FLORIDA 2023

DRIVING UNDER THE INFLUENCE (DUI) MEDIA SURVEY

Florida Department of Transportation

**Report
May 2023**

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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 subrecipient 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 2021 American Community Survey from the U.S. Census Bureau estimates there are 17,078,449 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2021 ACS estimates is as follows: 52.6% white, 15.1% Black, 26.2% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,652 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2021.

Project Background

The *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). The percentage of alcohol-impaired fatalities in Florida has decreased from 29% in 2011 to 26% in 2020, according to NHTSA's 2020 State Alcohol-Impaired Driving Estimates.

According to the Florida Highway Safety and Motor Vehicles Crash Dashboard, there were a total number of 574 fatalities from crashes caused by alcohol-impaired driving in 2022, down from 790 fatalities from alcohol-related crashes in 2021. This includes fatalities involving alcohol only, as well as alcohol and drugs.

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 statewide survey from March 20 to April 1, 2023. This project is generally executed during this period because it falls after the education and enforcement campaign during St. Patrick's Day holiday weekend.

Study Design

This study used a mixed-mode approach, incorporating both telephone and online surveys. A total of 1,584 completed surveys were collected, with 1,002 administered via telephone and 582 completed online.

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 1,500. 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.

A sample of the polling universe (Florida residents) was selected using Random-Digit-Dialing methodology for both landlines and cell phones. Dynata provided the RDD telephone numbers used for the phone portion of the survey, supplemented with listed sample. Cint administered the online portion.

Figure 1. Executive Summary

58% of respondents said they **saw or heard "Drive Sober or Get Pulled Over"** in the past year, up from 48% in 2022.

The **Orlando DMA** had the highest level of "Drive Sober" campaign awareness, at **62%**.

Traditional billboards were the most popular media on which respondents reported seeing "Drive Sober," at **38%**.

Increasing law enforcement and checkpoints remains the top choice for most effective way to reduce drunk driving, with **17%**.

21% of respondents indicated **driving within two hours of drinking** in the past year, up from **17%** in 2022.

37% of all respondents who reported drinking and driving in 2023 did so at a **restaurant**.

Telephone data collection took place between March 20 and April 1, 2023, at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand 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 12% to 88% respectively, with 1% 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 3 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. Monday through Friday, and 12:00 p.m. – 5:00 p.m. Saturday and Sunday. Online data collection took place between March 24 and March 30, 2023, and was distributed by Cint.

To ensure a representative sample and to adjust for oversampling and nonresponse bias, all data were weighted to the adult population of the adult population of Florida. The weighting process had two steps: first, data were weighted to educational attainment for individuals 25 and older, then to age, sex, race and ethnicity, and geography. Demographic weights were calculated using the U.S. Census Bureau's American Community Survey (ACS) 2021 five-year estimates. All weighted demographic variables were applied using the SPSS version 27 rake weighting function, which will not assign a weight if one of the demographics being weighted is missing. Individuals without a weight were manually assigned a weight of one.

The margin of the sampling error is +/- 2.79 percentage points for the total sample, including estimated design effect. When comparing between DMAs, it is important to note the n (sample size). Smaller sample sizes increase the margins of error within each DMA, indicating more uncertainty in the results when they are being compared to the true population (see Tables 1 and 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. The phone portion of this study produced a RR3 of 5.2%.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=101
Panama City	n=102
Tallahassee	n=100
Jacksonville	n=102
Gainesville	n=100
Orlando	n=265
Tampa	n=271
West Palm Beach	n=126
Fort Myers	n=100
Broward/Monroe	n=163
Miami-Dade	n=154
Total	n=1,584

Table 2. DMA and Margin of Error

Designated Market Area	Margin of Error
Pensacola	+/- 9.8
Panama City	+/- 9.7
Tallahassee	+/- 9.8
Jacksonville	+/- 9.7
Gainesville	+/- 9.8
Orlando	+/- 6.0
Tampa	+/- 6.0
West Palm Beach	+/- 8.7
Fort Myers	+/- 9.8
Broward/Monroe	+/- 7.7
Miami-Dade	+/- 7.9
Total	+/- 2.8

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 to the questionnaire. The figures below include data collected in 2023, longitudinal data for comparison, as well as some aggregate data from all seven 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. The aggregate data includes 12,072 respondents, including 1,122 who reported drinking and driving.

Figure 2 below is a respondent profile, which details the demographic breakdown of the final 2023 sample. Percentages in the infographic exclude refusals.
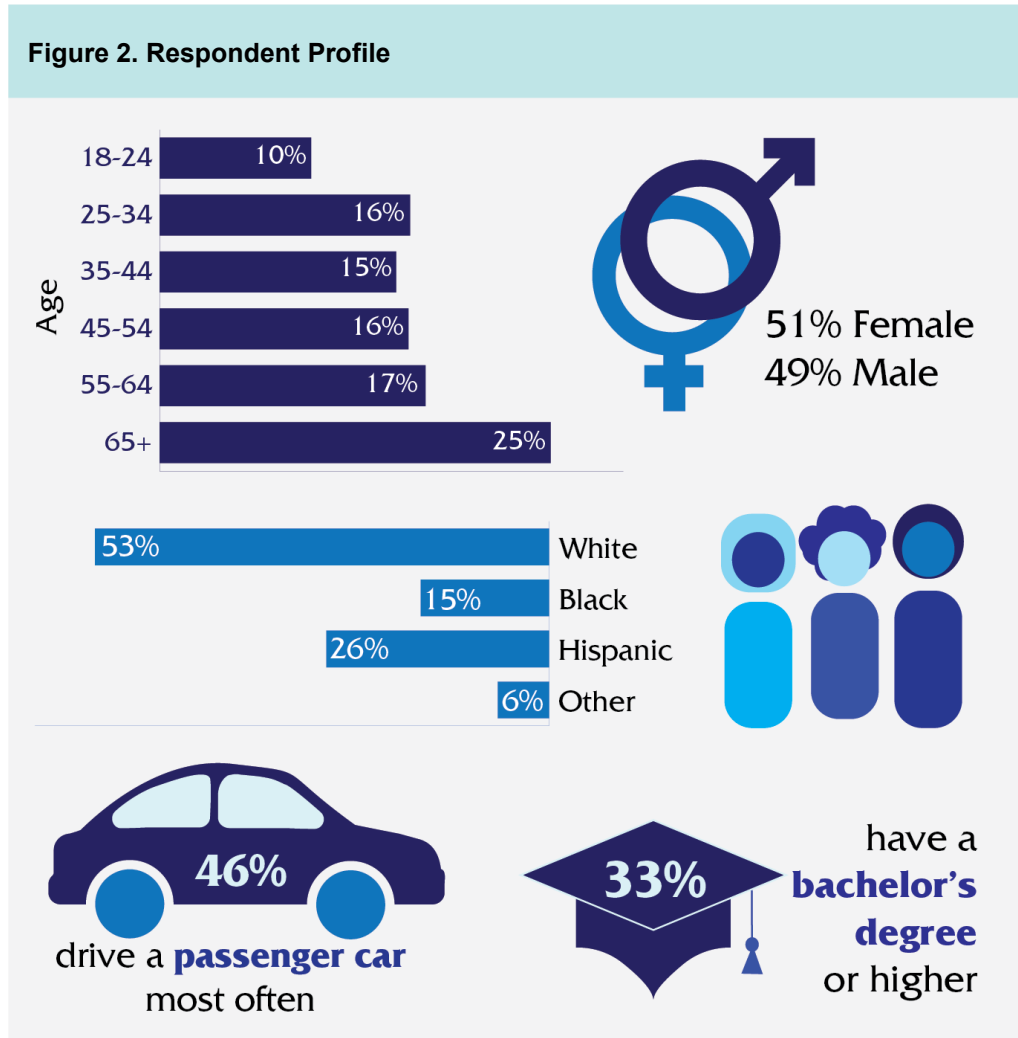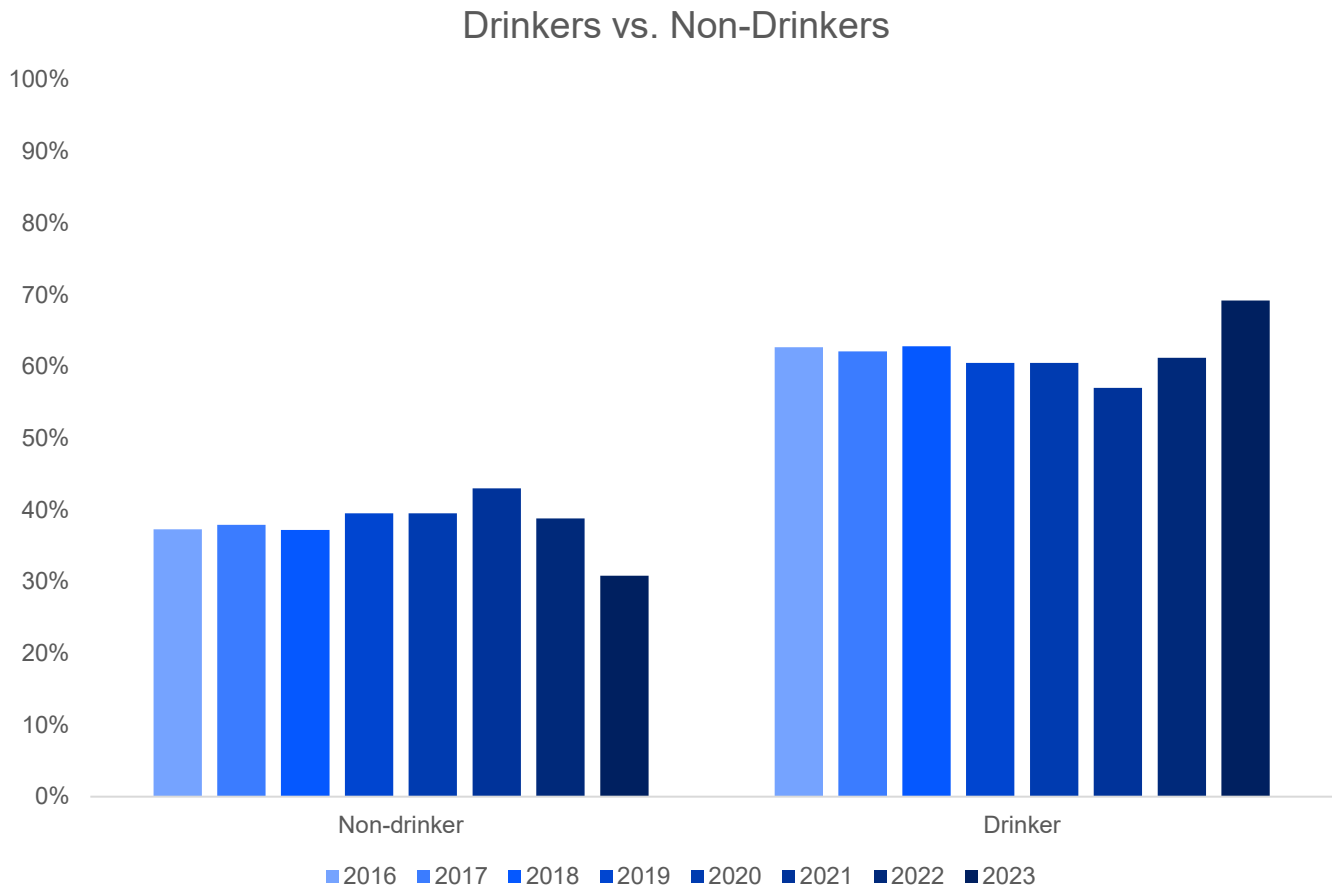
Figure 2. Respondent Profile

Age
- 18-24: 10%
- 25-34: 16%
- 35-44: 15%
- 45-54: 16%
- 55-64: 17%
- 65+: 25%

51% Female
49% Male

- White: 53%
- Black: 15%
- Hispanic: 26%
- Other: 6%

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

33% have a **bachelor's degree** or higher

Figure 3. Drinker vs. Non-drinker, 2016 to 2023

Drinkers vs. Non-Drinkers

Legend: 2016 2017 2018 2019 2020 2021 2022 2023

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 3 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. The percentage of respondents who drink has been on the rise for the past two years, peaking at 69% in 2023.

Figure 4. Drink and Drive by DMA, 2016 to 2023[1][2]

In the past year, did you drive a motor vehicle within 2 hours of drinking?
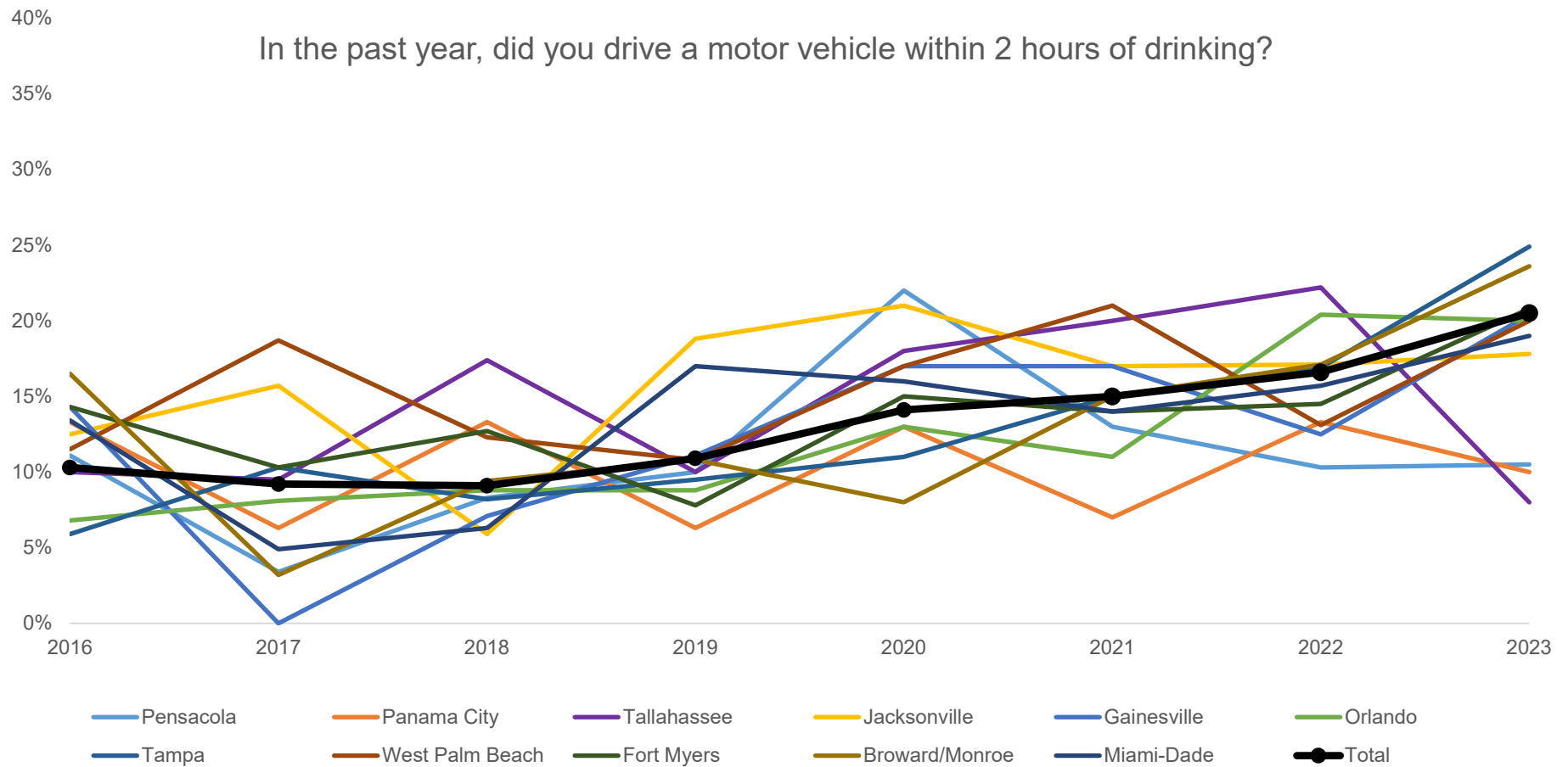
Respondents who indicated that they consumed alcohol at least occasionally were asked whether, in the past year, they had driven within two hours of drinking. Figure 4 shows the responses from projects years 2016 through 2023, broken down by designated market area (DMA). The total percentage of respondents who reported driving after drinking has increased steadily over the past five years, from 6% in 2018 up to 21% in 2023.

The DMA with the greatest percentage of respondents who indicated driving after drinking in the past year is Tampa with 25%, up from 17% in 2022. Driving after drinking in the Tallahassee DMA fell sharply this year from the highest in 2022 (22%) to the lowest in 2023 (8%).

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[1] 2016 to 2019 wording reads "In the past 30 days..."
[2] Axis only goes to 40% for easier visualization.

Figure 5. Drink and Drive by Age, 2016-2023[3] [4]

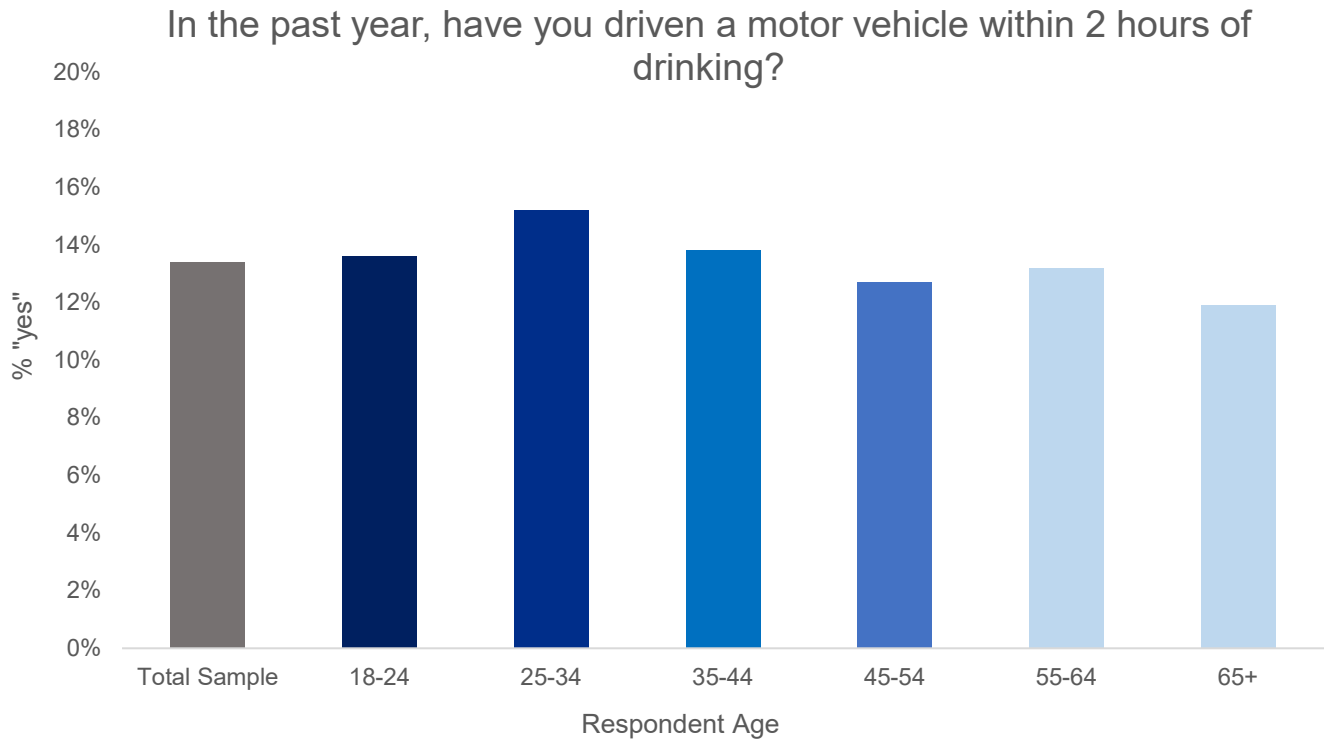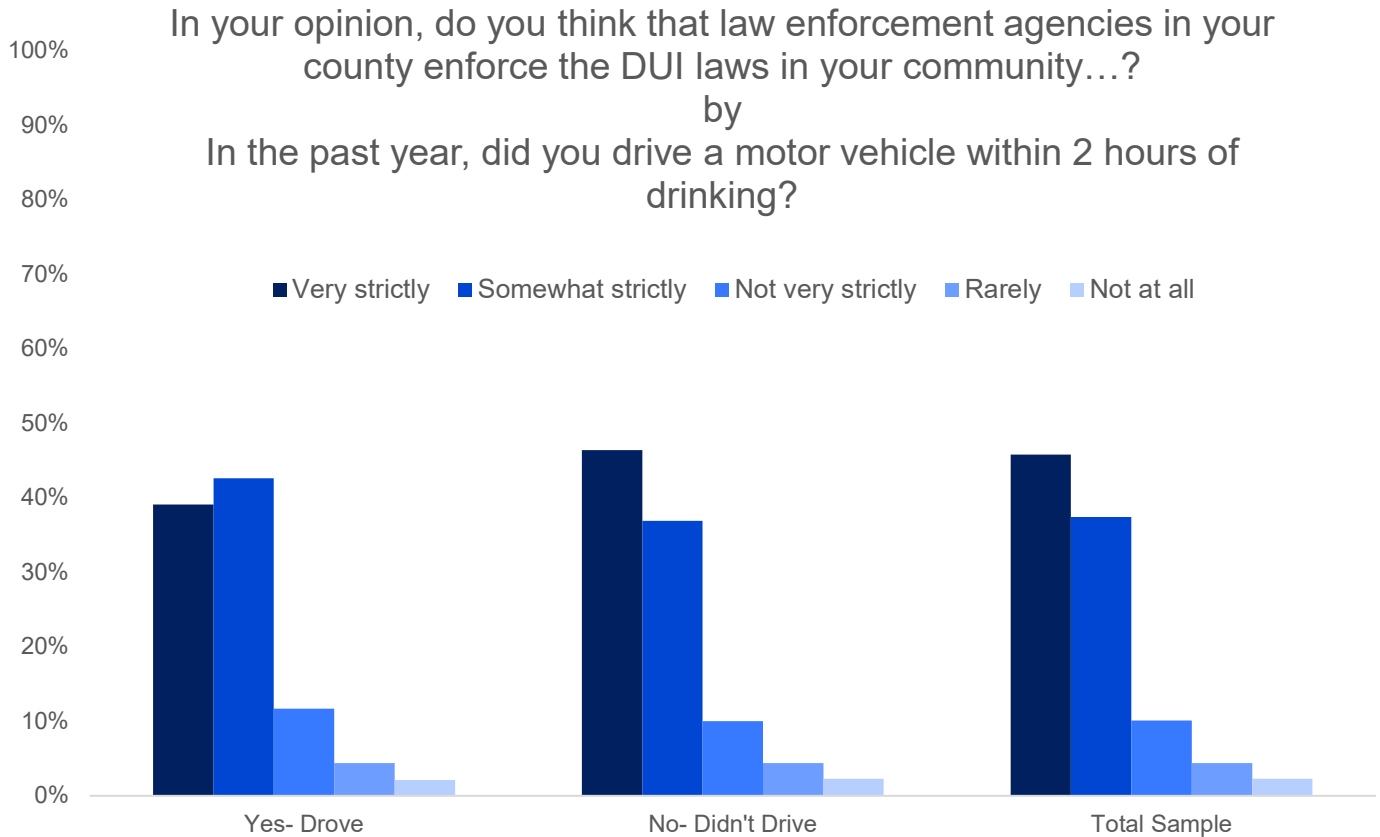## In the past year, have you driven a motor vehicle within 2 hours of drinking?

Figure 5 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 2016-2023. Respondents who said they did not drink in the past year are excluded from analysis.

The 25-34 age category has the highest level of driving after drinking, with 15% reporting having driven within 2 hours of drinking. The 65 and over category has the lowest instance of drinking and driving, with a total of 12% indicating they had done so. Of the total sample, 13% indicated driving after drinking.

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[3] 2016 to 2019 wording reads "In the past 30 days..."
[4] Axis only goes to 20% for easier visualization

Figure 6. Perceived Enforcement by Drink and Drive, 2016-2023 [5]

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?

Respondents were also asked how strictly they believe the DUI laws in their counties are enforced. Figure 6 shows the aggregate responses to this question from project years 2016-2023, broken down by whether they reported drinking and driving. Responses of "don't know" and refusals are excluded from this analysis
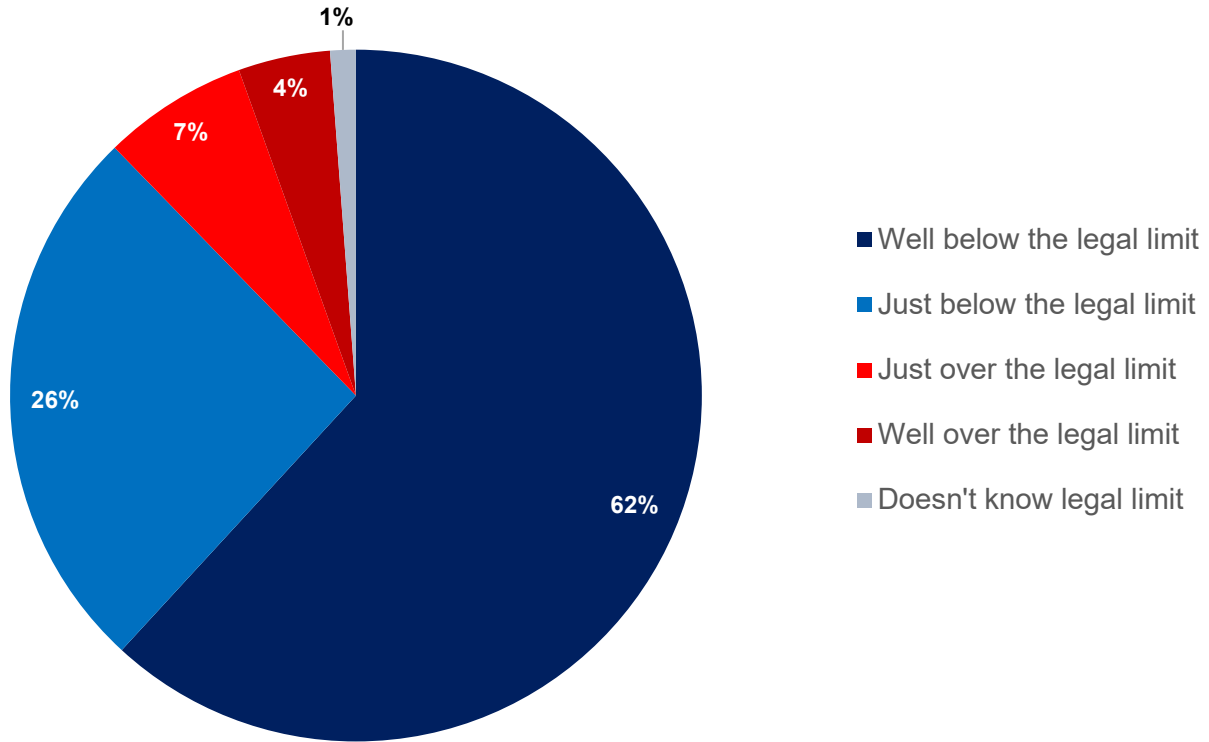
Respondents who did not report drinking and driving in the past year tend to perceive enforcement as very strict, at 46%.

Within those who *did* report drinking and driving, more respondents think DUI laws are only somewhat strictly enforced, with 43%, compared to 39% indicating very strictly. Interestingly, the overwhelming majority (83%) of respondents who reported driving after drinking still perceive DUI laws as being strictly enforced, either somewhat or very.

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[5] Includes aggregate data from 2016-2023

Figure 7. Legal Limit, 2016-2023 [6]

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

Legend:
- Well below the legal limit
- Just below the legal limit
- Just over the legal limit
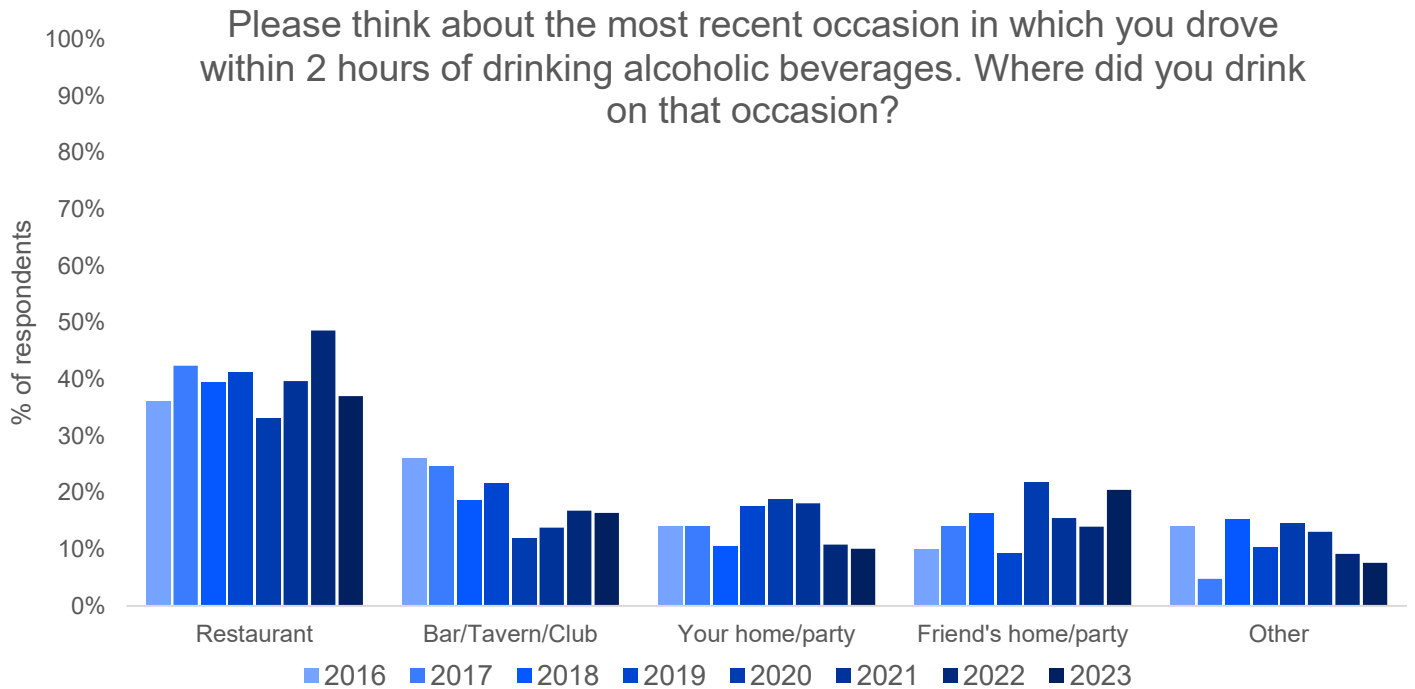- Well over the legal limit
- Doesn't know legal limit

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 7 shows the breakdown of responses using aggregate data from all project years, 2016-2023.

The majority of respondents indicated they were well below the legal limit for drinking and driving at 62%, while 26% said they were just below the limit. Eleven percent of respondents admitted to being over the legal limit, with 7% saying they were just over and 4% saying they were well over the limit. One percent of respondents said they do not know the legal limit for drinking and driving.

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[6] Includes aggregate data from 2016-2023

Figure 8. Drink and Drive Location, 2016 to 2023

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?

% of respondents

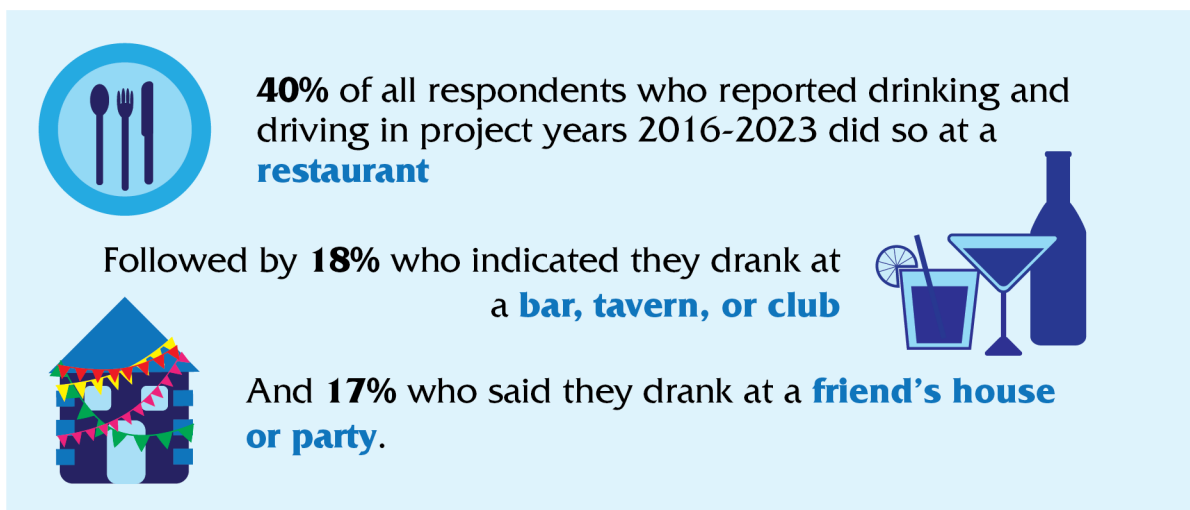2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

Respondents were also asked where they drank the last time they drove within two hours of drinking. Figure 8 shows these responses broken down by project year. In all eight years, most respondents indicated drinking at a restaurant the last time they drank and drove, with 37% in 2023. This is down from 49% in 2022.

The percentage of respondents who indicated drinking at a friend's home or party increased in 2023 from 14% to

21%. Responses in the "Other" category include the beach and public parks.

Figure 9, below, shows the top three places that respondents reported drinking and driving over all eight project years: restaurants (40%); bars, taverns, and clubs (18%); and at a friend's house or party (17%).

Figure 9. Drink and Drive Location Infographic, 2016-2023[1]

40% of all respondents who reported drinking and driving in project years 2016-2023 did so at a **restaurant**

Followed by **18%** who indicated they drank at a **bar, tavern, or club**

And **17%** who said they drank at a **friend's house or party**.

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[1] Includes aggregate data from 2016-2023

Figure 10. Drive Sober by DMA, 2016 to 2023[8]

In the past year*, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?
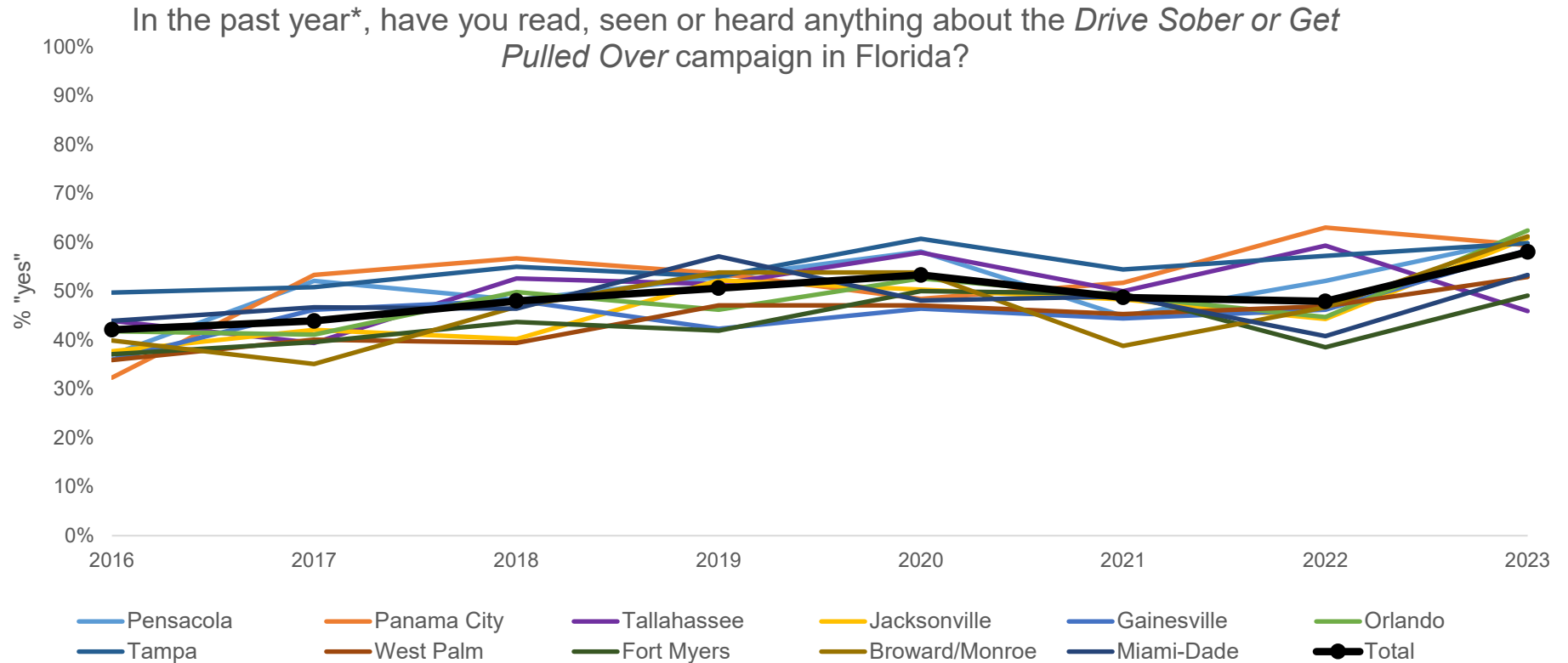
Figure 10 shows the percentage of respondents who reported seeing or hearing *Drive Sober or Get Pulled Over* broken down by DMA and project year. These figures exclude responses of "don't know" and refusals.

Overall, the percentage of respondents who indicated seeing or hearing about the *Drive Sober or Get Pulled Over* campaign increased by 10 percentage points between 2022 and 2023, jumping from 48% to 58%. This is the highest awareness has been in any of the eight project years, the next highest being 53% in 2020.

Nine out of the 11 DMAs sampled saw increases *Drive Sober* awareness, the greatest of which being the Orlando DMA with 62% of respondents indicating they had seen or heard it in 2023, up from 45% in 2022.

The only two DMAs who saw decreases in awareness were Tallahassee, with 46%, down from 59% in 2022, and Panama City, from 63% in 2022 to 59% in 2023.

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[8] 2016 to 2019 wording reads "In the past 6 months..."

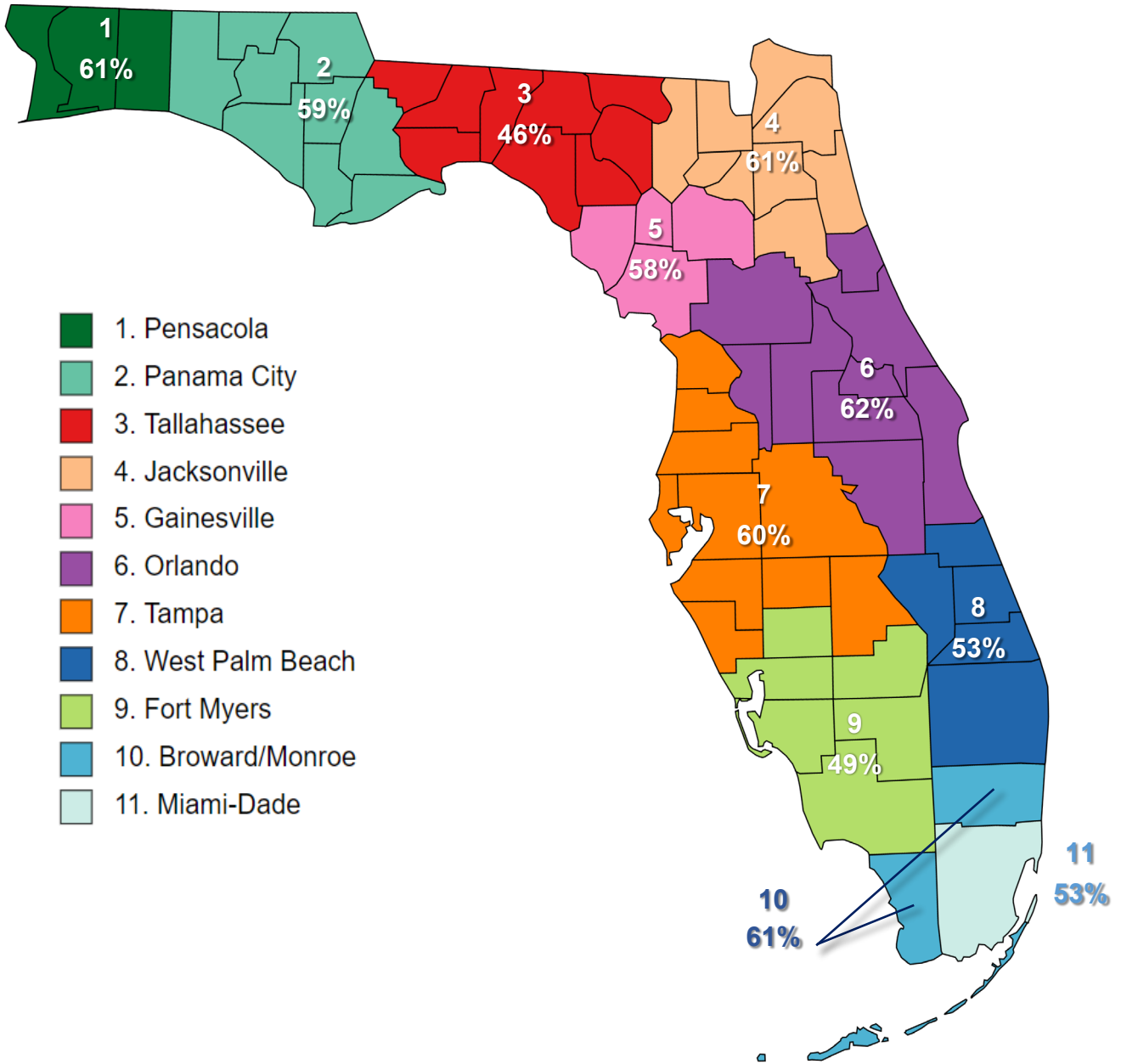**Figure 11. Drive Sober by DMA, 2023 (Map)**

Figure 11 shows a geographical representation of the *Drive Sober or Get Pulled Over* campaign message awareness in each DMA. In 2023, the Orlando DMA had the greatest percentage of respondents who reported having seen or heard *Drive Sober* in the past year with 62%, followed by the Pensacola and Jacksonville DMAs, each with 61%.

The DMA with the lowest awareness was Tallahassee, with 46% of respondents saying they saw or heard the message.

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Figure 12. Drive Sober by Individual's Self-Reported Alcohol Consumption Level, 2016-2023 [9] [10]

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
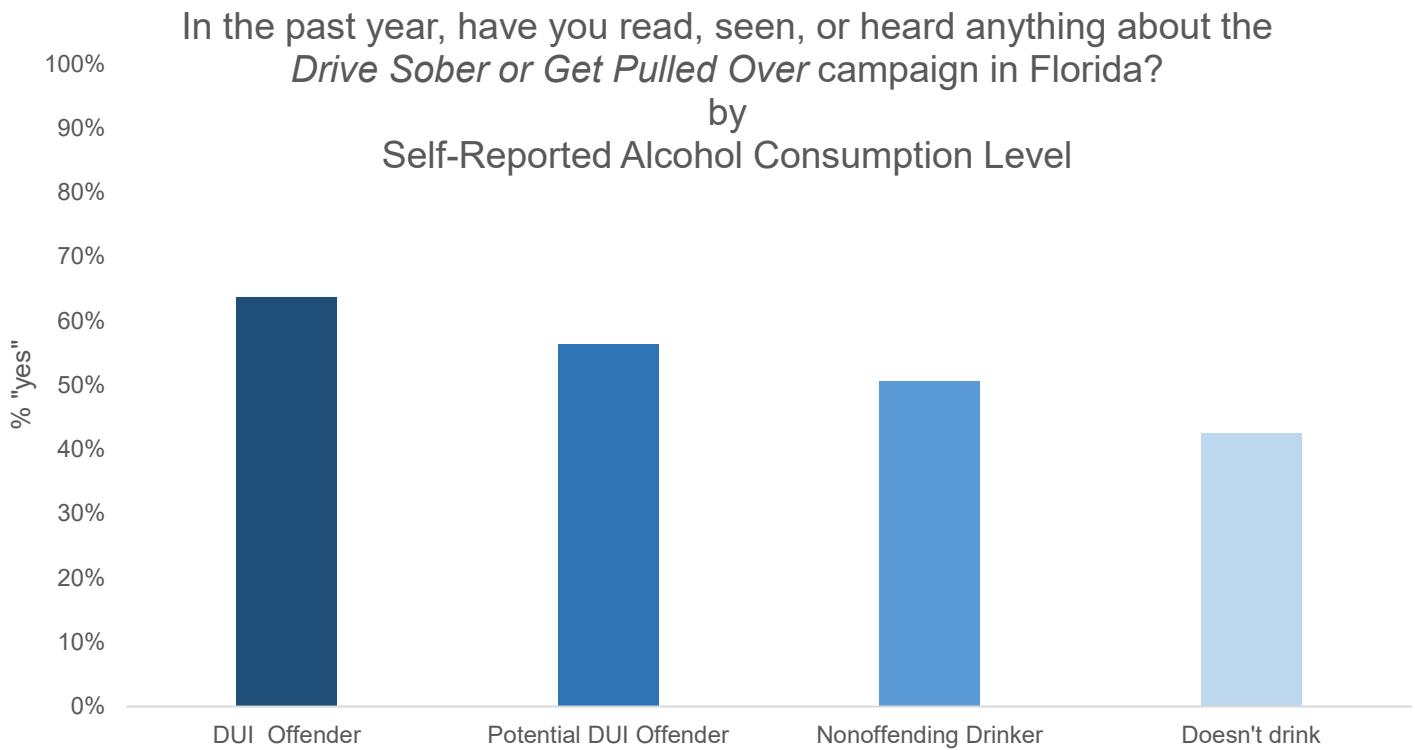
Figure 12 shows the percentage of respondents who reported having seen or heard the *Drive Sober* message, broken down by self-reported alcohol consumption. It includes aggregated data from 2016 through 2023.

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," said they don't know, 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 64% of respondents indicating having seen or heard it. Among potential offenders, 56% reported seeing or hearing it, and 51% of non-offending drinkers indicated seeing or hearing it. Among respondents who they did not drink at all in the past year, 43% said they had seen or heard the message.

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[9] 2016 to 2019 wording reads "In the past 6 months..."
[10] Includes aggregate data from 2016-2023

Figure 13. Drive Sober Media, 2016 to 2023[11] [12]

Where did you see or hear it?

Categories (top to bottom):
Traditional Billboard on Side of the Road, Cable Television, Electronic Message Board Over the Road, FM Radio, Portable Electronic Sign, Facebook, Streaming Television*, Poster, Internet Videos, Newspaper/Magazine, Internet Radio/Spotify, Sporting Event, Instagram*, Gas Station, TikTok*, Police Officers, Twitter, Police Checkpoint, Brochure, Other

Axis: 0% to 60%

Legend: 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023

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 13 shows the responses, broken down by project year. In 2023, the top choice was traditional billboards with 38.4%, followed very closely by cable television at 37.9%. Electronic billboards over the road received 29%.

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[11] Instagram was added in 2019, streaming television was added in 2020, and TikTok was added in 2022.
[12] Axis only goes to 60% for easier visualization.

Figure 14. Most Effective Top 4, 2023

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

17% Increase checkpoints & law enforcement

14% Increase punishments & strengthen laws

15% Personal responsibility
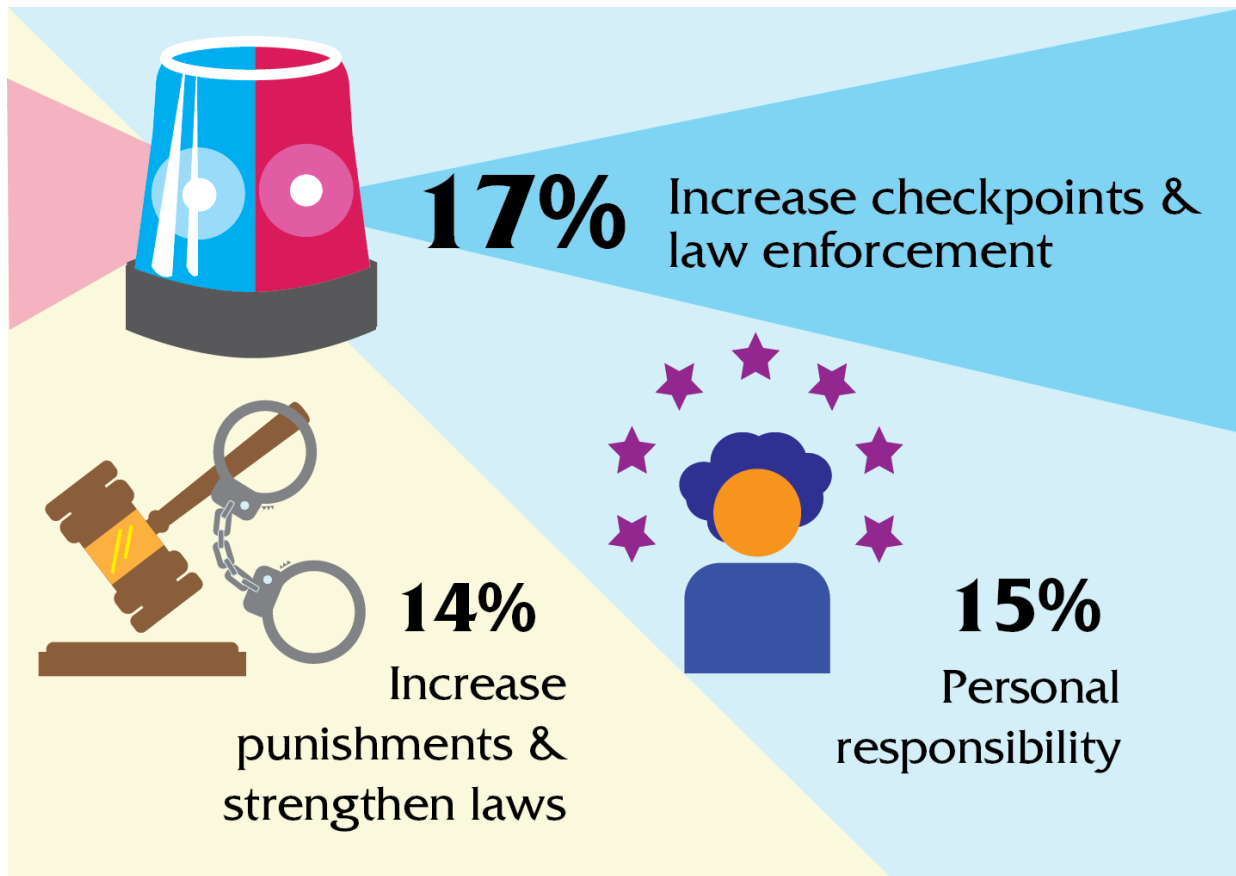
All respondents were asked what they believe would be the most effective method of reducing drunk driving. This question is open-ended, allowing respondents to respond freely without any interviewer suggestion, and responses are then coded into 10 categories, the top three of which are pictured in Figure 14, above.

The top choice in 2023 was increasing police checkpoints and law enforcement at 17%, down one percentage point from 2022. In second place was personal responsibility with 15%, followed by increasing punishments and strengthening laws with 14%.

Figure 15. Most Effective, 2016-2023[13] [14]

In your opinion, what would be the most effective way of reducing alcohol impaired driving?
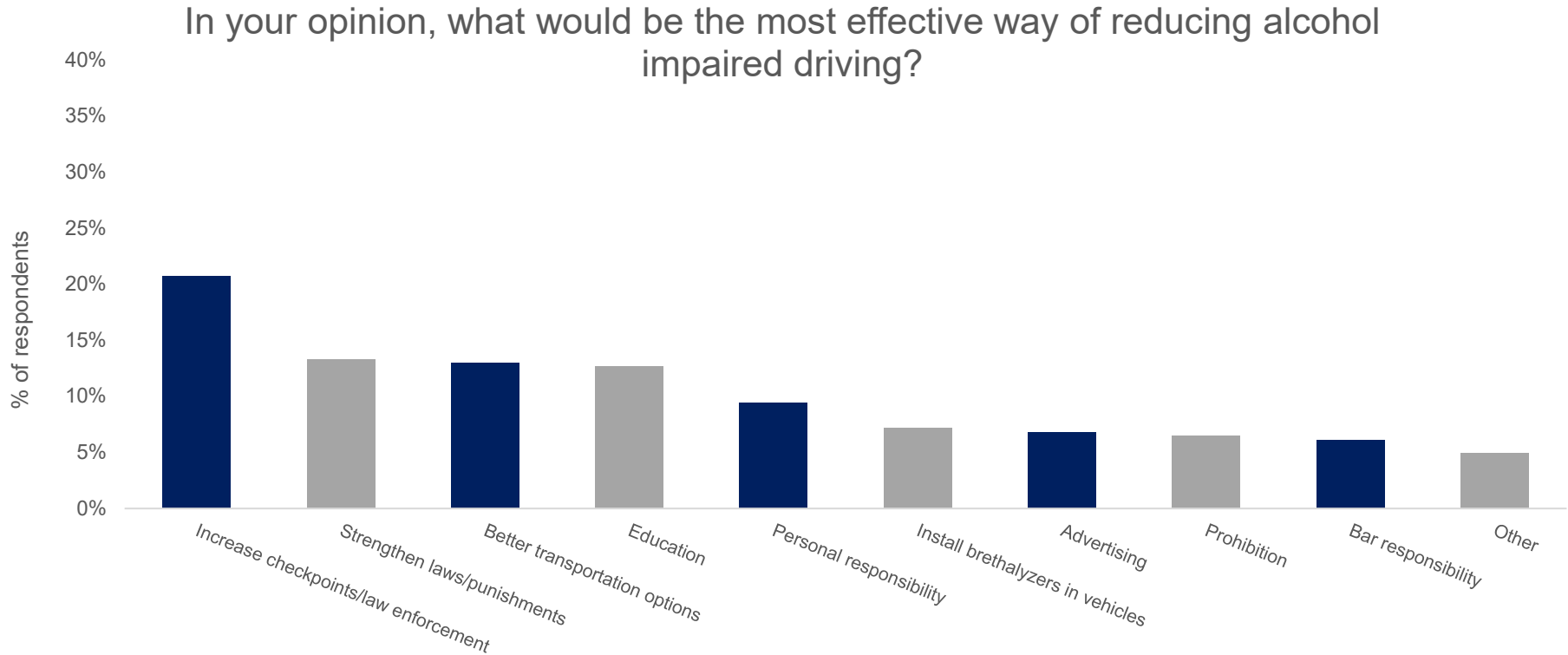
Figure 15 shows all responses to the most effective question from all project years, using aggregated data. Overall, the most popular response is increasing checkpoints and law enforcement, at 21%, followed by strengthening laws and punishments, better transportation options, and education, each with 13%.

Bar responsibility has the smallest percentage of overall responses at 6%, with total prohibition of alcohol, advertising, and installation of breathalyzers each with 7%.

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[13] Includes aggregate data from 2016-2023
[14] Axis only goes to 40% for easier visualization.

Appendix I. Survey Results
DUI TOPLINES [15]

1. Pensacola n=101
2. Panama City n=102
3. Tallahassee n=100
4. Jacksonville n=102
5. Gainesville n=100
6. Orlando n=265
7. Tampa n=271
8. West Palm Beach n=126
9. Fort Myers n=100
10. Broward/Monroe n=163
11. Miami-Dade n=154

Total n=1,584

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[15] 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?[16]
n=1,584

Alachua	5% 81	Gilchrist	<1% 5
Baker	<1% 6	Glades	<1% 3
Bay	3% 47	Gulf	<1% 2
Bradford	1% 10	Hamilton	<1% 4
Brevard	3% 39	Hardee	<1% 1
Broward	10% 158	Hendry	<1% 4
Calhoun	<1% 6	Hernando	1% 21
Charlotte	1% 20	Highlands	<1% 4
Citrus	2% 24	Hillsborough	5% 83
Clay	1% 17	Holmes	1% 9
Collier	1% 12	Indian River	1% 21
Columbia	<1% 6	Jackson	1% 12
DeSoto	<1% 2	Jefferson	<1% 3
Dixie	3% 48	Lafayette	<1% 2
Duval	4% 57	Lake	2% 24
Escambia	1% 9	Lee	4% 61
Flagler	<1% 3	Leon	4% 67
Franklin	<1% 5	Levy	1% 12
Gadsden	5% 81	Liberty	<1% 2

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[16] Unweighted percentages

Which Florida county do you live in (cont.)?[17]

County	% / n	County	% / n
Madison	<1% 2	Putnam	<1% 4
Manatee	1% 15	St. Johns	0% 7
Marion	2% 23	St. Lucie	3% 44
Martin	1% 9	Santa Rosa	1% 21
Miami-Dade	10% 154	Sarasota	1% 18
Monroe	<1% 5	Seminole	1% 21
Nassau	<1% 2	Sumter	<1% 7
Okaloosa	2% 23	Suwannee	<1% 7
Okeechobee	<1% 3	Taylor	<1% 5
Orange	5% 84	Union	<1% 2
Osceola	2% 32	Volusia	2% 26
Palm Beach	3% 49	Wakulla	<1% 5
Pasco	2% 33	Walton	1% 13
Pinellas	3% 50	Washington	1% 8
Polk	1% 22		

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[17] Unweighted percentages

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Passenger car	46% 718	52% 53	38% 35	43% 41	42% 42	46% 49	46% 119	42% 107	46% 57	50% 48	58% 93	48% 74
Pickup Truck	13% 216	16% 16	38% 36	20% 16	17% 17	20% 19	14% 36	8% 24	15% 19	11% 9	9% 14	8% 10
SUV	31% 500	22% 23	25% 27	31% 38	32% 34	27% 25	27% 81	39% 110	32% 42	32% 34	25% 43	26% 43
Mini-van	4% 62	5% 4	<1% 1	<1% 1	2% 3	3% 3	7% 16	6% 17	2% 3	3% 3	3% 3	5% 8
Full-sized van	1% 18	- 0	- 0	3% 2	1% 2	1% 1	<1% 2	2% 4	2% 1	1% 2	1% 3	1% 1
Motorcycle	1% 14	<1% 1	- 0	<1% 1	- 0	4% 3	- 0	1% 3	1% 1	1% 1	1% 2	1% 2
Scooter	2% 31	2% 1	<1% 2	3% 1	3% 2	- 0	4% 8	<1% 1	1% 1	3% 2	1% 3	8% 10
Does not drive	<1% 1	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Other	2% 22	3% 2	<1% 1	- 0	1% 1	- 0	2% 3	2% 4	2% 2	1% 1	1% 2	6% 6
Don't Know/ Refusal	<1% 2	- 0	- 0	- 0	1% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
None	57% 897	70% 68	61% 63	67% 61	47% 42	64% 63	66% 167	57% 152	54% 68	61% 61	52% 81	49% 71
1-2 days	29% 474	20% 22	24% 24	28% 30	37% 40	29% 30	25% 74	28% 79	32% 39	25% 26	28% 51	37% 59
3-4 days	7% 114	5% 4	9% 7	3% 4	9% 10	<1% 1	4% 9	9% 22	7% 10	9% 9	15% 24	7% 14
5-6 days	2% 38	<1% 1	<1% 2	3% 3	3% 5	1% 2	4% 9	1% 4	2% 3	1% 1	3% 4	3% 4
All 7 days	3% 45	2% 3	3% 4	<1% 2	4% 4	5% 3	2% 5	4% 10	2% 3	4% 3	2% 3	4% 5
Don't Know/ Refusal	1% 16	3% 3	3% 2	- 0	1% 1	1% 1	<1% 1	1% 4	4% 3	- 0	- 0	1% 1

20

[IF Respondent said they consume no alcoholic beverages, on average]

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

	Total Sample n=899	Pensacola n=68	Panama City n=63	Tallahassee n=61	Jacksonville n=42	Gainesville n=63	Orlando n=167	Tampa n=153	West Palm Beach n=68	Fort Myers n=61	Broward/Monroe n=81	Miami-Dade n=72
Occasionally consumed	47% 438	42% 27	30% 24	54% 33	42% 20	53% 35	45% 75	48% 78	45% 32	48% 32	60% 48	43% 34
Not consumed any at all	53% 460	58% 41	70% 39	46% 28	58% 22	47% 28	55% 92	51% 74	55% 36	52% 29	40% 33	57% 38
Don't Know/ Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0

[IF Respondent indicated they drink at least occasionally]
In the past year, did you drive a motor vehicle within 2 hours of drinking? * DMA

	Total Sample n=1,124	Pensacola n=60	Panama City n=63	Tallahassee n=72	Jacksonville n=80	Gainesville n=72	Orlando n=173	Tampa n=197	West Palm Beach n=90	Fort Myers n=71	Broward/Monroe n=130	Miami-Dade n=116
Yes	21% 222	11% 8	10% 6	8% 6	18% 15	20% 17	20% 33	25% 50	20% 19	21% 14	24% 30	19% 24
No	79% 895	90% 52	90% 57	92% 66	81% 64	80% 55	80% 140	73% 143	79% 70	78% 56	76% 100	81% 92
Don't Know/ Refusal	1% 7	- 0	- 0	- 0	1% 1	- 0	- 0	2% 4	1% 1	1% 1	- 0	- 0

[IF Respondent indicated they drink at least occasionally]
In the past year, did you drive a motor vehicle within 2 hours of drinking? * Age

	Total n=1,119	18-24 n=117	25-34 n=231	35-44 n=198	45-54 n=169	55-64 n=173	65+ n=231
Yes	21% 221	16% 20	25% 53	25% 50	21% 34	17% 26	17% 38
No	79% 892	84% 97	74% 176	74% 147	79% 135	83% 147	81% 190
Don't Know/ Refusal	1% 6	- 0	1% 2	1% 1	- 0	- 0	2% 3

[IF Respondent said they drove within 2 hours of drinking]
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=222

Bar/Tavern/Club	16% 43
Restaurant	37% 81
Friend's home/party at friend's home	21% 40
Your home/party at your home	10% 22
Wedding/special event	2% 5
Other	6% 11
Don't Know/ Refusal	8% 20

[IF Respondent said they drove within 2 hours of drinking]
In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were…?
n=222

Well below the legal limit for drinking and driving	62% 142
Just below the legal limit	22% 51
Just over the legal limit	8% 18
Well over the legal limit	3% 5
Don't Know/ Refusal	4% 6

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Almost Certain	15% 244	9% 9	21% 23	14% 18	21% 23	10% 11	13% 37	17% 45	11% 17	16% 15	14% 19	18% 27
Very Likely	20% 331	17% 19	21% 23	14% 15	20% 23	22% 22	20% 51	21% 61	18% 22	16% 17	23% 41	23% 37
Somewhat Likely	17% 293	11% 14	12% 14	25% 26	11% 11	20% 20	24% 61	15% 43	17% 24	16% 16	20% 36	18% 28
Somewhat Unlikely	14% 215	11% 13	6% 8	11% 10	21% 19	16% 15	9% 26	13% 36	17% 19	15% 18	21% 33	12% 18
Very Unlikely	21% 304	22% 21	21% 19	17% 14	20% 18	20% 18	22% 58	22% 54	17% 20	21% 18	19% 28	24% 36
Don't Know/ Refusal	12% 197	30% 25	18% 15	19% 17	7% 8	13% 14	13% 32	12% 32	20% 24	16% 16	4% 6	6% 8

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? * DMA

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
More Likely	46% 702	41% 39	59% 61	39% 39	49% 48	36% 35	43% 108	48% 126	44% 50	41% 40	46% 76	52% 80
Less Likely	13% 205	13% 13	9% 9	11% 9	17% 19	13% 11	16% 42	11% 30	9% 13	14% 14	15% 24	14% 21
About as Likely	34% 563	30% 33	24% 26	36% 39	31% 32	41% 44	37% 104	34% 94	37% 51	36% 37	35% 58	27% 45
Don't Know/ Refusal	7% 114	17% 16	9% 6	14% 13	3% 3	10% 10	5% 11	8% 21	10% 12	9% 9	5% 5	7% 8

[IF Respondent indicated they drink at least occasionally]
Compared with last year, are <u>you</u> now driving after drinking…? * DMA

	Total Sample n=1,124	Pensacola n=60	Panama City n=63	Tallahassee n=72	Jacksonville n=80	Gainesville n=72	Orlando n=173	Tampa n=197	West Palm Beach n=90	Fort Myers n=71	Broward/Monroe n=130	Miami-Dade n=116
More Often	2% 30	5% 3	5% 2	- 0	5% 5	- 0	3% 5	1% 2	1% 1	1% 1	5% 6	4% 5
Less Often	42% 451	21% 15	35% 23	36% 22	52% 43	26% 19	51% 82	37% 69	36% 32	39% 25	51% 63	49% 58
About the Same	52% 602	74% 42	60% 37	60% 49	41% 31	67% 49	44% 82	56% 113	57% 51	53% 40	42% 57	46% 51
Don't Know/ Refusal	4% 41	- 0	<1% 1	4% 1	2% 1	7% 4	3% 4	6% 13	7% 6	6% 5	3% 4	2% 2

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
More Often	9% 147	5% 5	6% 8	8% 9	14% 16	5% 6	12% 32	8% 21	7% 9	7% 6	14% 20	10% 15
Less Often	31% 467	20% 22	24% 24	22% 21	35% 36	28% 28	26% 68	31% 85	26% 35	24% 24	35% 59	44% 65
About the Same	49% 804	51% 53	61% 60	56% 59	44% 44	56% 56	49% 136	50% 139	54% 65	53% 55	45% 76	37% 61
Don't Know/ Refusal	12% 166	25% 21	9% 10	14% 11	7% 6	10% 10	13% 29	12% 26	13% 17	16% 15	6% 8	10% 13

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Very strictly	38% 587	45% 43	55% 52	42% 43	40% 39	27% 25	37% 92	36% 92	39% 46	33% 32	37% 59	46% 64
Somewhat strictly	36% 579	32% 35	33% 36	33% 35	42% 41	35% 39	36% 93	37% 102	38% 47	35% 35	37% 64	31% 52
Not very strictly	11% 177	8% 9	3% 4	8% 8	9% 10	17% 15	10% 32	11% 34	9% 12	14% 14	13% 21	10% 18
Rarely	4% 64	2% 1	3% 2	3% 2	4% 6	5% 6	4% 14	3% 9	2% 4	4% 4	7% 9	5% 7
Not at all	2% 35	2% 1	<1% 1	3% 3	1% 1	4% 2	2% 5	3% 8	1% 1	2% 2	2% 3	6% 8
Don't Know/ Refusal	9% 142	12% 12	6% 7	11% 9	4% 5	12% 13	11% 29	10% 26	12% 16	13% 13	5% 7	3% 5

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Yes – Seen	9% 137	3% 4	9% 10	3% 5	19% 22	3% 2	8% 17	6% 16	7% 10	5% 6	12% 20	17% 25
Yes – Heard	20% 316	9% 11	19% 18	9% 10	19% 23	26% 24	14% 37	27% 75	18% 24	13% 14	24% 41	25% 39
Yes – Both	11% 184	14% 14	13% 16	14% 14	11% 13	14% 14	8% 19	13% 38	11% 12	3% 4	13% 21	12% 19
No	59% 936	72% 71	59% 56	74% 71	51% 44	57% 60	69% 186	54% 142	64% 80	78% 75	52% 81	46% 70
Don't Know/ Refusal	1% 11	2% 1	<1% 2	- 0	- 0	- 0	2% 6	- 0	- 0	1% 1	- 0	1% 1

[IF Respondent said they saw or heard of a checkpoint]

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

	Total Sample n=648	Pensacola n=30	Panama City n=46	Tallahassee n=29	Jacksonville n=58	Gainesville n=40	Orlando n=79	Tampa n=129	West Palm Beach n=46	Fort Myers n=25	Broward/Monroe n=82	Miami-Dade n=84
Yes	28% 194	26% 8	36% 19	30% 11	49% 28	21% 10	31% 22	18% 25	16% 8	19% 5	32% 27	36% 31
No	72% 450	74% 22	64% 27	70% 18	51% 30	79% 30	67% 55	83% 104	81% 36	82% 20	68% 55	64% 53
Don't Know/ Refusal	1% 4	- 0	- 0	- 0	- 0	- 0	3% 2	- 0	3% 2	- 0	- 0	- 0

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Yes	14% 240	11% 11	21% 20	22% 22	20% 24	15% 12	16% 39	10% 30	15% 21	14% 13	16% 26	14% 22
No	86% 1344	89% 90	79% 82	78% 78	80% 78	85% 88	85% 226	90% 241	85% 105	86% 87	84% 137	86% 132
Don't Know/ Refusal	14% 240	11% 11	21% 20	22% 22	20% 24	15% 12	16% 39	10% 30	15% 21	14% 13	16% 26	14% 22

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=1,124	Yes – Drove n=222	No – Did Not Drive n=895	Don't Know/Refusal n=7
Yes - Stopped	17% 197	26% 56	15% 140	11% 1
No – Not Stopped	83% 927	74% 166	85% 755	89% 6
Don't Know/ Refusal	- 0	- 0	- 0	- 0

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Yes	6% 100	2% 2	12% 12	14% 12	9% 10	5% 4	7% 16	4% 12	7% 9	7% 6	7% 11	4% 6
No	94% 1481	99% 99	85% 89	87% 88	91% 92	95% 96	93% 249	96% 258	93% 117	93% 94	94% 152	96% 147
Don't Know/ Refusal	<1% 3	- 0	3% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 1

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=1,124	Yes – Drove n=222	No – Did Not Drive n=895	Don't Know/Refusal n=7
Yes - Arrested	6% 71	12% 27	5% 44	- 0
No – Not Arrested	94% 1051	88% 195	95% 849	100% 7
Don't Know/ Refusal	<1% 2	- 0	<1% 2	- 0

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Yes	58% 929	60% 60	58% 60	46% 52	60% 67	58% 61	62% 161	59% 163	53% 64	49% 50	61% 102	53% 89
No	42% 645	39% 39	39% 40	54% 48	39% 34	42% 39	38% 103	40% 105	47% 61	51% 50	39% 61	47% 65
Don't Know/ Refusal	1% 10	2% 2	3% 2	- 0	1% 1	- 0	<1% 1	1% 3	1% 1	- 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=1,571	18-24 n=162	25-34 n=289	35-44 n=255	45-54 n=237	55-64 n=237	65+ n=391
Yes	58% 924	58% 96	70% 206	70% 182	59% 142	55% 131	44% 167
No	42% 637	41% 65	30% 82	30% 73	40% 93	45% 105	55% 219
Don't Know/ Refusal	<1% 10	1% 1	<1% 1	- 0	<1% 2	<1% 1	1% 5

[IF Respondent said they read, saw, or heard about *Drive Sober*]
I'm going to read you list, please tell me where you read, saw, or heard about it?[1]
n=924

Cable Television	38% 343
Streaming Television	12% 124
FM Radio	27% 242
Internet Radio/Pandora/Spotify/Soundcloud	10% 96
Newspaper/Magazine	10% 100
Sporting event	9% 86
Electronic amber alert style billboard	29% 276
Traditional billboard on the side of the road	38% 357
Portable electronic signs on the side of the road	19% 171
Poster	12% 102
Brochure	4% 38
Internet Videos	11% 112
Facebook	14% 137
Instagram	8% 73
Twitter	5% 51
TikTok	6% 54
Gas Station	7% 64
Police Checkpoint	5% 48
Police Officers	6% 52
Other	3% 26
Don't Know/ Refusal	2% 21

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

[IF Respondent said they read, saw, or heard about *Drive Sober*]
I'm going to read you list, please tell me where you read, saw, or heard about it? * Age

	18-24 n=96	25-34 n=206	35-44 n=182	45-54 n=142	55-64 n=131	65+ n=167
Cable Television	33% 29	32% 72	39% 66	36% 51	37% 44	48% 78
Streaming Television	21% 19	15% 37	15% 26	10% 13	6% 9	10% 19
FM Radio	21% 19	34% 68	39% 68	27% 39	18% 24	17% 24
Internet Radio/Pandora/Spotify/Soundcloud	19% 18	13% 30	10% 21	11% 13	4% 6	6% 8
Newspaper/Magazine	13% 11	8% 21	9% 19	12% 18	8% 12	10% 18
Sporting event	20% 17	15% 28	8% 14	5% 10	5% 8	6% 9
Electronic amber alert style billboard	35% 32	23% 54	30% 55	28% 45	28% 41	31% 48
Traditional billboard on the side of the road	44% 43	40% 86	35% 62	39% 58	36% 46	39% 60
Portable electronic signs on the side of the road	18% 17	17% 39	22% 31	19% 30	16% 21	19% 31
Poster	14% 15	13% 25	11% 21	11% 15	10% 11	12% 15
Brochure	3% 2	5% 12	4% 8	6% 8	3% 3	4% 5
Internet Videos	33% 27	18% 42	9% 17	8% 12	3% 6	5% 8
Facebook	19% 16	24% 50	10% 25	16% 23	8% 11	8% 12
Instagram	24% 21	14% 24	7% 15	4% 6	3% 5	1% 2
Twitter	11% 9	10% 25	3% 7	3% 4	2% 3	2% 3
TikTok	20% 15	12% 22	5% 9	3% 4	1% 2	1% 2
Gas Station	11% 7	10% 16	6% 14	7% 9	3% 6	7% 12
Police Checkpoint	4% 4	5% 14	5% 12	5% 8	1% 2	6% 8
Police Officers	8% 8	6% 14	7% 11	7% 8	3% 5	3% 5
Other	2% 3	2% 4	2% 4	1% 1	6% 8	4% 6
Don't Know/ Refusal	2% 2	2% 2	1% 2	3% 5	3% 5	3% 5

[IF Respondent saw or heard *Drive Sober* at a sporting event]
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=86

Florida State University Seminoles	24% 21
University of Florida Gators	37% 32
University of Miami Hurricanes	24% 17
Miami Dolphins	34% 28
Miami Marlins	25% 19
Miami Heat	26% 18
Florida Panthers	25% 20
Homestead-Miami Speedway	13% 8
Tampa Bay Buccaneers	32% 21
Tampa Bay Rays	21% 13
Tampa Bay Lightning	19% 14
Tampa Bay Storm	13% 10
Orlando Magic	16% 12
Daytona Speedway	15% 11
Jacksonville Jaguars	18% 12
Other	4% 2
Don't Know/ Refusal	11% 5

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

In your opinion, what would be the most effective way of reducing alcohol impaired driving?
n=1,584

Advertising	4%
	64
Education	9%
	152
Increase Checkpoints/Law Enforcement	17%
	269
Better Transportation Options	8%
	139
Strengthen Laws/Punishments for Drunk Drivers	14%
	227
Install Breathalyzers in Vehicles	7%
	108
Prohibition	4%
	52
Bar Responsibility	9%
	135
Personal Responsibility	15%
	228
Other	2%
	37
Don't Know/ Refusal	11%
	173

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Less than high school degree	4% 50	6% 5	<1% 1	5% 4	8% 6	6% 4	4% 8	4% 9	5% 5	4% 3	1% 2	3% 3
High school graduate/GED	33% 411	29% 25	36% 29	16% 16	38% 32	27% 21	32% 67	36% 80	29% 27	34% 28	30% 38	41% 48
Currently in college/AA degree	29% 379	32% 26	27% 25	43% 34	28% 22	28% 22	31% 71	28% 60	29% 29	34% 28	31% 39	19% 23
Bachelor's degree	21% 465	15% 23	21% 28	19% 26	15% 24	26% 36	22% 79	21% 79	22% 39	16% 24	23% 51	27% 56
Graduate/post-graduate degree	12% 263	17% 22	12% 18	14% 19	11% 18	10% 15	9% 36	11% 41	15% 25	9% 13	14% 32	12% 24
Don't Know/ Refusal	1% 16	- 0	3% 1	3% 1	- 0	3% 2	2% 4	1% 2	1% 1	4% 4	1% 1	- 0

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

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
18-24	10% 162	9% 11	9% 10	8% 10	11% 11	13% 14	16% 39	5% 15	5% 5	11% 9	13% 21	10% 17
25-34	16% 289	9% 12	18% 23	17% 19	20% 26	12% 16	12% 38	16% 49	14% 18	15% 15	15% 27	25% 46
35-44	15% 255	17% 18	18% 16	17% 19	12% 17	10% 12	13% 36	14% 39	19% 22	7% 10	23% 40	17% 26
45-54	16% 237	20% 20	6% 9	17% 15	19% 16	18% 19	18% 47	15% 36	12% 17	16% 14	15% 19	18% 25
55-64	17% 237	16% 14	18% 15	17% 15	24% 20	17% 14	16% 35	15% 39	20% 21	24% 23	15% 24	14% 17
65+	25% 391	28% 26	32% 29	19% 20	12% 11	30% 25	25% 66	34% 92	29% 40	28% 29	18% 31	16% 22
Don't Know/ Refusal	1% 13	- 0	- 0	6% 2	1% 1	- 0	2% 4	<1% 1	2% 3	- 0	1% 1	1% 1

What is your racial/ethnic background? * DMA

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
White/Caucasian	52% 982	48% 63	72% 81	42% 59	54% 68	59% 69	50% 162	70% 209	61% 90	62% 71	40% 83	11% 27
Black/African American	15% 179	19% 14	9% 8	33% 25	16% 11	26% 18	8% 17	10% 19	16% 12	6% 5	22% 26	20% 24
Hispanic/Latino	25% 322	11% 10	13% 10	11% 11	16% 13	12% 11	28% 60	14% 29	20% 20	24% 17	30% 44	65% 97
Other	6% 62	16% 10	3% 2	3% 1	12% 8	3% 1	10% 18	3% 5	2% 1	4% 3	7% 8	4% 5
Don't Know/ Refusal	3% 39	6% 4	3% 1	11% 4	1% 2	1% 1	3% 8	3% 9	2% 3	4% 4	1% 2	1% 1

Which language do you speak in your home most often? * DMA

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
English	86% 1399	95% 97	94% 96	92% 93	93% 96	92% 94	84% 231	93% 256	92% 116	86% 90	83% 137	63% 93
Spanish	11% 147	3% 3	3% 3	3% 3	7% 5	5% 5	12% 28	6% 11	4% 4	12% 9	12% 19	35% 57
Creole	1% 6	- 0	- 0	- 0	- 0	- 0	1% 1	1% 1	- 0	2% 1	1% 2	1% 1
Other	2% 29	2% 1	3% 3	6% 4	1% 1	3% 1	2% 3	1% 3	4% 5	- 0	4% 5	2% 3
Don't Know/ Refusal	<1% 3	- 0	- 0	- 0	- 0	- 0	1% 2	- 0	1% 1	- 0	- 0	- 0

[Phone sample only]
Are we reaching you today on a landline or cell phone? * DMA

	Total Sample n=1,002	Pensacola n=92	Panama City n=79	Tallahassee n=88	Jacksonville n=46	Gainesville n=85	Orlando n=184	Tampa n=171	West Palm Beach n=88	Fort Myers n=80	Broward/Monroe n=32	Miami-Dade n=57
Landline	11% 117	19% 15	15% 12	15% 11	9% 4	24% 17	11% 18	11% 19	9% 11	8% 6	3% 2	4% 2
Cell	88% 878	80% 76	85% 67	85% 77	91% 42	76% 68	88% 164	88% 151	90% 76	93% 74	94% 29	95% 54
Don't Know/ Refusal	1% 7	2% 1	- 0	- 0	- 0	- 0	1% 2	<1% 1	1% 1	- 0	3% 1	1% 1

Sex of respondent [Interviewer Identify] * DMA

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Male	49% 750	48% 48	63% 60	47% 46	43% 42	48% 45	53% 135	47% 121	51% 59	47% 44	49% 76	51% 74
Female	51% 833	52% 53	38% 41	53% 54	57% 60	52% 55	47% 130	54% 150	49% 67	53% 56	51% 87	49% 80

Language [Interviewer Identify] * DMA

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
English	97% 1551	100% 101	100% 102	97% 99	96% 99	99% 99	97% 259	98% 267	100% 126	93% 96	99% 161	91% 142
Spanish	3% 33	- 0	- 0	3% 1	4% 3	1% 1	3% 6	2% 4	- 0	7% 4	1% 2	9% 12

Survey Mode

	Total Sample n=1,584	Pensacola n=101	Panama City n=102	Tallahassee n=100	Jacksonville n=102	Gainesville n=100	Orlando n=265	Tampa n=271	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=163	Miami-Dade n=154
Phone	63% 1002	91% 92	78% 79	88% 88	45% 46	85% 85	69% 184	63% 171	70% 88	80% 80	20% 32	37% 57
Online	37% 582	9% 9	23% 23	12% 12	55% 56	15% 15	31% 81	37% 100	30% 38	20% 20	80% 131	63% 97

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Appendix II. Survey Instrument
FDOT DUI 2023 Survey Instrument

INTRODUCTION

Hello, I am a student calling from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about their driving habits and their opinions about highway safety.

S1) Are you 18 years of age or older and 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	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	46	Okaloosa	61	Suwannee
32	Jefferson	47	Okeechobee	62	Taylor
33	Lafayette	48	Orange	63	Union
34	Lake	49	Osceola	64	Volusia
35	Lee	50	Palm Beach	65	Wakulla
36	Leon	51	Pasco	66	Walton
37	Levy	52	Pinellas	67	Washington
38	Liberty	53	Polk	68	Doesn't live in Fla.
39	Madison	54	Putnam	88	Don't Know [VOLUNTEERED]
40	Manatee	55	St. Johns	99	Refusal [VOLUNTEERED]
41	Marion	56	St. Lucie		
42	Martin	57	Santa Rosa		
43	Miami-Dade	58	Sarasota		
44	Monroe	59	Seminole		
45	Nassau	60	Sumter		

[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	8	Charlotte	15	Duval
2	Baker	9	Citrus	16	Escambia
3	Bay	10	Clay	17	Flagler
4	Bradford	11	Collier	18	Franklin
5	Brevard	12	Columbia	19	Gadsden
6	Broward	13	DeSoto	20	Gilchrist
7	Calhoun	14	Dixie	21	Glades

22	Gulf	53	Polk
23	Hamilton	54	Putnam
24	Hardee	55	St. Johns
25	Hendry	56	St. Lucie
26	Hernando	57	Santa Rosa
27	Highlands	58	Sarasota
28	Hillsborough	59	Seminole
29	Holmes	60	Sumter
30	Indian River	61	Suwannee
31	Jackson	62	Taylor
32	Jefferson	63	Union
33	Lafayette	64	Volusia
34	Lake	65	Wakulla
35	Lee	66	Walton
36	Leon	67	Washington
37	Levy	88	Don't Know [VOLUNTEERED]
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		

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. 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 of drinking and driving
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 <u>you</u> 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 <u>other people you know</u> 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? [Interviewer-coded]

1. Advertising
2. Education
3. Increase checkpoints/law enforcement
4. Better transportation options
5. Increase punishments/strengthen laws
6. Install breathalyzers in vehicles
7. Prohibition
8. Bar responsibility
9. Personal responsibility
10. 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.

YEARAGE) In what year were you born?

_____

9. Refusal

[IF YEARAGE = 9]

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

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64

6. 65 or older
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HOMELANG) Which language do you speak in your home most often?

1. English
2. Spanish
3. Creole
4. Other: _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

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

1. Male

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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 904-620-2784.