Florida 2023

Pedestrian and Bicyclist Safety Awareness Survey

Florida Department of Transportation (FDOT)
Report
August 2023

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Pedestrian and Bicyclist Safety Awareness Survey

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

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Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties 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 Florida Department of Transportation (FDOT) implemented the *Alert Today Alive Tomorrow* media campaign in the summer of 2012. The purpose of the *Alert Today Alive Tomorrow* media campaign is to increase awareness of pedestrian and bicyclist laws and share safety tips with the purpose of decreasing pedestrian and bicycle crashes, injuries, and fatalities.

Florida has historically ranked among the highest in pedestrian and bicyclist fatalities in the United States. According to the Governors Highway Safety Association's preliminary 2022 report on Pedestrian Traffic Fatalities, Florida ranked highest in the country for pedestrian fatality rates at 1.99 deaths per 100,000 population, compared to the national average of 1.04.

Methodology

Study Purpose

FDOT first contracted the Public Opinion Research Lab (PORL) at the University of North Florida in 2019 to evaluate the effectiveness of pedestrian and bicyclist safety messages. This study has been conducted by PORL from 2019 through 2021, and again in 2023 to measure awareness of the *Alert Today, Alive Tomorrow* media campaign. To accomplish this, PORL conducted a survey of respondents in the top 25 Florida counties in pedestrian and bike fatalities. The survey measured respondents' awareness of the various campaign slogans, as well as self-reported behavior associated with pedestrian and bicyclist safety.

Study Design

This study utilized a multi-modal design, incorporating both telephone and online surveys. The total number of completed surveys for this study is 1,487, with 772 from the phone and 715 online.

The telephone portion of the project was conducted between April 5 and April 28, 2023, from 4:00 to 9:00 P.M. Monday through Friday, and 12:00 to 5:00 P.M. on weekends.

Data collection took place PORL's facility using specialized Computer Assisted Telephone Interviewing (CATI) software. A sample of the polling universe, consisting of Florida residents, was selected using Random-Digit-Dialing methodology for both landlines and cell phones. Upon answering, the first eligible respondent was asked to participate. The breakdown of completed surveys on cell phones to landlines was 84% to 15%, with 2% refusing to answer.

The telephone sample had a response rate of 5.9%, calculated using The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3), which estimates what proportion of cases of unknown eligibility are truly eligible. Dynata provided the telephone numbers used in this part of the study.

The online portion of the study was administered using two companies: Qualtrics, a platform used to distribute web based surveys and Cint, an online panel provider,

Figure 1. Executive Summary

28% of respondents said they saw or heard **"Alert Today, Alive Tomorrow"** in the past year, down from 38% in 2021.

Alert Today awareness is **highest** among respondents **aged 25 to 24**, and **lowest** among those **65 and older**.

Billboards are the most popular medium respondents reported having seen *Alert Today* with **42%**.

39% of respondents said **adding and improving bike lanes and sidewalks** would be the most effective way to make biking and walking safer in Florida.

that helped distribute the online survey on April 10 through April 11, 2023.

The study has an overall margin of error of +/- 3.2 percentage points, including estimated design effect. It is important to note that, due to smaller sample sizes, the observations made between counties have a greater margin of error, indicating a greater degree of uncertainty toward the true population than that of the entire sample. Table 1 shows the sample sizes of each of the 25 Florida counties surveyed, as well as the margin of error for each.

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.

As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations. For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Table 1. County and Sample Size/Margin of Error

Florida County	Sample Size (n)	Margin of Error
Alachua	n=61	+/- 12.6
Bay	n=59	+/- 12.8
Brevard	n=60	+/- 12.7
Broward	n=60	+/- 12.7
Collier	n=58	+/- 12.9
Duval	n=61	+/- 12.6
Escambia	n=60	+/- 12.7
Hillsborough	n=61	+/- 12.6
Lake	n=60	+/- 12.7
Lee	n=60	+/- 12.7
Leon	n=60	+/- 12.7
Manatee	n=60	+/- 12.7
Marion	n=60	+/- 12.7
Miami-Dade	n=60	+/- 12.7
Monroe	n=43	+/- 14.9
Orange	n=61	+/- 12.6
Osceola	n=60	+/- 12.7
Palm Beach	n=61	+/- 12.6
Pasco	n=60	+/- 12.7
Pinellas	n=60	+/- 12.7
Polk	n=59	+/- 12.8
Sarasota	n=61	+/- 12.6
Seminole	n=60	+/- 12.7
St. Lucie	n=60	+/- 12.7
Volusia	n=62	+/- 12.5
TOTAL	n=1,487	+/- 3.2

Summary of Findings

PORL conducted the Pedestrian and Bicyclist Safety Survey for FDOT from 2019-2021, and again in 2023, with some methodological and substantive changes. Safety messages differ between project years, as well as media on which respondents may have seen or heard the messages.

The respondent profile below shows the weighted demographic breakdown of the respondents who participated in the 2023 survey, excluding missing data.

The figures on the following pages display the data from the 2023 survey, as well as longitudinal data from 2019 through 2023, where applicable.

Figure 2. Respondent Profile

Age
- 18-24: 10%
- 25-34: 16%
- 35-44: 16%
- 45-54: 16%
- 55-64: 17%
- 65+: 24%

52% Female
48% Male

Race/Ethnicity
- White: 49%
- Black: 16%
- Hispanic: 29%
- Other: 6%

76% walk on a sidewalk or roadway at least occasionally

26% bike on a roadway at least occasionally
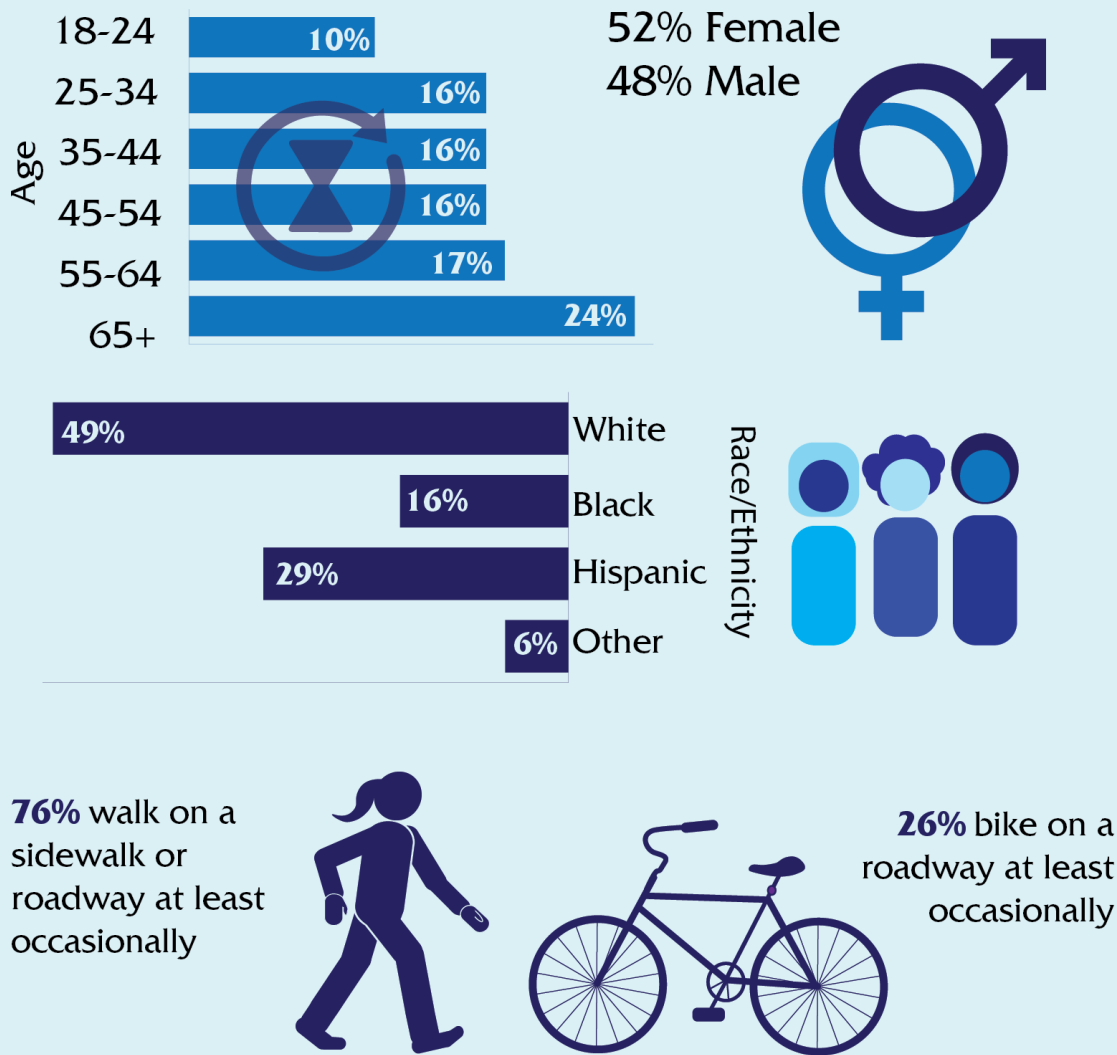
Figure 3. Hours Walked, 2019-2023

During a typical week, how many hours do you spend walking on a sidewalk or roadway?
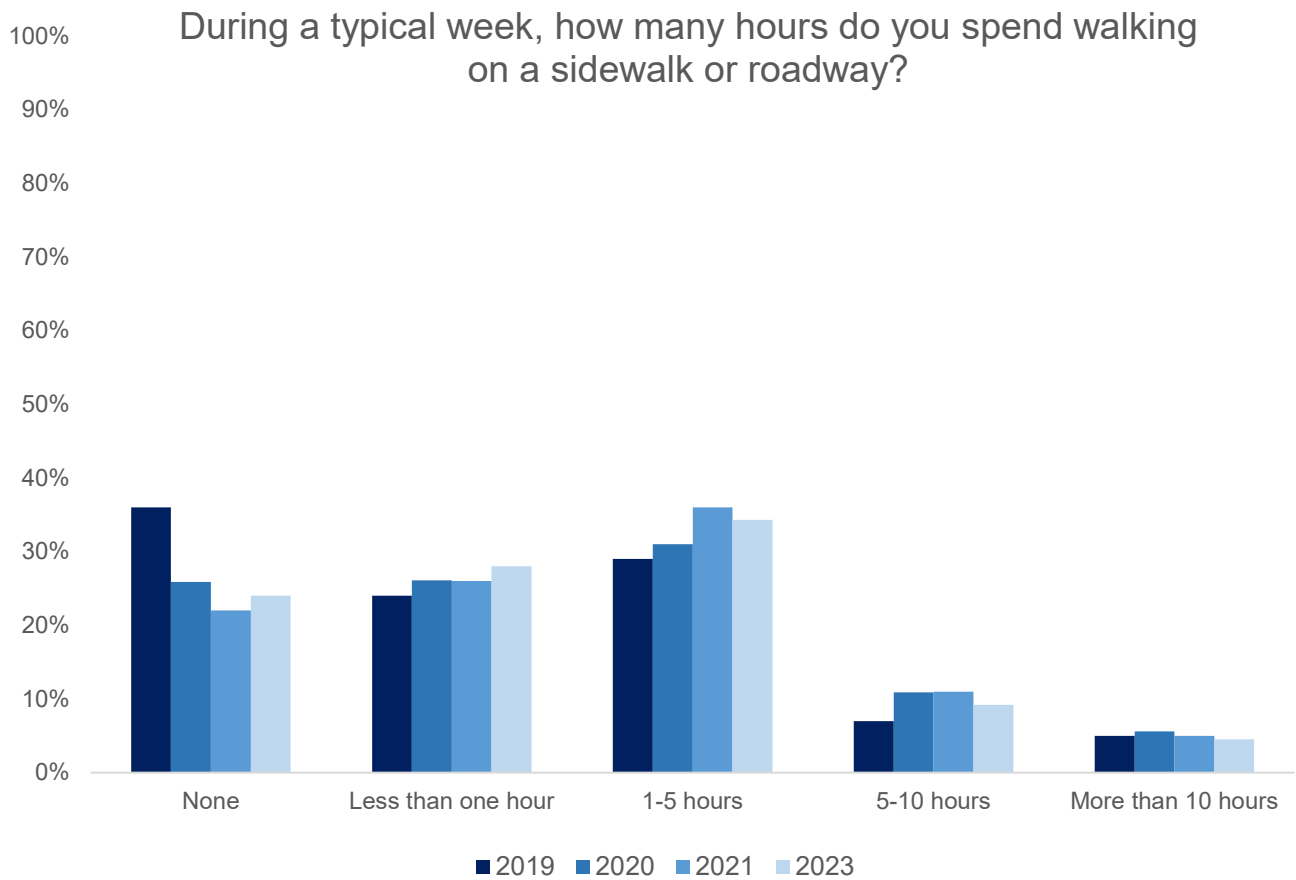
Respondents were asked how often they walk on the sidewalk or roadway during a typical week. Figure 3 displays the responses, broken down by project year. The percentage of respondents who indicated they never walk on the sidewalk or roadway has seen a decline since 2019, with a slight uptick in 2023 at 24%, up from 22% in 2021.

Those who said they walk for less than an hour per week also saw a slight increase from 26% to 28%, while those who indicated walking between one and five hours decreased from 36% to 34% in 2023.

The percentage of respondents who reported walking five to 10 hours per week also decreased slightly from 11% to 9%. Those who said they walk more than 10 hours remain steady at 5%.

Figure 4. Sidewalk Behavior, 2020-2023

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

Legend: ■ 2020 ■ 2021 ■ 2023
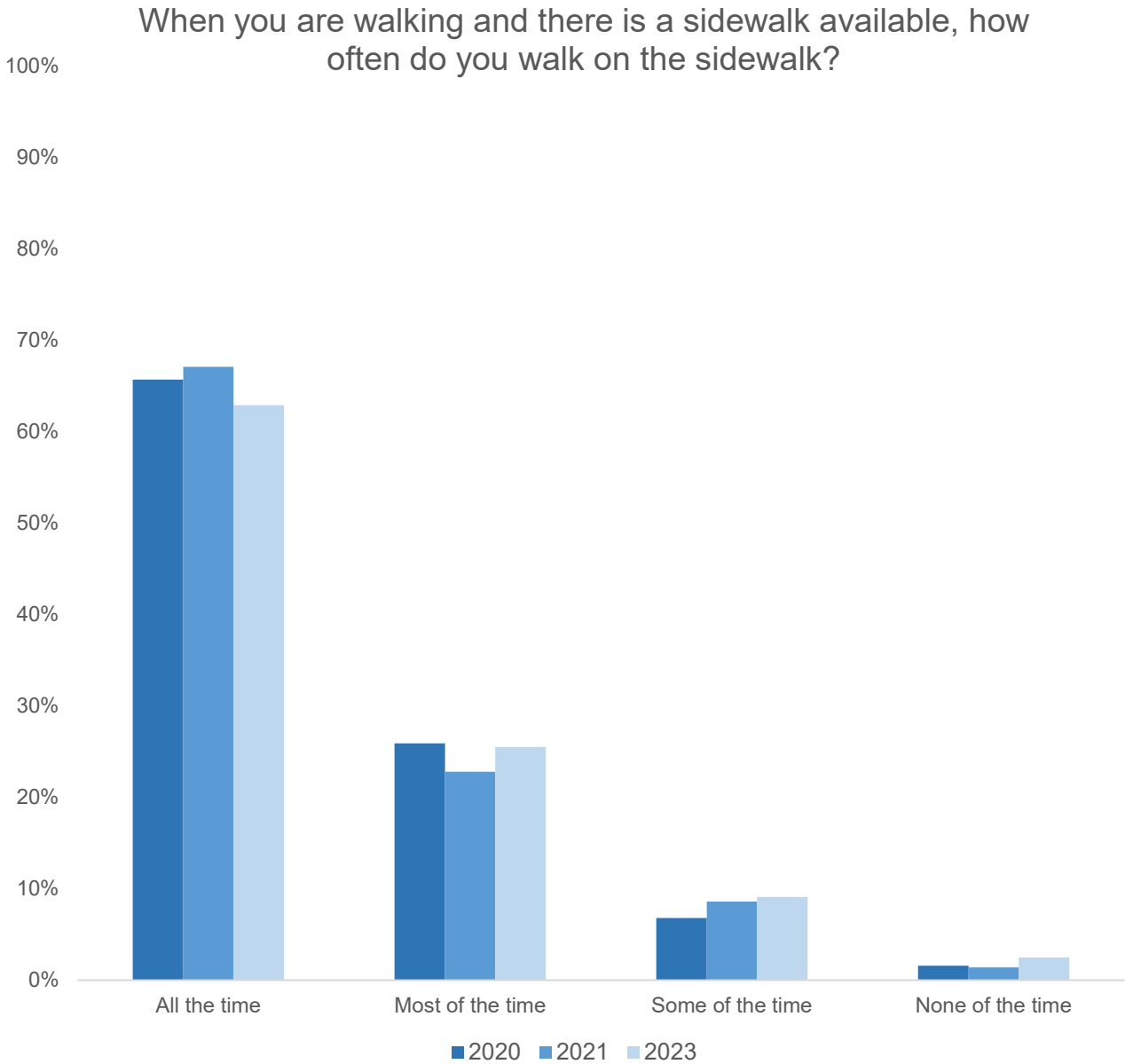
Respondents who reported walking on a sidewalk or roadway at least occasionally were then asked how often they walk on the sidewalk, when one is available. Responses are displayed in Figure 4, broken down by project year. This question was added to the survey in 2020. In all three years, a majority of respondents reported walking on a sidewalk all the time when one is available, with a slight decline in 2023 from 67% to 63%. The percentage of respondents who reported using a sidewalk most of the time increased slightly in 2023 to 26%, up from 23% in 2021. Across years, very few respondents report never using sidewalks, the highest being 3% in 2023.

Figure 5. Crosswalk Behavior, 2019-2023

In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"?
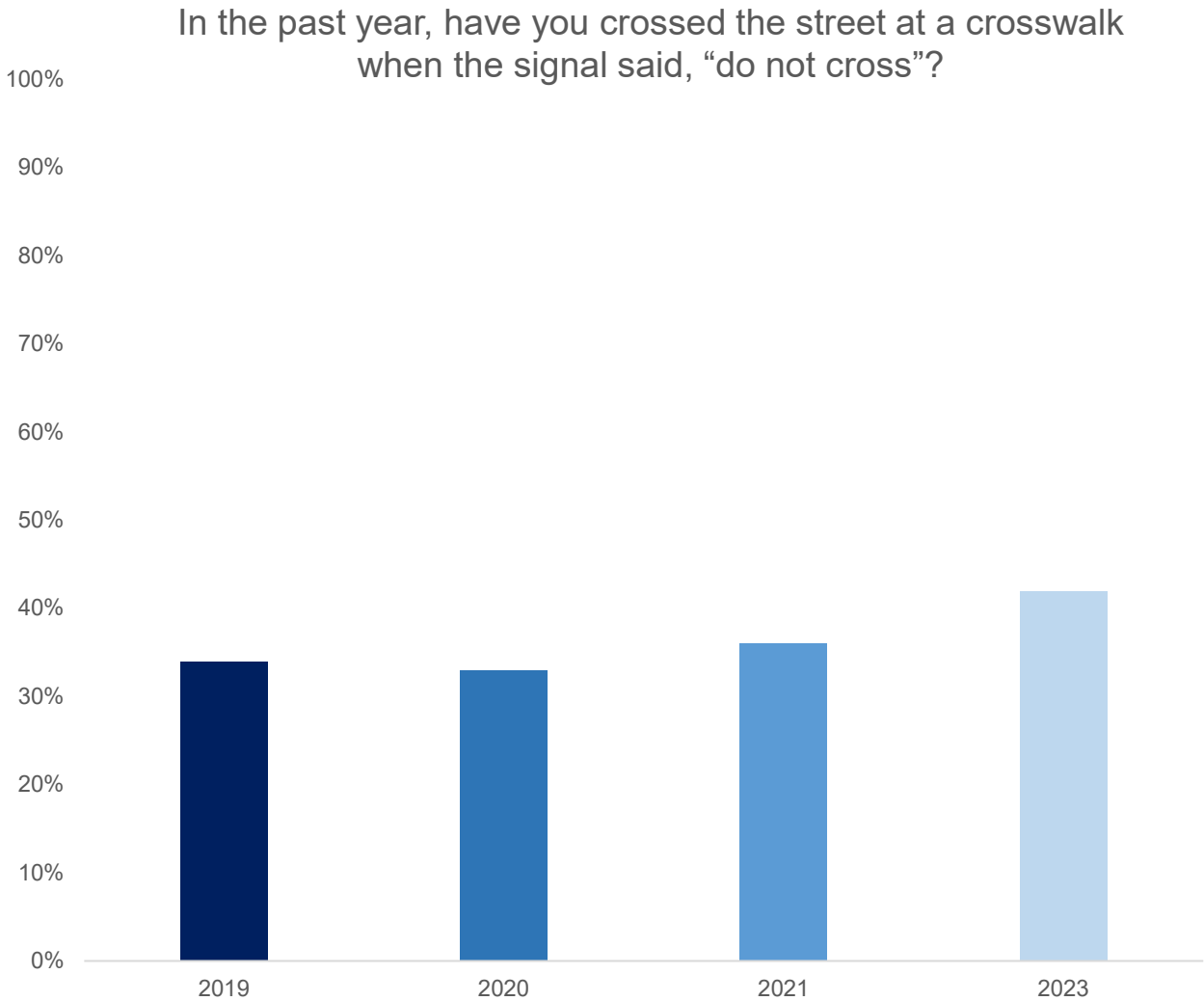
Respondents who walk on a sidewalk or roadway were also asked if they crossed the street at a crosswalk in the past year when the signal said, "do not cross," pictured above in Figure 5, broken down by project year.

The percentage of respondents who report having crossed the street on "do not cross" has increased steadily since 2019, the highest being 42% in 2023. This is up from 36% in 2021.

Figure 6. Hours Biked, 2019-2023

During a typical week how many hours do you spend riding a bicycle on a roadway?
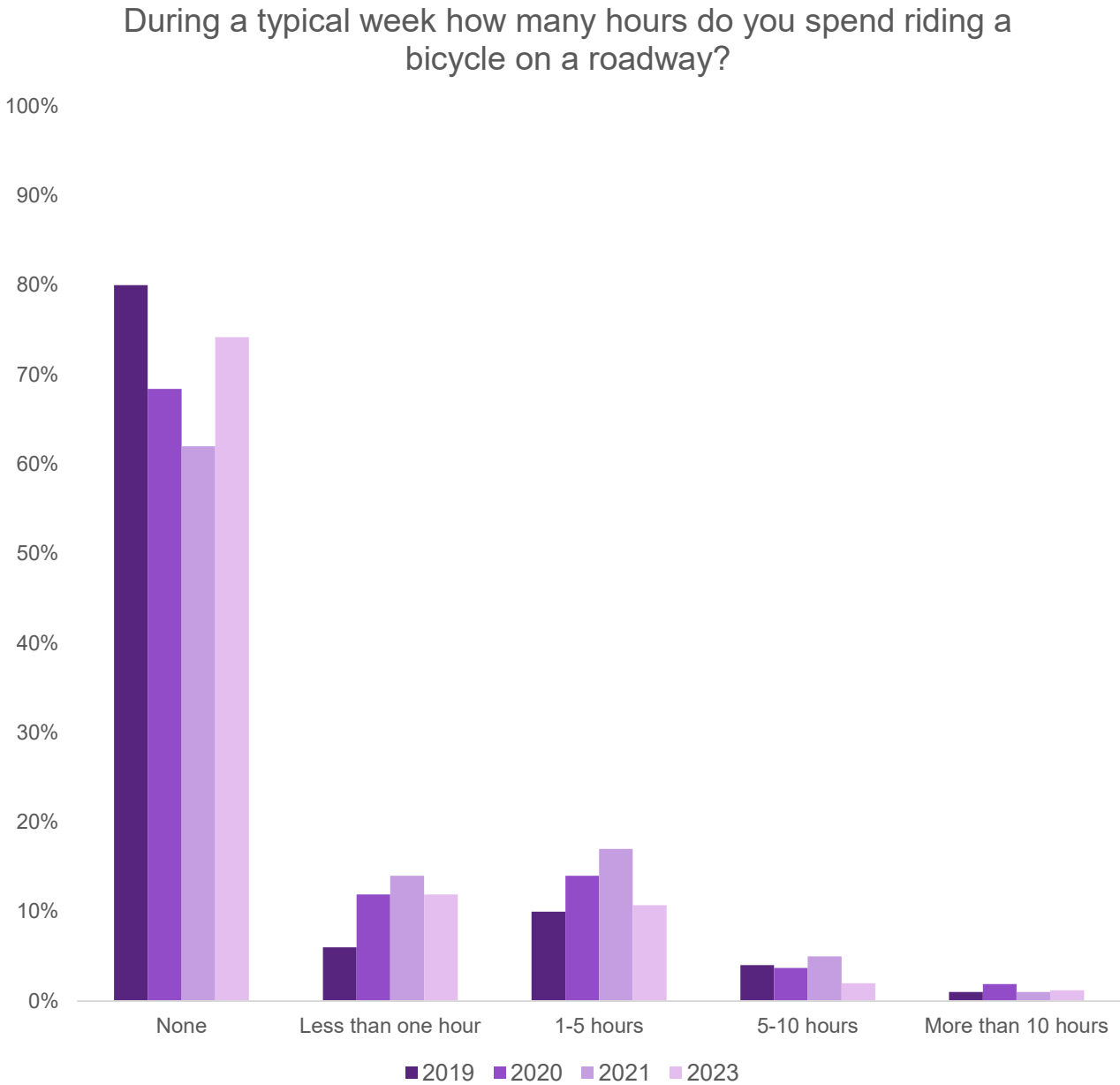
Figure 6 displays the number of hours respondents reported riding a bike on a roadway during a typical week, broken down by project year. Overall, the percentage who reported riding a bike at all has decreased since 2021, and those who reported never riding a bike has increased.

After a steady decline from 2019 to 2021, those who said they do not ever ride a bike on a

roadway increased from 62% in 2021 to 74% in 2023.

Conversely, the percentage of respondents who indicated riding between less than one hour and 10 hours decreased. Those who reported riding a bike more than 10 hours per week on a roadway remained steady at just 1%.

Figure 7. Bike on Roadway, 2019-2023

When riding a bicycle on the roadway, do you ride…
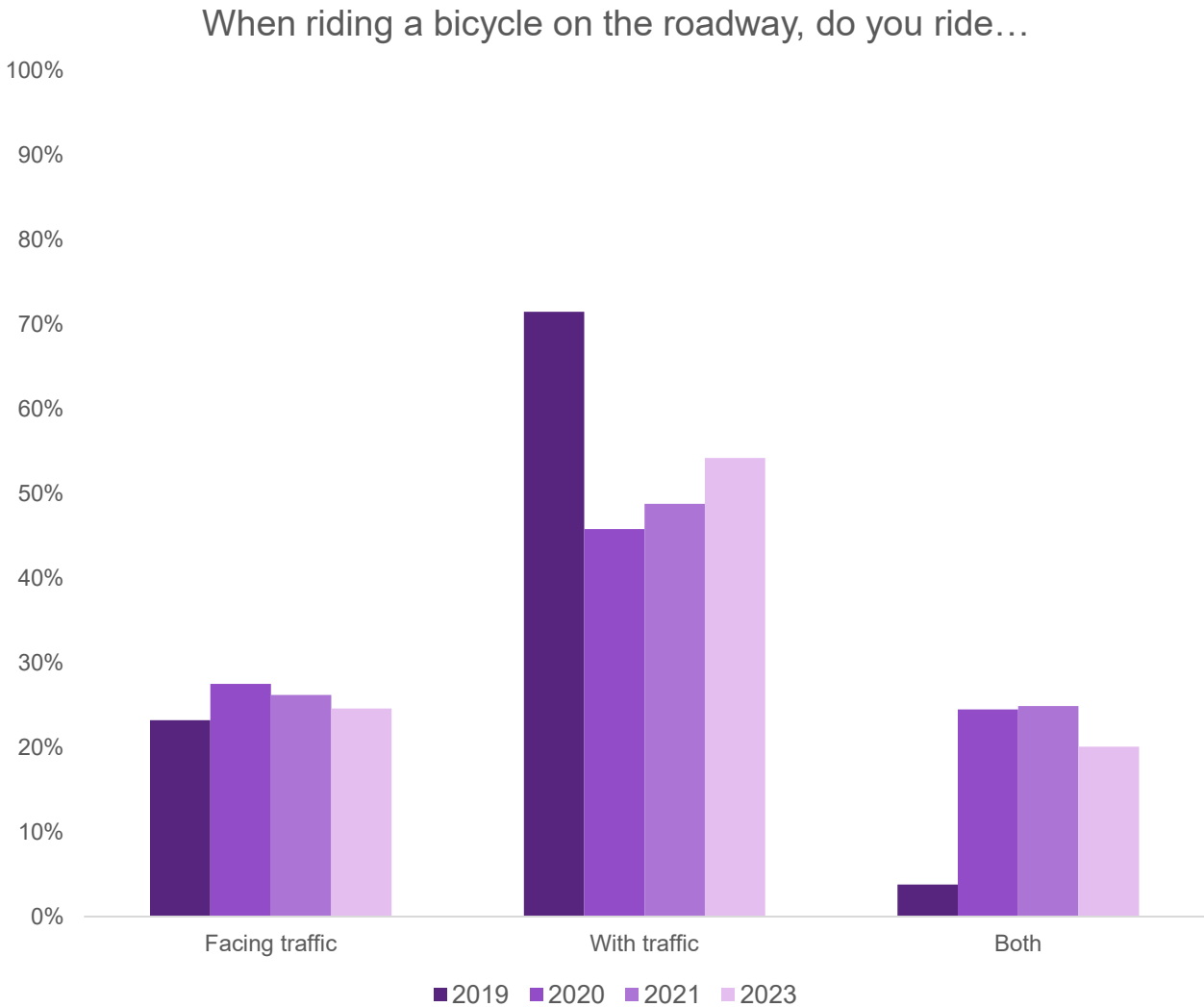
Respondents who reported riding a bike at least occasionally were asked which direction they face when riding on the roadway, displayed in Figure 7 above. The percentage of respondents who indicated riding with traffic has been on a steady incline since 2020, increasing a total of eight percentage points between 2020 and 2023 to 54%. This has been the modal category in all project years. The percentage of respondents who said they ride facing traffic and, in both directions, each decreased slightly in 2023, with 25% and 20%, respectively.

Figure 8. Bike Stop at Lights, 2020-2023

When riding a bicycle on the roadway, do you stop at stop signs and red lights?
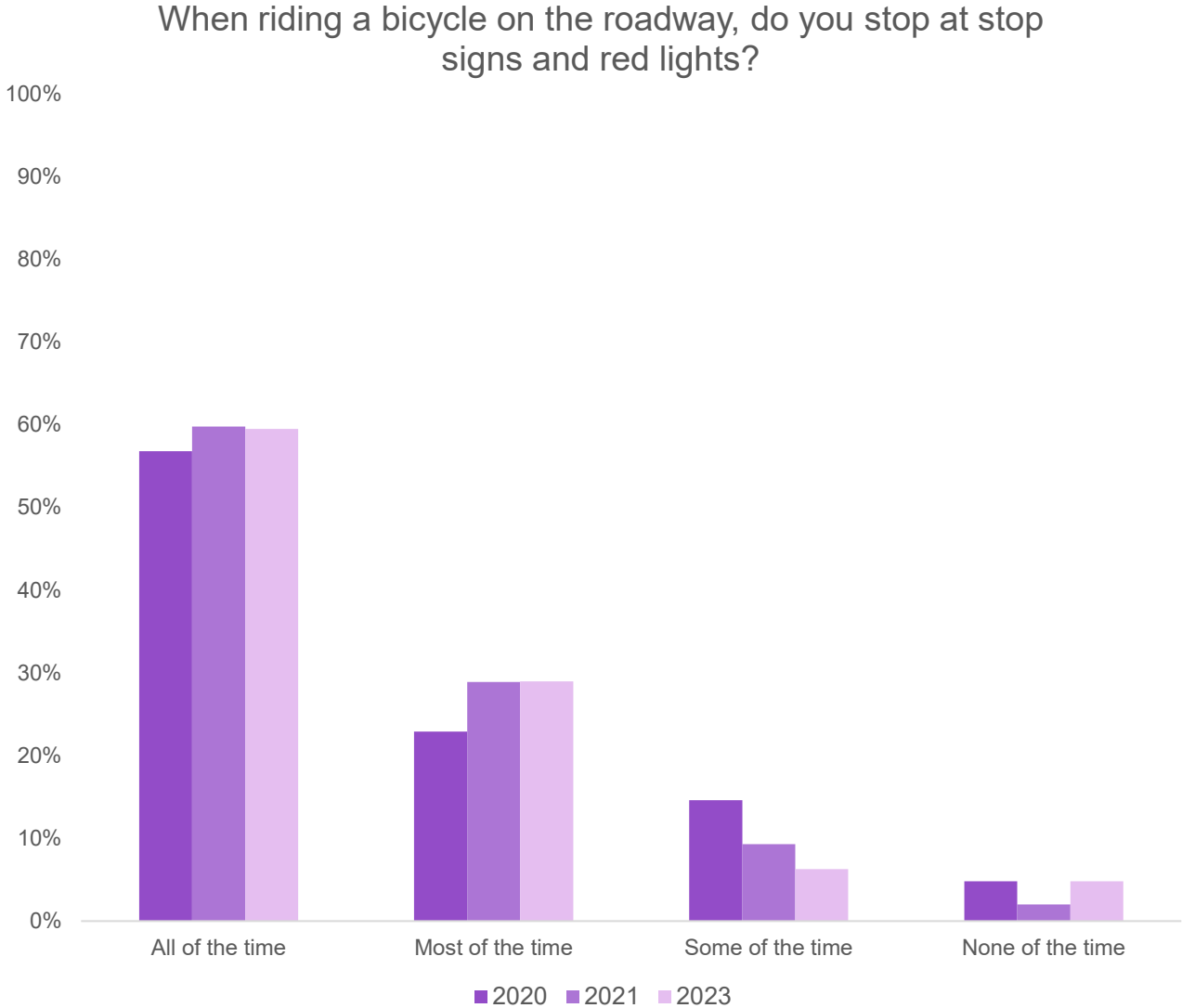
Bike riders were also asked how often they stop at stop signs and red lights while riding on the roadway, pictured above in Figure 8. The percentage of respondents who indicated they do so all the time and most of the time each remained steady in 2023, with 60% and 29%, respectively. Those who responded "some of the time" has decreased steadily since 2020, when the question was added to the survey, with just 6% in 2023. The percentage of respondents who said they never stop at stop signs or lights saw a slight increase from 2% in 2021 to 5% in 2023.

Figure 9. Stop at Midblock Crossings, 2020-2023

When driving, do you stop for pedestrians waiting to cross the street at mid-block crossings?

Legend: 2020, 2021, 2023
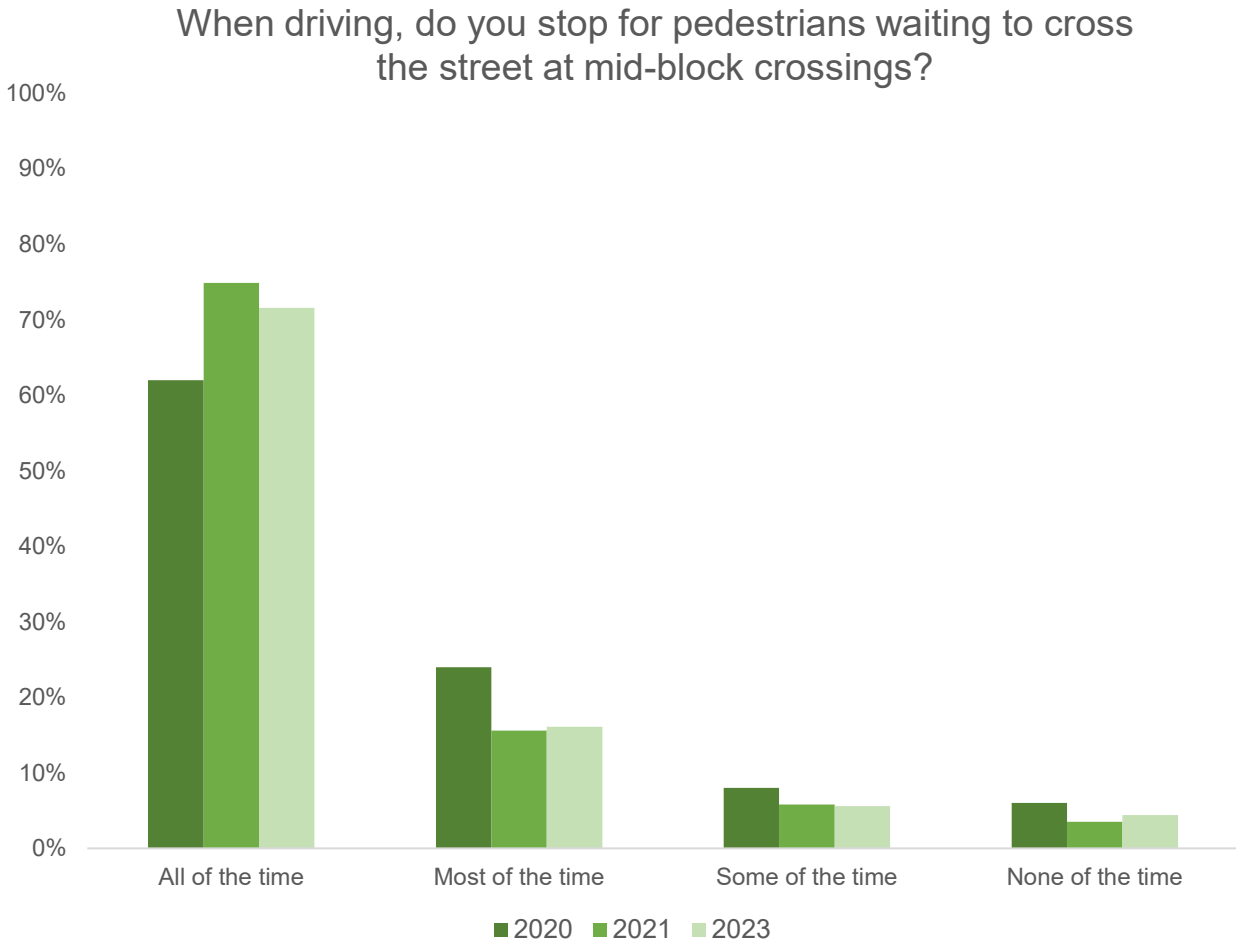
All respondents were asked whether, when driving, they stop for pedestrians waiting to cross the street at mid-block crossings, displayed in Figure 9 above. Overall, 88% of respondents said they stop for pedestrians either all or most of the time. In all three project years this question was asked, the majority of respondents indicated they stop for pedestrians all the time, with 72% of respondents in 2023. This figure is down slightly from 75% in 2021, but up 10 percentage points since 2020. The percentage of respondents who said they stop for pedestrians none of the time has decreased slightly since 2020 from 6% to 4%.

Figure 10. Look Left and Right, 2020-2023

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

2020   2021   2023
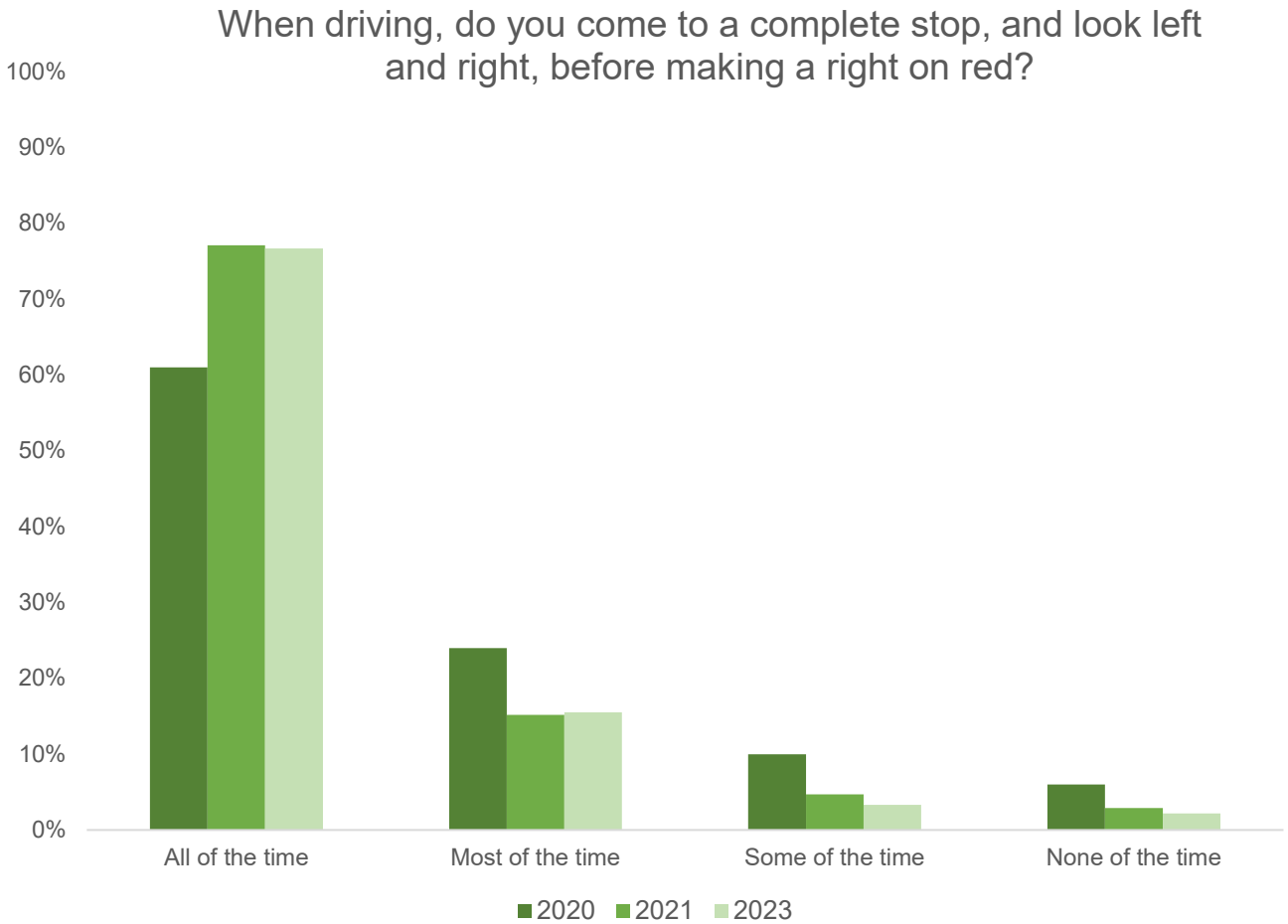
All respondents were also asked whether they come to a complete stop and look left and right before making a right turn on red, shown above in Figure 10. Again, a wide majority (92%) said either all or some of the time. The greatest percentage of respondents indicated they do so all the time with 77%, and 16% said most of the time. Both figures remain steady since 2021. The percentage of respondents who said they stop and look before turning on red either some or none of the time has decreased steadily since 2020.

Figure 11. Bad Behaviors by Age Group

Bad Behavior by Age Cagegory
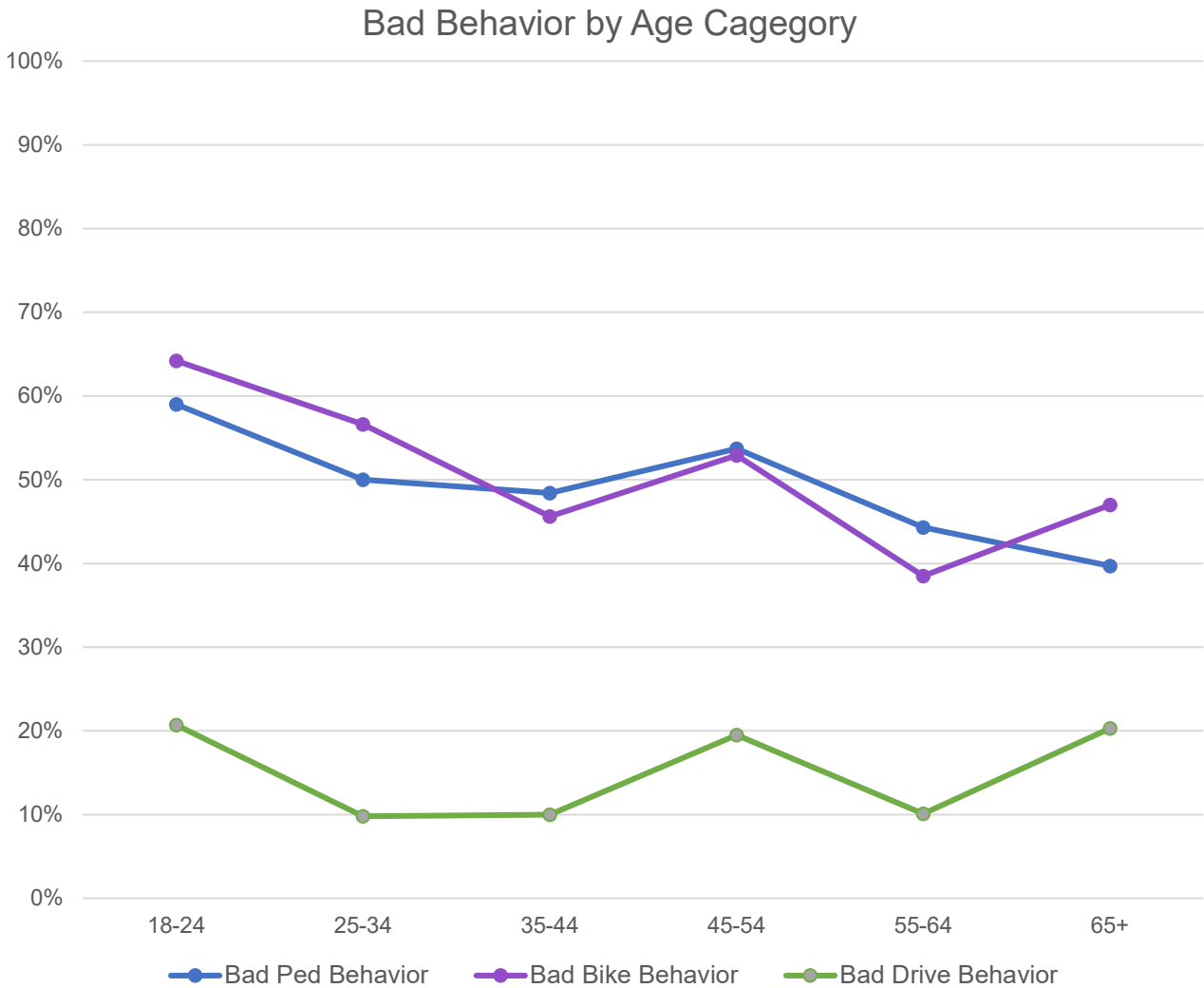
Figure 11 shows the percentage of respondents who reported engaging in at least one incorrect, or "bad" behavior,

[1] broken down by type and age category. In all three behavior types (pedestrian, bicyclist, and driver), respondents aged 18 to 24 had the highest instance of bad behavior, most apparent in pedestrian and bicyclist behaviors. Also in all three categories, bad behavior spikes among 45 to 54-year-olds. In both bike and driving, bad behavior dips among 55 to 64-year-olds before increasing again among respondents aged 65 or older. Bad pedestrian behavior is lowest among those 65 and older, however bad driving behavior is roughly the same between the youngest and oldest age groups (21% and 20%, respectively).

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[1] Bad pedestrian behaviors: walks on the sidewalk less than "all the time," and/or has crossed on "do not cross;" Bad bike behaviors: does not ride with traffic, and/or does not always stop at red lights or stop signs; Bad drive behaviors: does not always stop for pedestrians at mid-block crossings and/or does not always come to a complete stop when turning right on red.

Figure 12. *Alert Today* **Awareness, 2020-2023**[2]

In the past year, have you seen or heard a safety message, "Alert Today, Alive Tomorrow?"
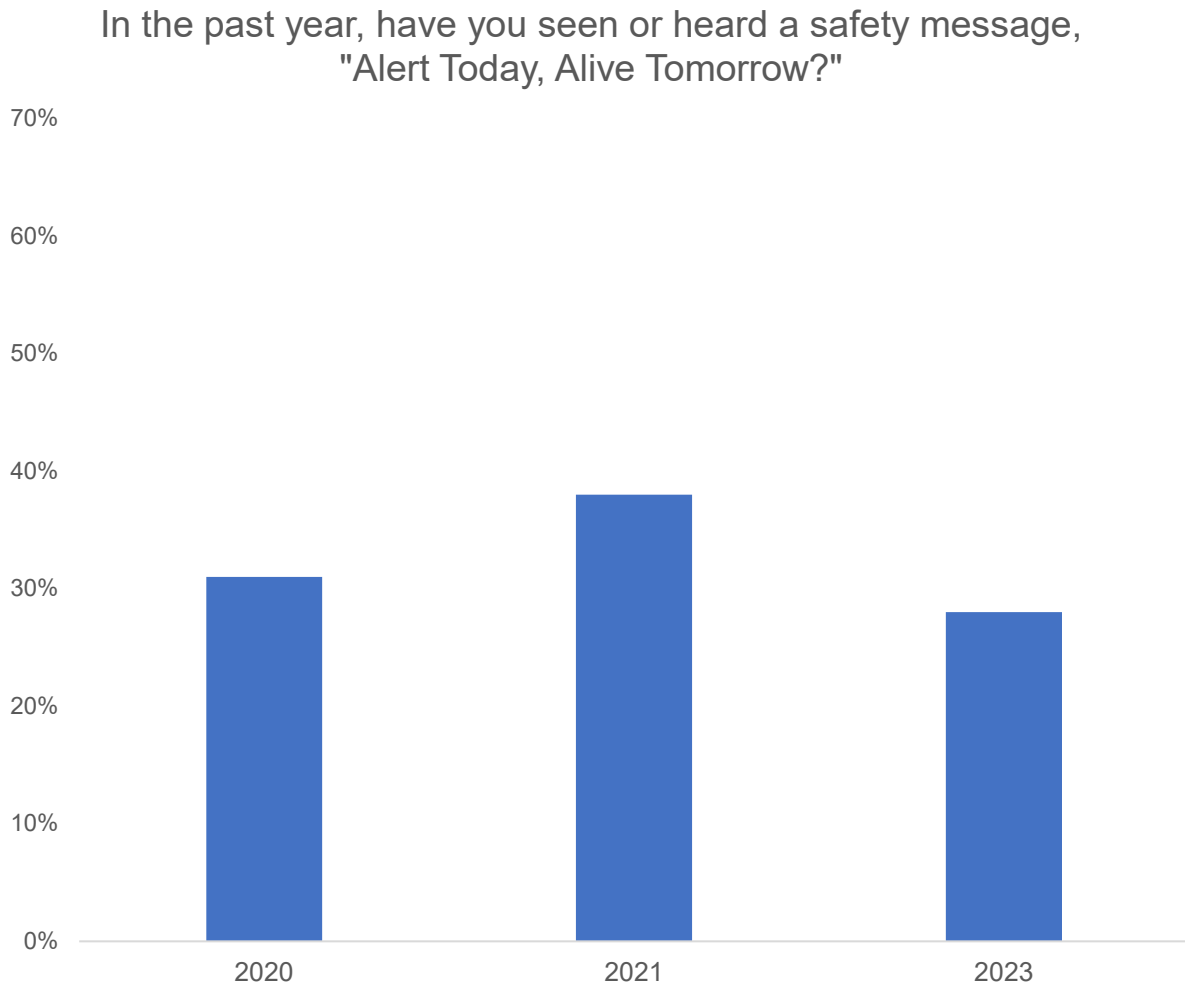
All respondents were then asked whether they had seen or heard the safety message "Alert Today, Alive Tomorrow," in the past year. Figure 12 above shows the percentage of respondents who said "yes," broken down by project year.

Awareness of the *Alert Today* safety message was 28% in 2023, the lowest it has been since it was added to the survey in 2020. Awareness was at its peak in 2021, with 38% of respondents reporting having seen or heard it.

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[2] Note axis only goes to 70% for easier visualization

Figure 13. *Alert Today* **Awareness by Age Category**

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

Figure 13 above shows the percentage of respondents who said they saw or heard *Alert Today* in the past year, broken down by age category. The greatest awareness is among those between 25 and 34 years of age with 39%, compared to 28% among the total sample. The age category with the lowest awareness is 65 years and up, with just 20% reporting having seen or heard the message.

Figure 14. *Alert Today* Awareness by Hours Walked/Biked

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

Figure 14 shows the percentage of respondents who indicated they had seen or *Alert Today*, broken down by a walk and bike index. The index was calculated using the sum of the bike and walk variables, measuring the frequency of each during a typical week. Greater values indicate walking and biking more frequently, while lower values indicate walking and biking less frequently. As shown on the graph, the awareness of campaign messages generally increases with greater frequency of biking and walking. The lowest awareness is among respondents who indicated they do not walk or bike at all during a typical week, at 19%, compared to 53% among those who bike and/or walk frequently.

Figure 15. Alert Today Awareness by Good/Bad Behavior[3]

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

Figure 15 above shows the percentage of respondents who saw or heard *Alert Today,* broken down by good and bad behaviors.

With regard to driving and biking behaviors, *Alert Today* awareness is higher among those who exhibit good behavior than bad behavior. Thirty percent of respondents with good driving behavior reported having seen or heard *Alert Today*, compared to 20% of bad-behavior respondents. Overall, bicyclists have higher *Alert Today* awareness than the total sample,

and is slightly higher among those with good biking behavior (42%) than bad biking behavior (37%).

Interestingly, within respondents who indicated they walk at least occasionally in a typical week, *Alert Today* awareness is higher among those who exhibit bad walking behavior than good behavior. Thirty-four percent of those with bad behavior reported having seen or heard the message, compared to 28% of those with good behavior.

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[3] Bad pedestrian behaviors: walks on the sidewalk less than "all the time," and/or has crossed on "do not cross;" Bad bike behaviors: does not ride with traffic, and/or does not always stop at red lights or stop signs; Bad drive behaviors: does not always stop for pedestrians at mid-block crossings and/or does not always come to a complete stop when turning right on red.

Figure 16. *Alert Today* Media[4]

Where did you see or hear it?
[Select all that apply]
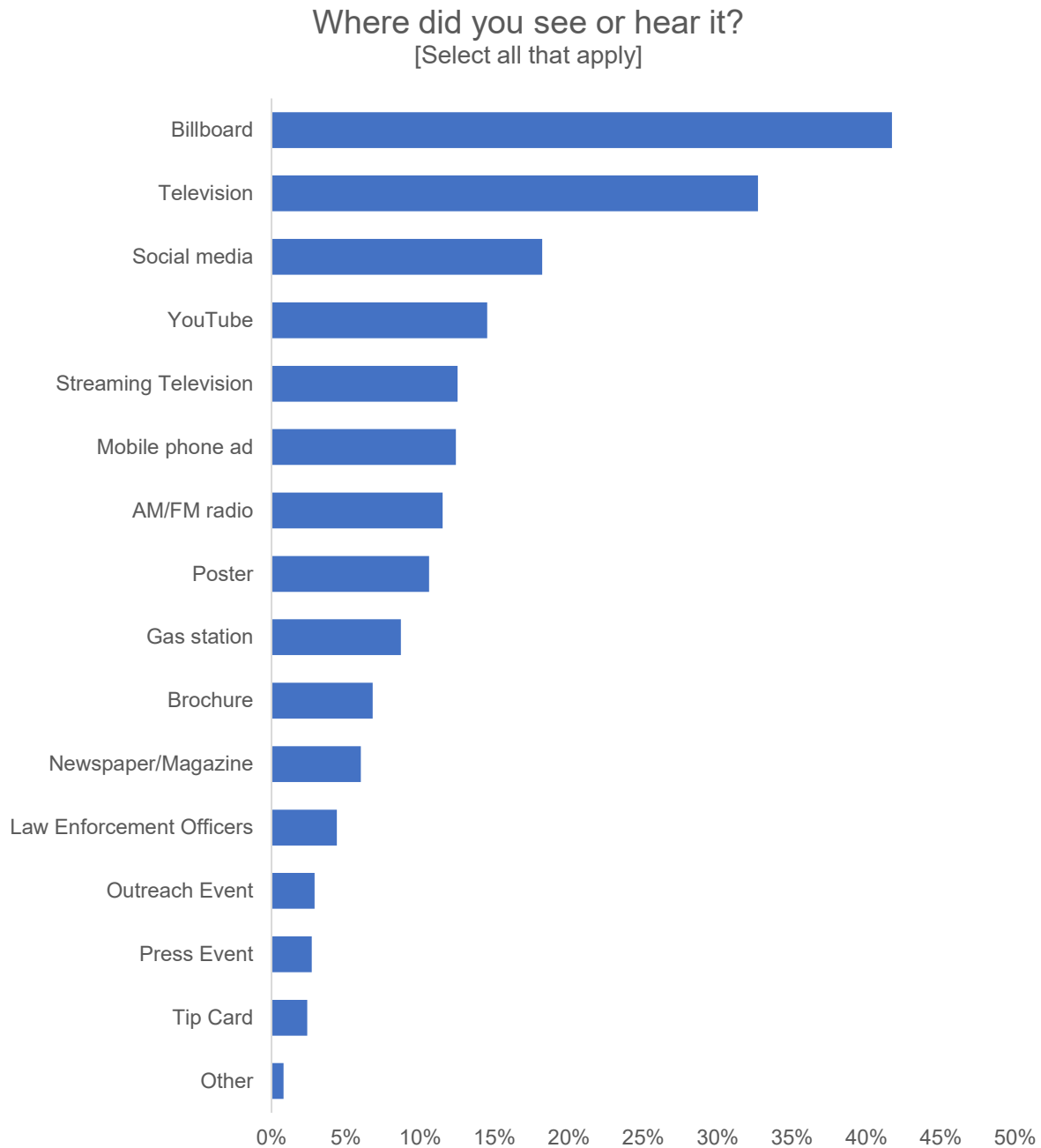
Respondents who indicated having seen or heard "Alert Today, Alive Tomorrow" in the past year were then asked where they saw or heard it, displayed in Figure 16 above. In 2023, the top choice was billboard on the road, including both electronic and traditional, with 42%. This is followed by broadcast or cable television with 33%, and social media with 18%. Outreach events, press events, and tip cards each received just 3%. One percent of respondents said they saw the message somewhere else.

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[4] Note axis only goes to 50% for easier visualization.

Figure 17. Top 3 *Alert Today* Media 2020-2023

2020	2021	2023
Cable TV **36%**	Cable TV **48%**	Billboard **42%**
Billboard **30%**	Billboard **35%**	Cable TV **33%**
Social Media **20%**	YouTube **19%**	Social Media **18%**
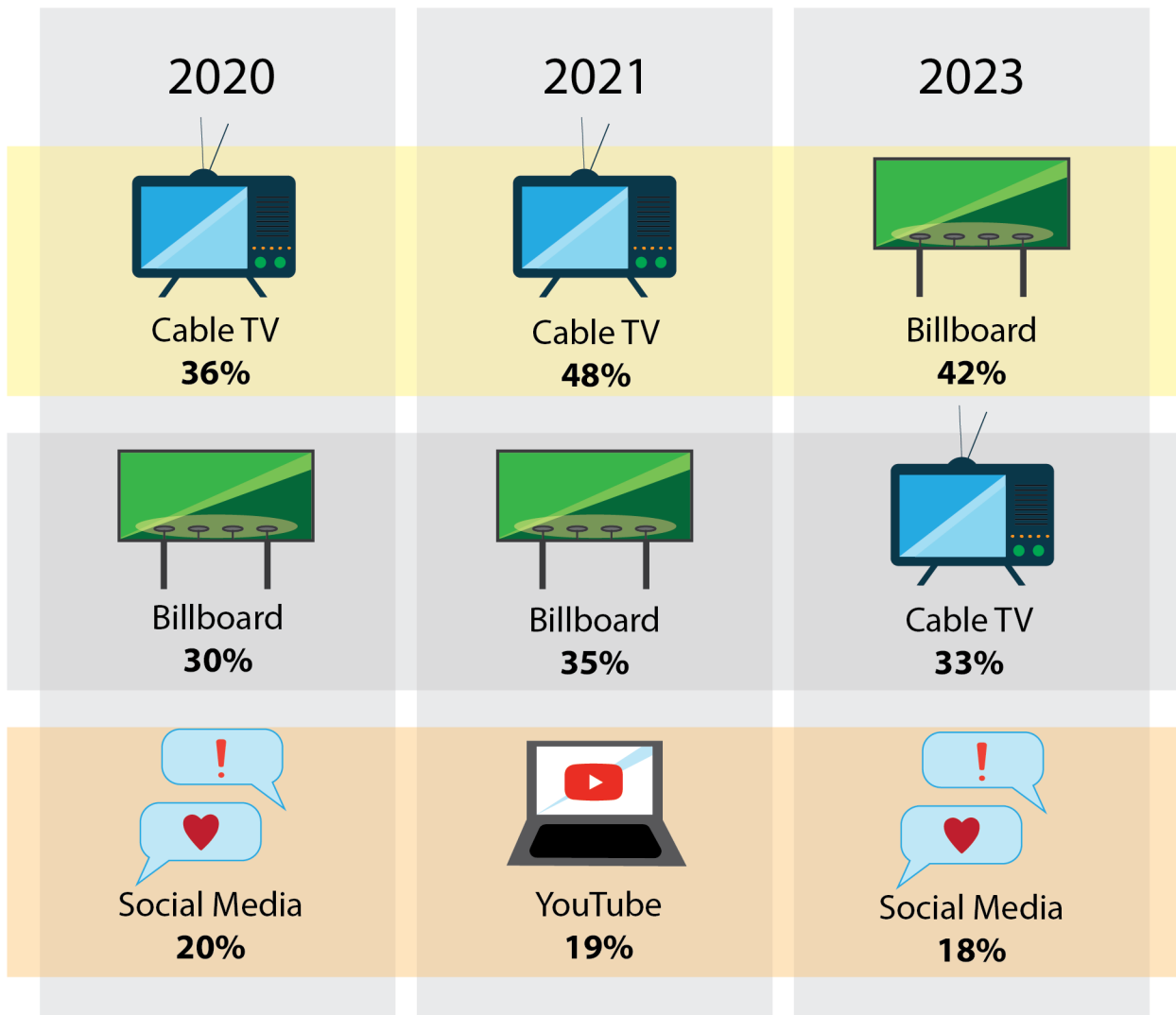
The infographic in Figure 17 shows the top three media on which respondents reported having seen or heard *Alert Today*, broken down by project year. Billboards overtook cable and broadcast television for the first time in 2023, after having been in first place in 2020 and 2021. The top three have been roughly the same in all three years, with the exception of 2021, when YouTube slipped ahead of social media and into third place.

Figure 18. Most Effective

In your opinion, what would be the most effective way of making walking and biking safer in Florida?
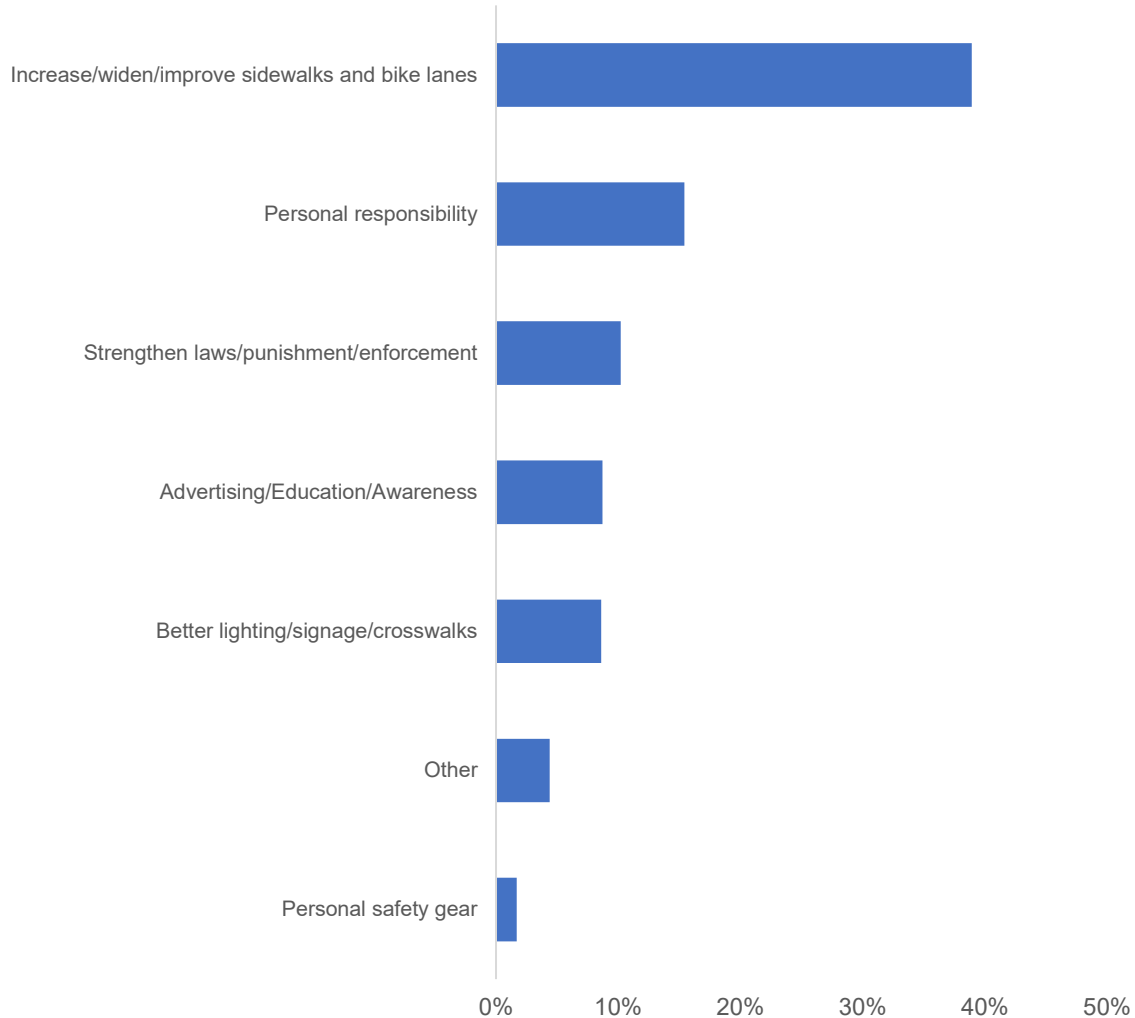
Finally, in an open-ended question, respondents were asked what they think would be the most effective way of making walking and biking safer in Florida. Responses were then recoded into seven categories, displayed in Figure 18 above. The most popular response was increasing or improving bike lanes and sidewalks, with 39%. This includes adding additional bike lanes and sidewalks, making them larger, and taking steps to separate them from the roadway. In second place with 15% is personal responsibility, on the part of the pedestrian, bicyclist, and driver. The least popular response, with 2%, is wearing personal safety gear, including helmets and high-visibility clothing.

Appendix I: Survey Results
Toplines and Crosstabulations[5]

Which Florida county do you live in?

	Total Sample n=1,487	Telephone n=772	Online n=715
Alachua	2% 61	2% 41	1% 20
Bay	1% 59	2% 45	0% 14
Brevard	3% 60	3% 24	4% 36
Broward	10% 60	9% 27	11% 33
Collier	2% 58	3% 38	1% 20
Duval	5% 61	3% 20	7% 41
Escambia	2% 59	2% 40	1% 19
Hillsborough	8% 61	8% 32	7% 29
Lake	2% 60	2% 19	3% 41
Lee	4% 61	4% 29	4% 32
Leon	2% 60	2% 42	1% 18
Manatee	2% 60	2% 29	2% 31
Marion	2% 60	2% 29	2% 31
Miami-Dade	14% 60	21% 46	7% 14
Monroe	1% 43	1% 41	<1% 2
Orange	7% 61	7% 33	8% 28
Osceola	2% 60	2% 27	2% 33
Palm Beach	8% 61	6% 24	10% 37
Pasco	3% 60	2% 22	4% 38
Pinellas	6% 60	4% 22	7% 38
Polk	4% 59	3% 25	5% 34
Sarasota	2% 61	2% 35	2% 26
Seminole	2% 60	2% 21	3% 39
St. Lucie	3% 60	4% 40	2% 20
Volusia	3% 62	2% 21	4% 41

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[5] Percentages consist of weighted data, observations (n) listed below are raw, unweighted totals. For more information about weighting, see "Methodology" section.

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

	Total n=1,487	Alachua n=61	Bay n=59	Brevard n=60	Broward n=60	Collier n=58	Duval n=61	Escambia n=59	Hillsborough n=61	Lake n=60	Lee n=61	Leon n=60	Manatee n=60
None	24% 359	21% 14	22% 15	28% 17	13% 8	28% 15	25% 13	35% 17	23% 13	24% 12	29% 17	25% 15	9% 5
Less than one hour	28% 403	25% 14	28% 17	30% 17	33% 21	25% 13	25% 15	23% 13	35% 21	38% 23	14% 10	21% 11	25% 16
1-5 hours	34% 511	38% 24	33% 18	36% 21	43% 24	28% 19	37% 24	31% 22	34% 22	29% 18	44% 26	38% 24	44% 27
5-10 hours	9% 148	13% 7	17% 8	6% 4	10% 6	13% 7	8% 6	8% 4	3% 2	3% 3	11% 7	17% 9	19% 9
More than 10 hours	4% 65	4% 2	<1% 1	<1% 1	1% 1	6% 4	5% 3	4% 3	5% 3	6% 4	2% 1	<1% 1	3% 3
Don't know/Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Marion n=60	Miami-Dade n=60	Monroe n=43	Orange n=61	Osceola n=60	Palm Beach n=61	Pasco n=60	Pinellas n=60	Polk n=59	Sarasota n=61	Seminole n=60	St. Lucie n=60	Volusia n=62
None	44% 24	27% 13	29% 10	17% 11	22% 11	24% 14	33% 19	17% 9	33% 20	31% 18	25% 15	32% 17	26% 17
Less than one hour	25% 15	24% 15	14% 7	29% 18	44% 25	26% 16	33% 21	36% 21	25% 15	28% 15	17% 11	27% 13	35% 20
1-5 hours	19% 12	36% 23	43% 17	41% 24	22% 15	29% 19	24% 14	27% 17	25% 13	31% 22	42% 25	27% 21	30% 20
5-10 hours	13% 9	9% 6	14% 7	7% 5	13% 8	13% 8	7% 4	12% 8	12% 7	7% 4	8% 4	5% 4	2% 2
More than 10 hours	- 0	5% 3	<1% 2	5% 3	<1% 1	8% 4	2% 2	7% 5	5% 4	3% 2	6% 4	10% 5	7% 3
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0

When you are walking and there is a sidewalk available, how often do you walk on the sidewalk? [If PED ≠ None]

	Total n=1,128	Alachua n=47	Bay n=44	Brevard n=43	Broward n=52	Collier n=43	Duval n=48	Escambia n=42	Hillsborough n=48	Lake n=48	Lee n=44	Leon n=45	Manatee n=55
All the time	62% 727	72% 32	79% 30	73% 31	53% 27	68% 27	66% 31	53% 24	60% 30	77% 36	69% 30	60% 27	77% 42
Most of the time	25% 276	22% 11	14% 10	24% 11	32% 17	23% 12	32% 16	29% 12	28% 13	12% 6	22% 9	30% 14	13% 8
Some of the time	9% 92	6% 2	7% 3	3% 1	11% 6	5% 2	2% 1	6% 3	8% 4	12% 6	4% 3	5% 2	10% 5
None of the time	3% 25	<1% 1	- 0	- 0	5% 2	5% 2	- 0	6% 2	- 0	- 0	2% 1	<1% 1	- 0
Don't know/Refusal	1% 8	<1% 1	<15 1	- 0	- 0	- 0	- 0	6% 1	5% 1	- 0	2% 1	5% 1	- 0

When you are walking and there is a sidewalk available, how often do you walk on the sidewalk (cont.)? [If PED ≠ None]

	Marion n=36	Miami-Dade n=47	Monroe n=33	Orange n=50	Osceola n=49	Palm Beach n=47	Pasco n=41	Pinellas n=51	Polk n=39	Sarasota n=43	Seminole n=45	St. Lucie n=43	Volusia n=45
All the time	56% 20	67% 31	80% 26	50% 26	68% 33	60% 27	69% 29	52% 26	72% 28	78% 30	57% 29	64% 27	60% 28
Most of the time	22% 10	19% 9	20% 5	37% 18	20% 9	22% 12	17% 7	34% 18	23% 9	17% 10	25% 9	25% 11	20% 10
Some of the time	11% 3	14% 7	<1% 2	12% 5	8% 5	10% 5	7% 3	9% 5	3% 1	6% 3	7% 4	11% 5	17% 6
None of the time	11% 3	- 0	- 0	1% 1	4% 2	8% 3	3% 1	6% 2	3% 1	- 0	7% 2	- 0	3% 1
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	4% 1	- 0	- 0

In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"? [If PED ≠ None]

	Total n=1,128	Alachua n=47	Bay n=44	Brevard n=43	Broward n=52	Collier n=43	Duval n=48	Escambia n=42	Hillsborough n=48	Lake n=48	Lee n=44	Leon n=45	Manatee n=55
Yes	41% 427	42% 21	39% 14	31% 13	33% 18	30% 14	46% 22	35% 17	42% 20	31% 16	25% 11	21% 13	42% 24
No	57% 683	47% 24	62% 29	69% 30	64% 32	70% 29	54% 26	65% 25	57% 27	69% 32	73% 32	74% 31	58% 31
Don't know/Refusal	2% 18	11% 2	<1% 1	- 0	2% 2	- 0	- 0	- 0	1% 1	- 0	2% 1	5% 1	- 0

In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross" (cont.)? [If PED ≠ None]

	Marion n=36	Miami-Dade n=47	Monroe n=33	Orange n=50	Osceola n=49	Palm Beach n=47	Pasco n=41	Pinellas n=51	Polk n=39	Sarasota n=43	Seminole n=45	St. Lucie n=43	Volusia n=45
Yes	33% 11	57% 27	40% 13	51% 26	24% 12	51% 22	38% 15	27% 14	37% 14	42% 18	48% 21	43% 16	34% 15
No	67% 25	39% 18	60% 20	49% 24	72% 35	43% 23	62% 26	71% 36	63% 25	58% 25	44% 22	57% 27	63% 29
Don't know/Refusal	- 0	3% 2	- 0	- 0	4% 2	6% 2	- 0	3% 1	- 0	- 0	7% 2	- 0	3% 1

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

	Total n=1,487	Alachua n=61	Bay n=59	Brevard n=60	Broward n=60	Collier n=58	Duval n=61	Escambia n=59	Hillsborough n=61	Lake n=60	Lee n=61	Leon n=60	Manatee n=60
None	74% 1,076	71% 40	72% 40	76% 45	73% 44	70% 38	66% 40	81% 45	78% 46	70% 41	73% 44	84% 49	79% 49
Less than one hour	12% 169	13% 7	11% 8	8% 4	14% 8	9% 6	12% 8	4% 2	8% 6	18% 10	8% 6	4% 4	12% 6
1-5 hours	11% 173	13% 10	11% 9	14% 9	13% 7	15% 10	16% 9	12% 9	13% 8	6% 6	13% 8	12% 6	6% 3
5-10 hours	2% 46	<1% 2	<1% 1	- 0	1% 1	3% 2	3% 2	4% 2	- 0	3% 2	2% 1	<1% 1	<1% 1
More than 10 hours	1% 18	4% 2	6% 1	<1% 1	- 0	3% 2	1% 1	- 0	1% 1	3% 1	5% 2	- 0	3% 1
Don't know/Refusal	0% 5	- 0	- 0	2% 1	- 0	- 0	3% 1	<1% 1	- 0	- 0	- 0	- 0	- 0

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

	Marion n=60	Miami-Dade n=60	Monroe n=43	Orange n=61	Osceola n=60	Palm Beach n=61	Pasco n=60	Pinellas n=60	Polk n=59	Sarasota n=61	Seminole n=60	St. Lucie n=60	Volusia n=62
None	81% 49	80% 47	57% 24	64% 39	73% 44	72% 43	69% 42	72% 43	84% 48	82% 47	69% 41	73% 44	68% 44
Less than one hour	9% 6	13% 8	14% 4	17% 10	15% 9	11% 6	7% 5	15% 8	2% 2	7% 6	17% 12	17% 9	15% 9
1-5 hours	6% 2	2% 2	14% 6	14% 8	12% 7	13% 10	21% 12	12% 8	11% 6	7% 5	6% 3	7% 5	11% 5
5-10 hours	3% 2	2% 1	14% 9	4% 3	- 0	2% 1	2% 1	1% 1	4% 3	4% 2	9% 4	2% 1	4% 3
More than 10 hours	<1% 1	3% 2	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	<1% 1	- 0	<1% 1	- 0
Don't know/Refusal	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1

When riding a bicycle on the roadway, do you ride…? [If BIKE ≠ None]

	Total n=411	Alachua n=21	Bay n=19	Brevard n=15	Broward n=16	Collier n=20	Duval n=21	Escambia n=14	Hillsborough n=15	Lake n=19	Lee n=17	Leon n=11	Manatee n=11
Facing traffic	24% 99	29% 4	20% 3	39% 6	14% 3	33% 5	33% 6	33% 5	33% 4	40% 9	35% 6	20% 3	29% 3
With traffic	55% 232	57% 11	80% 14	46% 7	60% 9	56% 11	42% 9	50% 7	33% 6	40% 6	47% 8	60% 6	57% 5
Both	20% 76	14% 5	<1% 2	15% 2	26% 4	11% 3	25% 6	17% 2	25% 4	20% 4	18% 3	20% 2	14% 3
Don't know/Refusal	1% 4	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	8% 1	- 0	- 0	- 0	- 0

When riding a bicycle on the roadway, do you ride… (cont.)? [If BIKE ≠ None]

	Marion n=11	Miami-Dade n=13	Monroe n=19	Orange n=22	Osceola n=16	Palm Beach n=18	Pasco n=18	Pinellas n=17	Polk n=11	Sarasota n=14	Seminole n=19	St. Lucie n=16	Volusia n=18
Facing traffic	- 0	36% 4	<1% 2	10% 2	44% 8	25% 3	21% 5	- 0	30% 3	<1% 1	9% 3	18% 4	43% 7
With traffic	60% 7	45% 7	100% 15	56% 13	33% 5	66% 13	71% 12	70% 12	40% 5	60% 9	82% 14	64% 10	57% 11
Both	40% 4	19% 2	<1% 2	33% 7	22% 3	9% 2	7% 1	22% 4	30% 3	40% 4	9% 2	18% 2	- 0
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	9% 1	- 0	- 0	- 0	- 0	- 0

When riding a bicycle on the roadway, do you stop at stop signs and red lights? [If BIKE ≠ None]

	Total n=411	Alachua n=21	Bay n=19	Brevard n=15	Broward n=16	Collier n=20	Duval n=21	Escambia n=14	Hillsborough n=15	Lake n=19	Lee n=17	Leon n=11	Manatee n=11
All the time	60% 250	71% 14	80% 15	62% 9	74% 12	56% 11	69% 15	75% 10	58% 9	70% 12	71% 12	40% 4	57% 7
Most of the time	29% 114	29% 6	20% 3	31% 5	17% 3	33% 6	12% 3	25% 3	38% 5	30% 7	24% 4	40% 4	43% 4
Some of the time	7% 29	- 0	<1% 1	8% 1	10% 1	11% 1	4% 1	<1% 1	4% 1	- 0	6% 1	20% 3	- 0
None of the time	5% 16	<1% 1	- 0	- 0	- 0	<1% 1	15% 2	- 0	- 0	- 0	- 0	- 0	- 0
Don't know/Refusal	<1% 2	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0

When riding a bicycle on the roadway, do you stop at stop signs and red lights (cont.)? [If BIKE ≠ None]

	Marion n=11	Miami-Dade n=13	Monroe n=19	Orange n=22	Osceola n=16	Palm Beach n=18	Pasco n=18	Pinellas n=17	Polk n=11	Sarasota n=14	Seminole n=19	St. Lucie n=16	Volusia n=18
All the time	40% 6	43% 5	33% 8	47% 11	67% 12	55% 8	57% 10	70% 12	56% 5	60% 9	91% 16	36% 7	60% 11
Most of the time	40% 4	55% 7	33% 7	29% 6	22% 3	21% 4	29% 5	26% 4	11% 2	40% 5	9% 2	36% 6	33% 6
Some of the time	20% 1	- 0	33% 3	13% 3	- 0	12% 3	14% 3	4% 1	11% 2	- 0	<1% 1	9% 1	- 0
None of the time	- 0	2% 1	<1% 1	11% 2	11% 1	9% 2	- 0	- 0	22% 2	- 0	- 0	18% 2	7% 1
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0

When driving, do you stop for pedestrians waiting to cross the street at mid-block crossings?

	Total n=1,487	Alachua n=61	Bay n=59	Brevard n=60	Broward n=60	Collier n=58	Duval n=61	Escambia n=59	Hillsborough n=61	Lake n=60	Lee n=61	Leon n=60	Manatee n=60
All the time	72% 1069	75% 47	83% 49	80% 48	63% 38	72% 42	76% 46	68% 40	75% 45	71% 43	86% 50	62% 36	65% 38
Most of the time	16% 246	13% 7	11% 8	12% 8	24% 15	19% 11	12% 8	16% 9	16% 11	18% 9	8% 7	23% 14	21% 13
Some of the time	6% 84	4% 3	<1% 1	6% 3	7% 3	6% 3	7% 4	8% 5	5% 3	6% 4	3% 2	8% 5	6% 4
None of the time	5% 59	4% 1	- 0	2% 1	7% 3	<1% 1	4% 2	4% 3	- 0	3% 3	2% 1	4% 3	6% 3
Don't know/Refusal	2% 29	4% 3	6% 1	- 0	1% 1	3% 1	1% 1	4% 2	5% 2	3% 1	2% 1	4% 2	3% 2

When driving, do you stop for pedestrians waiting to cross the street at mid-block crossings (cont.)?

	Marion n=60	Miami-Dade n=60	Monroe n=43	Orange n=61	Osceola n=60	Palm Beach n=61	Pasco n=60	Pinellas n=60	Polk n=59	Sarasota n=61	Seminole n=60	St. Lucie n=60	Volusia n=62
All the time	84% 51	70% 40	75% 35	70% 43	50% 32	67% 41	79% 46	83% 50	72% 42	70% 42	72% 43	73% 44	65% 38
Most of the time	9% 6	16% 12	13% 3	12% 6	28% 15	18% 12	14% 9	9% 5	14% 8	26% 15	14% 9	15% 10	24% 16
Some of the time	<1% 1	7% 4	<1% 1	9% 6	13% 7	3% 2	5% 3	2% 2	5% 4	<1% 1	8% 4	2% 2	9% 7
None of the time	3% 1	3% 2	13% 3	8% 5	9% 6	9% 4	2% 2	4% 2	7% 4	4% 2	6% 4	5% 2	2% 1
Don't know/Refusal	3% 1	4% 2	<1% 1	1% 1	- 0	3% 2	- 0	2% 1	2% 1	<1% 1	- 0	5% 2	- 0

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

	Total n=1,487	Alachua n=61	Bay n=59	Brevard n=60	Broward n=60	Collier n=58	Duval n=61	Escambia n=59	Hillsborough n=61	Lake n=60	Lee n=61	Leon n=60	Manatee n=60
All the time	77% 1139	88% 53	78% 43	80% 46	76% 45	77% 42	80% 48	77% 45	71% 45	74% 44	86% 50	76% 43	88% 51
Most of the time	15% 246	8% 6	22% 15	16% 11	12% 9	16% 11	17% 11	12% 8	18% 10	21% 14	8% 7	16% 11	9% 7
Some of the time	3% 46	- 0	<1% 1	4% 3	6% 3	3% 3	3% 2	4% 2	7% 3	3% 1	3% 2	4% 2	- 0
None of the time	2% 31	- 0	- 0	- 0	4% 2	<1% 1	- 0	4% 2	1% 1	- 0	2% 1	4% 3	- 0
Don't know/Refusal	2% 25	4% 2	- 0	- 0	2% 1	3% 1	- 0	4% 2	3% 2	3% 1	2% 1	<1% 1	3% 2

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

	Marion n=60	Miami-Dade n=60	Monroe n=43	Orange n=61	Osceola n=60	Palm Beach n=61	Pasco n=60	Pinellas n=60	Polk n=59	Sarasota n=61	Seminole n=60	St. Lucie n=60	Volusia n=62
All the time	81% 47	77% 45	75% 34	83% 50	64% 39	66% 41	67% 40	78% 46	79% 47	89% 52	86% 49	71% 43	81% 51
Most of the time	13% 10	13% 9	13% 4	11% 7	24% 15	26% 15	26% 15	16% 10	16% 9	7% 7	14% 9	12% 7	15% 9
Some of the time	3% 2	2% 2	<1% 1	3% 2	3% 2	1% 1	5% 4	3% 2	2% 1	- 0	<1% 1	7% 5	2% 1
None of the time	- 0	2% 1	13% 3	3% 1	6% 3	5% 2	- 0	1% 1	4% 2	4% 2	<1% 1	7% 4	2% 1
Don't know/Refusal	3% 1	6% 3	<1% 1	1% 1	3% 1	3% 2	2% 1	3% 1	- 0	- 0	- 0	2% 1	- 0

28

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

	Total n=1,487	Alachua n=61	Bay n=59	Brevard n=60	Broward n=60	Collier n=58	Duval n=61	Escambia n=59	Hillsborough n=61	Lake n=60	Lee n=61	Leon n=60	Manatee n=60
Yes	28% 402	17% 12	17% 13	35% 21	34% 20	24% 15	26% 18	23% 15	32% 20	38% 25	36% 21	32% 17	27% 16
No	70% 1062	79% 48	83% 45	61% 37	64% 39	73% 42	74% 43	73% 42	63% 38	59% 34	65% 40	68% 42	67% 41
Don't know/Refusal	2% 23	4% 1	<1% 1	4% 2	2% 1	3% 1	- 0	4% 2	5% 3	3% 1	- 0	<1% 1	6% 3

In the past year, have you seen or heard a safety message "Alert Today, Alive Tomorrow" (cont.)?

	Marion n=60	Miami-Dade n=60	Monroe n=43	Orange n=61	Osceola n=60	Palm Beach n=61	Pasco n=60	Pinellas n=60	Polk n=59	Sarasota n=61	Seminole n=60	St. Lucie n=60	Volusia n=62
Yes	16% 10	27% 14	29% 15	30% 20	19% 14	27% 16	26% 14	24% 15	22% 15	29% 19	22% 12	20% 10	28% 15
No	84% 50	71% 44	71% 28	70% 41	78% 45	73% 45	72% 45	73% 44	76% 43	68% 41	78% 48	81% 50	72% 47
Don't know/Refusal	- 0	2% 2	- 0	- 0	3% 1	- 0	2% 1	2% 1	2% 1	4% 1	- 0	- 0	- 0

Where did you see or hear it? [Select all that apply][6]
n=425

Cable Television	33% 147
Streaming Television	13% 65
Billboard (electronic or traditional)	42% 190
YouTube	15% 69
Social Media	18% 91
Mobile Phone Advertisement	12% 51
Gas Station	9% 33
AM/FM Radio	12% 53
Newspaper/ Magazine	6% 28
Poster	11% 40
Brochure	7% 27
Tip Card	2% 13
Press Event	3% 10
Outreach Event	3% 13
Law Enforcement Officers	4% 23
Other	1% 3
Don't know/ Refusal	7% 12

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

In your opinion, what would be the most effective way of making walking and biking safer in Florida?

	Total n=1,487	Alachua n=61	Bay n=59	Brevard n=60	Broward n=60	Collier n=58	Duval n=61	Escambia n=59	Hillsborough n=61	Lake n=60	Lee n=61	Leon n=60	Manatee n=60
Advertising/Education	9% 129	13% 8	12% 6	6% 4	12% 6	9% 5	13% 8	8% 8	6% 4	6% 4	8% 5	12% 8	3% 1
Strengthen laws/punishment/enforcement	10% 144	8% 6	- 0	12% 7	16% 10	9% 7	11% 6	12% 6	8% 5	9% 5	8% 5	4% 1	12% 9
Increase/widen/improve sidewalks and bike lanes	39% 607	29% 18	59% 30	32% 19	43% 26	44% 27	35% 22	39% 25	41% 23	34% 19	56% 34	36% 24	42% 26
Personal responsibility	16% 218	21% 12	12% 8	10% 6	7% 5	19% 8	19% 10	15% 6	20% 13	22% 12	5% 3	24% 13	15% 7
Better lighting/ signage/crosswalks	9% 130	13% 6	6% 6	18% 10	7% 4	3% 1	7% 5	15% 7	11% 7	13% 9	8% 5	4% 3	3% 3
Personal safety gear	2% 28	- 0	- 0	2% 1	3% 2	3% 2	5% 3	<1% 1	1% 1	6% 3	2% 1	- 0	6% 3
Other	4% 69	4% 3	<1% 1	6% 4	4% 2	3% 2	3% 2	8% 4	5% 3	3% 2	3% 2	4% 3	6% 4
Don't know/Refusal	12% 162	13% 8	12% 8	14% 9	9% 5	9% 6	8% 5	4% 2	8% 5	6% 6	10% 6	16% 8	12% 7

In your opinion, what would be the most effective way of making walking and biking safer in Florida (cont.)?

	Marion n=60	Miami-Dade n=60	Monroe n=43	Orange n=61	Osceola n=60	Palm Beach n=61	Pasco n=60	Pinellas n=60	Polk n=59	Sarasota n=61	Seminole n=60	St. Lucie n=60	Volusia n=62
Advertising	3% 3	11% 8	13% 4	8% 6	18% 10	11% 7	7% 4	2% 1	2% 2	4% 4	8% 6	3% 3	6% 4
Education	10% 6	6% 4	13% 6	15% 10	3% 2	12% 8	7% 4	11% 7	12% 8	7% 4	14% 6	10% 7	9% 5
Increase checkpoints/ law enforcement	48% 29	47% 27	38% 21	23% 15	39% 25	17% 11	43% 29	43% 23	42% 25	46% 30	38% 25	48% 29	36% 25
Better Transportation options	19% 9	13% 8	25% 7	23% 12	15% 10	22% 13	16% 7	17% 9	12% 7	14% 8	14% 8	13% 7	17% 10
Increase punishments/ strengthen laws	7% 3	3% 2	<1% 1	13% 8	6% 3	10% 6	11% 6	16% 11	9% 5	4% 2	8% 5	5% 3	15% 9
Increase sidewalks	<1% 1	- 0	- 0	2% 2	3% 1	- 0	2% 1	- 0	2% 1	- 0	3% 1	3% 2	2% 2
Personal responsibility	3% 3	6% 3	- 0	2% 1	3% 3	3% 3	7% 4	1% 2	11% 6	7% 4	3% 2	8% 3	6% 3
Other	10% 6	14% 8	13% 4	14% 7	12% 6	25% 13	7% 5	10% 7	11% 5	18% 9	14% 7	13% 6	9% 4
Don't know/Refusal	3% 3	11% 8	13% 4	8% 6	18% 10	11% 7	7% 4	2% 1	2% 2	4% 4	8% 6	3% 3	6% 4

Which of the following categories best describes your age?
n=1,487

18-24	10% 160
25-34	16% 224
35-44	16% 274
45-54	16% 199
55-64	17% 242
65 or older	24% 368
Don't know/Refusal	1% 20

Which language do you speak in your home most often?
n=1,487

English	84% 1324
Spanish	13% 124
Creole	1% 6
Other	2% 21
Don't know/Refusal	1% 12

What is your racial/ethnic background?
n=1,487

White/Caucasian	48% 906
Black/African American	16% 181
Hispanic/Latino	28% 291
Other	6% 74
Don't know/Refusal	2% 35

Am I reaching you today on a landline or cell phone today? [Phone sample only]
n=771

Landline	5% 45
Cell phone	93% 713
Don't know/Refusal	2% 14

What is your gender?
(Interviewer-determined on phone)
n=1,487

Male	48% 640
Female	52% 838
Other/I use another term	<1% 2
Don't know/Refusal	1% 7

Survey Language
n=1,487

English	96% 1448
Spanish	4% 39

Survey Mode
n=1,487

Telephone	52% 772
Online	48% 715

Appendix II: 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?

1. Yes
2. No [END SURVEY]

LANG) INTERVIEWER IDENTIFIED
1. Survey in Spanish

INFORMED CONSENT

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

COUNTY) Which Florida county do you live in?

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

PED) During a typical week how many hours do you spend walking on a sidewalk or roadway?
1. None [SKP to BIKE]
2. Less than one hour
3. 1-5 hours
4. 5-10 hours
5. More than 10 hours
8. Don't Know
9. Refusal [SKP to BIKE]

WSIDE) When you are walking and there is a sidewalk available, how often do you walk on the sidewalk?
1. All the time
2. Most of the time
3. Some of the time

4. None of the time
8. Don't Know
9. Refusal

NOCROSS) In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"?
1. Yes
2. No
8. Don't Know
9. Refusal

BIKE) During a typical week how many hours do you spend riding a bicycle on a roadway?
1. None [SKP to STOPMID]
2. Less than one hour
3. 1-5 hours
4. 5-10 hours
5. More than 10 hours
8. Don't Know
9. Refusal

ROAD) When riding a bicycle on the roadway, do you ride …
1. Facing traffic
2. With traffic
3. Both
8. Don't Know
9. Refusal

LIGHT) When riding a bicycle on the roadway, do you stop at stop signs and red lights?
1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

STOPMID) When driving, do you stop for pedestrians waiting to cross the street at mid-block crossings?
1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

LOOKLR) When driving, do you come to a complete stop, and look left and right, before making a right on red?
1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

ALERT. In the past year, have you seen or heard a safety message "Alert Today, Alive Tomorrow"?
1. Yes
2. No [skip to EFFECTIVE]

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

1. Television – Broadcast / Cable
2. Streaming Television such as (Roku, Apple TV, Sling, Amazon Fire, etc.)
3. Billboard on the road (electronic or traditional)
4. YouTube
5. Social media (Facebook, Twitter, Instagram, etc.)
6. Mobile phone advertisement
7. Gas station
8. AM/FM radio
9. Newspaper/Magazine
10. Poster
11. Brochure
12. Tip Card
13. Press Event
14. Outreach Event
15. Law Enforcement Officers
16. Other:_____
88. Don't Know
99. Refusal

EFFECTIVE) In your opinion, what would be the most effective way of making walking and biking safer in Florida?

1. Advertising
2. Education
3. Increase checkpoints/law enforcement
4. Better transportation options
5. Increase punishments/strengthen laws
6. Increase the number of sidewalks
7. Personal responsibility
8. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

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

[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
9. Refusal

HISP. Are you of Latino or Hispanic ethnic background?
1. Yes (SKIP to EDU)
2. No
8. Don't Know
9. Refusal

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

EDU) What is 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. Am I reaching you today on a landline or cell phone today?
1. Landline
2. Cell phone
8. Don't Know
9. Refusal

SEX (Interviewer-determined on phone)

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

1. Male
2. Female

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