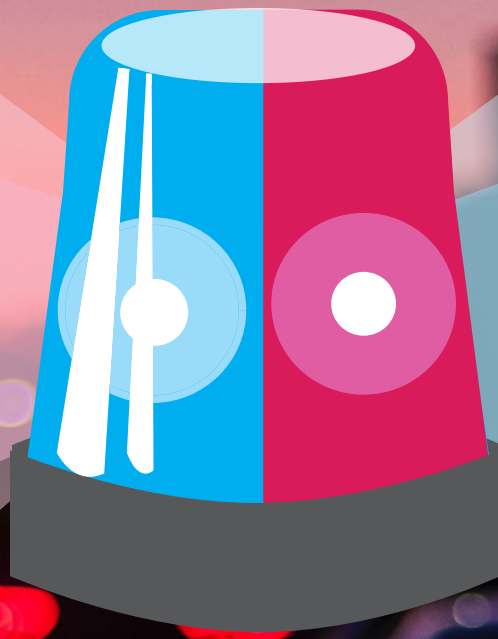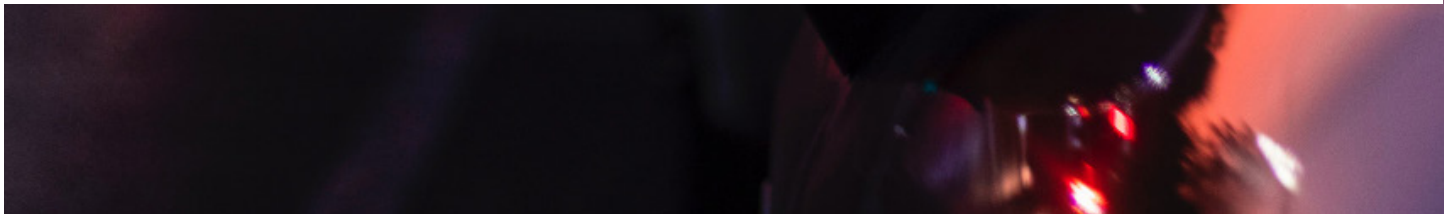# FLORIDA 2021
DRIVING UNDER THE INFLUENCE (DUI) MEDIA SURVEY

Florida Department of Transportation

**Report
May 2021**

FLORIDA 2021
DRIVING UNDER THE INFLUENCE (DUI) MEDIA SURVEY

Report prepared for FDOT by the
Public Opinion Research Lab
at the University of North Florida

Michael Binder, Ph.D., Associate Professor & Faculty Director
Andrew Hopkins, M.P.A., Assistant Director
Eva Matthews, M.P.A., Research Coordinator

UNF
Public Opinion
Research Lab

FDOT

May 2021

Contents

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 2019 American Community Survey from the U.S. Census Bureau estimates there are 17,245,782 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2019 ACS estimates is as follows: 53% white, 15.2% black, 26.4% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,104 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2019.

Project Background

The Drive Sober or Get Pulled Over media campaign was launched by the U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA) in the summer of 2011 as a response to the rapid increase of fatalities caused by impaired driving nationwide and includes other partners such as Mothers Against Drunk Driving (MADD). Florida was among the top three states leading the nation in the increase of fatalities, according to the NHTSA's 2011 State Alcohol-Impaired Driving Estimates.

According to the Signal Four Analytics - Florida Traffic Safety Dashboard, the State Florida had 1,017 suspected or confirmed alcohol-related crash fatalities in 2020, down from 1,054 in 2019.

Executive Summary

15% of respondents indicated **driving within two hours of drinking** in the past year, up from 14% in 2020.

48% of respondents said they saw or heard the "Drive Sober or Get Pulled Over" safety message, down from 52% in 2020.

The **Tampa DMA** had the highest level of awareness at **54%**.

Cable TV and **Electronic Billboard** were tied for most popular media on which respondents reported seeing "Drive Sober," at **42%** each.

18% of respondents said that **increasing law enforcement and checkpoints** would be the most effective way to reduce drunk driving.

Methodology

Study Purpose

FDOT first contracted with Public Opinion Research Laboratory (PORL) at the university of North Florida (UNF) in 2016 to gather information about the attitudes and awareness of adults living in the State of Florida concerning FDOT's Drive Sober or Get Pulled Over media campaign, general driving habits, and driving habits after consuming alcohol. PORL has administered this survey to Florida residents each year since 2016. The performance goal is to monitor progress in FDOT's drinking and driving marketing campaign and its coverage throughout the state.

In order to evaluate the effectiveness of FDOT's messaging, the PORL administered a telephone survey from March 22 to May 5, 2021. This project is generally executed during this period because it falls after FDOT enforcement campaigns during St. Patrick's Day holiday weekend.

Study Design

To ensure a representative sample being collected, the state was stratified using the 10 Florida designated market areas (DMA). Due to 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 amount of completed surveys from across the state. Quotas were set for a total sample size of 1,200. DMAs with quotas less than 100 were set to a limit of 100 completed surveys to decrease the margin of error when cross analyzing one DMA to another. It is important to note the n (sample sizes) when comparing these DMA's. Smaller sample sizes increase the margins of error for each DMA, indicating more uncertainty in the results when they are being compared to the true population (see Table 2).

A sample of the polling universe (Florida residents) was selected using Random-Digit-Dialing methodology for both landlines and cell phones. Dynata and Aristotle provided all the telephone numbers used for the survey.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate. The breakdown of completed responses on a landline phone to a cell phone was 10.9% to 88.4% respectively, with 0.7% refusing to identify their method of contact. Cell phone sample respondents were selected by being the first qualified participant to answer the phone. The sample is of adults (18 years and older) who have a valid or suspended driver's license and spend more than 1 month per year in the state of Florida.

At least 5 attempts were made for non-completes with a working residential or cell
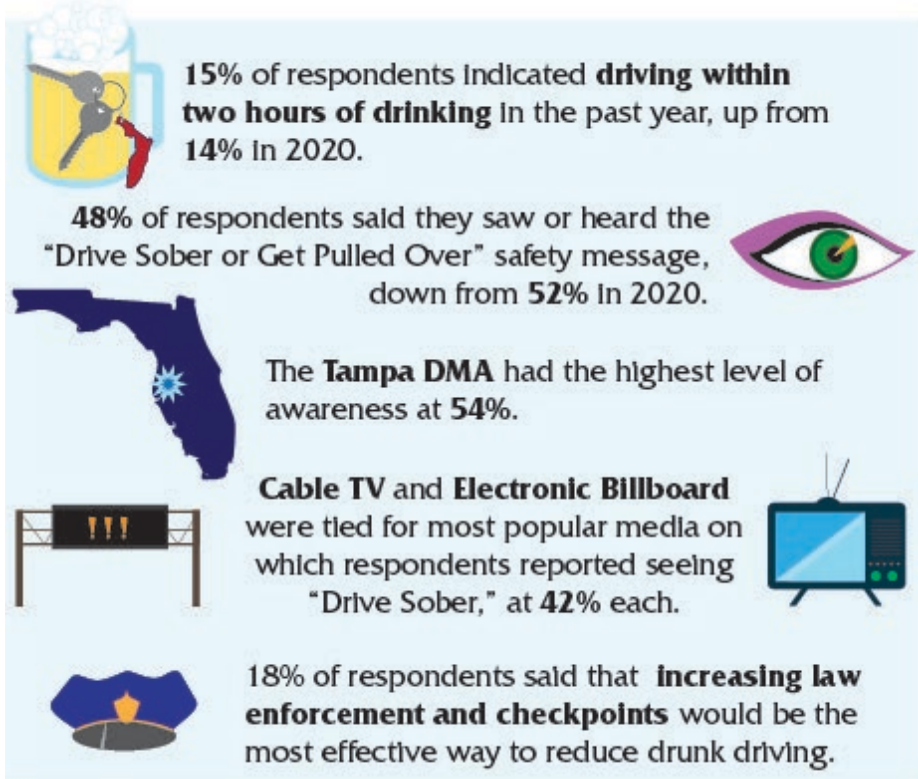
phone line. To decrease survey bias and increase sample representativeness, interviews were conducted in both English and Spanish. Calls were made from 4:00 p.m. - 9:00 p.m. seven days per week.

In order to adjust for oversampling of smaller media markets and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled DMA's across the state. Smaller media markets were oversampled and adjusted downward so as not to bias the statewide results. Second, to ensure that the results presented are reflective of the adult population of Florida, the total sample was weighted by age, sex, education, and race to the estimated 2019 American Community Survey for the adult population of the State of Florida. There were no statistical adjustments made due to design effects.

The total number of completed surveys collected was 1,465, all of which are included in the analysis, regardless of whether they answered the four demographic questions used for weighting: age, race sex, and education. For any demographic information not provided by a given respondent, that respondent was manually given a weight of 1. The margin of sampling error is +/- 2.57 percentage points for the total sample, with the margins of error for each media market trending much higher. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which estimates of what proportion of cases of unknown eligibility are truly eligible. This study produced a RR3 of 13%.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=99
Panama City	n=99
Tallahassee	n=101
Jacksonville	n=101
Gainesville	n=101
Orlando	n=236
Tampa	n=264
West Palm Beach	n=124
Fort Myers	n=99
Broward/Monroe	n=104
Miami-Dade	n=137
Total	n=1,465

Table 2. DMA and Margin of Error

Designated Market Area	Margin of Error
Pensacola	+/- 9.85%
Panama City	+/- 9.85%
Tallahassee	+/- 9.76%
Jacksonville	+/- 9.76%
Gainesville	+/- 9.75%
Orlando	+/- 6.38%
Tampa	+/- 6.04%
West Palm Beach	+/- 8.81%
Fort Myers	+/- 9.85%
Broward/Monroe	+/- 9.61%
Miami-Dade	+/- 8.38%
Total	+/- 2.57%

Summary of Findings

PORL has administered the Driving Under the Influence (DUI) media survey for the Florida Department of Transportation every year since 2016, with few minor changes. The figures below include data collected in 2021, longitudinal data for comparison, as well as aggregate data from all six project years. This combined data is useful because with larger sample sizes, we can make more accurate observations and comparisons that would not otherwise be possible.

Below is a respondent profile, which details the demographic breakdown of the final 2021 sample.

2021 Respondent Profile

46%
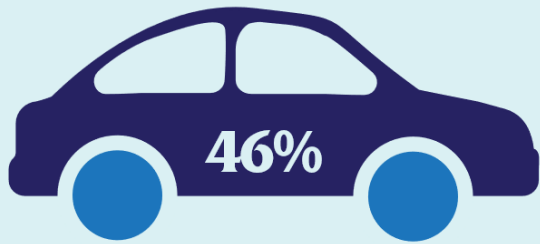
drive a **passenger car** most often

51% female
49% male

Age

18-24	11%
25-34	16%
35-44	15%
45-54	16%
55-64	16%
65+	26%

29%
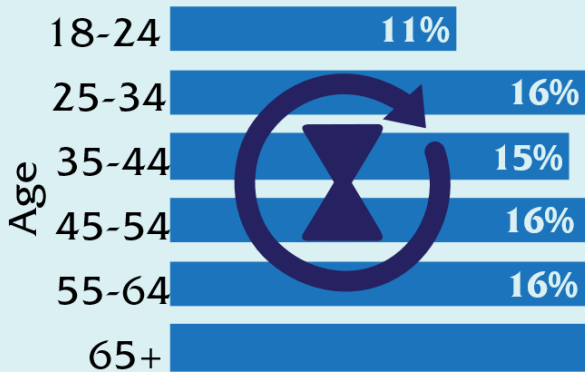
have a **bachelor's degree** or higher

51%	White
14%	Black
25%	Hispanic
5%	Other
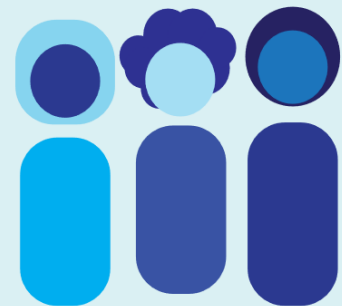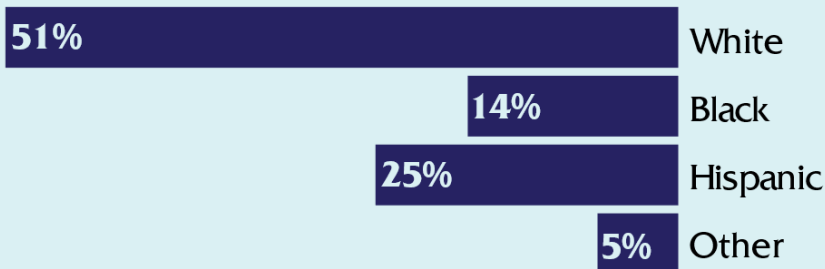
Figure 1. Drink and Drive by DMA, 2016 to 2021[1]

In the past year, did you drive a motor vehicle within 2 hours of drinking?
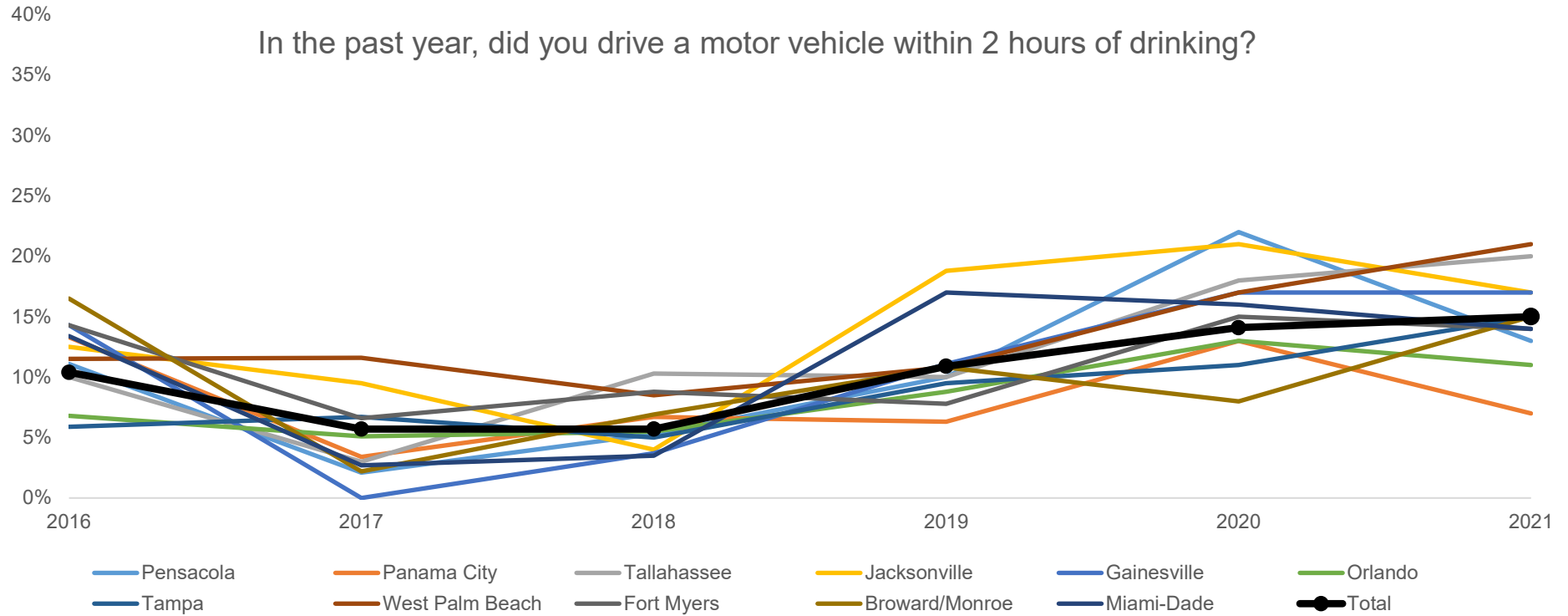
Respondents were asked whether, in the past year, they had driven within two hours of drinking. Figure 1, above, shows the responses for 2016 through 2021, broken down by designated market area (DMA). In 2021, 15 percent of the total sample indicated they had driven within 2 hours of drinking in the past year. The DMA with the greatest percentage of respondents who indicated drinking and driving was West Palm Beach with 21 percent, followed by Tallahassee with 20 percent. The DMA with the lowest instance of reported drinking and driving was Panama City, with just 7 percent.

The total percentage of respondents who reported drinking and driving has increased steadily over the past four years, from 6 percent in 2018 to 15 percent in 2021.
West Palm Beach went from fourth highest in 2020 at 17 percent, to highest in 2021 with 21 percent. Pensacola, which had the greatest percentage in 2020, saw a marked decrease in 2021, from 22 percent to 13 percent.

---

[1] 2016 to 2019 wording reads "In the past 30 days..."

Figure 2. Drink and Drive by AGE, 2016-2021 [1] [2]

In the past year, have you driven a motor vehicle within 2 hours of drinking?
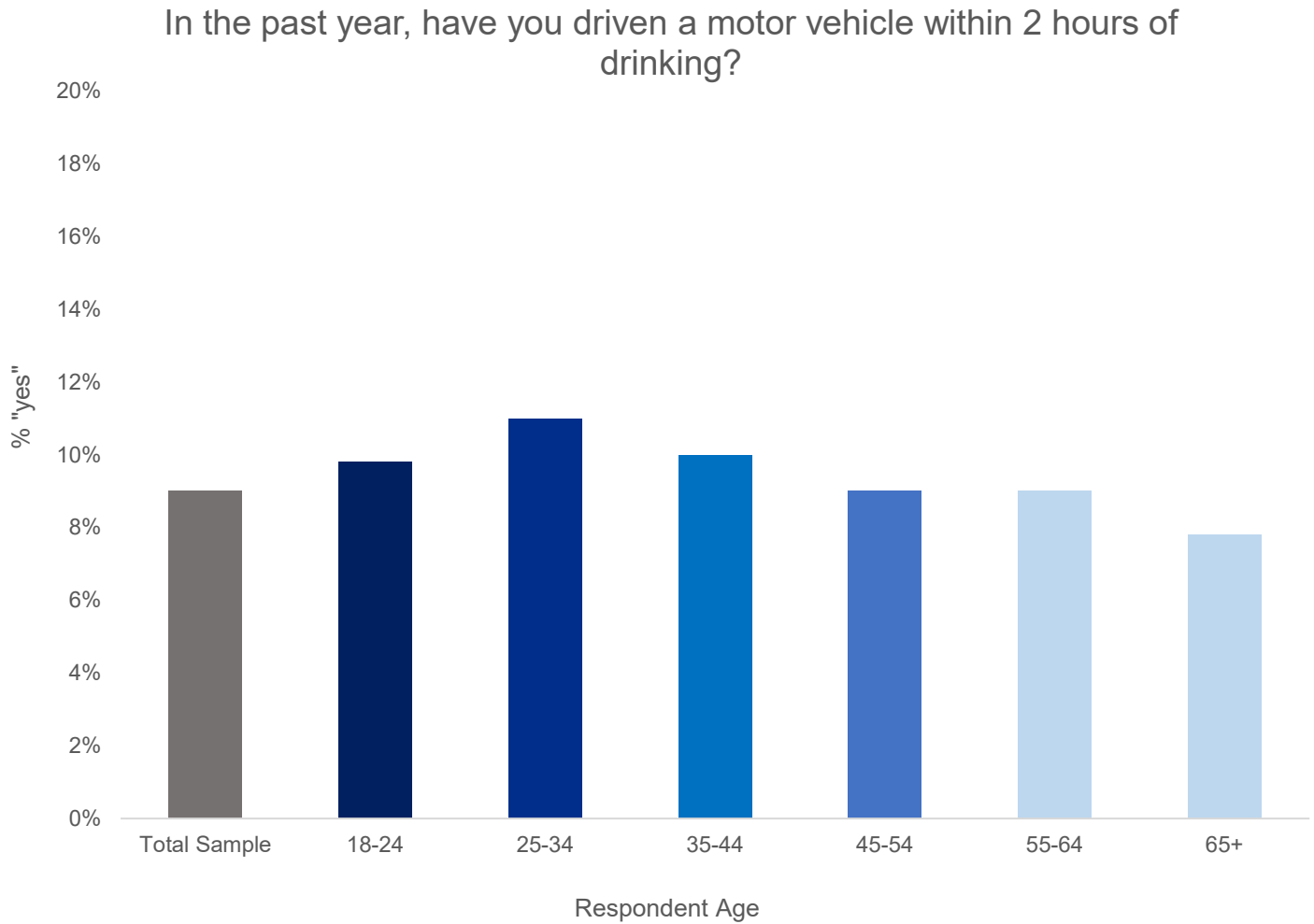
Figure 2 shows the percentage of respondents who reported having driven within two hours of drinking, broken down by age category. It includes aggregate data from project years 2016-2021.
The category with the greatest percentage of respondents who indicated drinking and driving was the 25-34 group, at 11 percent, compared with 9 percent in the total sample. The 65 and older category had the lowest percentage, at 8 percent, while the 45-54 and 55-64 categories were consistent with the total sample, with 9 percent, each.

---

[1] Includes aggregate data from 2016-2021
[2] 2016 to 2019 wording reads "In the past 30 days..."

Figure 3. Perceived Enforcement by Drink and Drive, 2016-2021[4]

In your opinion, do you think that law enforcement agencies in your county enforce the DUI laws in your community…?
by
In the past year, did you drive a motor vehicle within 2 hours of drinking?

Legend: ■ Very strictly ■ Somewhat strictly ■ Not very strictly ■ Rarely ■ Not at all
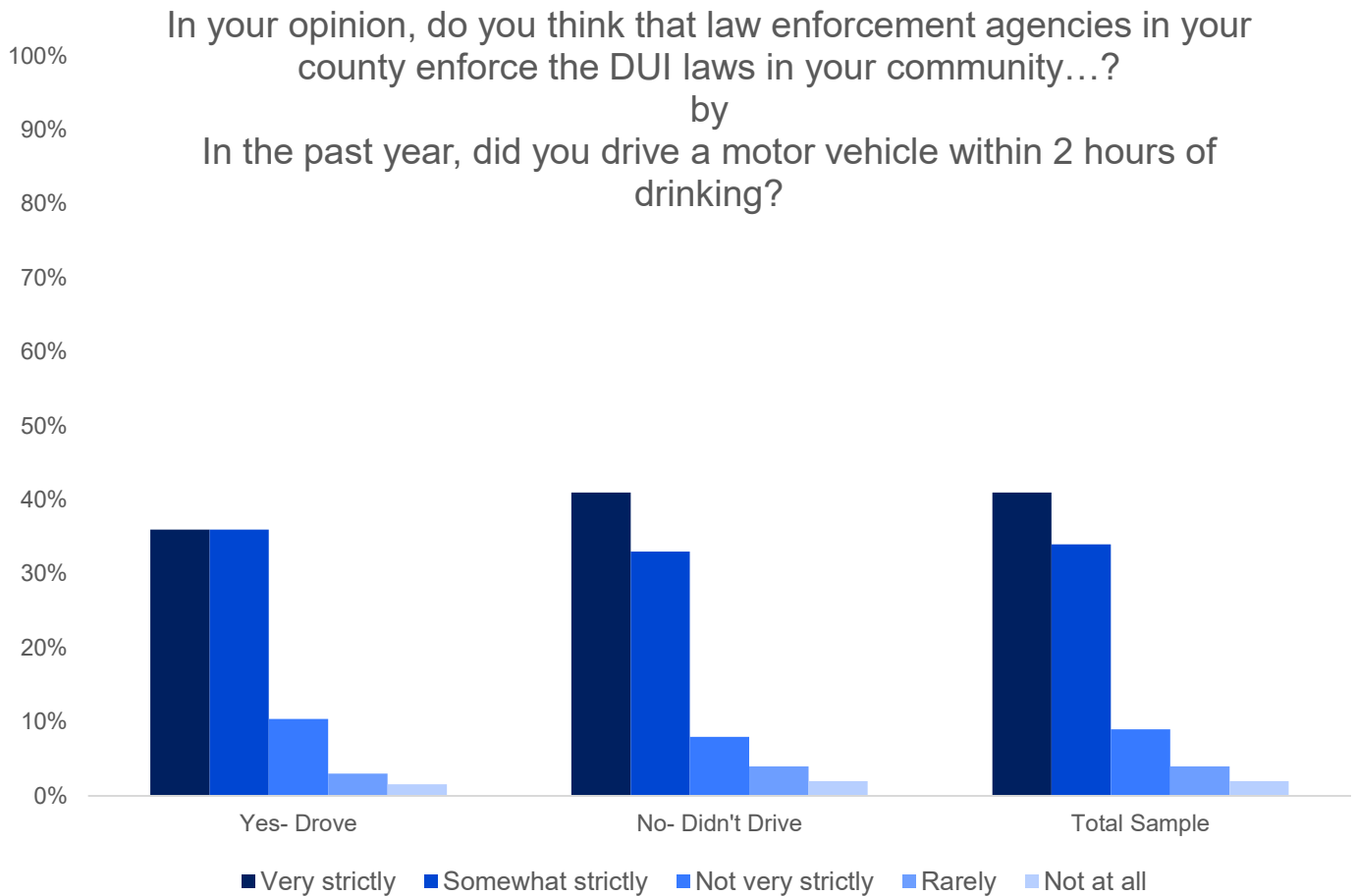
Respondents were also asked how strictly they believe the DUI laws in their counties are enforced. Figure 3 shows the aggregate responses to this question from project years 2016-2021, broken down by whether they reported drinking and driving.

Responses among those who reported *not* drinking and driving were almost identical to the total sample, with the majority of respondents reporting very strict enforcement. Within those who *did* report drinking and driving, responses were evenly split between very strict and somewhat strict enforcement, with 36 percent, each. Interestingly, perceptions of DUI laws as being either very or somewhat strict still makes up the overwhelming majority of respondents who reported driving within two hours of drinking.

---

[4] Includes aggregate data from 2016-2021

Figure 4. Legal Limit, 2016-2021[1]

In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were…

- Well below the legal limit
- Just below the legal limit
- Just over the legal limit
- Well over the legal limit
- Doesn't know the legal limit
- Refusal
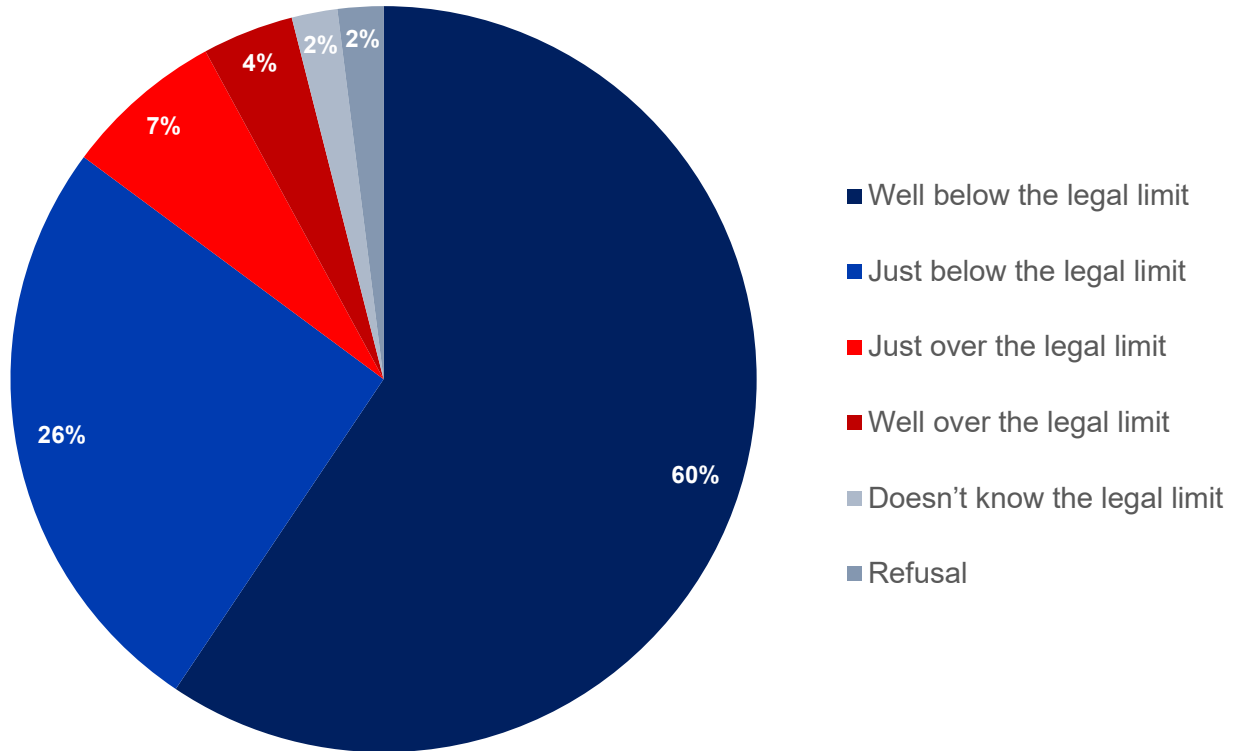
Respondents who indicated they had driven within two hours of drinking were then asked whether they were well below the legal limit, just below, just over, or well over. Figure 4 shows the breakdown of responses using aggregate data from all project years.
The majority of respondents indicated they were well below the legal limit for drinking and driving, at 60

percent, while 26 percent said they were just below the limit. Eleven percent admitted to being over the legal limit, with 7 percent saying they were just over, and 4 percent saying they were well over. Two percent of respondents said they did not know the legal limit.

.

---

[1] Includes aggregate data from 2016-2021

Figure 5. Drink and Drive Location, 2016 to 2021

Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?
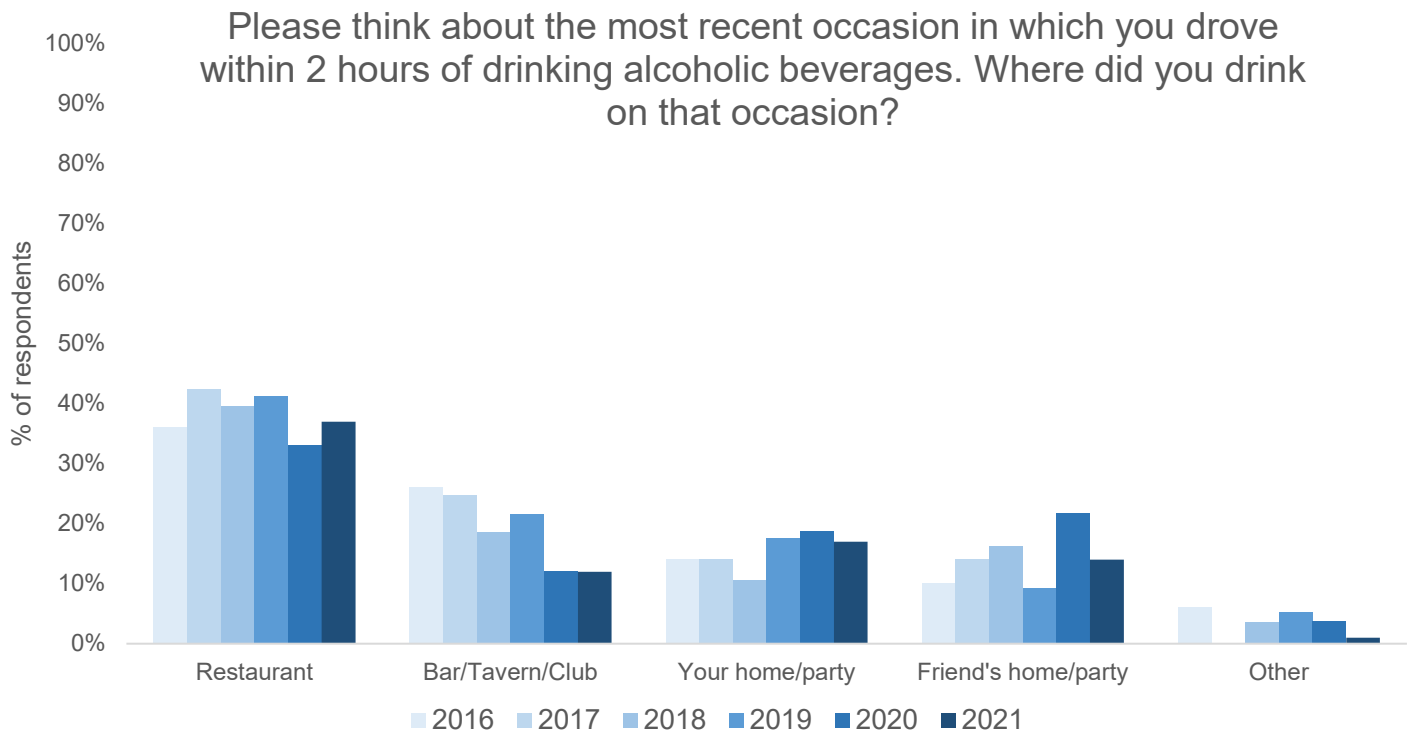
Respondents were also asked where they drank the last time they drove within two hours of drinking. Figure 5 shows these responses broken down by project year. In all six years, most respondents indicated drinking at a restaurant the last time they drank and drove, with 36 percent in 2021.

The percentage of respondents chose "bar/tavern/club" has been at its lowest in 2020 and 2021 at 12 percent, down from 22 percent in 2019. After spiking in 2020 to 22 percent, the number of respondents who chose "friends home/party" decreased to 14 percent in 2021.

Figure 6. Drink and Drive Location, 2016-2021[1]

37% of all respondents who reported drinking and driving in project years 2016-2021 did so at a **restaurant**

---
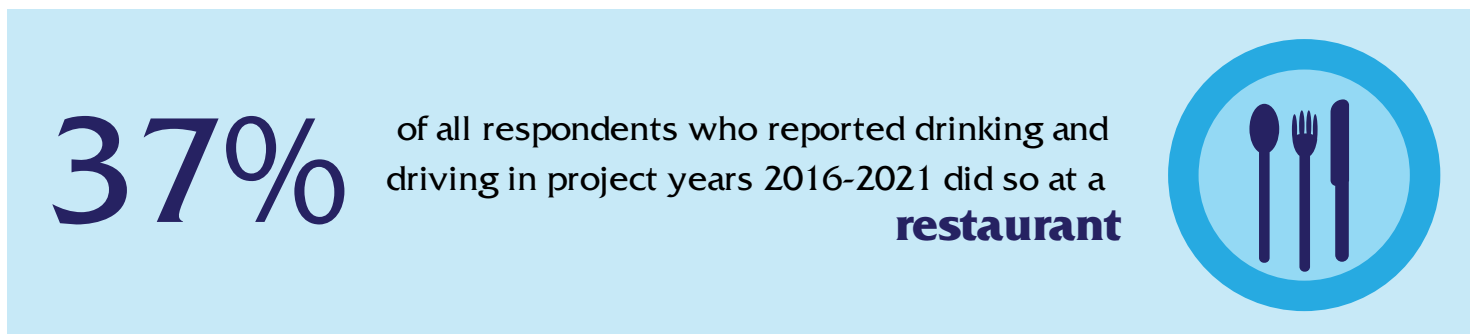
[1] Includes aggregate data from 2016-2021

Figure 7. Drive Sober by DMA, 2016 to 2021[1]

In the past year*, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

Legend: Pensacola, Panama City, Tallahassee, Jacksonville, Gainesville, Orlando, Tampa, West Palm, Fort Myers, Broward/Monroe, Miami-Dade, Total
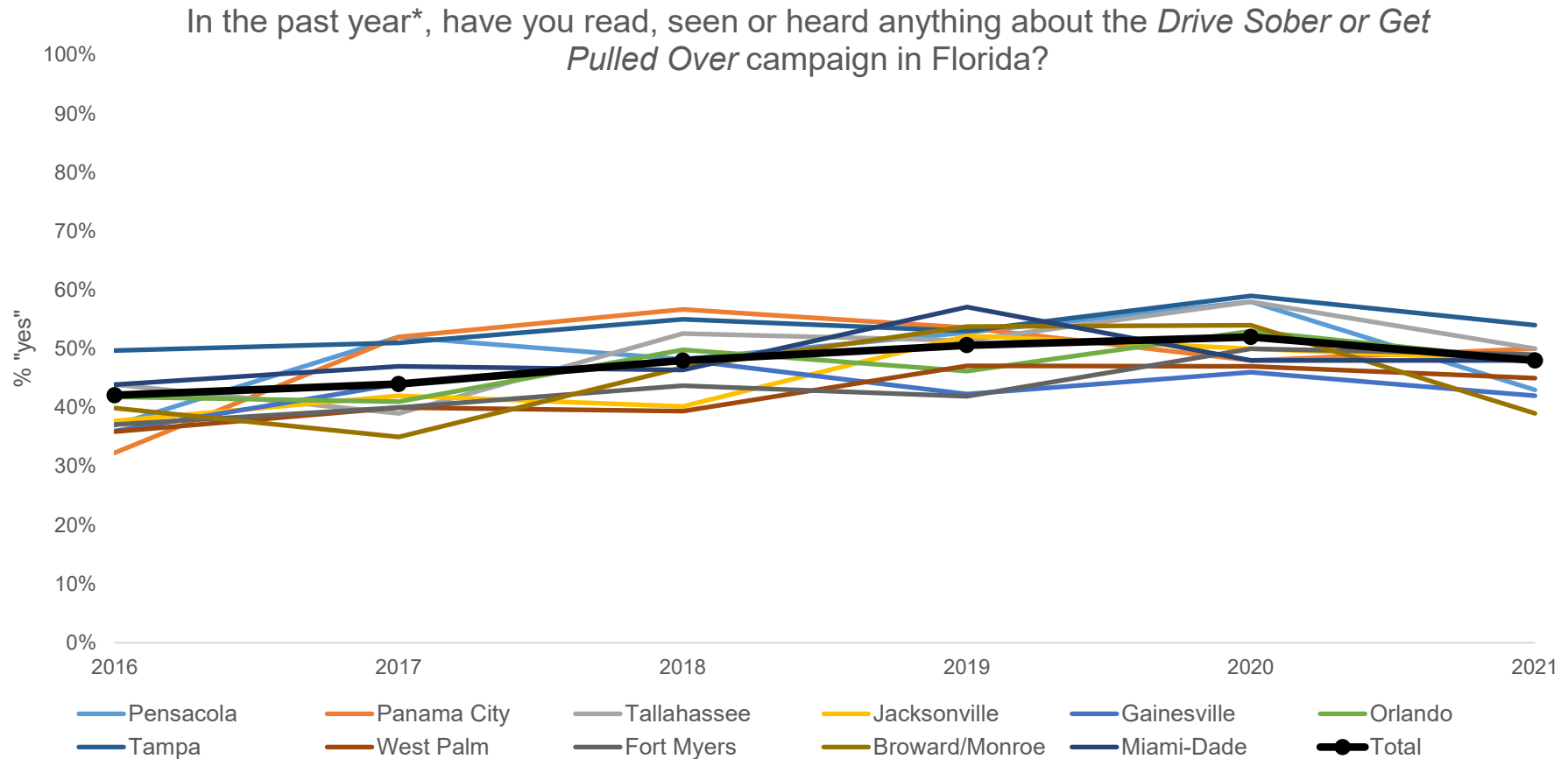
Overall, the percentage of respondents who indicated seeing or hearing about the *Drive Sober or Get Pulled Over* campaign decreased in 2021 from 52 to 48 percent. This is the lowest rate of awareness of the campaign message since 2018. It is important to note that during 2020 and 2021, decreased roadway usage due to COVID-19 restrictions may have reduced access to and awareness of messaging.

Of the 11 DMAs sampled, the Tampa DMA had the greatest awareness of *Drive Sober*, with 54 percent of respondents indicating they had seen or

heard it in the past year. The DMA with the lowest awareness was Broward/Monroe, with 39 percent, down from 54 percent in 2021. The Pensacola DMA also saw a marked decline in awareness this year, falling from 58 percent in 2020 to just 43 percent in 2021.

---

[1] 2016 to 2019 wording reads "In the past 6 months..."

Figure 8. Drive Sober by DMA, 2021 (MAP)

Legend:
1. Pensacola
2. Panama City
3. Tallahassee
4. Jacksonville
5. Gainesville
6. Orlando
7. Tampa
8. West Palm Beach
9. Fort Myers
10. Broward/Monroe
11. Miami-Dade

Map values:
1 — 43%
2 — 50%
3 — 50%
4 — 48%
5 — 42%
6 — 48%
7 — 54%
8 — 45%
9 — 49%
10 — 39%
11 — 48%
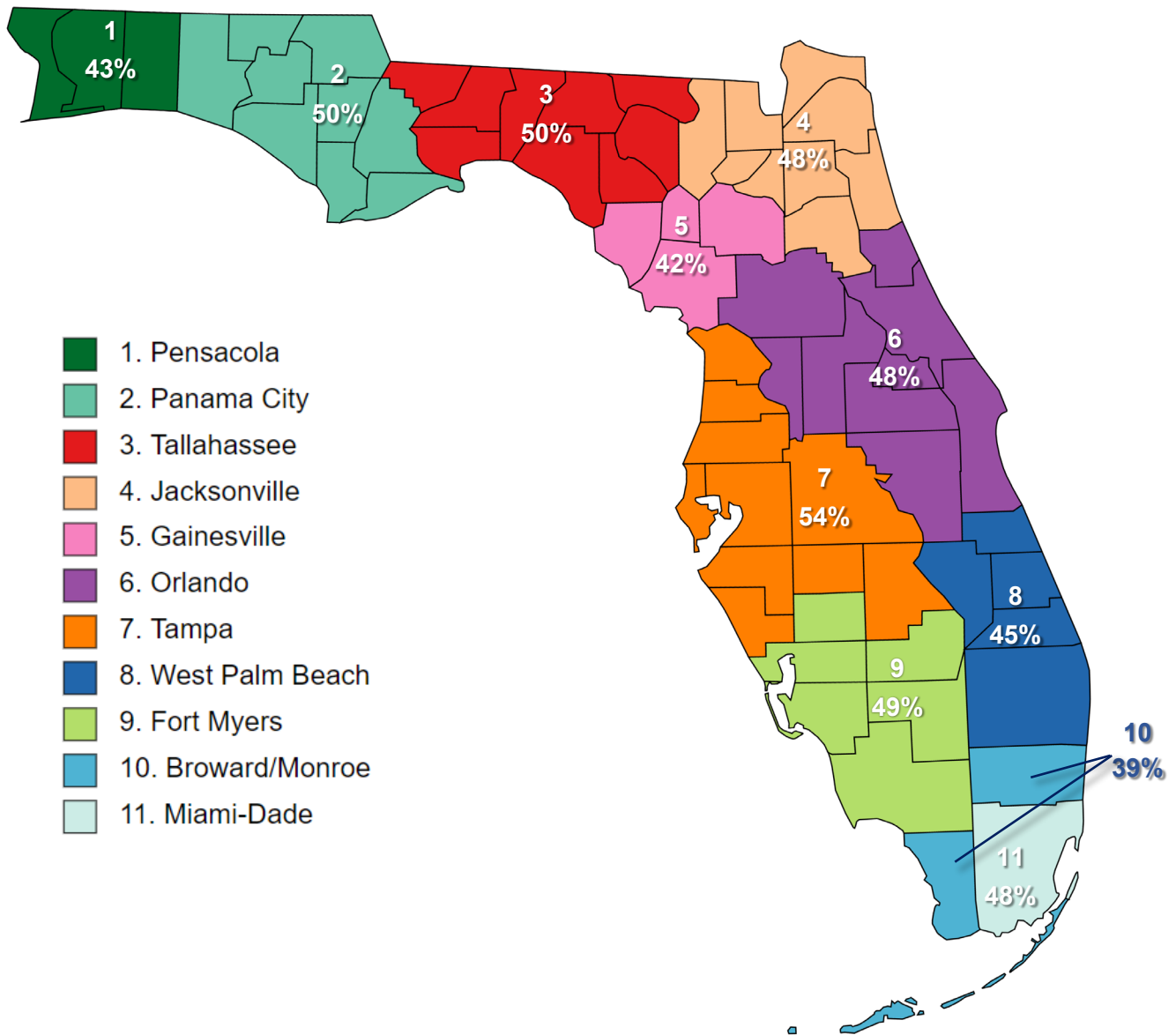
Figure 6 shows a geographical representation of the 11 DMAs, along with the percentage of respondents who said they had seen or heard the *Drive Sober or Get Pulled Over* campaign message in the past year. In 2021, there were only three out of 11 DMAs with awareness over 50 percent, compared to seven in 2020.

Tampa was the DMA with the greatest percentage, at 54, while the Panama City and Tallahassee DMAs each had an awareness rate of 50 percent.
The Broward/Monroe DMA had the lowest rate of awareness, at 39 percent.

Figure 9. Drive Sober by Individual's Self-Reported Alcohol Consumption Level, 2016-2021[1] [2]

In the past year, have you read, seen, or heard anything about the
Drive Sober or Get Pulled Over campaign in Florida?
by
Self-Reported Alcohol Consumption Level
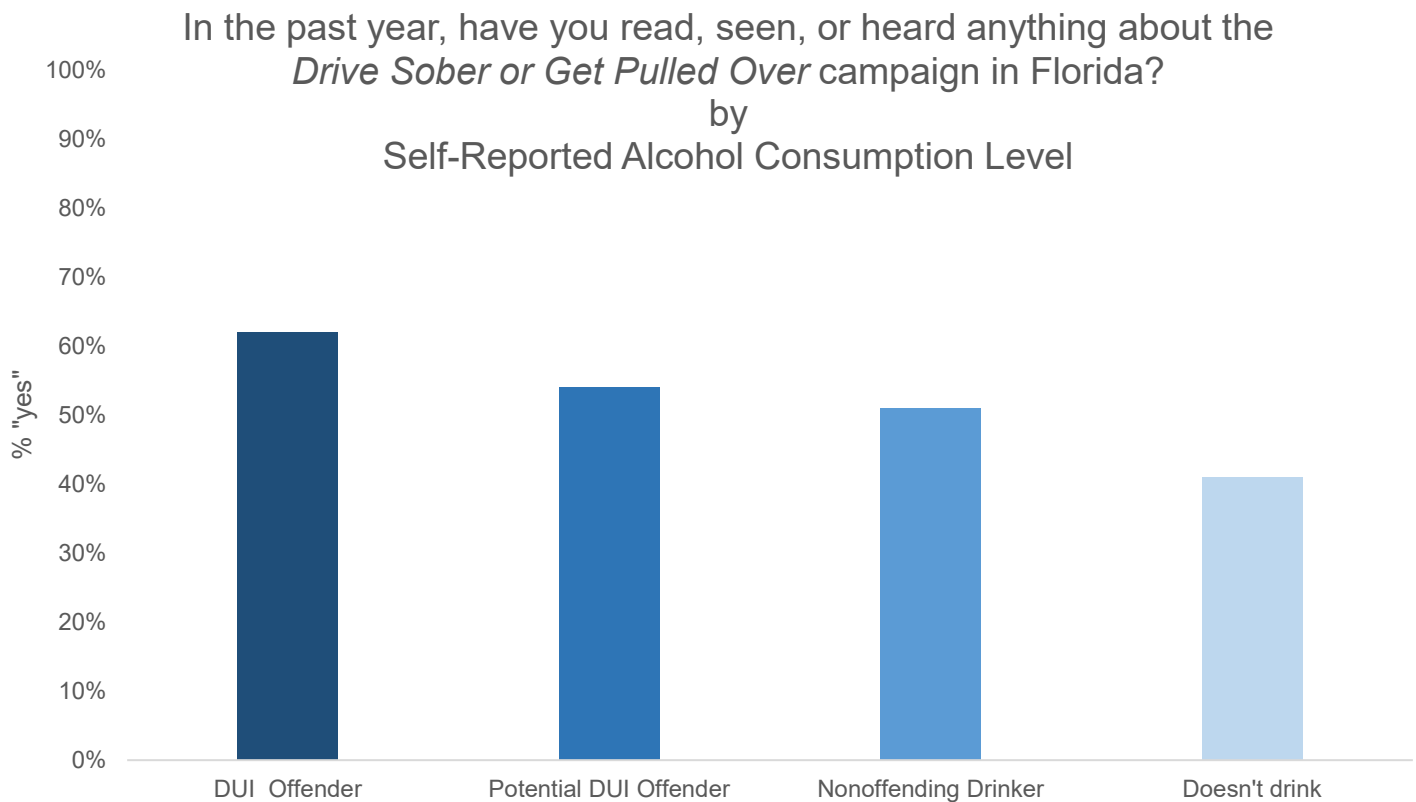
Figure 10 shows the percentage of respondents who reported having seen or heard the *Drive Sober* message, broken down by self-reported alcohol consumption. It includes aggregate data from 2016 through 2021.

The DUI Offender and Potential DUI Offender categories were calculated using the LIMIT variable, when respondents who indicated driving within two hours of drinking were asked whether they thought they were above or below the legal limit. They are coded as follows:

- DUI Offender: stated they were either "Well over", Just over", or "Just under" the legal limit the last time they drank and drove
- Potential DUI Offender: stated that they were "Well

under the legal limit"
- Nonoffending Drinker: stated they drink but have not driven after drinking in the past year
- Doesn't Drink: Indicated they had not consumed any alcohol in the past year

DUI offenders had the highest rate of exposure to the safety message, with 63 percent of respondents indicating having seen or heard it. Among potential offenders, 56 percent reported seeing or hearing it, and just 43 percent of non-drinkers indicated seeing or hearing it. Among respondents who reported drinking, but *not* drinking and driving in the past year, 51 percent said they had seen or heard the message.

---

[1] 2016 to 2019 wording reads "In the past 6 months..."
[2] Includes aggregate data from 2016-2021

Figure 10. Drive Sober Media, 2016 to 2021[1]

Where did you see or hear it?
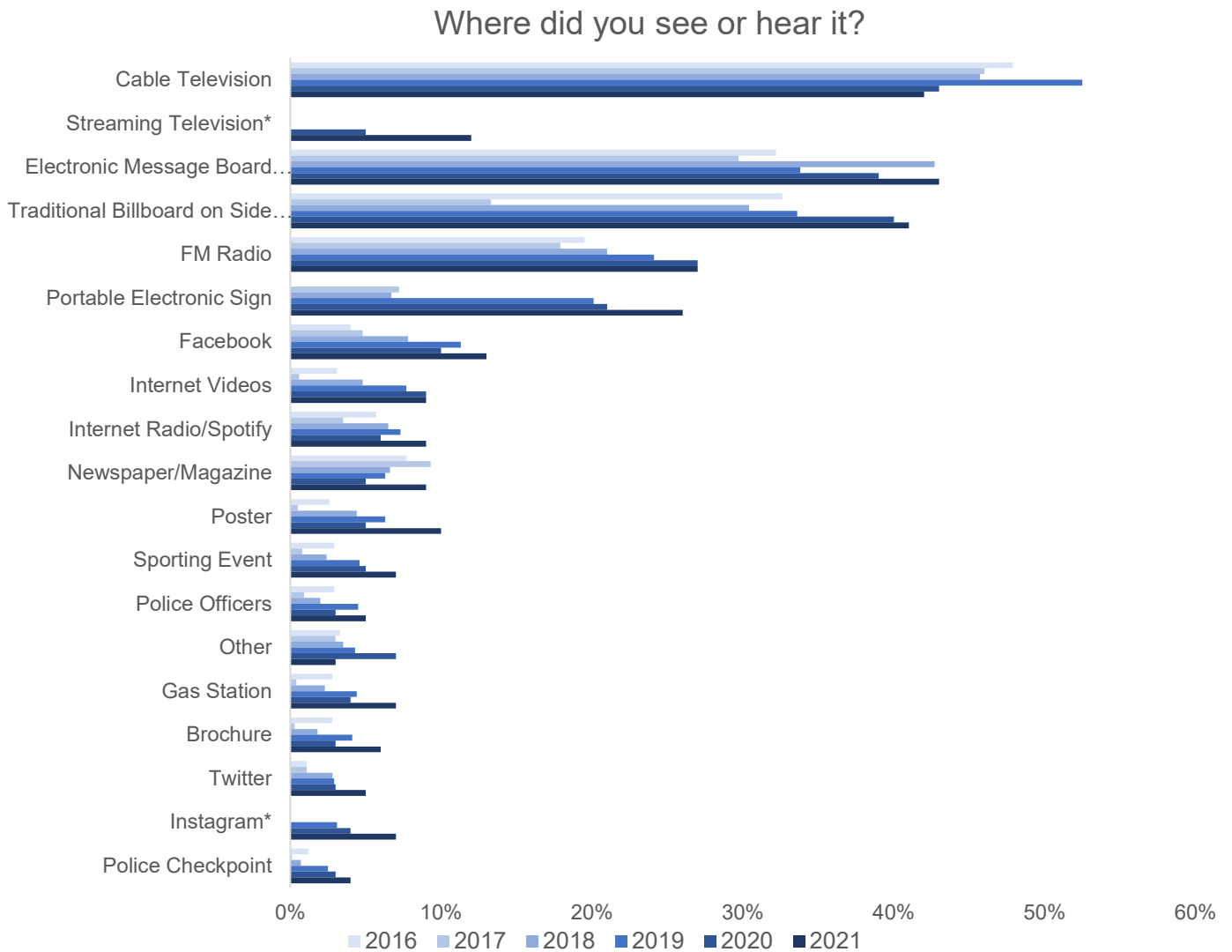
Respondents who indicated they had seen or heard the *Drive Sober* message in the past year were then asked where they saw or heard the message. Figure 10 shows the responses, broken down by project year. In 2021, electronic, over-the-road message boards came in first place at 43 percent, followed closely by cable television with 42 percent. Streaming television, which was added as an option in 2020, had an additional 12 percent, making the total percentage of respondents having seen or heard *Drive Sober* on TV 54 percent. Streaming television saw a sharp increase in 2021 from 5 percent in 2020. Traditional billboards on the side of the road were in a close third place with 41 percent, followed distantly by FM radio with 27 percent. Police checkpoint had the lowest percentage of responses at just 4 percent.

---

[1] Percentages may add up to greater than 100% for this select-all question
*Streaming television was added as a response in 2020

Figure 11. Most Effective Top 3, 2021

Top 3: In your opinion, what would be the most effective way of reducing alcohol impaired driving

18% Increase checkpoints & law enforcement

13% Education

12% Strengthen laws & punishments
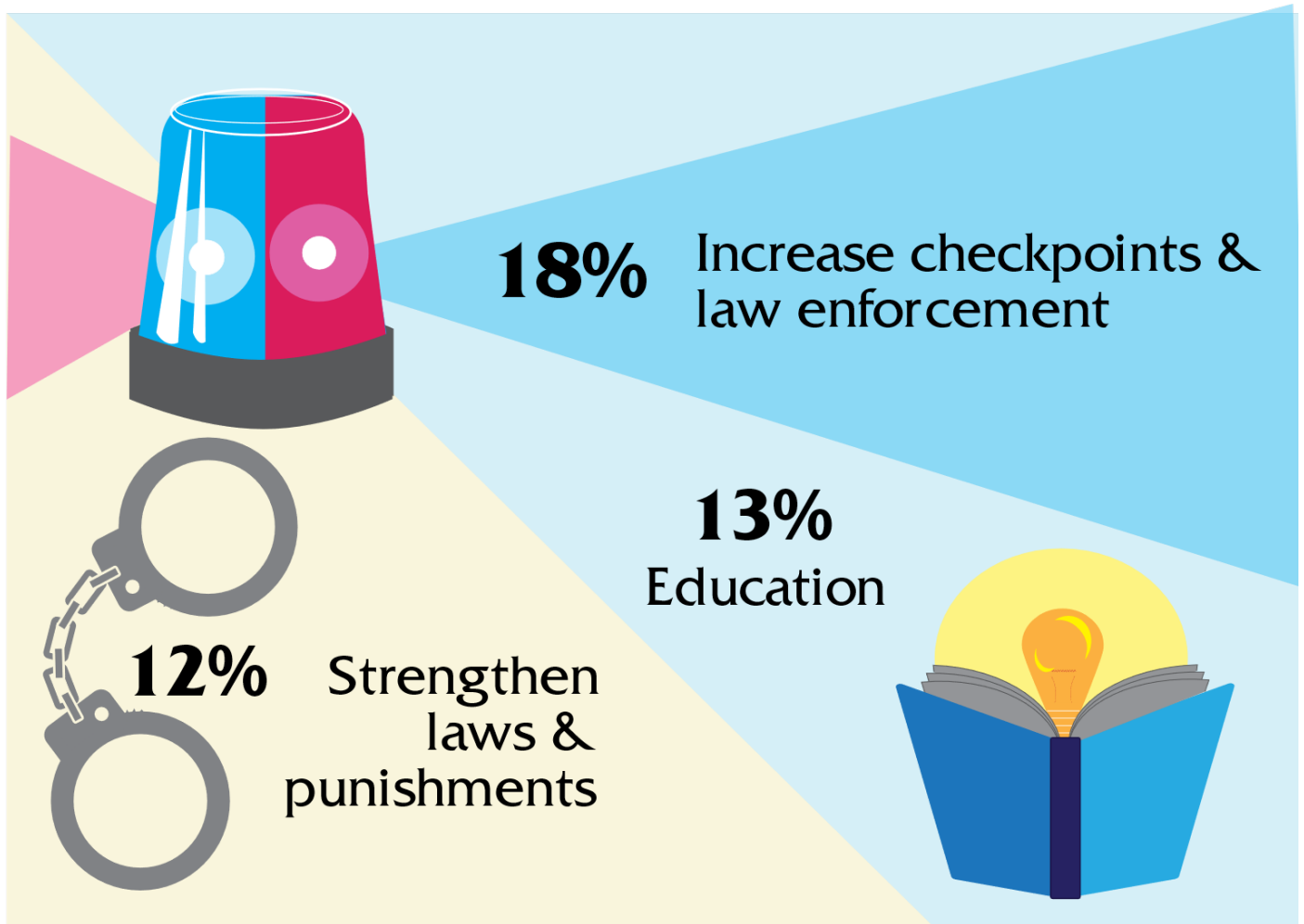
All respondents were asked what they believe would be the most effective method of reducing drunk driving. This question is open-ended, allowing respondents to respond freely without any interviewer suggestion, and responses are then coded into 11 categories, the top three of which are pictured in Figure 11, above. The top choice in 2021 was increasing police checkpoints and law enforcement at 18 percent, followed by education, which was the top choice in 2020, at 13 percent. Strengthening DUI laws and punishments came in third at 12 percent.

Figure 12. Most Effective, 2016-2021[1]

In your opinion, what would be the most effective way of reducing alcohol impaired driving?
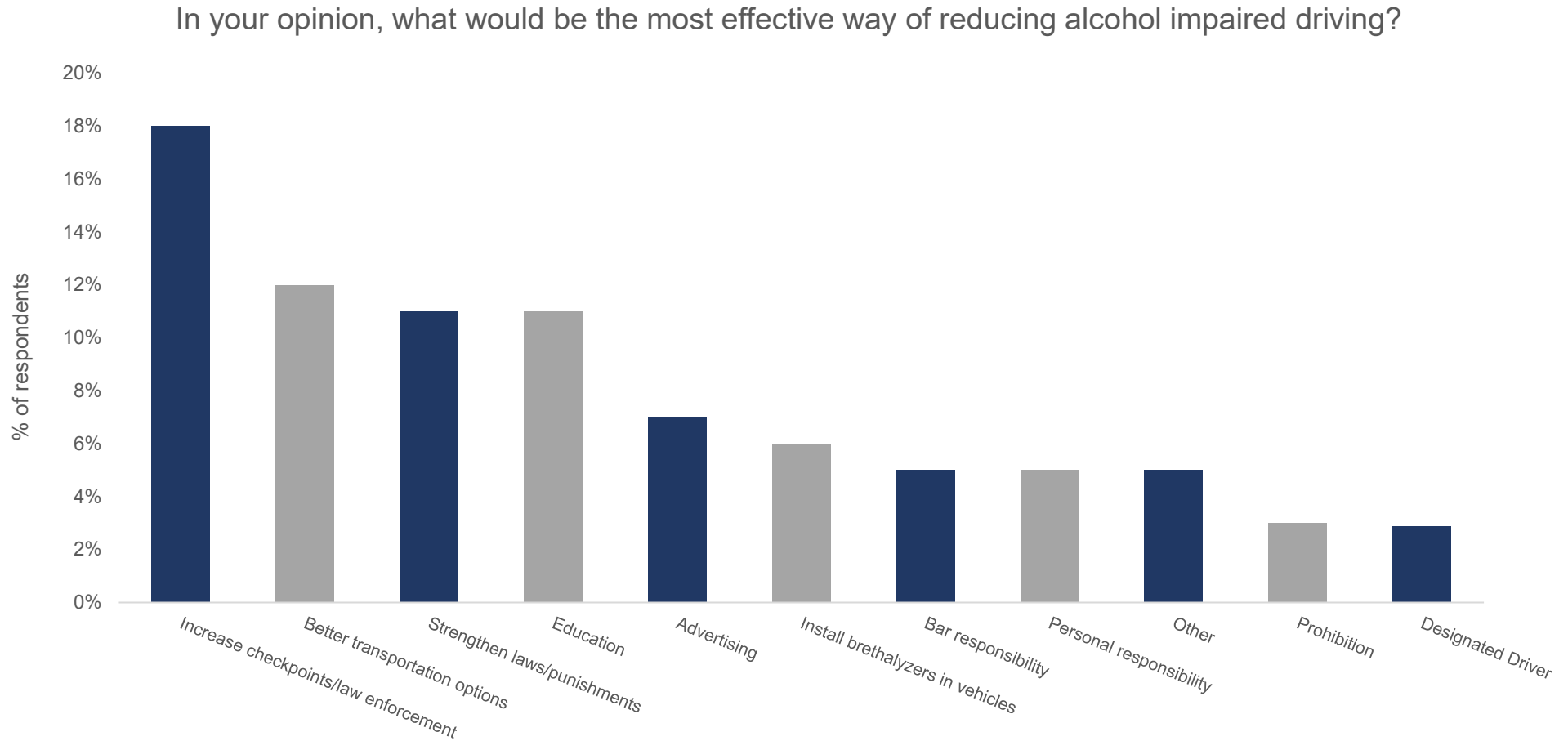
Figure 12 shows all responses to the effective question from all project years, using aggregate data. Overall, the most popular response was increasing checkpoints and law enforcement, at 18 percent, followed by better transportation options at 12 percent.

Tied in third place are strengthening laws and punishments and education. In last place, also in a tie, are complete prohibition of alcohol and using a designated driver, with 3 percent each.

---

[1] Includes aggregate data from 2016-2021

Appendix I: Survey Results
DUI TOPLINES[1]

1. Pensacola n=99
2. Panama City n=99
3. Tallahassee n=101
4. Jacksonville n=101
5. Gainesville n=101
6. Orlando n=236
7. Tampa n=264
8. West Palm Beach n=124
9. Fort Myers n=99
10. Broward/Monroe n=104
11. Miami-Dade n=137

Total n=1,465

Do you have a valid or suspended driver's license?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Yes	100.0% 1,465	100.0% 99	100.0% 99	100.0% 101	100.0% 101	100.0% 101	100.0% 236	100.0% 264	100.0% 124	100.0% 99	100.0% 104	100.0% 137
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

[1] Percentages located in toplines consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see "Methodology" section.

Which Florida county do you live in?[1] n=1,573

Alachua	5% 69	Gilchrist	<1% 2
Baker	<1% 6	Glades	<1% 2
Bay	3% 47	Gulf	<1% 2
Bradford	<1% 4	Hamilton	<1% 2
Brevard	3% 38	Hardee	<1% 1
Broward	7% 98	Hendry	<1% 1
Calhoun	<1% 5	Hernando	1% 7
Charlotte	1% 16	Highlands	<1% 4
Citrus	1% 12	Hillsborough	5% 75
Clay	1% 10	Holmes	1% 8
Collier	1% 15	Indian River	<1% 6
Columbia	<1% 4	Jackson	1% 9
DeSoto	- 0	Jefferson	<1% 1
Dixie	1% 10	Lafayette	<1% 3
Duval	4% 58	Lake	2% 28
Escambia	3% 45	Lee	5% 66
Flagler	<1% 5	Leon	5% 68
Franklin	<1% 1	Levy	1% 20
Gadsden	<1% 2	Liberty	<1% 1

---

[1] Unweighted percentages are presented here

Continued: Which Florida county do you live in? [1] n=1,573

Madison	<1% 1	Putnam	<1% 6
Manatee	1% 13	St. Johns	1% 9
Marion	2% 22	St. Lucie	1% 21
Martin	1% 8	Santa Rosa	2% 27
Miami-Dade	9% 135	Sarasota	1% 19
Monroe	<1% 5	Seminole	2% 28
Nassau	<1% 4	Sumter	1% 7
Okaloosa	2% 27	Suwannee	1% 9
Okeechobee	<1% 6	Taylor	1% 7
Orange	5% 67	Union	- 0
Osceola	1% 13	Volusia	2% 27
Palm Beach	6% 81	Wakulla	1% 7
Pasco	3% 40	Walton	1% 17
Pinellas	4% 57	Washington	1% 8
Polk	3% 36	Don't Know/Refusal	<1% 7

---

[1] Unweighted percentages are presented here

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

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Passenger car	46% 670	45% 43	41% 38	58% 51	49% 50	44% 47	38% 92	45% 115	43% 54	44% 45	55% 58	53% 77
Pickup Truck	15% 246	20% 20	26% 26	18% 21	10% 11	20% 22	19% 43	17% 46	16% 20	19% 18	5% 5	10% 14
SUV	29% 412	22% 21	26% 26	25% 28	36% 34	20% 17	30% 71	29% 79	31% 39	32% 31	29% 30	27% 36
Mini-van	3% 54	4% 4	7% 7	<1% 1	1% 1	8% 8	7% 14	3% 9	3% 2	2% 3	2% 3	2% 2
Full-sized van	1% 21	2% 2	<1% 1	- 0	- 0	4% 3	1% 4	2% 5	3% 4	- 0	1% 1	1% 1
Motorcycle	1% 10	2% 2	- 0	- 0	1% 1	- 0	1% 3	1% 1	1% 1	1% 1	- 0	1% 1
Scooter	<1% 3	- 0	- 0	- 0	- 0	4% 1	<1% 1	- 0	0	- 0	- 0	1% 1
Does not drive	2% 24	2% 4	- 0	- 0	- 0	- 0	4% 7	2% 4	1% 1	2% 1	7% 5	2% 2
Other	2% 21	2% 2	<1% 1	- 0	3% 4	<1% 2	<1% 1	2% 4	2% 2	- 0	1% 2	3% 3
Don't Know	<1% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 3	2% 1	- 0	- 0	- 0	- 0	- 0	<1% 1	<1% 1	- 0	- 0	- 0

On average, how many days per week do you consume two or more alcoholic beverages in one sitting?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
None	71% 1,020	75% 72	79% 77	68% 69	72% 73	77% 74	72% 160	68% 174	74% 86	64% 64	76% 78	69% 93
1-2 days	20% 295	18% 19	11% 14	18% 20	17% 16	15% 17	18% 48	22% 60	18% 25	23% 24	16% 18	23% 34
3-4 days	4% 72	2% 3	4% 5	8% 7	5% 6	8% 7	5% 12	4% 13	4% 6	8% 6	1% 1	4% 6
5-6 days	1% 19	- 0	- 0	<1% 1	1% 1	<1% 1	1% 3	2% 5	1% 2	2% 2	4% 3	1% 1
All 7 days	3% 42	4% 3	4% 2	5% 3	4% 4	<1% 2	4% 11	3% 7	3% 4	2% 2	1% 1	3% 3
Don't Know	<1% 6	<1% 1	4% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	1% 1	1% 2	<1% 0
Refusal	1% 11	<1% 1	- 0	3% 1	1% 1	- 0	<1% 1	2% 5	1% 1	- 0	1% 1	- 0

In the past year, have you only occasionally consumed alcoholic beverages or have you not consumed any at all?

	Total Sample n=1,020	Pensacola n=72	Panama City n=77	Tallahassee n=69	Jacksonville n=73	Gainesville n=74	Orlando n=160	Tampa n=174	West Palm Beach n=86	Fort Myers N=64	Broward/Monroe n=78	Miami-Dade n=93
Occasionally consumed	40% 423	45% 35	36% 27	44% 30	44% 31	29% 26	43% 71	42% 75	38% 36	41% 29	30% 28	38% 35
Not consumed any at all	60% 596	55% 37	64% 50	56% 39	56% 42	71% 48	57% 89	58% 99	62% 50	58% 34	70% 50	62% 58
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0
Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past year, did you drive a motor vehicle within 2 hours of drinking?

	Total Sample n=869	Pensacola n=62	Panama City n=49	Tallahassee n=62	Jacksonville n=59	Gainesville n=53	Orlando n=147	Tampa n=165	West Palm Beach n=74	Fort Myers n=65	Broward/Monroe n=54	Miami-Dade n=79
Yes	15% 142	13% 9	7% 6	20% 14	17% 10	17% 9	11% 18	15% 27	21% 16	14% 10	15% 9	14% 14
No	84% 716	83% 52	93% 43	80% 48	81% 48	83% 44	88% 128	83% 134	79% 58	83% 53	82% 43	86% 65
Don't Know	1% 7	- 0	- 0	- 0	- 0	- 0	1% 1	2% 3	- 0	3% 2	2% 1	- 0
Refusal	1% 4	3% 1	<1% 0	- 0	1% 1	- 0	- 0	1% 1	- 0	- 0	2% 1	- 0

In the past year, did you drive a motor vehicle within 2 hours of drinking? * Age

	Total n=869	18-24 n=97	25-34 n=141	35-44 n=161	45-54 n=122	55-64 n=130	65+ n=205
Yes	15% 142	14% 13	19% 28	21% 37	11% 14	15% 21	12% 27
No	84% 716	87% 84	81% 113	78% 123	88% 106	84% 107	87% 174
Don't Know	7% 7	- 0	- 0	1% 1	1% 1	2% 2	1% 2
Refusal	1% 4	- 0	- 0	- 0	1% 1	- 0	1% 2

Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?
n=142

Bar/Tavern/Club	12% 18
Restaurant	37% 53
Sporting Event	1% 1
Friend's home/party at friend's home	14% 22
Your home/party at your home	17% 23
Wedding/special event	4% 5
Work	1% 1
Drank in the car while driving	1% 1
Hotel/Motel	<1% 1
Country Club/Golf Course	1% 1
Movie Theater	- 0
Park/Beach/Picnic	3% 4
Other	1% 2
Don't Know	8% 8
Refusal	1% 2

In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were…?
n=142

Well below the legal limit for drinking and driving	61% 90
Just below the legal limit	14% 23
Just over the legal limit	14% 15
Well over the legal limit	3% 5
Doesn't know the legal limit	3% 3
Don't Know	3% 4
Refusal	2% 2

Hypothetically, if you were to drive after having too much to drink, how likely are you personally to be stopped by a police officer?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Almost Certain	15% 192	6% 5	19% 18	18% 15	10% 9	12% 9	15% 34	15% 36	15% 17	15% 14	16% 14	16% 21
Very Likely	16% 233	16% 16	15% 15	10% 12	11% 12	19% 18	18% 42	19% 52	9% 11	11% 12	17% 19	19% 24
Somewhat Likely	14% 231	20% 20	15% 17	18% 21	25% 25	15% 17	13% 33	12% 32	16% 21	14% 13	14% 14	12% 18
Somewhat Unlikely	10% 163	8% 11	7% 8	13% 14	7% 8	8% 11	11% 28	9% 27	9% 12	18% 19	8% 11	9% 14
Very Unlikely	27% 383	32% 29	22% 20	23% 23	27% 29	35% 32	26% 59	26% 70	25% 32	28% 26	28% 26	28% 37
Don't Know	13% 191	12% 14	15% 14	15% 14	14% 13	8% 9	13% 30	13% 33	15% 19	11% 12	11% 14	13% 19
Refusal	5% 72	6% 4	7% 7	5% 2	5% 5	4% 5	4% 10	6% 14	10% 12	4% 3	7% 6	3% 4

Compared to last year, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by a police officer

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
More Likely	44% 622	33% 31	44% 41	45% 45	44% 43	50% 49	45% 106	43% 111	43% 52	45% 43	50% 47	43% 54
Less Likely	16% 222	19% 18	7% 9	13% 14	11% 11	15% 13	15% 33	18% 48	17% 22	12% 11	18% 19	18% 24
About as Likely	28% 444	35% 39	33% 37	30% 32	32% 33	27% 29	25% 63	28% 78	24% 31	33% 34	23% 27	30% 41
Don't Know	12% 167	12% 10	15% 11	10% 9	12% 13	8% 10	15% 34	10% 25	14% 17	10% 10	9% 10	10% 18
Refusal	1% 10	2% 1	<1% 1	3% 1	1% 1	- 0	- 0	1% 2	1% 2	1% 1	1% 1	- 0

Compared with last year, are you now driving after drinking…?

	Total Sample n=869	Pensacola n=62	Panama City n=49	Tallahassee n=62	Jacksonville n=59	Gainesville n=53	Orlando n=147	Tampa n=165	West Palm Beach n=74	Fort Myers n=65	Broward/Monroe n=54	Miami-Dade n=79
More Often	1% 12	3% 2	<1% 1	4% 2	- 0	- 0	4% 4	1% 1	1% 1	2% 1	- 0	- 0
Less Often	26% 237	23% 13	43% 19	20% 16	14% 9	33% 15	26% 39	22% 39	32% 24	30% 20	25% 13	35% 30
About the Same	61% 532	65% 43	50% 25	64% 38	73% 43	58% 34	62% 91	64% 107	62% 36	62% 39	59% 32	59% 44
Don't Know	3% 26	3% 1	7% 2	4% 2	1% 1	8% 2	4% 6	6% 4	2% 4	2% 1	2% 1	3% 2
Refusal	8% 62	7% 3	<1% 2	8% 4	11% 6	<1% 2	4% 7	13% 14	5% 9	5% 4	14% 8	4% 3

Compared with last year, are <u>other people</u> you know driving after drinking…

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
More Often	10% 132	8% 7	4% 5	8% 8	8% 9	12% 12	12% 26	7% 19	7% 9	10% 10	11% 10	14% 17
Less Often	28% 399	28% 26	25% 24	30% 29	35% 33	19% 22	29% 69	27% 65	30% 36	33% 33	19% 21	28% 41
About the Same	41% 633	47% 48	54% 50	40% 43	38% 40	50% 48	39% 95	42% 120	40% 52	42% 41	44% 47	34% 49
Don't Know	20% 282	16% 17	18% 19	23% 20	19% 18	19% 19	19% 44	23% 57	20% 24	16% 15	22% 22	21% 27
Refusal	2% 19	2% 1	<1% 1	<1% 1	1% 1	- 0	1% 2	1% 3	3% 3	- 0	4% 4	2% 3

24

In your opinion, do you think that law enforcement agencies in your county enforce the DUI laws in your community…?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Very strictly	41% 581	40% 37	48% 46	40% 39	34% 34	37% 37	35% 82	45% 115	40% 49	40% 38	41% 43	47% 61
Somewhat strictly	29% 446	36% 37	30% 30	33% 34	39% 38	30% 37	27% 68	28% 78	34% 39	31% 30	14% 16	28% 39
Not very strictly	10% 137	4% 6	7% 9	8% 9	8% 7	7% 7	9% 25	9% 25	8% 11	12% 10	41% 14	12% 14
Rarely	4% 53	2% 2	4% 3	3% 4	3% 4	4% 2	5% 11	3% 9	3% 4	2% 2	8% 8	2% 4
Not at all	3% 31	6% 3	<1% 2	- 0	2% 2	4% 2	4% 6	1% 3	- 0	1% 1	7% 6	4% 6
Don't Know	14% 208	10% 13	11% 8	18% 15	13% 14	19% 16	19% 43	12% 31	15% 21	15% 18	17% 16	8% 13
Refusal	1% 9	2% 1	<1% 1	- 0	2% 2	- 0	<1% 1	1% 3	- 0	- 0	1% 1	- 0

In the past year, have you seen or heard anything about a DUI checkpoint where police are looking for alcohol-impaired drivers?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Yes – Seen	8% 103	4% 4	7% 7	13% 11	13% 13	4% 5	8% 19	5% 12	5% 5	5% 5	9% 8	12% 14
Yes – Heard	12% 190	6% 8	24% 24	13% 15	12% 12	15% 15	10% 26	14% 37	7% 10	17% 19	10% 10	11% 14
Yes – Both	8% 119	12% 11	10% 11	8% 5	9% 9	12% 8	9% 21	9% 23	4% 7	11% 9	7% 8	6% 7
No	71% 1,037	76% 74	59% 57	68% 69	66% 66	69% 73	71% 166	71% 189	83% 101	67% 66	73% 77	69% 99
Don't Know	1% 14	<1% 1	- 0	<1% 1	1% 1	- 0	2% 4	1% 3	1% 1	- 0	1% 1	2% 2
Refusal	<1% 2	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1

In the past year, have you or a friend gone through a DUI checkpoint where police were looking for alcohol-impaired drivers?

	Total Sample n=428	Pensacola n=25	Panama City n=42	Tallahassee n=32	Jacksonville n=35	Gainesville n=28	Orlando n=70	Tampa n=75	West Palm Beach n=23	Fort Myers n=33	Broward/Monroe n=27	Miami-Dade n=38
Yes	23% 93	29% 7	17% 7	14% 5	26% 9	25% 4	24% 17	21% 15	42% 10	18% 6	27% 7	18% 6
No	76% 331	64% 17	83% 35	86% 27	74% 26	75% 24	76% 53	76% 58	58% 13	82% 27	73% 20	79% 31
Don't Know	1% 2	- 0	- 0	- 0	- 0	- 0	- 0	3% 2	- 0	- 0	- 0	- 0
Refusal	1% 2	7% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 1

Have you ever been stopped by the police and given a field sobriety test?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Yes	13% 190	10% 10	21% 23	13% 12	12% 11	8% 8	14% 33	19% 48	9% 14	20% 18	4% 5	5% 8
No	87% 1,272	88% 88	79% 76	88% 89	88% 90	92% 93	86% 202	81% 216	91% 110	80% 81	96% 98	95% 129
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0
Refusal	<1% 2	2% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0

Have you ever been stopped by the police and given a field sobriety test? * In the past year, did you drive a motor vehicle within 2 hours of drinking?

	Total Sample n=869	Yes – Drove n=142	No – Did Not Drive n=716	Don't Know n=7	Refusal n=4
Yes - Stopped	16% 140	24% 33	15% 105	43% 2	- 0
No – Not Stopped	84% 727	76% 109	86% 611	43% 4	75% 3
Don't Know	<1% 1	- 0	- 0	14% 1	- 0
Refusal	<1% 1	- 0	- 0	- 0	25% 1

Have you ever been arrested for driving while intoxicated or driving under the influence of alcohol? (DWI, DUI?)

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Yes	5% 75	6% 7	7% 6	10% 7	4% 3	8% 6	6% 13	8% 19	3% 4	12% 10	- 0	- 0
No	95% 1,387	92% 91	93% 93	90% 94	96% 98	92% 95	94% 222	92% 245	97% 120	88% 89	99% 103	100% 137
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0
Refusal	<1% 2	2% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0

Have you ever been arrested for driving while intoxicated or driving under the influence of alcohol? (DWI, DUI?) * In the past year, did you drive a motor vehicle within 2 hours of drinking?

	Total Sample n=869	Yes – Drove n=142	No – Did Not Drive n=716	Don't Know n=7	Refusal n=4
Yes - Arrested	6% 51	14% 19	4% 31	14% 1	- 0
No – Not Arrested	94% 816	86% 123	96% 685	71% 5	75% 3
Don't Know	<1% 1	- 0	- 0	14% 1	- 0
Refusal	<1% 1	- 0	- 0	- 0	25% 1

In the past year, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Yes	48% 726	43% 45	50% 51	50% 53	48% 47	42% 42	48% 119	54% 149	45% 62	49% 46	39% 44	48% 68
No	51% 727	53% 51	50% 48	50% 48	51% 53	58% 58	51% 115	46% 114	55% 62	50% 51	61% 60	50% 67
Don't Know	1% 11	2% 2	- 0	- 0	1% 1	<1% 1	1% 2	<1% 1	- 0	2% 2	- 0	2% 2
Refusal	<1% 1	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past year, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida? * Age

	Total Sample n=1,465	18-24 n=166	25-34 n=214	35-44 n=251	45-54 n=201	55-64 n=235	65+ n=375
Yes	48% 726	63% 103	55% 126	51% 133	52% 112	50% 122	35% 122
No	51% 727	35% 60	45% 86	48% 117	48% 89	50% 112	64% 249
Don't Know	1% 11	2% 3	1% 2	1% 1	- 0	<1% 1	1% 4
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0

29

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

n=841

Cable Television	42% 313
Streaming Television	12% 89
FM Radio	27% 208
Internet Radio/Pandora/Spotify	9% 62
Electronic Message Board Over the Road	43% 318
Traditional Billboard on Side of the Road	41% 300
Portable Electronic Signs	26% 199
Newspaper/Magazine	9% 61
Sporting Event	7% 50
Poster	10% 71
Brochure	6% 41
Internet Videos	9% 70
Facebook	13% 97
Instagram	7% 53
Twitter	5% 33
Gas Station	7% 53
Police Checkpoint	4% 25
Police Officers	5% 33
Other	3% 22

[1] Percentages may add up to greater than 100% for this select-all question

Continued: I'm going to read you list, please tell me where you read, saw, or heard about it?[1]
n=841

Don't Know	4% 29
Refusal	<1% 1

---

[1] Percentages may add up to greater than 100% for this select-all question

I'm going to read you a list, please tell me which Florida teams or venue you remember seeing the *Drive Sober or Get Pulled Over* message?[1]
n=199

Florida State University Seminoles	13% 9
University of Florida Gators	23% 12
University of Miami Hurricanes	19% 7
Miami Dolphins	25% 11
Miami Marlins	12% 5
Miami Heat	12% 5
Florida Panthers	10% 4
Homestead-Miami Speedway	11% 4
Tampa Bay Buccaneers	22% 9
Tampa Bay Rays	27% 11
Tampa Bay Lightning	9% 4
Tampa Bay Storm	6% 2
Orlando Magic	11% 5
Daytona Speedway	13% 5
Jacksonville Jaguars	12% 6
Other	9% 5
Don't Know	17% 8

[1] Percentages may add up to greater than 100% for this select-all question

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

	18-24 n=100	25-34 n=159	35-44 n=143	45-54 n=137	55-64 n=128	65+ n=143
Cable Television	39% 46	37% 47	39% 54	42% 46	54% 64	44% 53
Streaming Television	14% 15	18% 25	11% 15	16% 16	9% 11	7% 7
FM Radio	23% 27	36% 46	36% 48	28% 33	23% 34	15% 18
Internet Radio/Pandora/Spotify	14% 14	13% 17	8% 11	9% 10	5% 7	4% 3
Electronic Message Board Over the Road	10% 12	11% 10	7% 8	8% 8	8% 12	9% 10
Traditional Billboard on Side of the Road	10% 11	10% 14	7% 7	8% 8	4% 6	3% 4
Portable Electronic Signs	41% 42	57% 74	47% 60	39% 45	46% 60	27% 34
Newspaper/Magazine	43% 45	50% 65	43% 55	40% 42	40% 55	29% 36
Sporting Event	17% 19	40% 51	29% 37	33% 35	27% 37	12% 19
Poster	15% 15	13% 14	11% 14	8% 6	9% 14	8% 8
Brochure	8% 8	4% 5	8% 10	7% 7	4% 7	4% 4
Internet Videos	20% 20	19% 25	11% 14	4% 4	3% 4	2% 3
Facebook	18% 20	21% 27	11% 12	14% 18	12% 15	5% 4
Instagram	20% 21	10% 9	4% 6	4% 7	3% 4	5% 5
Twitter	15% 16	4% 5	2% 3	3% 3	2% 3	2% 2

Gas Station	8%	11%	10%	9%	4%	2%
	9	14	13	8	6	3
Police Checkpoint	5%	7%	4%	3%	5%	2%
	4	8	4	3	5	1
Police Officers	7%	9%	5%	4%	4%	3%
	6	8	5	5	6	3
Other	6%	2%	5%	2%	2%	5%
	5	2	4	1	4	5

In your opinion, what would be the most effective way of reducing alcohol impaired driving?
n=1,465

Advertising	7%
	94
Education	13%
	199
Increase Checkpoints/Law Enforcement	18%
	261
Better Transportation Options	11%
	160
Strengthen Laws/Punishments for Drunk Drivers	12%
	188
Install Breathalyzers in Vehicles	6%
	83
Prohibition	5%
	62
Designated Drivers	1%
	13
Bar Responsibility	6%
	78
Personal Responsibility	3%
	38
Other	4%
	64
Don't Know	14%
	208
Refusal	1%
	17

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

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Less than high school degree	4% 49	4% 3	11% 11	3% 1	5% 4	4% 2	3% 7	5% 9	5% 5	- 0	5% 4	3% 3
High school graduate/GED	27% 320	26% 24	29% 28	28% 21	29% 26	19% 16	25% 48	31% 66	26% 25	29% 23	27% 22	20% 21
Currently in college/AA degree	38% 476	41% 32	39% 33	38% 30	40% 35	44% 44	42% 81	37% 83	36% 37	38% 32	29% 22	42% 47
Bachelor's degree	18% 358	14% 18	11% 16	20% 29	17% 23	15% 18	20% 68	16% 62	16% 29	17% 23	24% 35	20% 37
Graduate/post-graduate degree	11% 239	14% 21	11% 11	13% 20	7% 11	19% 21	8% 27	11% 41	13% 23	15% 20	12% 17	15% 27
Don't Know	1% 8	- 0	- 0	- 0	- 0	- 0	1% 2	<1% 1	2% 3	1% 1	1% 1	- 0
Refusal	1% 15	2% 1	- 0	- 0	2% 2	- 0	1% 3	1% 2	1% 2	- 0	2% 3	1% 2

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

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
18-24	11% 166	4% 5	7% 9	5% 8	12% 14	11% 13	11% 31	7% 21	9% 12	12% 13	18% 18	16% 22
25-34	16% 214	10% 10	11% 11	10% 11	18% 19	15% 16	22% 48	11% 31	15% 17	11% 10	16% 15	18% 26
35-44	15% 251	15% 19	14% 19	10% 14	10% 12	11% 10	11% 34	16% 51	21% 31	7% 8	18% 23	19% 30
45-54	16% 201	19% 17	14% 13	25% 22	20% 16	19% 13	17% 32	17% 42	11% 10	12% 11	11% 9	16% 16
55-64	16% 235	21% 18	25% 24	20% 22	20% 18	15% 17	11% 23	19% 46	16% 19	17% 14	20% 20	10% 14
65+	26% 375	29% 29	25% 22	25% 22	20% 21	30% 32	27% 64	29% 68	27% 33	39% 40	15% 16	21% 28
Don't Know	<1% 5	- 0	- 0	3% 1	1% 1	- 0	- 0	- 0	1% 1	1% 1	1% 1	- 0
Refusal	1% 18	2% 1	4% 1	3% 1	- 0	- 0	1% 4	2% 5	1% 1	2% 2	1% 2	1% 1

What is your racial background?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
White/Caucasian	51% 847	61% 69	71% 78	60% 66	64% 66	56% 63	58% 141	64% 175	44% 60	62% 65	31% 36	18% 28
Black/African American	14% 203	18% 15	11% 811%	15% 18	13% 14	20% 19	10% 23	11% 28	22% 26	7% 7	21% 23	17% 22
Hispanic	25% 277	6%6% 5	10% 8	8%8% 8	10% 7	12% 11	24% 50	19% 41	20% 25	19% 16	34% 33	58% 73
Asian	3% 45	2% 2	<1% 2	5% 4	5% 5	<1% 3	4% 9	3% 11	5% 4	- 0	4% 3	1% 2
Native American	1% 15	2% 1	<1% 1	- 0	2% 1	<1% 2	- 0	1% 2	3% 2	3% 2	4% 4	- 0
Other	1% 13	<1% 1	- 0	- 0	1% 1	- 0	<1% 2	1% 3	3% 2	1% 1	2% 1	2% 2
Don't Know	<1% 6	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	1% 2	1% 1	1% 1	<1% 1
Refusal	4% 59	12% 6	7% 2	10% 4	6% 7	12% 3	4% 11	4% 4	2% 3	7% 7	2% 3	5% 9

Which language do you speak in your home most often?

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
English	86% 1,302	94% 95	97% 96	93% 95	97% 98	93% 95	90% 213	91% 241	85% 105	89% 89	86% 88	62% 87
Spanish	11% 119	2% 1	- 0	3% 3	3% 3	7% 5	8% 16	7% 16	10% 12	8% 7	11% 12	35% 44
Creole	1% 9	- 0	- 0	- 0	- 0	- 0	<1% 1	1% 2	1% 2	- 0	1% 2	1% 2
Other	2% 29	2% 2	3% 3	3% 2	- 0	<1% 1	1% 5	1% 5	3% 4	2% 2	2% 2	2% 3
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0
Refusal	<1% 5	2% 1	- 0	3% 1	- 0	- 0	<1% 1	- 0	- 0	1% 1	- 0	1% 1

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

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Landline	11% 175	24% 21	14% 15	22% 19	5% 6	22% 19	10% 20	11% 26	14% 17	13% 14	8% 7	8% 11
Cell	88% 1,279	74% 76	86% 84	78% 82	94% 94	78% 82	90% 214	89% 238	85% 106	86% 84	90% 94	92% 125
Don't Know	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 02%	- 0
Refusal	1% 11	2% 2	- 0	- 0	1% 1	- 0	1% 2	- 0	1% 1	1% 1	3	1% 1

Sex of respondent [Interviewer Identify]

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
Male	49% 783	47% 53	50% 54	42% 49	50% 55	46% 47	46% 121	51% 153	49% 66	48% 52	51% 62	47% 71
Female	51% 682	53% 46	50% 45	59% 52	50% 46	54% 54	54% 115	49% 111	51% 58	52% 47	49% 42	53% 66

Language [Interviewer Identify]

	Total Sample n=1,465	Pensacola n=99	Panama City n=99	Tallahassee n=101	Jacksonville n=101	Gainesville n=101	Orlando n=236	Tampa n=264	West Palm Beach n=124	Fort Myers n=99	Broward/Monroe n=104	Miami-Dade n=137
English	97% 1,430	100% 99	100% 99	98% 98	100% 101	100% 100	97% 230	97% 259	100% 124	97% 97	99% 102	87% 121
Spanish	3% 35	- 0	- 0	3% 3	- 0	<1% 1	3% 6	3% 5	- 0	3% 2	1% 2	13% 16

UNF | Public Opinion Research Laboratory

Appendix II: Survey Instrument
FDOT DUI 2021 Survey Instrument

INTRODUCTION

Hello, my name is _____, and I am calling from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about their driving habits and their opinions about highway safety. May I please speak to someone who is 18 years of age or older?

S1) Do you have a driver's license?

1. Yes
2. No [END SURVEY]
3. Suspended License

INFORMED CONSENT

Thank you for your time. These questions should take less than 10 minutes to complete. Your participation is voluntary. Your identity is unknown, and all of 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? [If respondent refuses: Just a reminder that your responses will remain anonymous.]

1	Alachua	16	Escambia	31	Jackson
2	Baker	17	Flagler	32	Jefferson
3	Bay	18	Franklin	33	Lafayette
4	Bradford	19	Gadsden	34	Lake
5	Brevard	20	Gilchrist	35	Lee
6	Broward	21	Glades	36	Leon
7	Calhoun	22	Gulf	37	Levy
8	Charlotte	23	Hamilton	38	Liberty
9	Citrus	24	Hardee	39	Madison
10	Clay	25	Hendry	40	Manatee
11	Collier	26	Hernando	41	Marion
12	Columbia	27	Highlands	42	Martin
13	DeSoto	28	Hillsborough	43	Miami-Dade
14	Dixie	29	Holmes	44	Monroe
15	Duval	30	Indian River	45	Nassau

46	Okaloosa	56	St. Lucie	66	Walton
47	Okeechobee	57	Santa Rosa	67	Washington
48	Orange	58	Sarasota	68	Doesn't live in Fla.
49	Osceola	59	Seminole	88	Don't Know [VOLUNTEERED]
50	Palm Beach	60	Sumter	99	Refusal [VOLUNTEERED]
51	Pasco	61	Suwannee		
52	Pinellas	62	Taylor		
53	Polk	63	Union		
54	Putnam	64	Volusia		
55	St. Johns	65	Wakulla		

[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]

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	13	DeSoto	25	Hendry
2	Baker	14	Dixie	26	Hernando
3	Bay	15	Duval	27	Highlands
4	Bradford	16	Escambia	28	Hillsborough
5	Brevard	17	Flagler	29	Holmes
6	Broward	18	Franklin	30	Indian River
7	Calhoun	19	Gadsden	31	Jackson
8	Charlotte	20	Gilchrist	32	Jefferson
9	Citrus	21	Glades	33	Lafayette
10	Clay	22	Gulf	34	Lake
11	Collier	23	Hamilton	35	Lee
12	Columbia	24	Hardee	36	Leon

37 Levy

38 Liberty

39 Madison

40 Manatee

41 Marion

42 Martin

43 Miami-Dade

44 Monroe

45 Nassau

46 Okaloosa

47 Okeechobee

48 Orange

49 Osceola

50 Palm Beach

51 Pasco

52 Pinellas

53 Polk

54 Putnam

55 St. Johns

56 St. Lucie

57 Santa Rosa

58 Sarasota

59 Seminole

60 Sumter

61 Suwannee

62 Taylor

63 Union

64 Volusia

65 Wakulla

66 Walton

67 Washington

88 Don't Know
[VOLUNTEERED]

99. Refusal
[VOLUNTEERED]

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]

DAYS) On average, how many days per week do you consume two or more alcoholic beverages in one sitting? [If respondent is hesitant about answering: "Again this is strictly anonymous, your identity is unknown."]

1. None
2. 1-2 [SKIP TO DRIVE]
3. 3-4 [SKIP TO DRIVE]
4. 5-6 [SKIP TO DRIVE]
5. All 7 days [SKIP TO DRIVE]
8. Don't Know [VOLUNTEERED] [SKIP TO DRIVE]
9. Refusal [VOLUNTEERED] [SKIP TO DRIVE]

YEAR) In the past year, have you only occasionally consumed alcoholic beverages or have you not consumed any at all?

1. Occasionally consumed
2. Not consumed any at all [SKIP TO STOPPED]
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

DRIVE) In the past year, did you drive a motor vehicle within 2 hours of drinking? [If respondent is hesitant about answering: "Again this is strictly anonymous, your identity is unknown."]

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

WHERE) Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion? [Open-ended – interviewer code] [If respondent says "Don't Know" then read choices]

1. Bar/Tavern/Club
2. Restaurant
3. Sporting event
4. Friend's home/party at friend's home
5. Your home/party at your home
6. Wedding/special event
7. Work
8. Drank in the car while driving
9. Hotel/Motel
10. Country club/Golf course
11. Movie theater
12. Park/Beach/Picnic
13. Other: _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

LIMIT) In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were …

1. Well below the legal limit
2. Just below the legal limit
3. Just over the legal limit
4. Well over the legal limit
5. Doesn't know the legal limit [VOLUNTEERED]
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

STOPPED) Hypothetically, if you were to drive after having too much to drink, how likely are you personally to be stopped by a police officer?

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

LASTLIKELY) Compared to last year, do you think a driver who had been drinking is more likely, less likely or about as likely to be stopped by a police officer?
1. More likely
2. Less likely
3. About as likely
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

(IF YEAR = 2, SKIP)

LASTDRINK) Compared with last year, are you now driving after drinking…

1. More often
2. Less often
3. About the same
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LASTOTHER) Compared with last year, are other people you know driving after drinking…
1. More often
2. Less often
3. About the same
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

ENFORCE) In your opinion, do you think that law enforcement agencies in your county enforce the DUI 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 a DUI checkpoint where police are looking for alcohol-impaired drivers?

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

[IF LOOKING = 4 then CHECKPT = 2]
CHECKPT) In the past year, have you or a friend gone through a DUI checkpoint where police were looking for alcohol-impaired drivers?
1. Yes
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

FIELD) Have you ever been stopped by the police and given a field sobriety test?

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

ARRESTED) Have you ever been arrested for driving while intoxicated or driving under the influence of alcohol? (DWI, DUI?)

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

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS "PULLED" AND "DECIDE". CREATE TWO BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

PULLED) In the past year, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?

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

PULLEDSEE) 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 such as (Roku, Apple TV, Sling, etc.)
3. FM radio
4. Internet radio/Pandora/Spotify/Soundcloud
5. Newspaper/Magazine
6. Sporting event
7. Electronic amber alert style billboard over the road
8. Traditional billboard on the side of the road
9. Portable electronic signs on the side of the road
10. Poster
11. Brochure
12. Internet videos such as (YouTube)
13. Facebook
14. Instagram
15. Twitter
16. Gas station
17. Police checkpoint
18. Police officers
19. Other:_____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF PULLEDSEE = 6]

SPORTS) I'm going to read you a list, please tell me which Florida teams or venue you remember seeing the *Drive Sober or Get Pulled Over* message at?   [SELECT ALL THAT APPLY]

1. Florida State University Seminoles
2. University of Florida Gators
3. University of Miami Hurricanes
4. Miami Dolphins
5. Miami Marlins
6. Miami Heat
7. Florida Panthers
8. Homestead-Miami Speedway
9. Tampa Bay Buccaneers
10. Tampa Bay Rays
11. Tampa Bay Lightning
12. Tampa Bay Storm
13. Orlando Magic
14. Daytona Speedway
15. Jacksonville Jaguars
16. Other: _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

EFFECTIVE) In your opinion, what would be the most effective way of reducing alcohol impaired driving?

1. Advertising
2. Education
3. Increase Checkpoints/Law Enforcement
4. Better Transportation Options
5. Increase Punishments/Strengthen Laws
6. Install Breathalyzers in Vehicles
7. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

DEMOGRAPHICS

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

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]

HISPANIC) 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
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

SEX) Sex of respondent [Interviewer Identify]

1. Male
2. Female

UNF | Public Opinion Research Laboratory

CLOSING

Thank you for your time. As mentioned, this survey is being conducted by the Public Opinion Research Laboratory at the University of North Florida on behalf of the Florida Department of Transportation and the National Highway Traffic Safety Administration to learn about people's driving habits and their opinions about highway safety. If you have any questions regarding this survey or the rights of research subjects, please contact Dr. Michael Binder at 904-620-1205.