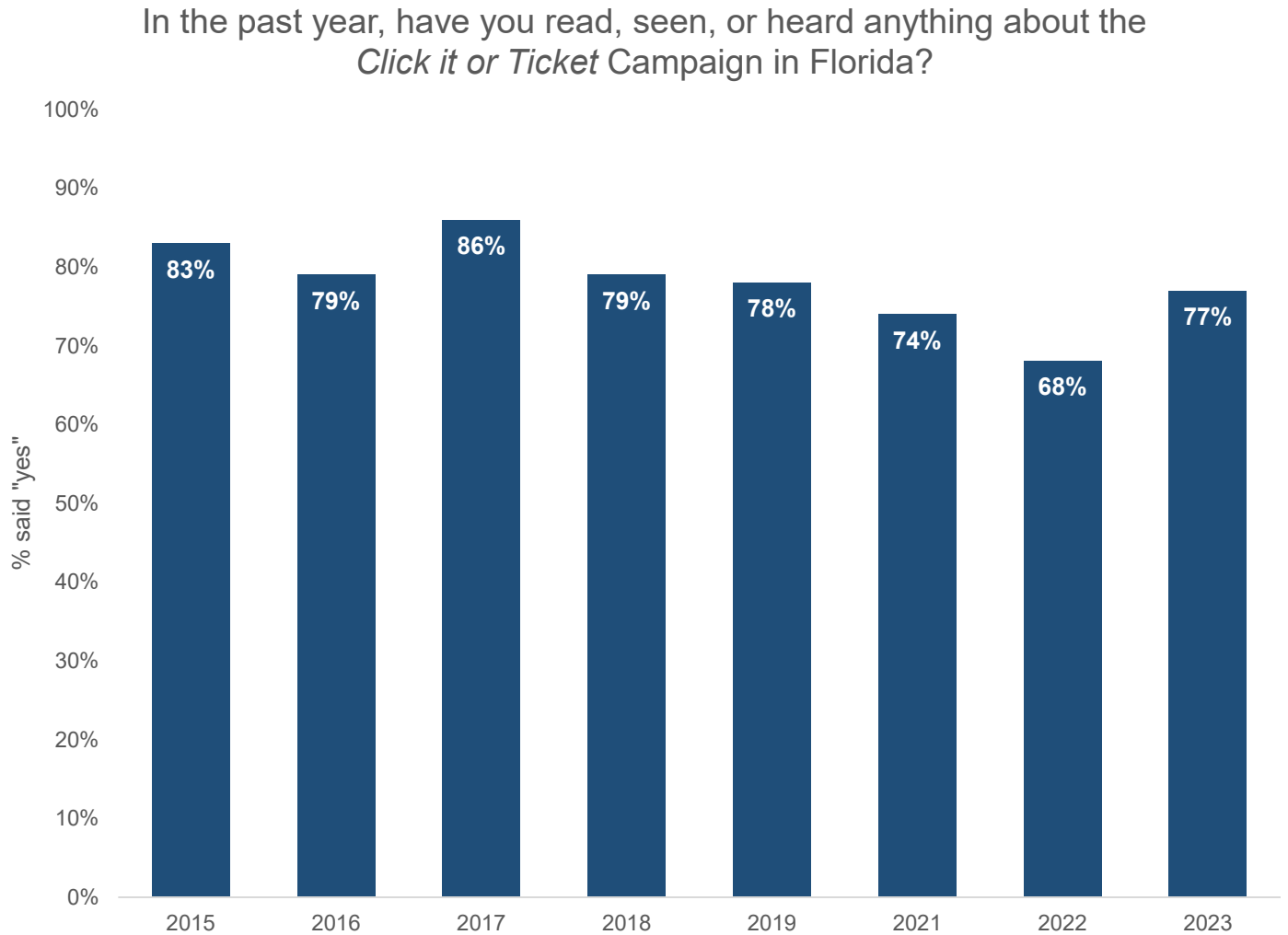


Figure 3. Click It or Ticket, 2015-2023¹



Survey respondents were asked whether they have seen, read, or heard anything about the *Click It or Ticket* campaign in the past year. Figure 3 shows the total percentage of respondents who indicated they have seen or heard about the campaign in each project year.

Overall, *Click It* awareness increased nine percentage points, from 68% in 2022 to 77% in 2023. This is the highest awareness has been since 2019, when 78% of respondents indicated having seen or heard about the *Click It* campaign.

¹ From 2015-2019 used wording "In the past 6 months..."

Figure 4. Click It or Ticket by DMA, 2023²

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

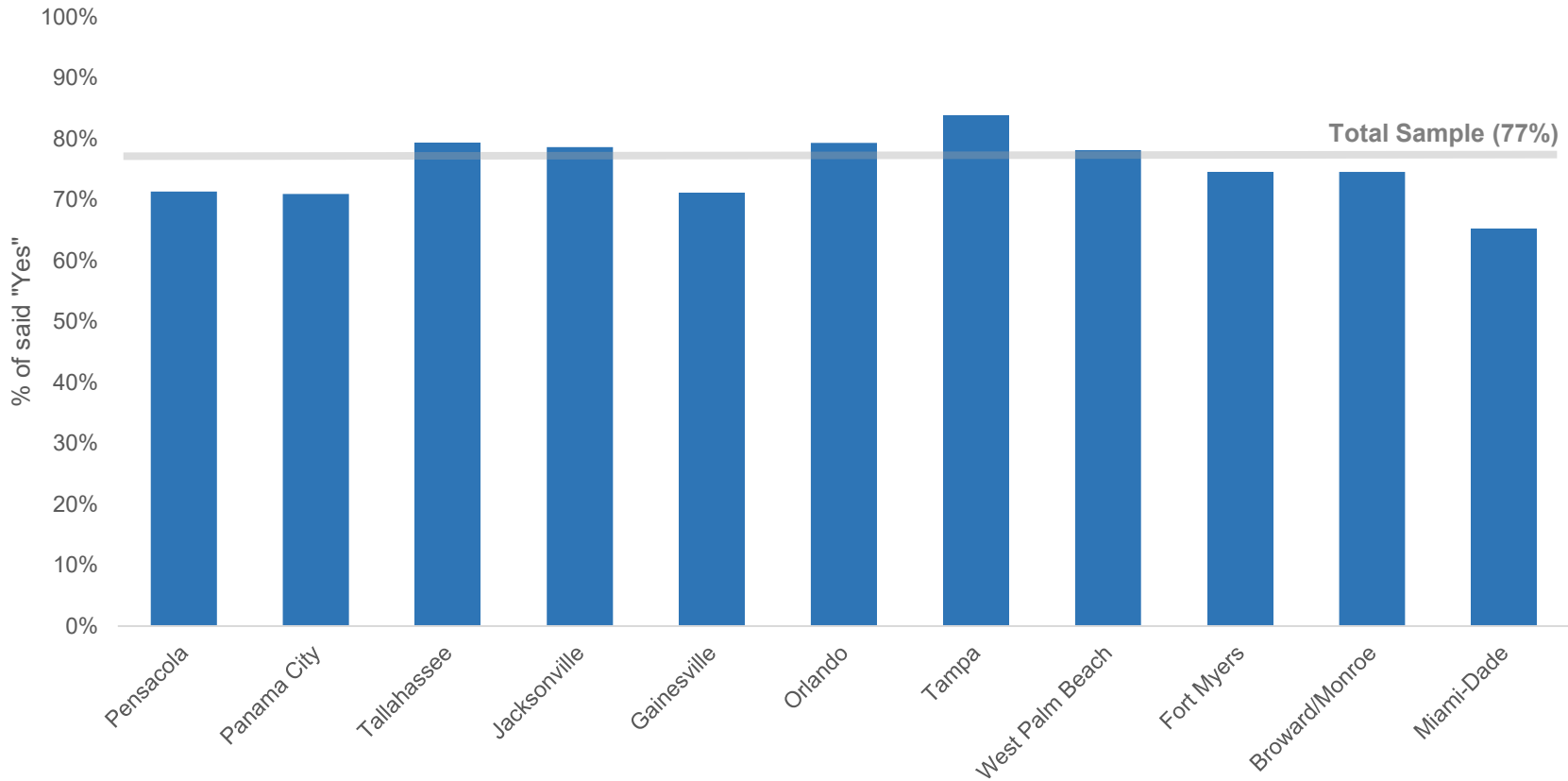


Figure 4 shows the percentage of 2023 respondents who indicated they have seen or heard about the *Click It or Ticket* campaign in the past year, broken down by DMA. The Tampa DMA had the highest awareness, with 84% of respondents reporting having seen or heard about Click It.

The Tallahassee, Jacksonville, and Orlando DMAs were tied for second place, with 79% each. The DMA with the lowest awareness was Miami-Dade at 65% of respondents saying they have seen or heard about *Click It or Ticket* in the past year.

² From 2015-2019 used wording "In the past 6 months..."

Figure 5. Click It or Ticket Awareness Map, 2023

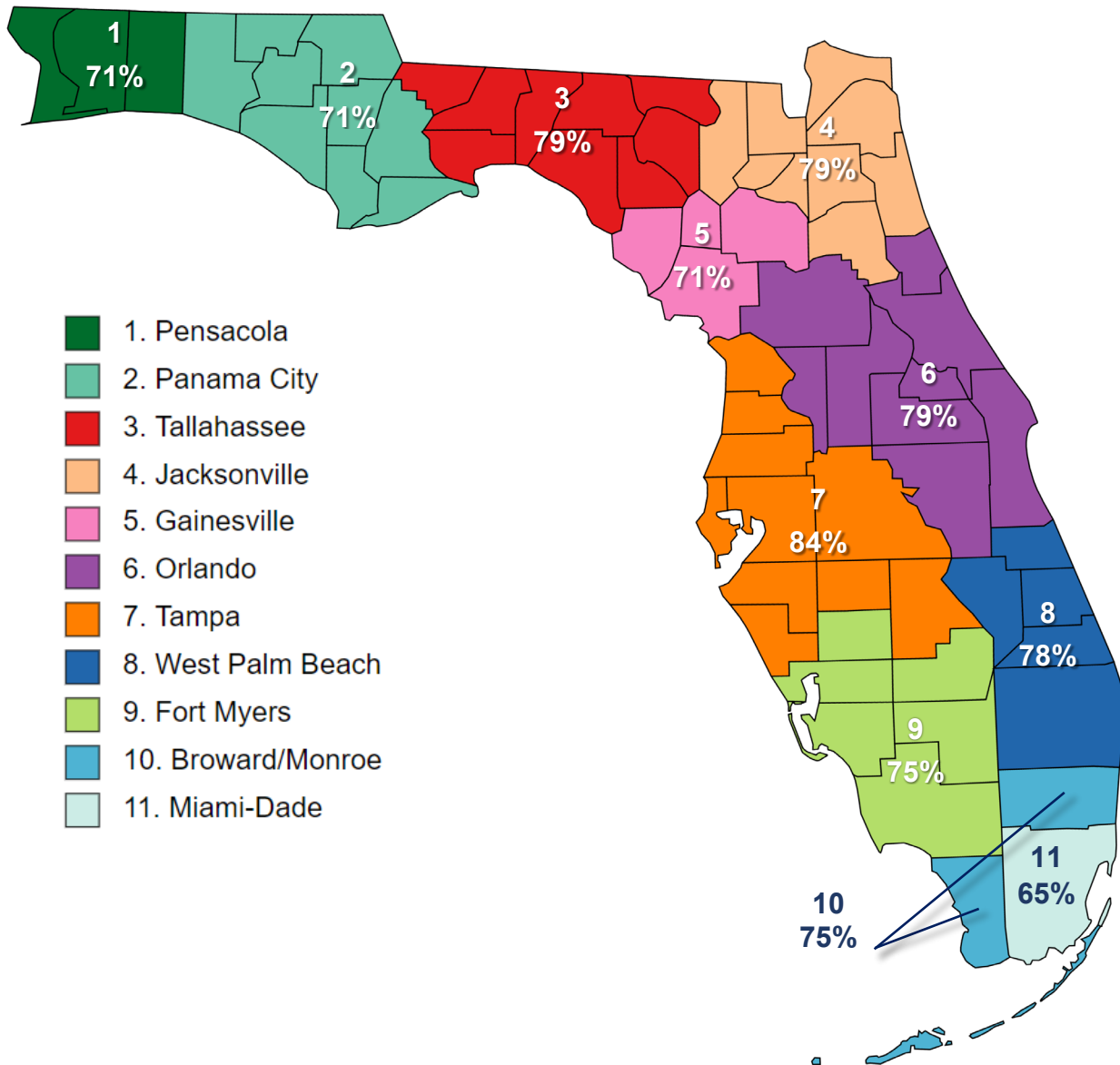


Figure 5 displays a geographical representation of *Click It* awareness rates in each DMA, in the form of a map of the state of Florida. Each of the 11 DMAs are color-

coded, and contain the percentage of respondents who indicated they had seen or heard of the *Click It or Ticket* campaign in the past year.

Figure 6. Click It or Ticket by Race, 2015-2023³

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

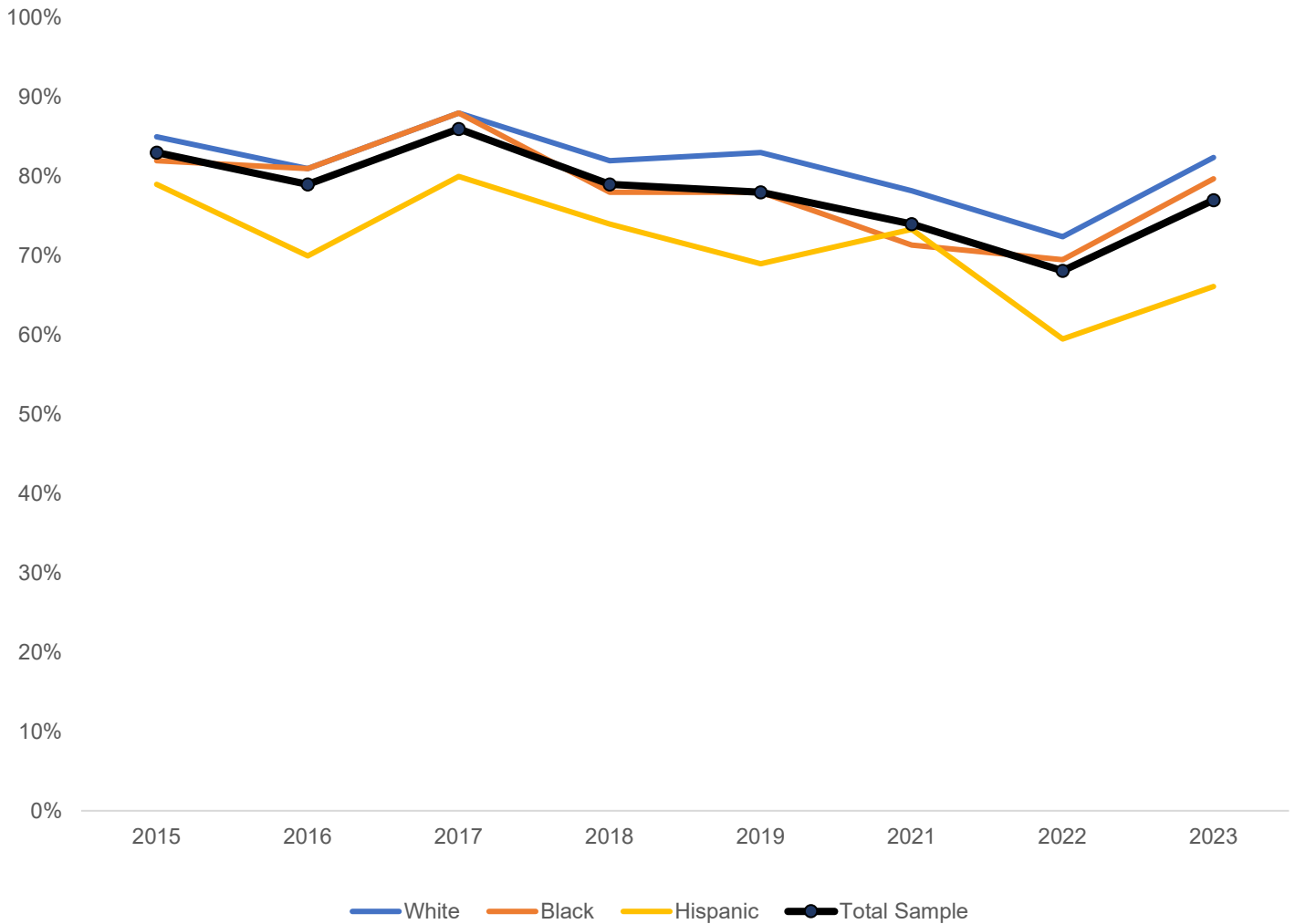


Figure 6 shows the racial and ethnic breakdown of the respondents who said they have seen or heard about the *Click It* campaign in the past year.

Respondents of Black or African American racial background are the closest to the total sample across most project years, ending up slightly higher than the 2023 average, with 80% awareness.

White or Caucasian respondents trend higher than the total sample across project years, with 82% awareness in 2023.

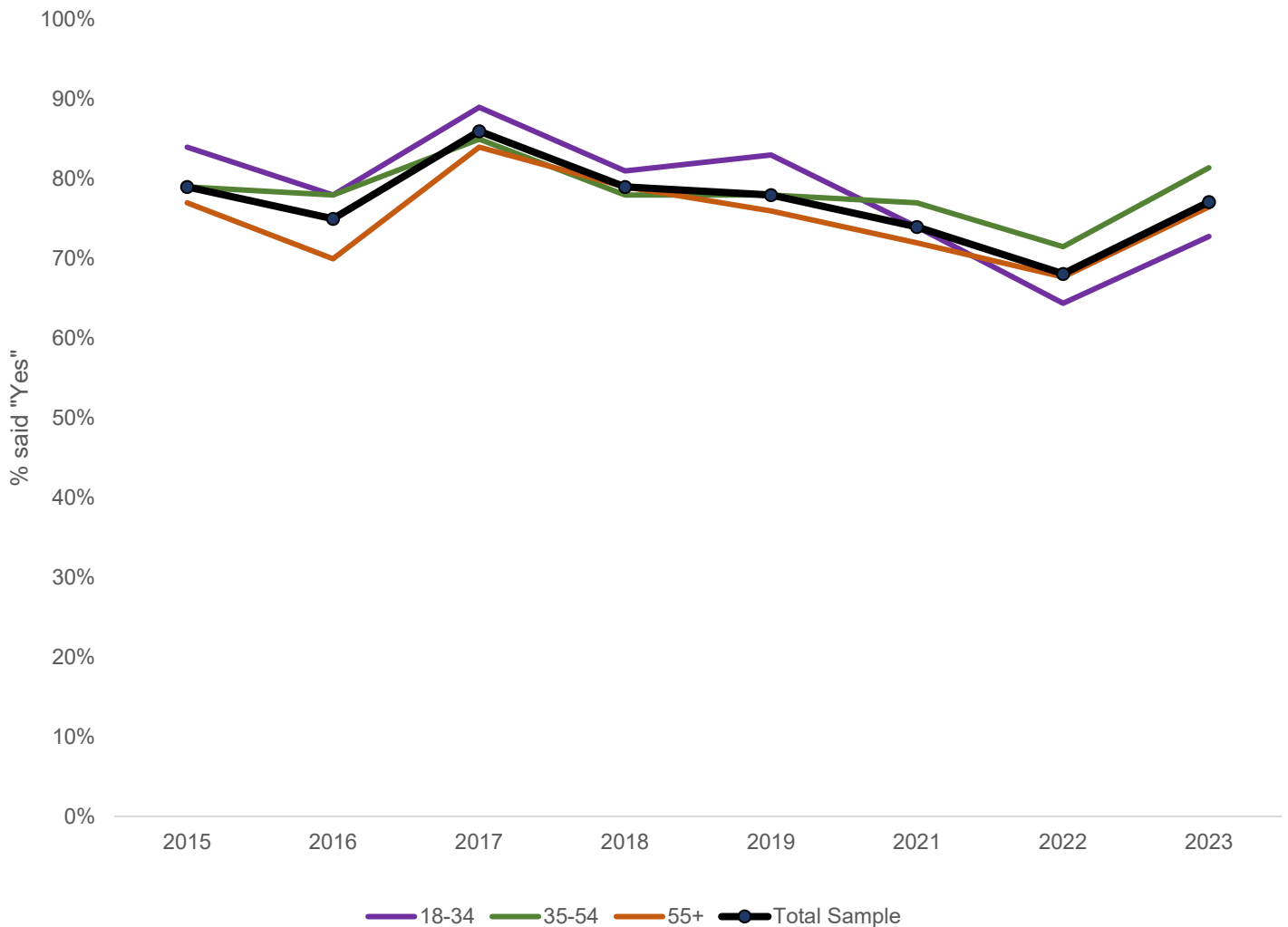
Respondents of Hispanic or Latino ethnic background have consistently had lower rates of awareness across all project years. After a dip in 2022, Hispanic/Latino awareness rose slightly in 2023 to 66%, up from 60%.

2023 *Click It* awareness increased across all racial and ethnic groups in 2023.

³ From 2015-2019 used wording “In the past 6 months...”

Figure 7. Click It or Ticket by AGE, 2015-2023⁴

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



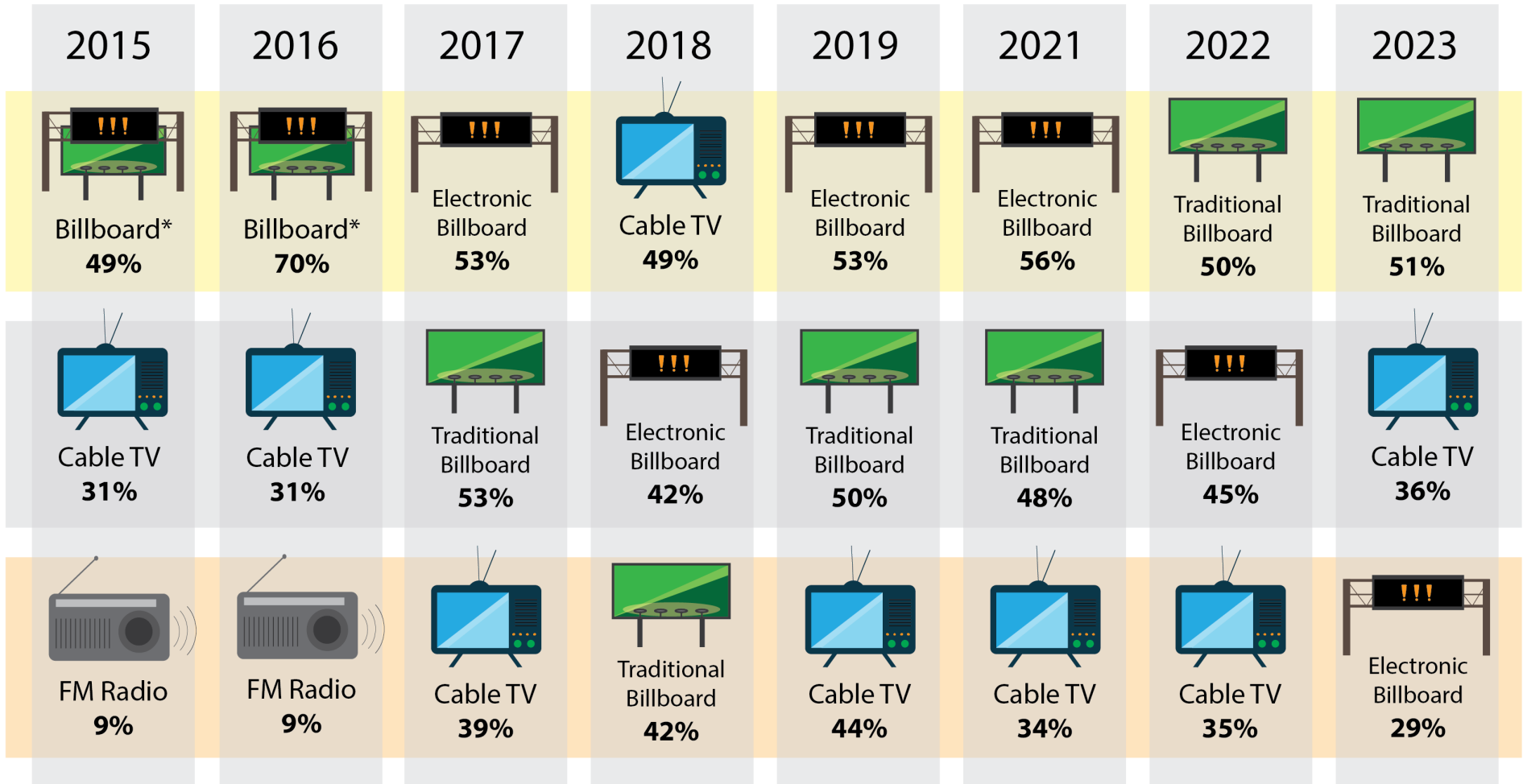
Awareness also increased across all age groups in 2023, as shown above in Figure 7. Respondents aged 55 or older said they heard or saw *Click It or Ticket* in the past year at the same rate as the total sample, 77%. Like in 2022, respondents aged 35 to 54 had the highest awareness (82%), while those between 18 and 34 had the lowest awareness (73%).

The youngest age group had the highest awareness across project years until 2021, when it was the same as the average for the total sample, before dipping below average in 2022 and 2023.

⁴ From 2015-2019 used wording “In the past 6 months...”

Figure 8. Click It Media Top 3, 2015-2023

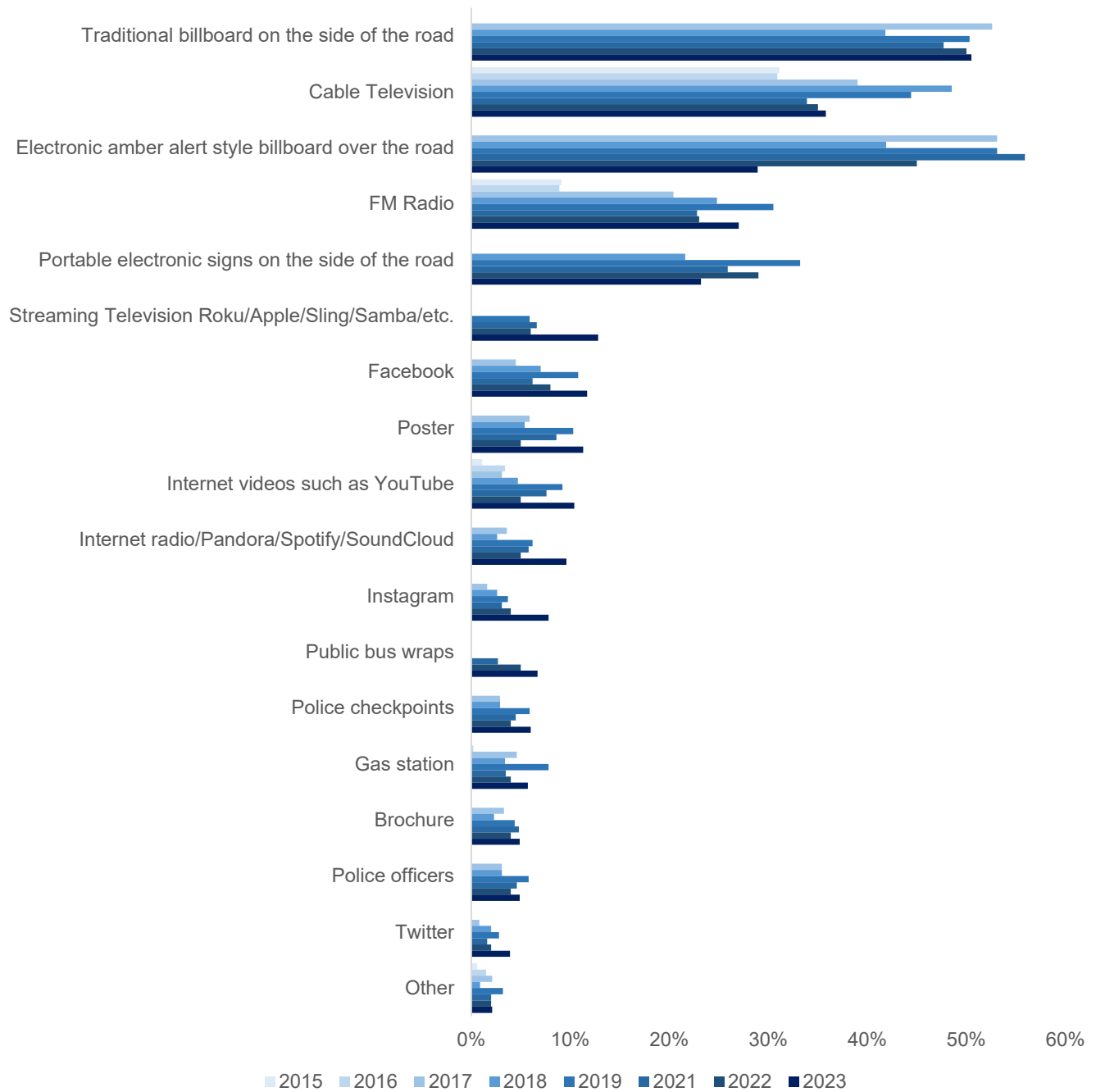
Where did you see or hear it?



*2015 - 2016 wording

Figure 9. Click It Media, 2015-2024

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



Respondents who indicated having seen or heard about the *Click It* campaign were then asked where they saw or heard it. The infographic in Figure 8 shows the top three places that respondents reported having seen or heard about *Click It*, broken down by project year. Figure 9 displays the percentages for all *Click It* media from all project years.

Apart from 2015 and 2016, when all billboards were included in one category, the top three choices have remained the same between project years, in varying order: traditional billboard, electronic billboard over the road, and cable television. In the first two project years, FM radio made it into the top three with 9% in each year.

Figure 10. Click It Media by Age, 2023⁵

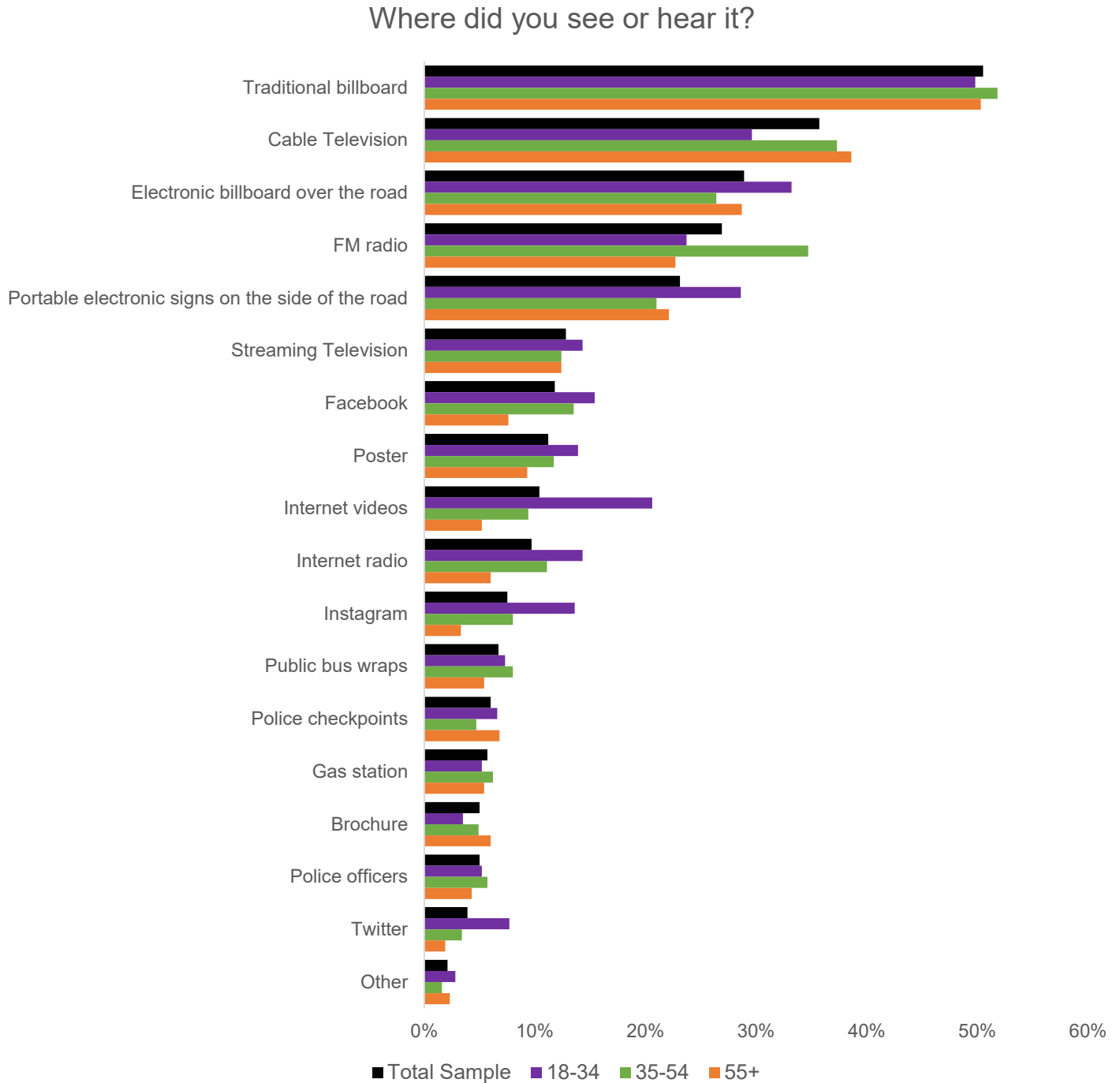


Figure 10 breaks down reported *Click It* media by age category. Among respondents between 35 and 54, FM radio was the third most popular, with 35%, compared to 27% of the total sample. Respondents aged 18 to 34 were lower than the total sample on cable television with

30%, and higher than the total sample on electronic billboards with 33%. Somewhat unsurprisingly, the younger age group was higher than the average on the digital media, including internet videos and radio, and social media apps.

⁵ Note the axis only goes to 60% for easier visualization.

Figure 11. Click It Media by Race/Ethnicity, 2023⁶

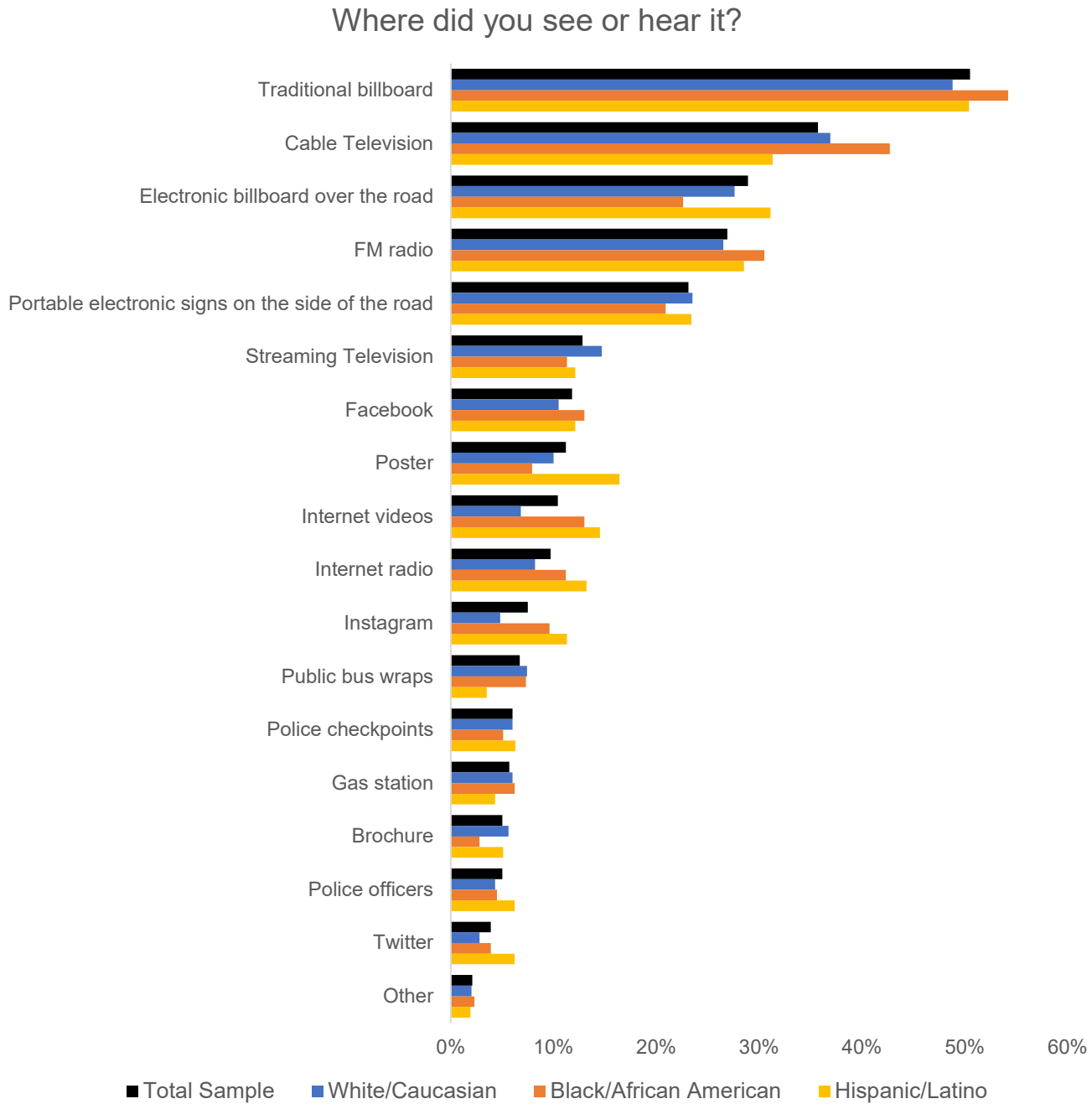
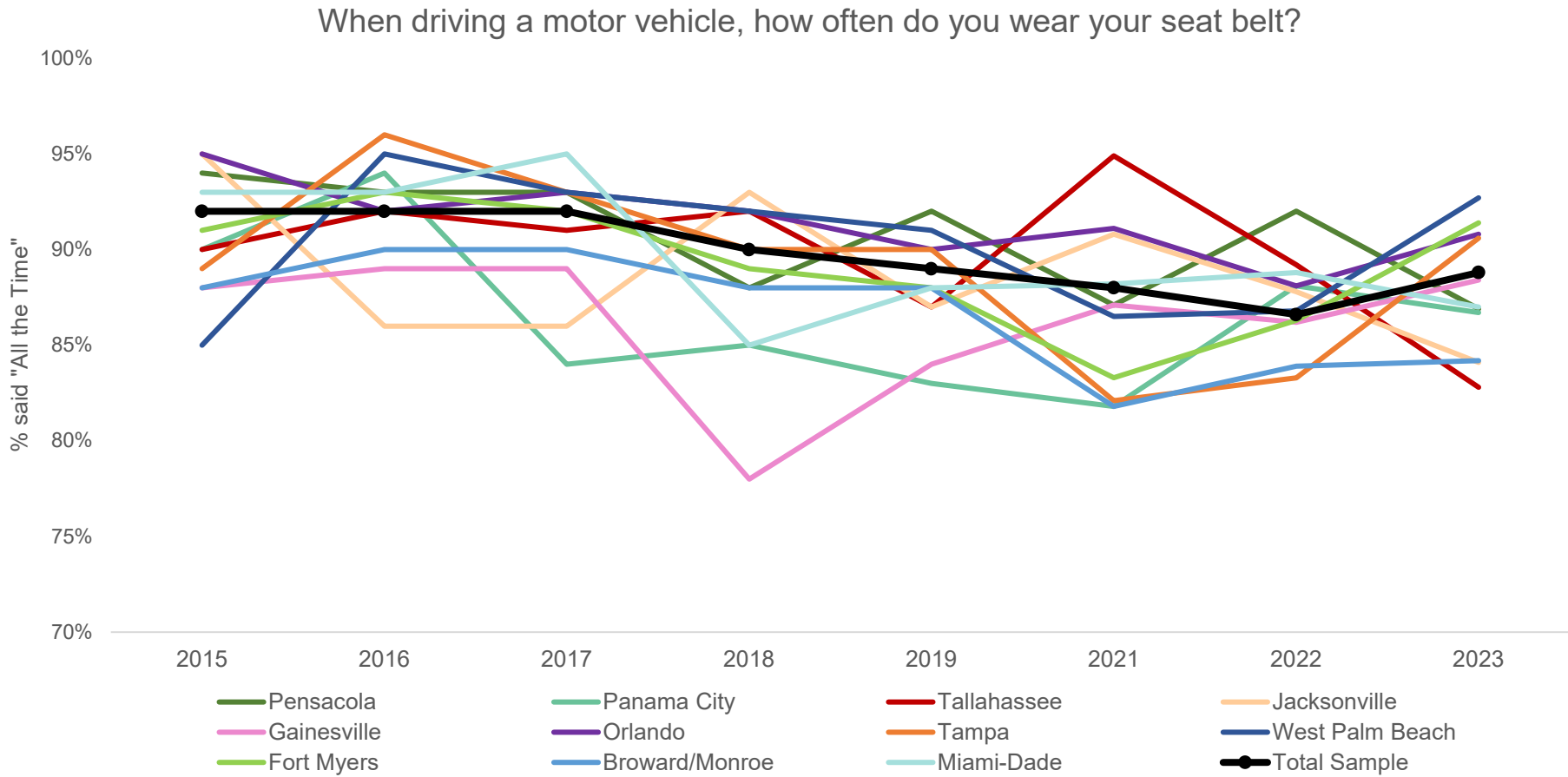


Figure 11 breaks down 2023 *Click It* media by race and ethnicity, showing minor differences between the categories in a few areas. Some of the greatest discrepancies can be seen in the percent of respondents

who indicated having seen it on cable television, where more Black and African American respondents saw *Click It* than the other groups, and electronic billboards, where more Hispanic and Latino respondents saw it.

⁶ Note the axis only goes to 60% for easier visualization.

Figure 12. Always Wears Seat Belt by DMA, 2015-2023⁷

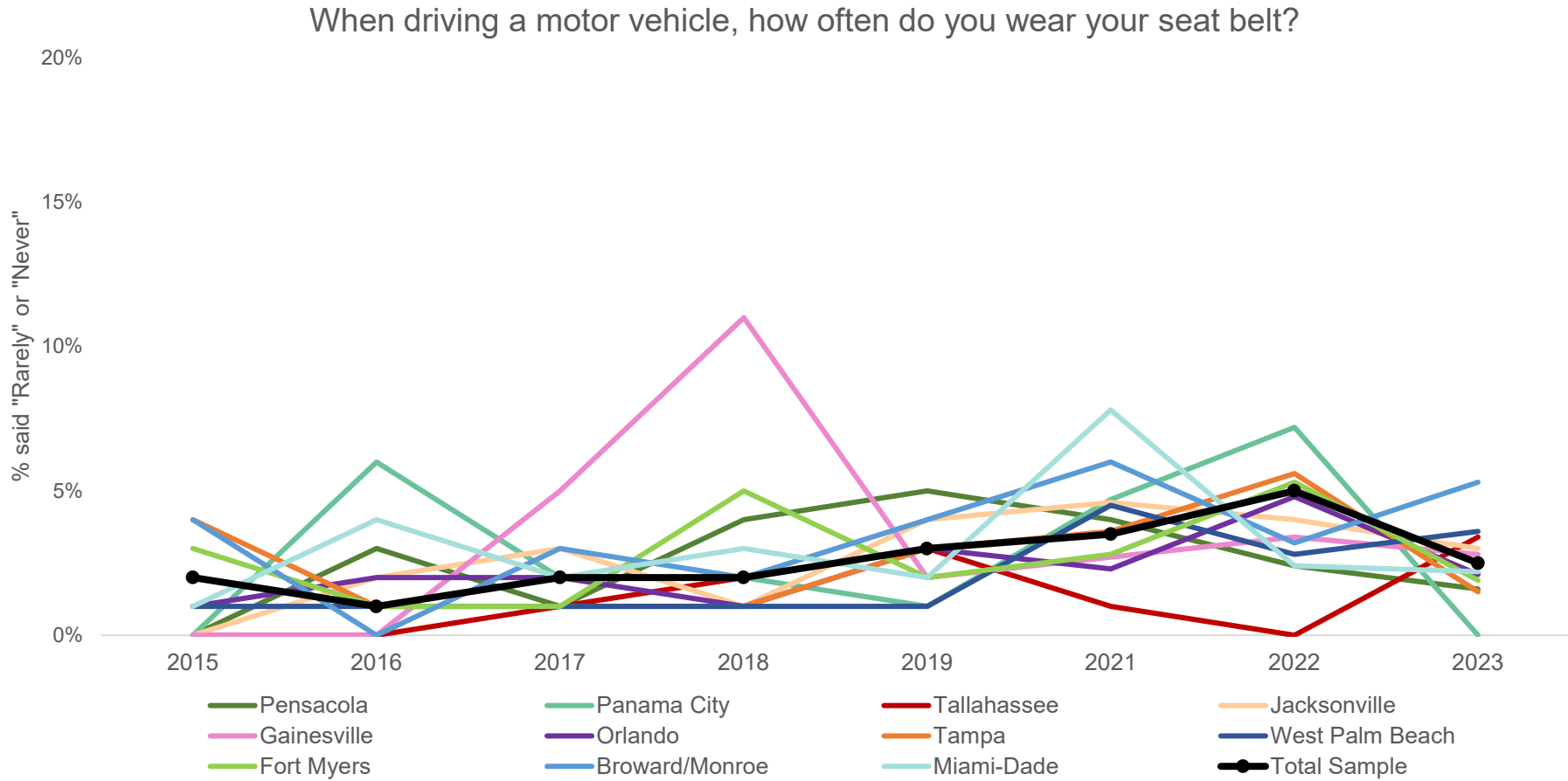


In addition to awareness, respondents were also asked how often they wear a seat belt when driving a motor vehicle, shown in Figure 12, broken down by DMA and project year. Of the total sample, 89% indicated they always wear their seat belt, up two points from 87% in 2022. Overall, this percentage has decreased slightly since 2015, when 92% said they always wear their seat belt.

The DMA with the greatest percentage of people who always wear a seat belt is West Palm Beach, with 93%, while the Tallahassee had the lowest percentage, with 83%.

⁷ Note the axis starts at 70% for easier visualization.

Figure 13. Rarely/Never Wears Seat Belt by DMA, 2015-2023⁸



Conversely, Figure 13 displays the percentage of respondents in each DMA who indicated they *rarely* or *never* wear a seat belt while driving, broken down by project year. Of the total sample, only 3% indicated they rarely or never wear a seat belt, down two points from 5% in 2022.

The Broward/Monroe DMA had the greatest percentage of respondents who rarely or never wear a seat belt at 5%, up from 3% last year. In the Panama City DMA, less than 1% of respondents said they don't wear seat belts, decreasing from 7%, the highest percentage in 2022.

⁸ Note the axis only goes to 20% for easier visualization.

Figure 14. Always Wears Seat Belt by Age Group, 2015-2023⁹

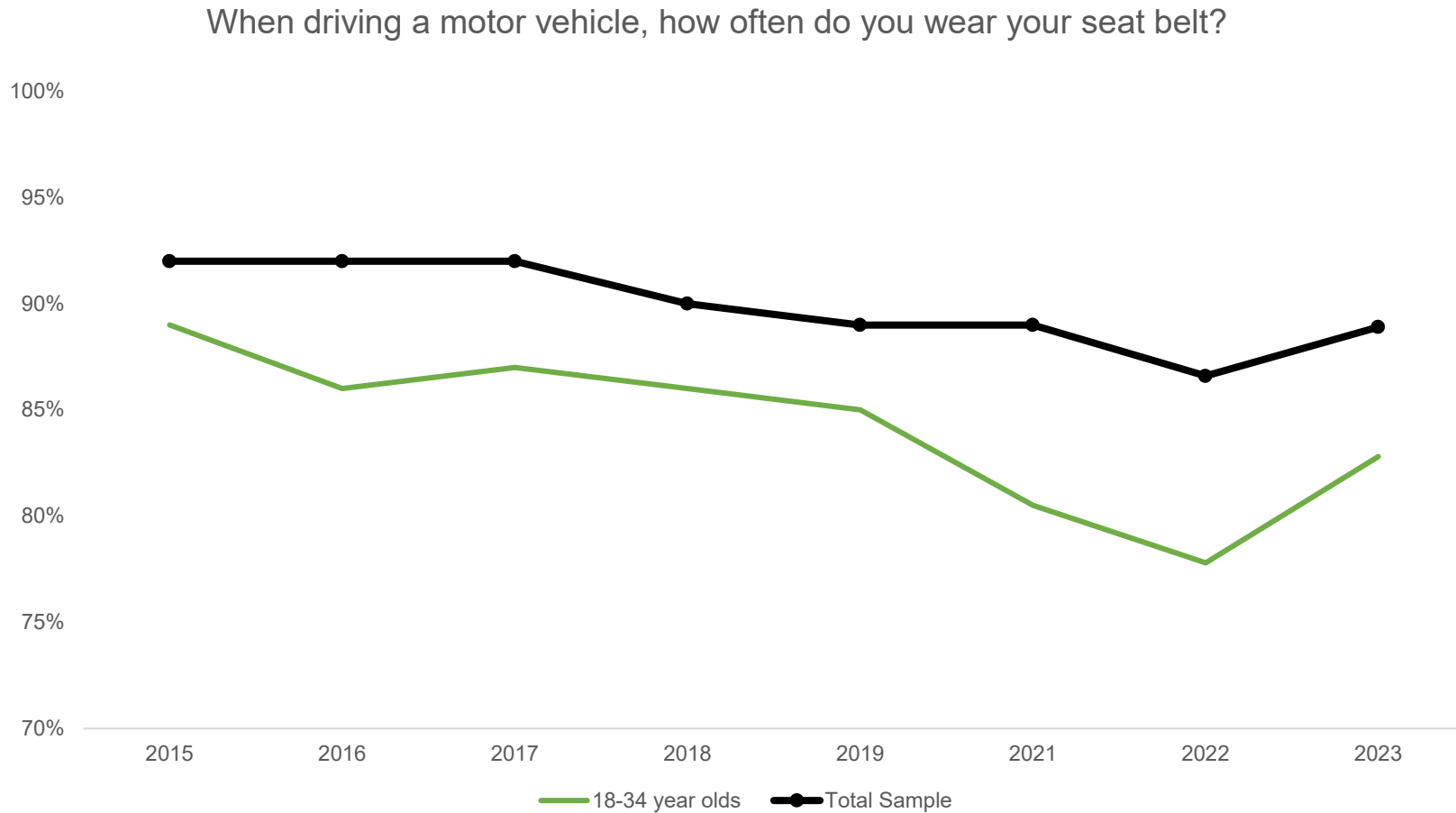
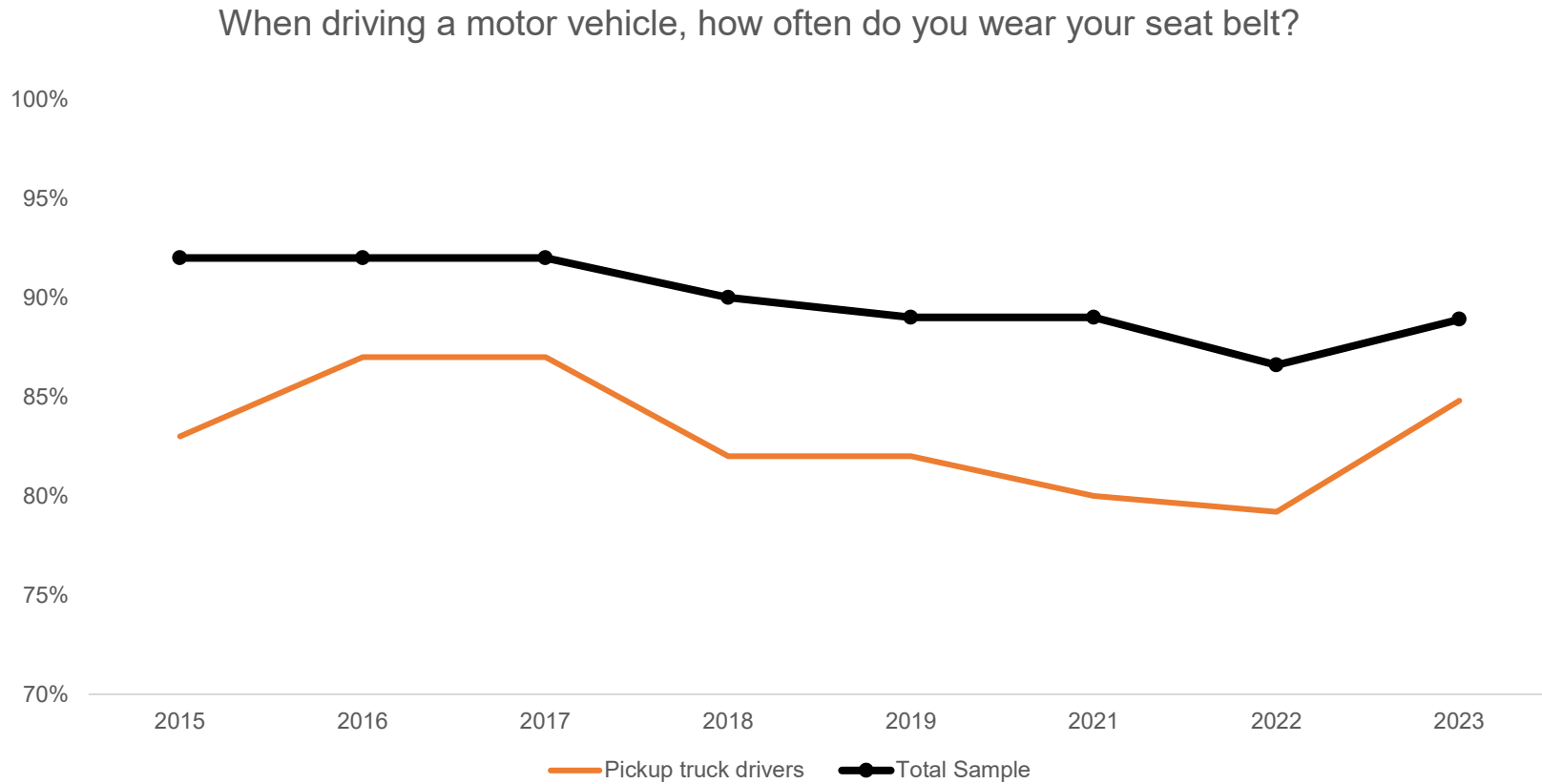


Figure 14 above displays the percentage of respondents aged 18 to 34 who reported using their seat belt all the time, broken down by project year. The percentage is compared to that of the total sample for each year. Across all project years, these respondents have a much lower percentage of reported seat belt use than the total sample. Following the trend of the total sample,

however, reported seat belt use among younger respondents increased between 2022 and 2023, from 78% to 83%. Overall, the percentage of 18-to-24-year-olds that use their seat belt all the time has decreased by six percentage points since 2015.

⁹ Note the axis starts at 70% for easier visualization.

Figure 15. Always Wears Seat Belt by Vehicle, 2015-2023¹⁰



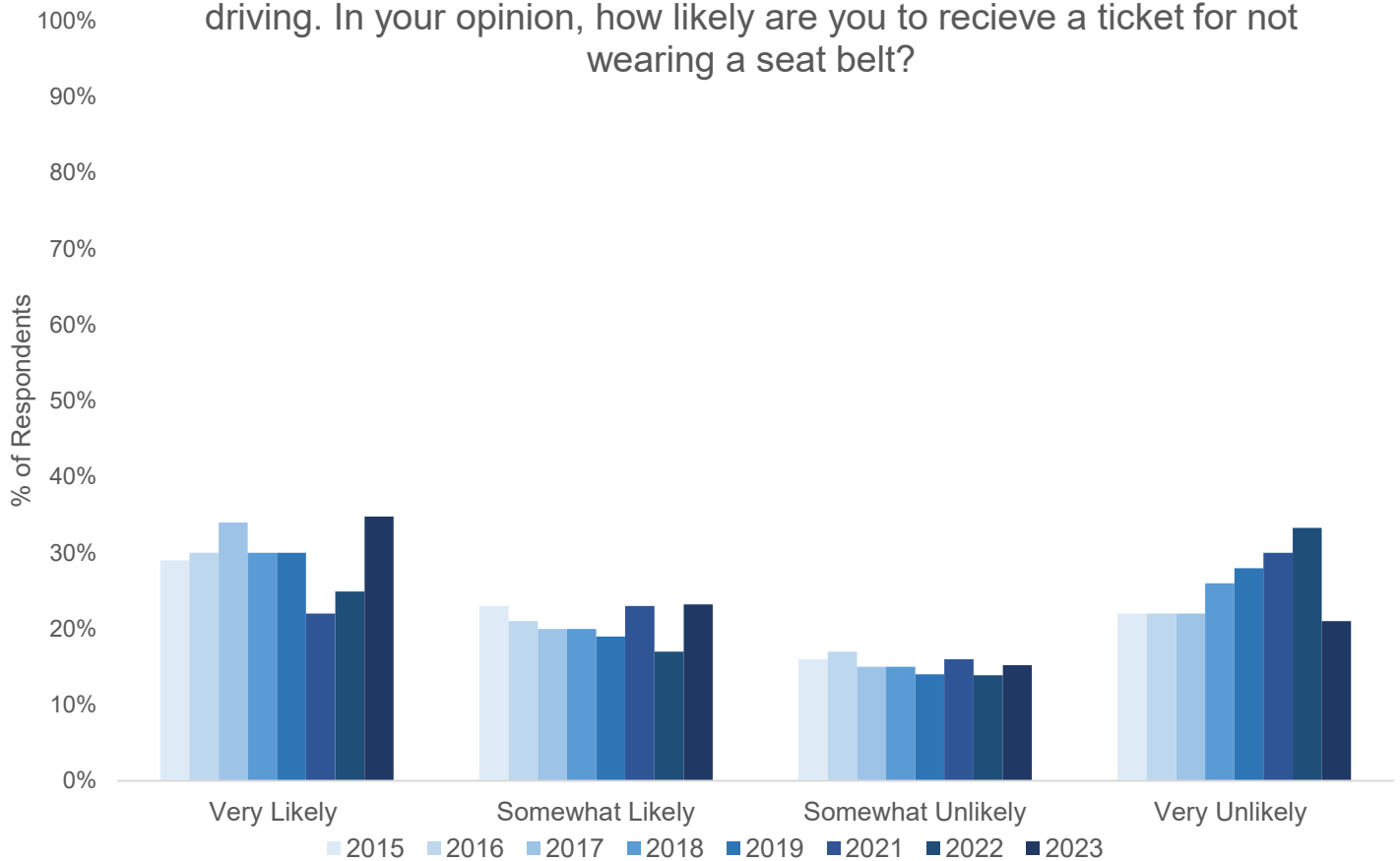
Pickup truck drivers have also had a historically low percentage who report using their seat belt all the time, as shown above in Figure 15. Again, in keeping with the total sample, this percentage increased in the past year,

from 79% in 2022 to 85% in 2023. Despite being lower than the sample average, the percentage of pickup drivers who report always using their seat belt has increased since 2015, although only by two percentage points.

¹⁰ Note the axis starts at 70% for easier visualization.

Figure 16. Perceived Ticket Likelihood, 2015-2023¹¹

Over the next year, assume 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?



Respondents were also asked about their perceived likelihood of receiving a ticket for not wearing a seat belt in the next year, if they hypothetically did not use their seat belts at all while driving. Figure 16 shows these responses, broken down by project year.

As seen in the chart, the percentage of respondents who believe they would very likely receive a ticket has

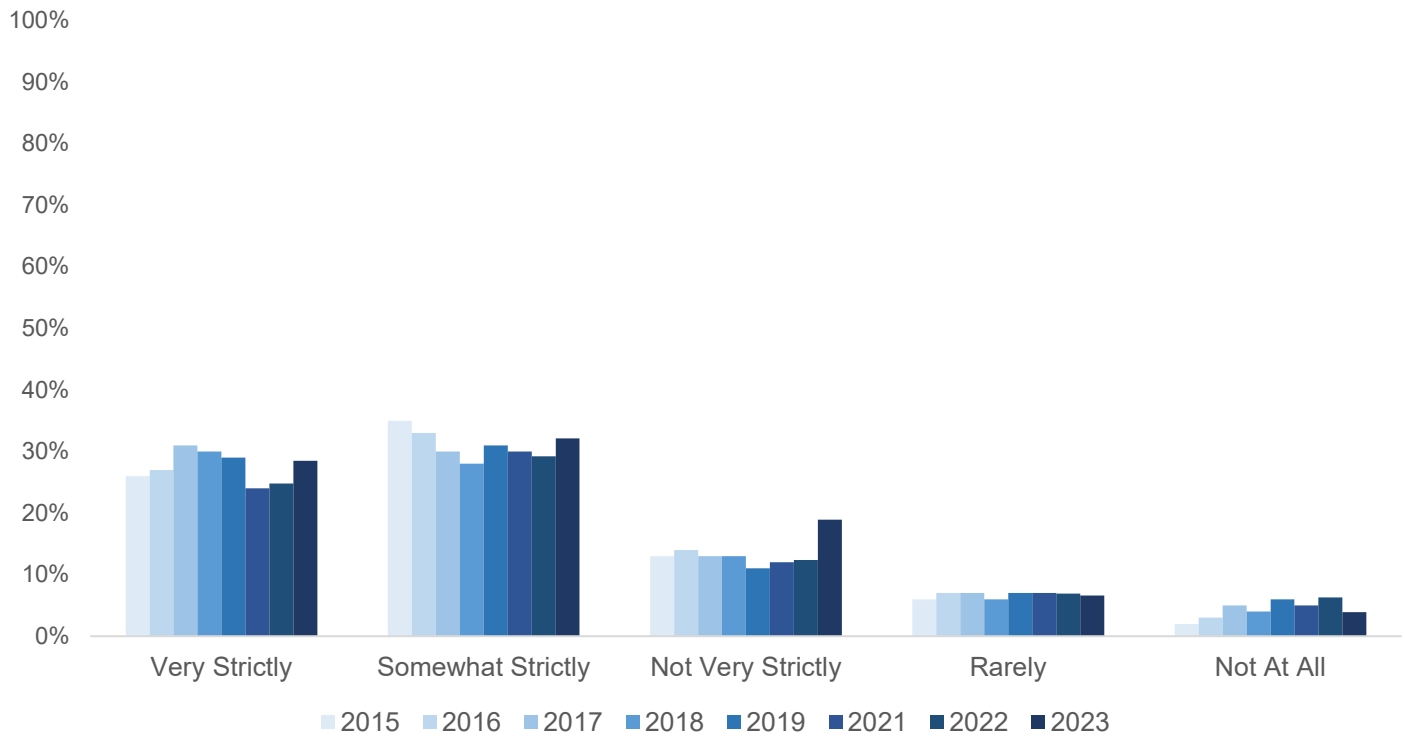
increased in 2023, from 25% in 2022 to 35% in 2023. Conversely, those who said it would be very *unlikely* decreased from 33% in 2022 to 21% in 2023.

Prior to 2023, the trend was a general increase in those who said it was unlikely, while the percentage who thought it was likely generally decreased.

¹¹ From 2015-2019 used wording “Over the next 6 months...”

Figure 17. Perceived Enforcement, 2015-2023

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



Respondents were asked how strictly they feel law enforcement agencies enforce seat belt laws, shown in Figure 17, broken down by project year. Over all project years, most respondents think seat belt laws are enforced very or somewhat strictly, with very few

respondents saying the laws are enforced rarely or not at all.

The percentage of respondents who said seat belt laws are enforced not very strictly in their community increased somewhat in 2023, from 12% to 19%.

Figure 18. Enforcement by Seat Belt Use, 2023

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

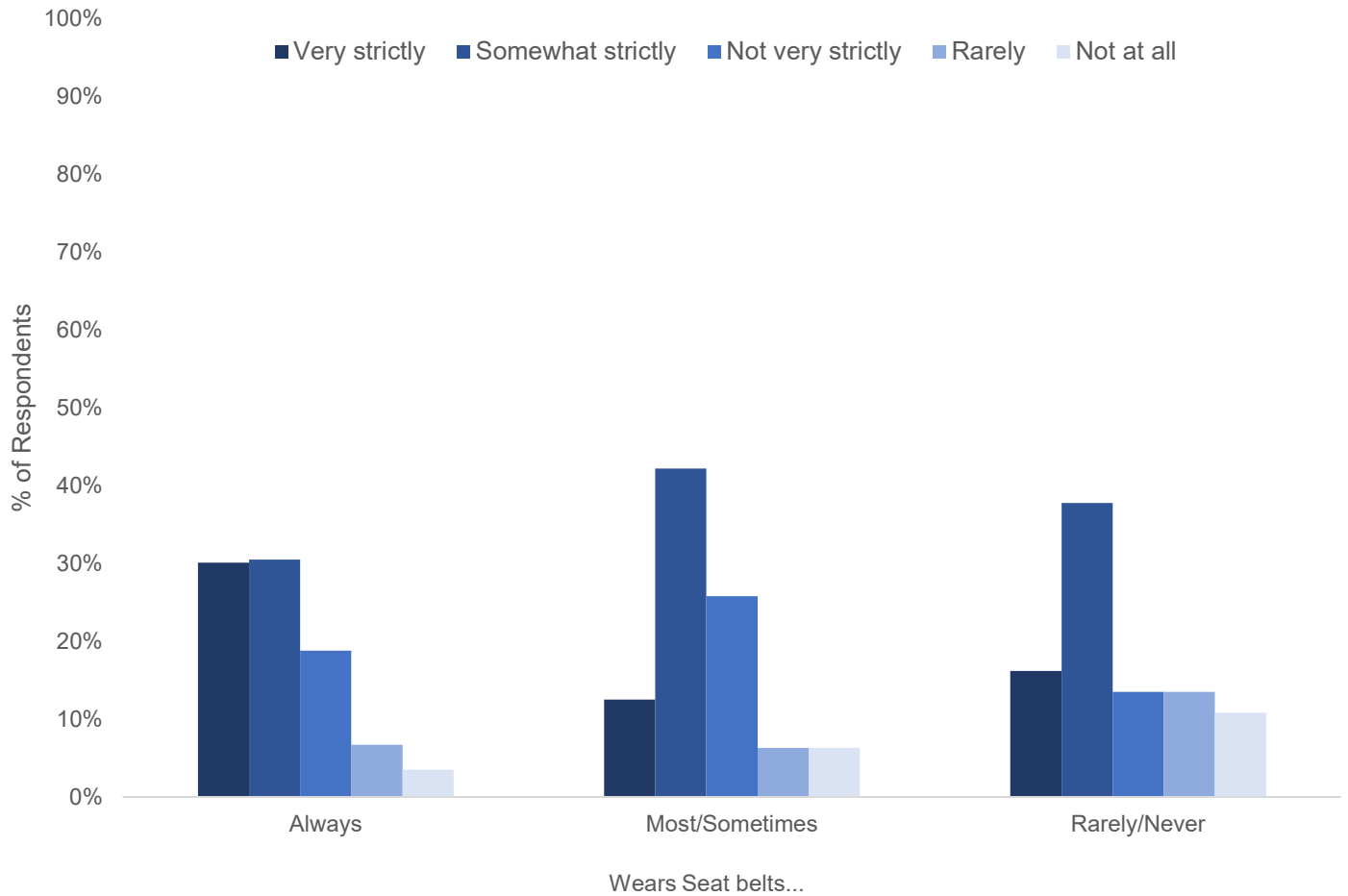
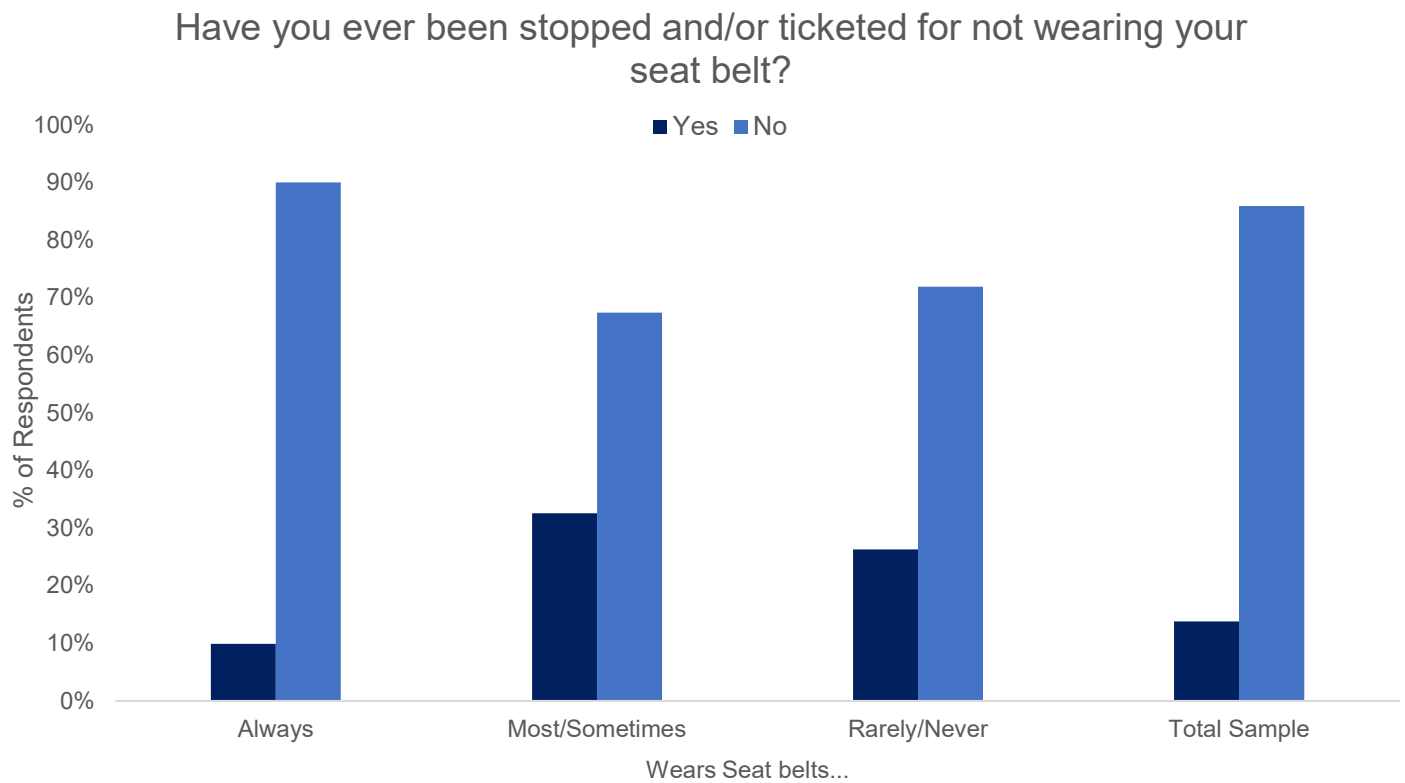


Figure 18 shows respondents' perceptions of seat belt law enforcement, broken down by reported seat belt use. Across all groups, more respondents said the laws are enforced somewhat strictly. Among those who always

wear their seat belts, 30% of respondents believe the laws are enforced very strictly, compared to just 13% among those who only mostly or sometimes wear a seat belt, and 16% among those who rarely or never wear it.

Figure 19 Ticketed by Seat Belt Use, 2023

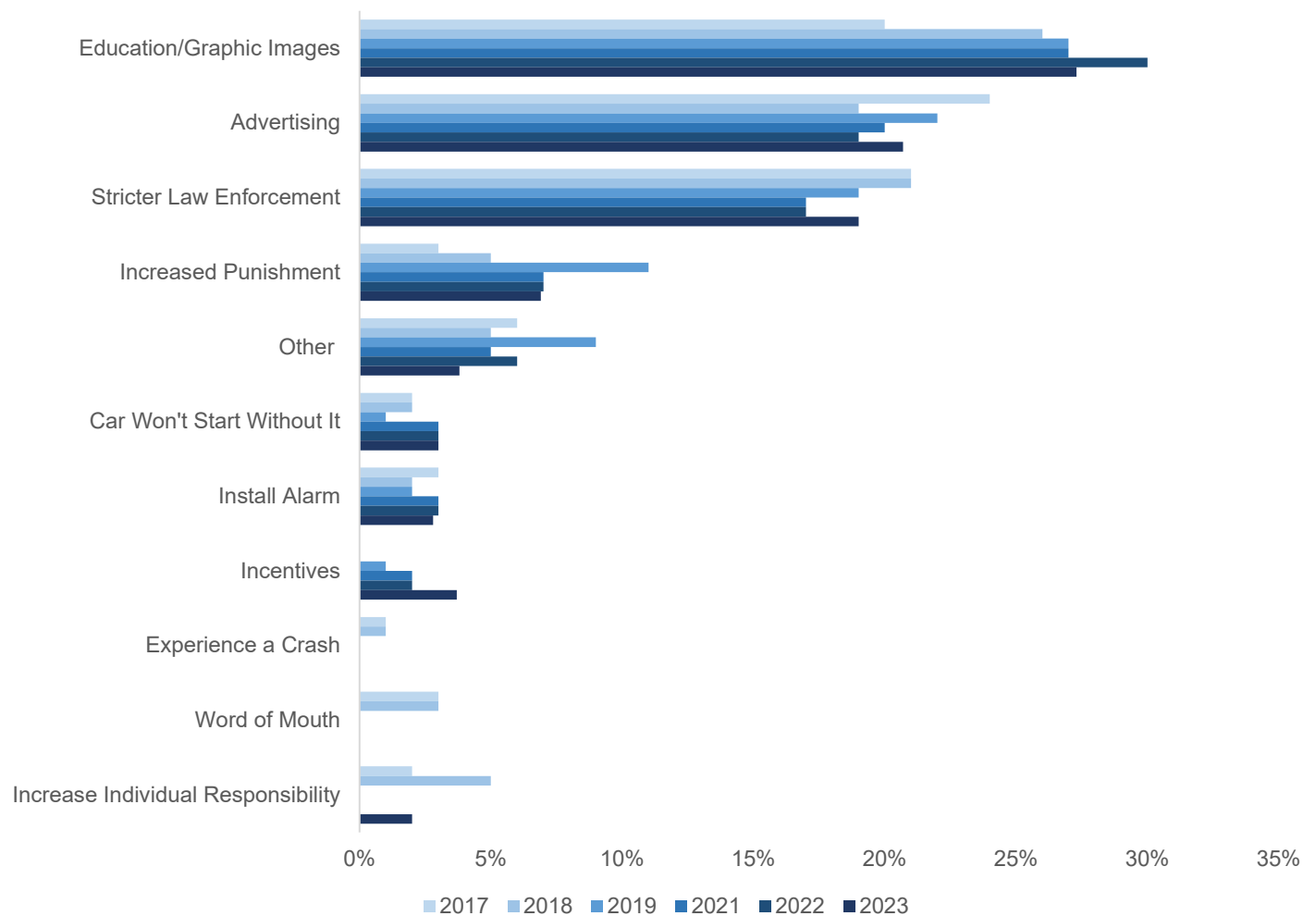


Respondents were also asked whether they have ever been stopped and/or ticketed for not wearing a seat belt, shown in Figure 19, broken down by reported seat belt use. Of the total sample, 14% of respondents said they have been stopped and/or ticketed for not wearing a seat belt, while 86% said they have not.

The percentage of respondents who have stopped or ticketed is highest among those who reportedly use their seat belt most or some of the time, at 33%, compared to just 10% of those who said they always wear it. Among those who said they rarely or never wear a seat belt, 26% said they have been stopped and/or ticketed, while 72% said they have not.

Figure 20. Most Effective, 2017-2023¹²

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



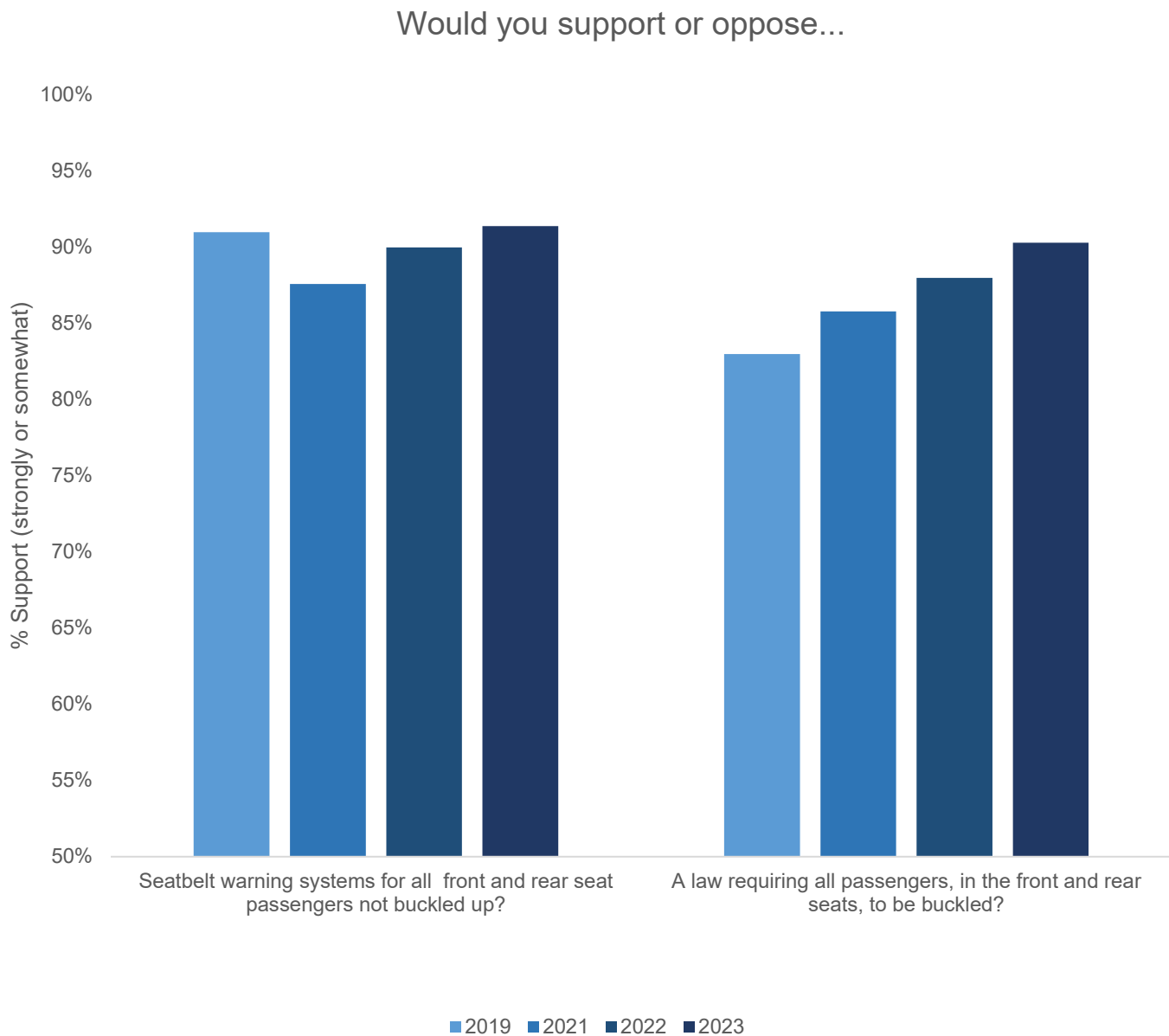
Respondents were also asked their opinions on the most effective way of encouraging seat belt use, displayed above in Figure 20. This question is asked in an open-ended manner and recoded into categories. This question first appeared on the questionnaire in 2017. “Incentives” was added as a category in 2019. “Experience a crash,” “word of mouth,” and “personal responsibility” were removed in 2021, but “personal responsibility” was added back in this year due to slight increase in responses (still just 2%).

For the fifth year in a row, the most common suggestion was increasing education and showing graphic images of car crashes, with 27%. Advertising comes in second place with 21%, followed by stricter law enforcement with 19%.

Incentives (4%), devices that prevent the car from starting without a seat belt (3%), and alarms (3%) were among the least popular responses.

¹² Note axis only goes up to 35% to maximize visibility.

Figure 21. Support or Oppose, 2019-2023



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 21 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. Ninety-one percent said they would support the warning system, while 90% support a rear seat law. Support for seat belt warning systems has consistently been slightly higher than for a rear-seat law, however support for both policies has increased steadily since the introduction of these questions in 2019.

Appendix I: Survey Results

1. Pensacola n=100
2. Panama City n=100
3. Tallahassee n=96
4. Jacksonville n=110
5. Gainesville n=100
6. Orlando n=239
7. Tampa n=277
8. West Palm Beach n=124
9. Fort Myers n=100
10. Broward/Monroe n=114
11. Miami-Dade n=160

Total Sample=1,520

Which Florida county do you live in?¹
N=1,520

Alachua	5% 82	Gilchrist	<1% 4
Baker	<1% 4	Glades	<1% 1
Bay	3% 48	Gulf	<1% 6
Bradford	<1% 2	Hamilton	- 0
Brevard	1% 12	Hardee	<1% 3
Broward	7% 113	Hendry	- 0
Calhoun	<1% 2	Hernando	1% 15
Charlotte	1% 9	Highlands	<1% 3
Citrus	1% 9	Hillsborough	6% 92
Clay	1% 11	Holmes	1% 7
Collier	2% 26	Indian River	1% 14
Columbia	<1% 4	Jackson	1% 14
DeSoto	<1% 1	Jefferson	<1% 4
Dixie	<1% 5	Lafayette	- 0
Duval	4% 62	Lake	2% 23
Escambia	4% 57	Lee	4% 63
Flagler	1% 8	Leon	4% 67
Franklin	<1% 5	Levy	1% 9
Gadsden	<1% 6	Liberty	- 0

¹ Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

Which Florida county do you live in? (Cont.)²

Madison	<1% 1	Putnam	1% 7
Manatee	<1% 6	St. Johns	1% 15
Marion	1% 9	St. Lucie	2% 26
Martin	1% 8	Santa Rosa	2% 26
Miami-Dade	11% 160	Sarasota	1% 10
Monroe	<1% 1	Seminole	2% 31
Nassau	<1% 4	Sumter	1% 8
Okaloosa	1% 17	Suwannee	1% 10
Okeechobee	<1% 4	Taylor	<1% 1
Orange	5% 82	Union	<1% 1
Osceola	2% 24	Volusia	3% 42
Palm Beach	5% 72	Wakulla	1% 7
Pasco	3% 50	Walton	1% 12
Pinellas	5% 75	Washington	<1% 6
Polk	1% 17		

² Unweighted percentages are presented here, merged COUNTY and COUNTYVIS

In general, what type of vehicle do you drive most often?¹

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Passenger car	44% 673	33% 34	43% 44	39% 38	36% 42	36% 38	47% 115	46% 126	42% 55	48% 47	49% 57	47% 77
Pickup truck	15% 224	17% 17	30% 26	18% 16	21% 23	17% 16	19% 38	13% 35	15% 17	9% 10	9% 10	13% 16
SUV	31% 483	34% 36	20% 21	36% 33	35% 37	31% 32	23% 61	34% 98	32% 40	37% 37	31% 35	30% 53
Mini-van	4% 57	11% 9	7% 5	7% 6	4% 5	3% 3	4% 8	2% 7	5% 5	2% 2	4% 4	2% 3
Full-sized van	1% 16	- 0	<1% 1	<1% 1	1% 1	1% 2	- 0	1% 2	2% 2	1% 1	2% 2	3% 4
Motorcycle	1% 7	2% 1	- 0	- 0	- 0	1% 1	1% 2	- 0	1% 1	2% 1	1% 1	- 0
Other	1% 11	<1% 1	<1% 1	- 0	- 0	- 0	3% 5	1% 1	2% 1	1% 1	1% 1	- 0
Does not drive	3% 45	3% 2	<1% 1	<1% 1	3% 2	10% 8	4% 9	3% 7	2% 3	1% 1	3% 4	5% 7
Don't know/ Refusal	<1% 4	- 0	<1% 1	<1% 1	- 0	- 0	<1% 1	1% 1	- 0	- 0	- 0	- 0

¹ 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=1,475	Pensacola n=98	Panama City n=99	Tallahassee n=95	Jacksonville n=108	Gainesville n=92	Orlando n=230	Tampa n=270	West Palm Beach n=121	Fort Myers n=99	Broward/Monroe n=110	Miami-Dade n=153
All of the time	89% 1,297	87% 85	87% 85	83% 79	84% 91	88% 81	91% 209	91% 240	93% 112	91% 90	84% 95	87% 130
Most of the time	7% 116	8% 10	10% 11	14% 12	4% 5	9% 8	6% 13	7% 23	3% 4	6% 6	7% 8	9% 16
Some of the time	2% 30	3% 2	3% 2	<1% 1	9% 9	<1% 1	1% 3	1% 4	1% 1	1% 1	4% 3	2% 3
Rarely	1% 15	- 0	- 0	3% 3	2% 2	1% 1	<1% 1	<1% 1	1% 2	- 0	5% 3	1% 2
Never	1% 17	2% 1	<1% 1	- 0	2% 1	1% 1	2% 4	1% 2	2% 2	2% 2	1% 1	1% 2
Don't know/ Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,475	Pensacola n=98	Panama City n=99	Tallahassee n=95	Jacksonville n=108	Gainesville n=92	Orlando n=230	Tampa n=270	West Palm Beach n=121	Fort Myers n=99	Broward/Monroe n=110	Miami-Dade n=153
Yes – Always	86% 1,254	90% 86	89% 86	83% 84	81% 86	85% 76	87% 197	86% 231	94% 112	90% 87	76% 86	83% 123
Sometimes	9% 138	5% 6	11% 9	7% 7	11% 14	10% 12	7% 19	10% 26	3% 4	8% 9	11% 11	12% 21
No	3% 48	5% 5	<1% 2	7% 3	6% 6	2% 1	4% 8	2% 9	2% 3	- 0	8% 7	2% 4
Only front seat passengers	1% 22	- 0	<1% 1	- 0	- 0	2% 2	1% 4	1% 2	1% 2	1% 1	5% 5	3% 5
Only passengers under 18	1% 7	<1% 1	- 0	3% 1	2% 2	- 0	- 0	1% 2	- 0	1% 1	- 0	- 0
Other	<1% 1	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0
Don't know/ Refusal	<1% 5	- 0	<1% 1	- 0	- 0	2% 1	<1% 1	- 0	- 0	1% 1	1% 1	- 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=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Very likely	35% 511	33% 35	33% 33	33% 32	36% 39	31% 29	39% 89	37% 98	32% 38	30% 28	28% 33	37% 57
Somewhat likely	23% 363	22% 23	20% 17	23% 23	24% 27	25% 26	24% 62	25% 73	24% 29	24% 25	27% 31	16% 27
Somewhat unlikely	15% 249	13% 14	20% 20	20% 20	13% 13	14% 17	14% 37	16% 47	18% 23	15% 16	19% 21	12% 21
Very unlikely	21% 313	27% 23	20% 22	20% 18	19% 22	21% 19	20% 44	20% 53	23% 29	28% 28	17% 18	22% 37
Don't know/ Refusal	6% 84	6% 5	7% 8	3% 3	7% 9	9% 9	3% 7	3% 6	4% 5	3% 3	10% 11	13% 18

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=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Strongly agree	88% 1,333	94% 94	80% 78	86% 83	86% 94	92% 91	90% 216	88% 243	91% 112	86% 86	83% 98	88% 138
Somewhat agree	9% 142	5% 5	20% 19	7% 9	12% 13	7% 8	6% 15	9% 28	7% 9	9% 9	10% 10	9% 17
Somewhat disagree	2% 22	- 0	<1% 1	3% 2	1% 1	- 0	2% 4	1% 3	1% 1	4% 3	6% 5	1% 2
Strongly disagree	1% 11	- 0	<1% 1	3% 1	2% 2	1% 1	1% 2	1% 2	- 0	1% 1	- 0	1% 1
Don't know/ Refusal	1% 12	2% 1	<1% 1	<1% 1	- 0	- 0	1% 2	<1% 1	1% 2	1% 1	1% 1	1% 2

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Very strictly	29% 412	29% 27	29% 28	28% 27	28% 28	23% 19	29% 68	24% 64	29% 35	26% 24	34% 39	35% 53
Somewhat strictly	32% 493	30% 31	26% 29	38% 35	34% 38	26% 27	34% 80	36% 106	32% 38	39% 40	32% 35	22% 34
Not very strictly	19% 295	16% 19	19% 20	14% 14	15% 19	21% 23	20% 48	22% 61	22% 27	12% 14	15% 18	19% 32
Rarely	7% 107	6% 8	7% 7	7% 6	4% 5	13% 12	6% 16	7% 19	7% 10	6% 6	5% 6	7% 12
Not at all	4% 62	6% 5	7% 5	3% 3	7% 8	3% 3	3% 7	4% 12	2% 3	3% 3	2% 2	6% 11
Don't know/ Refusal	10% 151	13% 10	13% 11	10% 11	11% 12	14% 16	9% 20	6% 15	8% 11	14% 13	12% 14	12% 18

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=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Yes – Seen	15% 230	13% 13	10% 13	21% 20	17% 18	17% 17	18% 40	14% 37	14% 16	10% 10	16% 22	15% 24
Yes – Heard	16% 253	21% 23	21% 18	17% 16	17% 18	9% 10	21% 49	20% 55	15% 21	10% 11	12% 11	14% 21
Yes – Both	12% 185	10% 9	10% 12	21% 18	11% 13	5% 5	11% 28	10% 28	12% 16	21% 18	15% 16	15% 22
No	56% 840	56% 54	59% 56	41% 42	55% 60	68% 67	50% 121	56% 156	59% 70	57% 59	57% 65	54% 90
Don't know/ Refusal	1% 12	2% 1	<1% 1	- 0	1% 1	1% 1	<1% 1	1% 1	1% 1	2% 2	- 0	3% 3

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Yes	14% 219	10% 10	17% 20	31% 26	15% 16	16% 16	16% 32	12% 32	13% 14	9% 11	15% 18	14% 24
No	86% 1,296	89% 89	83% 80	69% 70	85% 94	83% 82	84% 206	88% 245	87% 110	90% 88	85% 96	86% 136
Don't know/ Refusal	0% 5	2% 1	- 0	- 0	- 0	1% 2	<1% 1	- 0	- 0	1% 1	- 0	- 0

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Yes	77% 1,178	71% 76	71% 76	79% 77	79% 86	71% 73	79% 195	84% 230	78% 98	75% 75	75% 87	65% 105
No	22% 326	27% 23	26% 22	21% 19	21% 23	29% 26	20% 42	16% 45	19% 24	25% 24	24% 25	33% 53
Don't know/ Refusal	1% 16	2% 1	3% 2	- 0	1% 1	<1% 1	1% 2	1% 2	2% 2	1% 1	1% 2	2% 2

I'm going to read you a list, please tell me where you read, saw, or heard about it?¹

	Total n=1,178	Pensacola n=76	Panama City n=76	Tallahassee n=77	Jacksonville n=86	Gainesville n=73	Orlando n=195	Tampa n=230	West Palm Beach n=98	Fort Myers n=75	Broward/Mo rore n=87	Miami-Dade n=105
Cable Television	36% 412	33% 23	36% 27	38% 27	36% 29	39% 25	35% 69	38% 86	30% 30	41% 29	28% 26	41% 41
Streaming Television	13% 149	9% 6	5% 4	13% 10	8% 8	13% 9	16% 32	18% 41	12% 13	15% 12	6% 5	7% 9
FM radio	27% 319	22% 16	24% 20	39% 29	29% 24	22% 14	29% 55	34% 78	19% 21	25% 20	16% 15	28% 27
Internet radio	10% 113	11% 7	9% 8	4% 4	4% 4	6% 3	13% 24	8% 21	10% 10	13% 11	10% 8	13% 13
Electronic billboard over the road	29% 334	27% 21	32% 26	26% 21	24% 22	26% 20	26% 47	32% 70	30% 26	30% 23	26% 24	33% 34
Traditional billboard on side of the road	51% 593	62% 45	41% 35	39% 30	53% 46	61% 43	43% 87	50% 119	52% 50	56% 43	49% 43	52% 52
Portable electronic signs	23% 275	20% 16	18% 16	22% 16	23% 19	24% 18	22% 46	25% 58	20% 21	25% 19	27% 24	21% 22
Poster	11% 134	9% 6	18% 12	13% 9	7% 5	6% 4	11% 23	15% 38	7% 7	11% 8	7% 7	17% 15
Brochure	5% 52	2% 1	<1% 1	4% 5	4% 3	4% 3	6% 12	4% 8	8% 6	10% 6	1% 1	6% 6
Internet videos	10% 129	11% 7	9% 8	9% 8	8% 7	6% 5	13% 27	10% 22	6% 7	11% 9	9% 8	17% 21
Facebook	12% 146	18% 13	9% 10	13% 11	14% 12	9% 7	13% 25	13% 31	9% 10	8% 5	11% 10	10% 12
Instagram	8% 91	9% 6	5% 3	8% 5	8% 7	4% 3	9% 17	7% 17	5% 7	6% 5	9% 7	13% 14
Twitter	4% 52	2% 3	5% 3	8% 5	3% 3	2% 2	4% 8	2% 5	6% 8	4% 3	5% 4	6% 8
Gas station	6% 67	2% 2	5% 4	8% 5	8% 7	2% 2	5% 10	7% 17	3% 4	11% 7	3% 3	5% 6
Public bus wraps	7% 77	4% 2	5% 3	9% 5	7% 4	6% 5	9% 19	8% 19	8% 9	5% 3	7% 5	2% 3
Police checkpoints	6% 69	4% 3	5% 5	9% 7	8% 6	2% 2	8% 12	7% 16	5% 7	10% 6	- 0	6% 5
Police officers	5% 64	7% 5	5% 6	9% 7	4% 3	4% 3	6% 11	6% 14	6% 7	4% 3	- 0	5% 5
Other	2% 26	2% 2	5% 4	<1% 1	4% 3	2% 2	1% 2	1% 4	2% 2	- 0	5% 4	2% 2

¹ 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=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
More education/ use of graphic images	28% 422	32% 35	23% 24	21% 20	31% 34	22% 25	28% 67	29% 78	31% 41	23% 27	28% 33	24% 38
More Advertising	21% 316	22% 20	17% 17	21% 23	20% 20	26% 25	21% 54	17% 47	18% 22	27% 25	20% 24	25% 39
Stricter Law Enforcement	19% 285	21% 20	27% 23	17% 17	12% 13	17% 17	21% 47	19% 54	23% 25	21% 20	16% 18	19% 31
Increased Punishment	7% 97	3% 4	10% 9	7% 5	7% 6	4% 4	8% 20	7% 18	10% 10	7% 5	7% 8	5% 8
Install Seat belt Beeping System in Vehicle	3% 44	<1% 1	3% 5	<1% 1	5% 5	<1% 1	3% 7	4% 11	- 0	2% 2	4% 5	3% 6
Car won't start without buckling	3% 44	3% 3	<1% 2	3% 2	4% 6	1% 2	2% 4	4% 10	5% 6	4% 4	2% 2	2% 3
Provide Incentives to people wearing seat belts	4% 60	5% 4	3% 4	3% 5	4% 5	3% 3	3% 6	3% 10	4% 6	1% 1	8% 7	5% 9
Personal responsibility	2% 30	3% 2	3% 1	3% 3	4% 5	- 0	3% 7	3% 7	1% 2	- 0	2% 2	1% 1
Other	4% 62	3% 3	3% 5	7% 6	3% 4	8% 7	3% 7	6% 17	1% 2	3% 3	3% 3	3% 5
Don't Know/Refusal	11% 160	8% 8	10% 10	17% 14	10% 12	20% 16	9% 20	9% 25	7% 10	13% 13	12% 12	14% 20

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Yes	13% 222	8% 11	10% 13	17% 19	14% 17	13% 17	10% 27	12% 36	15% 23	11% 12	15% 16	18% 31
No	86% 1,292	92% 89	90% 87	79% 76	86% 93	87% 83	89% 210	87% 240	84% 99	90% 88	85% 98	82% 129
Don't know/ Refusal	<1% 6	- 0	- 0	3% 1	- 0	- 0	1% 2	0% 1	1% 2	- 0	- 0	- 0

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

	Total n=222	Pensacola n=11	Panama City n=13	Tallahassee n=19	Jacksonville n=17	Gainesville n=17	Orlando n=27	Tampa n=36	West Palm Beach n=23	Fort Myers n=12	Broward/Monroe n=16	Miami-Dade n=31
Yes – Always	94% 208	100% 11	100% 13	100% 18	100% 17	89% 14	83% 25	98% 35	100% 23	91% 11	91% 14	89% 27
Sometimes	3% 7	- 0	- 0	<1% 1	- 0	<1% 1	4% 1	- 0	- 0	- 0	- 0	11% 4
No	4% 6	- 0	- 0	- 0	- 0	11% 2	13% 1	2% 1	- 0	9% 1	5% 1	- 0
Don't know/ Refusal	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	5% 1	- 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=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Yes	83% 1,256	84% 85	77% 80	83% 77	84% 93	87% 87	83% 198	87% 236	84% 103	86% 83	80% 93	78% 121
No	13% 212	11% 10	13% 14	14% 14	13% 14	12% 11	15% 36	12% 36	12% 16	12% 15	15% 16	16% 30
Don't know/ Refusal	4% 52	5% 5	10% 6	3% 5	3% 3	1% 2	2% 5	2% 5	5% 5	2% 2	6% 5	6% 9

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=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Strongly Support	76% 1,117	71% 69	61% 64	62% 57	74% 81	74% 70	82% 196	77% 207	74% 91	83% 80	74% 83	76% 119
Somewhat Support	15% 262	21% 22	19% 19	17% 22	15% 18	16% 18	13% 31	18% 55	16% 20	11% 12	12% 17	17% 28
Somewhat Oppose	4% 70	2% 2	7% 5	14% 10	4% 4	5% 6	3% 7	4% 11	6% 9	3% 4	4% 5	4% 7
Strongly Oppose	3% 50	5% 5	7% 8	7% 6	5% 5	3% 3	3% 4	1% 2	2% 3	3% 3	8% 7	2% 4
Don't know/ Refusal	1% 21	2% 2	7% 4	<1% 1	2% 2	3% 3	0% 1	1% 2	1% 1	1% 1	2% 2	2% 2

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Strongly Support	75% 1,122	69% 70	66% 66	72% 71	73% 80	78% 75	76% 185	78% 213	73% 89	75% 72	68% 79	78% 122
Somewhat Support	16% 248	22% 23	21% 20	10% 10	18% 22	12% 15	16% 37	14% 40	21% 25	12% 15	15% 18	13% 23
Somewhat Oppose	5% 78	2% 1	3% 5	10% 8	2% 2	9% 9	3% 6	6% 17	3% 4	5% 6	10% 10	6% 10
Strongly Oppose	4% 55	5% 4	3% 5	7% 6	5% 5	1% 1	4% 9	2% 6	4% 6	6% 5	5% 4	2% 4
Don't know/ Refusal	1% 17	3% 2	7% 4	<1% 1	2% 1	- 0	1% 2	<1% 1	- 0	2% 2	3% 3	1% 1

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
18-24	10% 198	9% 14	7% 12	10% 13	10% 13	9% 12	11% 35	9% 30	7% 11	12% 17	12% 15	13% 26
25-34	16% 278	11% 15	17% 18	14% 16	18% 20	17% 20	15% 46	15% 49	11% 14	12% 14	15% 20	25% 46
35-44	15% 266	13% 15	10% 17	17% 18	23% 30	12% 14	11% 33	15% 49	14% 22	14% 18	22% 27	12% 23
45-54	16% 242	22% 20	20% 18	24% 23	18% 17	18% 19	20% 41	15% 39	13% 15	7% 8	17% 19	16% 23
55-64	17% 237	20% 18	13% 13	17% 13	16% 15	16% 14	17% 38	19% 51	14% 20	24% 19	15% 16	14% 20
65 or older	25% 280	23% 17	30% 21	17% 13	15% 13	27% 20	24% 45	27% 58	38% 36	30% 23	18% 15	19% 19
Don't know/ Refusal	1% 19	2% 1	3% 1	- 0	2% 2	1% 1	<1% 1	<1% 1	4% 6	1% 1	1% 2	2% 3

Which language do you speak in your home most often?

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
English	87% 1351	95% 97	90% 94	90% 90	96% 104	91% 94	91% 221	95% 264	88% 109	90% 88	83% 97	53% 93
Spanish	11% 129	3% 2	7% 5	3% 2	2% 3	3% 3	6% 12	5% 13	9% 11	9% 10	11% 10	41% 58
Creole	1% 10	- 0	- 0	3% 2	- 0	4% 1	<1% 1	- 0	- 0	- 0	1% 2	3% 4
Other	2% 23	- 0	- 0	3% 2	2% 2	3% 2	2% 4	- 0	1% 2	2% 2	4% 4	4% 5
Don't know/ Refusal	1% 7	2% 1	3% 1	- 0	1% 1	- 0	<1% 1	- 0	1% 2	- 0	1% 1	- 0

What is your racial/ethnic background? Are you:

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
White/Caucasian	52% 895	65% 74	63% 75	55% 64	54% 65	59% 66	56% 147	70% 205	55% 74	52% 58	34% 43	12% 24
Black/African American	15% 198	16% 12	13% 9	21% 18	25% 23	11% 10	10% 22	9% 23	14% 15	11% 9	26% 29	18% 28
Hispanic/Latino	26% 335	11% 9	13% 11	10% 7	15% 16	12% 13	25% 56	16% 40	19% 23	25% 26	29% 31	67% 103
Other	6% 58	3% 2	7% 4	14% 7	4% 2	13% 7	8% 11	3% 6	6% 4	11% 5	8% 6	4% 4
Don't know/ Refusal	2% 34	5% 3	3% 1	- 0	3% 4	5% 4	1% 3	1% 3	5% 8	2% 2	4% 5	1% 1

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

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Less than high school	4% 49	2% 1	7% 5	<1% 1	4% 4	5% 3	5% 8	4% 9	4% 4	4% 4	4% 4	6% 6
High school graduate	34% 460	38% 37	52% 48	33% 27	40% 39	22% 19	35% 69	42% 99	27% 26	35% 32	20% 20	33% 44
Currently in college/AA degree	28% 375	39% 33	13% 13	30% 23	29% 27	36% 31	29% 63	22% 56	28% 30	38% 31	34% 31	25% 37
Bachelor's Degree	21% 411	16% 21	16% 23	20% 25	19% 29	18% 26	23% 72	20% 74	23% 36	16% 24	25% 38	21% 43
Graduate or Post-graduate degree	11% 206	6% 8	7% 9	17% 20	7% 10	16% 19	8% 24	11% 36	17% 25	7% 9	14% 18	13% 28
Don't know/ Refusal	2% 19	- 0	7% 2	- 0	1% 1	3% 2	1% 3	2% 3	2% 3	- 0	3% 3	2% 2

Are we reaching you today on a landline or cellphone? [Telephone only]

	Total n=809	Pensacola n=59	Panama City n=61	Tallahassee n=59	Jacksonville n=72	Gainesville n=63	Orlando n=92	Tampa n=92	West Palm Beach n=75	Fort Myers n=60	Broward/Monroe n=75	Miami-Dade n=101
Landline	1% 11	- 0	- 0	<1% 1	- 0	4% 2	2% 2	- 0	- 0	2% 1	3% 3	2% 2
Cell phone	98% 794	100% 59	100% 61	100% 58	99% 71	96% 61	97% 89	99% 91	100% 75	98% 59	96% 71	98% 99
Don't know/ Refusal	1% 4	- 0	- 0	- 0	1% 1	- 0	1% 1	1% 1	- 0	- 0	1% 1	- 0

What is your sex?

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Male	49% 712	37% 38	53% 49	55% 49	49% 47	55% 50	48% 102	42% 111	49% 63	57% 54	53% 56	60% 93
Female	50% 802	62% 61	47% 51	45% 47	52% 63	46% 50	52% 135	58% 165	51% 61	43% 46	47% 57	40% 66
A different term	<1% 6	2% 1	- 0	- 0	- 0	- 0	<1% 2	<1% 1	- 0	- 0	1% 1	1% 1
Don't know/ Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Survey Language [Interviewer Identify – Telephone only]

	Total n=809	Pensacola n=59	Panama City n=61	Tallahassee n=59	Jacksonville n=72	Gainesville n=63	Orlando n=92	Tampa n=92	West Palm Beach n=75	Fort Myers n=60	Broward/Monroe n=75	Miami-Dade n=101
English	90% 752	100% 59	95% 59	95% 57	100% 72	96% 61	95% 88	94% 88	91% 69	94% 56	93% 72	63% 71
Spanish	10% 57	- 0	5% 2	5% 2	- 0	4% 2	5% 4	6% 4	9% 6	6% 4	7% 3	37% 30

Survey Mode

	Total n=1,520	Pensacola n=100	Panama City n=100	Tallahassee n=96	Jacksonville n=110	Gainesville n=100	Orlando n=239	Tampa n=277	West Palm Beach n=124	Fort Myers n=100	Broward/Monroe n=114	Miami-Dade n=160
Telephone	53% 809	59% 59	63% 61	62% 59	65% 72	66% 63	39% 92	34% 92	62% 75	61% 60	65% 75	64% 101
Web	47% 711	41% 41	37% 39	38% 37	35% 38	34% 37	61% 147	67% 185	38% 49	39% 40	35% 39	36% 59



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Appendix II. FDOT Click It or Ticket 2023 Survey Instrument

INTRODUCTION

Hello, I am a student 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.

S1) Are you 18 years of age or older and have a driver's license?

- 1. Yes (or suspended license)
- 2. No [END SURVEY]

LANG) INTERVIEWER IDENTIFIED

- 1. Survey in Spanish

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

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	68 Doesn't live in Fla.
15 Duval	33 Lafayette	51 Pasco	88 Don't Know [VOLUNTEERED]
16 Escambia	34 Lake	52 Pinellas	
17 Flagler	35 Lee	53 Polk	99 Refusal [VOLUNTEERED]
18 Franklin	36 Leon	54 Putnam	

[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		



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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]

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

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

[IF VEHICLE = 9, SKIP]

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

1. Yes – Always
2. Sometimes
3. No
4. Only passengers in the front seat [VOLUNTEERED]
5. Only passengers under the age of 18 [VOLUNTEERED]
6. Other [VOLUNTEERED]
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

TICKET) Over the next 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?

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

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

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

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

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

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

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/Hulu/Vizio/Sling/Samba/etc.
3. FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Electronic amber alert style billboard over the road
6. Traditional billboard on the side of the road
7. Portable electronic signs on the side of the road
8. Poster
9. Brochure
10. Internet videos such as YouTube
11. Facebook
12. Instagram
13. Twitter
14. Gas station
15. Public bus wraps
16. Police checkpoints
17. Police officers
18. Other: _____
19. 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 seat belt?

1. More Education/Use of Graphic Images of not Wearing Seat belts
2. More Advertising
3. Stricter Law Enforcement
4. Increased Punishment
5. Install Seat belt Beeping System in Vehicle
6. Car Can't Start Without Buckling
7. Provide Incentives to People Wearing Seat belts
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]

[IF CHILD >=2, SKIP]

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 seat belt 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?

-
9. Refusal [VOLUNTEERED]

[IF YEAR = 9]

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

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

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

1. English
2. Spanish
3. Creole
4. Other: _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HISP) Are you of Latino or Hispanic ethnic background?

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

RACE) What is your racial background? Are you:

1. White/Caucasian
2. Black/African-American
3. Asian
4. Native American
5. Other: _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

1. Landline
2. Cell phone
9. Refusal [VOLUNTEERED]

SEX) Sex of respondent [Interviewer Identify]

1. Male
2. Female
3. Other: _____

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.