



Florida 2024

Pedestrian and Bicyclist Safety
Awareness Survey

Florida Department of Transportation (FDOT)
Report
December 2024

Florida 2024

Pedestrian and Bicyclist Safety Awareness Survey

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

Michael Binder, PhD, Faculty Director
Andrew Hopkins, MPA., Associate Director
Eva Matthews, MPA., Research Coordinator
Joseph Hyder, JD, Lab Coordinator
Rachel McDonald, Operations Manager



UNF

Public Opinion
Research Lab

December 2024

Contents

Introduction	1
State Demographic Profile.....	1
Figure 1. Executive Summary	1
Project Background	1
Methodology	1
Study Purpose	1
Study Design	1
Table 1. County and Sample Size/Margin of Error	2
Summary of Findings	3
Figure 2. Respondent Profile.....	3
Figure 3. Hours Walked, 2019-2024	4
Figure 4. Sidewalk Behavior, 2020-2024	5
Figure 5. Crosswalk Behavior, 2019-2024	6
Figure 6. Hours Biked, 2019-2024	7
Figure 7. Bike on Roadway, 2019-2024	8
Figure 8. Bike Stop at Lights, 2020-2024	9
Figure 9. Stop at Midblock Crossings, 2020-2024	10
Figure 10. Look Left and Right, 2020-2024.....	11
Figure 11. Bad Behaviors by Age Group, 2024.....	12
Figure 12. <i>Alert Today</i> Awareness, 2020-2024.....	13
Figure 13. <i>Alert Today</i> Awareness by Age Category, 2024	14
Figure 14. <i>Alert Today</i> Awareness by Hours Walked/Biked, 2024	15
Figure 15. <i>Alert Today</i> Awareness by Good/Bad Behavior, 2024.....	16
Figure 16. <i>Alert Today</i> Media, 2024	17
Figure 17. Top 3 <i>Alert Today</i> Media, 2020-2024.....	18
Figure 18. Most Effective, 2024.....	19
Appendix I: Survey Results	20
Appendix II: 2024 Survey Instrument	34

DISCLAIMER

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

The conclusions and opinions expressed in these reports are those of the sub recipient and do not necessarily represent those of the State of Florida, Department of Transportation, State Safety Office, the U.S. Department of Transportation, or any other agency of the State or Federal Government. The contents of this report reflect the findings of the authors, who are responsible for the facts and the accuracy of the data presented herein. This report is not intended for construction, bidding, or permit purposes. The researcher in charge of the project was Dr. Michael Binder, Faculty Director of the Public Opinion Research Laboratory at the University of North Florida. To contact Dr. Michael Binder, please call (904) 620-2784 or email porl@unf.edu.

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 17,399,100 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2022 ACS estimates is as follows: 52.0% White, 14.9% Black, 26.5% Hispanic/Latino origin, and 2.8% Asian. The Florida Department of Transportation (FDOT) reports a total of 124,312 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2023.

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 2023 report on Pedestrian Traffic Fatalities, Florida ranked among the highest in the country for pedestrian fatality rates at 3.51 fatalities per 100,000 population, compared to the national average of 2.19.

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 2024 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-frame, mixed-mode design, incorporating both telephone and online surveys. The total number of completed surveys for this study is 1,525, with 579 from the phone and 956 online.

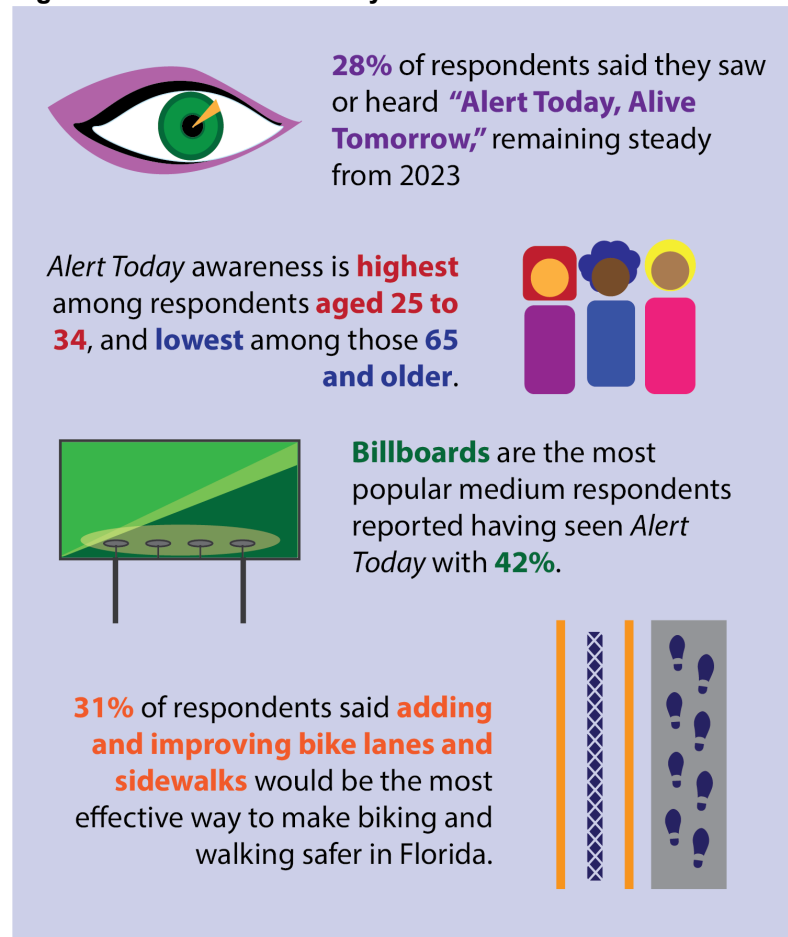
The telephone portion of the project was conducted between July 17 and July 30, 2024 from 4:00 to 9:00 P.M. Monday through Friday, and 12:00 to 5:00 P.M. on weekends.

Data collection took place at the 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 (RDD) 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 97% to 1%, with 2% refusing to answer.

The online portion of the study was distributed two ways: via text message with unique survey link, and Cint, an online panel provider, that helped create a panel of qualified respondents. Both methods of distribution linked to Qualtrics, a web-based survey platform. Online

Figure 1. Executive Summary



data collection took place between August 8 and August 20, 2024.

The phone and text samples had a combined response rate of 4.5%, 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 study has an overall margin of error of +/- 3.8 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) 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 missing demographic variables were assigned their education weight, and those missing both demographic and education weights 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.

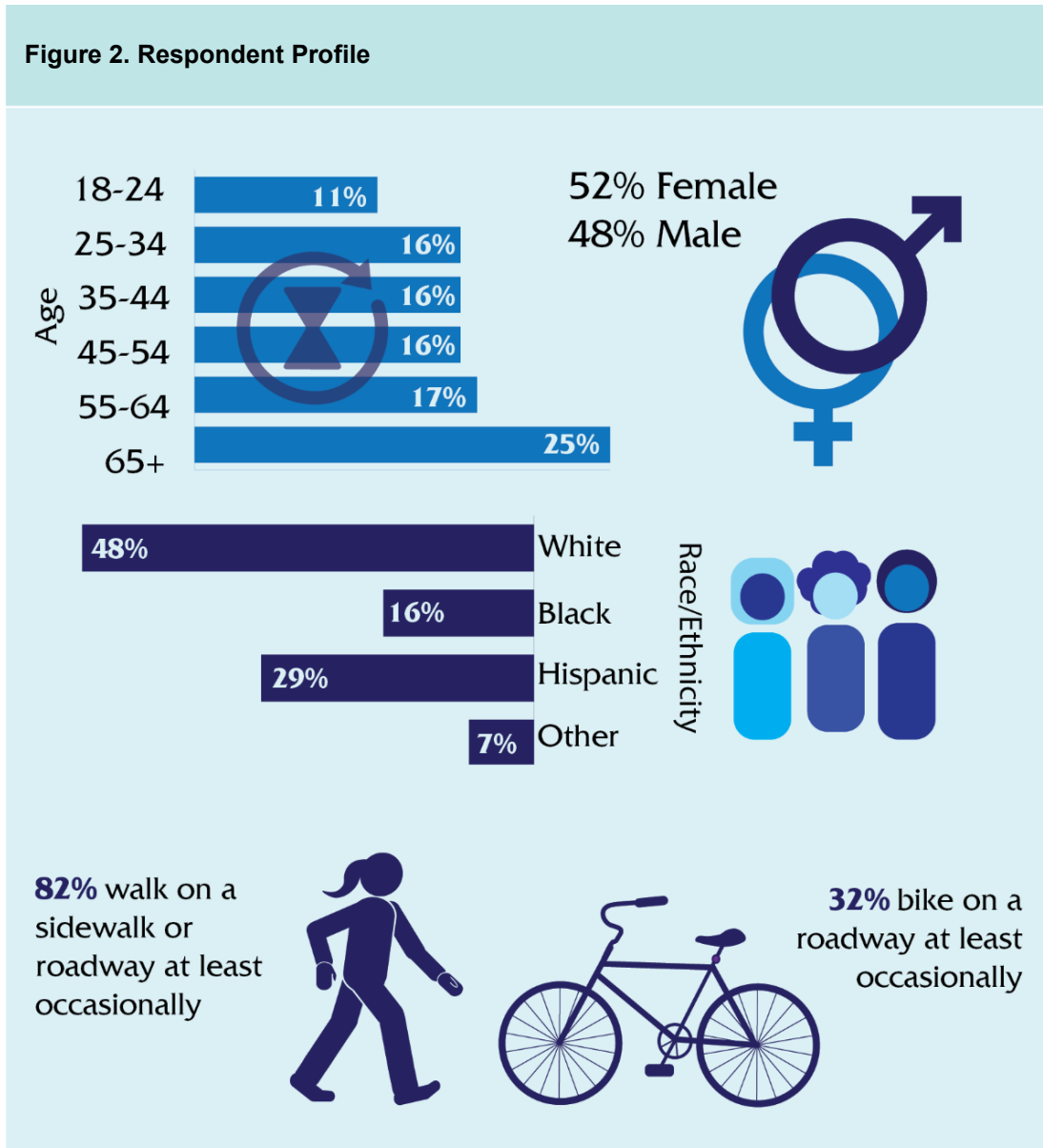
Table 1. County and Sample Size/Margin of Error

Florida County	Sample Size (n)	Margin of Error
Alachua	n=60	+/- 12.6
Bay	n=61	+/- 12.5
Brevard	n=62	+/- 12.5
Broward	n=63	+/- 12.4
Collier	n=53	+/- 13.5
Duval	n=61	+/- 12.6
Escambia	n=62	+/- 12.4
Hillsborough	n=66	+/- 12.1
Lake	n=63	+/- 12.4
Lee	n=63	+/- 12.4
Leon	n=61	+/- 12.6
Manatee	n=62	+/- 12.4
Marion	n=54	+/- 13.3
Miami-Dade	n=57	+/- 13.0
Monroe	n=69	+/- 11.8
Orange	n=59	+/- 12.8
Osceola	n=60	+/- 12.7
Palm Beach	n=64	+/- 12.3
Pasco	n=58	+/- 12.9
Pinellas	n=62	+/- 12.5
Polk	n=64	+/- 12.3
Sarasota	n=71	+/- 11.6
Seminole	n=64	+/- 12.3
St. Lucie	n=52	+/- 13.6
Volusia	n=64	+/- 12.3
TOTAL	n=1,535	+/- 3.8

Summary of Findings

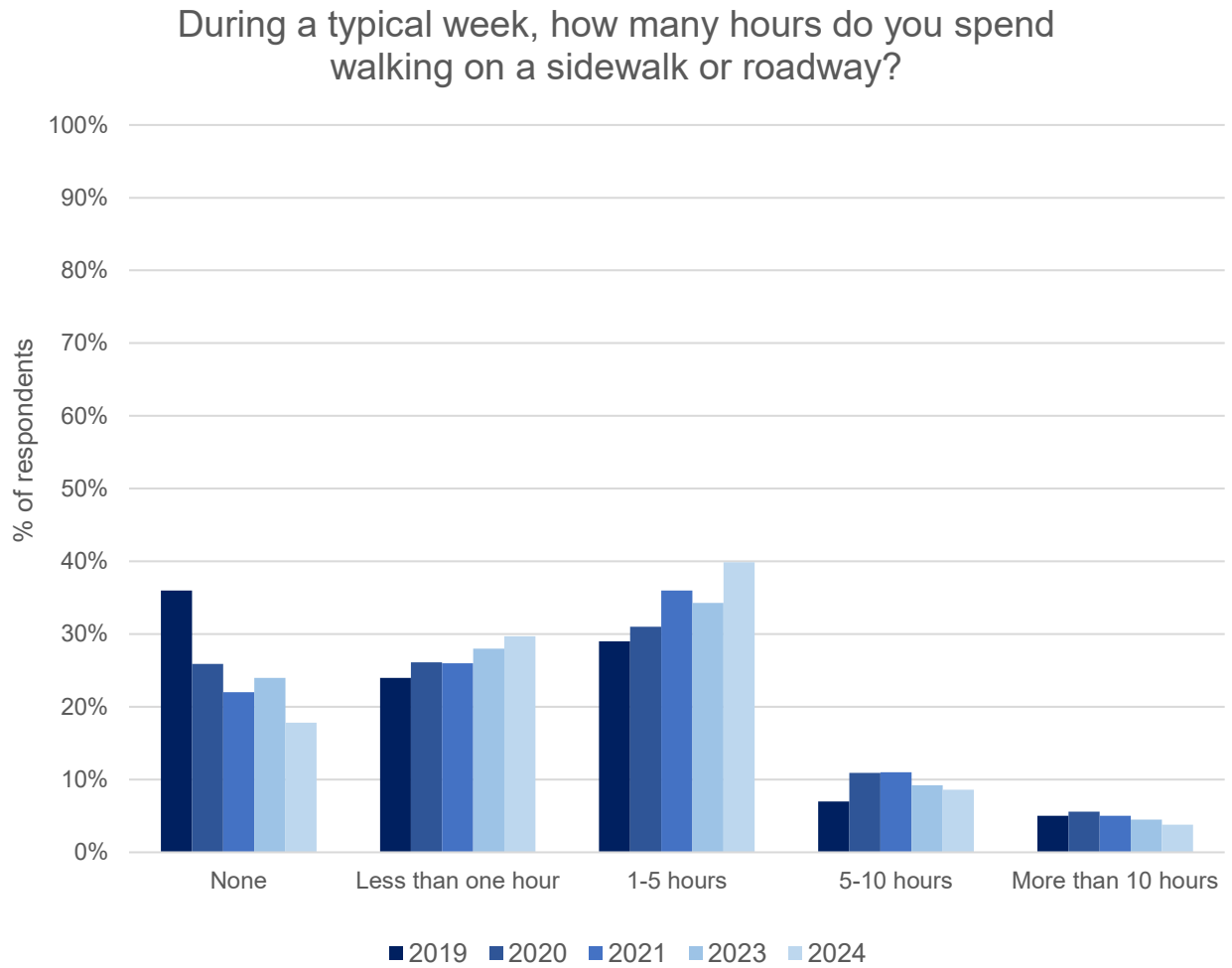
PORL conducted the Pedestrian and Bicyclist Safety Survey for FDOT from 2019-2024, with some methodological and substantive changes. Safety messages differ between project years, as well as media on which respondents may have seen or heard the messages. The respondent profile below shows the weighted demographic breakdown of the respondents who participated in the 2024 survey, excluding responses of “don’t know” and refusals, which are treated as missing.¹

The figures on the following pages display the data from the 2024 survey, as well as longitudinal data from 2019 through 2024, where applicable.



¹ Figure 2 percentages exclude missing data, and thus may differ slightly from the full survey results in Appendix I, which include responses of “don’t know” and refusals.

Figure 3. Hours Walked, 2019-2024

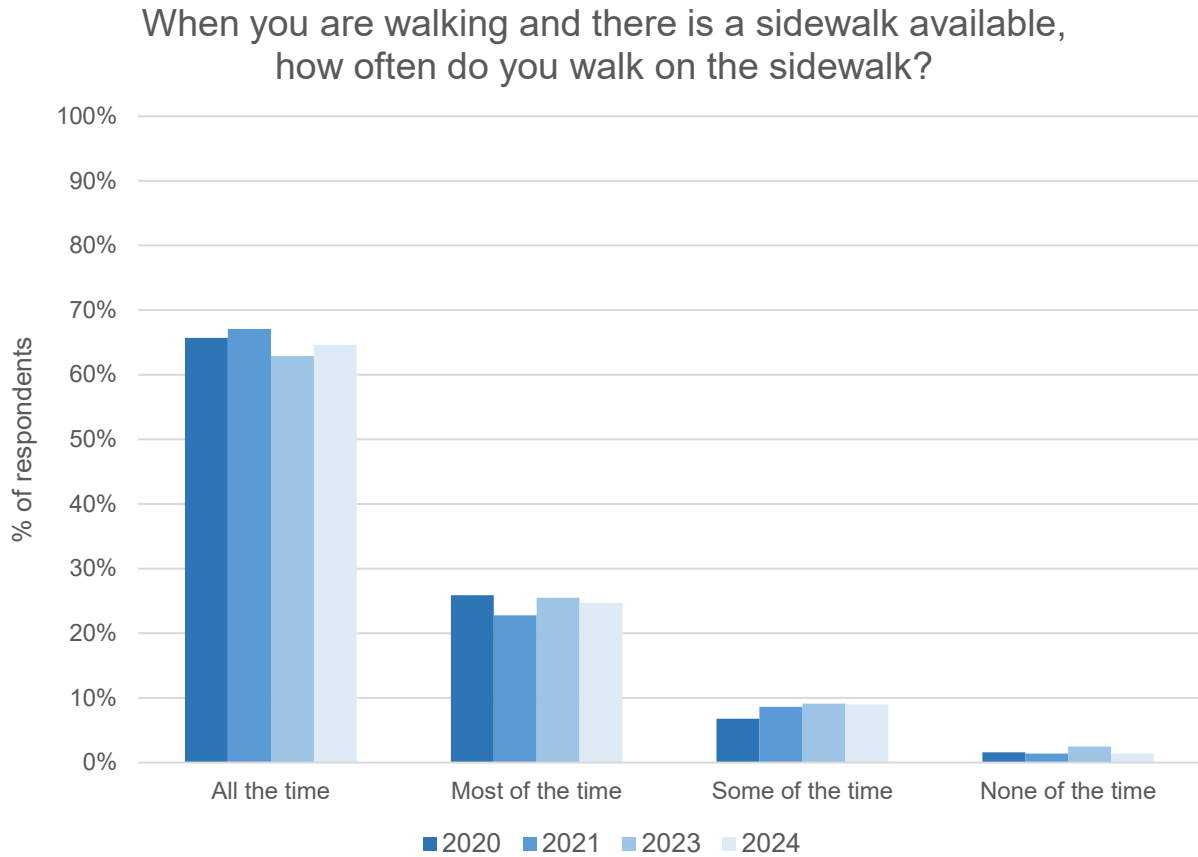


Respondents were asked how often they walk on the sidewalk or roadway during a typical week. Figure 3 displays the responses, broken down by project year. The percentage of respondents who indicated they never walk on the sidewalk or roadway has seen a decline since 2019, down from 36% to 18%.

Conversely, the percentage of respondents who said they walk less than one hour per week has been on a gradual incline, increasing from 24% in 2019 to 30% in 2024.

Respondents who walk one to five hours per week has also seen a steady increase at 40%, up from 34% in 2023 and 29% in 2019.

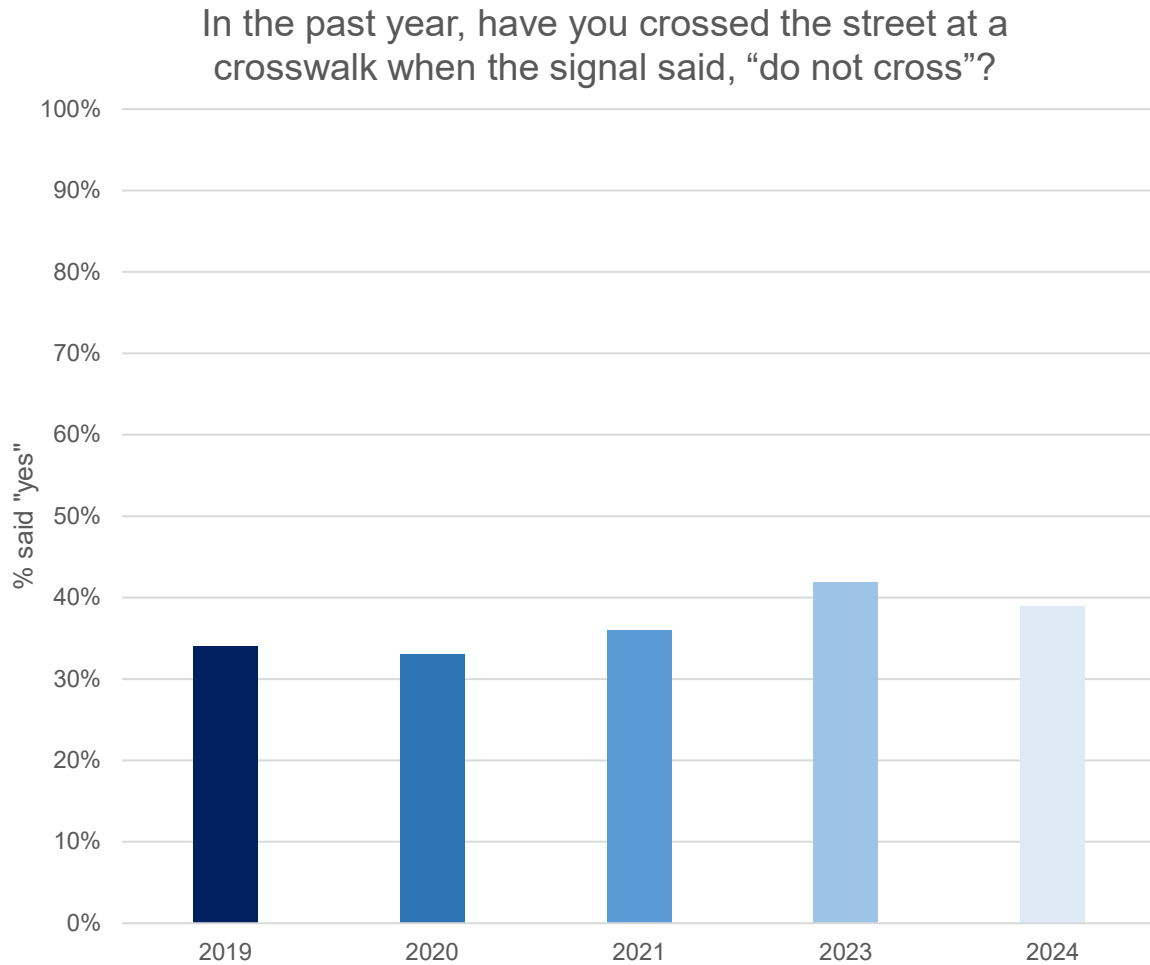
Figure 4. Sidewalk Behavior, 2020-2024



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 four years, a majority of respondents reported walking on a sidewalk all the time when one is available, with 65% in 2024. Each category has remained largely steady since 2020.

Figure 5. Crosswalk Behavior, 2019-2024



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” decreased slightly in 2024 to 39%, down from 42% in 2023.

Figure 6. Hours Biked, 2019-2024

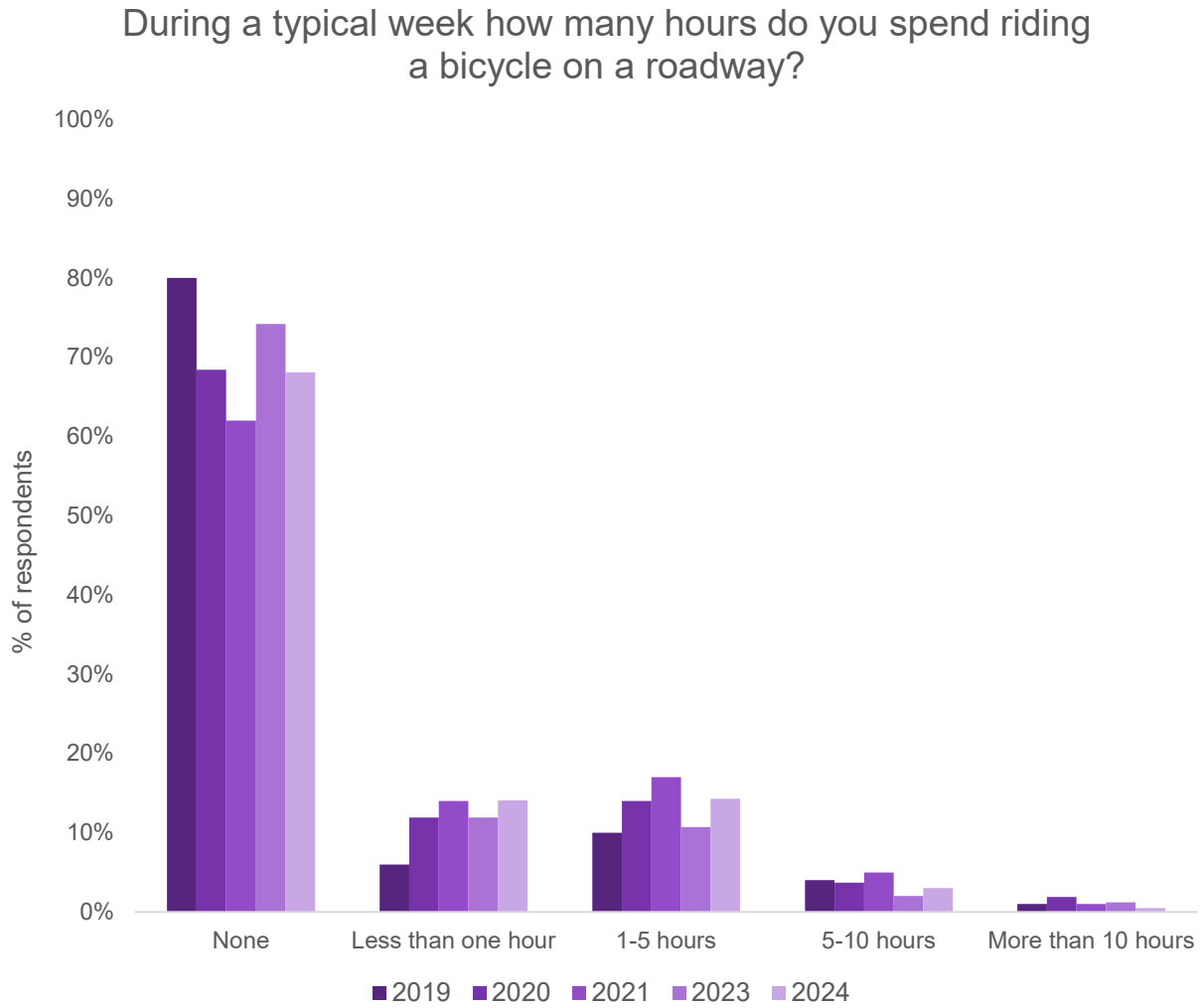
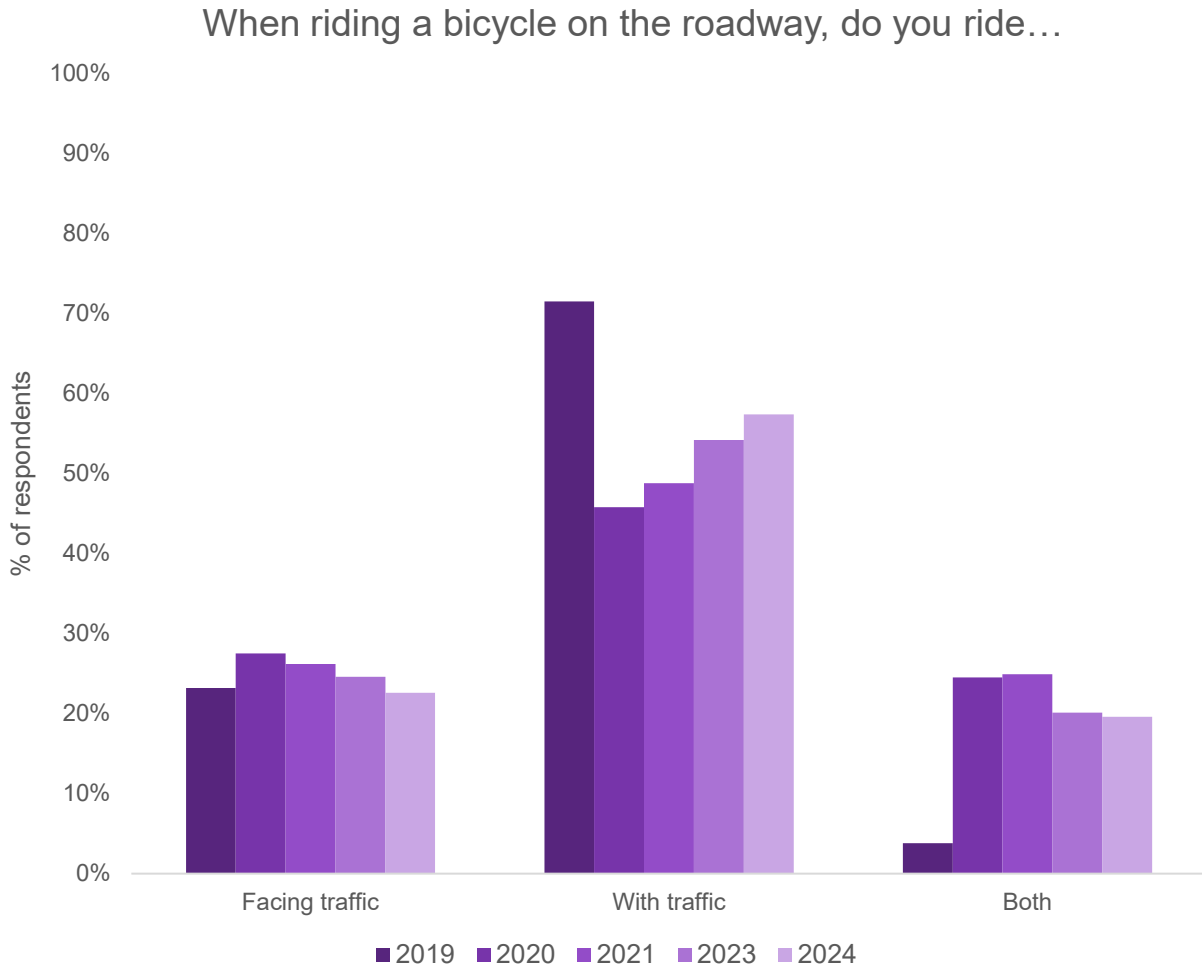


Figure 6 displays the number of hours respondents reported riding a bike on a roadway during a typical week, broken down by project year. In all project years, a strong majority of respondents said they do not bike at all, with 68% in 2024.

Fourteen percent of 2024 respondents indicated riding a bike less than one hour per week, and another 14% said they ride between one and five hours per week. Just 1% of respondents said they ride more than 10 hours per week.

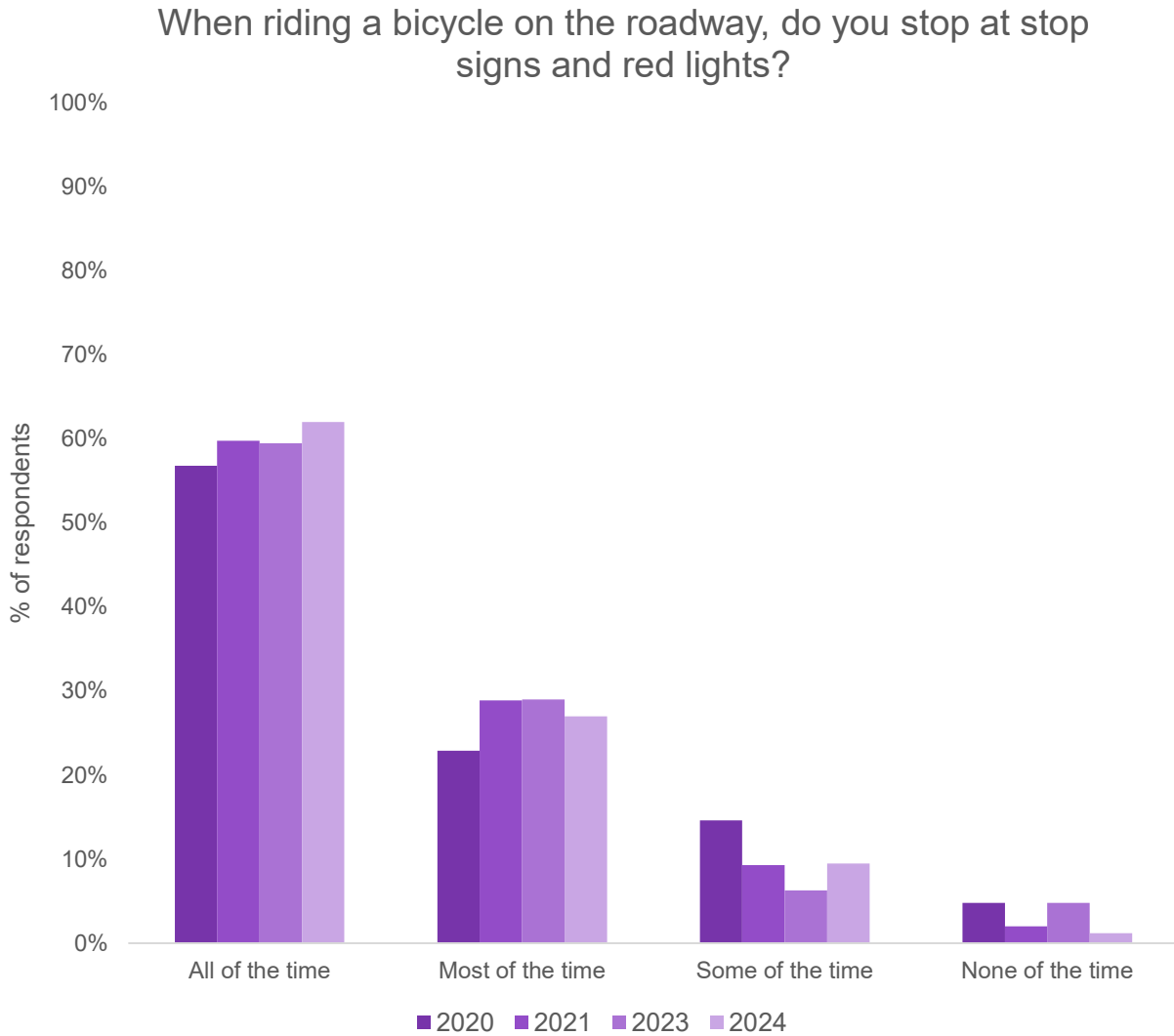
Figure 7. Bike on Roadway, 2019-2024



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 11 percentage points between 2020 and 2024 to 57%. This has been the modal category in all project years.

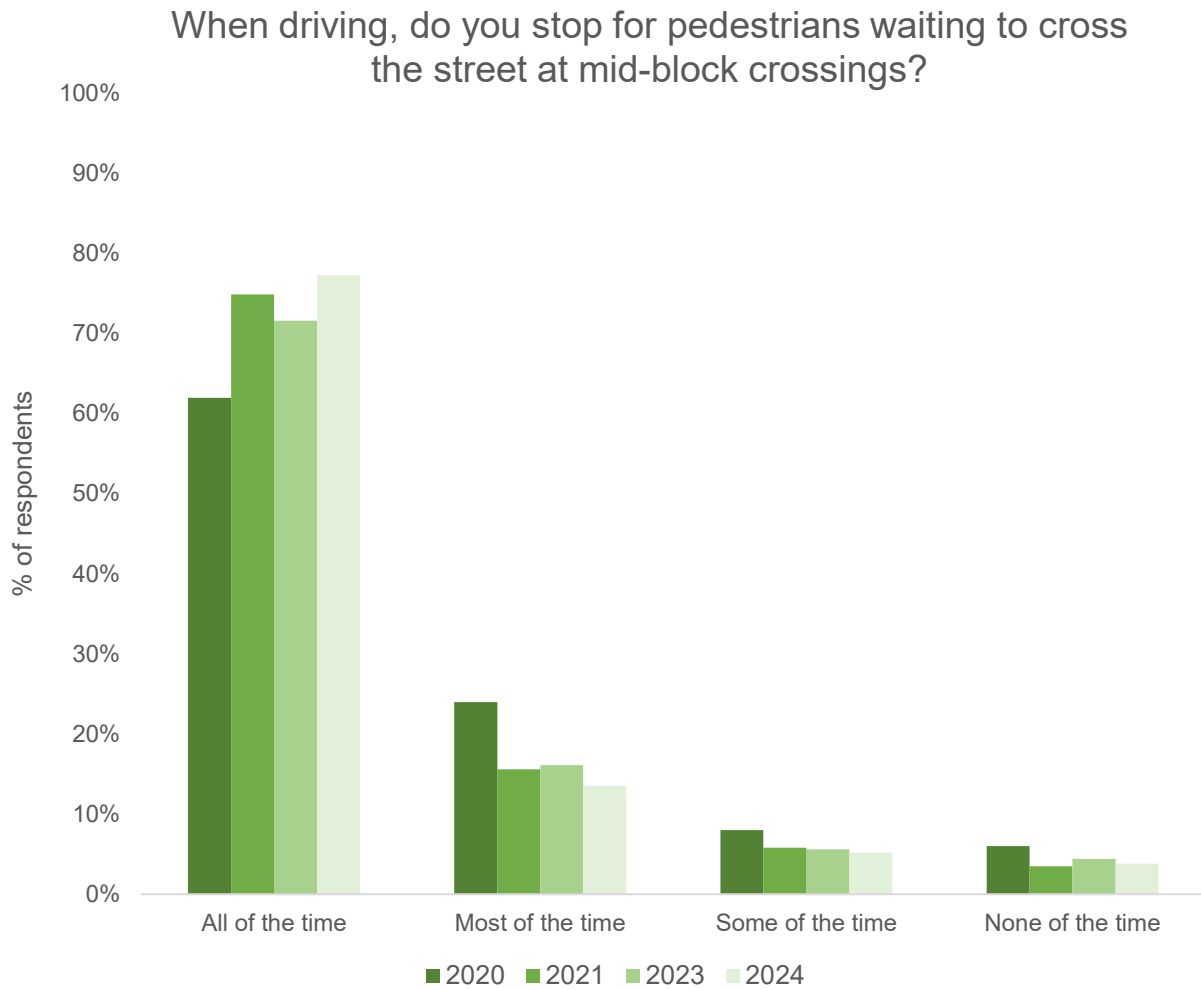
Figure 8. Bike Stop at Lights, 2020-2024



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. In 2024, 62% of respondents said they stop at stop signs

and red lights all of the time, with another 27% indicating they do so most of the time. Just 1% said they never stop at stop signs or red lights.

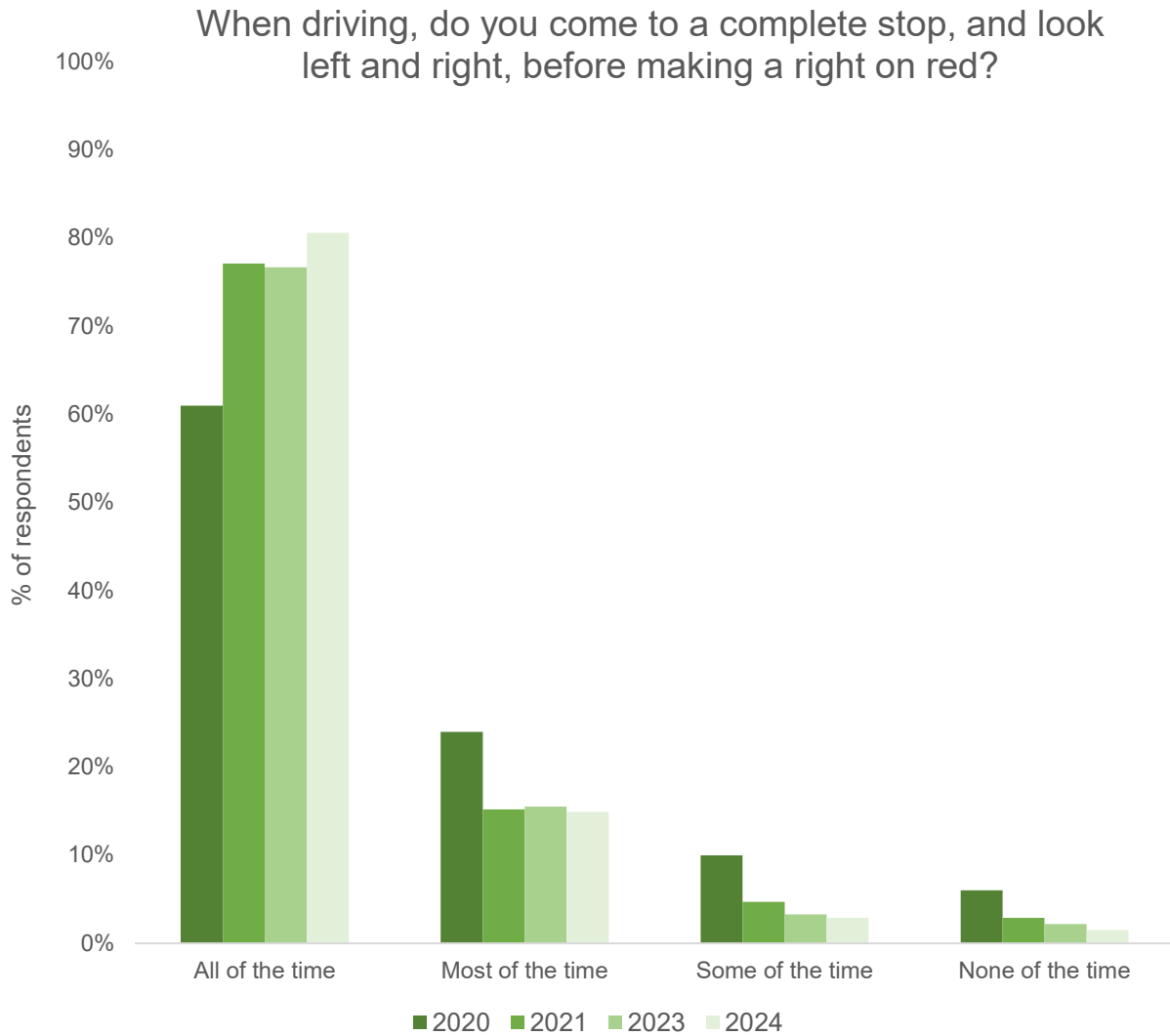
Figure 9. Stop at Midblock Crossings, 2020-2024



Respondents were also asked whether they stop for pedestrians waiting to cross the street at mid-block crossings while driving, displayed in Figure 9 above. In 2024, 77% of respondents said they stop for pedestrians all of the time, and 14% said they stop most of the time. In all four project

years this question was asked, an overwhelming majority of respondents indicated stopping for pedestrians all the time. The percentage of respondents who said they stop for pedestrians none of the time has remained steady since 2021, at 4%.

Figure 10. Look Left and Right, 2020-2024



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. The greatest percentage of 2024 respondents indicated they do so all the time with 81%, and 15% said most of the time.

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, 2024

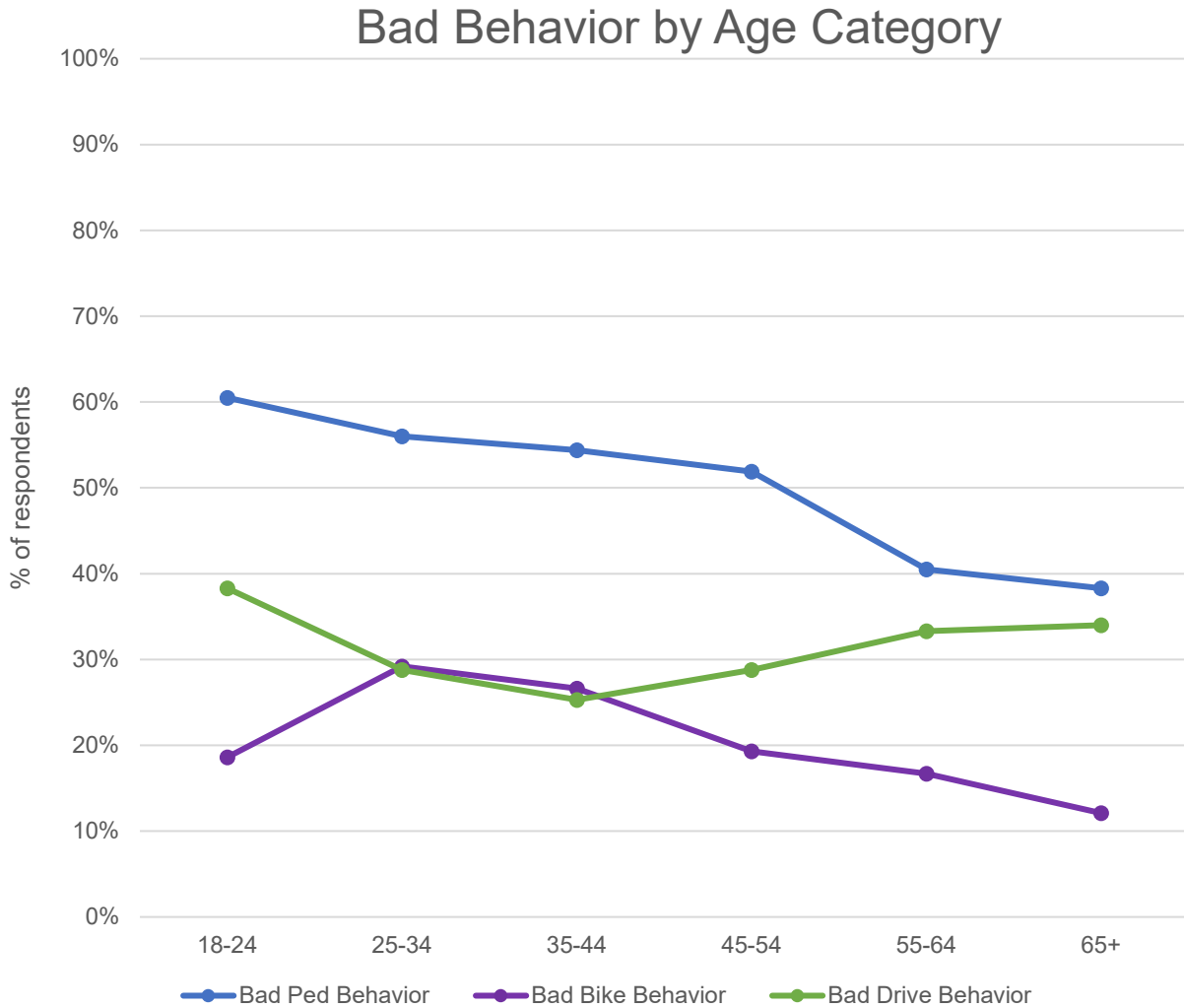


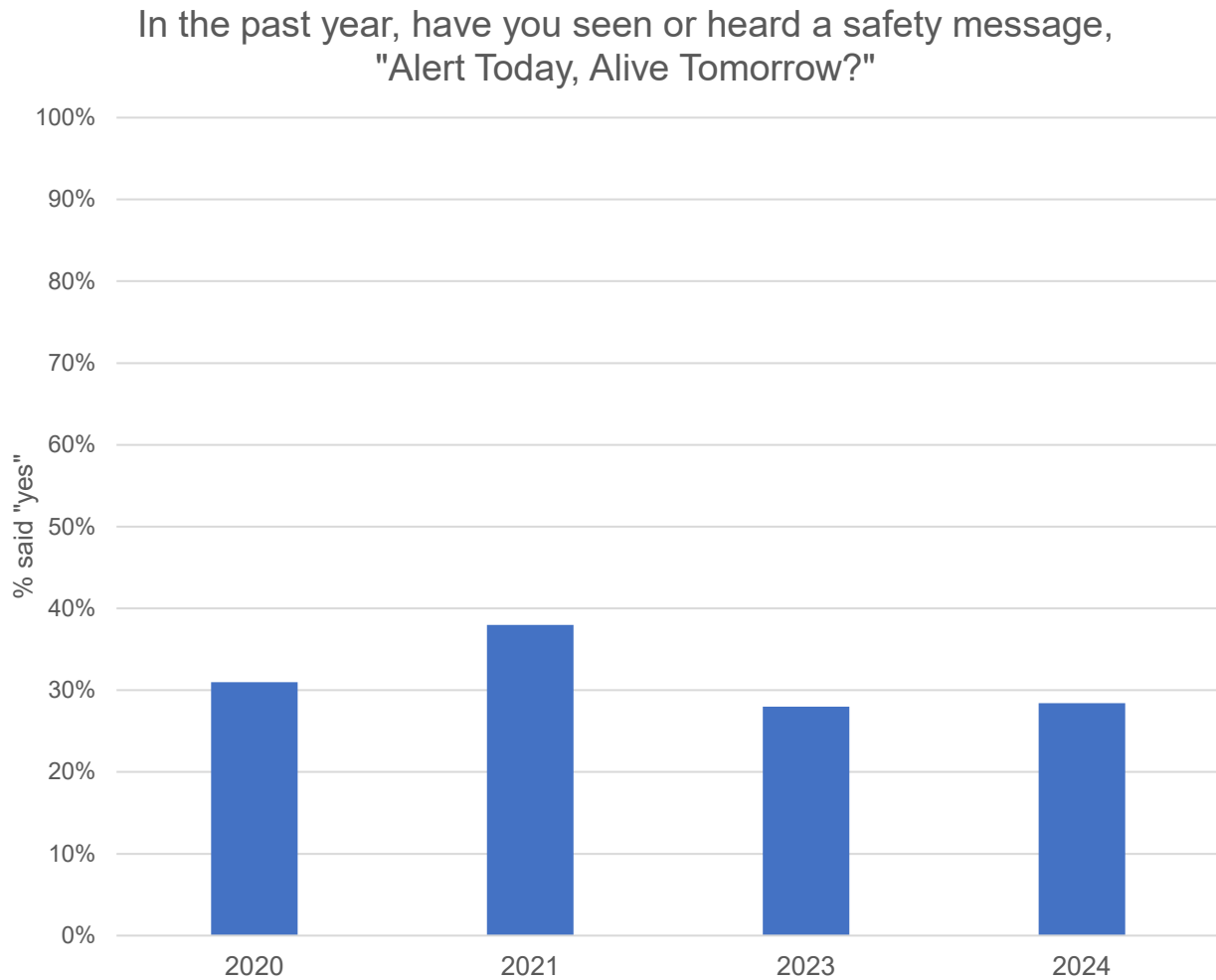
Figure 11 shows the percentage of respondents who reported engaging in at least one incorrect, or “bad” behavior² broken down by type and age category. Respondents aged 18 to 24 had the highest instance of bad pedestrian behavior,

with 61% reporting at least one bad behavior. Bad driving behavior was also highest among 18 to 24-year-olds, at 38%. In both bike and walking, reported bad behavior was lowest among respondents aged 65 or older.

² 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, 2020-2024



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 remained steady in 2024 with 28%. The safety message awareness was at its peak in 2021 with 38% of respondents reporting having seen or heard it.

Figure 13. Alert Today Awareness by Age Category, 2024



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 35 to 44 years of age with 38%,

10 percentage points higher than that of the total sample. The age category with the lowest awareness is 45 to 54, with just 18% reporting having seen or heard the message.

Figure 14. Alert Today Awareness by Hours Walked/Biked, 2024

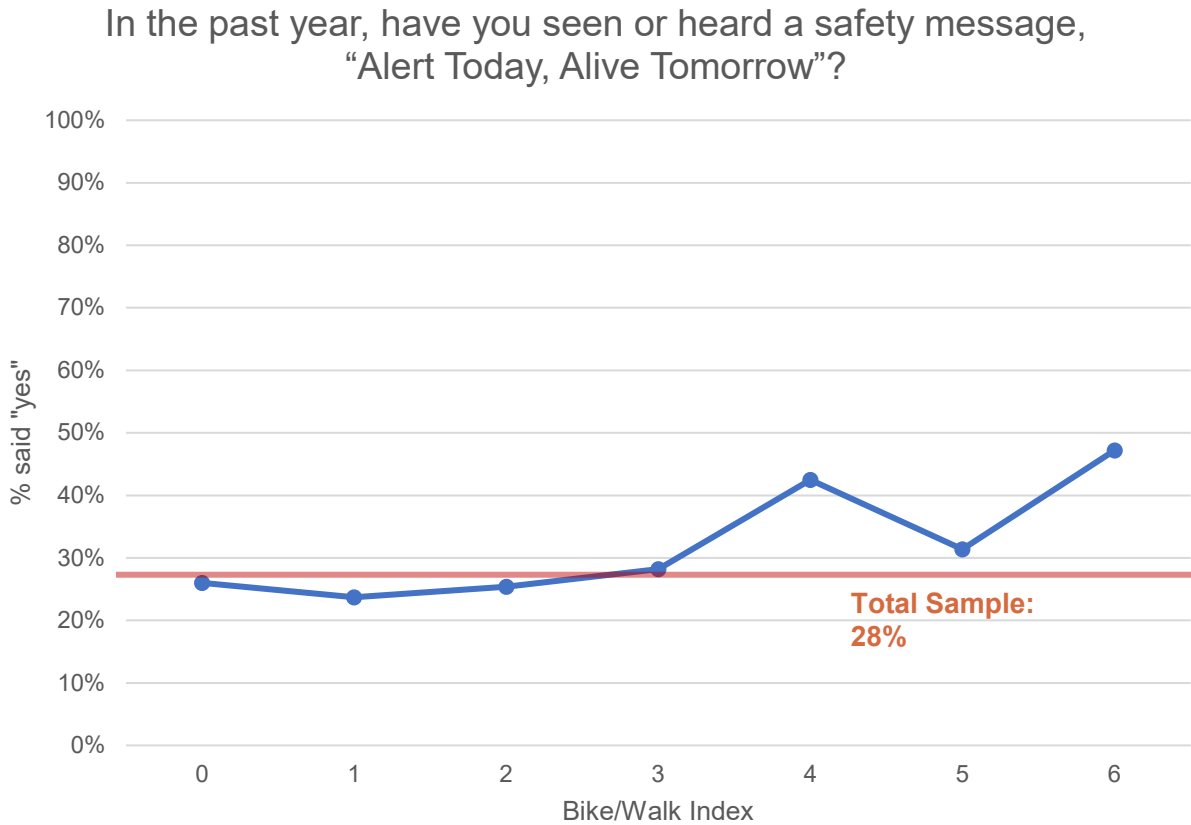


Figure 14 shows the percentage of respondents who indicated they had seen or heard *Alert Today*, broken down by a walk and bike index. The index was calculated using the sum of the bike and walk variables, measuring the frequency of each during a typical week. Greater values indicate walking and biking 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 only walk or bike one hour, do not walk or bike at all during a typical week, at 24% and 26%, respectively. Comparatively, 47% of respondents who bike and/or walk 6 or more hours per week have seen or heard *Alert Today*.

Figure 15. *Alert Today* Awareness by Good/Bad Behavior³, 2024

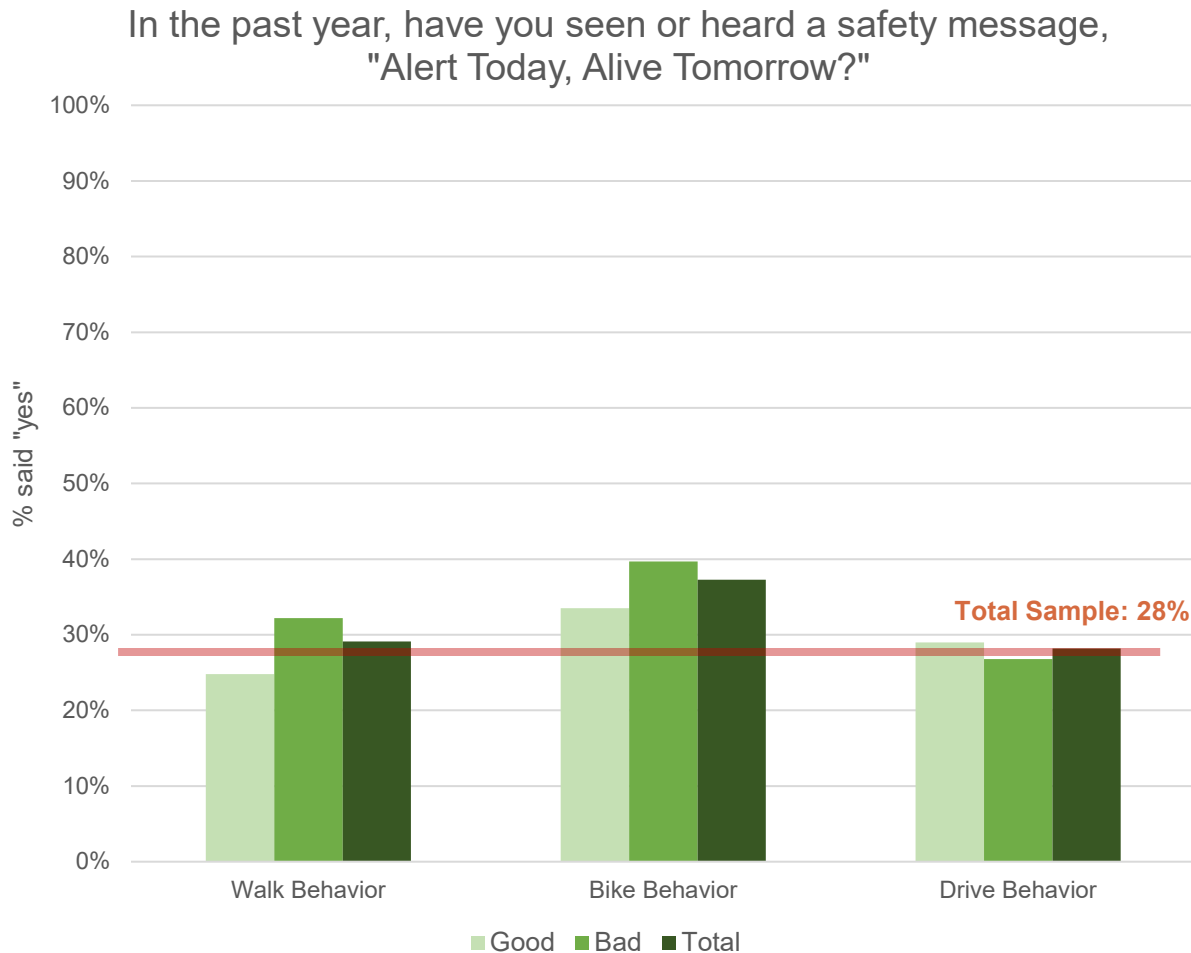
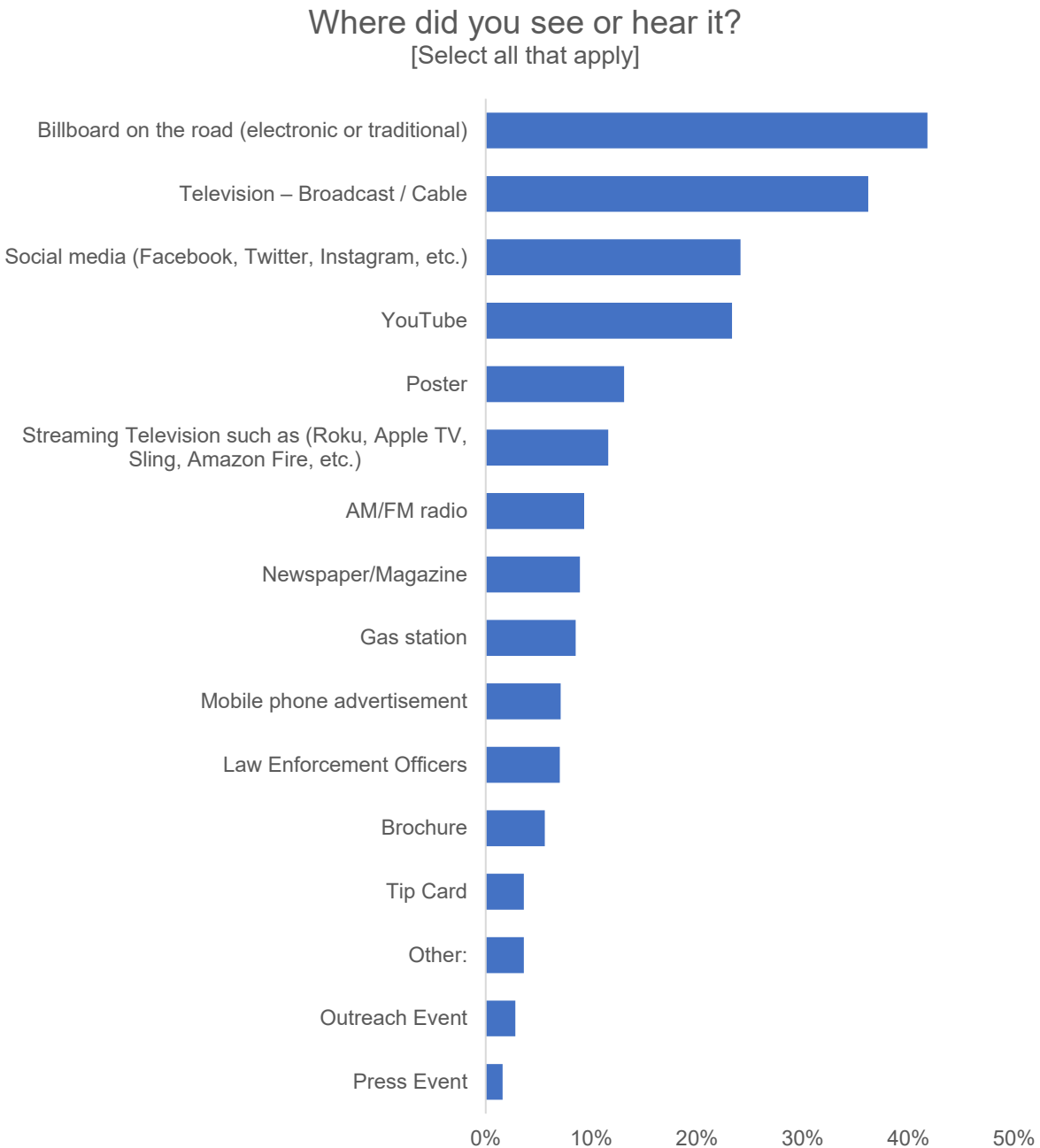


Figure 15 above shows the percentage of respondents who saw or heard *Alert Today*, broken down by good and bad behaviors. With regard to walking and biking, *Alert Today* awareness is higher among those who reported bad behaviors, compared with those who reported good behaviors. Overall, bicyclists have higher *Alert Today* awareness than the total sample at 37%, and is lower among those with good biking behavior (34%) than bad biking behavior (40%).

Alert Today awareness is also higher among pedestrians who reported bad walking behavior than good behavior. Thirty-two percent of pedestrians with bad behavior reported having seen or heard the message, compared to 25% of those with good behavior. The driving category was the only one in which awareness was slightly greater among good behavior than bad. Twenty-nine percent of respondents with good driving behavior reported having seen or heard *Alert Today*, compared to 27% of bad-behavior respondents.

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, 2024⁴

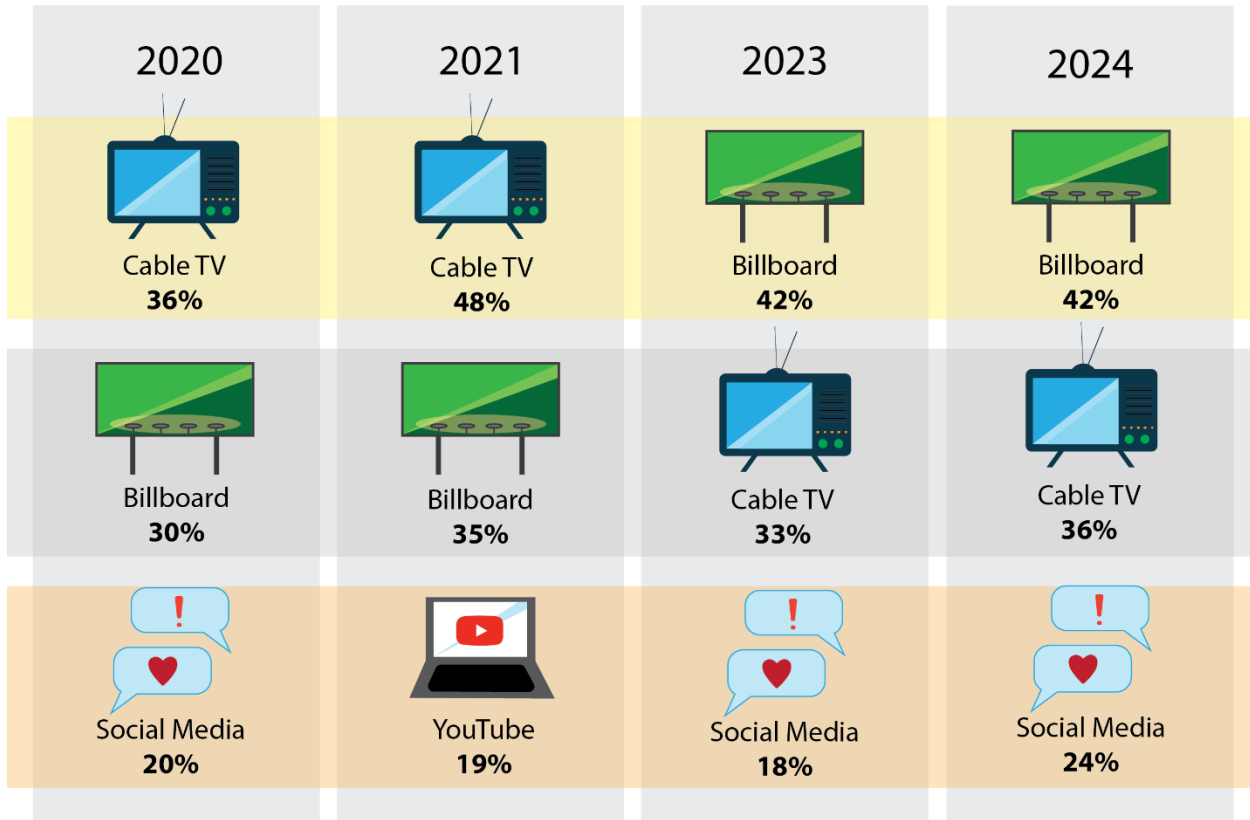


Respondents who indicated having seen or heard “Alert Today, Alive Tomorrow” in the past year were then asked where they saw or heard it, displayed in Figure 16 above. In 2024, the top response was billboard, including both electronic and traditional, with 42%. This is followed by

broadcast or cable television with 36%, and social media with 24%. Tip cards received 2%, while outreach events and press events received 3% and 4%, respectively. Four percent of respondents said they saw the message somewhere else.

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

Figure 17. Top 3 *Alert Today* Media, 2020-2024

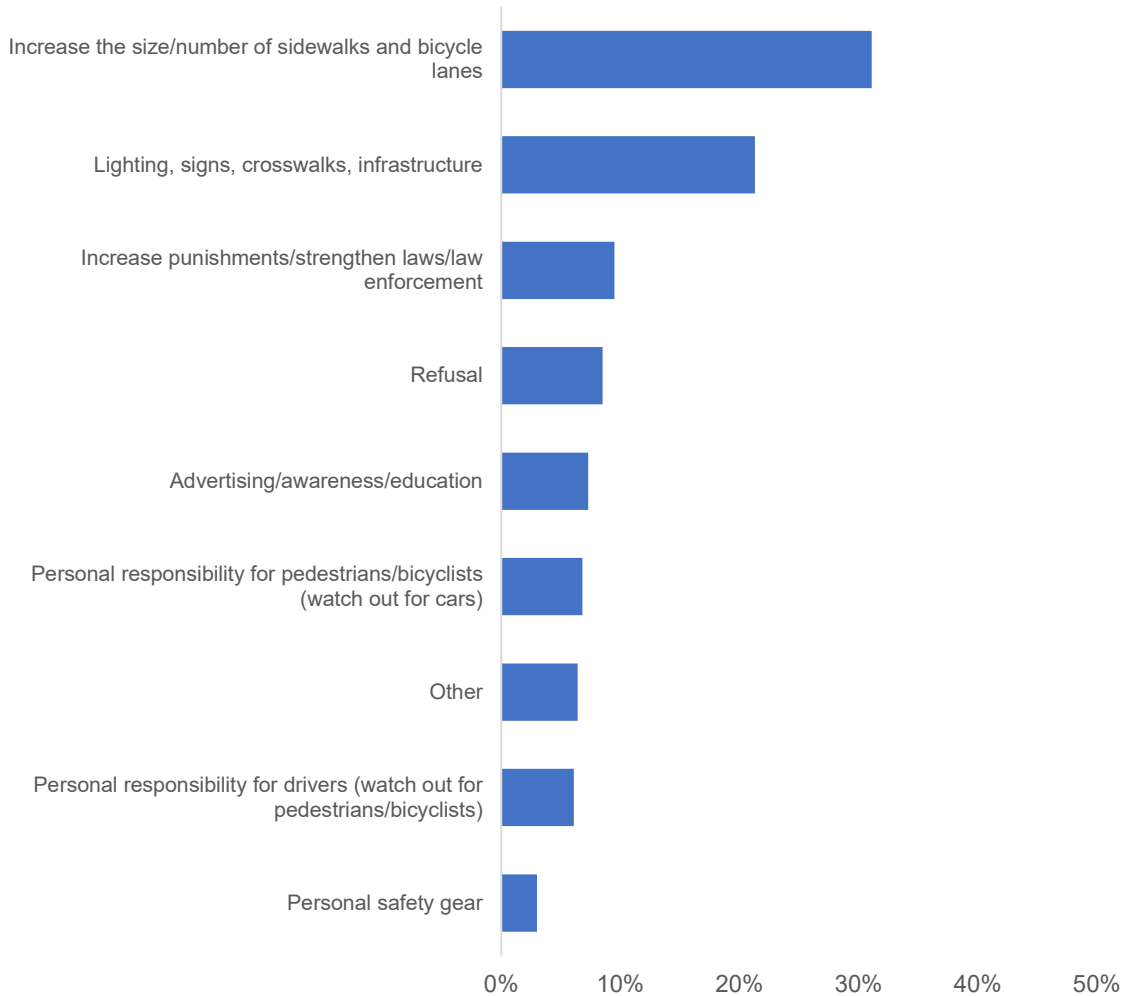


The infographic in Figure 17 shows the top three media on which respondents reported having seen or heard *Alert Today*, broken down by project year. Billboards overtook cable and broadcast television for the first time in 2023 and

remained steady at 42%, after having been in second place in prior years. The top three have been roughly the same in all four years, with the exception of 2021, when YouTube slipped ahead of social media and into third place.

Figure 18. Most Effective, 2024⁵

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 nine categories, displayed in Figure 18 above. The most popular response was increasing or improving bike lanes and sidewalks, with 31%. This includes adding additional bike lanes and

sidewalks, making them larger, and taking steps to separate them from the roadway. This is followed by improved lighting, signs, and infrastructure with 21%, and increasing law enforcement and punishments with 10%. The least popular response, with 3%, is wearing personal safety gear, including helmets and high-visibility clothing.

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

**Appendix I: Survey Results
 Toplines and Crosstabulations⁶**

**Which Florida county do you live in?
 n=1,535**

Alachua	2% 60
Bay	1% 61
Brevard	3% 62
Broward	10% 63
Collier	2% 53
Duval	5% 61
Escambia	2% 62
Hillsborough	8% 66
Lake	2% 63
Lee	4% 63
Leon	2% 61
Manatee	2% 62
Marion	2% 54
Miami-Dade	14% 57
Monroe	1% 69
Orange	7% 59
Osceola	2% 60
Palm Beach	8% 64
Pasco	3% 58
Pinellas	5% 62
Polk	4% 64
Sarasota	2% 71
Seminole	3% 64
St. Lucie	2% 52
Volusia	3% 64

⁶ 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=1,535	Alachua n=60	Bay n=61	Brevard n=62	Broward n=63	Collier n=53	Duval n=61	Escambia n=62	Hillsborough n=66	Lake n=63	Lee n=63	Leon n=61	Manatee n=62
None	18% 277	16% 7	24% 17	23% 13	24% 11	9% 7	25% 19	41% 20	20% 13	31% 14	25% 13	21% 11	12% 8
Less than one hour	30% 468	20% 13	29% 16	19% 18	33% 20	31% 17	33% 19	33% 21	30% 20	31% 21	29% 22	43% 21	30% 22
1-5 hours	40% 591	44% 28	29% 21	49% 26	24% 18	47% 22	33% 19	19% 15	46% 29	28% 22	32% 24	25% 19	39% 20
5-10 hours	9% 128	8% 5	12% 3	8% 4	12% 8	9% 5	3% 2	4% 4	- 0	6% 4	10% 2	7% 6	12% 7
More than 10 hours	4% 69	12% 7	6% 4	2% 1	8% 6	3% 2	6% 2	4% 2	4% 4	3% 2	2% 1	4% 4	6% 5
Don't know/Refusal	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0

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

	Marion n=54	Miami- Dade n=57	Monroe n=69	Orange n=59	Osceola n=60	Palm Bch n=64	Pasco n=58	Pinellas n=62	Polk n=64	Sarasota n=71	Seminole n=64	St. Lucie n=52	Volusia n=64
None	25% 11	14% 9	<1% 4	6% 6	17% 7	10% 6	24% 16	14% 8	20% 15	10% 8	23% 14	18% 10	15% 10
Less than one hour	50% 24	18% 12	18% 12	39% 19	43% 27	36% 19	24% 13	24% 15	32% 17	40% 29	30% 20	31% 15	27% 16
1-5 hours	16% 12	58% 30	64% 37	40% 27	33% 20	44% 33	33% 19	49% 30	32% 21	33% 23	40% 25	41% 21	46% 30
5-10 hours	6% 4	10% 6	9% 12	14% 6	7% 5	7% 4	13% 7	11% 8	10% 6	10% 8	5% 4	5% 3	8% 5
More than 10 hours	3% 3	- 0	9% 4	1% 1	- 1	4% 2	4% 3	3% 1	5% 4	7% 3	3% 1	5% 3	4% 3
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	- 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=1,257	Alachua n=53	Bay n=44	Brevard n=49	Broward n=52	Collier n=46	Duval n=42	Escambia n=42	Hillsborough n=53	Lake n=49	Lee n=50	Leon n=50	Manatee n=54
All the time	65% 805	70% 34	64% 27	68% 34	61% 32	71% 32	72% 33	53% 24	60% 30	50% 28	50% 27	55% 31	70% 39
Most of the time	25% 303	20% 13	27% 10	22% 11	33% 16	18% 9	16% 7	20% 8	30% 18	32% 13	38% 17	23% 12	17% 8
Some of the time	9% 117	10% 5	9% 4	7% 3	6% 4	4% 3	12% 2	27% 9	11% 5	5% 4	8% 3	<1% 2	13% 7
None of the time	1% 24	<1% 1	<1% 1	2% 1	- 0	7% 2	- 0	<1% 1	- 0	14% 4	<1% 1	18% 4	- 0
Don't know/Refusal	<1% 8	- 0	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	4% 2	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=43	Miami-Dade n=48	Monroe n=65	Orange n=53	Osceola n=53	Palm Beach n=58	Pasco n=42	Pinellas n=54	Polk n=48	Sarasota n=63	Seminole n=50	St. Lucie n=42	Volusia n=54
All the time	58% 23	80% 35	80% 46	51% 33	62% 35	69% 37	69% 33	68% 36	64% 32	69% 42	53% 27	50% 22	63% 33
Most of the time	21% 10	17% 11	20% 15	34% 14	19% 10	23% 15	26% 7	27% 15	21% 10	15% 11	25% 13	28% 15	22% 15
Some of the time	13% 7	3% 2	<1% 3	15% 6	15% 6	7% 5	6% 2	6% 3	9% 5	12% 8	22% 9	22% 5	12% 5
None of the time	4% 2	- 0	<1% 1	- 0	4% 2	1% 1	- 0	- 0	6% 1	4% 1	- 0	- 0	2% 1
Don't know/Refusal	4% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	<1% 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	39% 533	67% 35	50% 17	30% 18	46% 25	31% 18	66% 28	38% 16	33% 22	36% 17	30% 19	41% 24	38% 24
No	60% 711	29% 17	50% 25	70% 31	54% 27	66% 27	35% 14	63% 26	67% 31	64% 32	70% 31	55% 25	62% 29
Don't know/Refusal	1% 13	5% 1	<1% 2	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	5% 1	<1% 1

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	21% 11	41% 22	46% 27	38% 21	35% 17	30% 20	46% 20	39% 22	38% 22	33% 27	28% 18	42% 19	39% 24
No	79% 32	59% 26	55% 37	62% 32	62% 35	65% 36	54% 22	61% 32	63% 26	63% 35	69% 31	58% 23	59% 29
Don't know/Refusal	- 0	- 0	<1% 1	- 0	4% 1	6% 2	- 0	- 0	- 0	4% 1	3% 1	- 0	2% 1

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

	Total n=1,535	Alachua n=60	Bay n=61	Brevard n=62	Broward n=63	Collier n=53	Duval n=61	Escambia n=62	Hillsborough n=66	Lake n=63	Lee n=63	Leon n=61	Manatee n=62
None	68% 1052	64% 42	65% 40	64% 42	76% 49	69% 34	94% 57	80% 47	82% 54	81% 49	63% 42	61% 40	77% 51
Less than one hour	14% 209	8% 6	12% 10	17% 9	17% 9	9% 5	3% 1	8% 5	4% 3	13% 10	30% 15	18% 7	9% 4
1-5 hours	14% 211	20% 8	18% 7	14% 8	5% 3	19% 12	1% 2	8% 6	13% 8	7% 4	8% 5	18% 12	15% 7
5-10 hours	3% 48	4% 2	6% 2	6% 3	3% 2	3% 1	3% 1	4% 3	- 0	- 0	<1% 1	4% 2	- 0
More than 10 hours	1% 15	4% 2	<1% 2	- 0	- 0	<1% 1	- 0	<1% 1	1% 1	- 0	- 0	- 0	- 0
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Marion n=54	Miami-Dade n=57	Monroe n=69	Orange n=59	Osceola n=60	Palm Bch n=64	Pasco n=58	Pinellas n=62	Polk n=64	Sarasota n=71	Seminole n=64	St. Lucie n=52	Volusia n=64
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]

n=483

Facing traffic	23% 117
With traffic	57% 261
Both	20% 104
Don't know/Refusal	<1% 1

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

n=483

All of the time	62% 285
Most of the time	27% 132
Some of the time	10% 58
None of the time	1% 6
Don't know/Refusal	<1% 2

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

	Total n=1,452	Alachua n=57	Bay n=55	Brevard n=58	Broward n=62	Collier n=50	Duval n=56	Escambia n=59	Hillsborough n=64	Lake n=62	Lee n=59	Leon n=57	Manatee n=59
All the time	77% 1113	86% 45	87% 46	78% 44	68% 45	97% 46	82% 47	68% 43	79% 48	78% 48	79% 46	69% 43	72% 41
Most of the time	14% 208	10% 9	<1% 2	11% 9	16% 9	<1% 2	17% 8	20% 12	7% 7	6% 6	12% 9	23% 11	16% 10
Some of the time	5% 86	<1% 1	7% 3	4% 4	9% 6	3% 2	2% 1	8% 3	9% 6	9% 5	2% 1	4% 2	13% 8
None of the time	4% 39	5% 1	7% 4	7% 1	7% 2	- 0	- 0	4% 1	5% 3	3% 1	8% 3	- 0	- 0
Don't know/Refusal	<1% 6	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 2	- 0	4% 1	- 0

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

	Marion n=51	Miami-Dade n=50	Monroe n=67	Orange n=54	Osceola n=53	Palm Beach n=63	Pasco n=54	Pinellas n=61	Polk n=60	Sarasota n=69	Seminole n=60	St. Lucie n=51	Volusia n=61
All the time	71% 35	84% 44	80% 46	68% 37	80% 40	74% 47	81% 43	85% 51	83% 49	75% 49	74% 43	78% 37	80% 50
Most of the time	13% 7	12% 5	10% 10	24% 13	16% 10	15% 9	10% 6	10% 8	11% 8	14% 12	13% 9	19% 10	13% 7
Some of the time	13% 7	- 0	<1% 5	5% 3	4% 2	7% 5	2% 3	3% 1	5% 2	4% 3	11% 6	3% 4	4% 3
None of the time	3% 2	4% 1	10% 5	3% 1	<1% 1	3% 2	7% 2	3% 1	2% 1	7% 4	3% 2	- 0	2% 1
Don't know/Refusal	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0

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

	Total n=1,452	Alachua n=57	Bay n=55	Brevard n=58	Broward n=62	Collier n=50	Duval n=56	Escambia n=59	Hillsborough n=64	Lake n=62	Lee n=59	Leon n=57	Manatee n=59
All the time	81% 1146	73% 39	80% 45	79% 47	74% 46	87% 42	83% 46	88% 46	73% 48	84% 51	73% 38	85% 47	88% 50
Most of the time	15% 236	18% 14	13% 7	13% 8	21% 14	10% 6	11% 7	12% 11	22% 13	16% 10	16% 15	12% 8	13% 8
Some of the time	3% 52	9% 4	7% 3	2% 2	3% 1	- 0	6% 3	<1% 2	1% 1	- 0	8% 4	- 0	<1% 1
None of the time	2% 16	- 0	- 0	6% 1	2% 1	3% 2	- 0	- 0	4% 2	<1% 1	3% 2	<1% 1	- 0
Don't know/Refusal	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	4% 1	- 0

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

	Marion n=51	Miami-Dade n=50	Monroe n=67	Orange n=54	Osceola n=53	Palm Beach n=63	Pasco n=54	Pinellas n=61	Polk n=60	Sarasota n=69	Seminole n=60	St. Lucie n=51	Volusia n=61
All the time	87% 44	85% 42	82% 56	85% 44	88% 42	83% 50	90% 46	75% 44	83% 47	86% 57	78% 44	86% 43	73% 42
Most of the time	10% 5	12% 6	18% 8	9% 7	8% 6	15% 10	7% 6	21% 14	12% 9	14% 11	18% 13	11% 7	21% 13
Some of the time	<1% 1	2% 1	<1% 3	3% 2	4% 3	3% 3	2% 2	1% 2	5% 4	<1% 1	5% 3	3% 1	7% 5
None of the time	3% 1	1% 1	- 0	3% 1	<1% 1	- 0	- 0	3% 1	<1% 0	- 0	- 0	- 0	<1% 1
Don't know/Refusal	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,535	Alachua n=60	Bay n=61	Brevard n=62	Broward n=63	Collier n=53	Duval n=61	Escambia n=62	Hillsborough n=66	Lake n=63	Lee n=63	Leon n=61	Manatee n=62
Yes	28% 434	21% 15	31% 20	32% 19	24% 15	24% 13	28% 20	19% 15	32% 22	26% 23	18% 13	36% 22	15% 10
No	71% 1092	79% 45	69% 41	68% 43	76% 48	73% 39	72% 41	78% 46	68% 43	74% 40	82% 49	61% 38	85% 52
Don't know/Refusal	1% 9	- 0	- 0	- 0	- 0	3% 1	- 0	4% 1	1% 1	- 0	<1% 1	4% 1	- 0

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

	Marion n=54	Miami-Dade n=57	Monroe n=69	Orange n=59	Osceola n=60	Palm Beach n=64	Pasco n=58	Pinellas n=62	Polk n=64	Sarasota n=71	Seminole n=64	St. Lucie n=52	Volusia n=64
Yes	16% 10	35% 19	9% 12	32% 21	20% 14	32% 23	33% 17	26% 18	22% 17	27% 19	22% 14	43% 21	33% 22
No	84% 44	62% 37	91% 57	68% 38	80% 46	68% 41	67% 41	74% 44	78% 47	73% 52	76% 49	57% 30	65% 41
Don't know/Refusal	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	<1% 1	2% 1

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

n=443

Cable Television	36% 120
Streaming Television	12% 56
Billboard (electronic or traditional)	42% 208
YouTube	23% 87
Social Media	24% 99
Mobile Phone Advertisement	7% 32
Gas Station	9% 38
AM/FM Radio	9% 53
Newspaper/ Magazine	9% 20
Poster	13% 38
Brochure	6% 16
Tip Card	4% 13
Press Event	2% 6
Outreach Event	3% 15
Law Enforcement Officers	7% 29
Other	4% 11
Don't know/ Refusal	3% 12

⁷ 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=1,535	Alachua n=60	Bay n=61	Brevard n=62	Broward n=63	Collier n=53	Duval n=61	Escambia n=62	Hillsborough n=66	Lake n=63	Lee n=63	Leon n=61	Manatee n=62
Advertising/Education	7% 97	4% 4	6% 2	13% 5	1% 1	<1% 1	6% 5	8% 5	14% 6	6% 3	7% 3	11% 4	3% 2
Strengthen laws/punishment/enforcement	10% 132	13% 6	6% 4	2% 2	14% 9	9% 4	1% 2	8% 5	11% 7	9% 5	2% 1	0	3% 2
Increase/widen/improve sidewalks and bike lanes	31% 509	29% 19	31% 20	39% 21	25% 15	33% 17	45% 25	31% 20	36% 22	41% 27	40% 21	36% 22	46% 27
Personal responsibility for drivers	6% 98	4% 3	6% 5	4% 3	9% 6	18% 7	5% 4	8% 5	4% 3	13% 8	<1% 1	4% 1	9% 5
Personal responsibility for bikes/pedestrians	7% 90	8% 3	6% 4	4% 4	4% 2	3% 1	1% 1	4% 2	3% 3	3% 2	16% 7	7% 5	3% 3
Better lighting/signage/crosswalks	21% 335	25% 15	19% 12	19% 16	26% 18	24% 15	17% 13	12% 8	17% 15	22% 13	22% 19	18% 14	21% 11
Personal safety gear	3% 40	4% 2	0	4% 1	3% 3	3% 3	6% 3	4% 2	- 0	- 0	<1% 1	4% 2	3% 2
Other	6% 101	4% 3	6% 4	6% 3	14% 5	3% 3	6% 3	8% 3	9% 6	<1% 1	2% 3	11% 7	3% 4
Don't know/Refusal	9% 133	8% 5	19% 10	11% 7	6% 4	6% 2	12% 5	19% 12	6% 4	6% 4	10% 7	11% 6	9% 6

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

	Marion n=54	Miami-Dade n=57	Monroe n=69	Orange n=59	Osceola n=60	Palm Beach n=64	Pasco n=58	Pinellas n=62	Polk n=64	Sarasota n=71	Seminole n=64	St. Lucie n=52	Volusia n=64
Advertising	9% 3	10% 4	<1% 4	4% 3	10% 4	13% 7	13% 6	5% 4	3% 3	7% 6	7% 5	5% 3	8% 4
Education	13% 6	11% 7	18% 12	19% 10	7% 3	10% 8	4% 3	11% 6	5% 5	10% 8	7% 5	11% 5	12% 7
Increase checkpoints/ law enforcement	31% 22	20% 12	27% 16	22% 16	37% 24	33% 18	28% 22	31% 20	38% 21	27% 21	34% 23	43% 20	30% 18
Better Transportation options	- 0	3% 3	- 0	- 0	<1% 1	+ 0	2% 1	+ 0	2% 1	3% 2	<1% 1	- 0	- 0
Increase punishments/ strengthen laws	9% 3	3% 2	9% 2	5% 4	13% 5	7% 4	4% 3	4% 2	7% 5	- 0	5% 3	5% 5	16% 9
Increase sidewalks	6% 3	9% 5	27% 11	11% 3	- 0	8% 5	20% 7	6% 4	15% 5	7% 3	2% 1	3% 2	4% 4
Personal responsibility	19% 10	31% 16	9% 11	21% 12	17% 15	13% 10	11% 9	28% 16	20% 16	10% 10	29% 17	16% 10	20% 14
Other	6% 4	3% 3	<1% 5	1% 1	3% 3	8% 6	4% 2	8% 6	7% 4	20% 13	5% 4	8% 3	4% 2
Don't know/Refusal	6% 4	- 0	<1% 5	1% 1	3% 2	8% 6	2% 1	8% 6	5% 3	17% 11	5% 3	8% 3	4% 2

**Which of the following categories best describes your age?
n=1,535**

18-24	11% 395
25-34	16% 269
35-44	16% 246
45-54	16% 184
55-64	16% 177
65 or older	24% 245
Don't know/Refusal	1% 19

**Which language do you speak in your home most often?
n=1,535**

English	88% 1428
Spanish	9% 62
Creole	<1% 5
Other	3% 31
Don't know/Refusal	<1% 9

**What is your racial/ethnic background?
n=1,535**

White/Caucasian	47% 938
Black/African American	16% 231
Hispanic/Latino	29% 261
Other	7% 81
Don't know/Refusal	2% 24

What is your highest grade in school or year of college you have completed?
n=1,535

Less than high school degree	2% 43
High school graduate/GED	36% 520
Currently in college or has AA degree	25% 399
Bachelor's Degree (BA or BS)	25% 401
Graduate or post-graduate degree (MA, PhD, JD, MD)	10% 147
Don't know/Refusal	2% 25

What is your gender?
(Interviewer-determined on phone)
n=1,535

Male	48% 639
Female	52% 890
Other/I use another term	- 0
Don't know/Refusal	<1% 6

Am I reaching you today on a landline or cell phone today? [Phone sample only]
n=579

Landline	1% 5
Cell phone	97% 562
Don't know/Refusal	2% 12

Survey Mode
n=1,535

Telephone	31% 579
Online	69% 956

Appendix II: 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
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]

- 8. Don't Know [skip to EFFECTIVE]
- 9. Refusal [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.