



FLORIDA 2024

DRIVING UNDER THE INFLUENCE (DUI) MEDIA SURVEY

**Florida Department of
Transportation (FDOT)**

**Report
June 2024**

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

Project Background

The *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). According to NHTSA's 2022 State Alcohol-Impaired Driving Estimates, there were 940 fatalities due to alcohol-impaired driving fatalities in Florida, 27% of the total traffic fatalities.

According to the Florida Highway Safety and Motor Vehicles Crash Dashboard, there were a total number of 315 fatalities from crashes caused by alcohol-impaired driving in 2023, down from 423 fatalities from alcohol-related crashes in 2022. 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 26 to April 25, 2024. 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 1,506 completed surveys were collected, with 953 administered via telephone and 553 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.

Telephone data collection took place between March 26 and April 25, 2024, at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand

Figure 1. 2024 Executive Summary



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 2% to 97% respectively, with 2% 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 three 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 April 12 and April 23, 2024, 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) 2022 five-year estimates. All weighted demographic variables were applied using the SPSS version 27 rake weighting function, which will not assign a weight if one of the demographics being weighted is missing. Individuals without a weight were manually assigned a weight of one.

The margin of the sampling error is +/- 2.9 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 4.6%.

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=122
Panama City	n=100
Tallahassee	n=97
Jacksonville	n=91
Gainesville	n=99
Orlando	n=213
Tampa	n=300
West Palm Beach	n=126
Fort Myers	n=100
Broward/Monroe	n=111
Miami-Dade	n=147
Total	n=1,506

Table 2. DMA and Margin of Error

Designated Market Area	Margin of Error
Pensacola	+/- 8.9
Panama City	+/- 9.8
Tallahassee	+/- 10.0
Jacksonville	+/- 10.3
Gainesville	+/- 9.8
Orlando	+/- 6.7
Tampa	+/- 5.6
West Palm Beach	+/- 8.7
Fort Myers	+/- 9.8
Broward/Monroe	+/- 9.3
Miami-Dade	+/- 8.1
Total	+/- 2.9

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 2024, 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 contains 13,578 respondents, including 1,288 who reported drinking and driving and 720 who reported having been arrested for driving under the influence.

Figure 2 below is a respondent profile, which details the demographic breakdown of the final 2024 sample. Percentages in the infographic exclude refusals.

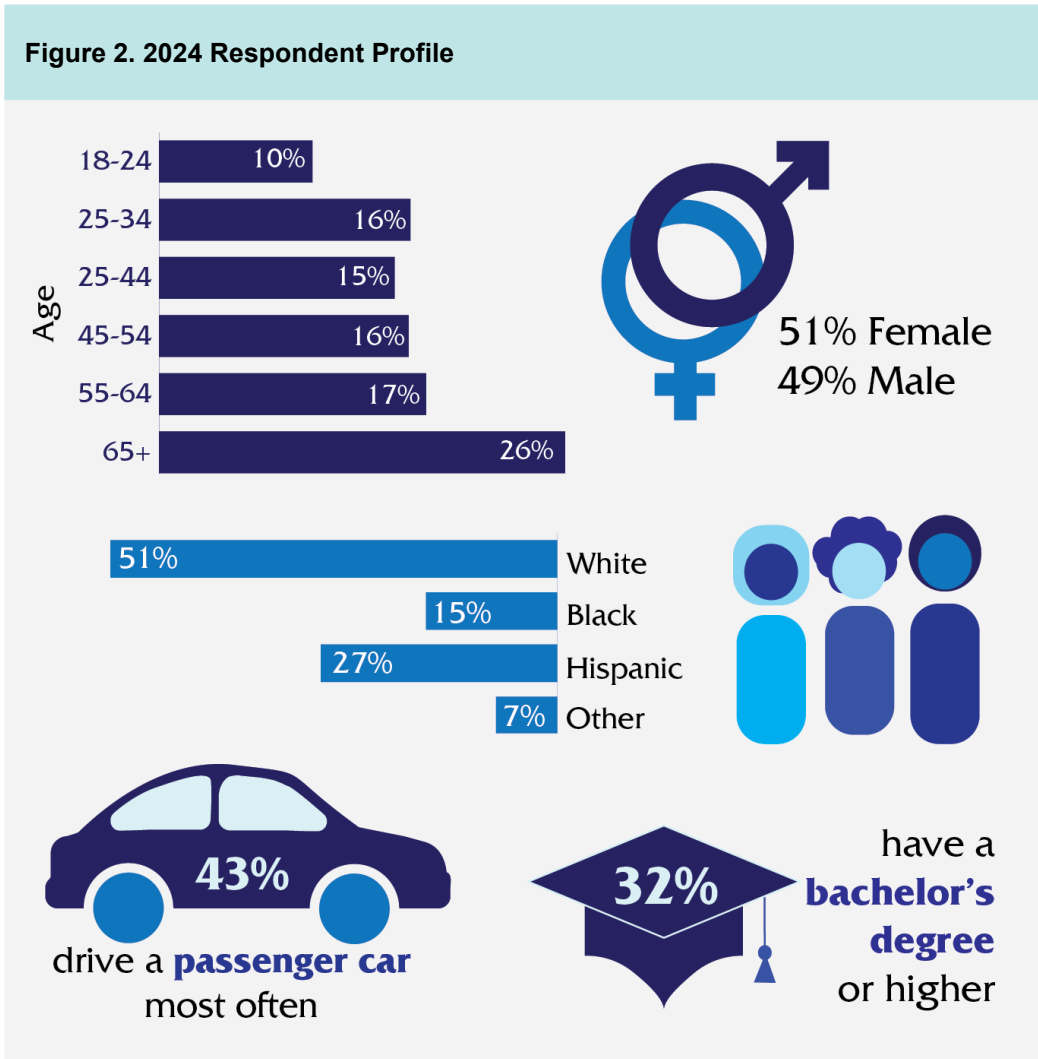
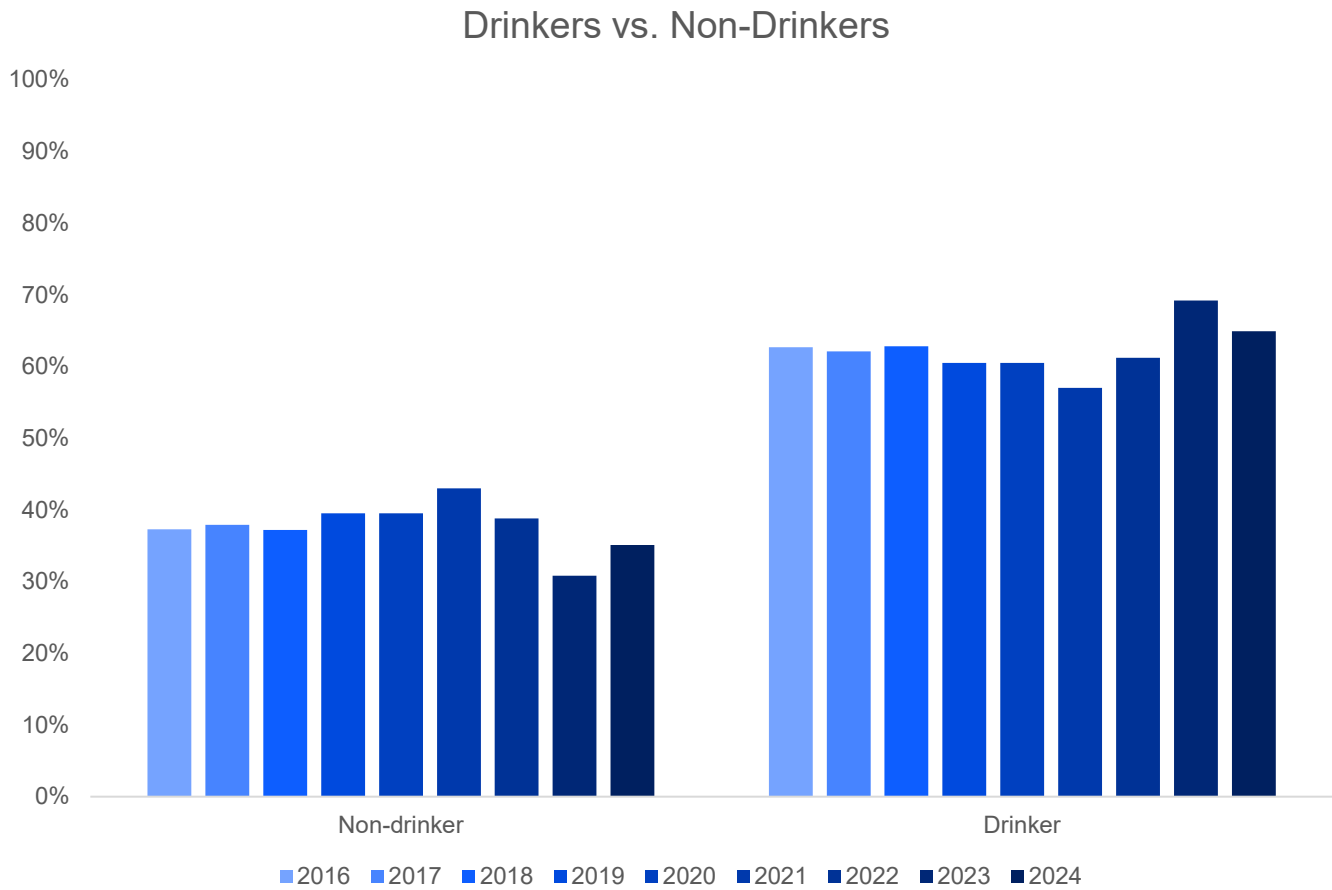


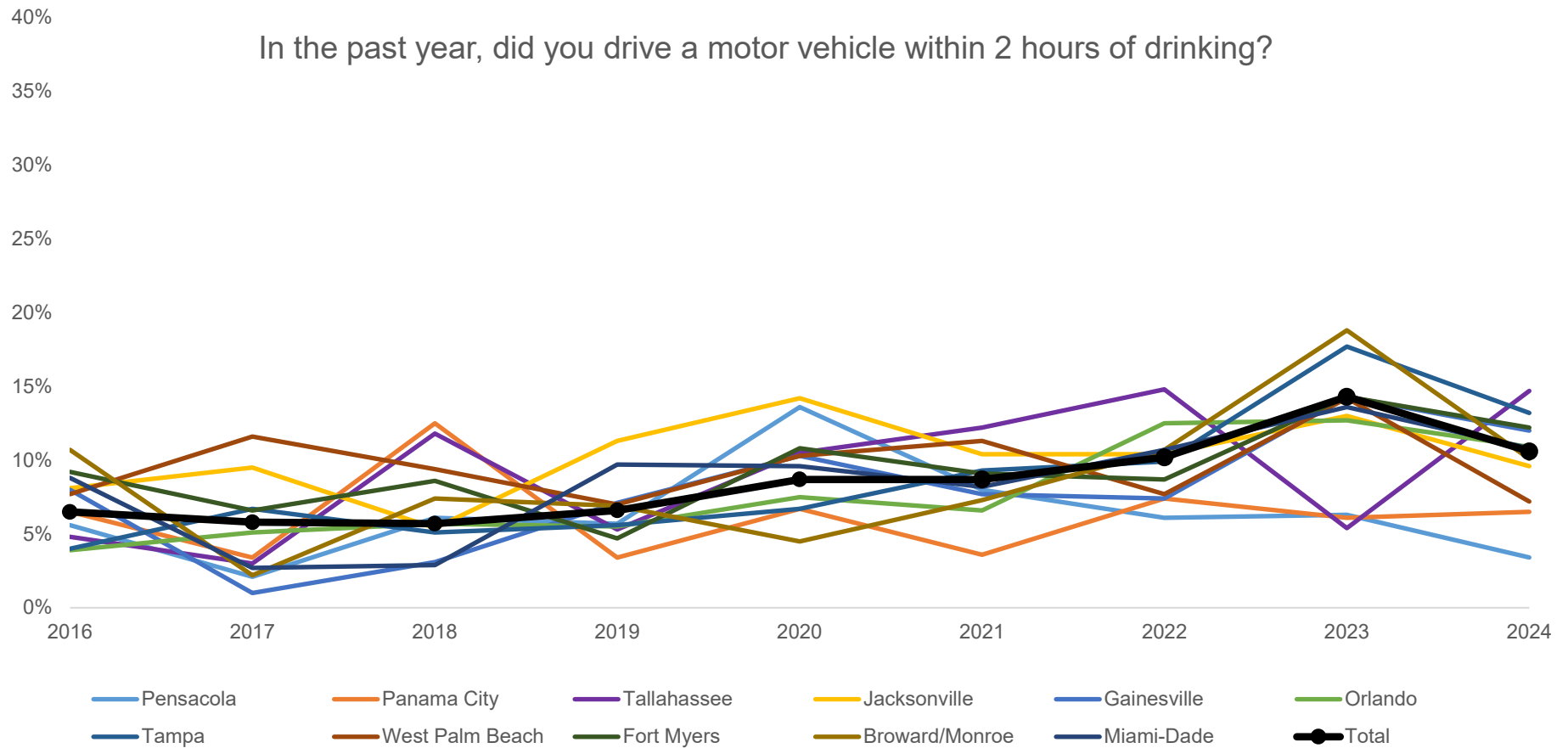
Figure 3. Drinker vs. Non-drinker, 2016 to 2024



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. Those who said they “don’t know” or refused to answer are excluded from these figures.

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 generally been on the rise since then, peaking at 69% in 2023 before declining slightly to 65% in 2024.

Figure 4. Drink and Drive by DMA, 2016 to 2024^{1 2}



Respondents were asked whether they had driven within two hours of drinking in the past year. Figure 4 shows the responses from projects years 2016 through 2023, broken down by designated market area (DMA). Although the question is only asked of respondents who indicate they drink at least occasionally, the figure above includes the entire sample of respondents, except those who said they don't know or refused to answer. Respondents who said they do not drink were recoded to "no."

The percentage of respondents who reported driving after drinking has generally increased since 2016, however 2024 saw a decline from 14% to 11%. The DMA with the greatest percentage of respondents who indicated driving after drinking in the past year is Tallahassee with 15%, a reversal from 2023 when it had the lowest percentage (5%). Reported driving after drinking in the Pensacola DMA fell to 3% in 2024, down from 6% in 2023.

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, 2016-2024^{3 4}

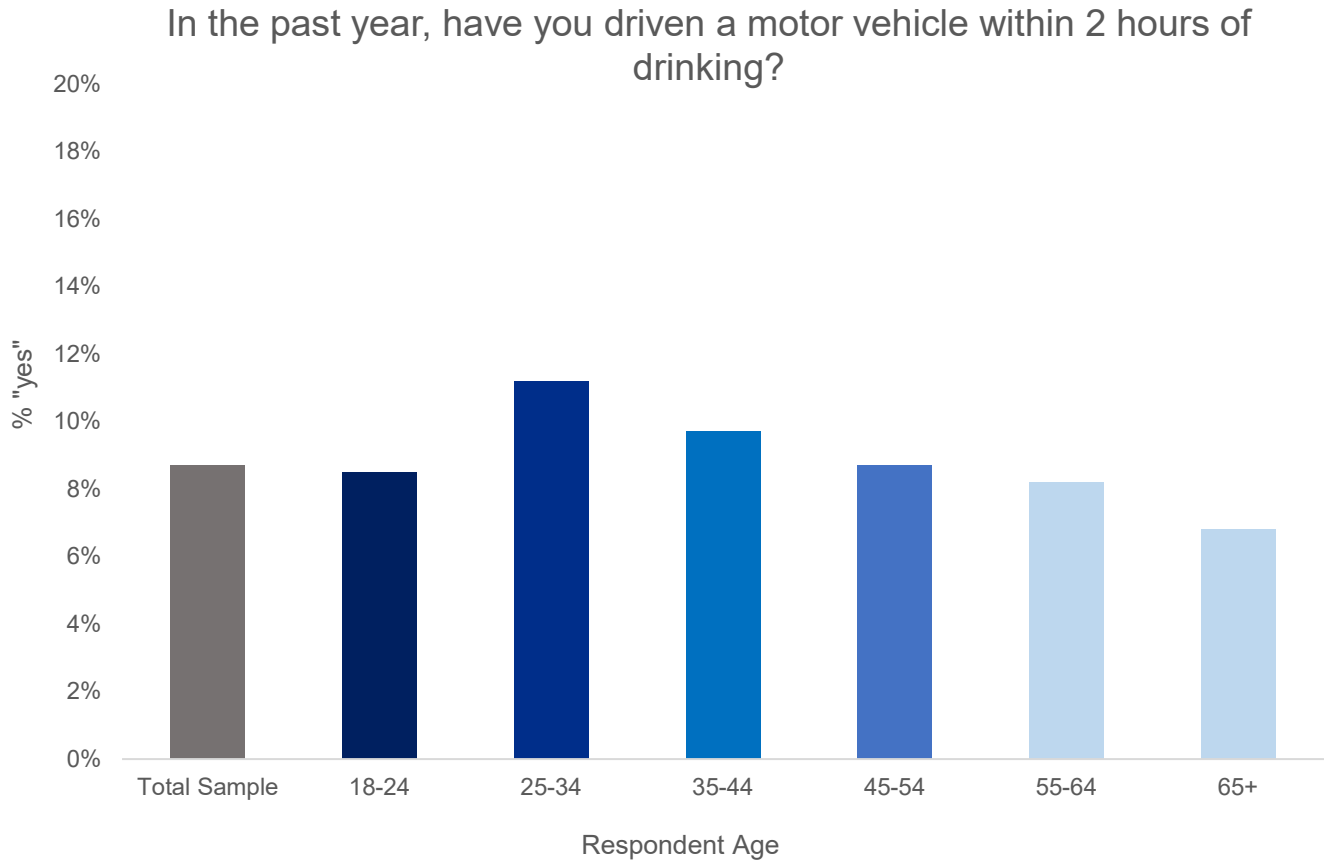


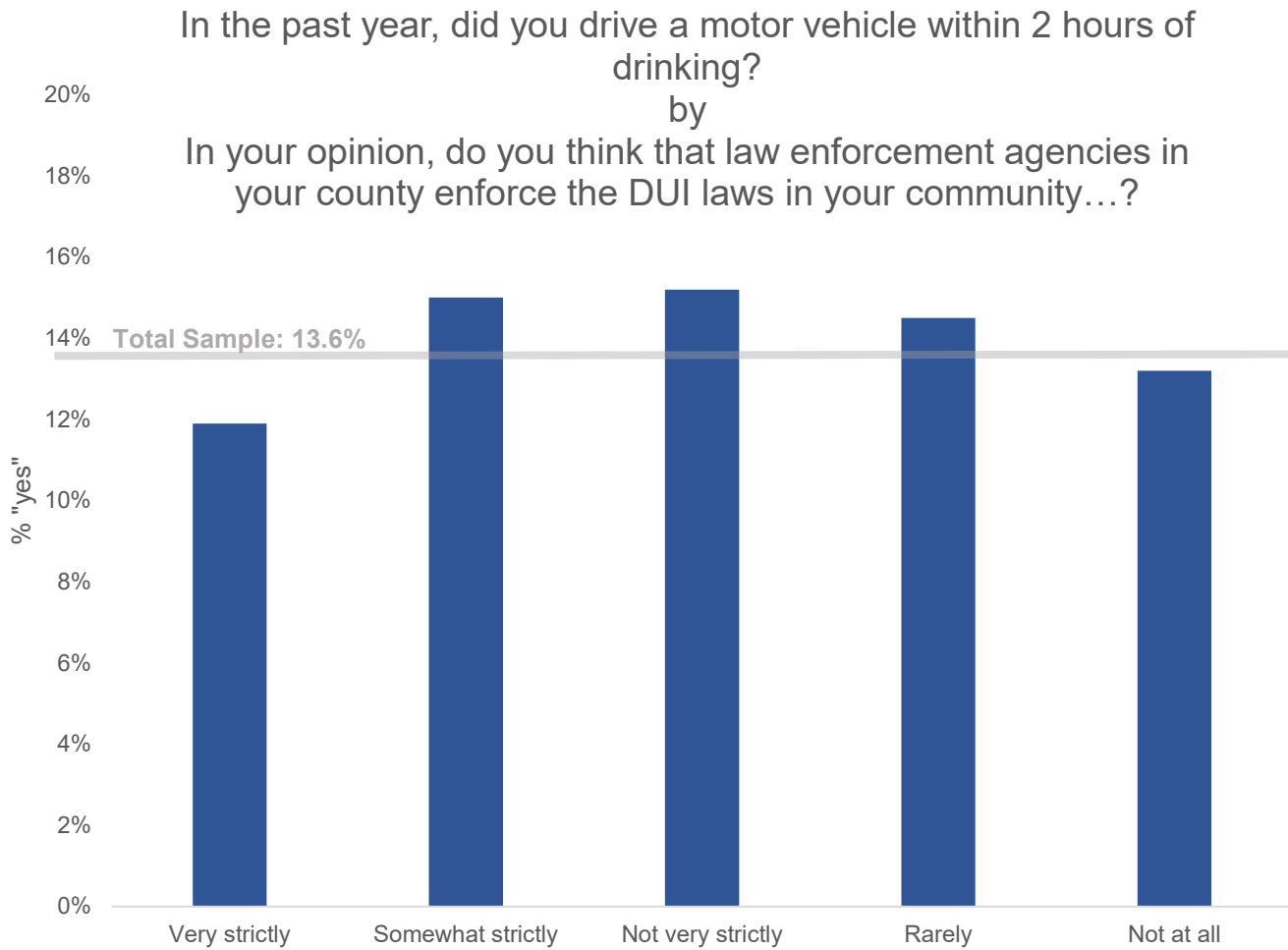
Figure 5 shows the percentage of respondents who reported having driven within two hours of drinking across all project years, broken down by age category. It includes aggregate data from 2016-2024, excluding responses of “don’t know” and refusals. Non-drinkers are included in this analysis, and recoded to “no.”

Overall, 9% of respondents reported driving within two hours of drinking. The 25-34 age category has the highest level of driving after drinking, with 11% 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 7% indicating they had done so.

³ 2016 to 2019 wording reads “In the past 30 days...”

⁴ Axis only goes to 20% for easier visualization

Figure 6. Drink and Drive by Perceived Enforcement, 2016-2024

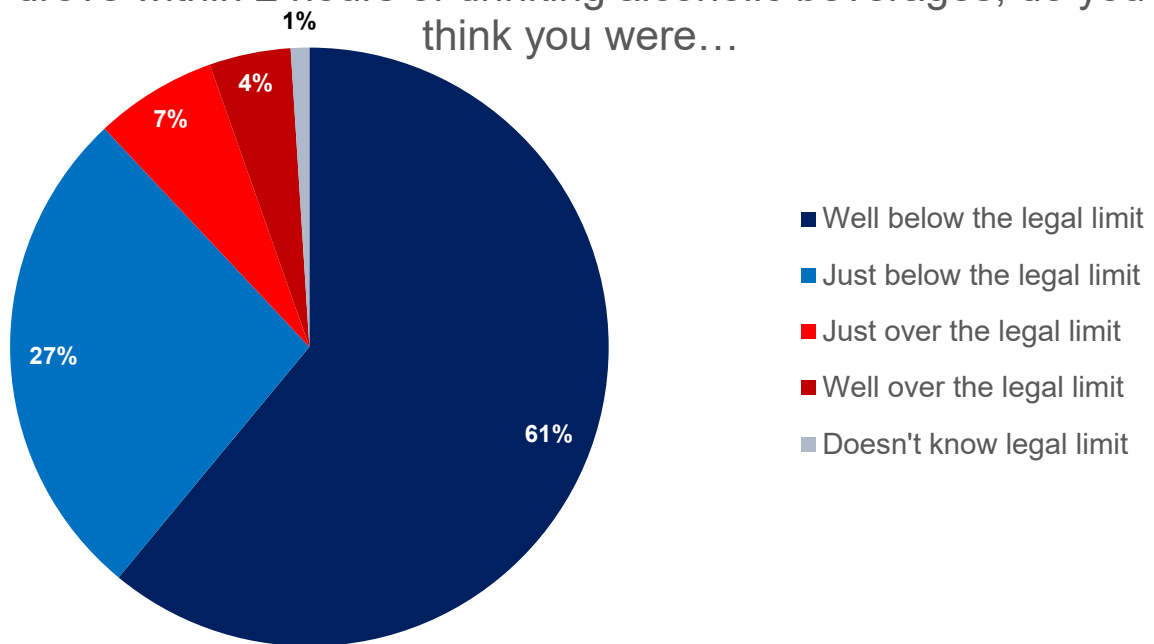


Respondents were also asked how strictly they believe the DUI laws in their counties are enforced. Figure 6 shows the aggregate percentage of respondents who indicated drinking and driving from project years 2016-2024, broken down by perceived strictness of DUI law enforcement. Responses of “don’t know” and refusals are excluded from this analysis. Non-drinkers are included and recoded to “no.”

Reported drinking and driving is highest among those who think DUI laws are enforced “somewhat strictly” or “not very strictly,” each at 15%. Respondents who perceive DUI law enforcement as “very strict” had the lowest instance of driving after drinking, with 12%.

Figure 7. Legal Limit, 2016-2024

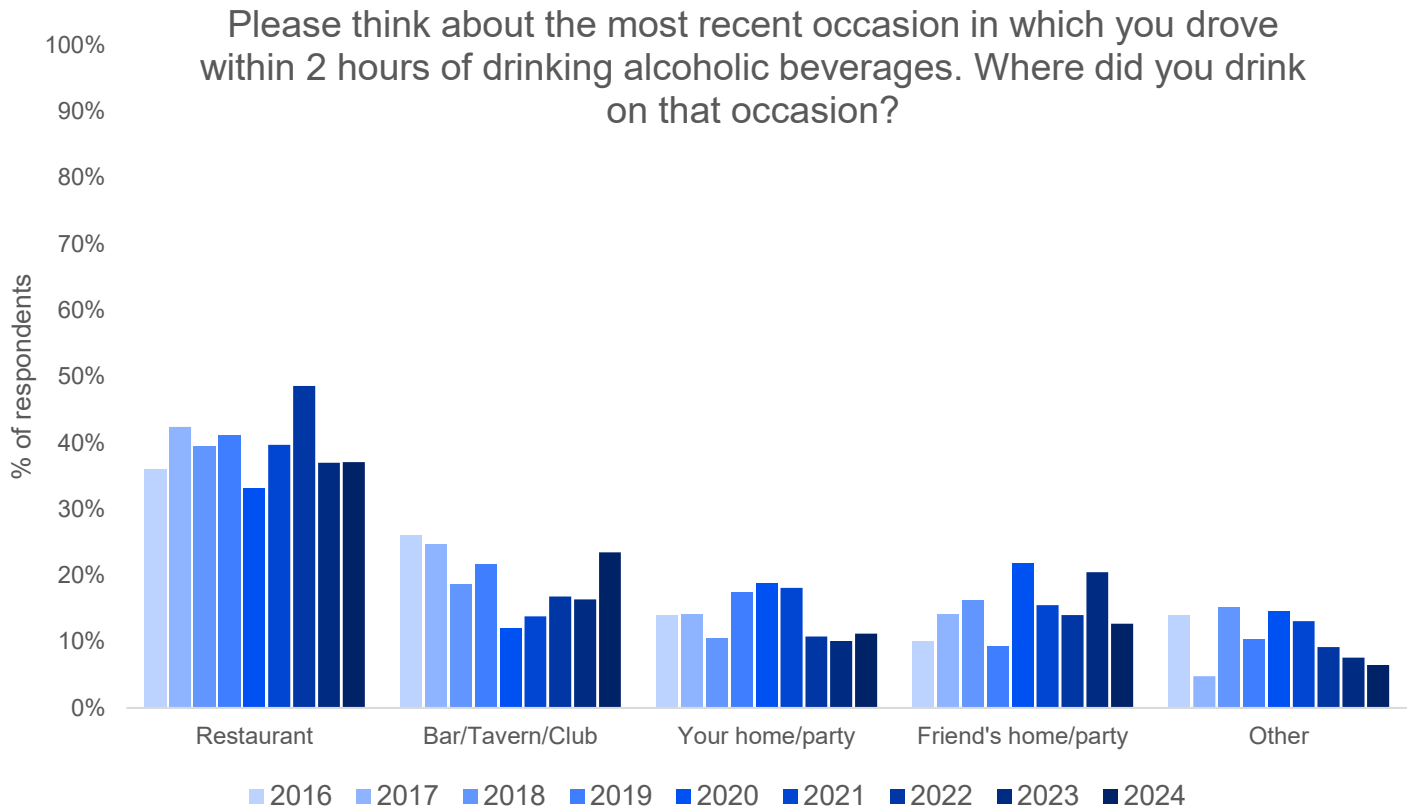
In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were...



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 7 shows the breakdown of responses using aggregate data from all project years, 2016-2024, excluding “don’t know” and refusals.

The majority of respondents indicated they were well below the legal limit for drinking and driving at 61%, while 27% 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.

Figure 8. Drink and Drive Location, 2016 to 2024



Respondents who indicated driving within two hours of drinking in the past year were also asked *where* they drank before driving. 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 2024, remaining steady from 2023.

The percentage of respondents who indicated drinking at a bar, tavern, or club increased in 2024 from 16% to

24%. A friend's home or party declined from 21% in 2023 to 13% in 2024. Responses in the "Other" category include weddings and special events, 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 (19%); and at a friend's house or party (16%).

Figure 9. Drink and Drive Location Infographic, 2016-2024

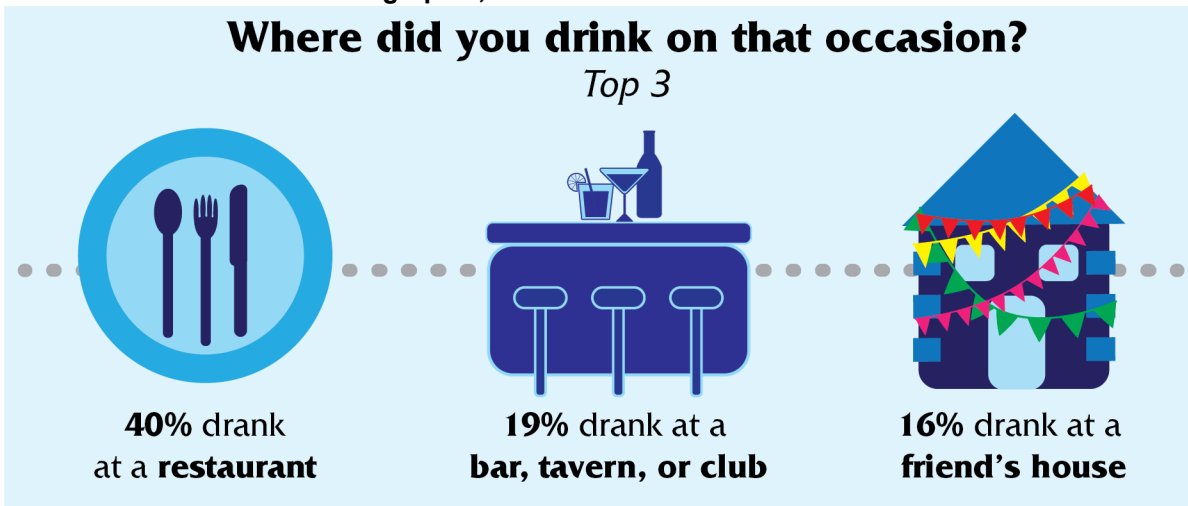


Figure 10. Drive Sober by DMA, 2016 to 2024⁵

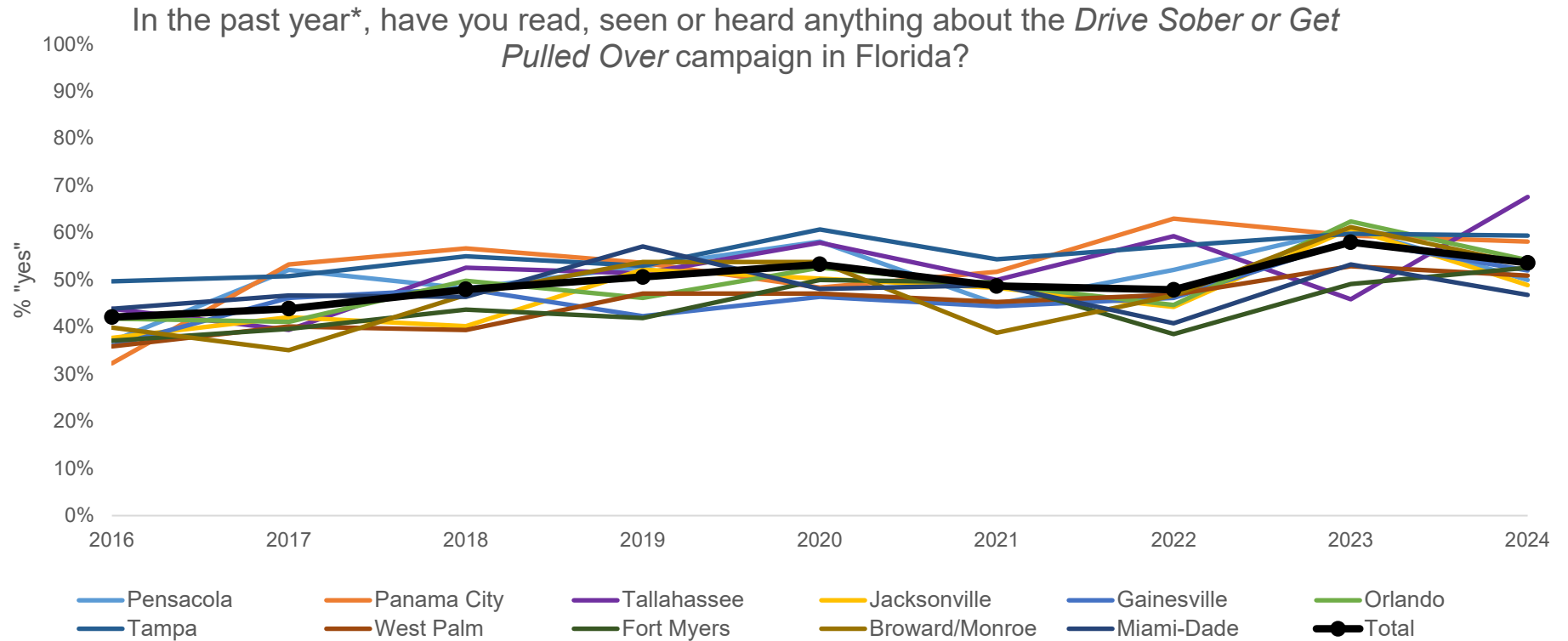


Figure 10 shows the percentage of respondents who reported seeing or hearing *Drive Sober or Get Pulled Over* broken down by DMA and project year. These figures exclude responses of “don’t know” and refusals.

Overall, the percentage of respondents who indicated seeing or hearing about the *Drive Sober or Get Pulled Over* campaign as increased 12 percentage points since 2016, from 42% to 54% in 2024. Awareness fell slightly in the last year, down four points from 2023.

The Tallahassee DMA saw an increase in *Drive Sober* awareness, from 46% in 2023 to 68% in 2024. Fort Myers also saw a slight increase in awareness to 53%, up from 49% in 2023.

⁵ 2016 to 2019 wording reads “In the past 6 months...”

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

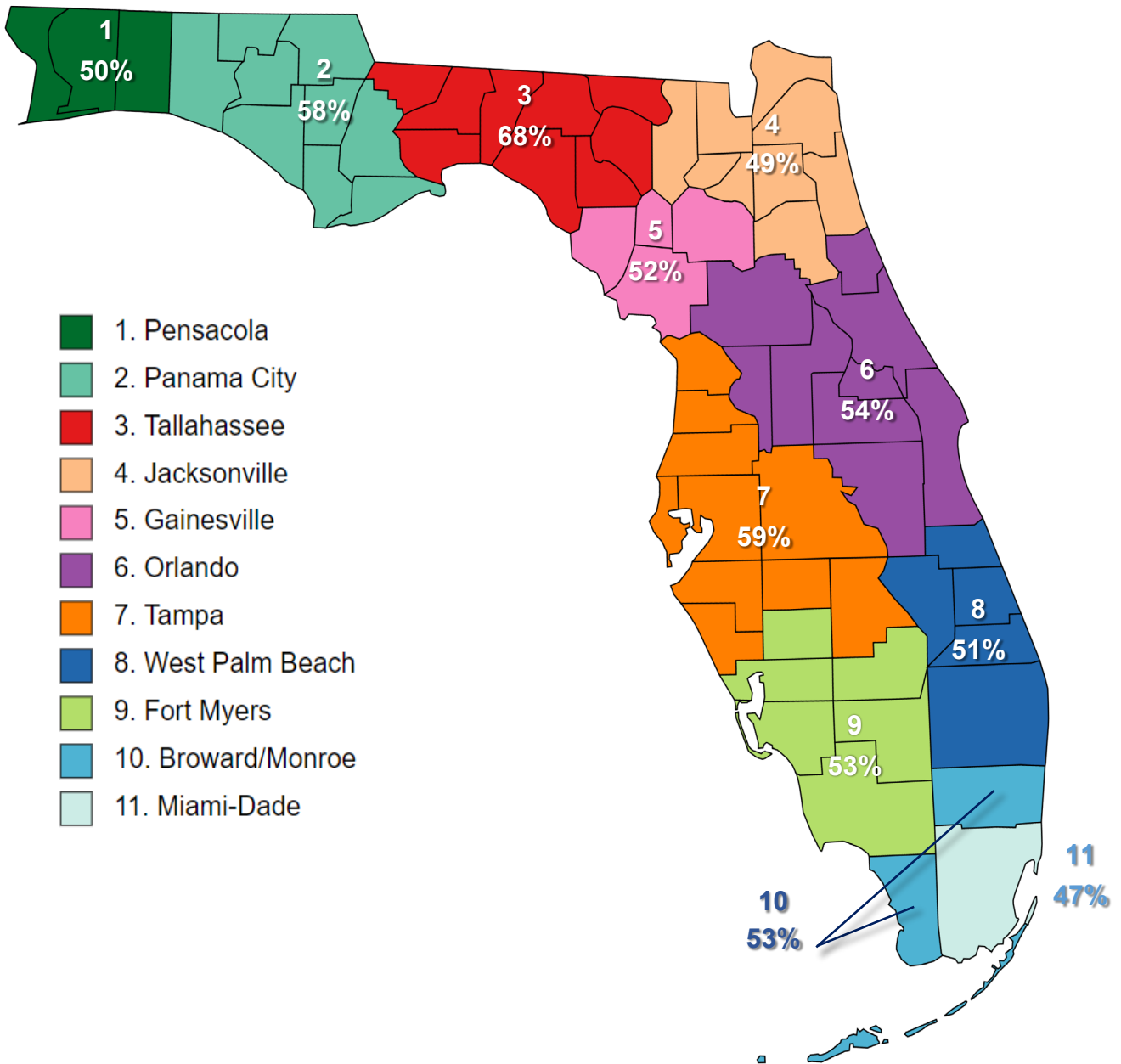


Figure 11 shows a geographical representation of the *Drive Sober or Get Pulled Over* campaign message awareness in each DMA. In 2024, the Tallahassee DMA had the greatest percentage of respondents who reported having seen or heard *Drive Sober* in the past

year with 68%, followed by the Tampa DMA with 59% and the Panama City DMA with 58%.

The DMA with the lowest awareness was Miami-Dade, with 47% of respondents saying they saw or heard the message.

Figure 12. Drive Sober by Individual’s Self-Reported Alcohol Consumption Level, 2016-2024⁶

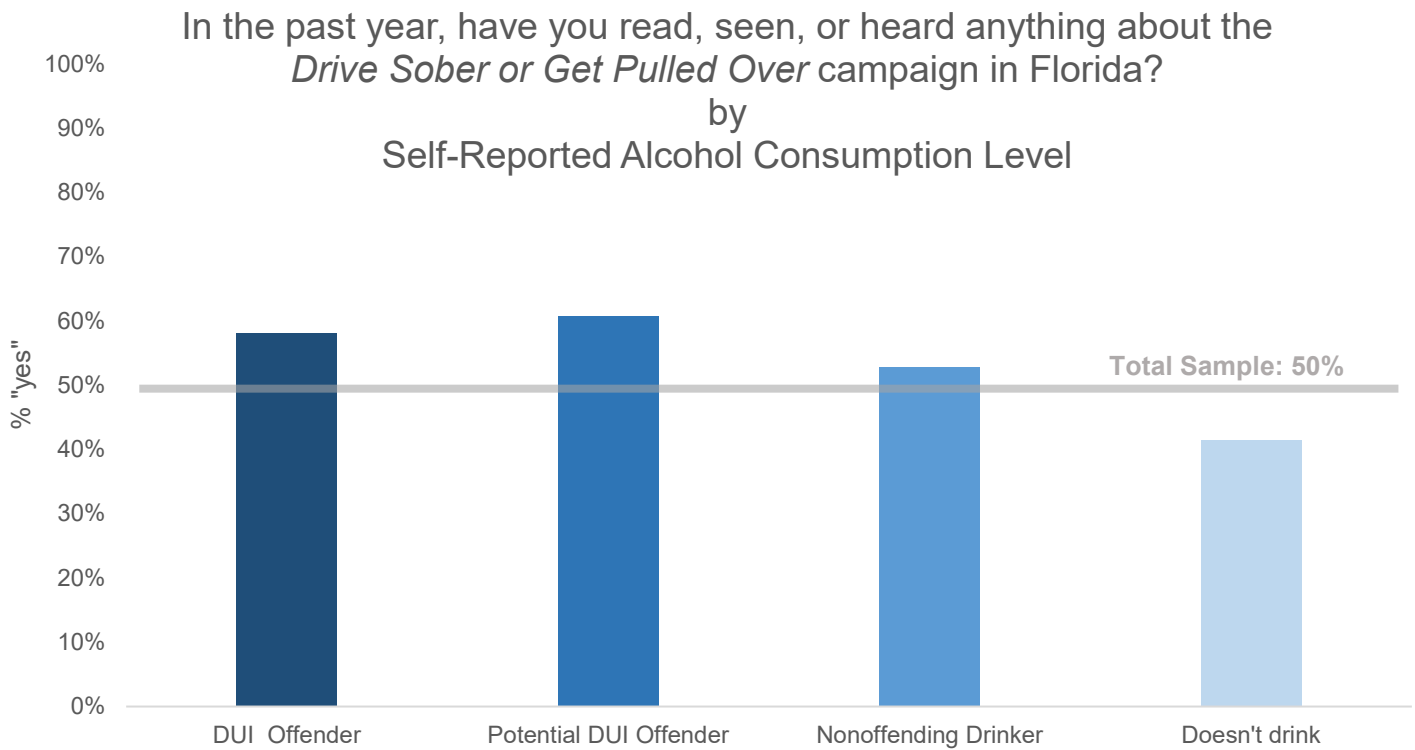


Figure 12 shows the percentage of respondents who reported having seen or heard the *Drive Sober* message, broken down by self-reported alcohol consumption. It includes aggregated data from 2016 through 2024.

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:

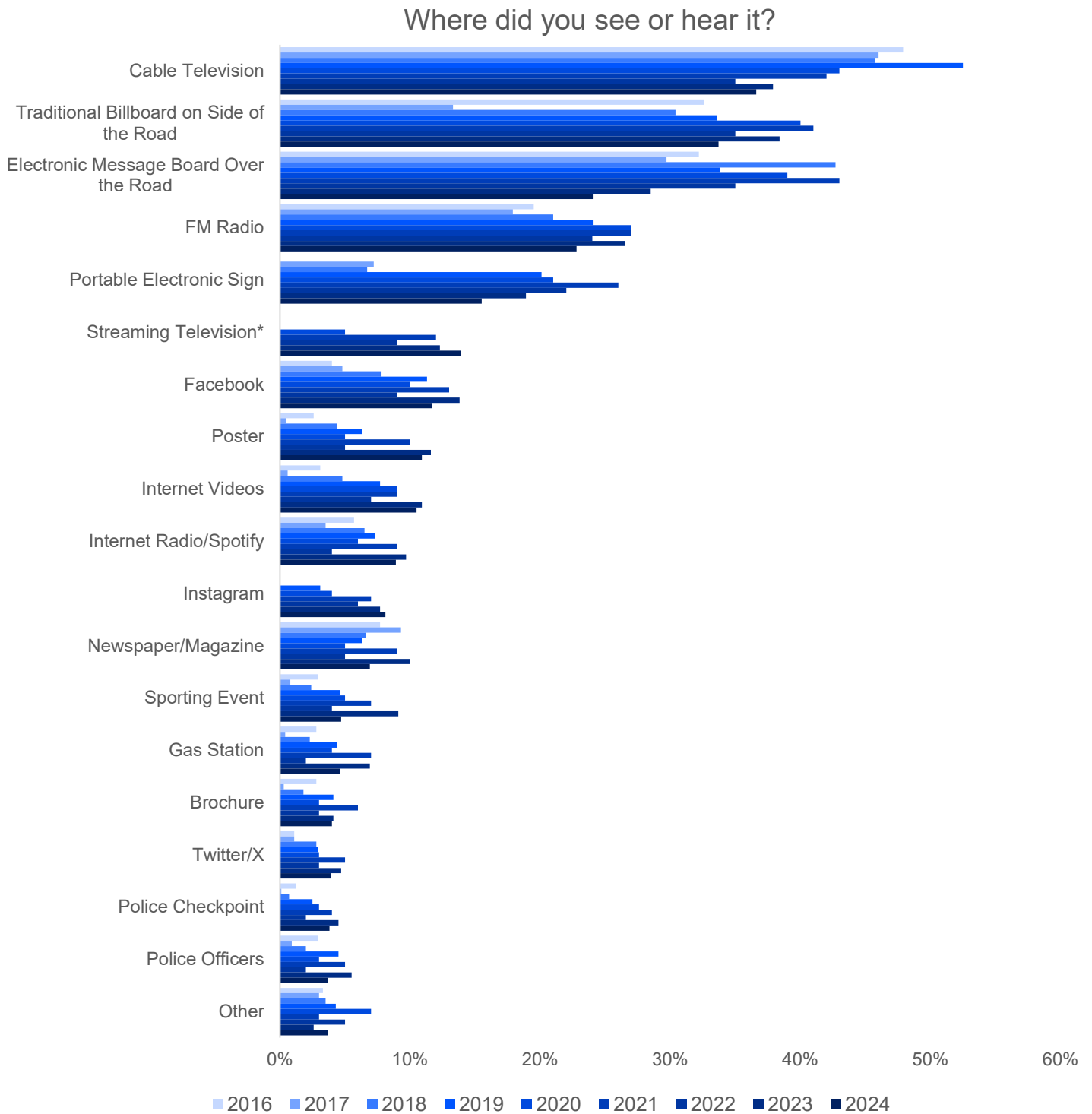
- DUI Offender: stated that they have been arrested for driving

- Potential DUI Offender: stated that they drove within two hours of drinking in the past year
- Nonoffending Drinker: stated they drink alcohol, but have not driven after drinking in the past year
- Doesn't Drink: Indicated they had not consumed any alcohol in the past year

Potential DUI offenders have the highest rate of awareness of the safety message, with 61% of respondents indicating having seen or heard it, followed by DUI offenders at 58%. Respondents who said they do not drink alcohol had the lowest reported *Drive Sober* awareness at 41%.

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

Figure 13. Drive Sober Media, 2016 to 2024⁷



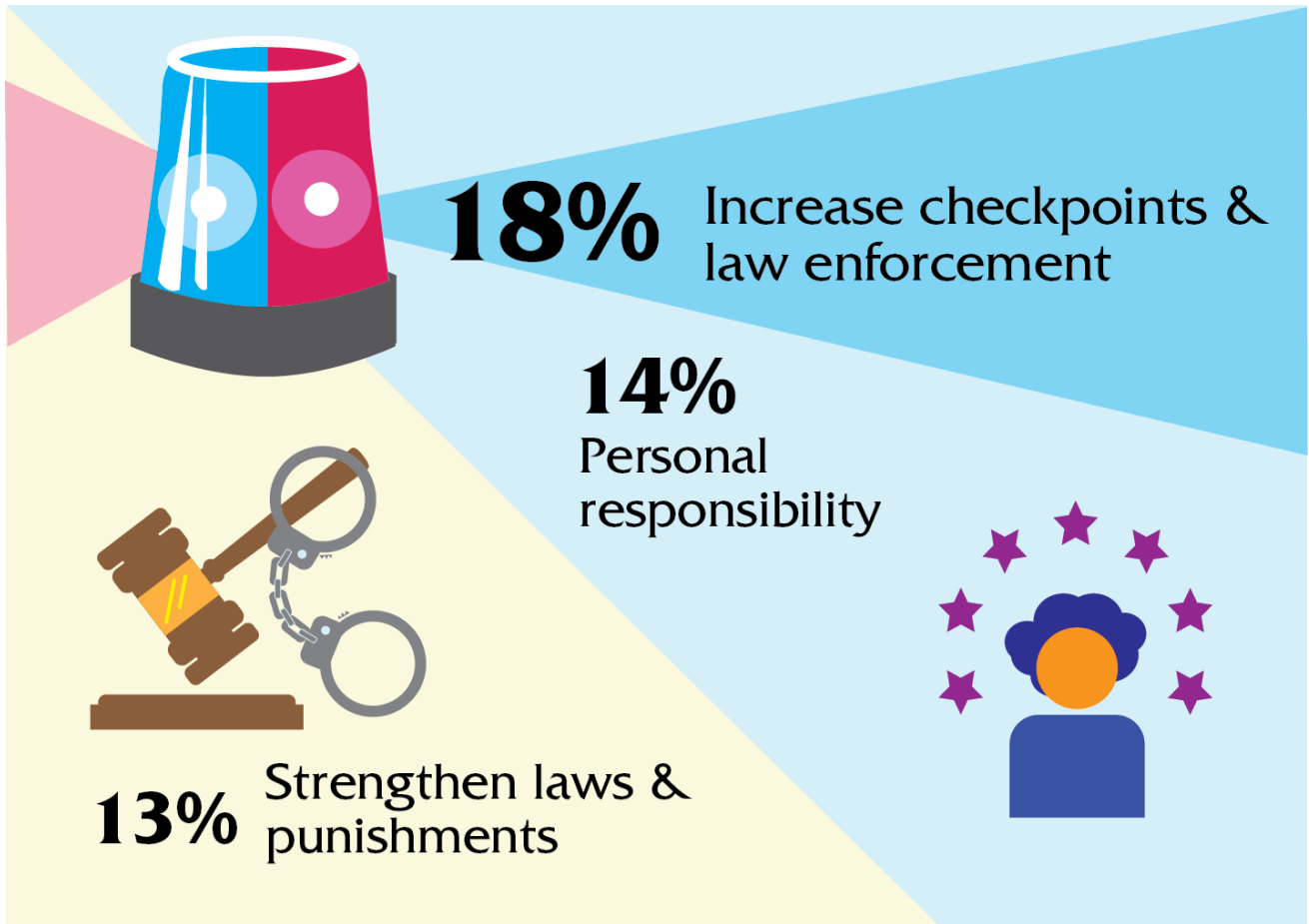
Respondents who indicated they had seen or heard the *Drive Sober* message in the past year were then asked where they saw or heard the message. Figure 13 shows the responses, broken down by project year. In 2024,

the top choice was cable television with 37%, traditional billboards on the side of the road. Electronic billboards over the road received 29%.

⁷ Axis only goes to 60% for easier visualization.

Figure 14. Most Effective Top 3, 2024

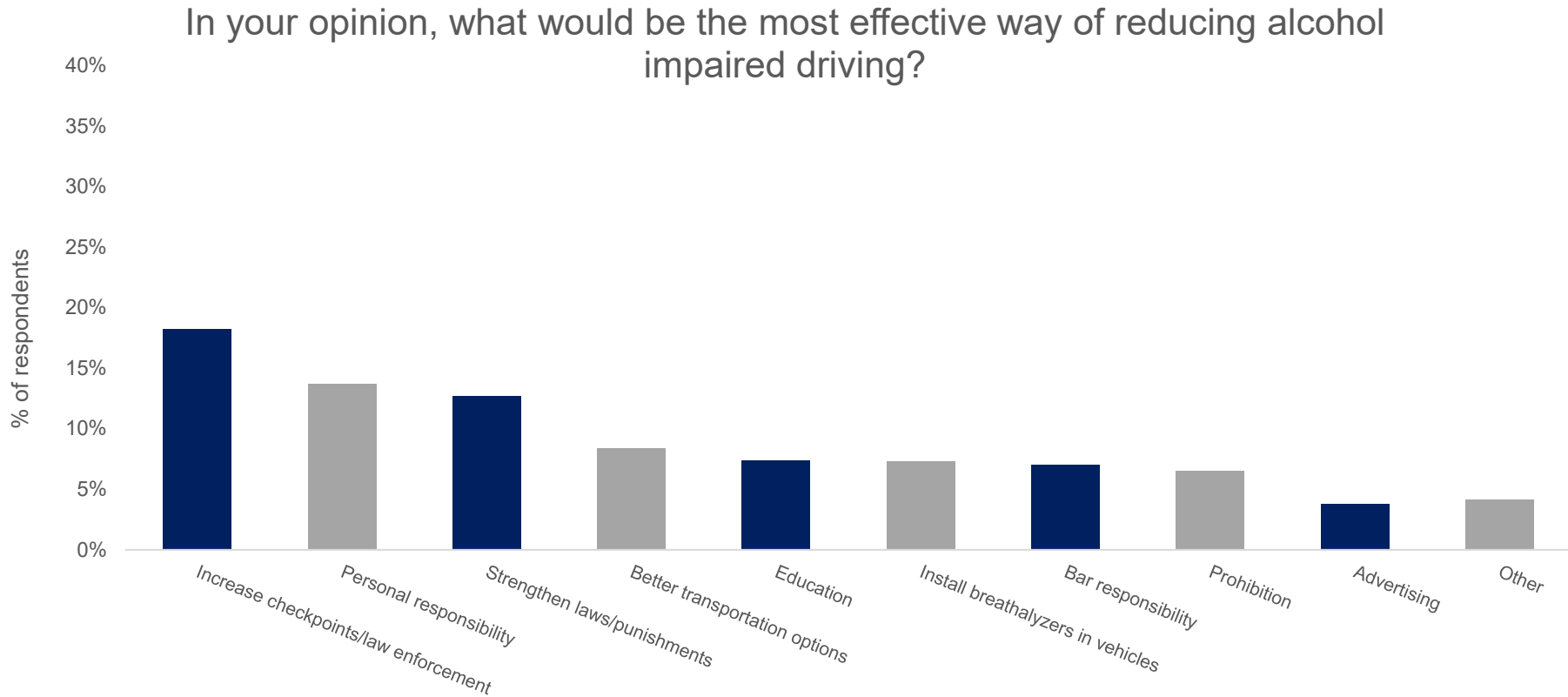
Top 3: In your opinion, what would be the most effective way of reducing alcohol impaired driving?



All respondents were asked what they believe would be the most effective method of reducing drunk driving. The infographic in Figure 14 above shows the top three responses in 2024.

The top response was increasing checkpoints and law enforcement with 18%, followed by personal responsibility with 14%, and strengthening laws and punishments with 13%.

Figure 15. Most Effective, 2024⁸



The “most effective” question is asked in an open-ended fashion, allowing respondents to respond freely without any interviewer suggestion. The responses were then analyzed and coded into 10 categories, shown above in Figure 15.

In addition to the top 3 mentioned above, honorable mentions were better transportation options with 8%, as well as education, installing breathalyzers, bar responsibility, and total prohibition, each with 7%. Four percent said advertising, and another 4% were coded into the “other” category.

⁸ Axis only goes to 40% for easier visualization.

Appendix I. Survey Results
DUI TOPLINES⁹

Which Florida county do you live in?¹⁰
n=1,506

Alachua	4% 66	Gilchrist	<1% 5
Baker	<1% 2	Glades	<1% 1
Bay	2% 36	Gulf	<1% 4
Bradford	<1% 3	Hamilton	<1% 2
Brevard	2% 29	Hardee	<1% 2
Broward	7% 107	Hendry	<1% 6
Calhoun	<1% 5	Hernando	1% 17
Charlotte	1% 10	Highlands	<1% 2
Citrus	<1% 6	Hillsborough	6% 84
Clay	1% 11	Holmes	<1% 5
Collier	2% 26	Indian River	1% 10
Columbia	1% 7	Jackson	2% 22
DeSoto	- 0	Jefferson	<1% 2
Dixie	1% 12	Lafayette	<1% 4
Duval	3% 47	Lake	1% 17
Escambia	4% 67	Lee	4% 57
Flagler	1% 8	Leon	4% 55
Franklin	<1% 5	Levy	1% 16
Gadsden	1% 9	Liberty	- 0

⁹ Percentages located in topline consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see "Methodology" section.

¹⁰ Unweighted percentages

Which Florida county do you live in (cont.)?¹¹

Madison	<1% 2	Putnam	<1% 5
Manatee	2% 23	St. Johns	1% 8
Marion	2% 24	St. Lucie	2% 22
Martin	1% 8	Santa Rosa	2% 36
Miami-Dade	10% 147	Sarasota	2% 27
Monroe	<1% 4	Seminole	1% 15
Nassau	1% 7	Sumter	1% 7
Okaloosa	1% 19	Suwannee	1% 13
Okeechobee	<1% 4	Taylor	<1% 5
Orange	4% 59	Union	<1% 1
Osceola	1% 18	Volusia	2% 36
Palm Beach	5% 82	Wakulla	<1% 5
Pasco	3% 41	Walton	1% 18
Pinellas	3% 46	Washington	<1% 5
Polk	4% 52		

¹¹ Unweighted percentages

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Passenger car	43% 634	37% 48	33% 29	39% 40	39% 34	42% 41	43% 94	48% 147	43% 54	42% 40	41% 45	41% 62
Pickup Truck	12% 207	20% 23	27% 28	17% 15	13% 11	17% 16	12% 25	10% 32	16% 19	17% 19	7% 9	8% 10
SUV	29% 430	25% 31	17% 21	28% 28	33% 30	25% 26	26% 56	33% 97	33% 42	26% 27	30% 34	24% 38
Mini van	4% 61	7% 5	3% 5	6% 4	4% 5	4% 3	7% 12	3% 9	1% 1	5% 4	8% 8	3% 5
Full-sized van	1% 17	2% 2	- 0	- 0	2% 2	4% 5	1% 3	<1% 1	- 0	- 0	- 0	3% 4
Motorcycle	1% 22	2% 2	7% 4	3% 3	2% 1	<1% 1	1% 4	- 0	2% 3	1% 1	1% 2	1% 1
Does not drive	2% 28	3% 5	7% 6	3% 2	1% 1	- 0	1% 2	2% 4	2% 2	1% 1	1% 2	2% 3
Other	8% 100	5% 5	7% 7	6% 5	6% 6	8% 7	6% 14	4% 10	4% 4	8% 8	12% 11	18% 23
Don't Know/ Refusal	1% 7	<1% 1	- 0	- 0	1% 1	- 0	2% 3	- 0	1% 1	- 0	- 0	1% 1

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
None	62% 923	63% 76	72% 70	62% 57	75% 65	71% 69	60% 125	53% 156	67% 82	57% 56	71% 74	65% 93
1-2 days	24% 377	22% 26	24% 24	32% 32	16% 15	21% 20	22% 51	31% 94	18% 25	27% 26	18% 25	25% 39
3-4 days	8% 114	7% 8	3% 3	3% 4	4% 5	4% 5	13% 26	9% 29	8% 10	7% 8	7% 7	6% 9
5-6 days	2% 37	3% 4	<1% 1	3% 2	1% 1	4% 3	3% 5	4% 12	1% 2	2% 2	1% 1	3% 4
All 7 days	3% 45	5% 7	<1% 2	<1% 1	3% 3	<1% 1	2% 4	4% 9	5% 6	6% 7	3% 3	1% 2
Don't Know/ Refusal	1% 10	<1% 1	- 0	<1% 1	2% 2	<1% 1	1% 2	- 0	1% 1	1% 1	1% 1	- 0

[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=924	Pensacola n=76	Panama City n=70	Tallahassee n=57	Jacksonville n=65	Gainesville n=69	Orlando n=126	Tampa n=156	West Palm Beach n=82	Fort Myers n=56	Broward/Monroe n=74	Miami-Dade n=93
Occasionally consumed	44% 420	49% 40	40% 29	38% 24	40% 25	41% 31	43% 55	47% 77	44% 37	47% 26	43% 33	43% 43
Not consumed any at all	56% 503	51% 36	60% 41	62% 33	59% 39	59% 38	57% 71	53% 79	56% 45	53% 30	57% 41	57% 50
Don't Know/ Refusal	<1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 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=1,003	Pensacola n=86	Panama City n=59	Tallahassee n=64	Jacksonville n=52	Gainesville n=61	Orlando n=142	Tampa n=221	West Palm Beach n=81	Fort Myers n=70	Broward/Monroe n=70	Miami-Dade n=97
Yes	16% 166	5% 5	11% 6	24% 14	17% 9	20% 12	17% 24	18% 43	12% 11	18% 12	17% 12	17% 18
No	84% 835	95% 81	89% 53	76% 50	82% 42	80% 48	84% 118	82% 178	89% 70	82% 58	83% 58	83% 79
Don't Know/ Refusal	<1% 2	- 0	- 0	- 0	1% 1	<1% 1	- 0	- 0	- 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? * Age**

	Total n=1,003	18-24 n=115	25-34 n=202	35-44 n=165	45-54 n=158	55-64 n=170	65+ n=185
Yes	16% 166	16% 20	25% 53	25% 50	21% 34	17% 26	17% 38
No	84% 835	84% 97	74% 176	74% 147	79% 135	83% 147	81% 190
Don't Know/ Refusal	<1% 2	- 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=166**

Bar/Tavern/Club	24% 41
Restaurant	37% 58
Friend's home/party at friend's home	13% 21
Your home/party at your home	11% 21
Wedding/special event	2% 3
Other	5% 8
Don't Know/ Refusal	9% 14

[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=166

Well below the legal limit for drinking and driving	55% 91
Just below the legal limit	33% 54
Just over the legal limit	6% 9
Well over the legal limit	5% 10
Don't Know/ Refusal	1% 2

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Almost Certain	21% 291	27% 35	20% 17	9% 9	18% 16	9% 10	19% 39	23% 62	19% 25	17% 19	12% 12	35% 47
Very Likely	18% 282	18% 22	17% 18	21% 22	10% 9	17% 18	19% 43	21% 63	14% 16	22% 23	18% 19	18% 29
Somewhat Likely	18% 261	17% 19	10% 11	18% 15	14% 13	17% 16	20% 43	20% 64	21% 28	14% 14	15% 18	14% 20
Somewhat Unlikely	14% 226	12% 17	10% 10	24% 25	15% 15	13% 14	15% 32	17% 55	14% 16	10% 11	7% 9	16% 22
Very Unlikely	19% 297	18% 21	27% 26	24% 21	23% 23	30% 26	18% 37	13% 39	21% 25	21% 20	34% 40	11% 19
Don't Know/ Refusal	10% 149	8% 8	17% 18	6% 5	19% 15	13% 15	9% 19	6% 17	12% 16	17% 13	15% 13	7% 10

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=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
More Likely	49% 725	44% 52	48% 48	38% 40	44% 42	50% 47	50% 101	57% 166	48% 60	47% 50	43% 46	48% 73
Less Likely	12% 195	14% 19	17% 19	15% 14	14% 13	17% 16	14% 30	7% 25	12% 15	14% 15	14% 13	10% 16
About as Likely	32% 492	34% 43	28% 26	44% 40	29% 24	25% 27	33% 73	33% 102	35% 45	25% 24	33% 41	34% 47
Don't Know/ Refusal	7% 94	9% 8	7% 7	3% 3	14% 12	8% 9	4% 9	3% 7	5% 6	14% 11	10% 11	8% 11

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

	Total Sample n=1,003	Pensacola n=86	Panama City n=59	Tallahassee n=64	Jacksonville n=52	Gainesville n=61	Orlando n=142	Tampa n=221	West Palm Beach n=81	Fort Myers n=70	Broward/Monroe n=70	Miami-Dade n=97
More Often	1% 15	- 0	- 0	<1% 1	1% 1	<1% 1	1% 2	1% 4	2% 2	1% 1	- 0	2% 3
Less Often	45% 496	52% 49	50% 29	46% 30	23% 10	44% 28	46% 79	52% 137	44% 35	39% 29	33% 24	45% 46
About the Same	50% 578	46% 51	45% 32	50% 38	69% 37	50% 35	51% 90	43% 113	50% 49	54% 41	61% 42	47% 50
Don't Know/ Refusal	5% 48	2% 3	5% 3	4% 2	7% 4	6% 4	3% 5	5% 10	4% 4	6% 3	6% 4	6% 6

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
More Often	10% 154	10% 13	7% 6	3% 5	12% 11	8% 9	8% 18	11% 31	7% 10	14% 15	14% 16	13% 20
Less Often	33% 497	33% 45	37% 34	31% 29	25% 25	21% 22	41% 85	40% 120	31% 36	32% 32	19% 24	30% 45
About the Same	44% 677	42% 49	43% 46	57% 55	46% 40	50% 49	44% 95	42% 130	41% 53	37% 40	50% 56	44% 64
Don't Know/ Refusal	13% 178	15% 15	13% 14	9% 8	18% 15	21% 19	8% 15	7% 19	21% 27	16% 13	17% 15	13% 18

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Very strictly	42% 607	51% 64	52% 49	29% 26	39% 37	36% 32	37% 76	44% 128	52% 61	42% 43	35% 35	41% 56
Somewhat strictly	33% 527	32% 36	32% 33	46% 46	33% 32	40% 41	37% 79	35% 108	26% 35	34% 35	34% 38	27% 44
Not very strictly	11% 173	12% 16	3% 5	14% 14	11% 10	8% 8	16% 33	11% 35	5% 7	11% 12	12% 15	12% 18
Rarely	4% 57	2% 2	3% 3	3% 3	2% 2	8% 7	3% 8	4% 13	4% 5	3% 3	5% 5	3% 6
Not at all	3% 36	2% 2	3% 3	- 0	5% 4	<1% 1	3% 6	2% 6	2% 3	1% 1	3% 4	5% 6
Don't Know/ Refusal	7% 106	2% 2	7% 7	9% 8	10% 6	8% 10	4% 11	4% 10	10% 15	8% 6	12% 14	11% 17

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=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Yes – Seen	9% 132	7% 10	10% 8	6% 7	8% 9	4% 6	4% 11	10% 28	8% 11	12% 13	8% 8	15% 21
Yes – Heard	21% 304	19% 23	27% 25	12% 12	14% 11	13% 14	20% 43	29% 89	18% 22	14% 15	16% 17	22% 33
Yes – Both	11% 173	12% 13	7% 10	9% 10	10% 10	13% 13	9% 18	12% 40	10% 14	12% 13	11% 13	12% 19
No	59% 884	61% 74	57% 55	74% 68	68% 60	71% 65	66% 140	50% 143	65% 79	61% 59	62% 70	48% 71
Don't Know/ Refusal	1% 13	2% 2	<1% 2	- 0	1% 1	<1% 1	<1% 1	- 0	- 0	- 0	3% 3	2% 3

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=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Yes	10% 151	5% 7	7% 6	6% 7	8% 9	8% 7	7% 16	11% 35	11% 15	18% 19	6% 8	15% 22
No	90% 1351	95% 115	94% 94	94% 90	92% 82	92% 91	93% 196	89% 265	89% 111	82% 81	93% 102	84% 124
Don't Know/ Refusal	0% 4	- 0	- 0	- 0	- 0	<1% 1	<1% 1	- 0	- 0	- 0	1% 1	1% 1

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Yes	14% 213	19% 23	13% 12	9% 9	10% 9	12% 11	18% 37	18% 54	16% 21	18% 19	7% 6	7% 12
No	85% 1288	81% 99	87% 88	91% 88	88% 81	84% 86	82% 176	81% 244	84% 105	83% 81	94% 105	93% 135
Don't Know/ Refusal	<1% 5	- 0	- 0	- 0	2% 1	4% 2	- 0	1% 2	- 0	- 0	- 0	- 0

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

	Total Sample n=1,506	Yes – Stopped n=159	No – Not Stopped n=843
Yes – Drove	14% 213	25% 40	15% 126
No – Did Not Drive	85% 1288	75% 119	85% 715
Don't Know/ Refusal	<1% 5	- 0	<1% 2

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Yes	8% 114	13% 16	10% 8	6% 5	4% 3	8% 7	9% 19	12% 31	10% 12	8% 8	4% 3	1% 2
No	91% 1382	87% 106	90% 92	94% 92	95% 87	89% 90	90% 192	87% 267	90% 113	91% 91	96% 108	98% 144
Don't Know/ Refusal	1% 10	- 0	- 0	- 0	2% 1	4% 2	1% 2	1% 2	1% 1	1% 1	- 0	1% 1

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

	Total Sample n=1,506	Yes – Arrested n=81	No – Not Arrested n=917
Yes – Drove	8% 114	22% 21	16% 144
No – Did Not Drive	91% 1382	78% 60	84% 771
Don't Know/ Refusal	1% 10	- 0	<1% 2

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=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Yes	54% 844	50% 65	58% 60	68% 67	49% 46	52% 56	54% 116	59% 183	51% 66	53% 54	53% 59	47% 72
No	46% 648	48% 55	42% 40	32% 30	50% 43	44% 39	46% 97	39% 114	49% 59	47% 46	45% 50	53% 75
Don't Know/ Refusal	1% 14	2% 2	- 0	- 0	2% 2	4% 4	- 0	2% 3	1% 1	- 0	2% 2	- 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=1,506	18-24 n=181	25-34 n=260	35-44 n=251	45-54 n=230	55-64 n=252	65+ n=316
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? * Age**

	Total n=844	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	37% 300	24% 30	40% 58	30% 48	41% 50	35% 46	42% 66
Streaming Television	14% 125	14% 17	20% 31	12% 22	15% 16	12% 21	11% 17
FM Radio	23% 215	14% 19	33% 55	30% 51	25% 35	22% 30	14% 25
Internet Radio/Pandora/Spotify/Soundcloud	9% 83	13% 16	16% 26	11% 17	6% 7	7% 11	5% 6
Newspaper/Magazine	7% 66	13% 14	6% 12	7% 11	6% 11	4% 8	8% 10
Sporting event	5% 48	10% 10	7% 12	3% 7	3% 7	4% 6	3% 6
Electronic amber alert style billboard	24% 211	20% 27	31% 47	26% 36	18% 26	25% 37	23% 36
Traditional billboard on the side of the road	34% 285	35% 40	47% 72	29% 46	30% 37	37% 50	27% 40
Portable electronic signs on the side of the road	16% 124	18% 21	19% 25	11% 18	10% 13	16% 24	18% 23
Poster	11% 90	16% 19	14% 22	6% 10	14% 16	9% 13	9% 10
Brochure	4% 37	6% 8	6% 10	2% 4	4% 6	4% 6	3% 3
Internet Videos	11% 98	20% 22	19% 28	15% 22	6% 11	4% 8	5% 7
Facebook	12% 103	9% 10	21% 32	19% 28	12% 15	8% 13	4% 5
Instagram	8% 72	22% 23	15% 24	7% 12	7% 6	4% 6	1% 1
Twitter/X	4% 39	9% 11	10% 15	3% 7	3% 3	1% 3	- 0
Gas Station	5% 36	3% 3	9% 11	4% 8	4% 5	3% 4	4% 5
Police Checkpoint	4% 31	2% 4	5% 10	3% 4	3% 4	5% 5	4% 4
Police Officers	4% 35	6% 6	7% 10	2% 6	2% 4	4% 5	2% 4
Other	4% 34	11% 11	4% 7	3% 4	3% 6	2% 2	2% 3
Don't Know/ Refusal	1% 11	- 0	1% 1	1% 1	3% 3	1% 1	2% 4

**[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=48**

Florida State University Seminoles	38% 19
University of Florida Gators	35% 18
University of Miami Hurricanes	31% 12
Miami Dolphins	44% 19
Miami Marlins	24% 11
Miami Heat	29% 13
Florida Panthers	31% 14
Homestead-Miami Speedway	13% 6
Tampa Bay Buccaneers	39% 15
Tampa Bay Rays	28% 10
Tampa Bay Lightning	30% 13
Tampa Bay Storm	11% 4
Orlando Magic	39% 15
Daytona Speedway	26% 10
Jacksonville Jaguars	23% 11
Other	11% 3

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?

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Advertising	4% 6	3% 5	7% 8	8% 3	2% 8	8% 5	3% 9	3% 7	5% 4	4% 6	5% 10	5% 71
Education	7% 5	5% 6	7% 11	11% 6	7% 9	8% 20	9% 18	6% 6	5% 11	12% 9	9% 12	8% 113
Increase Checkpoints/Law Enforcement	18% 26	18% 20	20% 21	19% 21	23% 21	25% 34	17% 49	16% 22	16% 18	16% 27	25% 27	18% 286
Better Transportation Options	8% 12	7% 5	7% 13	11% 10	10% 9	8% 19	9% 27	7% 12	10% 13	11% 9	7% 13	9% 142
Strengthen Laws/Punishments for Drunk Drivers	13% 18	17% 15	13% 8	8% 8	10% 10	8% 20	9% 46	17% 18	14% 9	8% 9	10% 25	16% 186
Install Breathalyzers in Vehicles	7% 9	7% 5	3% 7	8% 1	2% 2	4% 21	11% 22	8% 14	13% 6	6% 7	7% 3	2% 97
Prohibition	7% 8	10% 8	10% 2	3% 6	7% 4	4% 10	5% 21	7% 4	4% 5	6% 6	6% 13	10% 87
Bar Responsibility	7% 3	2% 3	3% 5	6% 5	6% 7	4% 19	8% 23	9% 10	8% 7	7% 10	8% 6	4% 98
Personal Responsibility	14% 17	15% 17	17% 7	8% 15	17% 9	8% 27	12% 37	13% 18	15% 13	15% 15	12% 21	16% 196
Other	4% 4	3% 6	3% 5	6% 7	8% 5	4% 11	5% 11	4% 4	3% 3	3% 4	3% 6	3% 66
Don't Know/Refusal	11% 14	13% 10	10% 10	11% 9	10% 15	17% 27	12% 37	13% 11	9% 11	10% 9	9% 11	9% 164

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Less than high school degree	6% 80	2% 2	10% 10	6% 6	9% 7	8% 7	6% 12	4% 11	6% 6	7% 6	7% 5	7% 8
High school graduate/GED	40% 508	46% 50	36% 31	31% 26	32% 25	32% 27	46% 85	47% 121	35% 39	32% 31	31% 28	37% 45
Currently in college/AA degree	22% 303	27% 31	19% 21	22% 18	35% 30	24% 21	15% 30	20% 55	19% 19	27% 25	26% 27	19% 26
Bachelor's degree	20% 393	19% 32	19% 23	22% 27	12% 15	20% 23	19% 53	21% 84	20% 33	20% 25	24% 33	24% 45
Graduate/post-graduate degree	11% 196	5% 6	7% 11	19% 20	12% 12	16% 19	12% 29	8% 28	16% 24	9% 11	10% 14	12% 22
Don't Know/ Refusal	2% 26	2% 1	10% 4	- 0	2% 2	<1% 2	2% 4	<1% 1	4% 5	4% 2	3% 4	1% 1

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
18-24	10% 181	5% 10	7% 12	9% 11	12% 13	8% 12	12% 31	7% 29	8% 13	6% 8	12% 18	13% 24
25-34	16% 260	12% 17	14% 12	14% 19	18% 18	15% 14	14% 30	17% 62	11% 17	16% 17	16% 19	21% 35
35-44	15% 251	13% 20	10% 12	9% 10	21% 21	12% 14	15% 38	11% 43	14% 20	16% 20	23% 30	14% 23
45-54	16% 230	17% 23	10% 13	11% 10	10% 10	12% 14	16% 33	18% 52	15% 18	21% 21	15% 13	16% 23
55-64	17% 252	17% 18	17% 18	26% 23	13% 11	19% 18	18% 37	20% 56	19% 23	12% 12	12% 14	16% 22
65+	26% 316	37% 34	38% 32	31% 24	24% 15	35% 27	25% 40	26% 57	31% 31	27% 21	23% 17	20% 18
Don't Know/ Refusal	1% 16	- 0	3% 1	- 0	2% 3	- 0	1% 4	<1% 1	2% 4	1% 1	- 0	1% 2

What is your racial/ethnic background? * DMA

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
White/Caucasian	51% 862	60% 82	74% 78	62% 63	59% 56	64% 69	51% 115	65% 203	55% 72	60% 63	29% 39	12% 22
Black/African American	15% 208	18% 22	10% 9	24% 23	18% 15	12% 11	13% 26	10% 29	15% 18	3% 4	27% 27	18% 24
Hispanic/Latino	26% 350	5% 8	13% 11	6% 7	13% 14	12% 13	25% 55	19% 56	18% 23	30% 29	37% 38	65% 96
Other	7% 58	10% 6	<1% 1	6% 3	8% 4	12% 6	8% 10	6% 10	7% 5	7% 4	7% 6	3% 3
Don't Know/ Refusal	2% 28	7% 4	3% 1	3% 1	2% 2	- 0	3% 7	1% 2	5% 8	- 0	1% 1	1% 2

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

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
English	81% 1258	95% 117	93% 93	97% 93	83% 74	96% 92	86% 179	92% 276	81% 103	80% 81	68% 78	50% 72
Spanish	15% 195	2% 2	7% 6	3% 3	13% 13	4% 6	9% 23	5% 16	12% 14	19% 18	25% 25	47% 69
Creole	1% 12	- 0	- 0	- 0	2% 1	- 0	1% 2	1% 2	2% 2	- 0	2% 2	2% 3
Other	2% 32	2% 2	<1% 1	<1% 1	2% 2	- 0	4% 8	2% 6	2% 3	1% 1	5% 6	1% 2
Don't Know/ Refusal	1% 9	2% 1	- 0	- 0	1% 1	<1% 1	<1% 1	- 0	3% 4	- 0	- 0	1% 1

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

	Total Sample n=953	Pensacola n=60	Panama City n=80	Tallahassee n=75	Jacksonville n=91	Gainesville n=85	Orlando n=101	Tampa n=100	West Palm Beach n=91	Fort Myers n=70	Broward/Monroe n=100	Miami-Dade n=100
Landline	2% 14	- 0	<1% 1	<1% 1	2% 1	<1% 1	2% 1	2% 1	2% 2	3% 2	2% 3	2% 1
Cell	97% 925	97% 59	100% 79	100% 74	98% 89	100% 84	98% 99	96% 97	95% 86	96% 67	94% 93	98% 98
Don't Know/ Refusal	2% 14	3% 1	- 0	- 0	1% 1	- 0	1% 1	2% 2	4% 3	1% 1	3% 4	1% 1

Sex of respondent * DMA

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Male	49% 705	48% 54	45% 44	53% 52	55% 49	40% 40	55% 114	42% 122	47% 57	51% 50	49% 51	51% 72
Female	51% 797	53% 68	48% 54	47% 45	45% 42	60% 59	44% 99	57% 176	53% 69	50% 50	51% 60	49% 75
Don't Know/ Refusal	<1% 4	- 0	3% 2	- 0	- 0	- 0	<1% 0	1% 2	- 0	- 0	- 0	- 0

Language [Interviewer Identify] * DMA

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
English	91% 1397	100% 122	97% 95	100% 96	93% 86	96% 96	94% 198	98% 292	91% 116	86% 86	88% 99	74% 111
Spanish	9% 109	- 0	3% 5	<1% 1	7% 5	4% 3	6% 15	2% 8	9% 10	14% 14	12% 12	26% 36

Survey Mode

	Total Sample n=1,506	Pensacola n=122	Panama City n=100	Tallahassee n=97	Jacksonville n=91	Gainesville n=99	Orlando n=213	Tampa n=300	West Palm Beach n=126	Fort Myers n=100	Broward/Monroe n=111	Miami-Dade n=147
Phone	61% 953	50% 60	80% 80	79% 75	100% 91	84% 85	46% 101	33% 100	70% 91	71% 70	89% 100	68% 100
Online	39% 553	50% 62	20% 20	21% 22	- 0	16% 14	54% 112	67% 200	31% 35	29% 30	11% 11	32% 47

Appendix II. Survey Instrument 2024

INTRODUCTION

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

S1) Are you 18 years of age or older?

- 1. Yes
- 2. No **[END SURVEY]**

LANG) INTERVIEWER IDENTIFIED

- 1. **Survey in Spanish**

INFORMED CONSENT

Thank you for your time. These questions should take less than 10 minutes to complete. Your participation is voluntary. Your identity is unknown, and each 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 | 20 Gilchrist | 39 Madison |
| 2 Baker | 21 Glades | 40 Manatee |
| 3 Bay | 22 Gulf | 41 Marion |
| 4 Bradford | 23 Hamilton | 42 Martin |
| 5 Brevard | 24 Hardee | 43 Miami-Dade |
| 6 Broward | 25 Hendry | 44 Monroe |
| 7 Calhoun | 26 Hernando | 45 Nassau |
| 8 Charlotte | 27 Highlands | 46 Okaloosa |
| 9 Citrus | 28 Hillsborough | 47 Okeechobee |
| 10 Clay | 29 Holmes | 48 Orange |
| 11 Collier | 30 Indian River | 49 Osceola |
| 12 Columbia | 31 Jackson | 50 Palm Beach |
| 13 DeSoto | 32 Jefferson | 51 Pasco |
| 14 Dixie | 33 Lafayette | 52 Pinellas |
| 15 Duval | 34 Lake | 53 Polk |
| 16 Escambia | 35 Lee | 54 Putnam |
| 17 Flagler | 36 Leon | 55 St. Johns |
| 18 Franklin | 37 Levy | 56 St. Lucie |
| 19 Gadsden | 38 Liberty | 57 Santa Rosa |



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- | | | |
|-------------|-------------------------|--------------------------------|
| 58 Sarasota | 64 Volusia | 88 Don't Know
[VOLUNTEERED] |
| 59 Seminole | 65 Wakulla | 99 Refusal
[VOLUNTEERED] |
| 60 Sumter | 66 Walton | |
| 61 Suwannee | 67 Washington | |
| 62 Taylor | 68 Doesn't live in Fla. | |
| 63 Union | | |

[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?

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

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 [VOLUNTEERED]
2. Restaurant [VOLUNTEERED]
3. Sporting event [VOLUNTEERED]
4. Friend’s home/party at friend’s home [VOLUNTEERED]
5. Your home/party at your home [VOLUNTEERED]
6. Wedding/special event [VOLUNTEERED]
7. Other: _____ [VOLUNTEERED]
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 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 [WEB- Below is 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/X
16. Gas station
17. Police checkpoint
18. Police officers
19. Other: _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF PULLEDSEE = 6]

SPORTS) I'm going to read you a list [WEB- Below is 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
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.