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FLORIDA 2022

DRIVING UNDER THE INFLUENCE (DUI) MEDIA SURVEY

**Florida Department of
Transportation**

**Report
June 2022**

FLORIDA 2022

DRIVING UNDER THE INFLUENCE (DUI)

MEDIA SURVEY

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

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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 2020 American Community Survey from the U.S. Census Bureau estimates there are 17,002,480 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2020 ACS estimates is as follows: 53.4% white, 15.2% black, 25.8% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,487 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2020.

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 Florida Highway Safety and Motor Vehicles Crash Dashboard, there were a total number of 301 fatalities from crashes caused by alcohol-impaired driving in 2021, down from 384 fatalities from alcohol-related crashes in 2020.

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.

To evaluate the effectiveness of FDOT's messaging, PORL administered a telephone survey from March 21 to April 16, 2022. 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.

Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand

Executive Summary

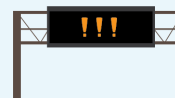
48% of respondents said they saw or heard the "Drive Sober or Get Pulled Over" safety message, the same percentage as in 2021.



The **Panama City DMA** had the highest level of "Drive Sober" campaign awareness, at **63%**.



Cable TV and Electronic Billboards were tied for most popular media on which respondents reported seeing "Drive Sober," at **35.3%** each.



Increasing law enforcement and checkpoints was the most popular choice for most effective way to reduce drunk driving, at **18%**.

17% of respondents indicated **driving within two hours of drinking** in the past year, up from **15%** in 2021.



45% of all respondents who reported drinking and driving in 2022 did so at a **restaurant**

dialing, upon reaching individuals answering on a cell phone or landline, asked the first qualified respondent to participate. The breakdown of completed responses on a landline phone to a cell phone was 11.9% to 86.7% respectively, with 1.4% not identifying 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.

Up to 4 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.

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 DMAs 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 2020 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 1,342, 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 +/- 2.68 percentage points for the total sample, with the margins of error for each media market trending higher (see Table 2).

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 3.7%.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=101
Panama City	n=100
Tallahassee	n=100
Jacksonville	n=100
Gainesville	n=100
Orlando	n=179
Tampa	n=236
West Palm Beach	n=100
Fort Myers	n=100
Broward/Monroe	n=100
Miami-Dade	n=126
Total	n=1,342

Table 2. DMA and Margin of Error

Designated Market Area	Margin of Error
Pensacola	+/- 9.75%
Panama City	+/- 9.8%
Tallahassee	+/- 9.8%
Jacksonville	+/- 9.8%
Gainesville	+/- 9.8%
Orlando	+/- 7.32%
Tampa	+/- 6.38%
West Palm Beach	+/- 9.8%
Fort Myers	+/- 9.8%
Broward/Monroe	+/- 9.8%
Miami-Dade	+/- 8.73%
Total	+/- 2.68%

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 2022, 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.

Refusals and responses of “don’t know” are excluded from analysis in the charts below.

Below is a respondent profile, which details the demographic breakdown of the final 2022 sample.

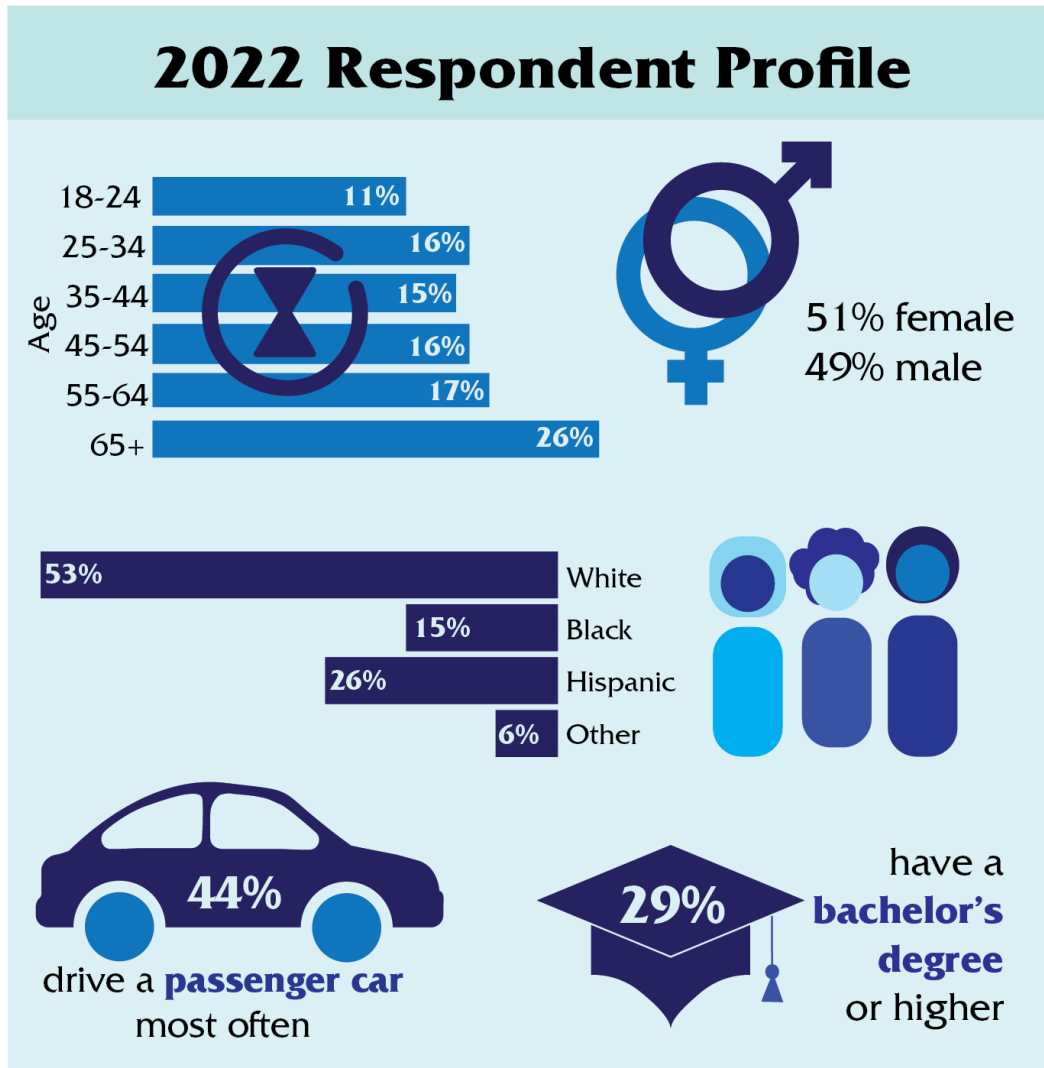
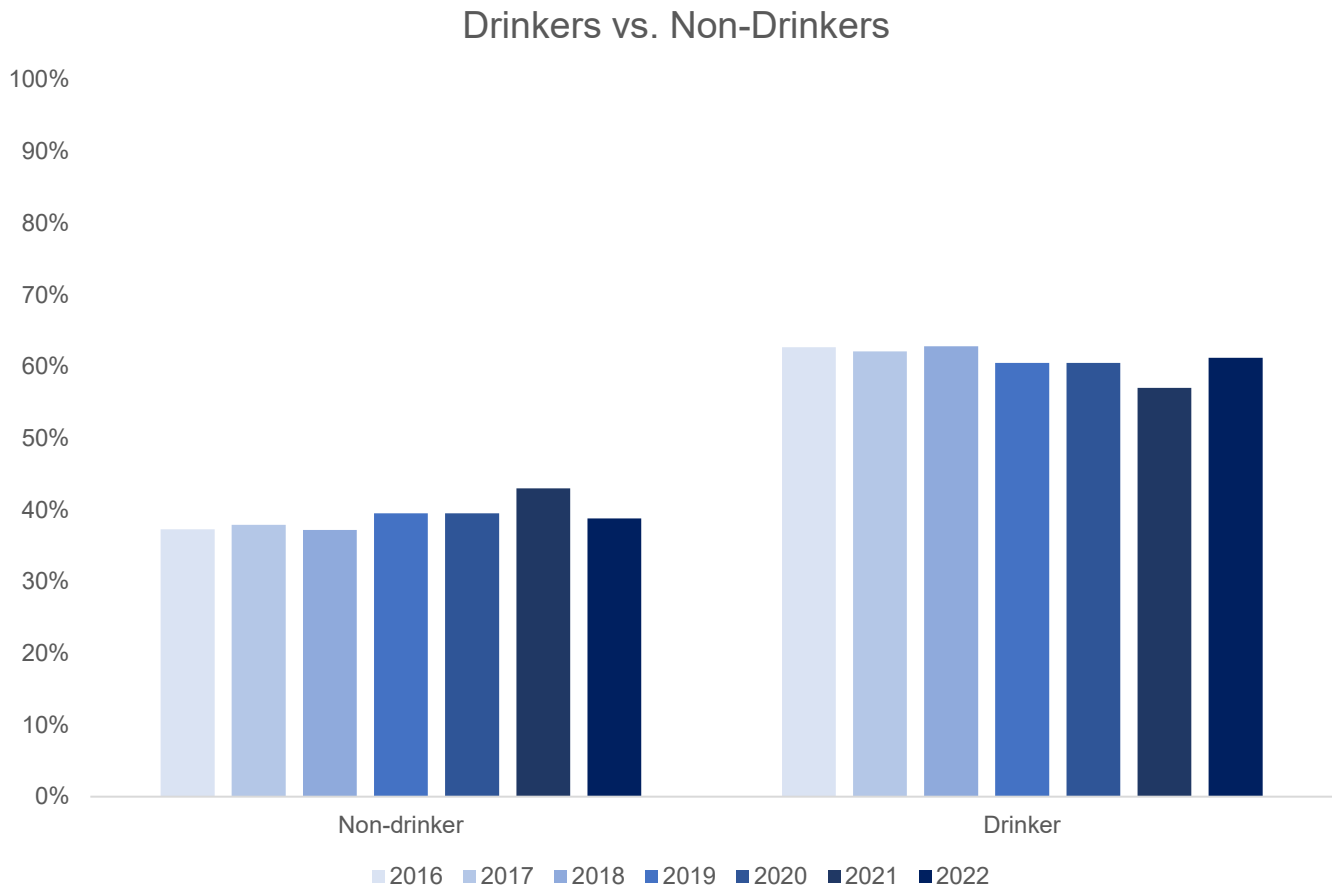


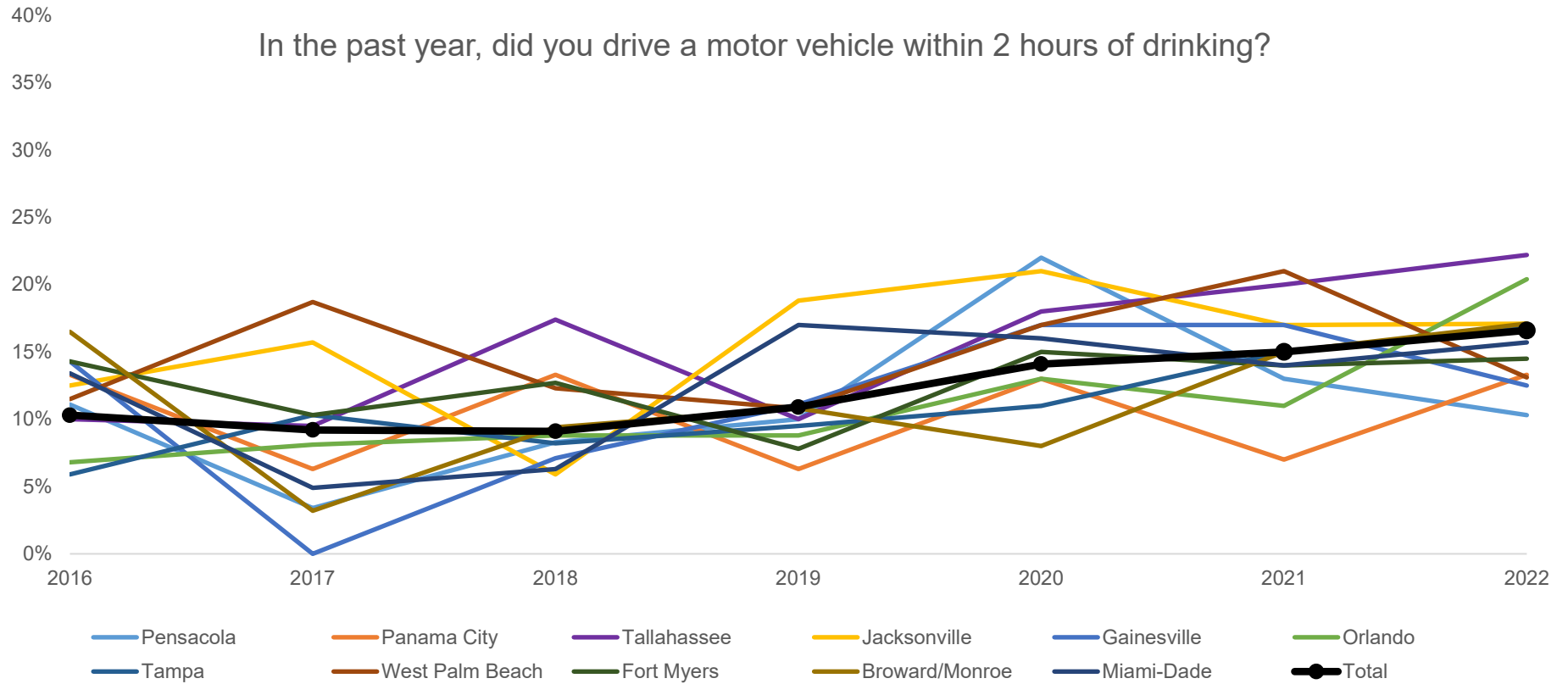
Figure 1. Drinker vs. Non-drinker, 2016-2022



Survey respondents are asked, on average, how often they consume two or more alcoholic beverages in one sitting. Those who say “none” are then asked whether, in the past year, they have only occasionally consumed alcohol, or if they have not consumed any at all. Figure 1 above shows the breakdown of drinkers and non-drinkers, broken down by project year. Since 2016, the

percentage of respondents who have indicated drinking at least occasionally has generally hovered around 61%-62%, dipping to 57% in 2021. In 2022, 61% of respondents said they have consumed alcoholic beverages at least occasionally in the past year, with 39% saying they did not drink at all.

Figure 2. Drink and Drive by DMA, 2016 to 2022¹



Respondents who indicated that they had consumed alcohol at least occasionally were asked whether, in the past year, they had driven within two hours of drinking. Figure 2, above, shows the responses for 2016 through 2022, broken down by designated market area (DMA). In 2022, 17% 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 driving after drinking in the past year is Tallahassee with 22%, up from 20% in 2021.

Driving after drinking in the Orlando DMA rose sharply in 2022 from 11% in 2021 to 20% in 2022. The DMA with the lowest instance of reported drinking and driving is Pensacola, with just 10%. The total percentage of respondents who reported driving after drinking has increased steadily over the past five years, from 6% in 2018 up to 17% in 2022.

¹ 2016 to 2019 wording reads “In the past 30 days...”

Figure 3. Drink and Drive by AGE, 2016-2022^{1 2}

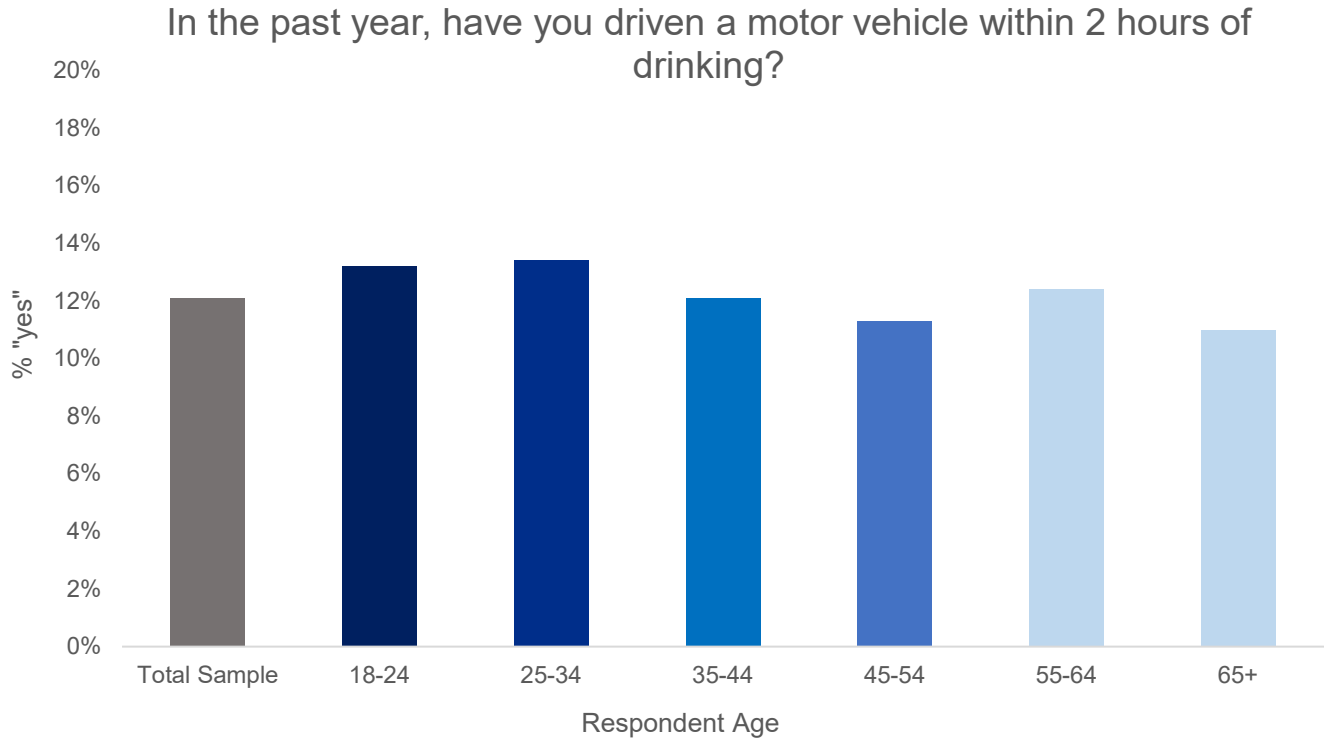


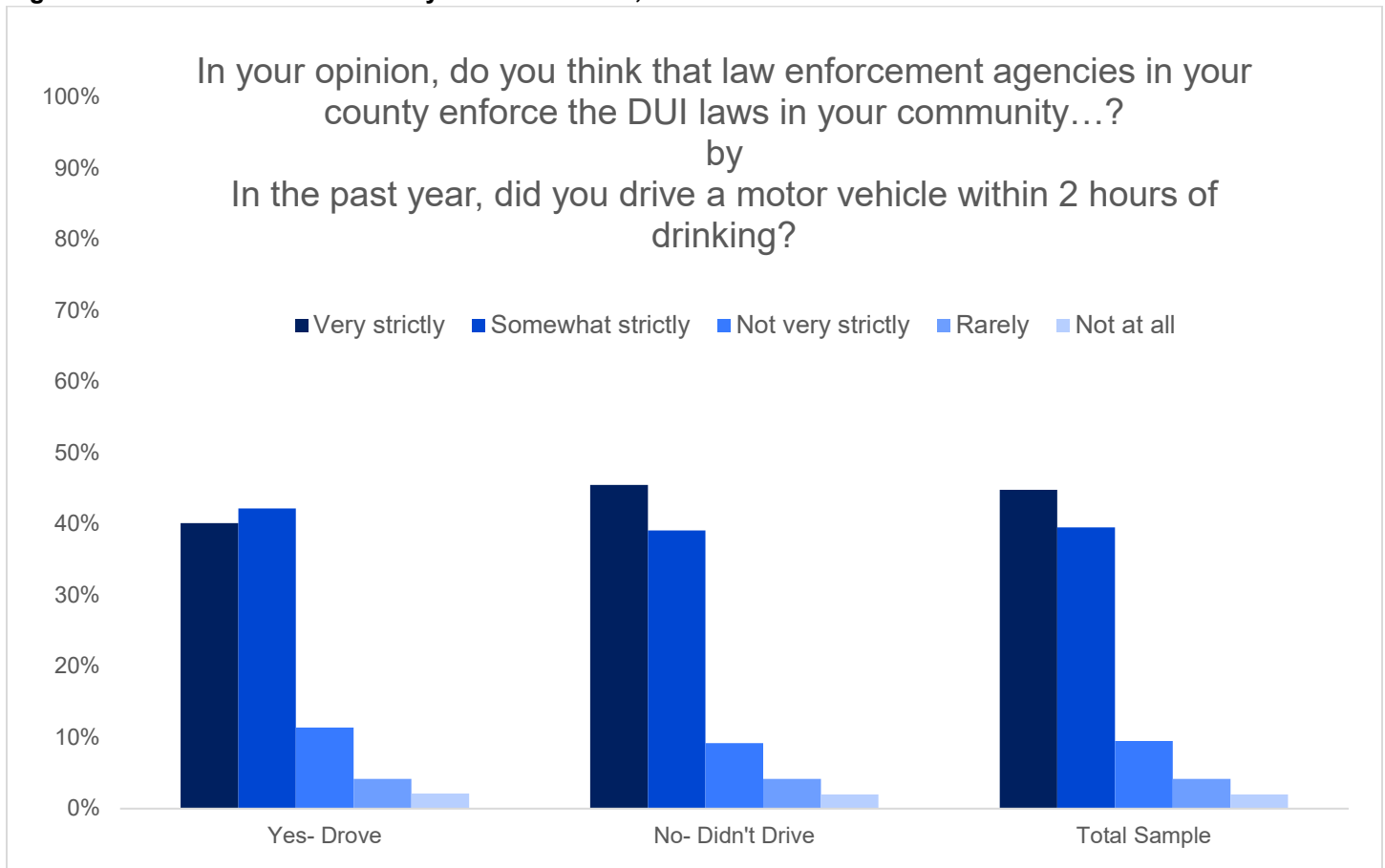
Figure 3 shows the percentage of respondents who reported having driven within two hours of drinking, broken down by age category. It includes aggregate data from project years 2016-2022. Please note that due to low figures, the Y-axis only goes up to 20%.

The 18-24 and 25-34 age categories are tied for the highest level of driving after drinking, at 13% each. The 65 and over category has the lowest instance of drinking and driving, with a total of 9% indicating they had done so. Of the total sample, 12% indicated driving after drinking.

¹ Includes aggregate data from 2016-2022

² 2016 to 2019 wording reads "In the past 30 days..."

Figure 4. Perceived Enforcement by Drink and Drive, 2016-2022⁴



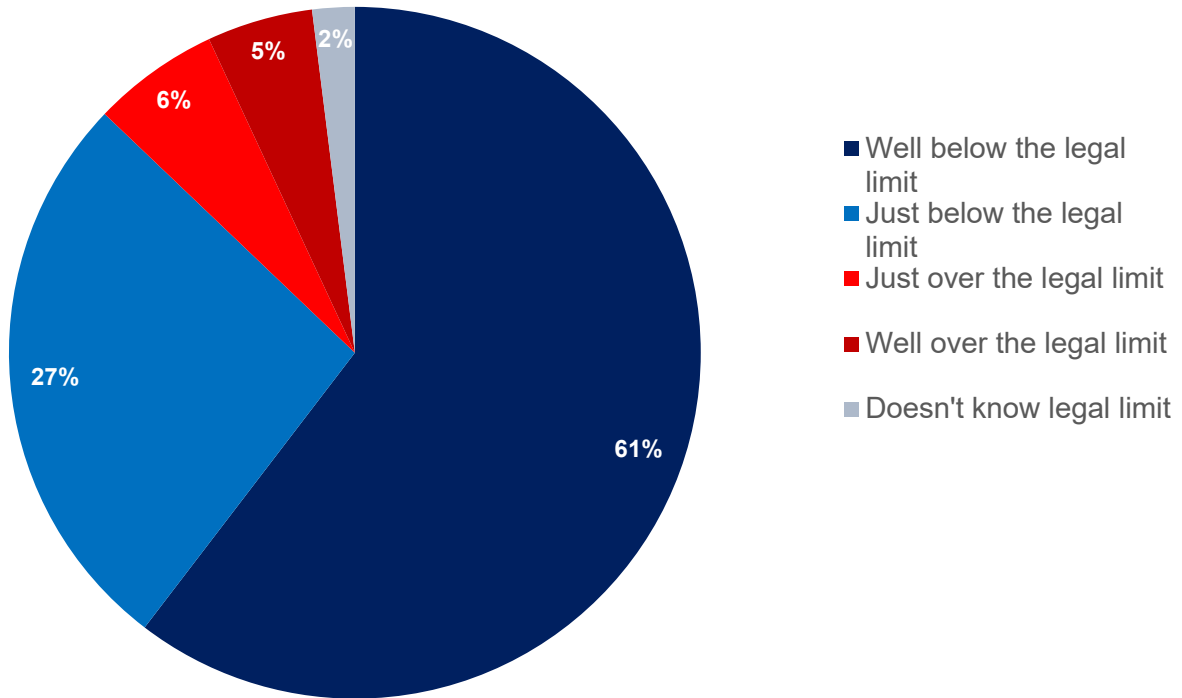
Respondents were also asked how strictly they believe the DUI laws in their counties are enforced. Figure 4 shows the aggregate responses to this question from project years 2016-2022, broken down by whether they reported drinking and driving. Respondents who reported *not* drinking and driving tend to perceive enforcement as very strict, at 46%.

Within those who *did* report drinking and driving, more respondents think DUI laws are only somewhat strictly enforced, with 42%, compared to 40% indicating very strictly. Interestingly, perceptions of DUI laws as being either very or somewhat strict still makes up the overwhelming majority (82%) of respondents who reported driving within two hours of drinking.

⁴ Includes aggregate data from 2016-2022

Figure 5. Legal Limit, 2016-2022¹

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

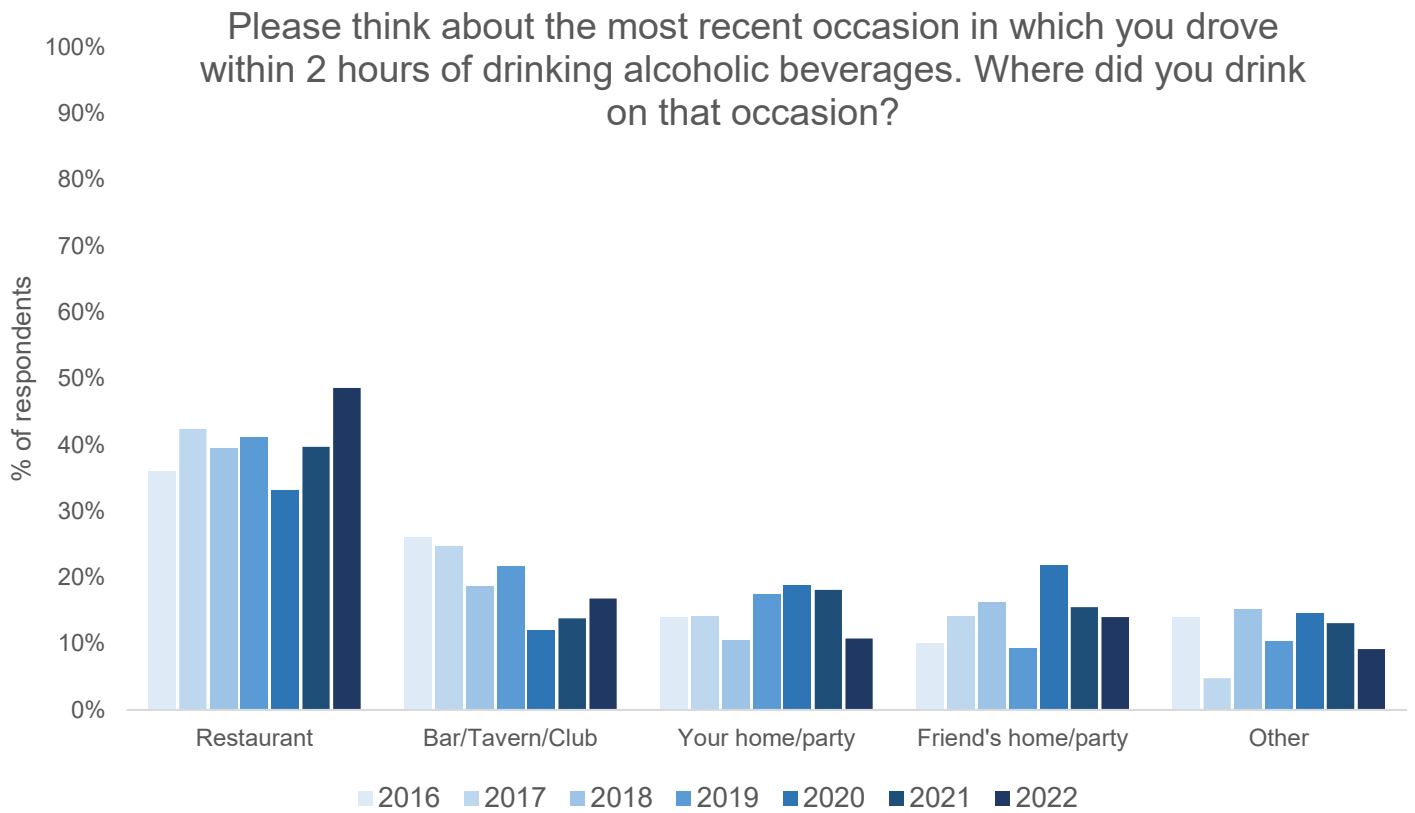


Respondents who indicated they had driven within two hours of drinking were then asked whether they were well below the legal limit, just below, just over, or well over. Figure 5 shows the breakdown of responses using aggregate data from all project years, 2016-2022.

The majority of respondents indicated they were well below the legal limit for drinking and driving, at 61 percent, while 27% said they were just below the limit. Six percent admitted to being over the legal limit, with 5% saying they were well over. Two percent of respondents said they do not know the legal limit.

¹ Includes aggregate data from 2016-2022

Figure 6. Drink and Drive Location, 2016 to 2022



Respondents were also asked where they drank the last time they drove within two hours of drinking. Figure 6 shows these responses broken down by project year. In all seven years, most respondents indicated drinking at a restaurant the last time they drank and drove, with 49% in 2022.

The percentage of respondents indicated drinking in a bar, tavern, or club was lowest in 2020 with 12%, down from 22 percent in 2019. The percentage of respondents who indicated drinking at a friend's home or party levelled off to 16% in 2021 and 14% in 2022, after spiking in 2020 to 22%.

Figure 7. Drink and Drive Location Infographic, 2016-2022

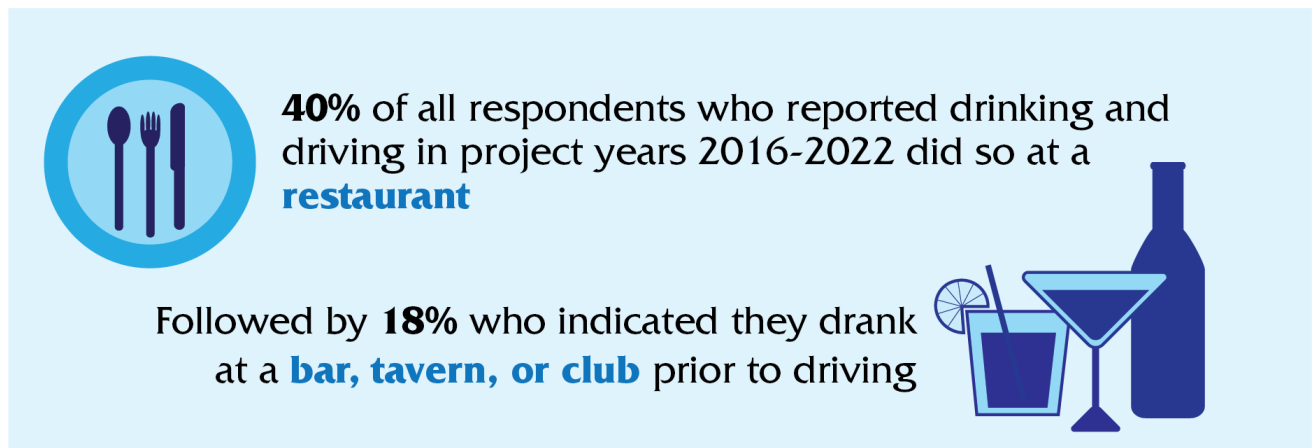
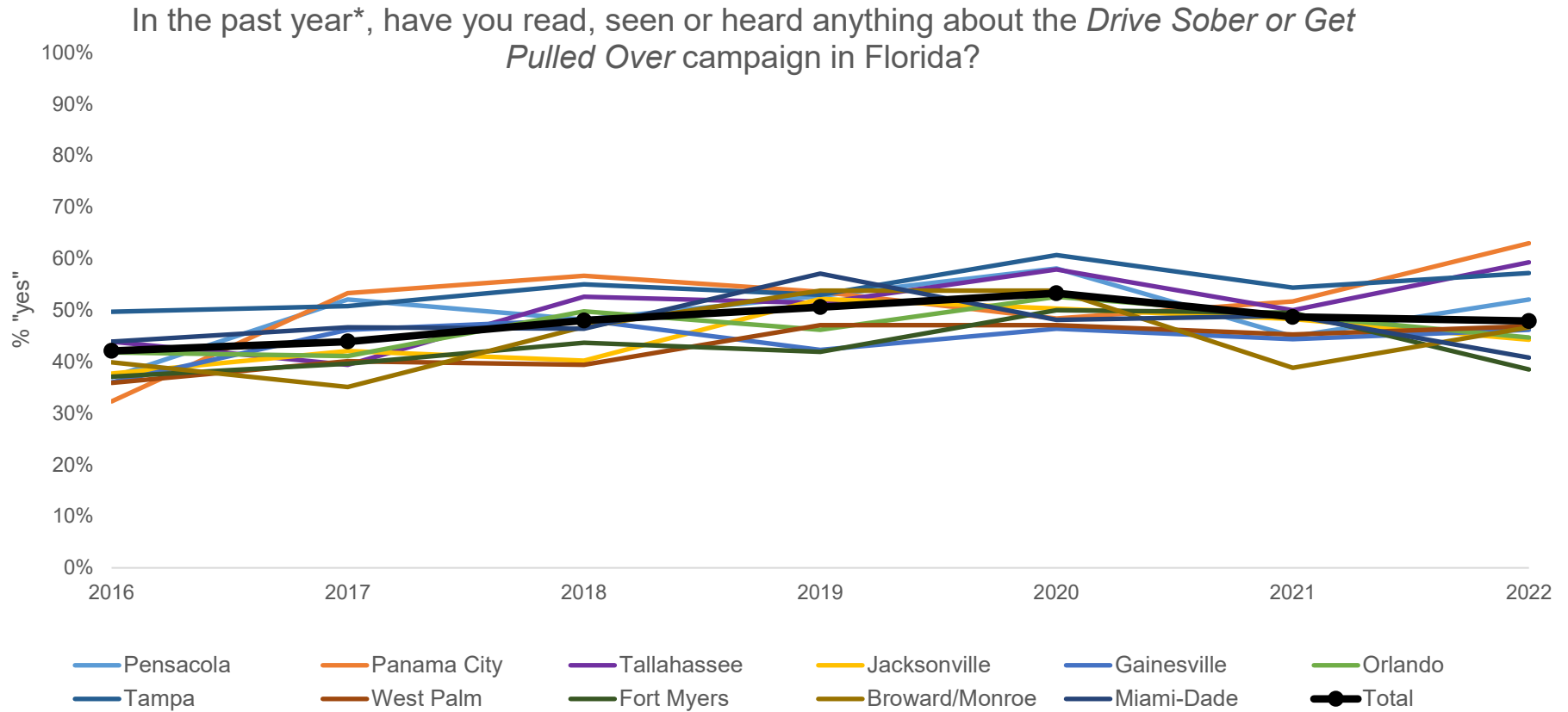


Figure 8. Drive Sober by DMA, 2016 to 2022¹



Overall, the percentage of respondents who indicated seeing or hearing about the *Drive Sober or Get Pulled Over* campaign remained largely steady in 2022 at 48%, excluding refusals and “don’t know”. This figure is down slightly from 2020, when total awareness was 53%.

Of the 11 DMAs sampled, the Panama City DMA had the greatest awareness of *Drive Sober* in 2022, with 63% of respondents indicating they had seen or heard it in the past year.

The DMA with the lowest awareness in 2022 was Fort Myers, with 39%, down from 50% in 2021. The Miami-Dade DMA also saw a marked decline in awareness this year, falling from 49% to 41% in 2022.

¹ 2016 to 2019 wording reads “In the past 6 months...”

Figure 9. Drive Sober by DMA, 2022 (MAP)

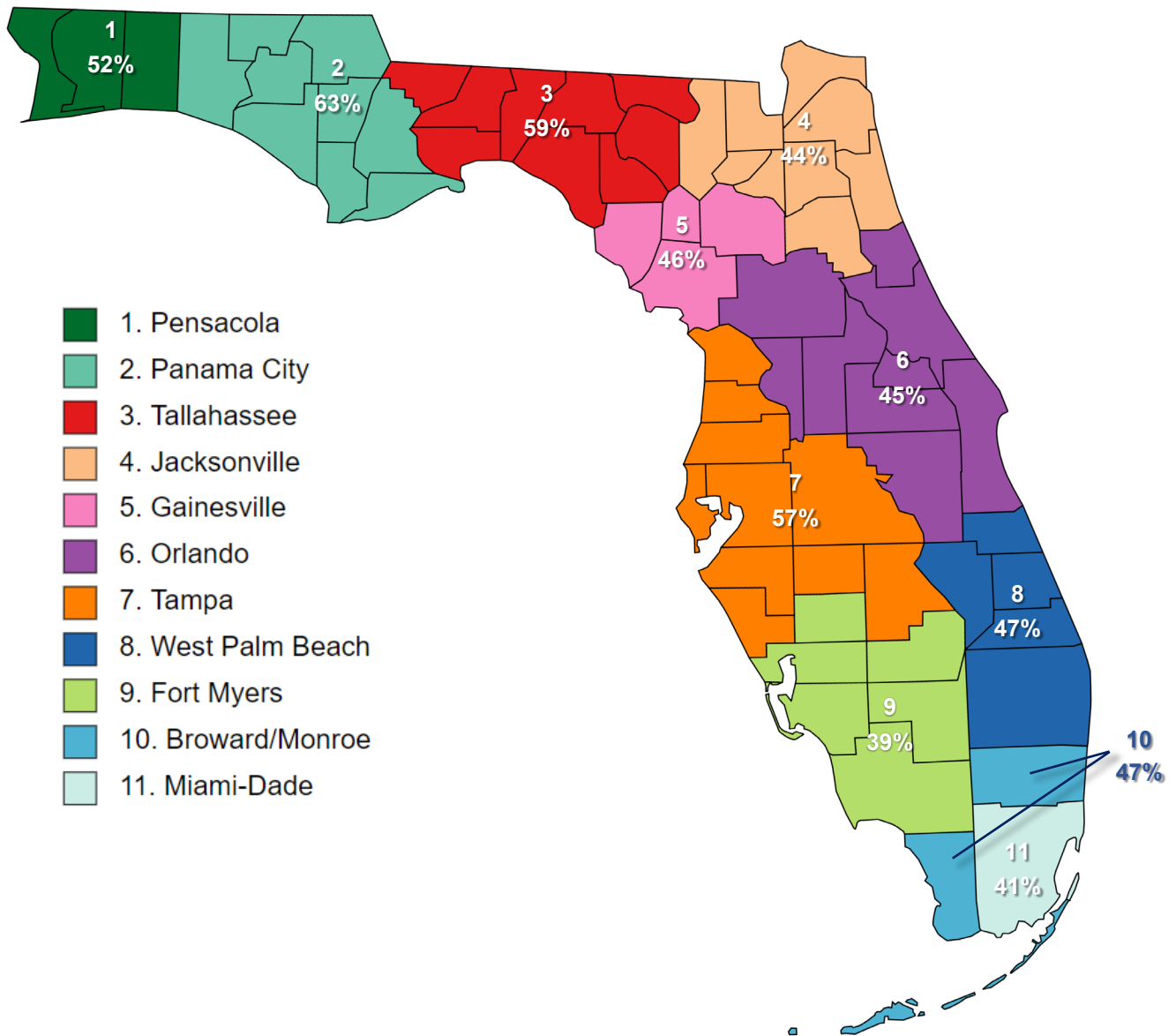


Figure 9 shows a geographical representation of the 11 DMAs, along with the percentage of respondents who said they had seen or heard the *Drive Sober or Get Pulled Over* campaign message in the past year.

In 2022, five out of 11 DMAs reported awareness of 50% or over, compared to just three in 2021. Panama City is the DMA with the greatest percentage, at 63%, followed by Tallahassee with 59% and Tampa with 57%.

Figure 10. Drive Sober by Individual’s Self-Reported Alcohol Consumption Level, 2016-2022^{1 2}

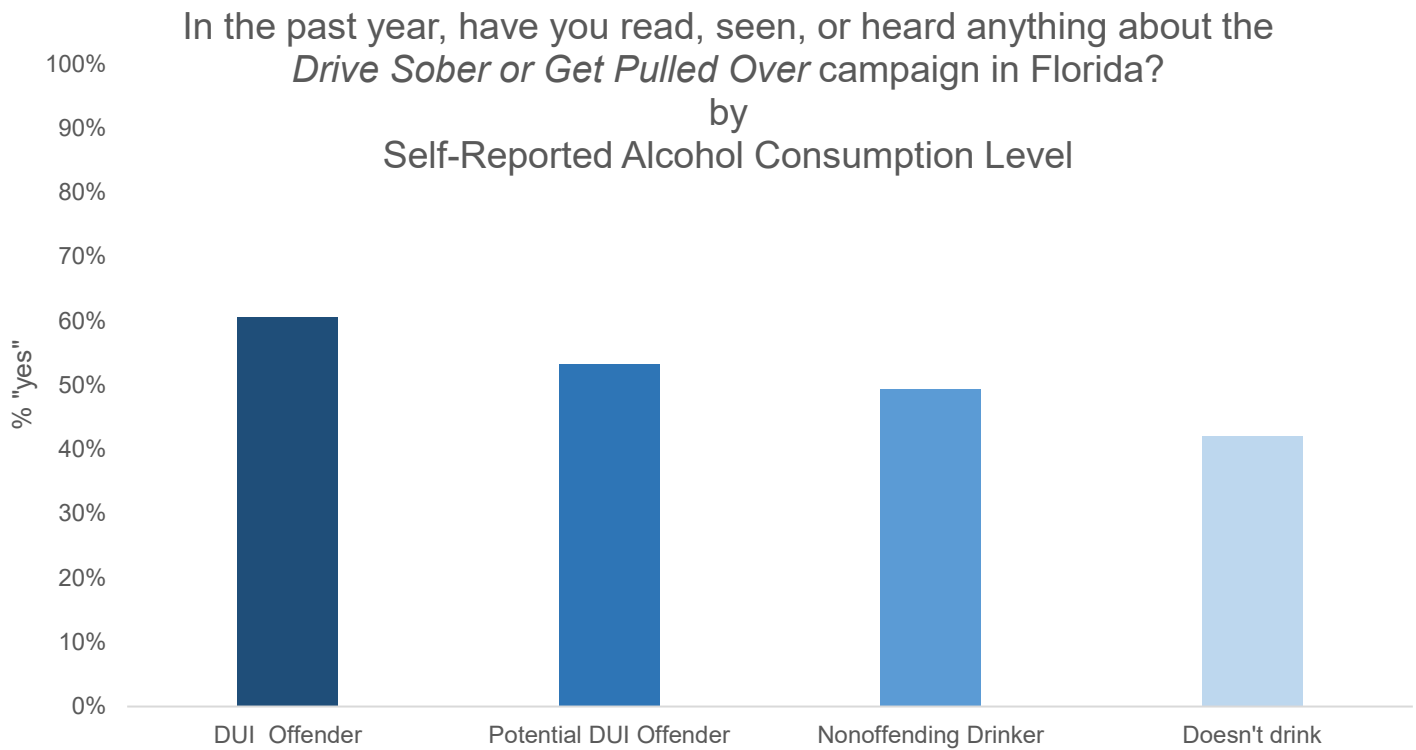


Figure 10 shows the percentage of respondents who reported having seen or heard the *Drive Sober* message, broken down by self-reported alcohol consumption. It includes aggregate data from 2016 through 2022.

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

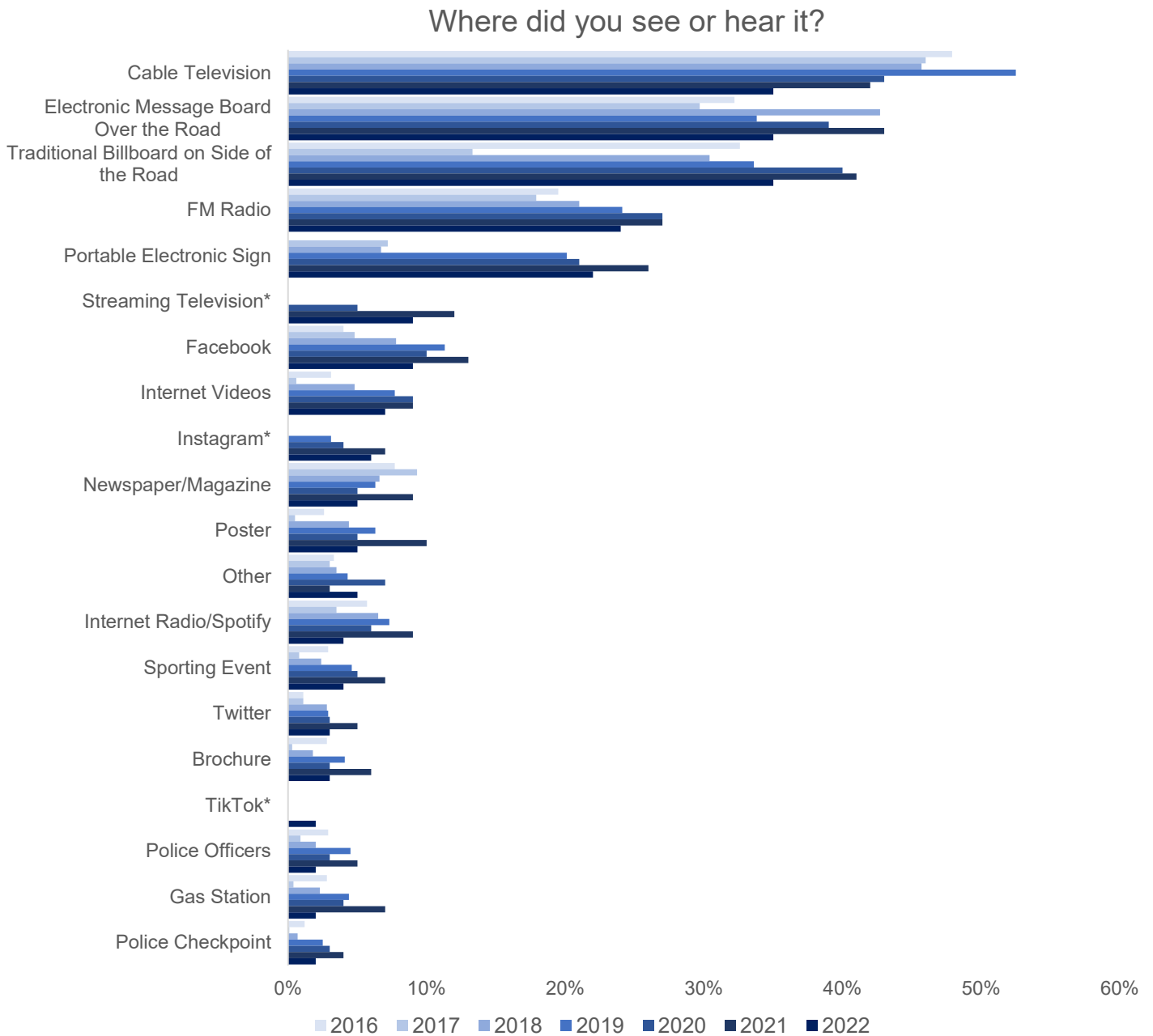
- under the legal limit,” indicated they don’t know the legal limit, or refused to say
- Nonoffending Drinker: stated they drink but have not driven after drinking in the past year
- Doesn’t Drink: Indicated they had not consumed any alcohol in the past year

DUI offenders have the highest rate of exposure to the safety message, with 61% of respondents indicating having seen or heard it. Among potential offenders, 53% reported seeing or hearing it, and 49% of non-offending drinkers indicated seeing or hearing it. Among respondents who they did not drink at all in the past year, 42% said they had seen or heard the message.

¹ 2016 to 2019 wording reads “In the past 6 months...”

²Includes aggregate data from 2016-2022

Figure 11. Drive Sober Media, 2016 to 2022¹



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 11 shows the responses, broken down by project year.

In 2022, electronic, over-the-road message boards, cable television, and traditional billboards are tied for first place at 35% (electronic message boards and cable TV slightly ahead with 35.3% each). Streaming television, which was added as an option in 2020, had an additional

9%, making the total percentage of respondents having seen or heard *Drive Sober* on TV 44%, down from 54% in 2021.

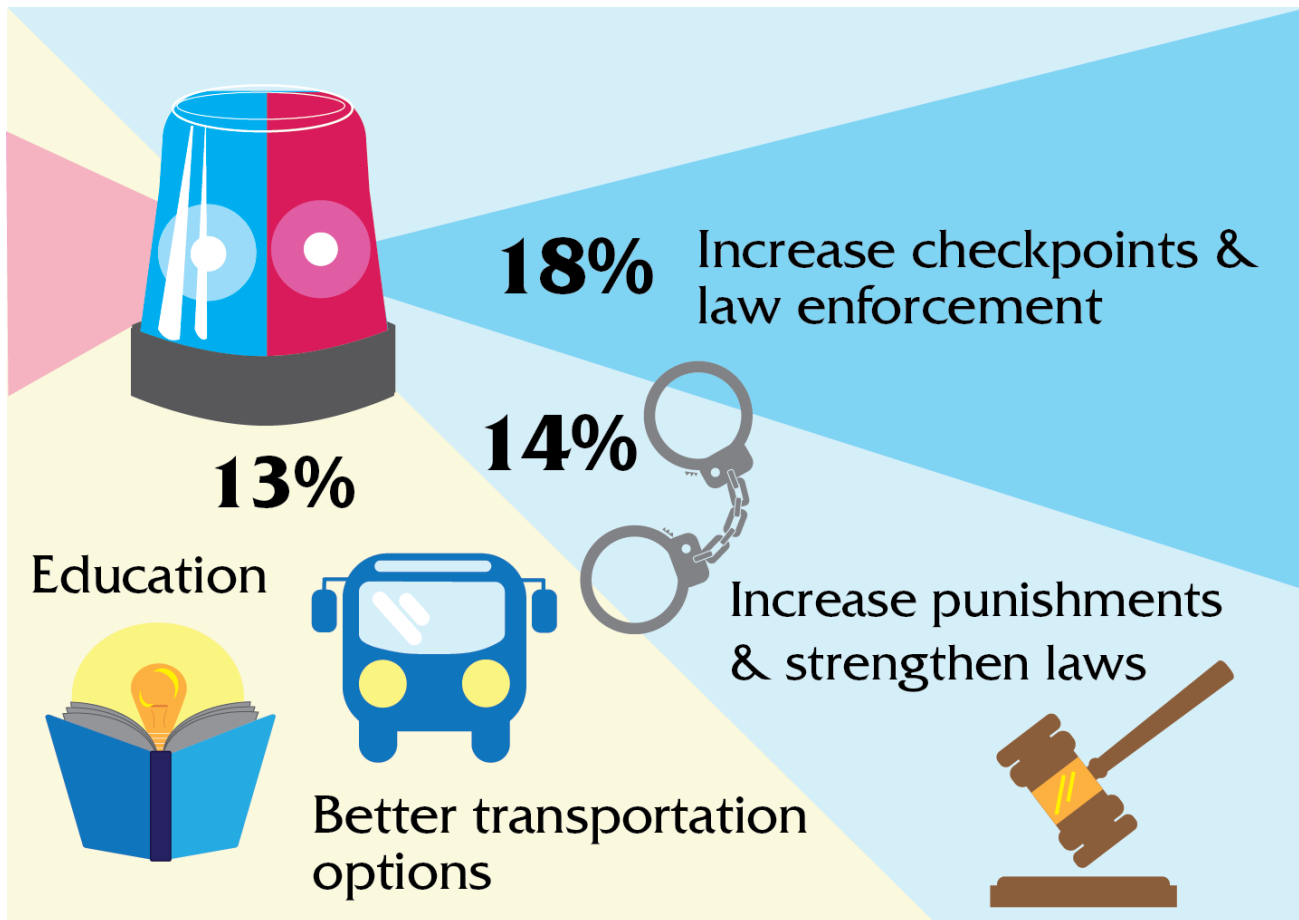
FM Radio is in third place in 2022 with 24%, followed by portable electronic signs at 22%. TikTok was added as an option in 2022, on which 2% of respondents said they saw *Drive Sober*. Police officers, gas stations, and police checkpoints also have 2%.

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

*Instagram was added in 2019, streaming television was added in 2020, and TikTok was added in 2022.

Figure 12. Most Effective Top 4, 2022

Top 4: In your opinion, what would be the most effective way of reducing alcohol impaired driving?



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 12, above. The top

choice in 2022 was increasing police checkpoints and law enforcement at 18 percent, the same as 2021, which was followed by increasing punishments and strengthening DUI laws with 14%. Education and better transportation options were tied for third place 13%, each.

Figure 13. Most Effective, 2016-2022¹

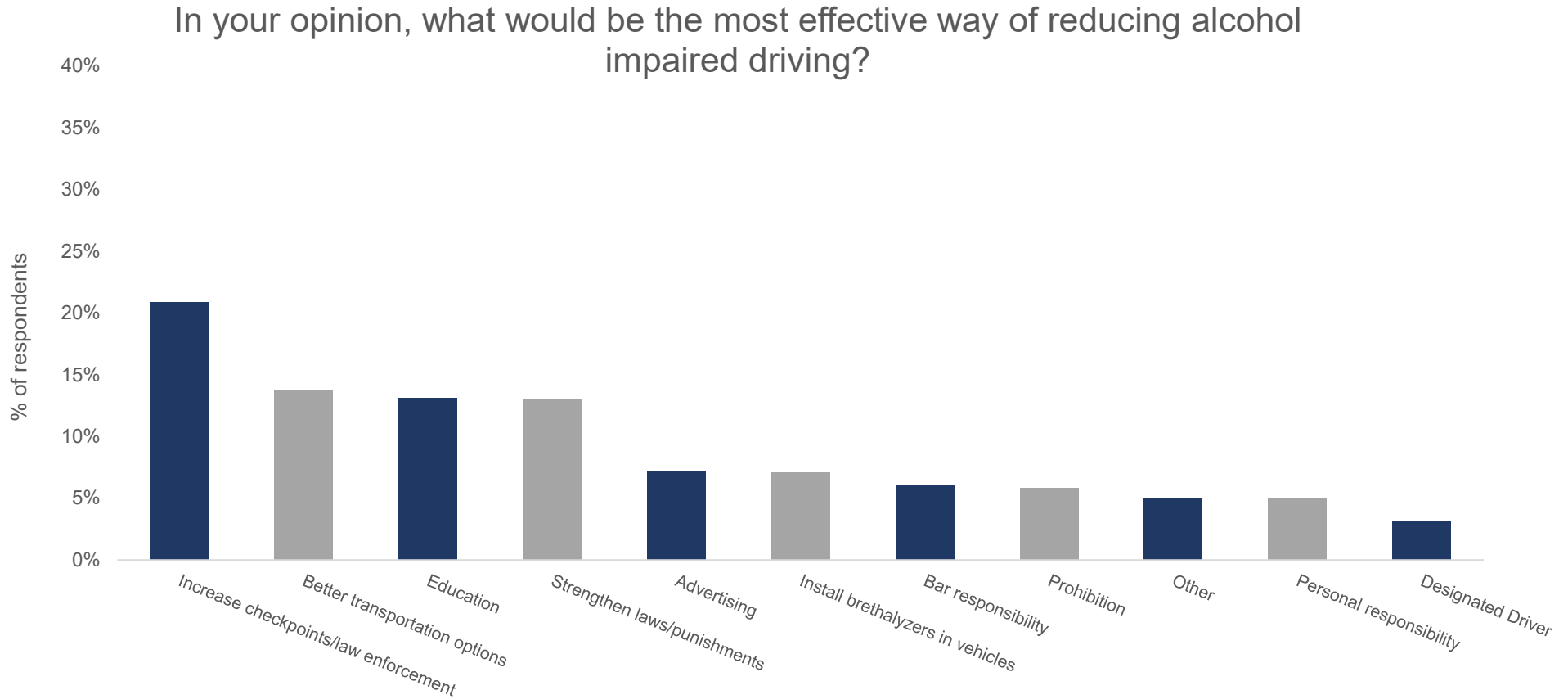


Figure 13 shows all responses to the effective question from all project years, using aggregate data. Overall, the most popular response is increasing checkpoints and law enforcement, at 21%, followed by better transportation options at 14%, and tied for third place with 13% each is education and strengthening laws and punishment.

Designated driver has the smallest percentage of overall responses at 3%, with personal responsibility slightly higher at 5%. Six percent of respondents believe total prohibition of alcohol would be most effective

¹ Includes aggregate data from 2016-2022

Appendix I. Survey Results
DUI TOPLINES ¹

1. Pensacola n=101
2. Panama City n=100
3. Tallahassee n=100
4. Jacksonville n=100
5. Gainesville n=100
6. Orlando n=179
7. Tampa n=236
8. West Palm Beach n=100
9. Fort Myers n=100
10. Broward/Monroe n=100
11. Miami-Dade n=126

Total n=1342

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Yes	100% 1342	100% 101	100% 100	100% 100	100% 100	100% 100	100% 179	100% 236	100% 100	100% 100	100% 100	100% 126
No	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

¹ Percentages located in topline 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

Alachua	6% 74	Gilchrist	<1% 5
Baker	<1% 1	Glades	- 0
Bay	3% 42	Gulf	<1% 3
Bradford	<1% 6	Hamilton	<1% 3
Brevard	2% 26	Hardee	<1% 3
Broward	7% 95	Hendry	<1% 3
Calhoun	<1% 5	Hernando	1% 13
Charlotte	1% 11	Highlands	<1% 4
Citrus	1% 15	Hillsborough	4% 57
Clay	1% 17	Holmes	<1% 3
Collier	1% 19	Indian River	1% 8
Columbia	<1% 6	Jackson	1% 17
DeSoto	1% 7	Jefferson	<1% 3
Dixie	1% 8	Lafayette	<1% 2
Duval	3% 46	Lake	2% 26
Escambia	2% 31	Lee	4% 58
Flagler	<1% 3	Leon	5% 67
Franklin	<1% 5	Levy	1% 11
Gadsden	<1% 5	Liberty	<1% 2

¹ Unweighted percentages

Which Florida county do you live in (cont.)?¹

Madison	<1% 5	Putnam	<1% 6
Manatee	1% 15	St. Johns	1% 15
Marion	1% 8	St. Lucie	1% 15
Martin	1% 8	Santa Rosa	2% 23
Miami-Dade	9% 126	Sarasota	1% 15
Monroe	<1% 4	Seminole	1% 18
Nassau	<1% 2	Sumter	1% 8
Okaloosa	4% 47	Suwannee	<1% 5
Okeechobee	<1% 4	Taylor	<1% 6
Orange	4% 47	Union	- 0
Osceola	1% 13	Volusia	2% 23
Palm Beach	5% 64	Wakulla	<1% 4
Pasco	2% 29	Walton	1% 15
Pinellas	4% 48	Washington	1% 8
Polk	2% 32	Don't Know/Refusal	<1% 5

¹ Unweighted percentages

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Passenger car	44% 552	42% 39	35% 33	35% 35	43% 40	35% 41	42% 73	42% 95	46% 44	34% 35	50% 50	56% 67
Pickup Truck	17% 258	14% 17	27% 32	19% 20	21% 21	17% 16	17% 34	18% 45	16% 16	19% 22	11% 12	17% 23
SUV	31% 418	30% 33	31% 28	39% 36	32% 34	31% 31	32% 58	33% 77	28% 29	38% 35	28% 28	23% 29
Mini-van	3% 41	4% 4	4% 4	4% 3	2% 4	7% 4	6% 8	3% 8	5% 5	1% 1	- 0	1% 2
Full-sized van	1% 17	2% 2	- 0	<1% 1	<1% 3	3% 3	<1% 1	2% 4	1% 1	3% 3	1% 1	1% 1
Motorcycle	1% 12	2% 2	- 0	<1% 1	- 0	- 0	1% 2	1% 2	1% 1	2% 2	2% 2	- 0
Scooter	<1% 1	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	- 0
Does not drive	2% 28	4% 3	4% 3	4% 3	1% 2	4% 3	<1% 1	1% 2	1% 1	1% 1	9% 7	2% 3
Other	1% 13	2% 1	- 0	<1% 1	2% 1	3% 1	<1% 2	1% 3	1% 1	1% 1	- 0	1% 1
Don't Know	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	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=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
None	66% 852	70% 69	78% 75	57% 53	68% 66	59% 60	67% 115	67% 155	61% 61	65% 65	62% 56	64% 77
1-2 days	26% 354	16% 19	11% 14	32% 32	28% 30	22% 24	28% 54	25% 63	30% 29	23% 23	25% 29	28% 37
3-4 days	4% 59	4% 4	4% 6	4% 4	2% 1	7% 6	5% 10	2% 7	6% 7	2% 2	7% 9	2% 3
5-6 days	1% 23	2% 3	4% 2	<1% 1	- 0	4% 5	- 0	1% 2	- 0	3% 3	4% 4	2% 3
All 7 days	3% 41	4% 3	4% 3	7% 7	2% 2	7% 5	- 0	5% 9	1% 1	4% 4	3% 2	3% 5
Don't Know	<1% 6	<1% 1	- 0	<1% 2	1% 1	- 0	- 0	- 0	1% 1	1% 1	- 0	- 0
Refusal	<1% 7	4% 2	- 0	<1% 1	- 0	- 0	- 0	- 0	1% 1	2% 2	- 0	1% 1

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

	Total Sample n=852	Pensacola n=69	Panama City n=75	Tallahassee n=53	Jacksonville n=66	Gainesville n=60	Orlando n=115	Tampa n=155	West Palm Beach n=61	Fort Myers n=65	Broward/Monroe n=56	Miami-Dade n=77
Occasionally consumed	40% 346	43% 31	45% 35	38% 20	42% 27	31% 20	42% 47	37% 57	33% 21	40% 26	40% 23	50% 39
Not consumed any at all	59% 501	57% 38	55% 40	63% 32	58% 39	69% 40	58% 67	62% 95	67% 40	60% 39	60% 33	51% 38
Don't Know	<1% 3	- 0	- 0	- 0	- 0	- 0	1% 1	1% 2	- 0	- 0	- 0	- 0
Refusal	<1% 2	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0

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

	Total Sample n=841	Pensacola n=63	Panama City n=60	Tallahassee n=68	Jacksonville n=61	Gainesville n=60	Orlando n=112	Tampa n=141	West Palm Beach n=60	Fort Myers n=61	Broward/Monroe n=67	Miami-Dade n=88
Yes	17% 148	10% 7	13% 8	21% 15	17% 11	13% 10	20% 25	17% 27	13% 8	14% 8	17% 13	16% 16
No	83% 685	87% 54	87% 52	74% 51	83% 50	88% 49	80% 87	83% 114	86% 51	83% 51	83% 54	84% 72
Don't Know	<1% 3	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	2% 1	- 0	- 0
Refusal	1% 5	3% 1	0 0	5% 2	- 0	- 0	- 0	- 0	1% 1	2% 1	- 0	- 0

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

	Total n=824	18-24 n=99	25-34 n=152	35-44 n=116	45-54 n=132	55-64 n=125	65+ n=200
Yes	17% 147	18% 19	19% 30	17% 22	18% 28	13% 20	17% 28
No	83% 669	81% 78	81% 121	83% 94	81% 101	83% 105	83% 170
Don't Know	<1% 3	- 0	<1% 1	- 0	1% 2	- 0	- 0
Refusal	<1% 5	1% 2	- 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=148**

Bar/Tavern/Club	16% 25
Restaurant	45% 67
Sporting Event	2% 2
Friend's home/party at friend's home	13% 15
Your home/party at your home	10% 18
Wedding/special event	2% 3
Work	1% 1
Drank in the car while driving	- 0
Hotel/Motel	1% 1
Country Club/Golf Course	2% 3
Movie Theater	- 0
Park/Beach/Picnic	1% 1
Other	1% 3
Don't Know	5% 6
Refusal	2% 3

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

n=148

Well below the legal limit for drinking and driving	60% 90
Just below the legal limit	27% 43
Just over the legal limit	4% 5
Well over the legal limit	5% 6
Doesn't know the legal limit	1% 1
Don't Know	3% 3
Refusal	- 0

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=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Almost Certain	13% 163	18% 16	12% 12	11% 9	10% 11	10% 12	14% 24	16% 34	8% 7	11% 11	16% 16	9% 11
Very Likely	16% 220	20% 19	20% 20	21% 21	17% 17	17% 19	13% 20	15% 33	24% 22	16% 14	14% 13	16% 22
Somewhat Likely	15% 218	16% 18	12% 12	21% 20	15% 14	14% 16	11% 23	13% 36	25% 27	13% 15	16% 18	14% 19
Somewhat Unlikely	13% 173	10% 13	8% 7	11% 10	15% 16	14% 15	14% 27	12% 32	8% 8	14% 13	11% 10	17% 22
Very Unlikely	27% 346	20% 19	28% 28	21% 24	28% 27	24% 24	33% 58	28% 62	29% 28	27% 27	16% 16	28% 33
Don't Know	14% 183	14% 13	16% 16	14% 14	13% 12	14% 11	13% 23	14% 33	5% 6	16% 17	20% 20	16% 18
Refusal	3% 39	2% 3	4% 5	<1% 2	3% 3	7% 3	2% 4	2% 6	2% 2	4% 3	7% 7	1% 1

**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=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
More Likely	43% 559	36% 35	44% 45	41% 43	41% 38	44% 44	44% 77	40% 89	47% 46	44% 43	39% 38	51% 61
Less Likely	15% 198	12% 11	22% 19	15% 16	19% 17	15% 15	13% 21	16% 39	13% 12	18% 18	14% 15	12% 15
About as Likely	31% 444	42% 45	26% 28	33% 31	35% 38	26% 30	31% 60	34% 84	31% 33	21% 24	32% 33	28% 38
Don't Know	11% 138	10% 10	7% 8	11% 10	6% 7	11% 10	13% 21	10% 24	8% 8	17% 15	14% 13	9% 12
Refusal	<1% 3	- 0	- 0	- 0	- 0	4% 1	- 0	- 0	1% 1	- 0	1% 1	- 0

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

	Total Sample n=841	Pensacola n=63	Panama City n=60	Tallahassee n=68	Jacksonville n=61	Gainesville n=60	Orlando n=112	Tampa n=141	West Palm Beach n=60	Fort Myers n=61	Broward/Monroe n=67	Miami-Dade n=88
More Often	3% 19	- 0	- 0	<1% 2	1% 1	<1% 1	4% 4	3% 4	6% 3	2% 1	4% 3	- 0
Less Often	28% 228	28% 16	25% 15	22% 16	26% 16	25% 17	26% 30	24% 35	33% 19	23% 14	25% 15	40% 35
About the Same	61% 529	66% 41	63% 41	67% 45	69% 42	63% 38	61% 67	64% 89	55% 35	72% 44	60% 42	52% 45
Don't Know	5% 39	7% 5	6% 2	6% 3	4% 2	<1% 1	6% 7	5% 6	2% 1	4% 2	7% 4	6% 6
Refusal	3% 26	<1% 1	6% 2	6% 2	- 0	13% 3	4% 4	5% 7	4% 2	- 0	5% 3	2% 2

Compared with last year, are other people you know driving after drinking...

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
More Often	10% 119	6% 5	8% 8	7% 7	6% 6	7% 8	13% 21	9% 21	17% 17	8% 7	11% 10	7% 9
Less Often	25% 327	26% 27	31% 29	21% 21	28% 28	22% 19	24% 43	22% 51	23% 23	22% 22	20% 19	39% 45
About the Same	45% 639	54% 54	42% 45	50% 51	48% 49	41% 51	41% 72	49% 119	45% 45	50% 51	46% 51	39% 51
Don't Know	18% 239	14% 15	19% 17	21% 21	15% 15	22% 18	21% 39	19% 41	15% 15	22% 20	22% 20	14% 18
Refusal	2% 18	- 0	<1% 1	- 0	3% 2	7% 4	2% 4	2% 4	- 0	- 0	- 0	2% 3

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

	Total Sample n=134	Pensacola n=1201	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Very strictly	39% 530	52% 51	48% 51	31% 31	35% 34	41% 42	32% 59	43% 96	42% 42	37% 38	32% 33	44% 53
Somewhat strictly	32% 450	32% 33	26% 26	41% 43	44% 43	26% 29	30% 57	33% 84	31% 30	36% 39	29% 19	27% 37
Not very strictly	8% 115	8% 5	11% 12	10% 11	6% 6	11% 12	10% 17	9% 22	3% 3	6% 6	5% 6	12% 15
Rarely	5% 53	2% 2	4% 4	3% 2	3% 3	4% 3	4% 7	3% 7	8% 7	6% 5	12% 10	2% 3
Not at all	3% 28	<1% 1	- 0	- 0	1% 1	<1% 1	3% 6	2% 4	4% 4	3% 3	8% 7	1% 1
Don't Know	13% 163	6% 9	11% 7	14% 13	10% 12	15% 12	19% 32	10% 23	14% 14	11% 9	15% 15	14% 17
Refusal	<1% 3	- 0	- 0	- 0	1% 1	4% 1	1% 1	- 0	- 0	- 0	- 0	- 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=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Yes – Seen	7% 90	4% 4	4% 3	11% 11	7% 7	<1% 1	7% 13	5% 11	8% 8	10% 10	8% 9	10% 13
Yes – Heard	13% 186	24% 25	19% 20	11% 13	16% 17	11% 11	12% 24	14% 33	8% 8	7% 6	10% 10	17% 19
Yes – Both	10% 144	14% 15	12% 14	14% 13	12% 12	11% 12	9% 15	9% 22	6% 6	16% 16	4% 5	11% 14
No	70% 907	58% 57	65% 62	61% 61	66% 64	67% 72	72% 126	71% 167	79% 78	67% 66	75% 74	63% 80
Don't Know	1% 14	- 0	<1% 1	4% 2	- 0	7% 3	<1% 1	2% 3	- 0	1% 2	3% 2	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	4% 1	- 0	- 0	- 0	- 0	- 0	- 0

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=435	Pensacola n=44	Panama City n=38	Tallahassee n=39	Jacksonville n=36	Gainesville n=28	Orlando n=53	Tampa n=69	West Palm Beach n=22	Fort Myers n=34	Broward/Monroe n=26	Miami-Dade n=46
Yes	20% 92	29% 10	22% 10	30% 11	18% 6	11% 5	13% 8	20% 14	13% 3	25% 9	23% 6	22% 10
No	80% 339	71% 34	78% 28	70% 28	83% 30	78% 22	85% 44	80% 55	87% 19	72% 24	77% 20	77% 35
Don't Know	1% 3	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	3% 1	- 0	2% 1
Refusal	<1% 1	- 0	- 0	- 0	- 0	11% 1	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Yes	11% 164	16% 16	12% 13	18% 17	9% 10	7% 11	8% 14	12% 31	11% 12	16% 15	17% 18	5% 7
No	89% 1172	84% 85	89% 87	82% 83	91% 90	89% 88	92% 164	88% 204	88% 87	84% 85	83% 81	94% 118
Don't Know	<1% 3	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 1	1% 1
Refusal	<1% 3	- 0	- 0	- 0	- 0	4% 1	- 0	<1% 1	1% 1	- 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=841	Yes – Drove n=148	No – Did Not Drive n=685	Don't Know n=3	Refusal n=5
Yes - Stopped	12% 113	17% 24	11% 86	- 0	67% 3
No – Not Stopped	88% 722	82% 123	89% 595	100% 3	<1% 1
Don't Know	<1% 3	1% 1	<1% 2	- 0	- 0
Refusal	<1% 3	- 0	<1% 2	- 0	33.3% 1

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Yes	4% 67	4% 5	7% 8	4% 5	6% 6	4% 5	4% 7	6% 14	4% 4	7% 6	6% 6	1% 1
No	95% 1264	96% 96	93% 92	96% 95	93% 93	93% 93	96% 171	94% 220	96% 95	94% 94	92% 92	98% 123
Don't Know	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	2% 1	- 0
Refusal	1% 9	- 0	- 0	- 0	1% 1	4% 2	<1% 1	<1% 1	1% 1	- 0	1% 1	1% 2

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=841	Yes – Drove n=148	No – Did Not Drive n=685	Don't Know n=3	Refusal n=5
Yes - Arrested	4% 40	4% 8	4% 32	- 0	- 0
No – Not Arrested	95% 796	96% 140	96% 649	100% 3	75% 4
Don't Know	- 0	- 0	- 0	- 0	- 0
Refusal	1% 5	- 0	1% 4	- 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=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Yes	48% 680	51% 55	63% 64	59% 62	44% 47	43% 46	44% 83	57% 139	47% 45	38% 40	47% 49	41% 50
No	52% 652	47% 44	37% 36	41% 38	56% 53	50% 52	55% 95	42% 95	53% 54	60% 58	53% 51	59% 76
Don't Know	1% 9	2% 2	- 0	- 0	- 0	4% 1	1% 1	1% 2	1% 1	2% 2	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	- 0	4% 1	- 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=1312	18-24 n=151	25-34 n=203	35-44 n=187	45-54 n=197	55-64 n=223	65+ n=351
Yes	48% 670	59% 95	62% 127	48% 98	49% 105	40% 101	39% 144
No	52% 632	41% 56	37% 75	52% 88	50% 90	59% 121	59% 202
Don't Know	1% 9	- 0	1% 1	- 0	1% 2	1% 1	2% 5
Refusal	<1% 1	- 0	- 0	1% 1	- 0	- 0	- 0

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

n=690

Cable Television	35%	260
Streaming Television	9%	58
FM Radio	24%	165
Internet Radio/Pandora/Spotify	4%	29
Electronic Message Board Over the Road	35%	233
Traditional Billboard on Side of the Road	35%	242
Portable Electronic Signs	22%	143
Newspaper/Magazine	5%	35
Sporting Event	4%	27
Poster	5%	36
Brochure	3%	25
Internet Videos	7%	51
Facebook	9%	67
Instagram	6%	40
Twitter	3%	25
TikTok	2%	17
Gas Station	2%	13
Police Checkpoint	2%	12
Police Officers	2%	18
Other	5%	35
Don't Know	4%	30
Refusal	-	0

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=27

Florida State University Seminoles	8% 4
University of Florida Gators	2% 2
University of Miami Hurricanes	13% 2
Miami Dolphins	7% 1
Miami Marlins	10% 2
Miami Heat	33% 6
Florida Panthers	6% 1
Homestead-Miami Speedway	7% 2
Tampa Bay Buccaneers	7% 4
Tampa Bay Rays	10% 5
Tampa Bay Lightning	1% 1
Tampa Bay Storm	- 0
Orlando Magic	4% 1
Daytona Speedway	15% 4
Jacksonville Jaguars	4% 1
Other	17% 4
Don't Know	7% 1

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=95	25-34 n=128	35-44 n=99	45-54 n=107	55-64 n=102	65+ n=149
Cable Television	30% 28	32% 40	21% 25	33% 39	38% 44	51% 78
Streaming Television	8% 7	20% 21	5% 8	6% 8	6% 4	4% 10
FM Radio	16% 17	32% 40	34% 33	20% 25	20% 22	21% 27
Internet Radio/Pandora/Spotify	4% 4	11% 12	1% 2	6% 6	1% 2	1% 3
Electronic Message Board Over the Road	43% 42	38% 44	40% 37	41% 43	36% 34	20% 31
Traditional Billboard on Side of the Road	49% 48	45% 58	38% 41	34% 36	29% 26	21% 32
Portable Electronic Signs	24% 25	27% 32	26% 22	21% 20	23% 23	14% 20
Newspaper/Magazine	2% 2	5% 5	4% 3	3% 6	1% 2	12% 16
Sporting Event	6% 7	5% 4	2% 3	5% 7	5% 4	2% 2
Poster	8% 6	7% 9	3% 5	7% 7	2% 3	4% 5
Brochure	7% 5	3% 5	2% 3	4% 6	1% 3	2% 3
Internet Videos	18% 17	9% 11	5% 6	7% 8	3% 3	2% 6
Facebook	10% 10	17% 23	12% 14	7% 11	3% 4	3% 5
Instagram	14% 14	15% 16	1% 2	4% 5	1% 1	<1% 1
Twitter	4% 6	8% 8	<1% 1	4% 5	2% 3	2% 2
TikTok	3% 5	5% 4	1% 1	3% 4	1% 1	<1% 1
Gas Station	6% 4	2% 2	1% 2	<1% 2	3% 3	- 0
Police Checkpoint	1% 1	2% 1	1% 3	- 0	5% 5	2% 2
Police Officers	2% 2	2% 4	2% 4	2% 3	3% 3	2% 2
Other	3% 3	4% 7	3% 4	7% 6	8% 7	7% 8

**In your opinion, what would be the most effective way of reducing alcohol impaired driving?
n=1342**

Advertising	5% 73
Education	13% 191
Increase Checkpoints/Law Enforcement	18% 249
Better Transportation Options	13% 174
Strengthen Laws/Punishments for Drunk Drivers	14% 177
Install Breathalyzers in Vehicles	6% 77
Prohibition	4% 56
Designated Drivers	<1% 1
Bar Responsibility	6% 66
Personal Responsibility	4% 52
Other	4% 55
Don't Know	12% 161
Refusal	1% 10

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Less than high school degree	3% 44	10% 8	8% 7	- 0	2% 2	4% 2	1% 1	2% 5	8% 7	7% 6	1% 1	4% 5
High school graduate/GED	28% 314	28% 24	32% 29	25% 22	29% 25	19% 19	25% 39	34% 67	29% 25	23% 21	21% 16	27% 27
Currently in college/AA degree	39% 432	33% 30	32% 27	39% 29	45% 38	41% 36	41% 57	37% 75	36% 32	42% 36	38% 30	39% 42
Bachelor's degree	17% 318	14% 22	20% 25	18% 26	16% 22	11% 19	19% 46	13% 46	18% 24	20% 28	24% 32	17% 28
Graduate/post-graduate degree	11% 212	14% 16	8% 12	18% 23	8% 12	15% 21	13% 33	12% 40	7% 9	4% 6	15% 19	12% 21
Don't Know	<1% 6	2% 1	- 0	- 0	- 0	4% 1	1% 2	- 0	- 0	2% 2	- 0	- 0
Refusal	1% 16	- 0	- 0	- 0	1% 1	7% 2	<1% 1	1% 3	2% 3	1% 1	2% 2	2% 3

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
18-24	11% 151	8% 9	8% 7	7% 7	10% 10	19% 16	10% 18	11% 25	12% 13	12% 13	12% 13	16% 20
25-34	15% 203	15% 15	15% 16	18% 19	17% 18	15% 15	14% 23	16% 38	17% 14	8% 8	18% 17	15% 20
35-44	15% 187	19% 17	15% 17	11% 11	16% 15	22% 16	17% 27	13% 30	13% 10	14% 14	17% 17	12% 13
45-54	15% 197	17% 15	15% 16	18% 17	16% 14	11% 11	13% 23	14% 30	14% 15	13% 12	18% 17	22% 27
55-64	16% 223	13% 17	15% 17	11% 12	21% 22	11% 13	16% 31	18% 45	19% 19	12% 11	13% 15	16% 21
65+	25% 351	27% 27	27% 26	32% 33	21% 21	22% 29	26% 47	27% 62	24% 25	40% 40	21% 20	17% 21
Don't Know	<1% 2	- 0	- 0	- 0	- 0	- 0	1% 2	- 0	- 0	- 0	- 0	- 0
Refusal	2% 28	2% 1	4% 1	4% 1	- 0	- 0	3% 8	2% 6	3% 4	2% 2	1% 1	2% 4

What is your racial/ethnic background?

	Total Sample n=1094	Pensacola n=92	Panama City n=93	Tallahassee n=92	Jacksonville n=88	Gainesville n=87	Orlando n=150	Tampa n=200	West Palm Beach n=87	Fort Myers n=83	Broward/Monroe n=66	Miami-Dade n=56
White/Caucasian	72% 808	75% 72	83% 76	75% 69	80% 70	63% 60	71% 108	79% 161	71% 62	84% 70	50% 37	38% 23
Black/African American	20% 179	11% 9	13% 12	21% 18	10% 8	21% 16	18% 22	14% 22	25% 20	7% 5	42% 23	50% 24
Hispanic/Latino	25% 248	10% 9	8% 7	14% 8	16% 12	14% 13	21% 29	20% 36	16% 13	18% 17	40% 34	62% 70
Other	4% 73	6% 8	4% 5	4% 5	7% 9	7% 9	5% 10	5% 12	1% 2	4% 5	2% 3	3% 5
Don't Know	1% 6	- 0	- 0	- 0	- 0	- 0	2% 4	<1% 1	- 0	1% 1	- 0	- 0
Refusal	3% 28	7% 3	- 0	- 0	1% 1	8% 2	3% 6	2% 4	3% 3	3% 2	4% 3	6% 4

Which language do you speak in your home most often?

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
English	87% 1212	98% 98	96% 97	100% 99	92% 94	93% 95	89% 162	91% 218	89% 90	93% 93	86% 86	59% 80
Spanish	10% 93	2% 2	4% 2	- 0	6% 4	4% 2	8% 12	6% 11	6% 5	6% 6	11% 10	35% 39
Creole	1% 10	- 0	- 0	- 0	- 0	4% 2	1% 3	1% 1	2% 2	- 0	- 0	2% 2
Other	2% 19	<1% 1	<1% 1	<1% 1	2% 2	<1% 1	1% 1	2% 4	2% 2	- 0	3% 3	2% 3
Don't Know	<1% 3	- 0	- 0	- 0	- 0	- 0	<1% 1	1% 1	1% 1	- 0	- 0	- 0
Refusal	<1% 5	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	1% 1	1% 1	1% 2

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

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Landline	13% 175	18% 17	12% 11	11% 12	9% 9	19% 19	18% 32	14% 32	5% 5	16% 16	9% 11	9% 11
Cell	86% 1146	78% 81	89% 89	89% 87	89% 88	74% 78	81% 145	85% 201	94% 94	82% 82	90% 88	90% 113
Don't Know	<1% 7	2% 1	- 0	- 0	1% 1	<1% 1	<1% 1	<1% 1	- 0	2% 2	- 0	- 0
Refusal	1% 14	2% 2	- 0	<1% 1	2% 2	7% 2	<1% 1	1% 2	1% 1	- 0	1% 1	1% 2

Sex of respondent [Interviewer Identify]

	Total Sample n=1339	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=99	Orlando n=178	Tampa n=236	West Palm Beach n=99	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
Male	49% 738	52% 58	50% 58	41% 46	44% 50	46% 51	51% 104	44% 122	55% 58	50% 56	48% 57	54% 78
Female	51% 601	48% 43	50% 42	59% 54	57% 50	54% 48	49% 74	56% 114	46% 41	51% 44	53% 43	46% 48

Language [Interviewer Identify]

	Total Sample n=1342	Pensacola n=101	Panama City n=100	Tallahassee n=100	Jacksonville n=100	Gainesville n=100	Orlando n=179	Tampa n=236	West Palm Beach n=100	Fort Myers n=100	Broward/Monroe n=100	Miami-Dade n=126
English	96% 1312	100% 101	100% 100	100% 100	98% 99	100% 100	98% 176	97% 231	95% 96	98% 98	99% 99	87% 112
Spanish	4% 30	- 0	- 0	- 0	2% 1	- 0	2% 3	3% 5	5% 4	2% 2	1% 1	13% 14

Appendix II. Survey Instrument

FDOT DUI 2022 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 (or suspended license)
2. No [END SURVEY]

LANG) INTERVIEWER IDENTIFIED

1. Survey in Spanish

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

- | | | |
|---------------|---------------|--------------------------------|
| 34 Lake | 48 Orange | 62 Taylor |
| 35 Lee | 49 Osceola | 63 Union |
| 36 Leon | 50 Palm Beach | 64 Volusia |
| 37 Levy | 51 Pasco | 65 Wakulla |
| 38 Liberty | 52 Pinellas | 66 Walton |
| 39 Madison | 53 Polk | 67 Washington |
| 40 Manatee | 54 Putnam | 68 Doesn't live in Fla. |
| 41 Marion | 55 St. Johns | 88 Don't Know
[VOLUNTEERED] |
| 42 Martin | 56 St. Lucie | 99 Refusal
[VOLUNTEERED] |
| 43 Miami-Dade | 57 Santa Rosa | |
| 44 Monroe | 58 Sarasota | |
| 45 Nassau | 59 Seminole | |
| 46 Okaloosa | 60 Sumter | |
| 47 Okeechobee | 61 Suwannee | |

[IF (COUNTY <= 67) SKP]

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

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

[IF (COUNTY <= 67) SKP]

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

Enter number of county 1 – 67 (list provided)

- | | | |
|-------------|--------------|-----------------|
| 1 Alachua | 11 Collier | 21 Glades |
| 2 Baker | 12 Columbia | 22 Gulf |
| 3 Bay | 13 DeSoto | 23 Hamilton |
| 4 Bradford | 14 Dixie | 24 Hardee |
| 5 Brevard | 15 Duval | 25 Hendry |
| 6 Broward | 16 Escambia | 26 Hernando |
| 7 Calhoun | 17 Flagler | 27 Highlands |
| 8 Charlotte | 18 Franklin | 28 Hillsborough |
| 9 Citrus | 19 Gadsden | 29 Holmes |
| 10 Clay | 20 Gilchrist | 30 Indian River |

- | | |
|---------------|--------------------------------|
| 31 Jackson | 63 Union |
| 32 Jefferson | 64 Volusia |
| 33 Lafayette | 65 Wakulla |
| 34 Lake | 66 Walton |
| 35 Lee | 67 Washington |
| 36 Leon | 88 Don't Know
[VOLUNTEERED] |
| 37 Levy | |
| 38 Liberty | 99. Refusal
[VOLUNTEERED] |
| 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 | |

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]

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 EFFECTIVE]
8. Don't Know [VOLUNTEERED] [GO TO EFFECTIVE]
9. Refusal [VOLUNTEERED] [GO TO EFFECTIVE]

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. TikTok
17. Gas station
18. Police checkpoint
19. Police officers
20. 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

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.