



Florida 2024

Click it or Ticket
Media Survey

Florida Department of Transportation (FDOT)
Report
July 2024

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Media Survey

**Report Prepared for FDOT by
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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 (NHTSA), 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 NHTSA, 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 2022 American Community Survey from the U.S. Census Bureau estimates there are 22,244,823 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2022 ACS 5-year estimates is as follows: 50.8% White or Caucasian, 14.6% Black or African American, 27.1% Hispanic or Latino, and 2.8% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,816 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2022.

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 an effort to decrease deaths involving lack of safety belt use.

According to NHTSA's 2022 Traffic Safety Facts, 88.3% 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. 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 6 through July 15, 2024. 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.

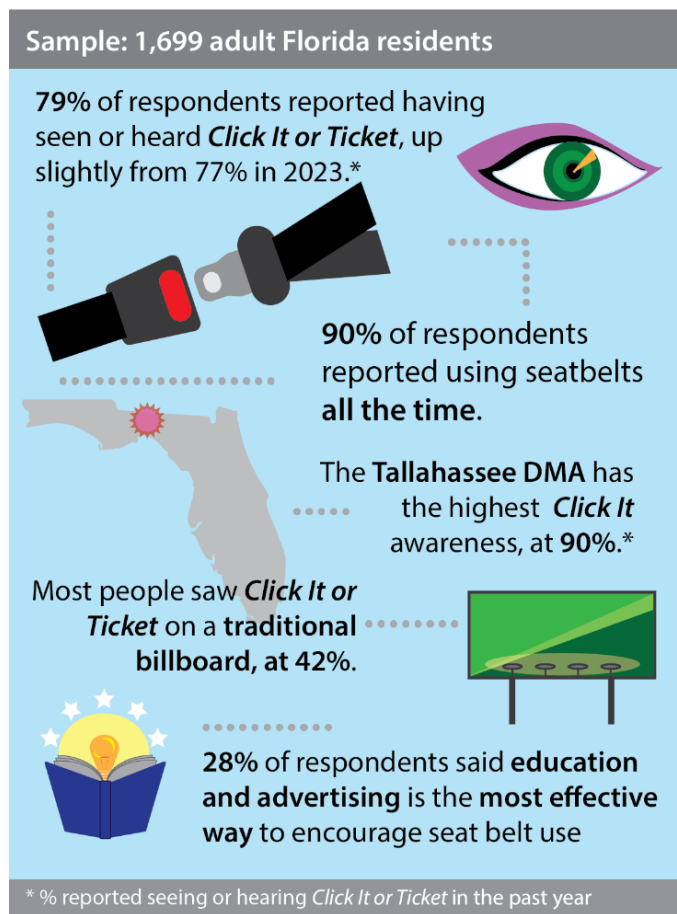
Study Design

This study utilized a multi-frame, mixed mode design, incorporating both telephone and online surveys. The final sample consists of 1,699 Florida adults, with 1,444 completed administered online and 255 via telephone.

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

Figure 1. Executive Summary



closer look at this relatively small subgroup of the population.

A random selection of respondents was contacted first via text message with personal survey links to the Qualtrics platform. Initial texts were sent on June 6, with reminder texts July 1. Non-responders from the text sample were then followed up with telephone calls, which were conducted between July 5 and 15, 2024, 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. Upon reaching an individual by phone, interviewers asked the first qualified respondent to participate. Up to 4 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 97% to 1%, with 2% refusing to answer. The listed telephone numbers for the text and phone studies were provided by MSG.

The online panel portion of the study was administered using Qualtrics between June 6 through July 13, 2024, and was distributed via text message, PORL’s proprietary online panel, and by Cint, a commercial panel company.

To ensure a representative sample and to adjust for oversampling and nonresponse bias, all data were weighted to the adult population of the state of Florida. 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) 2022 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 +/- 3.03 percentage points, including estimated design effect (see Table 2). The aggregate response rate of the text, phone, and panel samples was 2.7%. 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=116
Panama City	n=97
Tallahassee	n=101
Jacksonville	n=199
Gainesville	n=104
Orlando	n=230
Tampa	n=270
West Palm Beach	n=150
Fort Myers	n=133
Broward/Monroe	n=131
Miami-Dade	n=168
Total	n=1,699

Table 2. DMA and Margin of Error

Designated Market Area	Margin of Error
Pensacola	+/- 9.1
Panama City	+/- 9.95
Tallahassee	+/- 9.75
Jacksonville	+/- 6.95
Gainesville	+/- 9.61
Orlando	+/- 6.46
Tampa	+/- 5.96
West Palm Beach	+/- 8.0
Fort Myers	+/- 8.5
Broward/Monroe	+/- 8.56
Miami-Dade	+/- 7.56
Total	+/- 3.03

Summary of Findings

The figures on the following pages highlight some of the data collected in 2024, as well as longitudinal data from past project years, where applicable. The full results of the 2024 survey can be found in Appendix I: Survey Results.

Figure 2 displays the demographic breakdown of the respondents in the 2024 study, excluding responses of “don’t know,” and refusals.

Figure 2. Respondent Demographic Profile

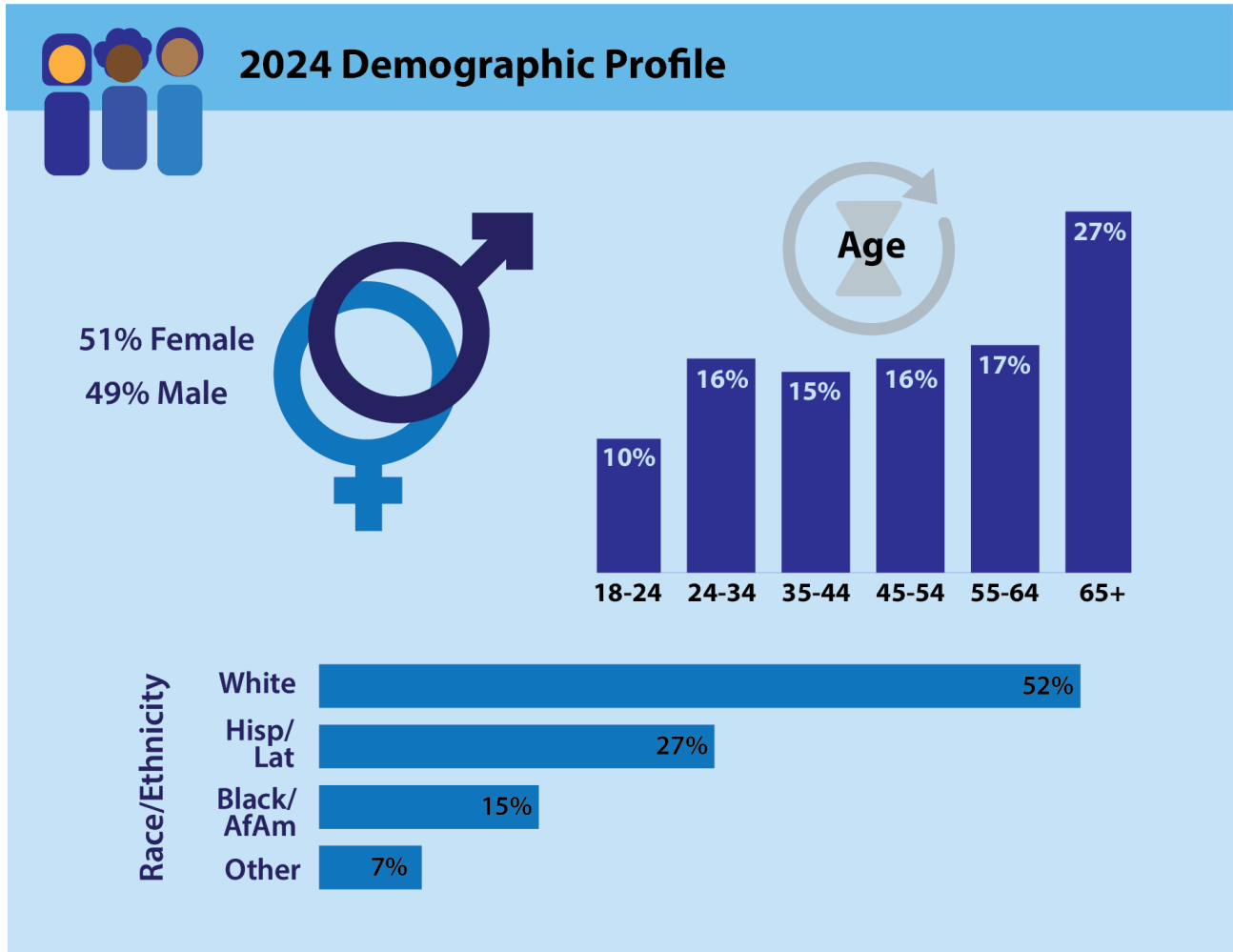
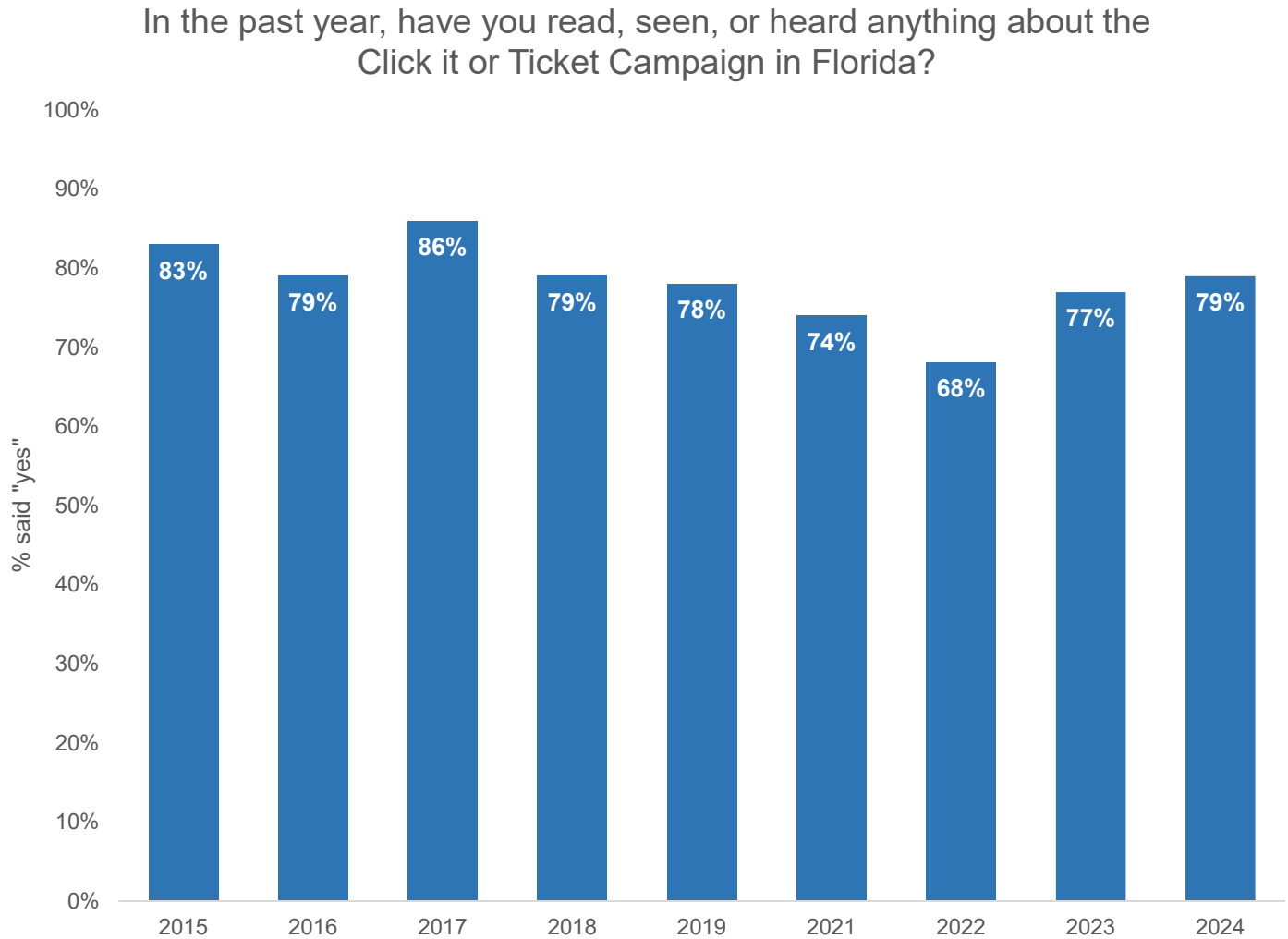


Figure 3. Click It or Ticket, 2015-2024¹



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 11 percentage points, from 68% in 2022 to 79% in 2024. *Click It* awareness was highest in 2017, at 86%.

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

Figure 4. Click It or Ticket by DMA, 2024

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

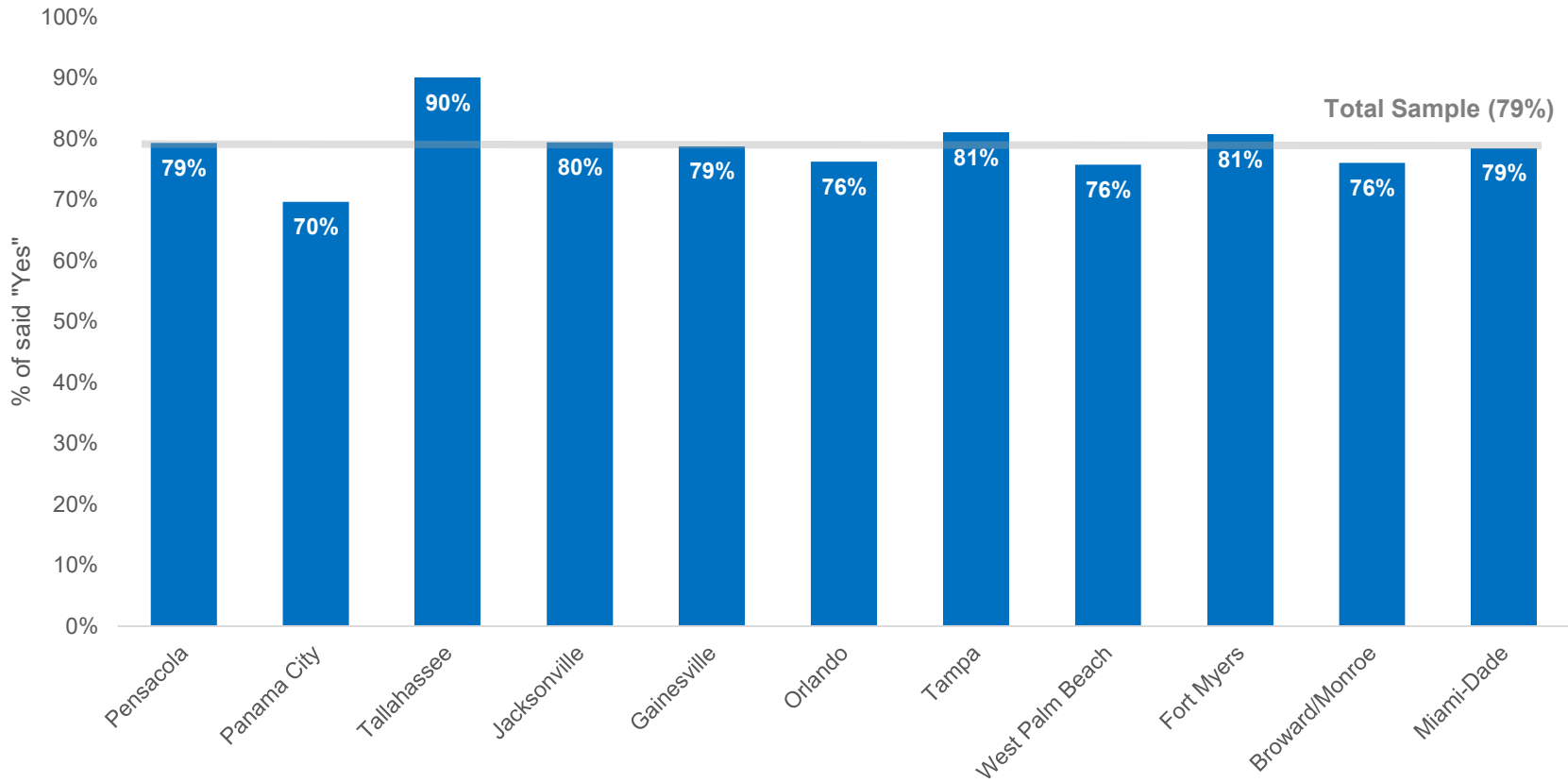


Figure 4 shows the percentage of 2024 respondents who indicated they have seen or heard about the *Click It or Ticket* campaign in the past year, broken down by DMA. The Tallahassee DMA had the highest awareness, with 90% of respondents reporting having seen or heard about *Click It* in the past year.

The Tampa and Fort Myers DMAs each had 81% awareness. The DMA with the lowest awareness is Panama City, with 70%.

Figure 5. Click It or Ticket Awareness Map, 2024

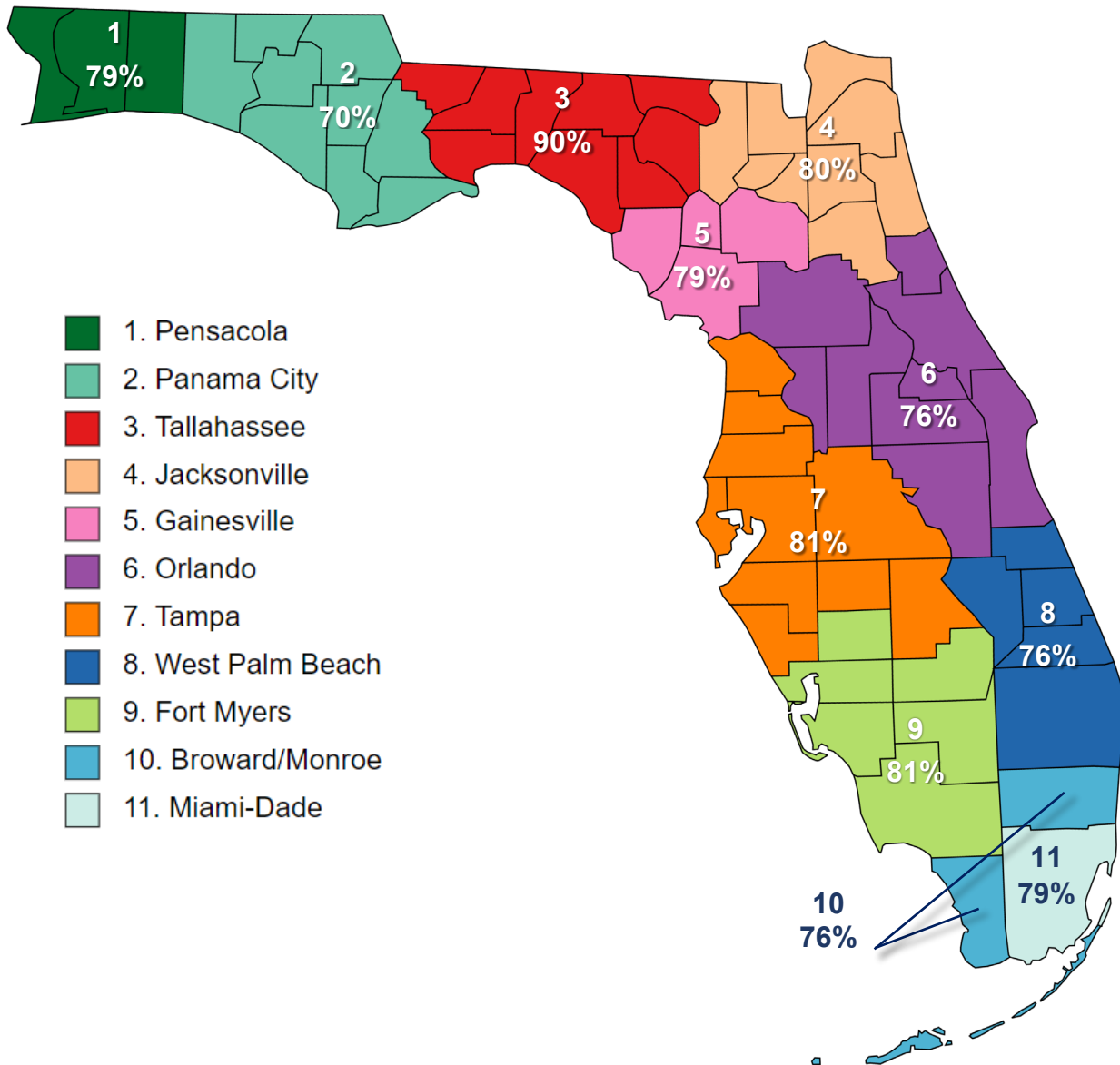


Figure 5 displays a geographical representation of *Click It* awareness rates in each DMA, in the form of a map of the state of Florida. Each of the 11 DMAs are color-

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, 2015-2024²

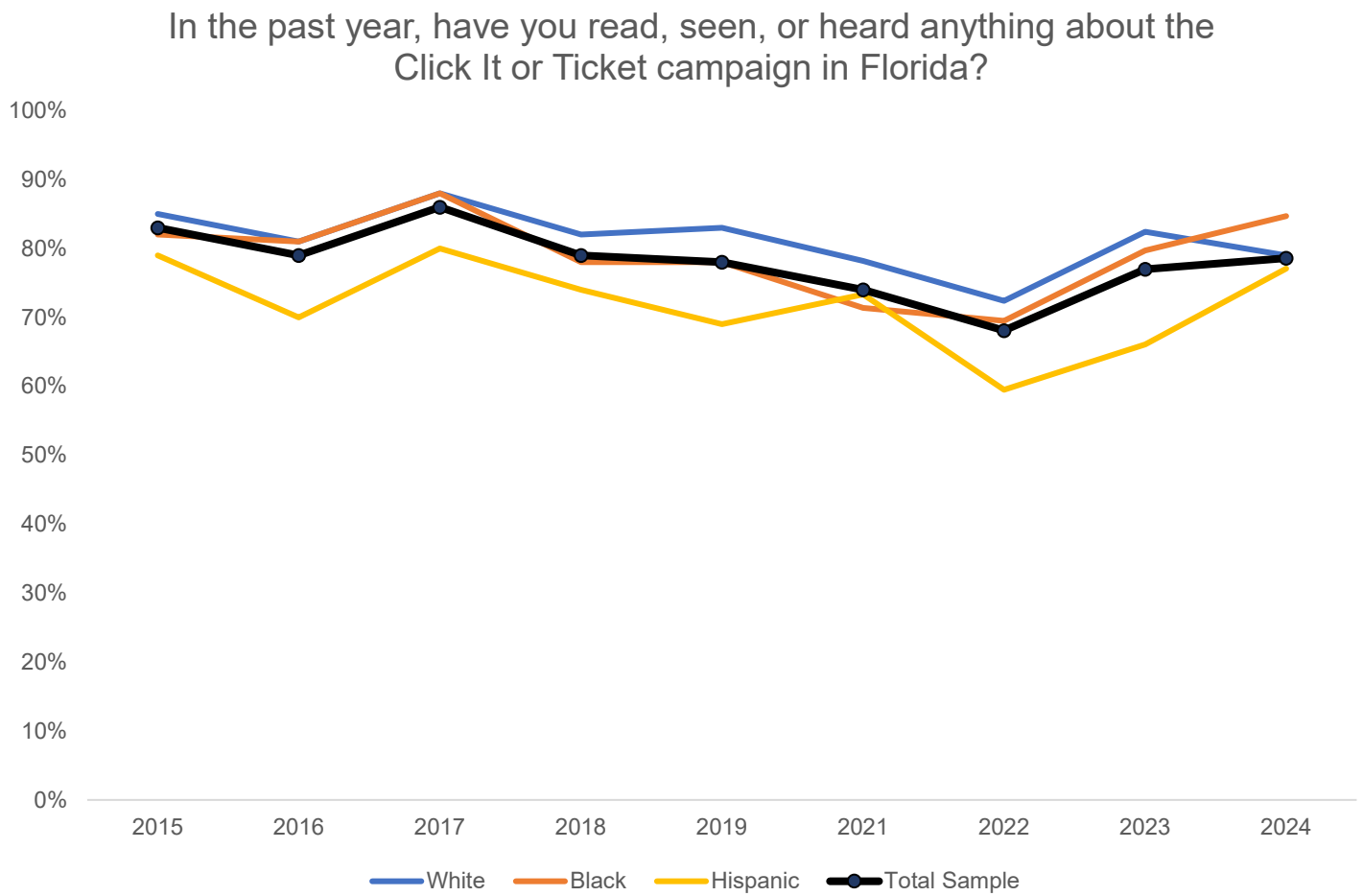


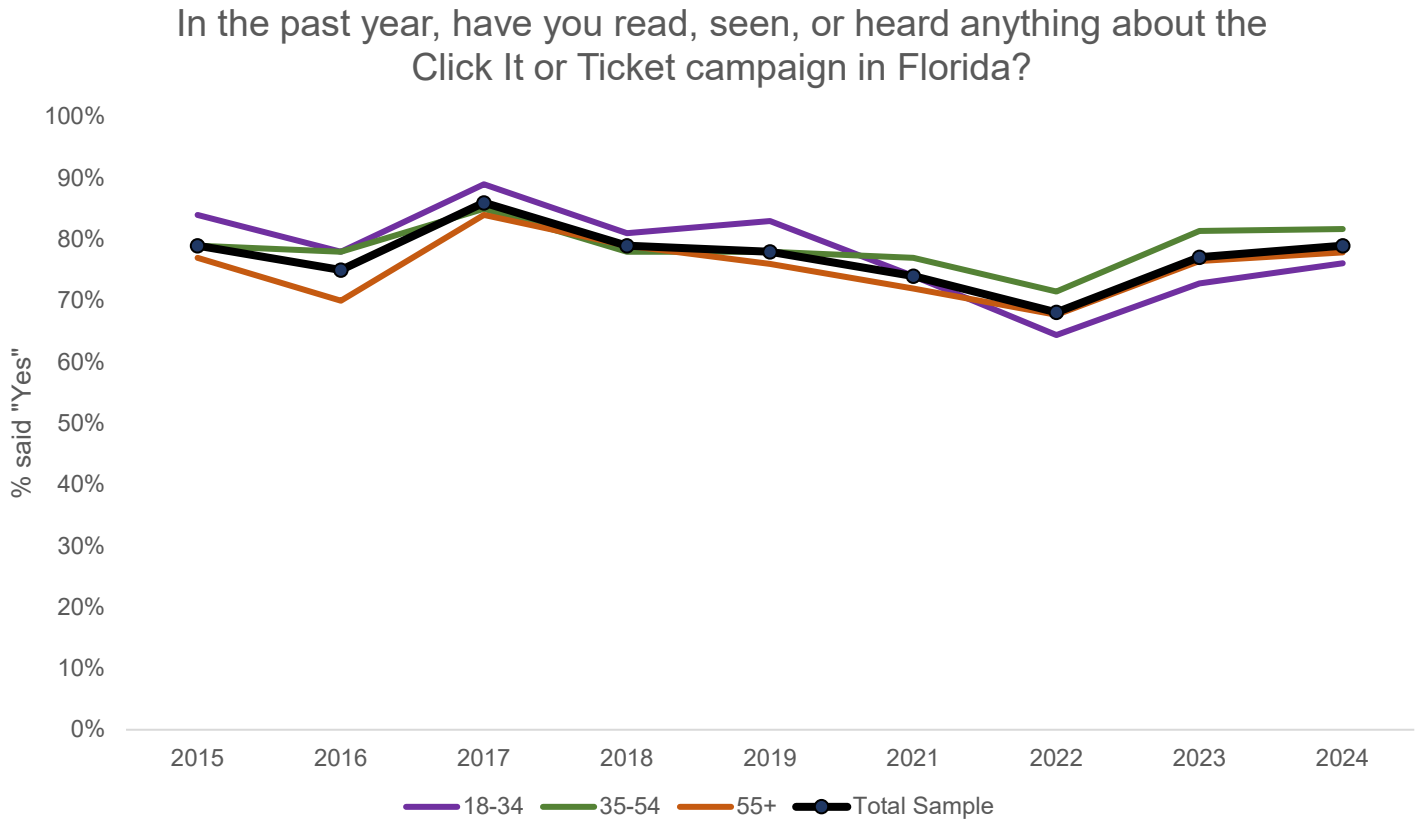
Figure 6 shows the racial and ethnic breakdown of the respondents who said they have seen or heard about the *Click It* campaign in the past year. Respondents of Black or African American racial background had the highest awareness at 85%, up from 80% in 2023.

Click It awareness in White or Caucasian respondents decreased somewhat, from 82% in 2023 to 79% in 2024.

Among respondents of Hispanic or Latino ethnic background, 77% said they had seen or heard about *Click It* in the past year, up from 66% in 2023. Hispanic and Latino was at its highest in 2017 at 80%, and lowest in 2022 at 60%.

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

Figure 7. Click It or Ticket by AGE, 2015-2024³



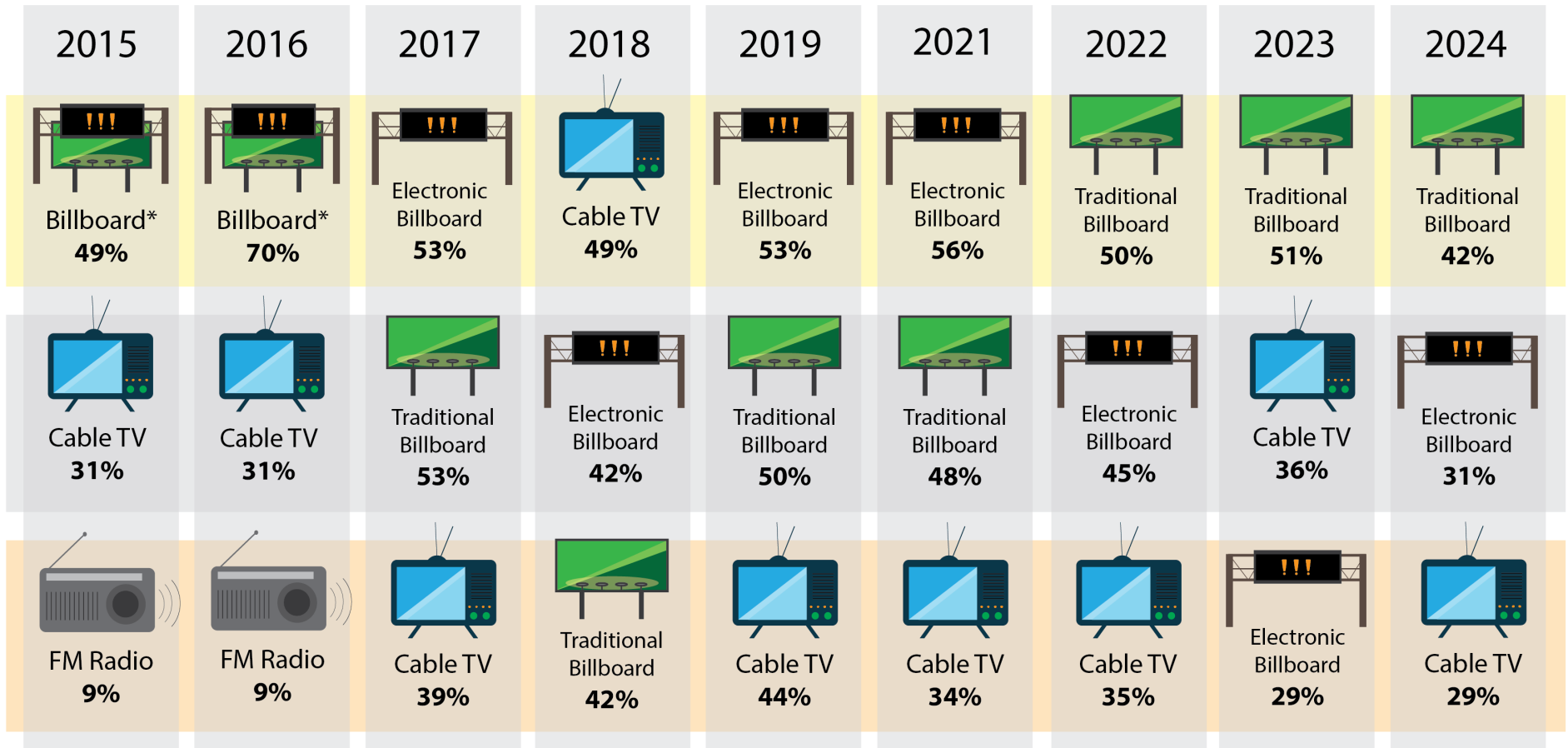
Awareness increased very slightly across all age groups in 2024, as shown above in Figure 7. Continuing the trend from the previous two project years, *Click It* awareness in respondents aged 35 to 54 was slightly higher than the other age groups at 82%. Eighteen to 34-year-olds had the lowest awareness at 76%.

Differences in awareness between age groups, however, are very small. The difference between the highest awareness and lowest awareness groups is just 6 percentage points.

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

Figure 8. Click It Media Top 3, 2015-2024

Where did you see or hear it?



*2015 - 2016 wording

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.

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.

Figure 9. Click It Media, 2015-2024⁴

Where did you see or hear it?

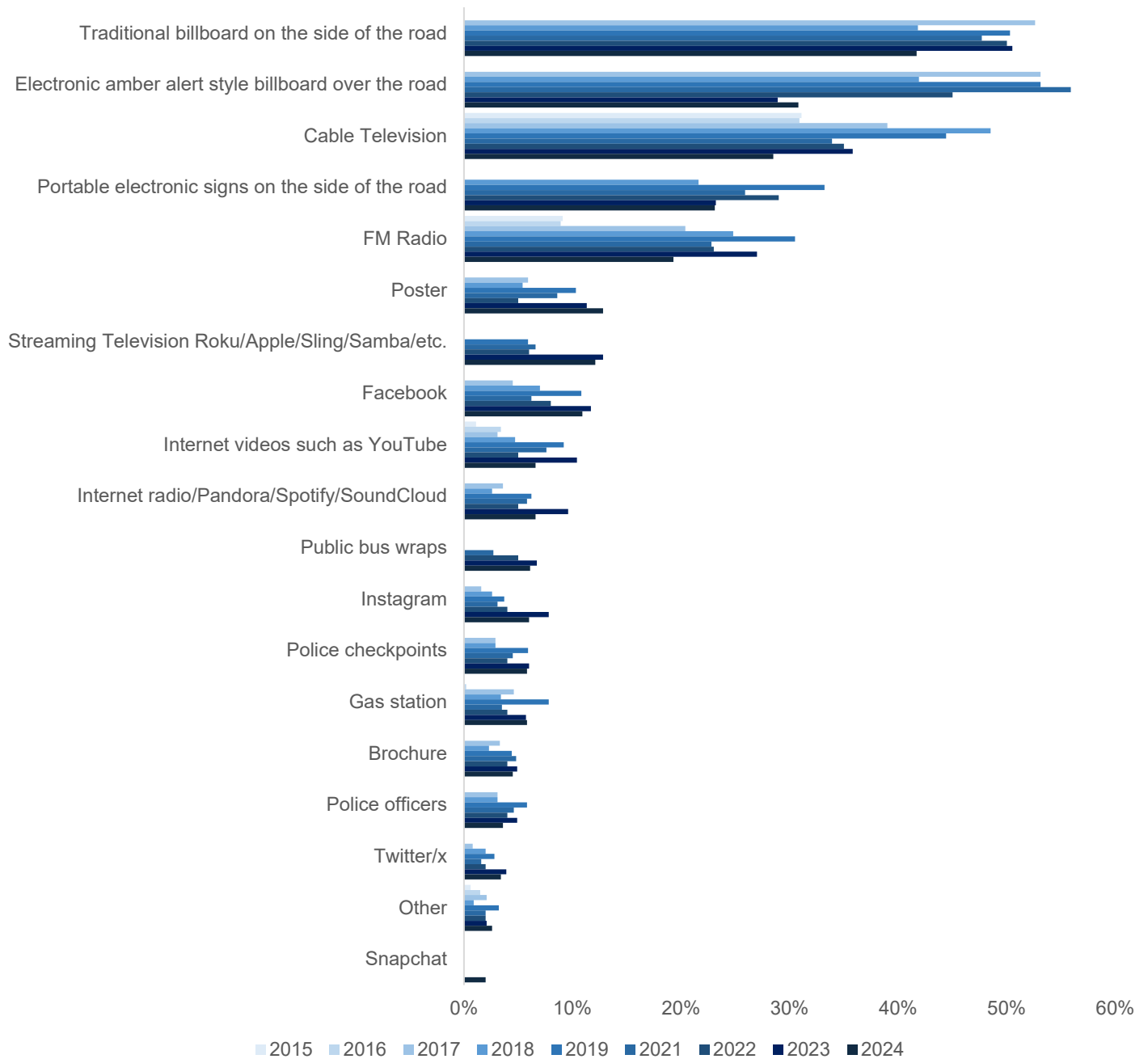


Figure 9 displays the percentages for all *Click It* media from all project years. In 2024, the top choice remains traditional billboards with 42%. The least popular

response was Snapchat, with just 2%, which was added to the survey in 2024.

⁴ Note the axis only goes to 60% for easier visualization.

Figure 10. Click It Media by Age, 2024⁵

Where did you see or hear it?

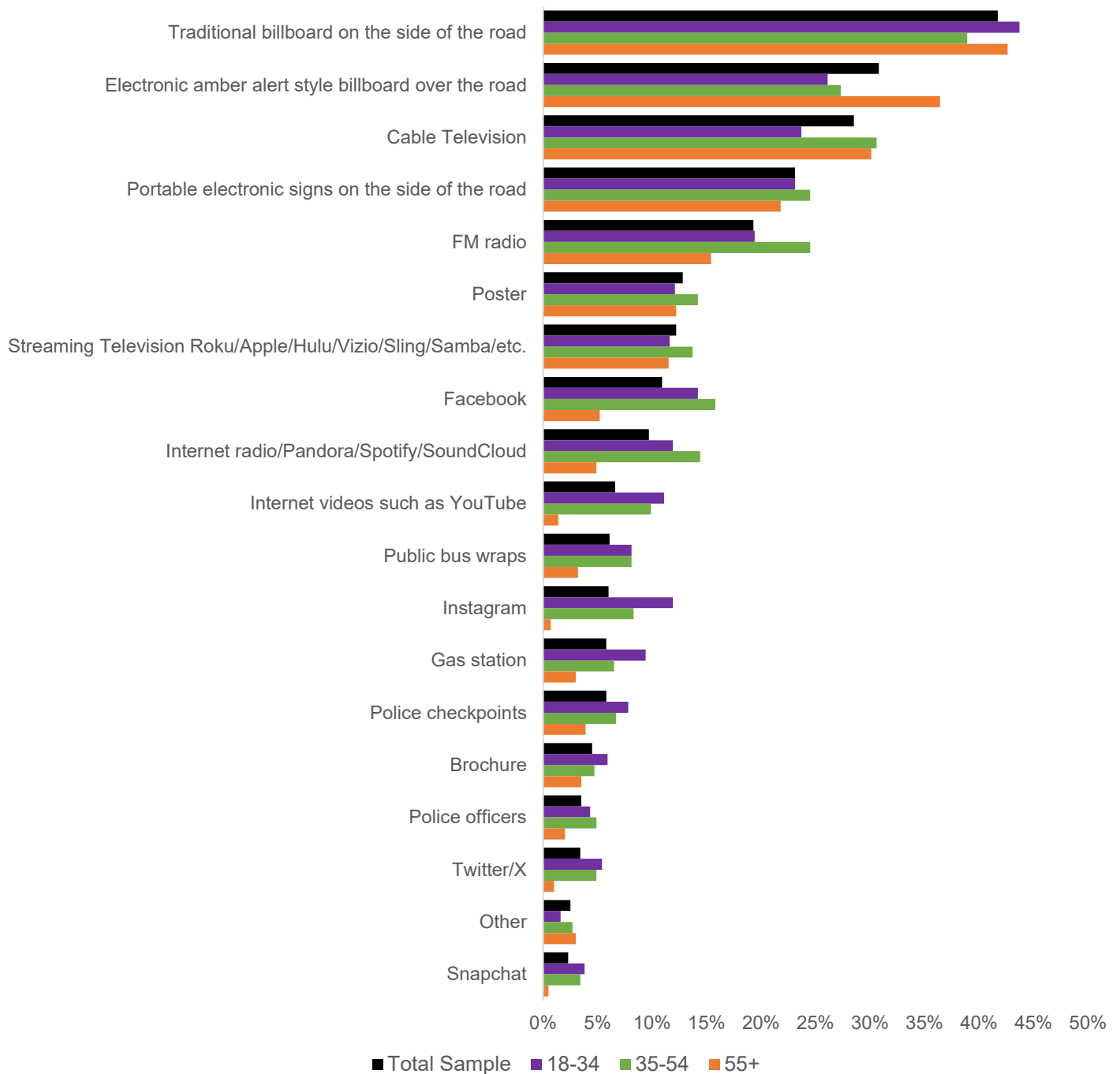


Figure 10 breaks down reported 2024 *Click It* media by age category. In all three age groups, the top media are traditional billboards, amber alert billboards, and cable television. Somewhat unsurprisingly, the digital media such as social media, YouTube, and internet radio, are

more popular among the 18-34 age group than the older groups. Conversely, respondents in the 55+ age group reported seeing *Click It* on billboards and cable television than their younger counterparts.

⁵ Note the axis only goes to 50% for easier visualization.

Figure 11. Click It Media by Race/Ethnicity, 2024⁶

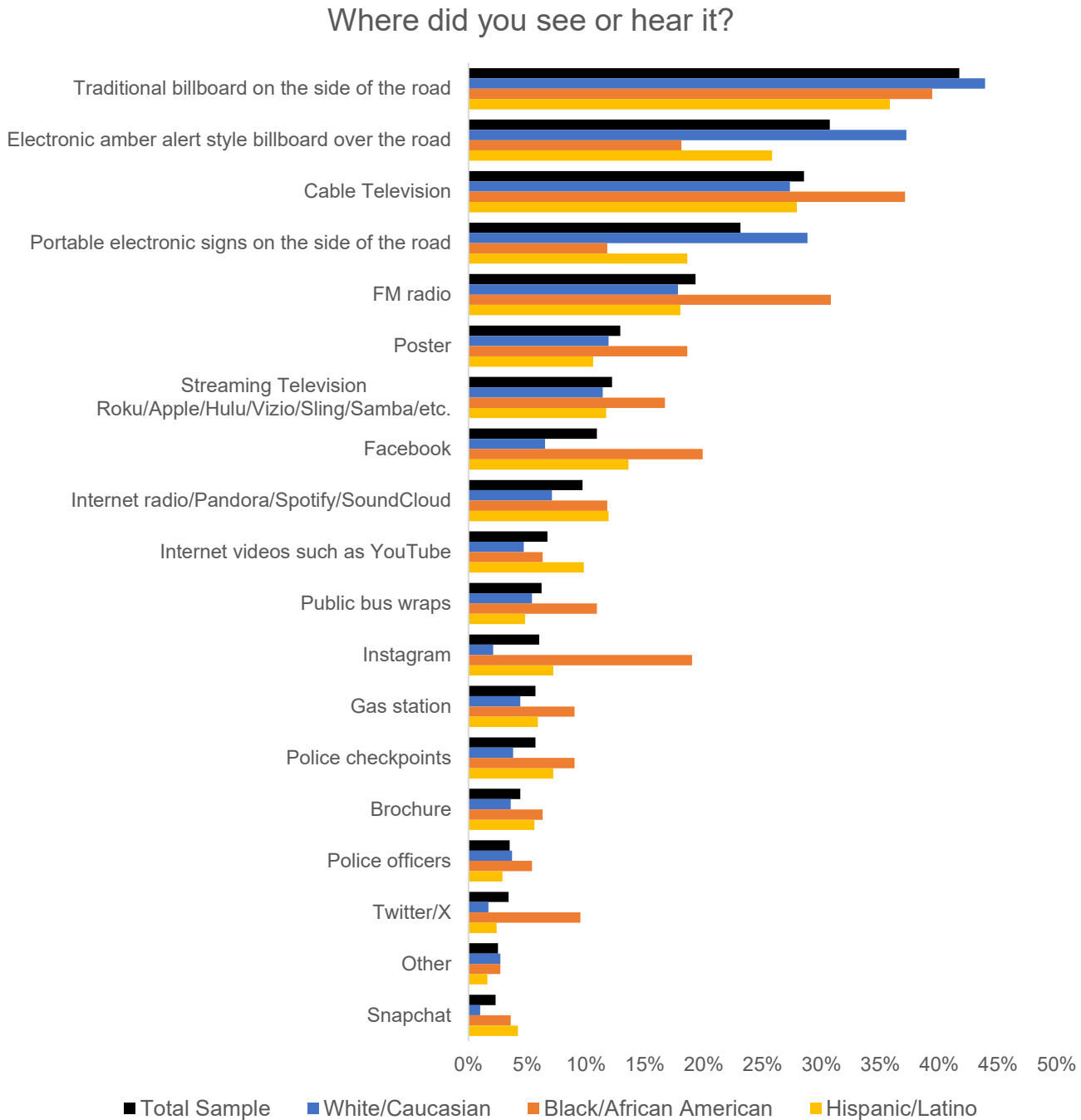
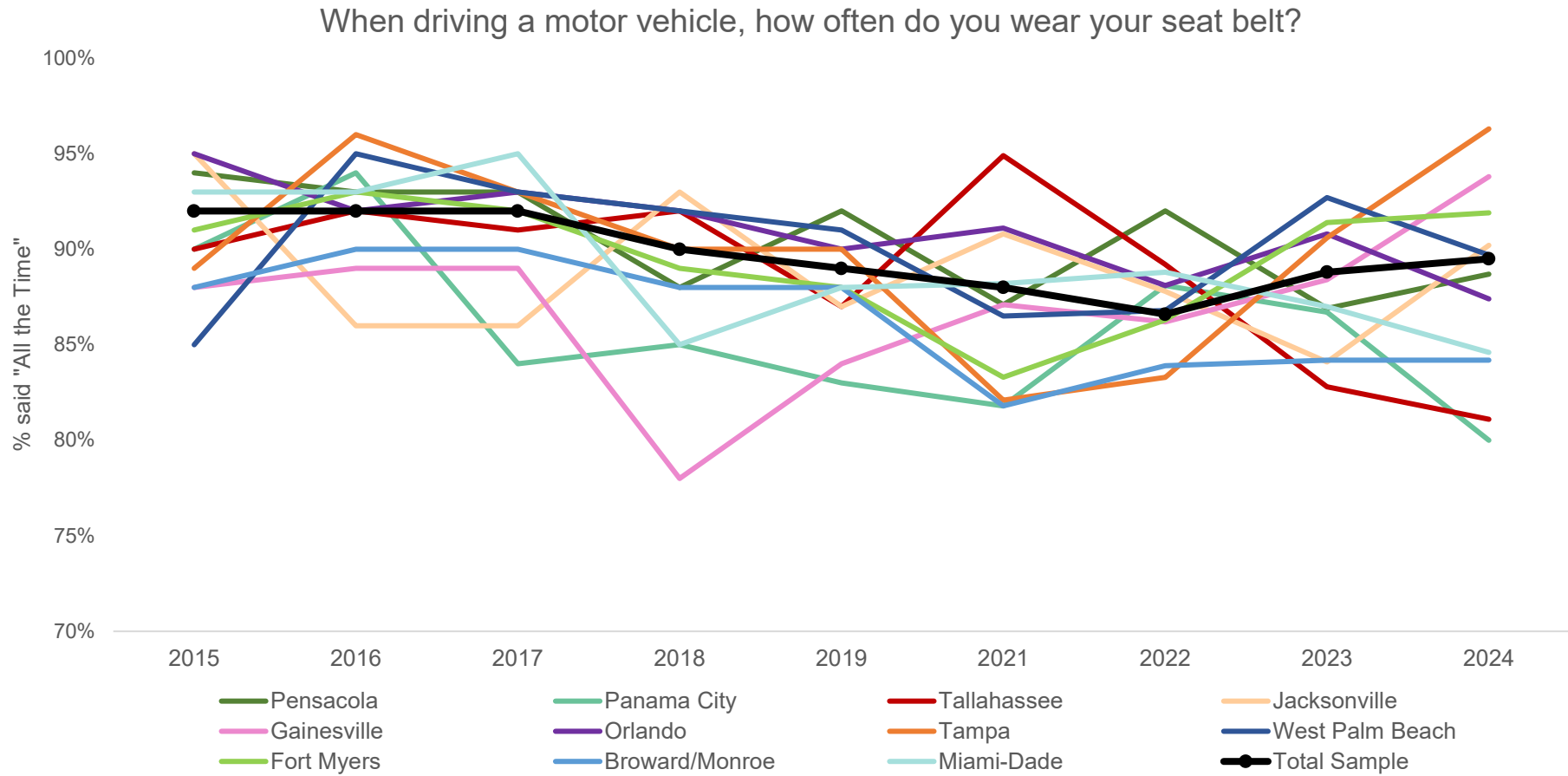


Figure 11 breaks down 2024 *Click It* media by race and ethnicity, showing some differences between the categories in a few areas. Some of the greatest discrepancies can be seen in the percent of respondents

who indicated having seen it on cable television, FM radio, and Instagram, where more Black and African American respondents saw *Click It* than the other groups.

⁶ Note the axis only goes to 50% for easier visualization.

Figure 12. Always Wears Seat Belt by DMA, 2015-2024⁷



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, 90% indicated they always wear their seat belt, largely consistent with 2023. Overall, the percentage of respondents who indicate always wearing their seat belt has seen little fluctuation across project years, its highest being 92%, and 87% at its lowest.

In 2024, The DMA with the greatest percentage of people who reported always wearing a seat belt is Tampa with 96%, while the Miami-Dade DMA had the lowest percentage with 80%.

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

Figure 13. Rarely/Never Wears Seat Belt by DMA, 2015-2024⁸

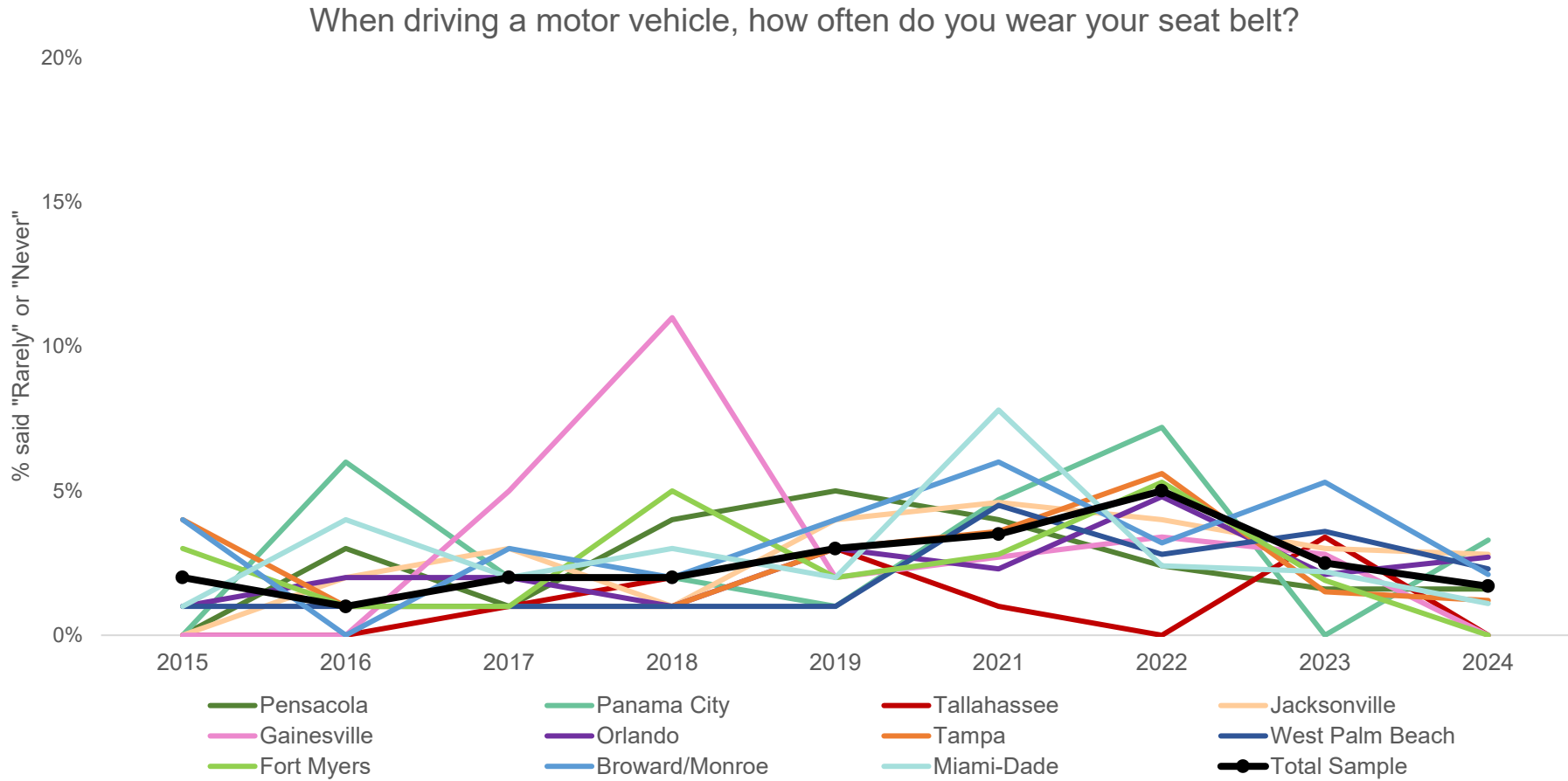


Figure 13 displays the percentage of respondents in each DMA who indicated they *rarely* or *never* wear a seat belt while driving, broken down by project year. Again, this percentage has remained largely consistent across project years, peaking in 2022 with 5%.

Of the total 2024 sample, only 2% indicated they rarely or never wear a seat belt while driving a motor vehicle. The Panama City DMA had the greatest percentage of respondents who rarely or never wear a seat belt at 3%.

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

Figure 14. Always Wears Seat Belt by Age Group, 2015-2024⁹

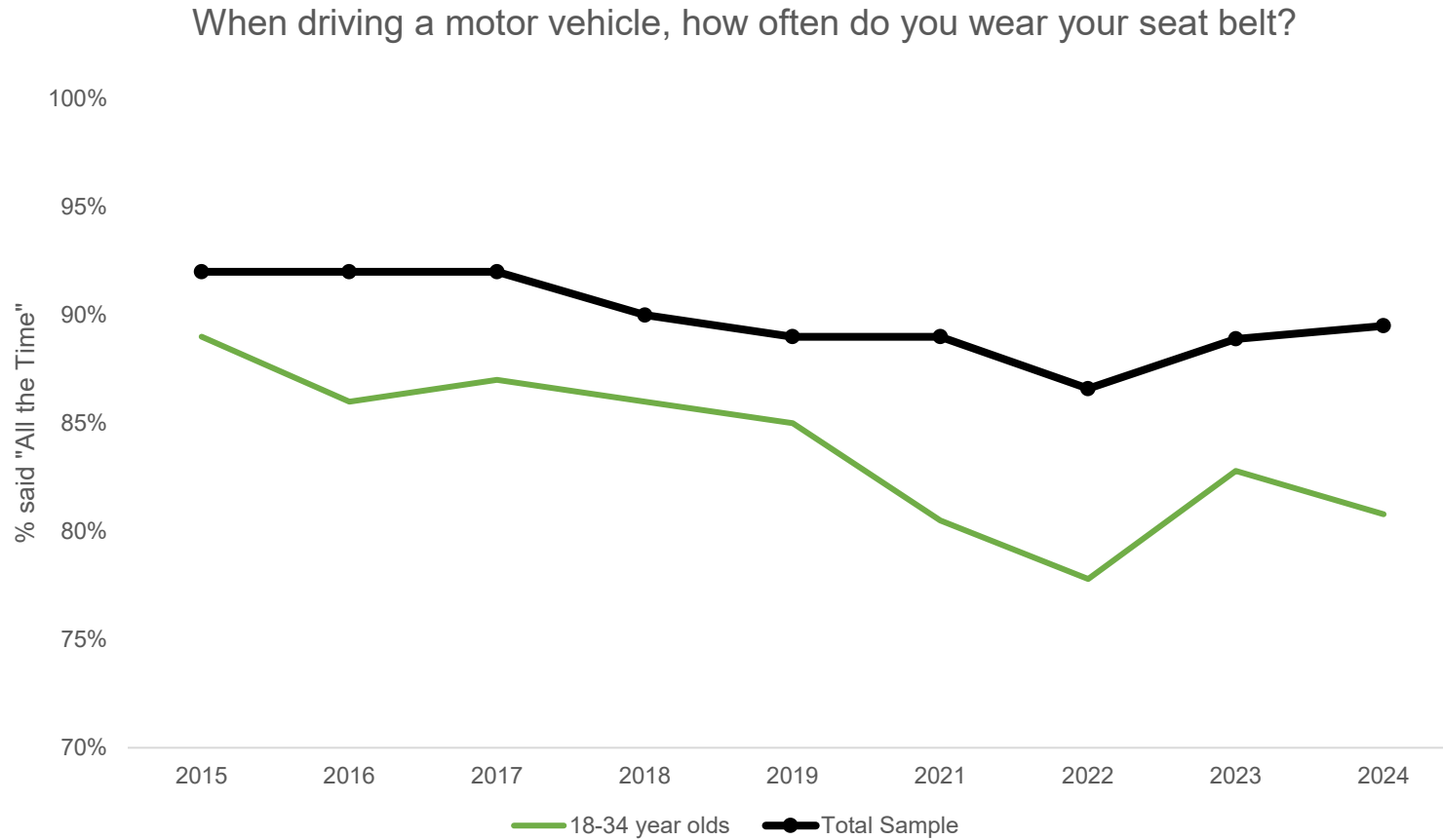
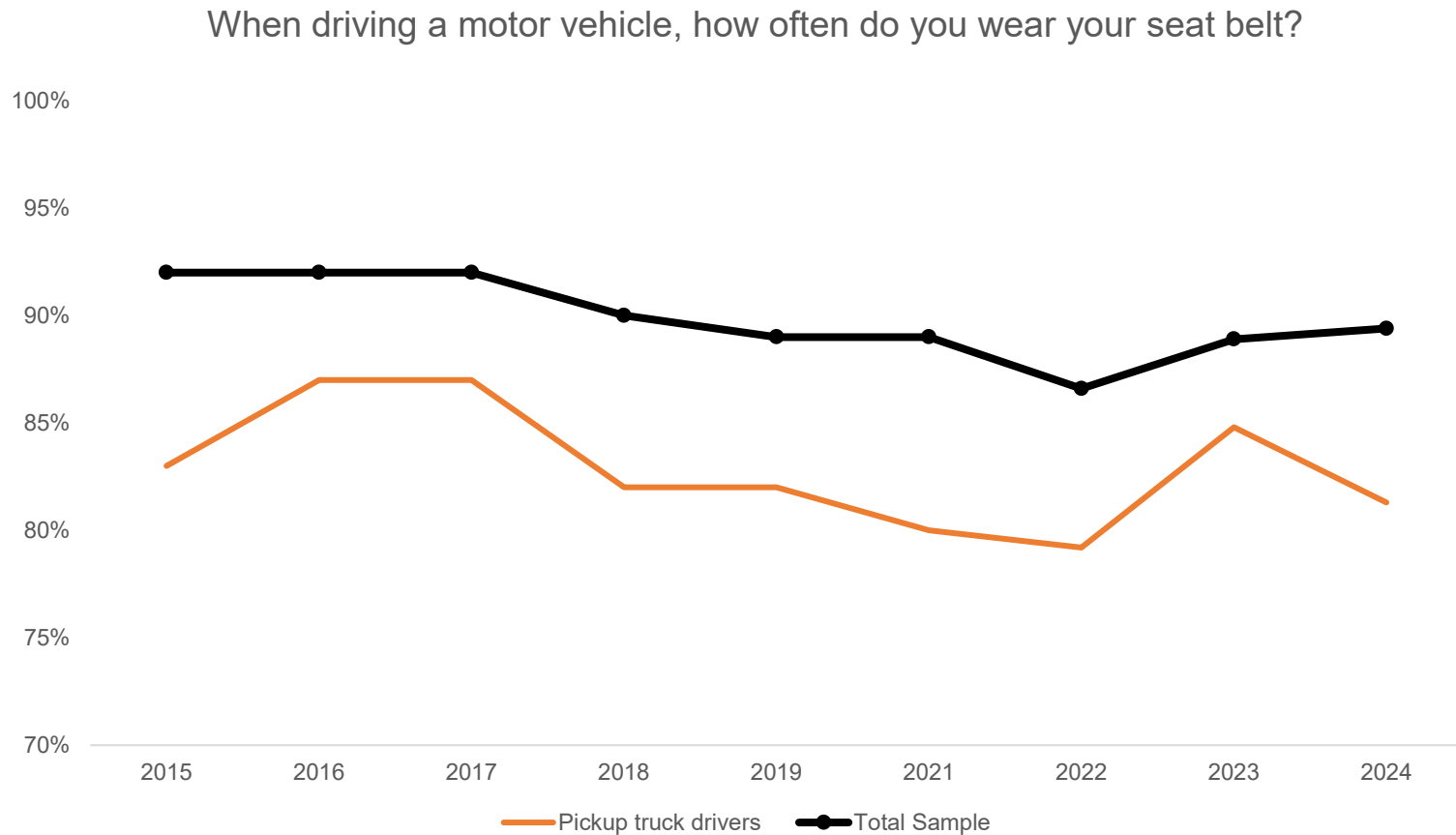


Figure 14 above displays the percentage of respondents aged 18 to 34 who reported using their seat belt all the time, broken down by project year. Across all nine years, these respondents report lower rates of seat belt use than the sample average. This younger group has generally followed the

same trend as the total sample until 2024, when reported seat belt use among 18 to 34-year-olds dropped by two percentage points. 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, 2015-2024¹⁰

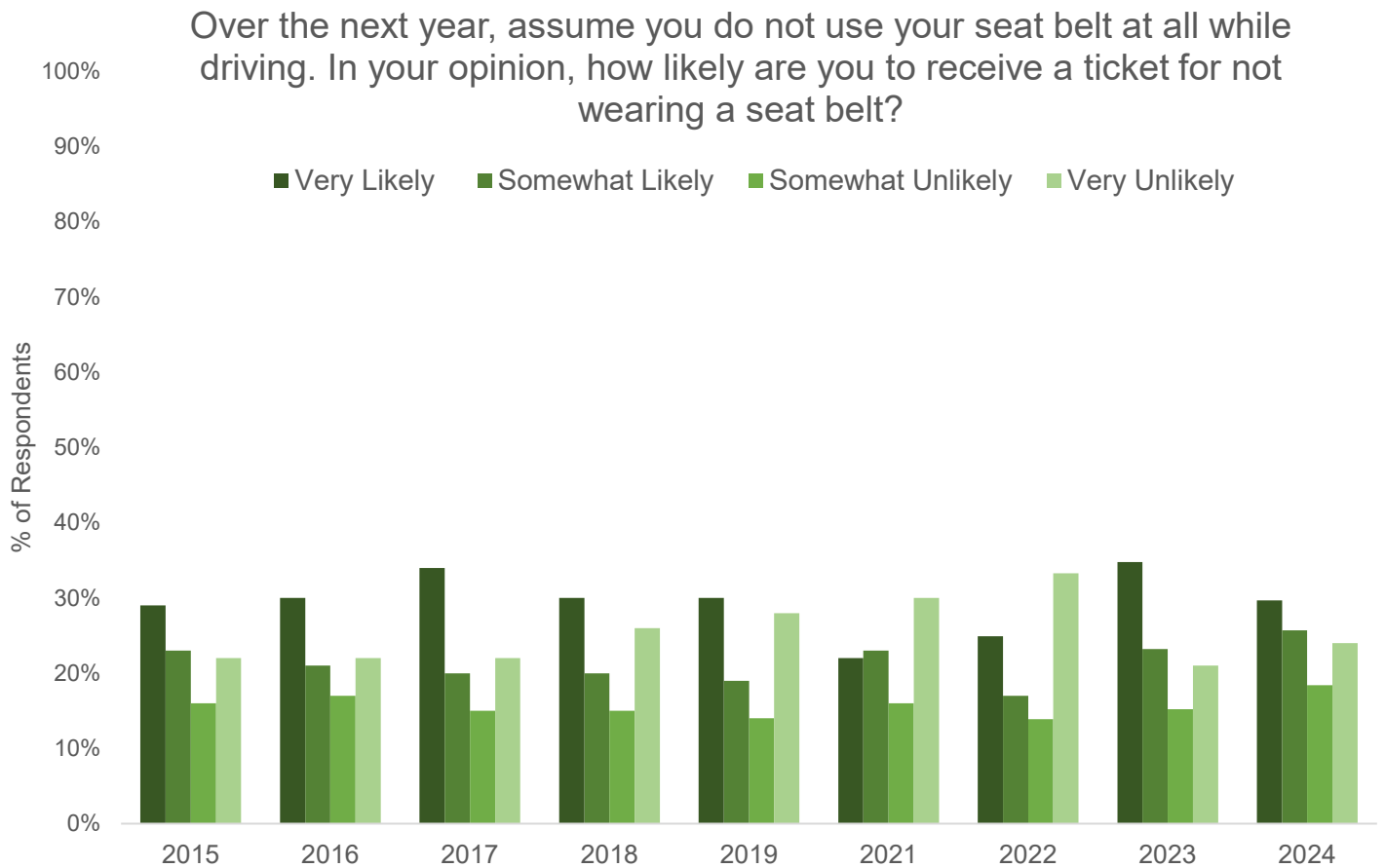


Pickup truck drivers have also had a historically low percentage who report using their seat belt all the time, as shown above in Figure 15. Similar to the 18 to 34 age group, pickup truck drivers have consistently reported lower

seat belt use than the sample average. The percentage of pickup truck drivers who said they always wear their seat belt declined by four percentage points from 85% in 2023 to 81% in 2024.

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

Figure 16. Perceived Ticket Likelihood, 2015-2024

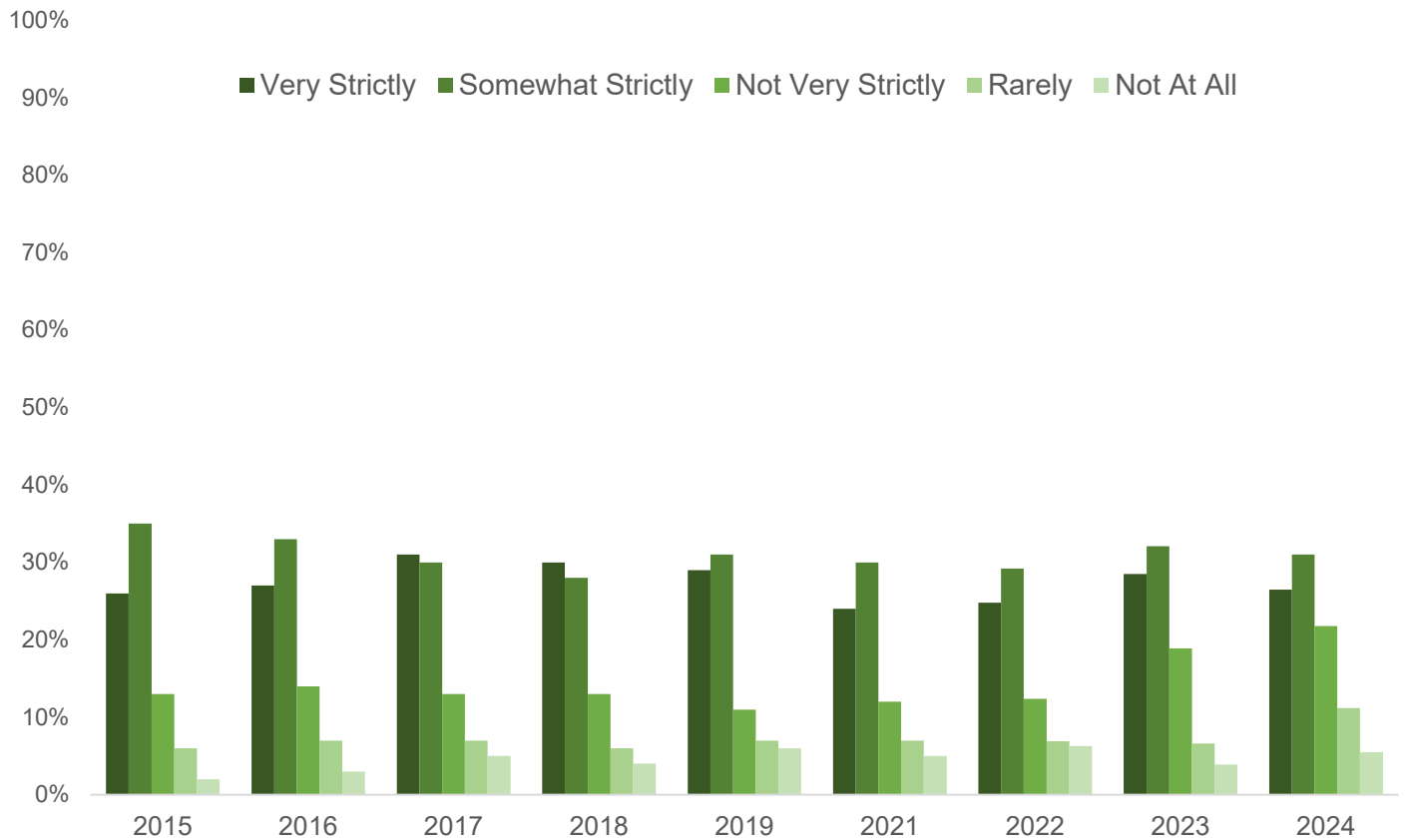


Respondents were also asked how likely they would be to get a ticket for not wearing a seat belt in the next year, if they hypothetically did not use a seat belt at all while driving. As shown in Figure 16 above, the greatest variation across project years can be seen in the “very likely” and “very unlikely” categories, which switch off

being the modal category every few years. In 2024, a total of 55% of respondents said they are either somewhat or very likely to receive a ticket. Forty-two percent said they are somewhat or very unlikely to receive a ticket for not wearing a seat belt.

Figure 17. Perceived Enforcement, 2015-2024

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. The trend across all project years is that 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.

In 2024, a total of 54% of respondents said they think the seat belt laws are enforced either very or somewhat strictly.

Figure 18. Enforcement by Seat Belt Use, 2024

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

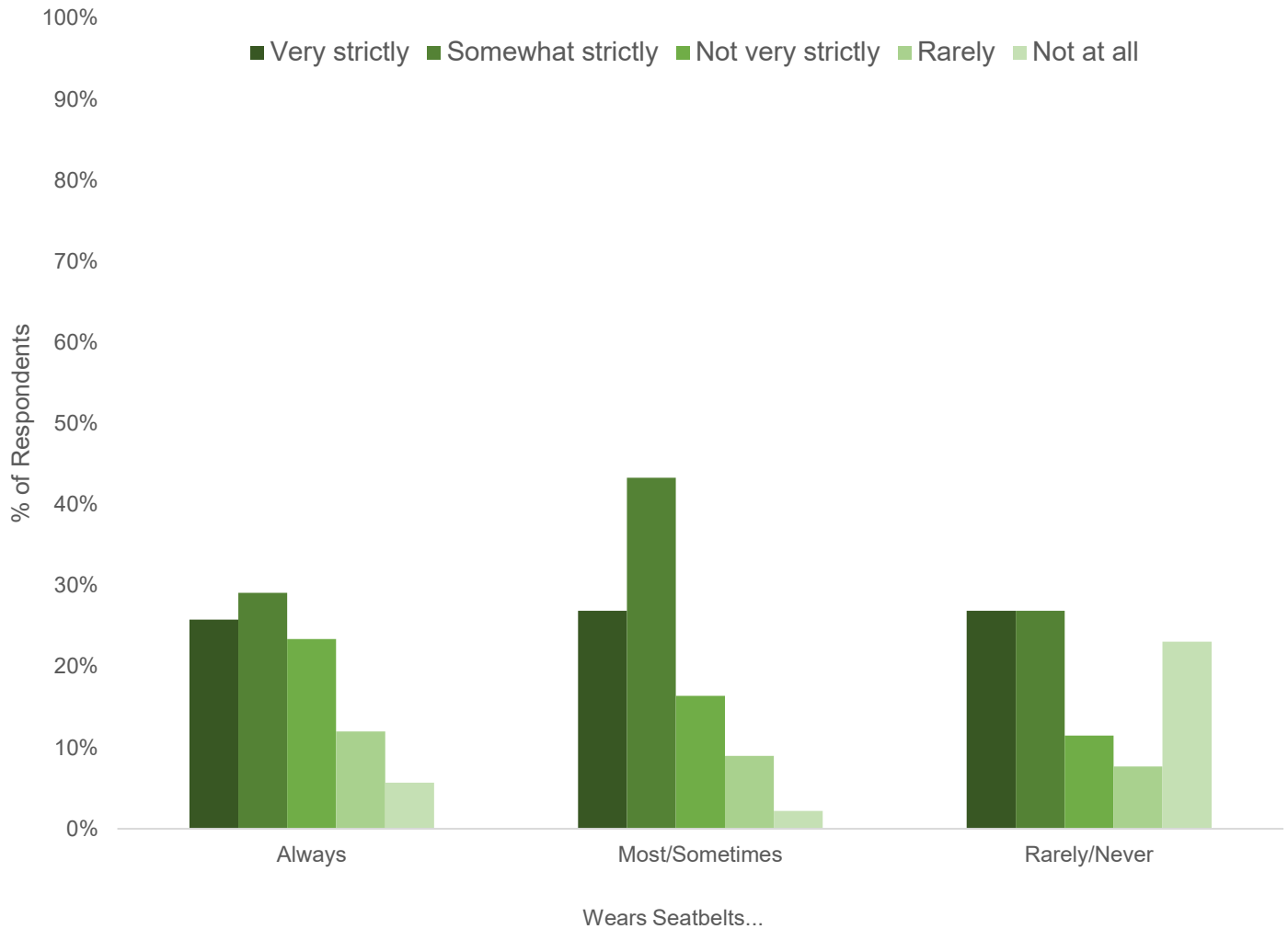
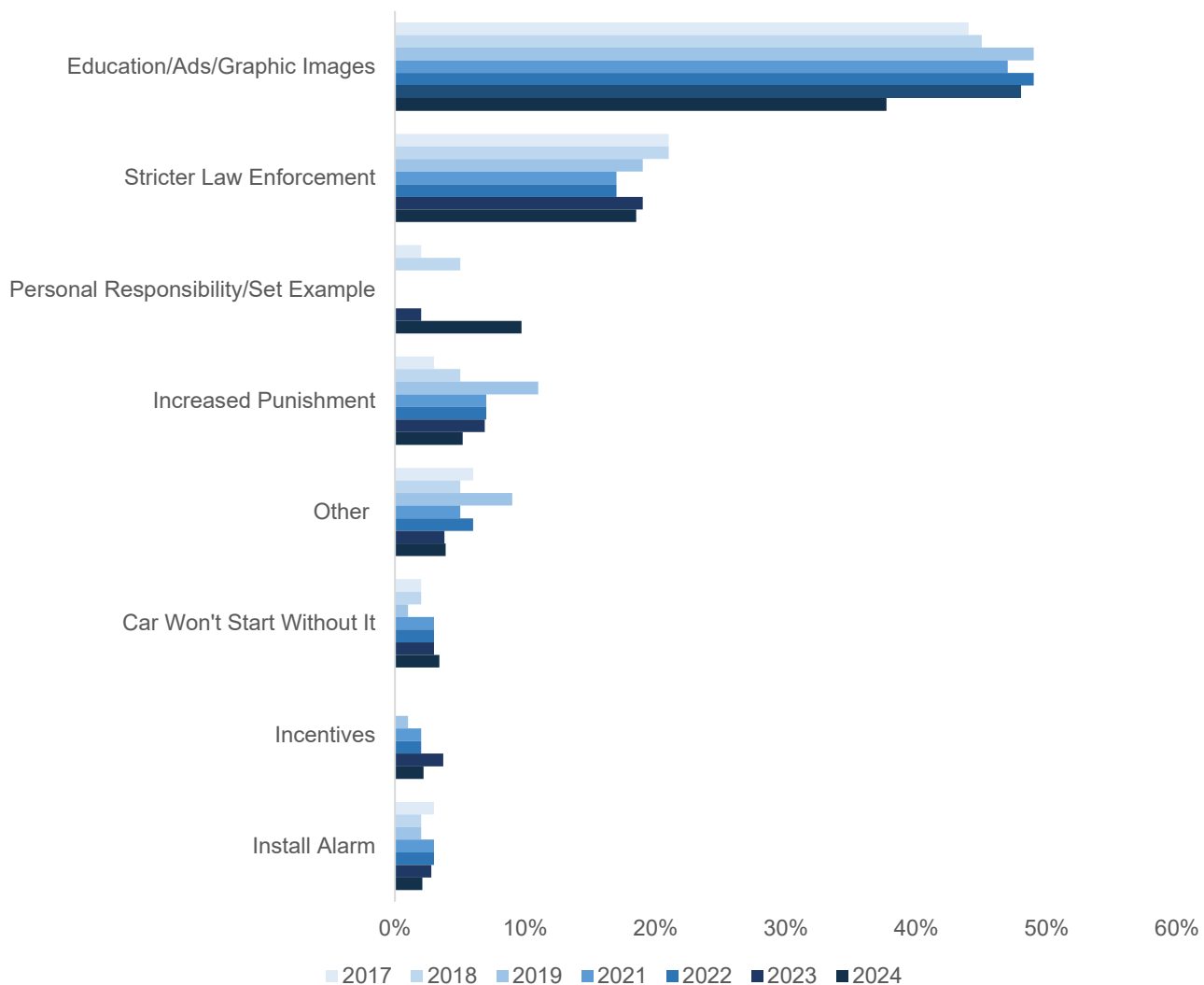


Figure 18 shows 2024 respondents' perceptions of seat belt law enforcement, broken down by self-reported seat belt use. Interestingly, the percentage of respondents who said "very strictly" is consistent across seat belt

usage groups. The percentage of respondents who said they don't think seat belt laws are enforced at all was highest among those who said they rarely or never wear a seat belt.

Figure 19. Most Effective, 2017-2024¹¹

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



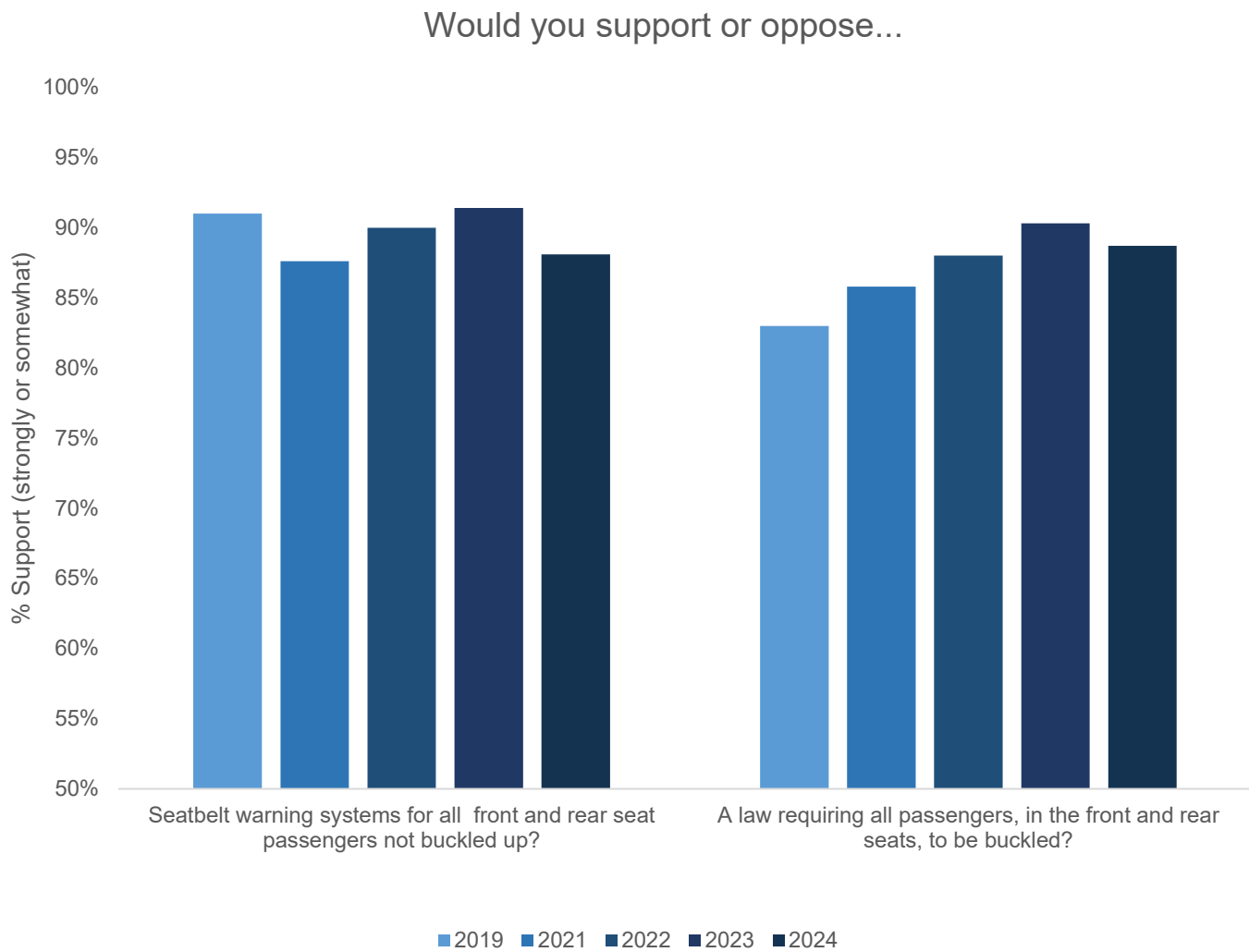
Respondents were also asked their opinions on the most effective way of encouraging seat belt use, displayed above in Figure 19. This question is asked in an open-ended manner and recoded into categories. Because education, advertising, and showing graphic images are very frequently talked about together, they were combined into one category.

This has been the most popular response across all project years, with 38% in 2024. Personal responsibility and setting a good example received 10%, up from just 2% in 2023.

Devices that prevent the car from starting without a seat belt (3%), monetary incentives (2%) and alarms (2%) received some support as well.

¹¹ Note axis only goes up to 35% to maximize visibility.

Figure 21. Support or Oppose, 2019-2024



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

Pensacola	n=116
Panama City	n=97
Tallahassee	n=101
Jacksonville	n=199
Gainesville	n=104
Orlando	n=230
Tampa	n=270
West Palm Beach	n=150
Fort Myers	n=133
Broward/Monroe	n=131
Miami-Dade	n=168
Total	n=1,699

Which Florida county do you live in?¹²
N=1,699

Alachua	5% 83	Gilchrist	<1% 2
Baker	<1% 4	Glades	<1% 3
Bay	3% 47	Gulf	<1% 3
Bradford	<1% 5	Hamilton	<1% 2
Brevard	3% 53	Hardee	- 0
Broward	7% 124	Hendry	<1% 7
Calhoun	<1% 5	Hernando	1% 10
Charlotte	1% 24	Highlands	<1% 6
Citrus	1% 9	Hillsborough	5% 76
Clay	2% 26	Holmes	<1% 2
Collier	2% 26	Indian River	1% 14
Columbia	<1% 5	Jackson	1% 15
DeSoto	<1% 2	Jefferson	<1% 3
Dixie	<1% 5	Lafayette	<1% 1
Duval	4% 63	Lake	1% 15
Escambia	3% 56	Lee	4% 71
Flagler	<1% 6	Leon	4% 65
Franklin	<1% 2	Levy	1% 14
Gadsden	1% 8	Liberty	<1% 1

¹² Unweighted percentages are presented here

Which Florida county do you live in? (Cont.)¹³

Madison	<1% 3	Putnam	<1% 5
Manatee	1% 20	St. Johns	4% 74
Marion	1% 18	St. Lucie	2% 30
Martin	1% 9	Santa Rosa	2% 29
Miami-Dade	1<1% 168	Sarasota	2% 34
Monroe	<1% 7	Seminole	1% 13
Nassau	1% 16	Sumter	1% 9
Okaloosa	2% 31	Suwannee	1% 11
Okeechobee	<1% 3	Taylor	<1% 3
Orange	4% 69	Union	<1% 1
Osceola	1% 18	Volusia	2% 29
Palm Beach	6% 94	Wakulla	<1% 5
Pasco	2% 30	Walton	1% 18
Pinellas	3% 57	Washington	<1% 4
Polk	2% 28		

¹³ Unweighted percentages are presented here

In general, what type of vehicle do you drive most often?¹⁴

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Passenger car	46% 749	45% 49	30% 29	33% 34	44% 86	49% 47	45% 106	44% 115	53% 78	42% 56	49% 63	51% 86
Pickup truck	11% 202	26% 27	33% 30	15% 15	13% 21	15% 16	11% 25	7% 20	12% 13	18% 21	5% 7	5% 7
SUV	30% 572	23% 31	21% 25	33% 38	28% 70	27% 30	30% 75	35% 109	24% 47	36% 49	29% 45	27% 53
Mini-van	3% 53	3% 4	<1% 2	5% 5	7% 10	3% 5	4% 7	3% 7	3% 4	2% 2	2% 2	3% 5
Full-sized van	1% 19	<1% 2	3% 2	3% 1	2% 2	3% 1	2% 4	<1% 1	1% 1	<1% 1	4% 4	- 0
Motorcycle	<1% 5	- 0	- 0	3% 1	<1% 1	- 0	- 0	1% 3	- 0	- 0	- 0	- 0
Other	1% 15	2% 1	6% 4	3% 1	1% 1	- 0	1% 2	1% 1	- 0	2% 2	1% 1	2% 2
Scooter	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1
Does not drive	7% 81	2% 2	6% 5	8% 6	5% 8	3% 4	7% 11	9% 14	7% 7	1% 2	9% 8	10% 14
Don't know/ Refusal	<1% 2	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	1% 1	- 0

¹⁴ 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=1,618	Pensacola n=114	Panama City n=92	Tallahassee n=95	Jacksonville n=191	Gainesville n=100	Orlando n=219	Tampa n=256	West Palm Beach n=143	Fort Myers n=131	Broward/Monroe n=132	Miami-Dade n=154
All of the time	90% 1473	89% 103	80% 76	81% 81	90% 177	94% 91	87% 198	96% 248	90% 130	92% 123	84% 110	85% 136
Most of the time	7% 93	7% 7	10% 9	14% 10	4% 6	6% 5	9% 16	2% 5	5% 7	6% 5	10% 9	11% 14
Some of the time	2% 28	3% 3	7% 4	5% 4	3% 4	<1% 2	1% 2	- 0	3% 3	2% 2	3% 2	2% 2
Rarely	1% 9	2% 1	<1% 1	- 0	2% 2	<1% 1	2% 2	1% 1	1% 1	- 0	- 0	- 0
Never	1% 11	- 0	3% 2	- 0	1% 1	<1% 1	1% 1	1% 1	2% 2	- 1	2% 1	1% 1
Don't know/ Refusal	<1% 4	- 0	- 0	- 0	<1% 1	- 0	- 0	<1% 1	- 0	- 0	1% 1	1% 1

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

	Total n=1,618	Pensacola n=114	Panama City n=92	Tallahassee n=95	Jacksonville n=191	Gainesville n=100	Orlando n=219	Tampa n=256	West Palm Beach n=143	Fort Myers n=131	Broward/Monroe n=132	Miami-Dade n=154
Yes – Always	89% 1463	86% 100	77% 77	81% 81	92% 179	94% 88	88% 199	94% 242	87% 126	95% 124	88% 113	84% 134
Sometimes	6% 89	10% 9	13% 9	11% 8	6% 9	3% 6	5% 7	2% 7	9% 9	5% 5	10% 6	11% 14
No	3% 45	3% 4	3% 3	5% 4	3% 3	3% 3	4% 9	3% 5	4% 6	<1% 1	1% 3	4% 4
Only front seat passengers	1% 6	- 0	- 0	- 0	- 0	<1% 1	3% 3	- 0	- 0	<1% 1	- 0	1% 1
Only passengers under 18	<1% 5	- 0	3% 2	- 0	- 0	<1% 1	<1% 1	- 0	- 0	- 0	1% 1	- 0
Other	0% 4	- 0	- 0	3% 2	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 1
Don't know/ Refusal	<1% 6	2% 1	3% 1	- 0	- 0	<1% 1	- 0	1% 1	1% 2	- 0	- 0	- 0

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Very likely	30% 430	30% 31	25% 22	33% 29	30% 51	23% 21	26% 49	31% 70	24% 31	29% 34	39% 43	34% 49
Somewhat likely	26% 448	27% 32	28% 31	30% 31	25% 52	34% 35	28% 66	23% 62	26% 37	20% 25	20% 26	30% 51
Somewhat unlikely	18% 364	22% 28	16% 18	15% 18	20% 47	17% 21	19% 50	22% 67	16% 36	20% 29	14% 23	14% 27
Very unlikely	24% 417	17% 21	25% 23	20% 21	24% 46	23% 25	25% 60	23% 69	31% 41	27% 39	27% 38	18% 34
Don't know/ Refusal	2% 40	5% 4	6% 3	3% 2	1% 3	3% 2	3% 5	1% 2	4% 5	4% 6	<1% 1	4% 7

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=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Strongly agree	89% 1541	84% 97	85% 85	83% 86	92% 187	97% 98	89% 209	89% 249	89% 137	92% 125	90% 122	86% 146
Somewhat agree	7% 109	11% 15	12% 10	10% 9	4% 7	3% 4	4% 12	9% 18	8% 7	5% 5	6% 6	11% 16
Somewhat disagree	2% 26	2% 1	<1% 1	8% 5	3% 4	- 0	4% 5	2% 3	1% 2	- 0	4% 3	1% 2
Strongly disagree	1% 9	2% 1	- 0	- 0	1% 1	<1% 1	<1% 1	- 0	2% 2	<1% 1	- 0	1% 2
Don't know/ Refusal	1% 14	2% 2	3% 1	<1% 1	- 0	<1% 1	3% 3	- 0	1% 2	3% 2	- 0	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=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Very strictly	27% 352	22% 21	21% 19	28% 22	28% 39	24% 18	23% 44	26% 54	24% 28	23% 24	38% 38	31% 45
Somewhat strictly	31% 518	37% 41	32% 34	33% 35	28% 58	27% 31	35% 72	26% 73	37% 48	27% 37	29% 38	34% 51
Not very strictly	22% 418	21% 30	18% 20	18% 22	24% 59	21% 22	23% 61	25% 71	18% 37	32% 39	18% 26	16% 31
Rarely	11% 223	6% 7	15% 13	13% 10	11% 24	12% 15	11% 30	13% 46	10% 15	11% 20	10% 18	12% 25
Not at all	6% 109	5% 8	9% 8	5% 6	7% 14	6% 9	6% 13	7% 17	5% 12	3% 5	3% 6	5% 11
Don't know/ Refusal	4% 79	10% 9	6% 3	5% 6	3% 5	12% 9	3% 10	3% 9	7% 10	5% 8	3% 5	3% 5

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=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Yes – Seen	14% 182	11% 10	12% 13	18% 11	6% 13	13% 6	14% 27	14% 28	16% 18	11% 11	20% 20	18% 25
Yes – Heard	14% 234	11% 15	18% 18	18% 16	15% 25	6% 10	11% 24	16% 39	17% 22	14% 21	8% 11	21% 33
Yes – Both	10% 149	13% 14	15% 13	15% 13	12% 15	6% 6	10% 19	9% 18	5% 7	12% 13	13% 12	13% 19
No	61% 1124	65% 77	52% 51	50% 60	67% 146	75% 81	65% 159	62% 185	62% 103	62% 87	59% 88	46% 87
Don't know/ Refusal	1% 10	- 0	3% 2	<1% 1	- 0	<1% 1	1% 1	- 0	- 0	1% 1	- 0	2% 4

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Yes	12% 170	13% 14	15% 14	15% 13	13% 18	12% 10	10% 22	7% 13	19% 17	5% 6	17% 16	17% 27
No	88% 1523	88% 102	79% 81	85% 88	86% 180	88% 94	90% 208	92% 255	81% 133	95% 127	84% 115	82% 140
Don't know/ Refusal	1% 6	- 0	6% 2	- 0	1% 1	- 0	- 0	1% 2	- 0	- 0	- 0	1% 1

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Yes	79% 1337	79% 87	70% 76	90% 86	80% 157	79% 84	76% 175	81% 214	76% 117	81% 107	76% 101	79% 133
No	21% 357	21% 28	27% 20	10% 15	21% 42	21% 20	22% 53	19% 56	24% 33	18% 25	24% 30	22% 35
Don't know/ Refusal	<1% 5	<1% 1	3% 1	- 0	- 0	- 0	2% 2	- 0	- 0	1% 1	- 0	- 0

I'm going to read you a list, please tell me where you read, saw, or heard about it?¹⁵

	Total n=1,403	Pensacola n=94	Panama City n=80	Tallahassee n=90	Jacksonville n=158	Gainesville n=91	Orlando n=187	Tampa n=222	West Palm Beach n=126	Fort Myers n=113	Broward/ Monroe n=103	Miami-Dade n=139
Cable Television	29% 417	43% 37	32% 26	35% 32	28% 47	25% 22	24% 46	22% 45	25% 36	33% 43	36% 31	38% 52
Streaming Television	12% 161	13% 9	16% 12	16% 14	16% 25	11% 10	10% 22	14% 26	9% 10	9% 10	12% 10	13% 13
FM radio	19% 274	36% 31	28% 26	22% 21	21% 31	14% 16	15% 26	14% 29	20% 20	14% 18	25% 20	28% 36
Internet radio	10% 117	9% 6	16% 13	16% 14	18% 19	<1% 1	7% 11	4% 7	16% 16	4% 6	13% 10	13% 14
Electronic billboard over the road	31% 441	26% 24	24% 20	24% 23	21% 43	32% 31	32% 62	37% 86	33% 44	29% 35	23% 27	31% 46
Traditional billboard on side of the road	42% 615	47% 44	48% 44	46% 43	45% 74	48% 41	44% 82	45% 94	34% 52	39% 44	36% 43	38% 54
Portable electronic signs	23% 335	21% 20	24% 22	19% 20	21% 34	28% 25	25% 49	26% 62	27% 33	23% 24	23% 25	14% 21
Poster	13% 165	11% 8	8% 6	14% 13	17% 22	10% 9	11% 18	9% 18	17% 24	10% 12	14% 13	17% 22
Brochure	5% 57	6% 4	12% 5	5% 4	3% 4	4% 2	2% 5	3% 7	7% 9	3% 3	14% 10	4% 4
Internet videos	7% 80	13% 11	16% 9	5% 6	7% 9	7% 6	5% 7	5% 10	10% 9	- 0	10% 7	7% 6
Facebook	11% 133	15% 11	16% 14	19% 17	9% 13	11% 7	4% 5	13% 21	13% 8	14% 13	11% 9	12% 15
Instagram	6% 65	9% 5	4% 5	8% 7	6% 7	7% 4	2% 1	5% 8	4% 2	4% 3	18% 11	9% 12
Snapchat	2% 30	6% 3	4% 5	3% 3	1% 2	4% 2	- 0	1% 1	5% 3	3% 3	6% 4	3% 4
Twitter/X	3% 35	2% 2	4% 4	3% 3	3% 3	4% 2	2% 2	5% 6	<1% 1	1% 1	7% 4	6% 7

¹⁵ Percentages may add up to greater than 100% for this select-all question

I'm going to read you a list, please tell me where you read, saw, or heard about it? (cont.)¹⁶

	Total n=1,403	Pensacola n=94	Panama City n=80	Tallahassee n=90	Jacksonville n=158	Gainesville n=91	Orlando n=187	Tampa n=222	West Palm Beach n=126	Fort Myers n=113	Broward/ Monroe n=103	Miami-Dade n=139
Gas station	6% 71	2% 2	12% 8	8% 6	12% 12	4% 4	3% 5	5% 9	9% 8	2% 2	8% 7	6% 8
Public bus wraps	6% 80	6% 4	8% 8	8% 8	5% 7	4% 4	6% 10	4% 10	8% 10	3% 4	7% 5	10% 10
Police checkpoints	6% 63	- 0	4% 4	8% 8	9% 8	7% 6	7% 11	3% 4	12% 9	1% 1	3% 2	8% 10
Police officers	4% 46	- 0	4% 5	8% 7	3% 4	4% 3	2% 3	3% 6	6% 6	1% 2	7% 5	4% 5
Bumper sticker	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Other	3% 42	4% 3	<1% 1	3% 5	4% 7	7% 4	2% 3	3% 9	1% 1	2% 2	2% 3	4% 4
Don't know/ Refusal	2% 29	4% 2	<1% 2	- 0	3% 3	- 0	4% 8	1% 4	1% 1	6% 6	2% 2	1% 1

¹⁶ 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=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
More education/ads/ use of graphic images	38% 630	48% 50	33% 32	42% 43	43% 78	41% 38	36% 84	32% 88	44% 61	27% 38	51% 64	33% 54
Stricter law enforcement	18% 329	12% 18	15% 16	20% 23	16% 34	18% 22	20% 41	18% 58	18% 26	25% 32	13% 22	22% 37
Increased punishment	5% 100	3% 4	3% 3	5% 4	7% 14	3% 6	5% 15	6% 16	2% 7	4% 7	5% 7	9% 17
Install seat belt beeping system in vehicle	2% 43	- 0	3% 3	2% 2	1% 3	3% 4	3% 6	2% 7	3% 8	3% 3	2% 3	1% 4
Car won't start without buckling	3% 59	2% 2	3% 5	- 0	3% 9	<1% 2	3% 6	6% 14	4% 7	1% 2	3% 6	3% 6
Provide Incentives to people wearing seat belts	2% 43	3% 4	3% 1	2% 2	3% 8	- 0	3% 10	1% 5	2% 4	1% 2	2% 1	3% 6
Personal responsibility/set example	10% 142	6% 9	9% 8	15% 10	8% 14	6% 7	9% 21	11% 22	10% 12	12% 16	5% 5	13% 18
Other	4% 62	6% 5	<1% 2	5% 3	3% 6	6% 5	4% 9	3% 9	1% 2	3% 5	10% 9	5% 7
Don't Know/Refusal	17% 291	20% 24	30% 27	10% 14	16% 33	24% 20	18% 38	21% 51	16% 23	24% 28	9% 14	11% 19

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Yes	14% 188	16% 13	12% 12	15% 13	18% 24	15% 15	15% 25	10% 21	17% 14	11% 8	15% 17	16% 26
No	86% 1,506	84% 102	85% 84	83% 87	82% 174	85% 89	86% 205	90% 249	82% 135	90% 125	85% 114	84% 142
Don't know/ Refusal	<1% 5	<1% 1	3% 1	3% 1	<1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0

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

n=188

Yes- always	96% 182
Sometimes	1% 1
No	3% 5
Don't know/ Refusal	- 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=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Yes	81% 1,408	86% 97	88% 86	83% 85	84% 170	88% 92	80% 191	81% 217	82% 126	81% 109	77% 102	77% 133
No	17% 261	14% 19	9% 9	10% 11	16% 29	9% 9	16% 32	17% 49	16% 21	16% 20	21% 28	22% 34
Don't know/ Refusal	2% 30	- 0	3% 2	7% 5	- 0	3% 3	4% 7	1% 4	2% 3	3% 4	1% 1	1% 1

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Strongly Support	72% 1,194	63% 71	64% 65	67% 69	75% 144	66% 66	69% 156	71% 188	73% 108	75% 96	76% 102	76% 129
Somewhat Support	16% 295	22% 26	18% 17	15% 18	16% 36	22% 24	17% 39	18% 56	15% 24	11% 17	13% 16	14% 22
Somewhat Oppose	6% 109	11% 12	9% 7	10% 7	4% 9	6% 7	7% 21	6% 13	8% 13	6% 9	4% 6	1% 5
Strongly Oppose	5% 86	5% 7	6% 7	5% 6	5% 9	3% 5	4% 11	3% 10	2% 4	5% 9	7% 7	9% 11
Don't know/ Refusal	1% 15	- 0	3% 1	3% 1	<1% 1	3% 2	2% 3	2% 3	2% 1	2% 2	- 0	1% 1

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Strongly Support	73% 1,204	70% 77	56% 61	70% 75	76% 150	67% 67	73% 165	73% 197	75% 107	65% 81	75% 99	75% 125
Somewhat Support	16% 311	16% 20	21% 19	18% 16	16% 35	24% 29	16% 37	16% 46	13% 25	20% 32	15% 22	17% 30
Somewhat Oppose	6% 97	13% 15	12% 9	8% 5	5% 8	3% 3	5% 15	6% 15	8% 11	2% 5	5% 5	4% 6
Strongly Oppose	4% 70	2% 4	6% 6	3% 3	3% 6	6% 5	4% 10	3% 9	3% 5	12% 13	6% 5	3% 4
Don't know/ Refusal	2% 17	- 0	6% 2	3% 2	- 0	- 0	3% 3	2% 3	2% 2	2% 2	- 0	1% 3

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
18-24	10% 113	17% 13	16% 11	10% 7	9% 10	18% 13	12% 15	7% 11	8% 7	5% 3	8% 6	16% 17
25-34	16% 213	14% 14	22% 20	23% 16	15% 18	15% 14	14% 25	12% 25	26% 26	14% 11	15% 15	19% 29
35-44	15% 222	14% 14	9% 11	20% 19	18% 30	12% 14	18% 38	10% 25	9% 11	11% 10	17% 16	23% 34
45-54	16% 256	16% 21	6% 9	13% 13	14% 28	15% 14	13% 34	20% 48	14% 17	16% 22	18% 24	15% 26
55-64	17% 307	11% 18	19% 21	18% 17	20% 39	15% 20	17% 46	17% 46	17% 21	20% 26	16% 26	14% 27
65 or older	27% 583	28% 36	28% 25	18% 29	26% 74	27% 29	27% 72	33% 112	27% 68	34% 61	26% 44	12% 33
Don't know/ Refusal	<1% 5	- 0	- 0	- 0	- 0	- 0	- 0	1% 3	- 0	- 0	- 0	1% 2

Which language do you speak in your home most often?

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
English	89% 1582	97% 114	97% 95	100% 101	97% 195	91% 98	90% 218	94% 258	86% 138	92% 129	78% 106	73% 130
Spanish	8% 78	- 0	- 0	- 0	3% 3	3% 2	9% 10	2% 4	8% 6	5% 3	14% 19	23% 31
Creole	1% 7	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	4% 4	1% 2
Other	3% 26	3% 2	- 0	- 0	1% 1	6% 4	2% 2	3% 6	4% 4	3% 1	3% 2	2% 4
Don't know/ Refusal	<1% 6	- 0	3% 2	- 0	- 0	- 0	- 0	1% 2	1% 1	- 0	- 0	1% 1

What is your racial/ethnic background? Are you:

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
White/Caucasian	51% 1175	75% 101	59% 76	44% 65	60% 159	44% 71	58% 177	67% 222	48% 105	68% 110	26% 58	8% 31
Black/African American	15% 163	14% 9	6% 6	34% 24	20% 21	12% 10	15% 16	8% 9	9% 8	2% 1	28% 26	22% 33
Hispanic/Latino	26% 263	2% 1	13% 6	5% 3	14% 13	15% 11	23% 29	17% 27	31% 25	21% 14	39% 41	63% 93
Other	7% 68	8% 4	16% 7	12% 7	6% 6	15% 7	4% 5	7% 8	10% 7	6% 4	4% 3	6% 10
Don't know/ Refusal	2% 30	2% 1	6% 2	5% 2	- 0	15% 5	1% 3	1% 4	3% 5	4% 4	2% 3	1% 1

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

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Less than high school	3% 34	3% 2	6% 5	5% 3	2% 1	3% 3	1% 2	4% 6	3% 3	4% 3	3% 2	3% 4
High school graduate	31% 399	40% 36	36% 29	38% 30	32% 41	36% 29	28% 48	28% 52	37% 37	40% 40	23% 18	32% 39
Currently in college/AA degree	33% 385	33% 30	33% 26	30% 23	26% 34	33% 21	40% 65	34% 63	28% 27	28% 25	35% 31	34% 40
Bachelor's Degree	19% 497	14% 29	12% 23	15% 25	22% 66	12% 26	19% 68	20% 89	18% 45	14% 33	21% 44	19% 49
Graduate or Post-graduate degree	12% 369	8% 18	9% 13	13% 20	17% 56	15% 24	10% 46	13% 56	12% 36	12% 30	16% 35	11% 35
Don't know/ Refusal	1% 15	2% 1	3% 1	- 0	1% 1	<1% 1	1% 1	1% 4	2% 2	2% 2	1% 1	1% 1

What is your sex?

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Male	49% 799	48% 53	58% 51	40% 43	45% 88	49% 46	46% 96	45% 126	53% 74	55% 71	48% 66	55% 85
Female	51% 892	52% 63	39% 45	60% 58	55% 110	52% 58	54% 134	54% 143	46% 73	44% 61	52% 65	45% 82
A different term	<1% 4	- 0	3% 1	- 0	- 0	- 0	- 0	<1% 1	1% 1	- 0	- 0	1% 1
Don't know/ Refusal	<1% 4	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	1% 2	1% 1	- 0	- 0

Survey Mode

	Total n=1,699	Pensacola n=116	Panama City n=97	Tallahassee n=101	Jacksonville n=199	Gainesville n=104	Orlando n=230	Tampa n=270	West Palm Beach n=150	Fort Myers n=133	Broward/Monroe n=131	Miami-Dade n=168
Telephone	84% 1,444	81% 92	70% 69	80% 80	96% 195	61% 67	77% 192	87% 241	82% 131	80% 110	90% 117	89% 150
Web	16% 255	19% 24	30% 28	20% 21	4% 4	39% 37	23% 38	13% 29	18% 19	20% 23	10% 14	12% 18

FDOT Click It or Ticket 2024 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 (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	20 Gilchrist	39 Madison	58 Sarasota
2 Baker	21 Glades	40 Manatee	59 Seminole
3 Bay	22 Gulf	41 Marion	60 Sumter
4 Bradford	23 Hamilton	42 Martin	61 Suwannee
5 Brevard	24 Hardee	43 Miami-Dade	62 Taylor
6 Broward	25 Hendry	44 Monroe	63 Union
7 Calhoun	26 Hernando	45 Nassau	64 Volusia
8 Charlotte	27 Highlands	46 Okaloosa	65 Wakulla
9 Citrus	28 Hillsborough	47 Okeechobee	66 Walton
10 Clay	29 Holmes	48 Orange	67 Washington
11 Collier	30 Indian River	49 Osceola	68 Doesn't live in Fla.
12 Columbia	31 Jackson	50 Palm Beach	88 Don't Know
13 DeSoto	32 Jefferson	51 Pasco	[VOLUNTEERED]
14 Dixie	33 Lafayette	52 Pinellas	99 Refusal
15 Duval	34 Lake	53 Polk	[VOLUNTEERED]
16 Escambia	35 Lee	54 Putnam	
17 Flagler	36 Leon	55 St. Johns	
18 Franklin	37 Levy	56 St. Lucie	
19 Gadsden	38 Liberty	57 Santa Rosa	

[IF (COUNTY <= 67) SKP]

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

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

[IF (COUNTY <= 67) SKP]

COUNTYVIS) When you are in Florida, which county do you spend the most amount of time in?

Enter number of county 1 – 67 (list provided)

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

INFORMED CONSENT

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

SURVEY

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

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

[IF VEHICLE = 9, SKIP]

DRIVE) During a typical week, how often do you drive motor vehicle on a roadway?

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

[IF VEHICLE = 9, SKIP]

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

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

[IF VEHICLE = 9, SKIP]

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

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

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

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

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

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

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

1. Very strictly
2. Somewhat strictly
3. Not very strictly

4. Rarely
5. Not at all
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

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

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

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

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

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

CLICKSEE) I'm going to read you a list, please tell me where you read, saw, or heard about it?
[SELECT ALL THAT APPLY]

1. Cable Television
2. Streaming Television Roku/Apple/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. Snapchat
14. Twitter/X
15. Gas station
16. Public bus wraps
17. Police checkpoints
18. Police officers
19. Other: _____
20. Bumper sticker [VOLUNTEERED]
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

EFFECTIVE) In your opinion, what would be the most effective way of encouraging individuals to use their seatbelt?

1. More education/use of graphic images of not wearing seatbelts

2. More advertising
3. Stricter law enforcement
4. Increased punishment
5. Install seatbelt beeping system in vehicle
6. Car can't start without buckling
7. Provide incentives to people wearing seatbelts
8. Personal responsibility
9. 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 seatbelt warning systems into their vehicle that causes a beeping or dinging sound for all front and rear seat passengers not buckled up?

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

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

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

DEMOGRAPHICS

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

YEAR) In what year were you born?

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 [Phone- interviewer Identify]



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1. Male
2. Female
3. I use a different term [web only]

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.