Florida 2020
Pedestrian and Bicyclist Safety Awareness Survey

Florida Department of Transportation

Report
September 2020

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Pedestrian and Bicyclist Safety Awareness Survey

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

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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, across 58,560 square miles. According to the U.S. Census Bureau's American Community Survey (ACS) 2019 estimates, Florida has a population of 17,245,782 individuals 18 years or older. The approximate racial/ethnic breakdown is 53% white, 15.2% black, 26.4% Hispanic/Latino origin, and 2.7% Asian. FDOT's 2019 Public Road Mileage and Travel (DVMT) Report counts a total of 123,105 miles of public roads in the state of Florida, including interstate, state, county, and city roads.

Project Background

The Florida Department of Transportation (FDOT) first implemented the *Alert Today Alive Tomorrow* media campaign in the summer of 2012. The purpose of the Alert Today Alive Tomorrow media campaign is to increase awareness of pedestrian and bicyclist laws and share safety tips with the purpose of decreasing pedestrian and bicycle crashes, injuries, and fatalities. The *Alert Today* campaign includes the following five safety messages:

- ➢ "Alert Today, Alive Tomorrow"
- ➢ "Alert Tonight, Alive Tomorrow"
- ➢ "One Foolish Act"
- ➢ "Every Life Counts"
- ➢ "Safety Doesn't Happen by Accident"

The *Alert Today* campaign also includes messaging about using crosswalks and sidewalks, distracted walking, bicycling in the direction of traffic, distracted driving, reducing fatalities to zero, and being visible at night.

Florida has historically ranked among the highest in pedestrian and bicyclist fatalities in the United States. According to the Governors Highway Safety Association's report on Pedestrian Traffic Fatalities, Florida ranked third in the country in 2018 for pedestrian fatality rates, at 3.3 per 100,000 population. In addition, Florida had the highest rate of bicyclist fatality in 2018 at 0.76 per 100,000 population according to the NHTSA, compared to the national average of 0.262.

Methodology

Study Purpose

FDOT contracted the Public Opinion Research Lab (PORL) at the University of North Florida to evaluate the effectiveness of the pedestrian and bicyclist safety media campaigns. In order to accomplish this, PORL conducted a survey of respondents in the top 25 Florida counties in pedestrian and bike fatalities. The survey measured respondents' awareness of the various campaign slogans, as well as self-reported behavior associated with pedestrian and bicyclist safety.

Study Design

This study utilized a multi-modal design, incorporating both telephone and online surveys. The telephone portion of the project garnered a total of 546 completed surveys between August 19 and September 24, 2020. Interviews were conducted between 4:00 and 9:00 P.M., seven days a week.

Data collection took place PORL's facility, as well as remotely, using specialized Computer Assisted Telephone Interviewing (CATI) software. A sample of the polling universe, consisting of Florida residents, was selected using Random-Digit-Dialing methodology for both landlines and cell phones. Upon answering, the first eligible respondent was asked to participate. The breakdown of completed surveys on cell phones to landlines was 88% to 10%, with 1% refusing to answer.

The telephone sample had a response rate of 10.2%, calculated using The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3), which estimates of what proportion of cases of unknown eligibility are truly eligible.

The study has an overall credibility interval of +/- 2.0 percentage points. Credibility interval is calculated as:

$$\bar{y} \pm 1/\sqrt{n}$$

It is important to note that, due to smaller sample sizes, the observations made between counties have a greater credibility interval, indicating a greater degree of uncertainty toward the true population than that of the entire sample. Table 1 displays the credibility intervals for each of the 25 counties surveyed.

The online portion of the study was conducted between September 9 and 24, 2020, and produced 1,934 completed surveys. Dynata provided the telephone numbers used in the phone survey, and administered the online survey to their online panel using Qualtrics.

In order to adjust for oversampling of smaller media markets and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for the over-sampled counties across the state. Smaller counties that were oversampled needed to have their values adjusted downward so as not to bias the statewide results. Conversely, larger counties needed to have their values adjusted upward. Second, in order to ensure that the results presented were reflective of the adult population of these 25 Florida counties, the total sample was weighted by age, sex, race, and education to the estimated 2019 American Community Survey for the adult population of the 25 Florida counties. If a respondent gave a response of "Don't Know" or "Refusal" to any of the demographic questions, they

were assigned their county weight. There were no statistical adjustments made due to design effects.

Limitations

Due to the increasing spread and threat from the COVID-19 outbreak, the University of North Florida closed its campus to students and nonessential faculty and staff. Without the ability to meet physically in the lab, PORL staff implemented the survey remotely, using specialized Computer Assisted Telephone Interviewing (CATI) software. The transition from in-person to remote work required staff to quickly adapt to new technical and logistical challenges, which briefly slowed project progress. In order to mitigate these difficulties, PORL implemented a multi-modal research design in 2020, incorporating an additional online survey. While PORL made every effort to limit the effects of the COVID-19 outbreak on the project's methodology, implementation, and outcomes, it is worth noting that any unplanned departure from previous years' methodology is less than ideal.

Another thing to consider is the dramatic decrease in traffic due to stay-at-home orders and more people working remotely. With fewer people traveling on the roads that FDOT normally uses to advertise its enforcement and safety campaigns, via billboards or electronic signs on the side of the road, respondents may have had less exposure to these safety messages.

Table 1.

| Florida County	Credibility Interval
Alachua	+/- 10.0
Bay	+/- 10.0
Brevard	+/- 9.9
Broward	+/- 10.0
Collier	+/- 9.9
Duval	+/- 9.9
Escambia	+/- 10.0
Hillsborough	+/- 10.0
Lake	+/- 10.0
Lee	+/- 10.0
Leon	+/- 10.0
Manatee	+/- 10.0
Marion	+/- 10.0
Miami-Dade	+/- 10.1
Monroe	+/- 12.1
Orange	+/- 10.0
Osceola	+/- 10.0
Palm Beach	+/- 10.0
Pasco	+/- 10.0
Pinellas	+/- 10.0
Polk	+/- 10.0
Sarasota	+/- 10.0
Seminole	+/- 10.1
St. Lucie	+/- 10.0
Volusia	+/- 10.0
TOTAL	+/- 2.0

As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations. For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Summary of Findings

PORL conducted the pedestrian and bicyclist safety survey for FDOT in 2019 and 2020, with some changes. The two safety campaign messages that were included in both survey years, "Alert Tonight, Alive Tomorrow," and "One Foolish Act," both saw increases in overall awareness in 2020. The infographic below shows the overall awareness rates for each of the five slogans. The figures on the following pages display the data from the 2020 survey, as well as longitudinal data from 2019 and 2020, where applicable.

Figure 1. PED, 2019-2020

During a typical week, how many hours do you spend walking on a sidewalk or roadway?
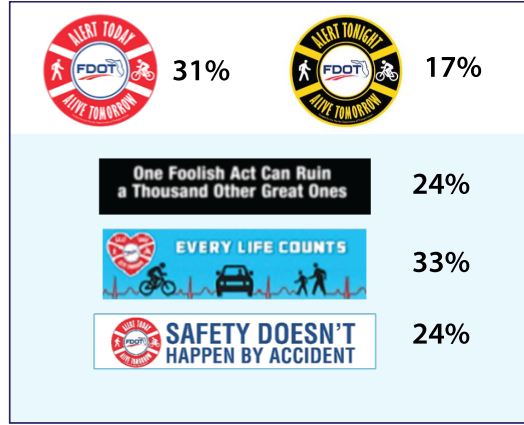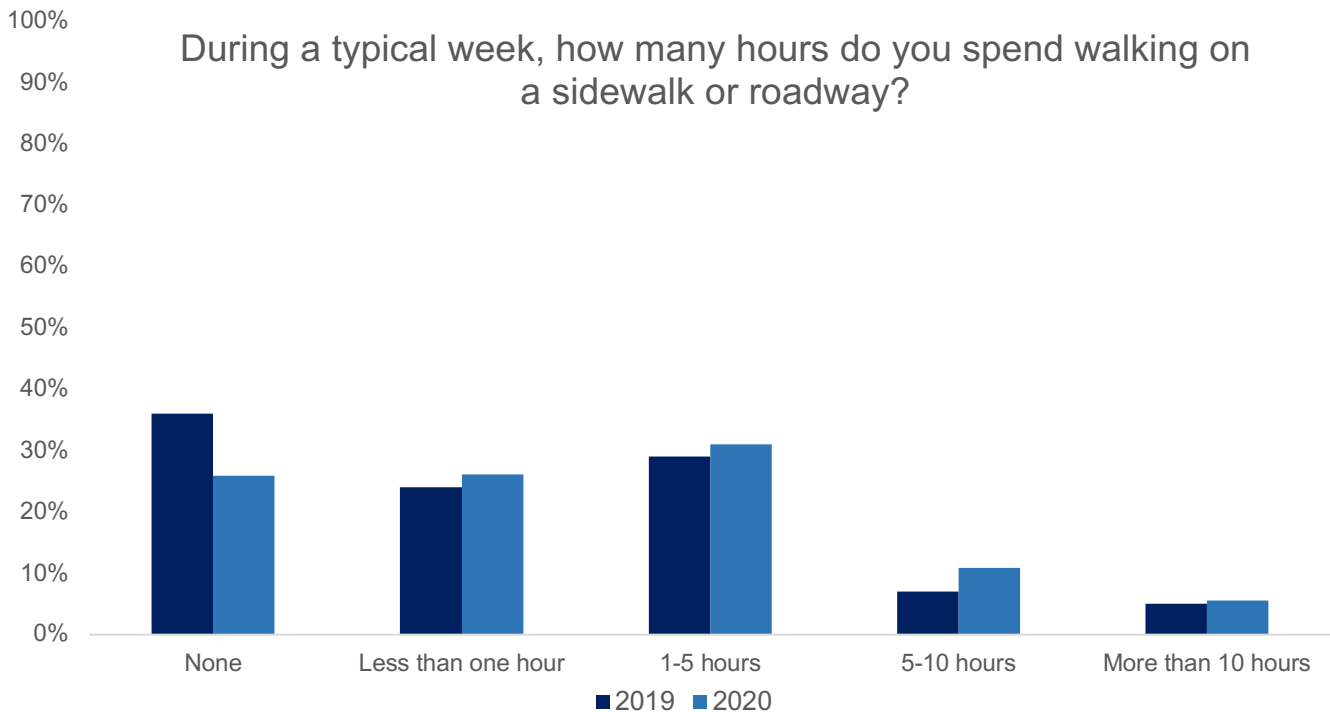
Respondents were asked how many hours they spend walking on a sidewalk or roadway in a typical week. Figure 1 displays the responses to this question for 2019 and 2020. The percentage of respondents who indicated they do not walk at all in a typical week has decreased from 36% in 2019 to 26% in 2020. The category with the most responses was 1-5 hours in 2020, which increased from 29% to 31%. The percentage of respondents who indicated they walk between 5 and 10 hours per day also increased by 4 percentage points in 2020, and more than 10 hours increased by one point. These changes could potentially be as a result of COVID-19 and the increases in quarantining and individuals working from home.

Figure 2. Ped Behaviors, 2019-2020

When you walk during the night, do you do anything to make yourself more visible to motorists?
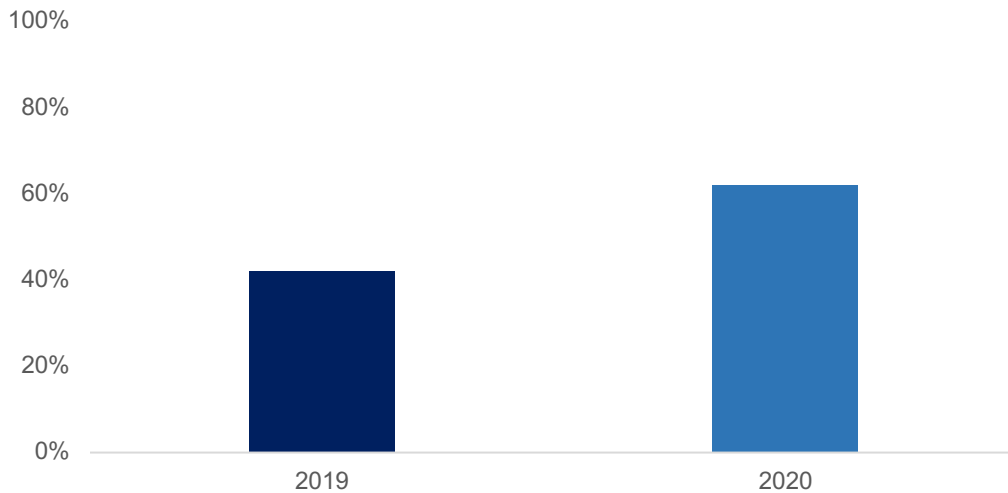
In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"?
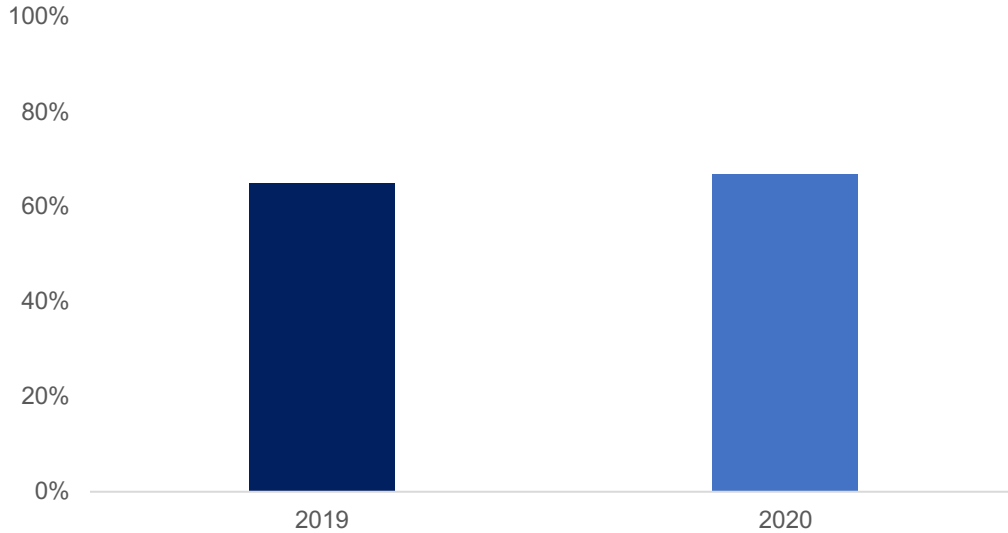
Respondents who indicated they walk during a typical week were then asked questions regarding their behavior when walking. Among those who walk at night, 62% said they do something to make themselves more visible to motorists, compared to just 42% in 2019.

Respondents were also asked whether, in the past year, they had crossed at a crosswalk when the sign said, "do not cross." The percentage of respondents who indicated they had crossed increased slightly in 2020 from 65% to 67%.

Figure 3. BEACON Infographic
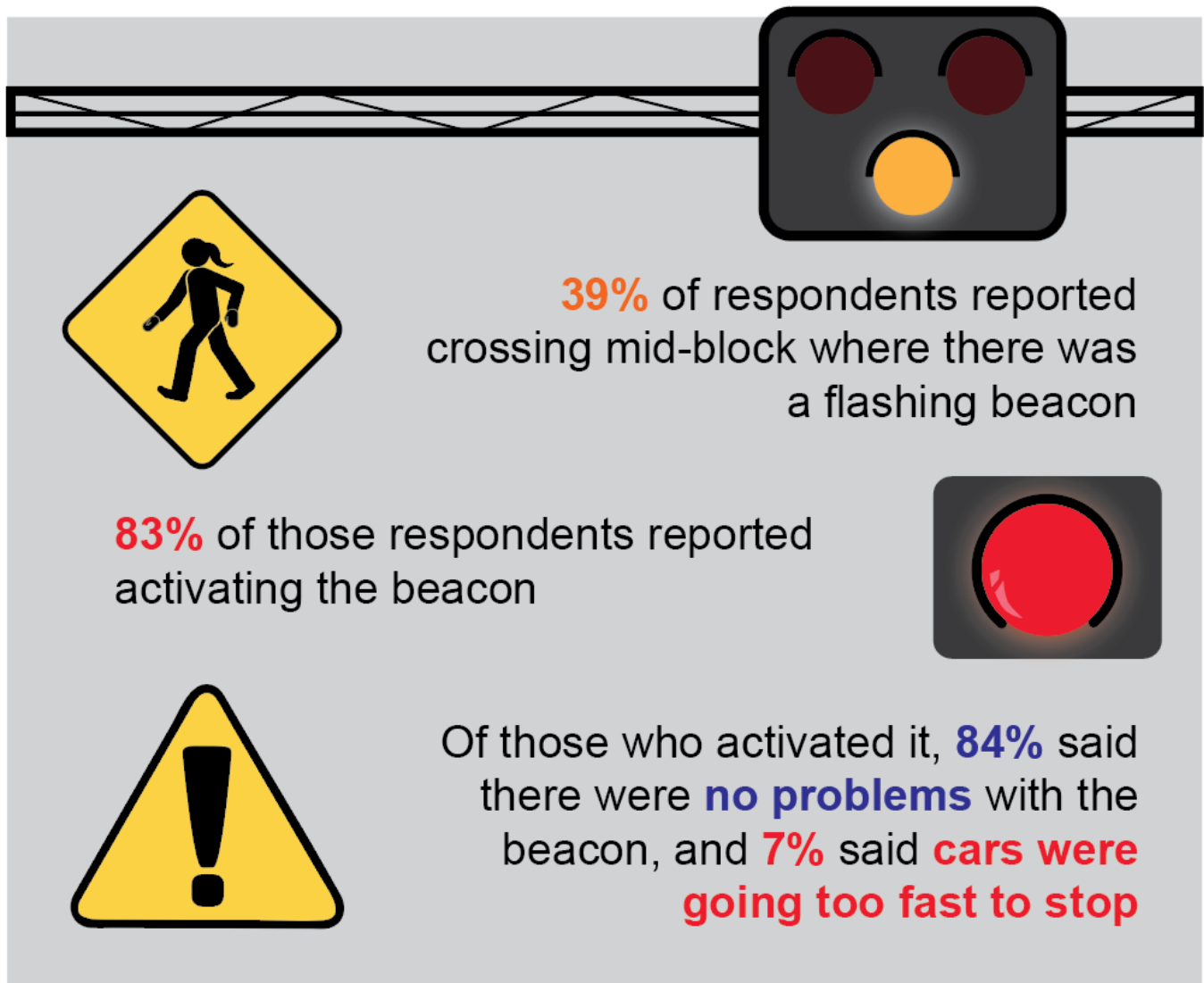
Figure 3 displays responses to questions regarding mid-block crossings with flashing beacons. Overall, 39% indicated they had crossed the street where there was a flashing beacon. Respondents who answered yes to this question were then asked whether they activated the beacon, to which 83% responded that they had. Those individuals were then asked an open-ended question regarding whether they had encountered any problems with the beacon, which was then recoded into several responses. Of these individuals, 84% said they had no problem with the beacon. The most popular complaint after "no problems" was that when they activated the beacon, cars were going too fast to stop in time, at 7%. Following closely at 5% were the respondents who indicated there was a problem but did not specify. Other responses included "didn't work" and "took too long," at 2% and 1%, respectively.

Figure 4. BIKE, 2019-2020

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

■2019 ■2020
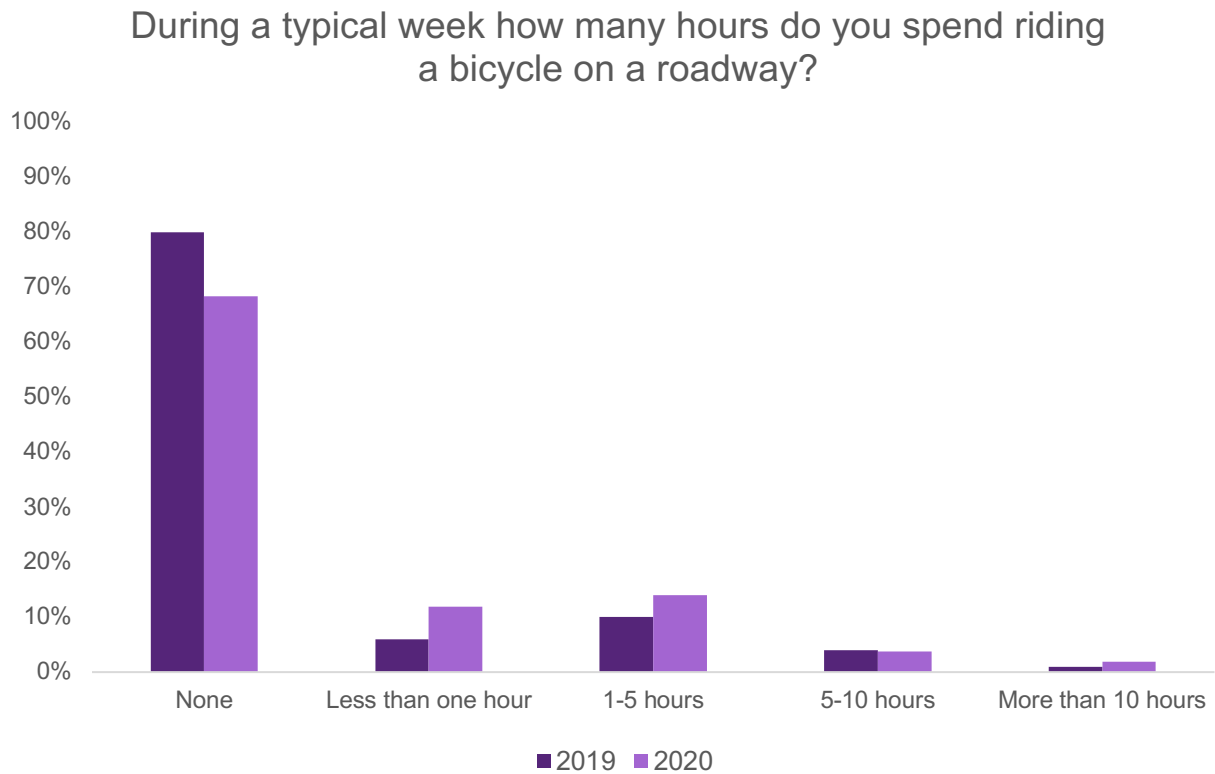
Figure 5. Bike Behavior Infographic

82% of respondents reported using a bike light at night

59% said they wear a helmet more than half the time

73% said they ride in the same direction as traffic

78% reported stopping at red lights and stop signs all or most of the time
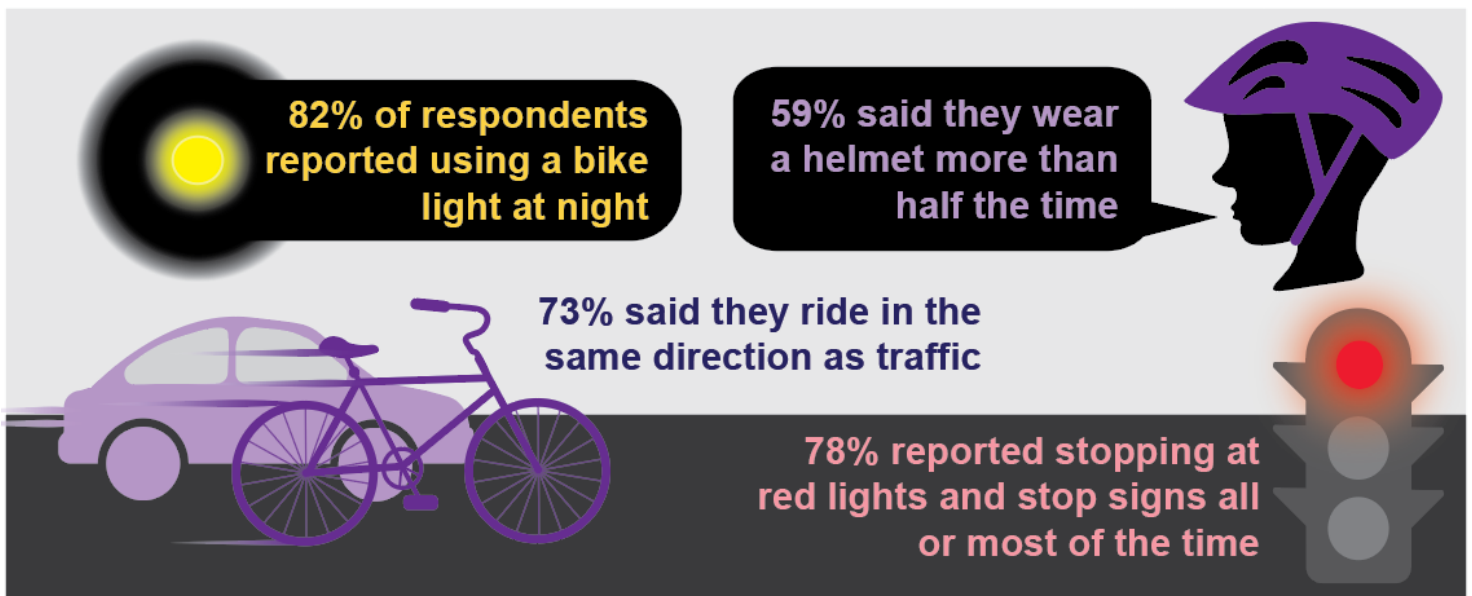
Respondents were then asked about their behavior as it relates to bicycling. They were asked how many hours they spend riding a bike on a roadway during a typical week, displayed in Figure 4. Similar to the walking question, the percentage of respondents who indicated they do not bike at all decreased in 2020 from 80% to 68%. However, this was still the largest category of respondents, with those who bike between 1 and 5 hours in a distant second place at 14%. Bike riders who ride at night were asked if they use a bike light, to which 82% said "yes." Most bike riders indicated they ride in the same direction as traffic and stop at red lights and stop signs all or most of the time. Again, much like the increase in respondents walking, the pandemic likely has influenced these numbers, as well.

Figure 6. Bike Behavior 2019-2020

Bicycle Safety Behaviors 2019-2020
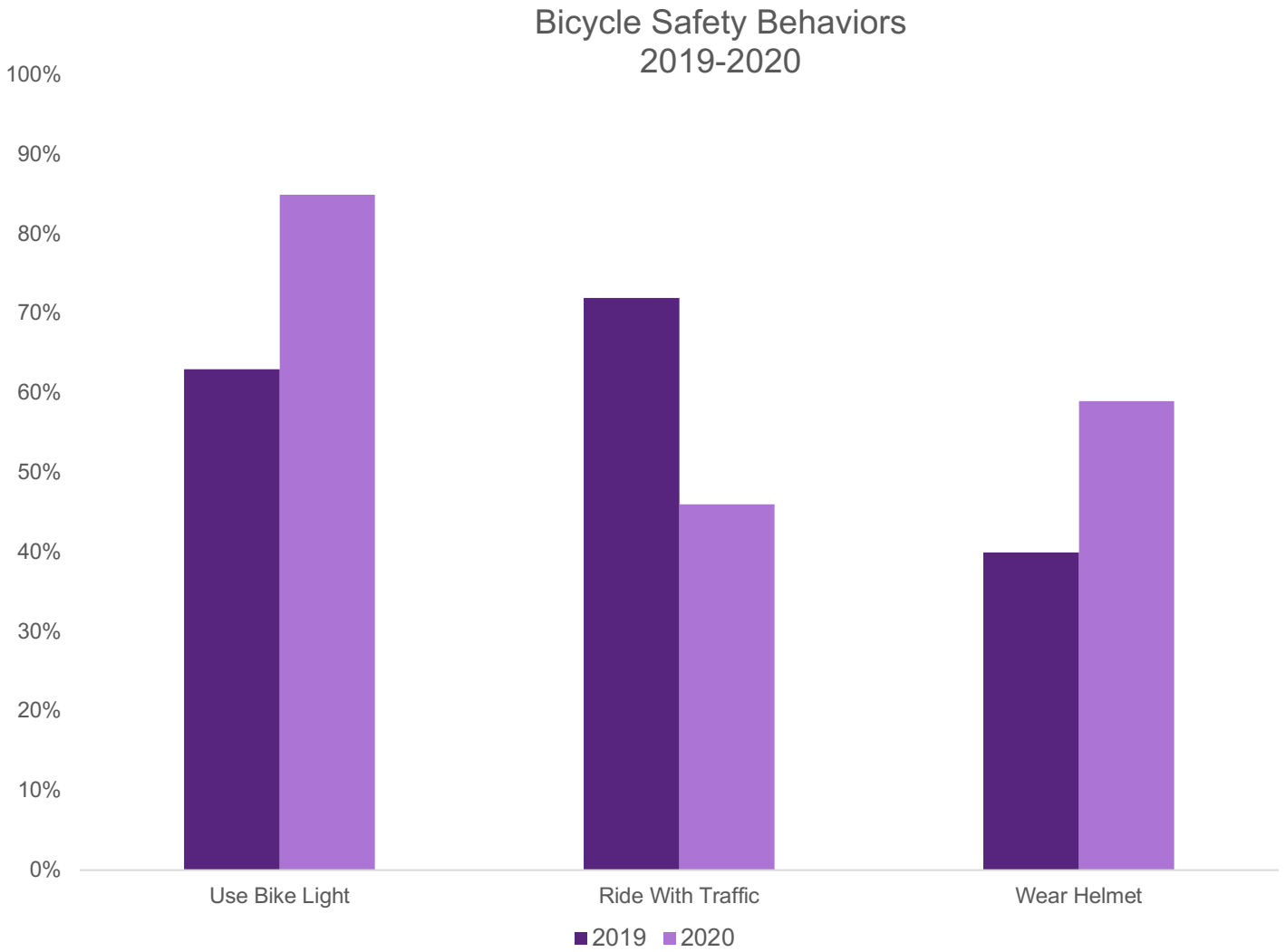
Figure 6 shows the responses to bike behavior questions in 2019 and 2020. The percentage of respondents who indicated they use a bike light at night increased markedly from 63% to 85% in 2020. Similarly, respondents who indicated they wear a helmet all or most of the time increased by 19 percentage points, from 40% to 59%. Those who stated they ride in the same direction as traffic, however, saw a sharp decline of 26 percentage points between 2019 and 2020.

Figure 7. Driving Behavior Infographic

86% of respondents indicated they stop for pedestrians at mid-block crossings either **all** or **most** of the time.

84% of respondents said they come to a complete stop, and look left and right, before running right on red, either **all** or **most** of the time.
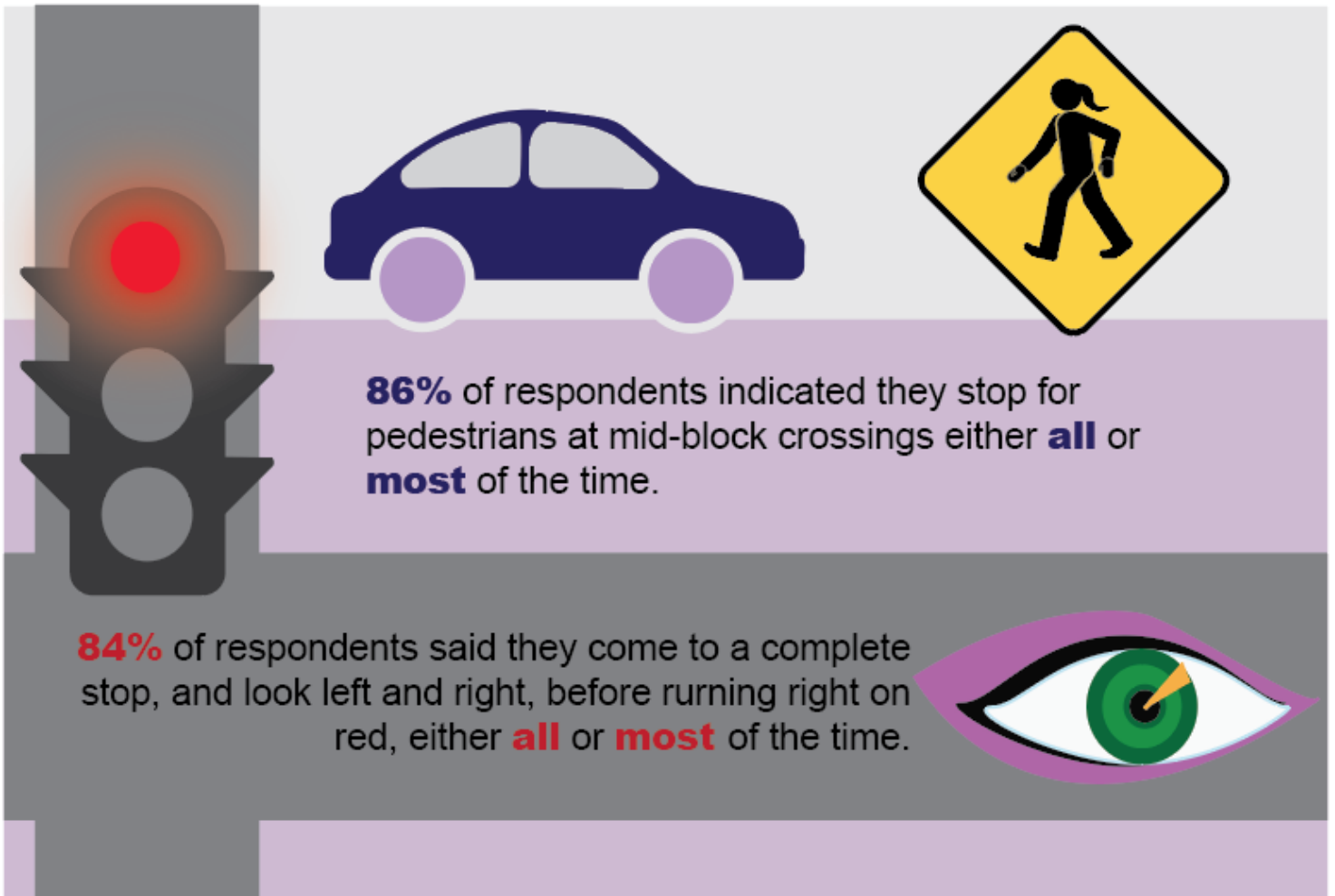
All respondents were asked about their driving habits as they relate to pedestrian and bicyclist safety, displayed in Figure 7 above. When asked whether they stop for pedestrians crossing the street mid-block, 86% of respondents said they do all or most of the time. They were then asked how often, when turning right on red, they come to a complete stop, and look left and right. Eighty-four percent stated they do so either all or most of the time.

Figure 8. Florida Laws

According to Florida Law…

How many feet are required between a bicyclist and driver?

39%
61%
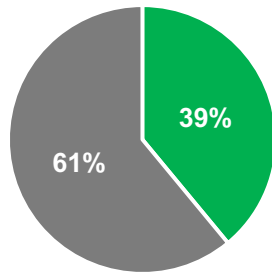
■ Corrrect (3 Ft.) ■ Incorrect

Are drivers required to stop for pedestrians in both intersections and mid-block crosswalks?

16%
84%
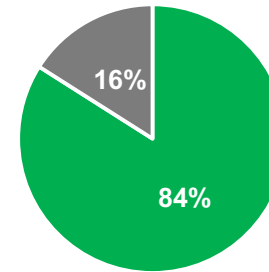
■ Correct (Yes) ■ Incorrerct

Where are pedestrians required to walk when no sidewalk is available?

49% 51%
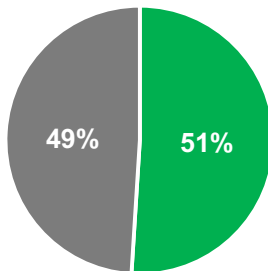
■ Correct (Facing Traffic) ■ Incorrerct

Are all intersections implied crosswalks, even when no lines are painted?

41%
59%
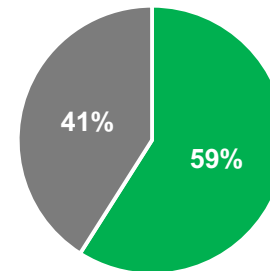
■ Correct (Yes) ■ Incorrerct

Figure 8 shows the percentages of respondents who answered questions regarding Florida safety laws correctly. First, they were asked how many feet are required between a driver and bicyclist when a driver is passing. Thirty-nine percent of respondents correctly answered that the law requires three feet. When asked whether drivers are required to stop for pedestrians at mid-block crosswalks as well as intersections, 84% responded correctly. About half (51%) of respondents answered correctly when asked where pedestrians are required to walk when no sidewalk is available, which is on the shoulder, facing traffic. Finally, respondents were asked if crosswalks were implied at all intersections, even when there are no painted lines on the road. Fifty-nine percent of respondents answered yes, which is the correct answer.

Figure 9. Safety Campaigns x PED/BIKE Frequency

In the past year, have you seen or heard a safety message that said...
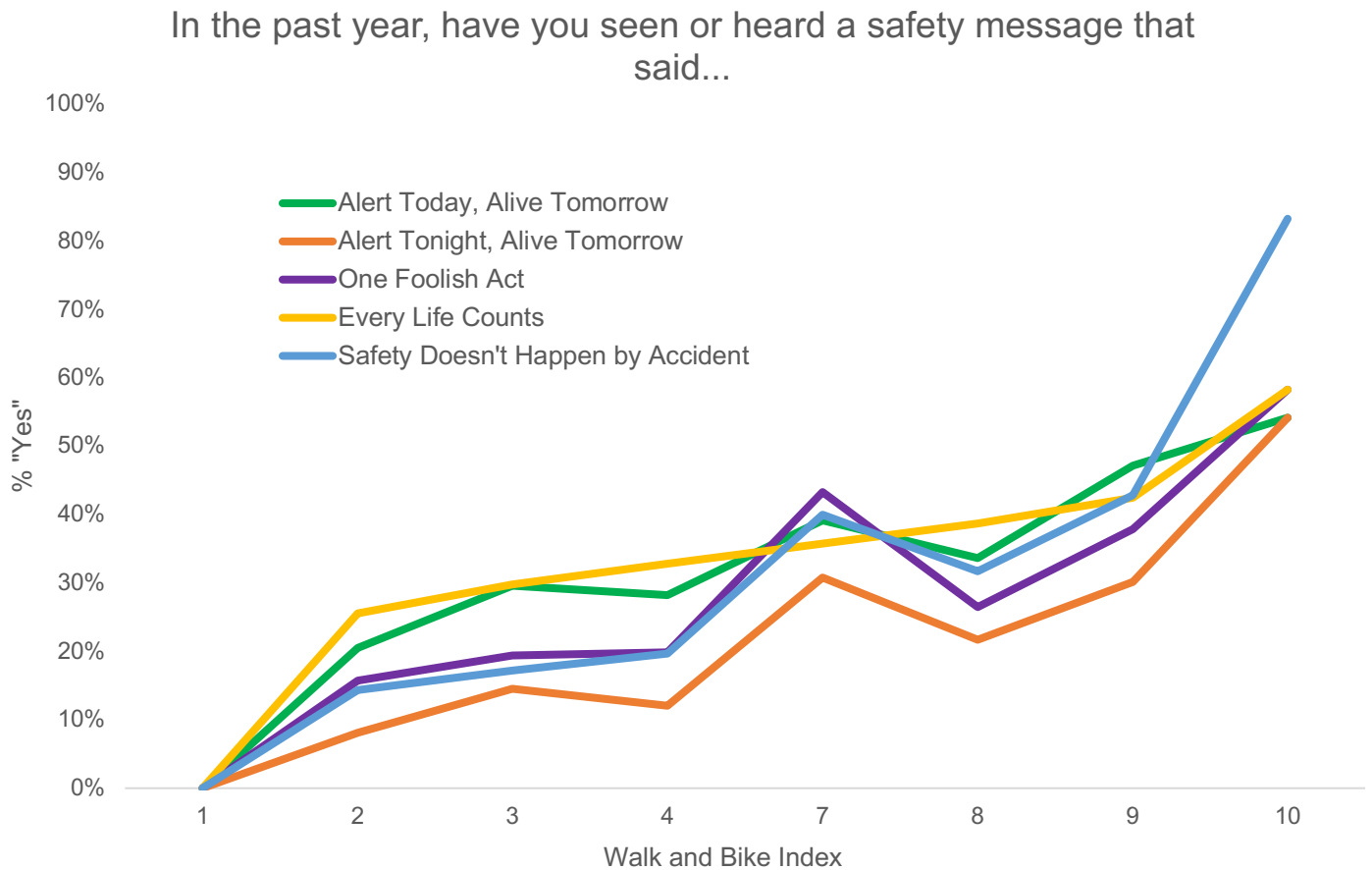
The survey then asked whether respondents had seen or heard a variety of safety campaign messages in the past year. The following campaign messages were included:

➢ *Alert Today, Alive Tomorrow*
➢ *Alert Tonight, Alive Tomorrow*
➢ *One Foolish Act*
➢ *Every Life Counts*
➢ *Safety Doesn't Happen by Accident*

Figure 9 shows the percentage of respondents who indicated they had seen or heard each message, broken down by a walk and bike index. This index was calculated using the sum of the bike and walk variables, measuring the frequency of each during a typical week. Greater values indicate walking and biking more frequently, while lower values indicate walking and biking less frequently. As shown on the graph, the awareness of campaign messages generally increases with greater frequency of biking and walking.

Figure 10. ALERTDAY x COUNTY

In the past year, have you seen or heard a safety message that says "Alert Today, Alive Tomorrow"?
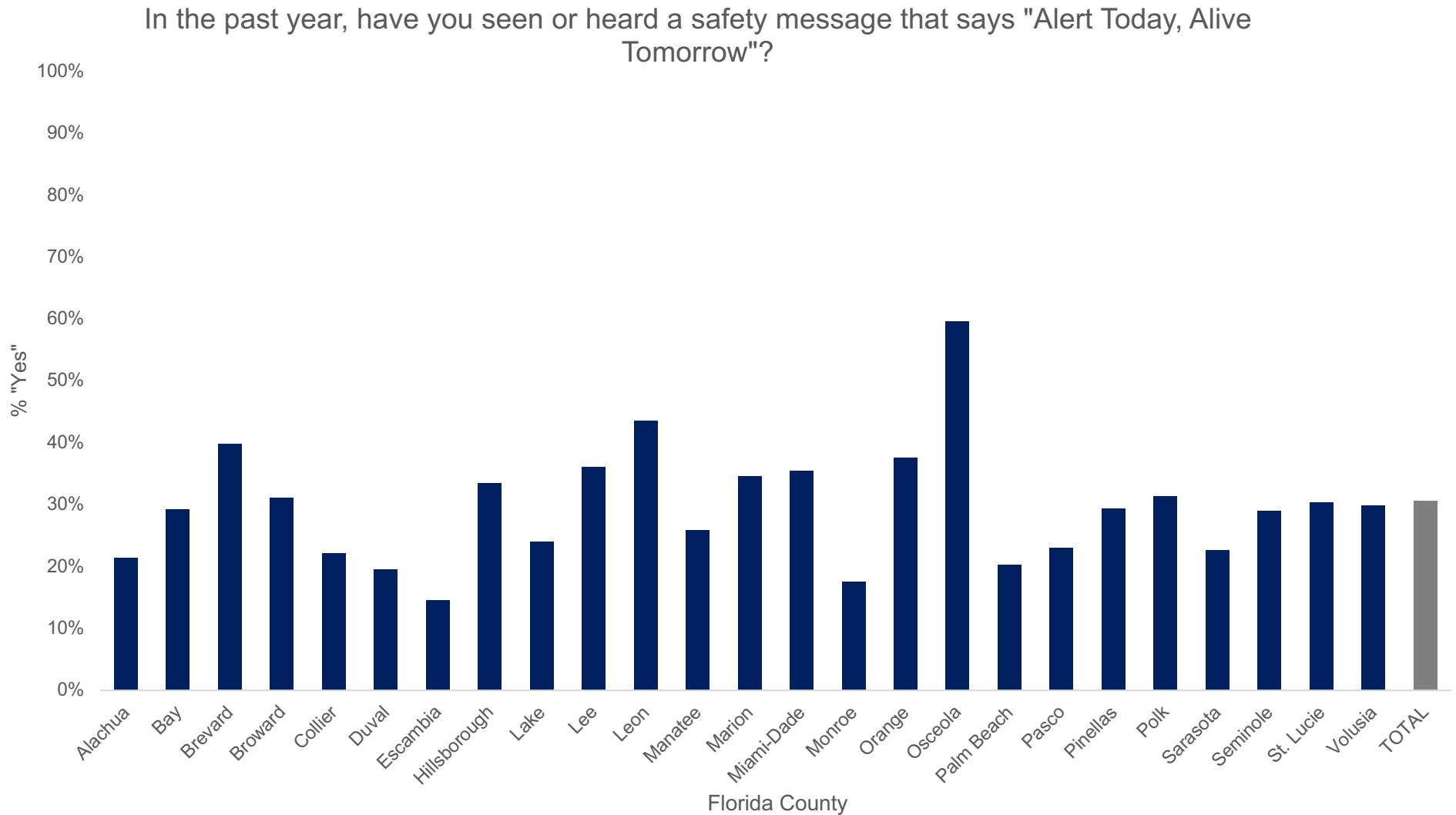
Figure 10 shows the percentage of respondents who saw or heard "Alert Today, Alive Tomorrow" in the past year, broken down by the 25 Florida counties surveyed. Osceola County had the highest awareness at 60%, followed by Leon County with 44% and Brevard County with 40%. Escambia County had the lowest awareness, at just 15%. The overall rate of awareness of the "Alert Today" slogan was 30% of the total sample.

Figure 10. ALERTN x COUNTY, 2019-2020[1]

In the past year, have you seen or heard a safety message that says, "Alert Tonight, Alive Tomorrow"?
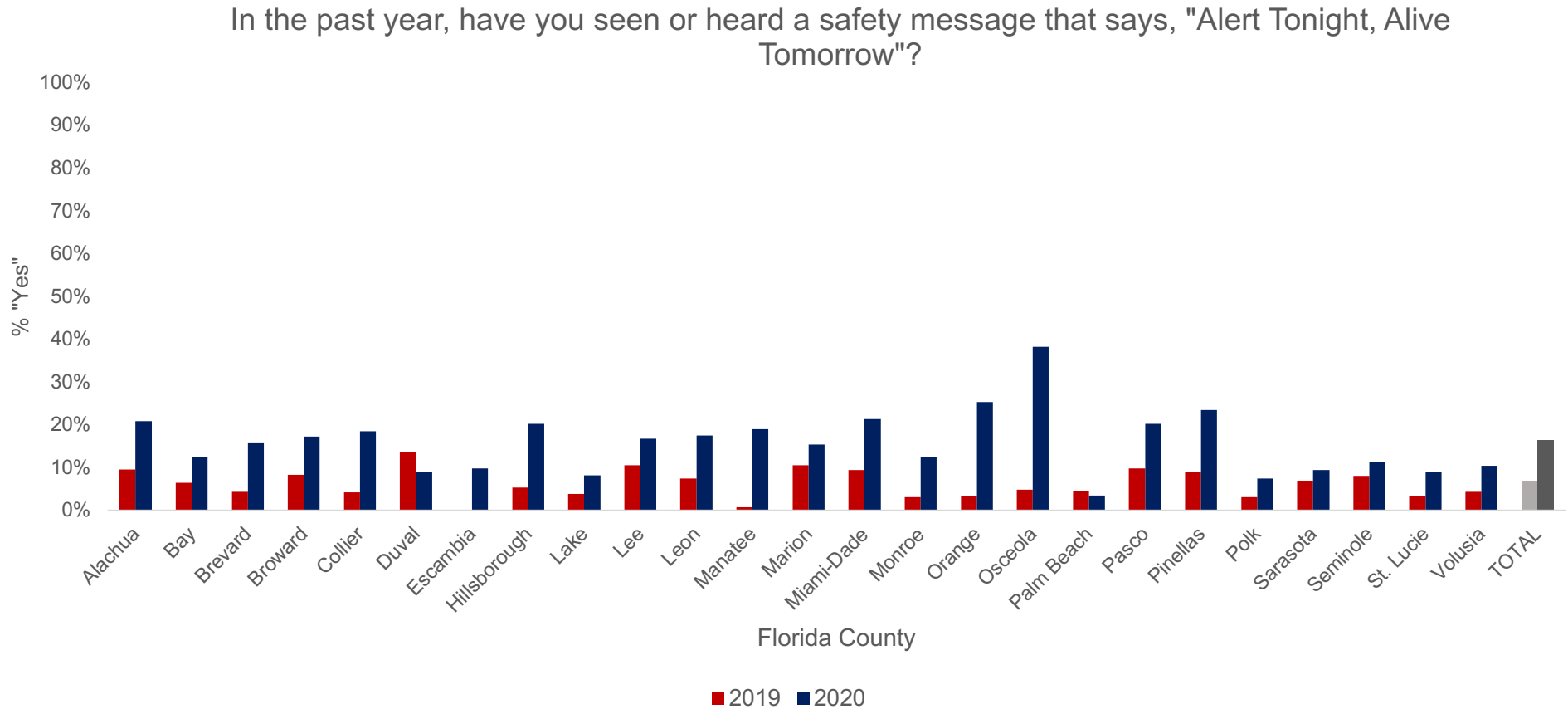
Figure 11 shows the percentages of respondents who saw or heard "Alert Tonight, Alive Tomorrow" in both 2019 and 2020. It should be noted that in 2019, the wording of the question was "in the past few months," rather than "in the past year." The total sample saw an overall increase of 9 percentage points, from 7% to 16% in 2020. Again, Osceola County had the highest awareness in 2020 at 38%, a marked increase from 2019's 5%. Orange County and Pinellas County take second and third place, with 25% and 24%, respectively. Palm Beach County had the lowers awareness at 4%, down from 5% in 2019. While Escambia County only had 5% awareness in 2020, this was a significant jump from 2019, when no respondents in the county indicated seeing or hearing the message. One possible explanation for the sharp increase in awareness is how the survey was conducted. The online portion of the survey respondents were presented with the logo of each of the campaigns in 2020 alongside the question asking if they had seen or heard of the campaign. That visual aid likely triggered respondents' memories and increased recall of the message.

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[1] 2019 wording read, "In the past few months, have you seen or heard a safety message that says 'Alert Tonight Florida'?"

Figure 11. FOOL x COUNTY, 2019-2020[2]

In the past year, have you seen or heard a safety message that says, "One Foolish Act"?
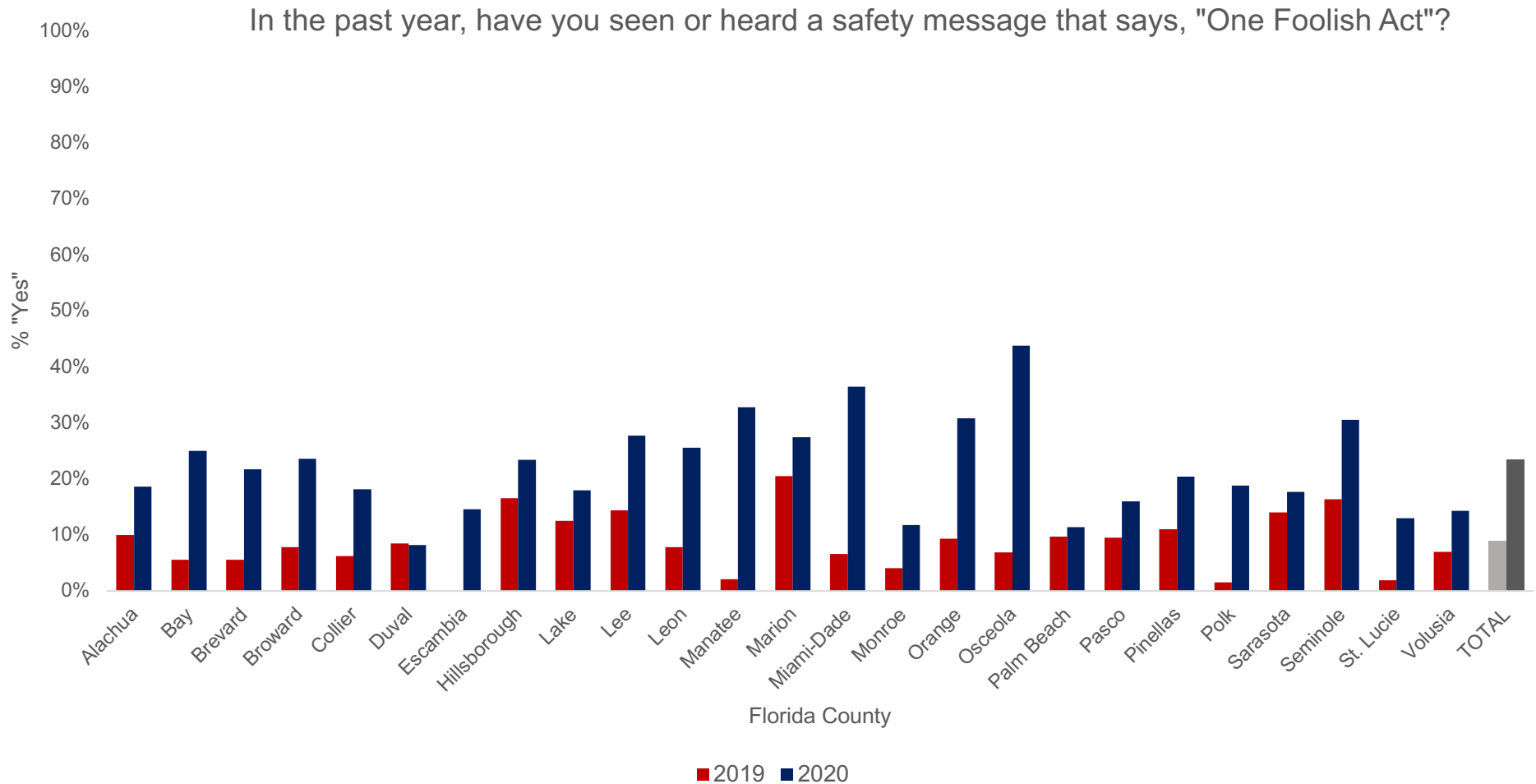
"One Foolish Act" is another campaign message respondents were asked about in both 2019 and 2020. As with the previous messages, Osceola County had the highest awareness in 2020 at 44%, up dramatically from 7% in 2019. Miami-Dade (37%) and Manatee (33%) Counties came in second and third. Duval County had the lowest awareness of "One Foolish Act," with 8% of respondents indicating having seen or heard it in the past year. This is down slightly from 9% in 2019. Overall, awareness of this campaign message increased from 9% to 24% in 2020. Again, in the 2019 survey respondents were asked whether they had seen or heard the messages in the past few months, rather than the past year. And, as noted above, the campaign logo was presented to the respondents.

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[2] 2019 wording read, "In the past few months…"

Figure 12. EVERY x COUNTY

In the past year, have you seen or heard a safety message that says "Every Life Counts"?

(Bar chart showing % "Yes" by Florida County)
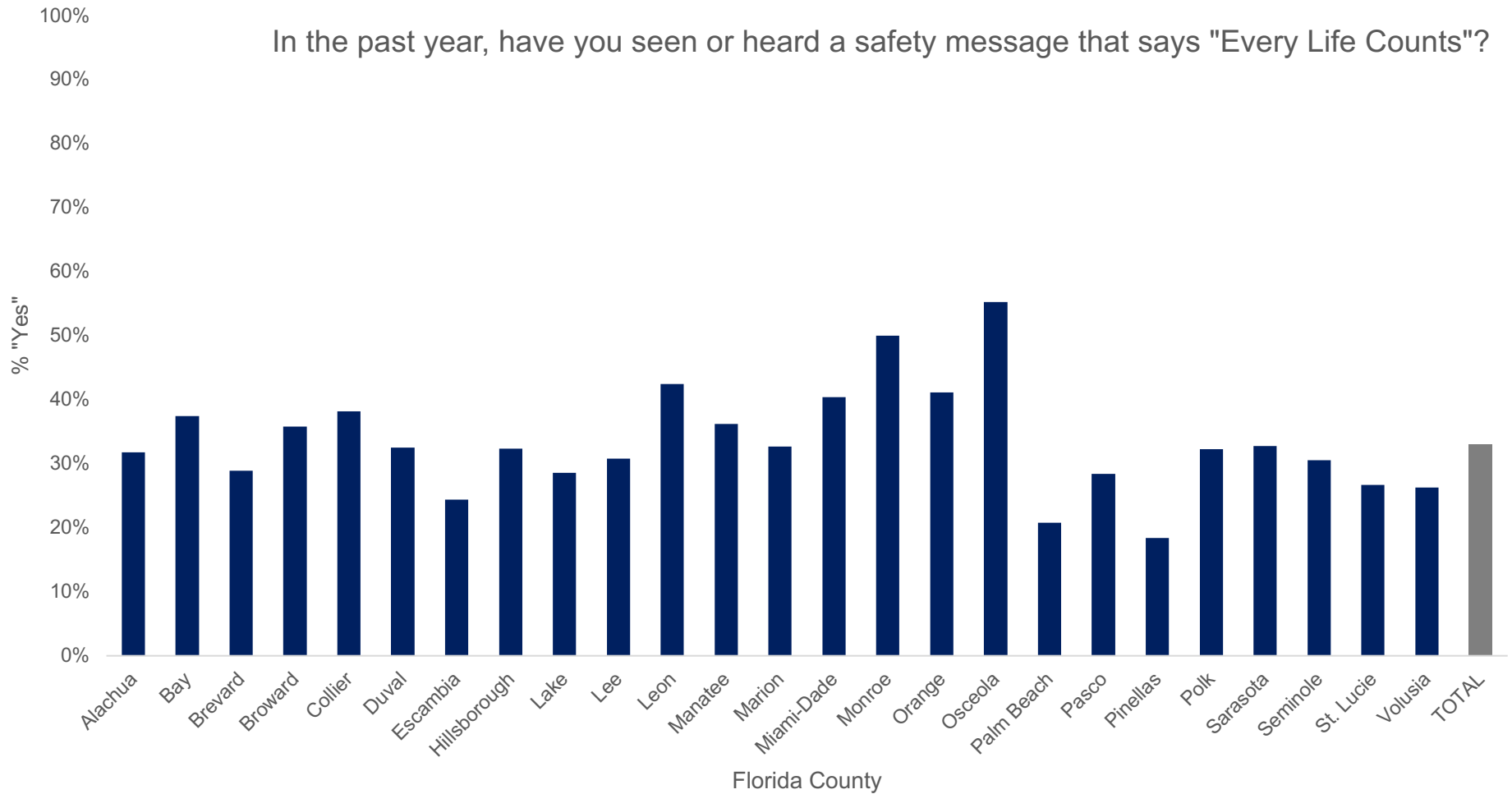
Respondents were asked whether they had seen or heard "Every Live Counts," in the past year, which was new to this year's survey. Continuing the trend, Osceola County again had the highest awareness at 55%. Monroe County followed closely at 50%, and Leon County came in third with 43%.

The county with the lowest awareness of this campaign message was Pinellas County, with 18%. The total sample had a 33% awareness rate of "Every Life Counts," across all 25 counties.

Figure 13. SAFE x COUNTY

In the past year, have you seen or heard a safety message that says "Safety Doesn't Happen by Accident"?
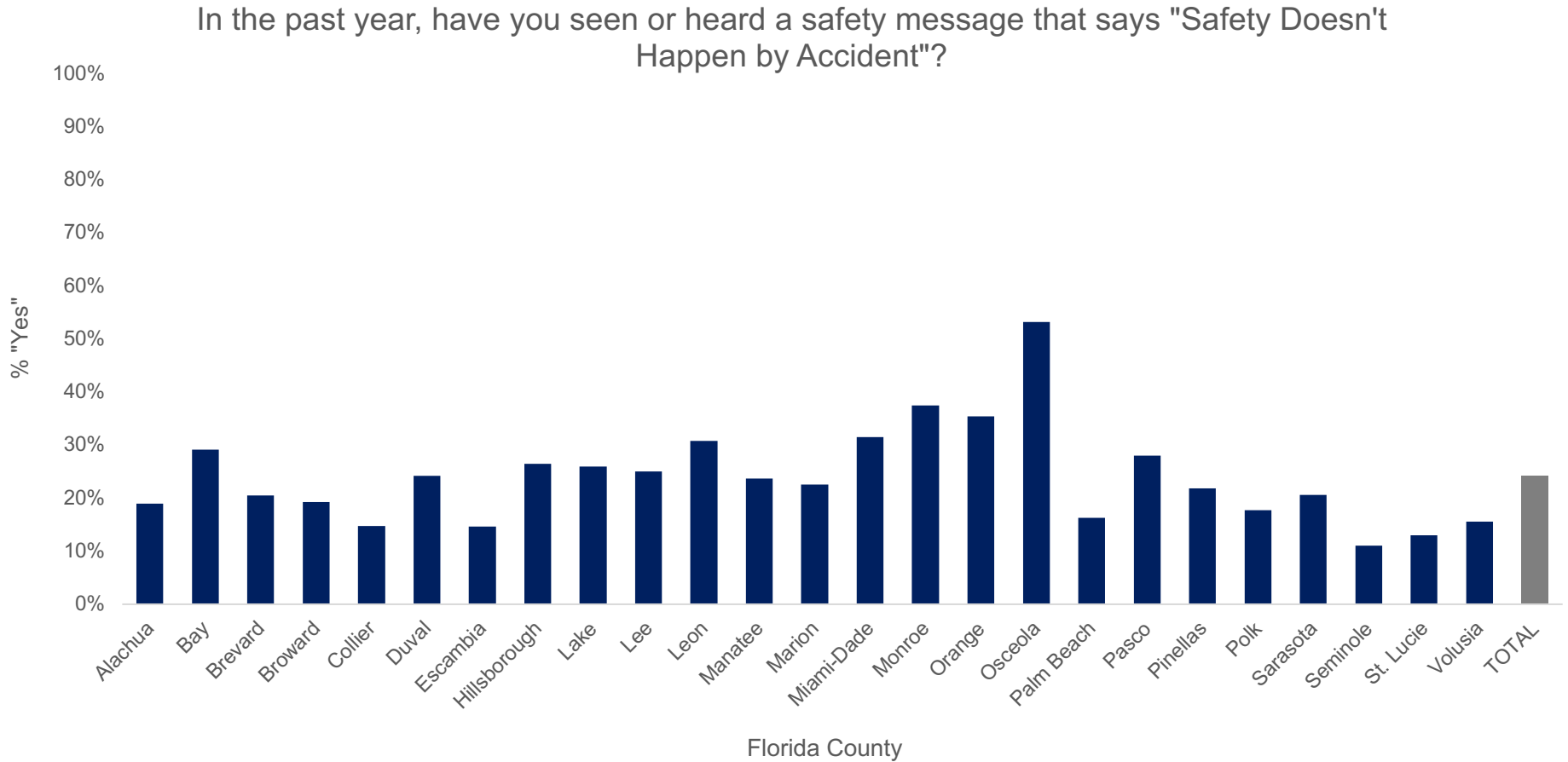
Another campaign message that was new to the 2020 survey was "Safety Doesn't Happen by Accident." Overall, 24% of respondents indicated having seen or heard it in the past year. Once again, Osceola County had the greatest awareness, with 53%. In a distant second place is Monroe County
.

with 38%, followed by Orange County with 35%. Only 11% of Seminole County respondents had seen or heard the message, which was the lowest of the 25 counties

Figure 14. Safety Campaign Media, Top 3

Alert Today, Alive Tomorrow	Alert Tonight, Alive Tomorrow	One Foolish Act	Every Life Counts	Safety Doesn't Happen by Accident
Cable TV 36%	Cable TV 22%	Cable TV 34%	Cable TV 40%	Cable TV 31%
Billboard 30%	YouTube 16%	YouTube 20%	Billboard 29%	Billboard 19%
Social Media 20%	Billboard 15%	Streaming TV 16%	Social Media 23%	YouTube 18%
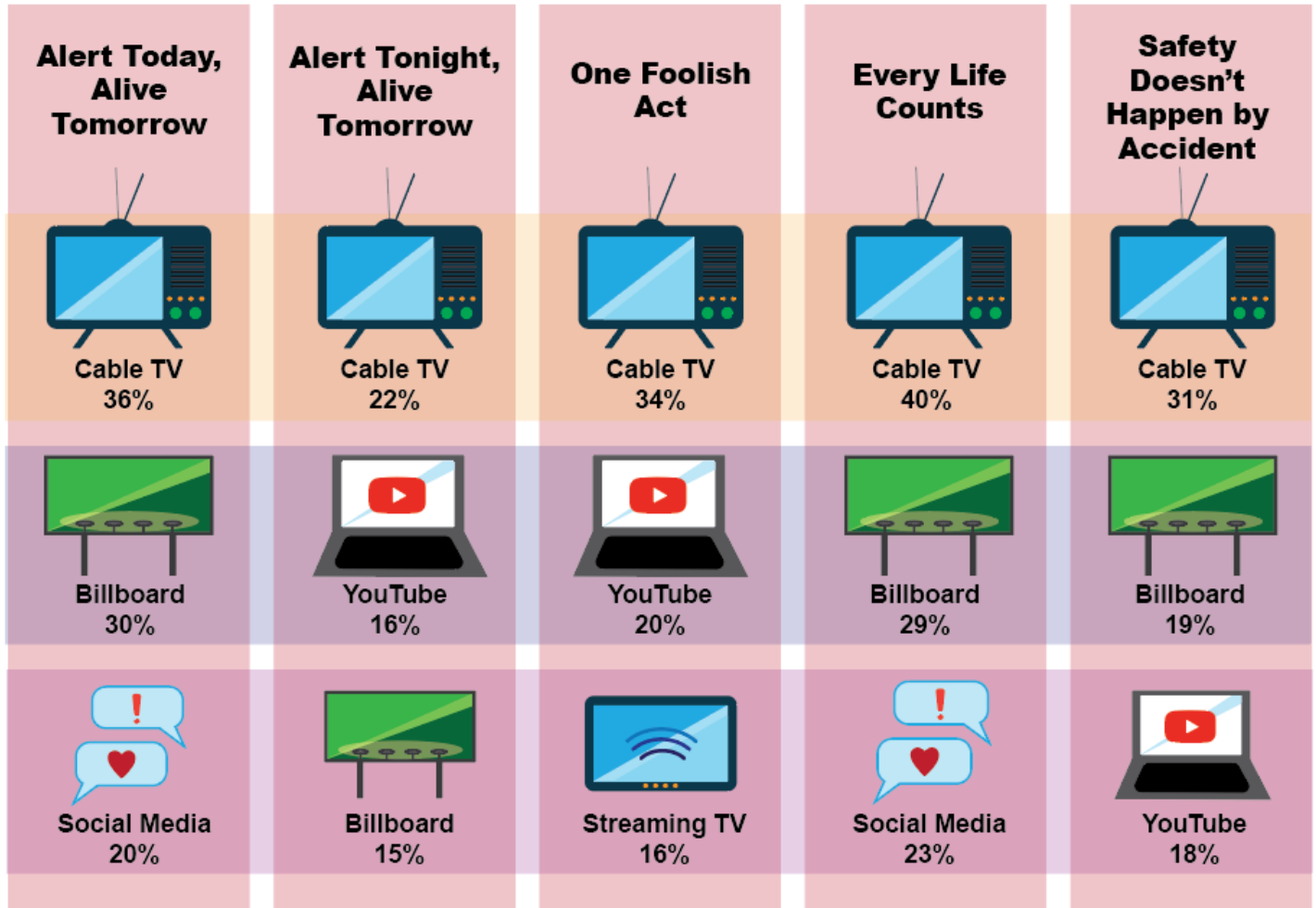
Respondents who indicated they had seen or heard a safety campaign message were then asked where they had seen or heard it. The infographic above shows the top three responses for each of the five campaign slogans. For all five slogans, cable or broadcast television was the most popular medium, ranging from 22% for "Alert Tonight," to 40% for "Every Life Counts." For "Alert Today, Alive Tomorrow," billboards came in second place with 30%, followed by social media with 20%. YouTube was second in "Alert Tonight, Alive Tomorrow," followed by billboards, with 16% and 15%, respectively. YouTube also came in second place for "One Foolish Act," at 20%, and streaming television was third with 16%. "Every Life Counts" had the same top 3 as "Alert Today," with billboards coming in at 29% and social media at 23%. In "Safety Doesn't Happen by Accident," billboards got 19% and YouTube, 18%.

Figure 15. Safety Messages x PED/BIKE Frequency

In the past year, have you seen or heard a safety message about...

Legend:
- Properly using crosswalks
- Walking on the sidewalk
- Distracted walking
- Bicycling in the direction of traffic
- Distracted driving
- Reducing pedestrian and bicycle fatalities to zero
- Being visible while walking or biking at night

Y-axis: % "Yes"
X-axis: Walk and Bike Index

In addition to the specific campaign messages, respondents were asked whether they had seen or heard safety messages that relate to the following:

➢ Properly using crosswalks
➢ Walking on sidewalks
➢ Distracted walking
➢ Bicycling in the same direction as traffic
➢ Distracted driving
➢ Reducing pedestrian and bicyclist fatalities to zero
➢ Being visible while walking or biking at night

Figure 15 shows the percentage of respondents who indicated they had seen or heard messages relating to these topics, broken down by the walk and bike index described in Figure 9. As with the specific campaign slogans, the general safety messages had higher awareness rates with greater frequency of walking and biking.

Figure 16. Safety Message Index x COUNTY

Safety Message Index (Mean)
by Florida County
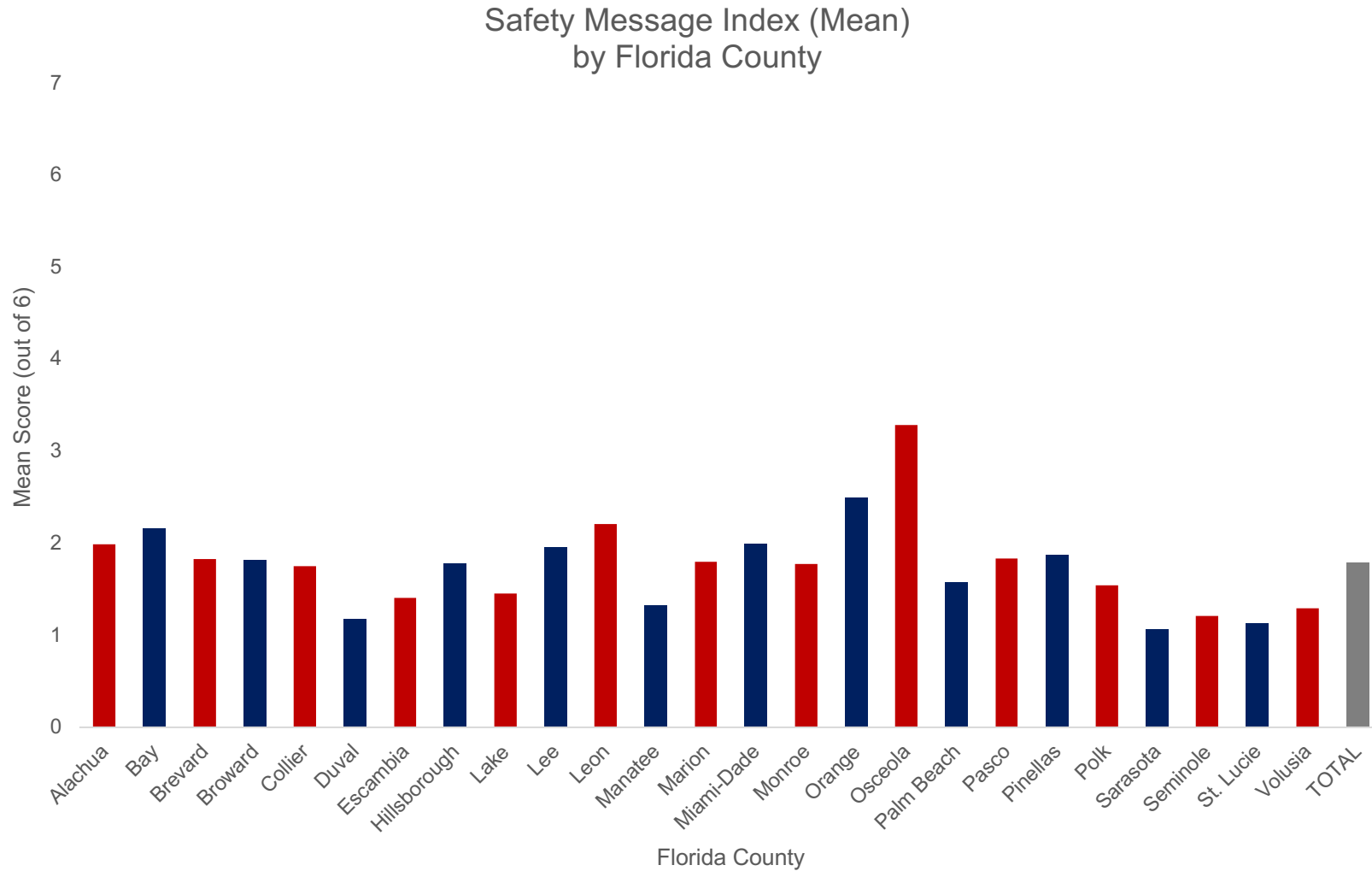
Figure 16 above displays the average (mean) level of awareness of the seven general safety message topics, broken down by county. In this figure, awareness is calculated using an index of the seven safety message variables, with a value of one if the respondent had seen or heard it, and zero if they had not. As such, a value of 7 indicates a respond respondent had seen or heard all seven, and zero indicates they had not seen or heard any of them. Unsurprisingly, Osceola County had the highest mean score of all 25 counties, at 3.29 out of 7. Orange County had the second highest mean score at 2.49, Followed by Leon County, with a mean score of 2.21. The total sample had a mean awareness score of 1.79 out of 7.

Figure 17. Safety Message Media, Top 3

Properly Using Crosswalks	Walking on Sidewalks	Distracted Walking	Biking in the Direction of Traffic	Distracted Driving	Reducing Fatalities to Zero	Being Visible at Night
Cable TV 31%	Cable TV 25%	Cable TV 34%	Cable TV 25%	Cable TV 57%	Cable TV 46%	Cable TV 38%
Billboard 18%	Billboard 18%	YouTube 15%	Billbard/YouTube 15%	Billboard 42%	YouTube 15%	Billboard 21%
Social Media 16%	Social Media 17%	Streaming TV 14%	Streaming TV 14%	Social Media 25%	Social Media/ Streaming TV 14%	YouTube 17%

Like with the campaign slogans, respondents were asked where they had seen or heard safety messages for each topic. Again, cable television was the top choice across all seven messages, ranging from 57% in distracted driving to 25% in walking on sidewalks and biking in the direction of traffic. YouTube and Billboards were the common second choice, with a tie between the two in biking with traffic (15%). With the exception of being visible at night, social media and streaming television were the two choices for third place. In reducing pedestrian and bicyclist fatalities to zero, social media and streaming TV tied for third at 14%.

Figure 18. CHANGE 2019-2020

Did any of these messages change your behavior?
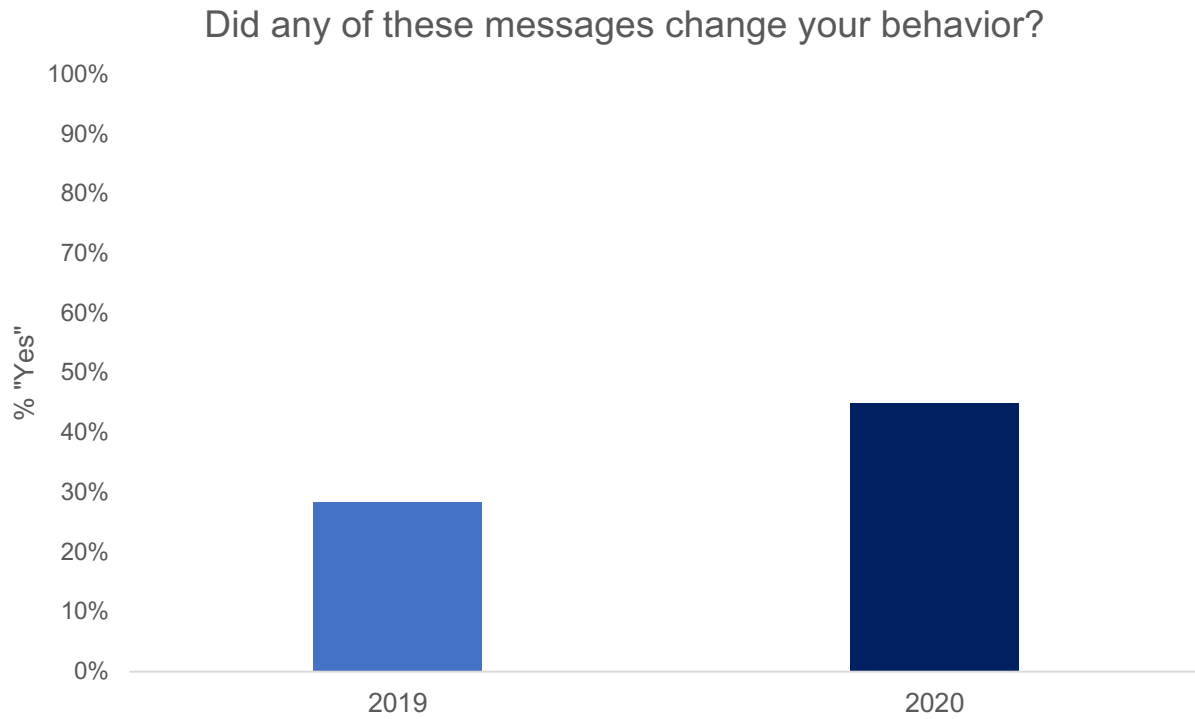
Finally, respondents were asked whether their behavior changed due to having seen or heard any of these messages, including the specific campaign slogans, as well as the general safety messages. In 2020, 45% of respondents who saw or heard at least one message said that it changed their behavior. This is a marked increase from 2019, when 28% of respondents indicated their behavior had changed.

Appendix I: Survey Results

TOPLINES[3]

1. Alachua n=100
2. Bay n=100
3. Brevard n=102
4. Broward n=101
5. Collier n=102
6. Duval n=102
7. Escambia n=100
8. Hillsborough n=100
9. Lake n=101
10. Lee n=100
11. Leon n=100
12. Manatee n=101
13. Marion n=100
14. Miami-Dade n=99
15. Monroe n=68
16. Orange n=100
17. Osceola n=100
18. Palm Beach n=101
19. Pasco n=100
20. Pinellas n=100
21. Polk n=101
22. Sarasota n=100
23. Seminole n=99
24. St. Lucie n=100
25. Volusia n=100

Total Sample = 2,477

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

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

	Total Sample n=2,477	Telephone n=546	Online n=1,931
None	26% 599	33% 190	23% 409
Less than one hour	26% 657	20% 101	29% 556
1-5 Hours	31% 820	32% 176	31% 644
5-10 Hours	11% 277	8% 46	12% 231
More than 10 Hours	6% 117	7% 26	5% 91
Don't Know	1% 5	1% 5	- 0
Refusal	1% 2	1% 2	- 0

During a typical week, how often do you walk on a sidewalk or roadway at night?

	Total Sample n=1,876	Telephone n=354	Online n=1,522
Very Often	14% 257	7% 35	16% 222
Sometimes	25% 377	17% 60	27% 317
Rarely	31% 651	34% 116	30% 535
Never	29% 589	39% 141	27% 448
Don't Know	1% 2	3% 2	- 0
Refusal	- 0	- 0	- 0

When you walk during the night, do you do anything to make yourself more visible to motorists?

	Total Sample n=1,289	Telephone n=212	Online n=1,076
Yes	62% 778	43% 101	67% 677
No	38% 509	55% 110	33% 399
Don't Know	<1% 1	2% 1	- 0
Refusal	- 0	- 0	- 0

What do you do to make yourself more visible after dark?
n=666

Bright or reflective clothing	61% 405
Flashlight or blinking light	33% 233
Stay in lighted areas	3% 9
Other	3% 19

When you are walking and there is a sidewalk available, how often do you walk on the sidewalk?

	Total Sample n=1,288	Telephone n=211	Online n=1,077
All the time	66% 844	73% 145	64% 699
Most of the time	26% 327	16% 40	28% 287
Some of the time	7% 93	9% 17	6% 76
None of the time	2% 21	3% 6	1% 15
Don't Know	<1% 2	<1% 2	- 0
Refusal	- 0	- 0	- 0

When you are walking and there is not a sidewalk available, where do you walk? [Select all that apply][4]

	Total Sample n=1,266	Telephone n=197	Online n=1,069
On the roadway	30% 419	34% 68	29% 351
On the hard shoulder	31% 559	43% 81	40% 478
On the grassy shoulder	55% 661	66% 121	52% 540

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[4] Column totals may exceed 100% for this select all question

How important do you feel it is to cross at an intersection or crosswalk when walking across the road?

	Total Sample n=1,285	Telephone n=211	Online n=1,074
Very important	72% 924	76% 154	71% 770
Somewhat important	19% 294	13% 38	21% 256
Somewhat unimportant	5% 41	4% 8	6% 33
Very unimportant	3% 22	5% 7	2% 15
Don't Know	<1% 4	2% 4	- 0
Refusal	- 0	- 0	- 0

How safe do you feel when crossing the street during the day in a crosswalk?

	Total Sample n=1,875	Telephone n=354	Online n=1,521
Very safe	34% 670	34% 126	34% 544
Somewhat safe	47% 937	45% 172	48% 765
Somewhat unsafe	12% 197	11% 33	12% 164
Very unsafe	6% 65	7% 17	5% 48
Don't Know	1% 4	4% 4	- 0
Refusal	<1% 2	<1% 2	- 0

How safe do you feel when crossing the street at night in a crosswalk?

	Total Sample n=1,873	Telephone n=354	Online n=1,519
Very safe	19% 306	17% 57	20% 249
Somewhat safe	35% 718	31% 114	36% 604
Somewhat unsafe	23% 463	21% 72	23% 391
Very unsafe	21% 352	23% 77	21% 275
Don't Know	2% 30	8% 30	- 0
Refusal	<1% 4	1% 4	- 0

In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"?

	Total Sample n=1,875	Telephone n=354	Online n=1,521
Yes	33% 568	30% 104	33% 464
No	67% 1,301	68% 244	67% 1,057
Don't Know	1% 6	2% 6	- 0
Refusal	- 0	- 0	- 0

Why did you cross the street at a crosswalk when the signal said, "do not cross?"
n=452

No cars or traffic	59% 312
In a hurry	23% 87
It was easier	9% 21
Light broken or took too long	2% 6
Time to cross was too short	3% 4
Safer	4% 14
Other	1% 8

Have you crossed a street mid-block where a yellow flashing beacon was provided in a mid-block crosswalk?

	Total Sample n=1,874	Telephone n=354	Online n=1,520
Yes	37% 701	43% 141	39% 560
No	59% 1,152	49% 192	62% 960
Don't Know	2% 21	8% 21	- 0
Refusal	- 0	- 0	- 0

Did you activate the beacon before crossing the road?

	Total Sample n=696	Telephone n=141	Online n=555
Yes	83% 586	83% 117	82% 469
No	17% 108	18% 22	18% 86
Don't Know	<1% 2	1% 2	- 0
Refusal	- 0	- 0	- 0

Have you encountered any problems using a mid-block crosswalk with a yellow flashing beacon?
n=622

No problems	84% 504
Yes, none listed	5% 41
Cars don't stop/ Going too fast	7% 54
Takes too long	1% 5
Safer not to use	<1% 1
Not enough time to cross	1% 4
Doesn't work	2% 11
Other	<1% 2

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

	Total Sample n=2,476	Telephone n=546	Online n=1,930
None	68% 1,751	80% 429	64% 1,322
Less than one hour	12% 253	8% 39	13% 214
1-5 Hours	14% 326	9% 54	16% 272
5-10 Hours	4% 103	2% 15	5% 88
More than 10 Hours	2% 41	1% 7	2% 34
Don't Know	- 0	- 0	- 0
Refusal	<1% 2	1% 2	- 0

During a typical week, how often do you ride a bicycle on a roadway at night?

	Total Sample n=729	Telephone n=118	Online n=611
Very Often	17% 118	5% 10	20% 108
Sometimes	29% 155	10% 10	32% 145
Rarely	23% 166	21% 34	23% 132
Never	32% 289	63% 63	25% 226
Don't Know	- 0	- 0	- 0
Refusal	<1% 1	1% 1	- 0

When you ride your bike at night, do you use a light on your bike?

	Total Sample n=440	Telephone n=54	Online n=386
Yes	82% 374	87% 46	82% 328
No	18% 65	11% 7	18% 58
Don't Know	<1% 1	2% 1	- 0
Refusal	- 0	- 0	- 0

How safe do you feel riding your bicycle on roadways during the day?

	Total Sample n=729	Telephone n=117	Online n=612
Very safe	33% 239	28% 25	34% 214
Somewhat safe	41% 319	44% 54	40% 265
Somewhat unsafe	16% 111	10% 21	17% 90
Very unsafe	10% 57	15% 14	9% 43
Don't Know	<1% 1	1% 1	- 0
Refusal	<1% 2	2% 2	- 0

How safe do you feel riding your bicycle on roadways at night?

	Total Sample n=729	Telephone n=117	Online n=612
Very safe	16% 239	7% 25	18% 214
Somewhat safe	32% 319	20% 54	34% 265
Somewhat unsafe	18% 111	6% 21	21% 90
Very unsafe	31% 57	49% 14	28% 43
Don't Know	2% 1	14% 1	- 0
Refusal	1% 2	5% 2	- 0

When riding a bicycle on the roadway, do you ride …

	Total Sample n=723	Telephone n=117	Online n=606
Facing traffic	28% 186	39% 29	25% 157
With traffic	46% 384	44% 76	46% 308
Both	25% 145	4% 4	29% 141
Don't Know	1% 5	9% 5	- 0
Refusal	1% 5	5% 3	- 0

When riding a bicycle on the roadway, do you stop at stop signs and red lights?

	Total Sample n=726	Telephone n=117	Online n=609
All the time	57% 433	65% 70	55% 363
Most of the time	23% 181	14% 24	25% 157
Some of the time	15% 86	7% 12	16% 74
None of the time	5% 22	9% 7	4% 15
Don't Know	<1% 2	2% 2	- 0
Refusal	<1% 2	2% 2	- 0

When riding a bike, do you wear a helmet?

	Total Sample n=725	Telephone n=117	Online n=608
All the time	39% 303	24% 33	43% 394
Most of the time	19% 117	1% 3	23% 137
Some of the time	9% 57	6% 12	9% 58
None of the time	23% 188	9% 9	26% 22
Don't Know	10% 58	57% 58	- 0
Refusal	1% 2	3% 2	- 0

When driving, do you stop for pedestrians at mid-block crossings?

	Total Sample n=728	Telephone n=117	Online n=611
All the time	62% 489	86% 95	57% 394
Most of the time	24% 151	8% 14	27% 137
Some of the time	8% 59	<1% 1	10% 58
None of the time	6% 25	5% 3	7% 22
Don't Know	<1% 3	<1% 3	- 0
Refusal	<1% 1	<1% 1	- 0

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

	Total Sample n=726	Telephone n=117	Online n=609
All the time	61% 499	75% 80	58% 419
Most of the time	24% 144	19% 29	24% 115
Some of the time	10% 62	2% 4	12% 58
None of the time	6% 18	2% 1	6% 17
Don't Know	<1% 1	<1% 1	- 0
Refusal	<1% 2	2% 2	- 0

Florida law requires at least how many feet between a driver when passing a bicyclist?

	Total Sample n=2,476	Telephone n=546	Online n=1,930
None	7% 132	1% 7	9% 125
1 ft	5% 101	2% 10	7% 91
3 ft	39% 1138	26% 180	43% 958
5 ft	46% 1025	58% 269	41% 756
Don't Know	4% 79	13% 79	- 0
Refusal	- 1	<1% 1	- 0

According to Florida law, where are pedestrians required to walk when no sidewalks are available?

	Total Sample n=2,475	Telephone n=546	Online n=1,929
On the shoulder facing traffic	51% 1,498	48% 298	52% 1.200
On the shoulder walking with traffic	32% 654	28% 140	33% 514
On the shoulder, does not matter the direction	15% 267	14% 52	15% 215
Don't Know	3% 54	10% 54	- 0
Refusal	<1% 2	1% 2	- 0

According to Florida law, are all intersections implied crosswalks, even when no lines are painted?

	Total Sample n=2,470	Telephone n=546	Online n=1,924
Yes	56% 1,510	52% 286	61% 1,224
No	38% 872	34% 172	39% 700
Don't Know	4% 87	13% 87	- 0
Refusal	<1% 1	<1% 1	- 0

According to Florida law, are drivers required to stop for pedestrians in both intersections and mid-block crosswalks?

	Total Sample n=2,477	Telephone n=546	Online n=1,931
Yes	84% 2,178	86% 477	83% 1,701
No	15% 271	8% 41	17% 230
Don't Know	2% 27	6% 27	- 0
Refusal	<1% 1	<1% 1	- 0

In the past year, have you seen or heard a safety message that says, "Alert Today, Alive Tomorrow"?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	31% 682	21% 15	29% 29	40% 31	31% 29	22% 19	20% 16	15% 15	34% 32	24% 19	36% 30	44% 41	26% 23	35% 29	35% 35	18% 18	38% 45	60% 62	20% 21	23% 21	29% 29	31% 30	23% 21	29% 26	30% 22	30% 24
No	69% 1,781	74% 82	71% 71	60% 71	69% 72	78% 83	78% 85	85% 83	65% 67	76% 82	62% 68	56% 58	74% 78	65% 71	63% 62	82% 50	62% 55	40% 38	80% 80	77% 79	71% 71	69% 71	77% 79	71% 73	70% 78	66% 74
DK	1% 11	2% 2	- 0	- 0	- 0	- 0	- 0	<1% 2	<1% 1	- 0	1% 1	<1% 1-	- 0	- 0	2% 2	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	4% 2
Ref	<1% 3	2% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 1	0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

In the past year, have you seen or heard a safety message that says, "Alert Tonight, Alive Tomorrow"?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	17% 345	21% 14	13% 12	16% 11	17% 15	19% 13	9% 7	10% 7	20% 14	8% 9	17% 12	18% 13	19% 14	15% 9	21% 22	13% 7	25% 34	38% 45	4% 8	20% 16	34% 18	7% 10	10% 8	11% 7	9% 9	10% 11
No	83% 2,116	77% 85	88% 88	84% 90	83% 86	78% 87	90% 95	90% 93	77% 83	92% 92	81% 86	83% 87	81% 87	85% 91	79% 77	88% 61	75% 66	62% 54	97% 93	80% 84	74% 80	90% 90	91% 92	89% 92	91% 91	86% 87
DK	1% 7	- 0	- 0	- 0	- 0	4% 1	- 0	- 0	2% 2	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	- 0	4% 2
Ref	<1% 9	2% 1	- 0	<1% 1	- 0	<1% 1	1% 1	- 0	1% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0	2% 2	- 0	- 0	- 0	- 0	- 0

In the past year, have you seen or heard a safety message that says, "One Foolish Act"?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	24% 502	19% 15	25% 22	22% 22	24% 21	18% 13	8% 6	15% 15	23% 28	18% 15	28% 24	26% 20	33% 19	28% 24	37% 30	12% 10	31% 41	44% 49	11% 9	16% 14	20% 19	19% 21	18% 14	31% 26	13% 10	14% 15
No	76% 1,959	79% 84	75% 78	78% 78	76% 79	82% 88	89% 92	85% 85	75% 71	82% 86	72% 76	82% 79	67% 82	73% 75	64% 69	88% 58	66% 58	56% 51	89% 92	81% 84	80% 81	80% 79	82% 85	69% 73	87% 90	83% 84
DK	1% 9	- 0	- 0	- 0	- 0	- 0	2% 2	- 0	2% 1	- 0	- 0	3% 1	- 0	- 0	- 0	- 0	3% 1	- 0	- 0	3% 2	- 0	1% 1	- 0	- 0	- 0	3% 1
Ref	<1% 7	2% 1	- 0	- 0	1% 1	<1% 1	1% 2	- 0	- 0	- 0	0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	- 0

In the past year, have you seen or heard a safety message that says, "Every Life Counts"?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	33% 717	32% 26	38% 35	29% 25	36% 32	38% 26	33% 25	24% 24	32% 30	29% 26	31% 25	43% 33	36% 28	33% 32	40% 36	50% 25	41% 47	55% 58	21% 25	28% 27	18% 21	32% 25	33% 24	31% 24	27% 20	26% 18
No	66% 1,729	61% 71	58% 63	70% 76	64% 69	62% 76	64% 76	76% 75	64% 67	72% 74	67% 73	55% 65	62% 72	67% 68	60% 63	50% 42	58% 52	45% 41	79% 76	72% 73	81% 78	67% 75	61% 73	65% 73	71% 78	71% 80
DK	1% 22	5% 2	4% 2	1% 1	- 0	- 0	1% 1	- 0	3% 2	<1% 1	2% 1	3% 2	2% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	1% 1	- 0	5% 1	3% 1	2% 2	3% 2
Ref	<1% 9	2% 1	- 0	- 0	- 0	- 0	- 0	<1% 1	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1	1% 1	<1% 1	- 0	- 0	- 0	1% 1	2% 2	2% 1	- 0	- 0

In the past year, have you seen or heard a safety message that says, "Safety Doesn't Happen by Accident"?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	24% 536	19% 19	29% 27	21% 21	19% 19	15% 14	24% 19	15% 14	27% 21	26% 22	25% 18	31% 24	24% 17	23% 17	23% 30	38% 22	35% 40	53% 57	16% 14	28% 23	22% 21	18% 17	21% 18	11% 10	13% 14	16% 18
No	75% 1,921	79% 79	71% 72	80% 81	78% 80	85% 87	75% 82	85% 85	72% 78	74% 79	75% 82	69% 75	76% 84	76% 82	76% 69	63% 46	65% 60	7% 43	83% 86	68% 75	73% 77	81% 83	78% 81	87% 88	83% 85	84% 82
DK	1% 15	<1% 1	<1% 1	- 0	1% 1	<1% 1	- 0	<1% 1	2% 1	<1% 1	- 0	<1% 1	- 0	2% 1	- 0	- 0	- 0	- 0	1% 1	4% 2	- 0	2% 1	2% 1	2% 1	4% 1	- 0
Ref	1% 5	2% 1	- 0	- 0	1% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	5% 2	- 0	- 0	- 0	- 0	- 0

In the past year, have you seen or heard a safety message about properly using crosswalks?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	23% 502	40% 25	25% 22	22% 21	17% 14	13% 13	19% 18	15% 13	25% 21	20% 16	27% 19	31% 28	17% 13	21% 19	22% 25	25% 12	39% 43	51% 51	25% 21	23% 21	19% 18	16% 17	10% 14	13% 11	13% 11	20% 16
No	77% 1,957	58% 74	75% 78	74% 80	82% 86	87% 89	77% 81	83% 85	73% 77	80% 85	72% 80	69% 72	81% 87	79% 80	78% 74	75% 56	61% 57	47% 47	75% 80	77% 79	81% 82	83% 83	90% 85	87% 88	87% 89	79% 83
DK	1% 8	- 0	- 0	5% 1	- 0	- 0	2% 1	2% 2	2% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1
Ref	<1% 10	2% 1	- 0	- 0	1% 1	- 0	2% 2	- 0	1% 1	- 0	- 0	- 0	2% 1	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	1% 1	<1% 1	- 0	- 0	- 0

In the past year, have you seen or heard a safety message about walking on the sidewalk?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	19% 368	16% 15	21% 17	15% 12	16% 11	24% 13	12% 8	12% 11	20% 14	8% 8	24% 8	30% 20	10% 8	21% 14	25% 24	12% 5	25% 35	51% 50	13% 13	20% 16	23% 12	12% 10	11% 9	8% 5	16% 13	10% 10
No	80% 2,087	81% 84	79% 82	86% 90	82% 88	76% 89	87% 93	88% 89	78% 85	92% 90	76% 90	70% 80	90% 92	79% 86	75% 74	82% 62	74% 64	47% 49	86% 87	80% 83	74% 87	87% 89	87% 90	90% 93	84% 86	+0% 90
DK	<1% 6	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	2% 1	<1% 1	<1% 1	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	2% 1	2% 1	- 0	- 0	- 0	- 0	- 0	- 0
Ref	1% 16	2% 1	<1% 1	- 0	1% 1	- 0	1% 1	- 0	- 0	<1% 2	<1% 2	- 0	- 0	- 0	1% 1	6% 1	1% 1	- 0	- 0	<1% 1	3% 1	2% 2	2% 1	2% 1	<1% 1	- 0

In the past year, have you seen or heard a safety message about distracted walking?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	23% 472	21% 19	29% 26	23% 20	22% 19	32% 17	11% 9	15% 13	20% 20	16% 15	26% 22	23% 18	16% 10	27% 21	32% 29	19% 15	34% 41	38% 46	24% 15	23% 20	18% 16	12% 14	11% 10	15% 12	11% 16	13% 9
No	76% 1,986	77% 80	71% 74	77% 82	75% 81	69% 84	87% 91	83% 86	78% 79	84% 85	73% 77	78% 82	85% 91	73% 79	68% 70	75% 52	66% 57	57% 52	76% 86	77% 80	82% 83	86% 85	89% 90	82% 86	89% 84	86% 90
DK	<1% 5	- 0	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	1% 1
Ref	1% 14	2% 1	- 0	- 0	3% 1	<1% 1	2% 2	2% 1	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	6% 1	1% 2	2% 1	- 0	- 0	<1% 1	2% 1	- 0	- 0	- 0	- 0

In the past year, have you seen or heard a safety message about bicycling in the direction of traffic?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	18% 389	16% 15	20% 17	19% 14	14% 11	13% 9	12% 11	14% 13	21% 17	18% 16	18% 15	26% 17	5% 8	19% 16	22% 24	12% 9	29% 34	42% 43	11% 12	21% 13	18% 13	16% 13	10% 15	10% 7	16% 16	12% 11
No	81% 2,066	77% 82	76% 82	81% 88	86% 90	87% 92	86% 88	83% 85	77% 82	82% 85	82% 85	72% 82	95% 93	81% 84	74% 73	82% 57	70% 65	56% 56	87% 88	79% 87	82% 87	83% 87	97% 84	90% 92	84% 83	88% 89
DK	<1% 9	5% 2	- 0	- 0	- 0	<1% 1	- 0	- 0	2% 1	- 0	- 0	3% 1	- 0	- 0	- 0	<1% 1	1% 1	2% 1	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0
Ref	1% 13	2% 1	4% 1	- 0	- 0	- 0	2% 3	2% 2	- 0	- 0	- 0	- 0	- 0	- 0	4% 2	6% 1	- 0	- 0	2% 1	- 0	- 0	1% 1	- 0	- 0	<1% 1	- 0

In the past year, have you seen or heard a safety message about distracted driving?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	42% 946	49% 46	57% 61	51% 45	50% 43	37% 28	32% 27	37% 37	35% 29	26% 29	41% 36	49% 43	38% 29	35% 33	45% 37	59% 38	54% 55	62% 62	44% 37	35% 33	37% 41	41% 34	29% 31	31% 29	40% 34	31% 29
No	57% 1,515	49% 53	44% 39	49% 57	50% 58	63% 73	68% 74	63% 62	64% 70	74% 72	59% 64	51% 56	62% 71	64% 66	53% 61	53% 39	46% 45	34% 36	56% 64	65% 67	60% 58	59% 66	71% 69	69% 69	60% 65	69% 71
DK	<1% 4	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0	2% 1	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 1	- 0
Ref	1% 12	2% 1	- 0	- 0	- 0	<1% 1	1% 1	<1% 1	2% 1	- 0	- 0	- 0	<1% 1	- 0	1% 1	1% 1	- 0	2% 1	- 0	- 0	3% 1	<1% 1	- 0	<1% 1	- 0	- 0

In the past year, have you seen or heard a safety message about reducing pedestrian and bicyclist fatalities to zero?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	28% 662	19% 17	26% 25	34% 30	38% 42	24% 20	20% 14	17% 16	25% 29	32% 31	29% 30	28% 24	24% 21	30% 32	305 33	19% 16	34% 43	44% 51	13% 12	31% 28	37% 32	26% 27	18% 17	31% 30	11% 12	30% 30
No	71% 1,781	77% 80	74% 74	66% 71	62% 58	76% 81	79% 86	81% 83	76% 71	68% 70	67% 69	72% 76	70% 76	68% 67	70% 66	75% 49	66% 57	52% 45	87% 89	67% 69	61% 66	74% 74	82% 83	68% 67	85% 84	70% 70
DK	1% 19	2% 2	<1% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	5% 2	- 0	- 0	<1% 2	- 0	4% 2	- 0	3% 3	2% 2	- 0	- 0	2% 2	2% 2	- 0
Ref	1% 15	2% 1	- 0	<1% 1	<1% 1	- 0	2% 2	3% 1	- 0	- 0	4% 1	- 0	2% 2	2% 1	- 0	6% 1	- 0	<1% 2	- 0	- 0	- 0	- 0	- 0	- 0	2% 2	- 0

In the past year, have you seen or heard a safety message about being visible while walking or biking at night?

	Total Sample n=2,477	Alachua n=100	Bay n=100	Brevard n=102	Broward n=101	Collier n=102	Duval n=102	Escambia n=100	Hillsborough n=100	Lake n=101	Lee n=100	Leon n=100	Manatee n=101	Marion n=100	Miami-Dade n=99	Monroe n=68	Orange n=100	Osceola n=100	Palm Beach n=101	Pasco n=100	Pinellas n=100	Polk n=101	Sarasota n=100	Seminole n=98	St. Lucie n=99	Volusia n=100
Yes	27% 587	40% 26	38% 34	22% 20	25% 22	31% 20	12% 12	29% 28	33% 26	28% 24	30% 24	36% 27	24% 17	28% 22	24% 27	35% 18	35% 42	45% 45	28% 22	31% 26	35% 29	33% 20	18% 23	16% 13	9% 12	14% 11
No	72% 1,868	58% 72	63% 64	78% 82	73% 77	67% 80	87% 89	71% 72	67% 74	70% 75	70% 75	64% 72	75% 83	73% 77	76% 72	59% 49	64% 57	53% 54	69% 78	69% 74	65% 71	67% 81	82% 77	84% 86	91% 86	84% 88
DK	<1% 8	<1% 1	<1% 1	- 0	- 0	2% 2	- 0	- 0	- 0	<1% 1	<1% 1	<1% 1	- 0	- 0	- 0	- 0	2% 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0
Ref	1% 14	2% 1	<1% 1	- 0	2% 2	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	2% 1	<1% 1	- 0	6% 1	- 0	- 0	4% 1	- 0	- 0	- 0	- 0	- 0	1% 2	1% 1

Where did you see or hear it? [Select all that apply][5]
Alert Today, Alive Tomorrow
n= 682

Cable Television	36% 311
Streaming Television	13% 101
Billboard (electronic or traditional)	30% 232
YouTube	19% 132
Social Media	20% 148
Mobile Phone Advertisement	7% 65
Internet Radio	8% 61
AM/FM Radio	14% 88
Newspaper/ Magazine	9% 80
Poster	11% 69
Brochure	6% 29
Tip Card	2% 17
Press Event	2% 15
Outreach Event	4% 28
Gas Station	7% 48
High Visibility Enforcement Checkpoint	5% 42
Law Enforcement Officers	6% 32
Other	6% 44

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[5] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][6]
Alert Tonight, Alive Tomorrow
n= 345

Cable Television	22% 166
Streaming Television	14% 98
Billboard (electronic or traditional)	15% 113
YouTube	16% 107
Social Media	11% 108
Mobile Phone Advertisement	9% 52
Internet Radio	4% 37
AM/FM Radio	8% 51
Newspaper/ Magazine	6% 59
Poster	6% 39
Brochure	3% 21
Tip Card	2% 15
Press Event	2% 19
Outreach Event	4% 23
Gas Station	4% 24
High Visibility Enforcement Checkpoint	4% 30
Law Enforcement Officers	3% 19
Other	2% 13

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[6] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][7]
One Foolish Act
n= 502

Cable Television	34% 342
Streaming Television	16% 104
Billboard (electronic or traditional)	16% 80
YouTube	20% 128
Social Media	14% 108
Mobile Phone Advertisement	6% 39
Internet Radio	8% 45
AM/FM Radio	7% 28
Newspaper/ Magazine	5% 40
Poster	7% 30
Brochure	3% 23
Tip Card	1% 12
Press Event	3% 15
Outreach Event	2% 14
Gas Station	7% 21
High Visibility Enforcement Checkpoint	2% 15
Law Enforcement Officers	2% 11
Other	3% 17

---

[7] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][8]
Every Life Counts
n=717

Cable Television	40% 365
Streaming Television	15% 108
Billboard (electronic or traditional)	29% 181
YouTube	16% 128
Social Media	23% 180
Mobile Phone Advertisement	8% 58
Internet Radio	8% 50
AM/FM Radio	11% 67
Newspaper/ Magazine	8% 76
Poster	9% 53
Brochure	4% 21
Tip Card	2% 13
Press Event	2% 15
Outreach Event	4% 21
Gas Station	5% 32
High Visibility Enforcement Checkpoint	4% 26
Law Enforcement Officers	7% 32
Other	6% 32

---

[8] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][9]
Safety Doesn't Happen by Accident
n=536

Cable Television	31% 246
Streaming Television	15% 90
Billboard (electronic or traditional)	19% 147
YouTube	18% 116
Social Media	13% 123
Mobile Phone Advertisement	8% 50
Internet Radio	5% 41
AM/FM Radio	9% 56
Newspaper/ Magazine	6% 46
Poster	6% 58
Brochure	3% 19
Tip Card	2% 18
Press Event	3% 17
Outreach Event	3% 19
Gas Station	5% 18
High Visibility Enforcement Checkpoint	3% 21
Law Enforcement Officers	4% 19
Other	6% 37

---

[9] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][10]
Crosswalks
n=502

Cable Television	31% 268
Streaming Television	15% 89
Billboard (electronic or traditional)	18% 113
YouTube	12% 109
Social Media	16% 112
Mobile Phone Advertisement	6% 37
Internet Radio	6% 39
AM/FM Radio	8% 36
Newspaper/ Magazine	5% 50
Poster	7% 36
Brochure	5% 22
Tip Card	2% 16
Press Event	2% 12
Outreach Event	2% 13
Gas Station	2% 14
High Visibility Enforcement Checkpoint	5% 28
Law Enforcement Officers	4% 24
Other	6% 31

[10] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][11]
Sidewalks
n=368

Cable Television	25% 188
Streaming Television	13% 94
Billboard (electronic or traditional)	18% 93
YouTube	14% 110
Social Media	17% 103
Mobile Phone Advertisement	8% 40
Internet Radio	6% 40
AM/FM Radio	7% 33
Newspaper/ Magazine	5% 33
Poster	4% 24
Brochure	3% 21
Tip Card	2% 14
Press Event	2% 13
Outreach Event	4% 17
Gas Station	1% 9
High Visibility Enforcement Checkpoint	3% 17
Law Enforcement Officers	2% 17
Other	3% 18

---

[11] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][12]
Distracted Walking
n=472

Cable Television	34% 292
Streaming Television	14% 88
Billboard (electronic or traditional)	13% 77
YouTube	15% 113
Social Media	13% 120
Mobile Phone Advertisement	6% 38
Internet Radio	3% 33
AM/FM Radio	8% 40
Newspaper/ Magazine	3% 43
Poster	5% 22
Brochure	2% 17
Tip Card	4% 21
Press Event	2% 16
Outreach Event	3% 12
Gas Station	2% 14
High Visibility Enforcement Checkpoint	1% 13
Law Enforcement Officers	1% 6
Other	9% 23

---

[12] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][13]
Bicycling in the Direction of Traffic
n=389

Cable Television	25% 198
Streaming Television	13% 81
Billboard (electronic or traditional)	15% 99
YouTube	15% 101
Social Media	12% 107
Mobile Phone Advertisement	8% 36
Internet Radio	4% 31
AM/FM Radio	4% 30
Newspaper/ Magazine	3% 34
Poster	3% 26
Brochure	2% 18
Tip Card	1% 17
Press Event	1% 15
Outreach Event	2% 17
Gas Station	3% 16
High Visibility Enforcement Checkpoint	3% 14
Law Enforcement Officers	3% 15
Other	3% 21

---

[13] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][14]
Distracted Driving
n=946

Cable Television	57% 593
Streaming Television	17% 122
Billboard (electronic or traditional)	42% 289
YouTube	20% 129
Social Media	25% 202
Mobile Phone Advertisement	13% 68
Internet Radio	8% 55
AM/FM Radio	24% 138
Newspaper/ Magazine	8% 68
Poster	9% 45
Brochure	5% 30
Tip Card	1% 9
Press Event	3% 11
Outreach Event	2% 15
Gas Station	3% 17
High Visibility Enforcement Checkpoint	5% 26
Law Enforcement Officers	5% 29
Other	9% 40

[14] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][15]
Reducing Pedestrian and Bicyclist Fatalities to Zero
n=662

Cable Television	46% 517
Streaming Television	14% 80
Billboard (electronic or traditional)	13% 71
YouTube	15% 95
Social Media	14% 97
Mobile Phone Advertisement	7% 43
Internet Radio	7% 41
AM/FM Radio	7% 32
Newspaper/ Magazine	3% 33
Poster	4% 23
Brochure	4% 14
Tip Card	1% 9
Press Event	1% 6
Outreach Event	2% 13
Gas Station	2% 13
High Visibility Enforcement Checkpoint	1% 13
Law Enforcement Officers	1% 6
Other	2% 14

---

[15] Column totals may exceed 100% for this select all question

Where did you see or hear it? [Select all that apply][16]
Being Visible at Night
n=587

Cable Television	38% 345
Streaming Television	14% 93
Billboard (electronic or traditional)	21% 121
YouTube	17% 105
Social Media	15% 124
Mobile Phone Advertisement	10% 47
Internet Radio	7% 45
AM/FM Radio	11% 64
Newspaper/ Magazine	6% 58
Poster	8% 49
Brochure	3% 25
Tip Card	4% 14
Press Event	2% 15
Outreach Event	3% 10
Gas Station	5% 19
High Visibility Enforcement Checkpoint	4% 25
Law Enforcement Officers	4% 28
Other	6% 37

Did any of these messages change your behavior?
n=480

Yes	45% 180
No	53% 289
Don't Know	1% 9
Refusal	1% 2

---

[16] Column totals may exceed 100% for this select all question

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

	Total Sample n=2,477	Telephone n=546	Online n=1,931
18-24	12% 171	16% 58	10% 112
25-34	16% 260	17% 58	16% 201
35-44	15% 382	14% 80	16% 302
45-54	16% 315	17% 86	15% 229
55-64	17% 333	18% 90	16% 242
65+	25% 1,011	19% 90	27% 845
Don't Know	- 0	- 0	- 0
Refusal	<1% 5	<1% 5	- 0

Which language do you speak in your home most often?

	Total Sample n=2,477	Telephone n=546	Online n=1,931
English	87% 2,351	79% 489	89% 1,853
Spanish	10% 74	14% 30	9% 44
Creole	1% 7	3% 4	<1% 3
Other	2% 26	4% 10	1% 16
Don't Know	- 0	- 0	- 0
Refusal	<1% 4	1% 4	1% 15

Are you of Latino or Hispanic ethnic background?

	Total Sample n=2,477	Telephone n=546	Online n=1,931
Yes	28% 226	35% 76	26% 150
No	71% 2,224	63% 455	74% 1,769
Don't Know	<1% 4	1% 4	- 0
Refusal	<1% 23	2% 11	1% 12

What is your racial background? Are you:

	Total Sample n=2,251	Telephone n=470	Online n=1,781
White/Caucasian	66% 1,914	52% 355	71% 1,559
Black/ African American	22% 171	27% 48	20% 123
Asian	5% 60	2% 6	6% 54
Native American	1% 10	2% 2	1% 8
Other	4% 60	10% 27	3% 33
Don't Know	<1% 6	1% 6	- 0
Refusal	2% 30	6% 26	<1% 4

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

	Total Sample n=2,477	Telephone n=546	Online n=1,931
Less than high school degree	5% 48	7% 19	5% 29
High school degree/ GED	28% 464	33% 144	26% 320
Some college	37% 65	32% 138	39% 527
Bachelor's degree	18% 756	18% 147	18% 609
Graduate or Post-graduate degree	12% 518	8% 79	13% 439
Don't Know	<1% 3	1% 3	- 0
Refusal	1% 23	2% 16	<1% 7

Am I reaching you today on a landline or cell phone today?
n=546

Landline	8% 67
Cell phone	90% 466
Don't Know	1% 4
Refusal	1% 9

Sex (interviewer-determined on phone)

	Total Sample n=2,473	Telephone n=546	Online n=1,927
Male	48% 1,214	52% 287	47% 927
Female	52% 1,259	48% 256	53% 1,000

Language the interview was conducted in (Interviewer-determined)

	Telephone n=546
English	98% 536
Spanish	2% 10

Appendix II: Survey Instrument

FDOT Pedestrian & Bicyclist 2020 Survey Instrument

INTRODUCTION

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

INFORMED CONSENT

Thank you for your time. These questions should take less than 7 minutes to complete. Your participation is voluntary. Your identity is unknown, and all your responses will remain confidential. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

COUNTY) Which Florida county do you live in?

01	Alachua	15	Monroe
02	Bay	16	Orange
03	Brevard	17	Osceola
04	Broward	18	Palm Beach
05	Collier	19	Pasco
06	Duval	20	Pinellas
07	Escambia	21	Polk
08	Hillsborough	22	Sarasota
09	Lake	23	Seminole
10	Lee	24	St. Lucie
11	Leon	25	Volusia
12	Manatee	77	Other
13	Marion	88	Don't Know
14	Miami-Dade	99	Refusal

PED) During a typical week how many hours do you spend walking on a sidewalk or roadway?
1. None [SKP to BIKE]
2. Less than one hour
3. 1-5 hours
4. 5-10 hours
5. More than 10 hours
8. Don't Know
9. Refusal [SKP to BIKE]

PEDN) During a typical week, how often do you walk on a sidewalk or roadway at night?
1. Very often
2. Sometimes
3. Rarely
4. Never [SKP to MCROSSD]
8. Don't Know [SKP to MCROSSD]
9. Refusal [SKP to MCROSSD]

[IF PEDN <= 3]
PEDVIS) When you walk during the night, do you do anything to make yourself more visible to motorists?
1. Yes
2. No [Skip to WSIDE]
8. Don't Know
9. Refusal

[IF PEDVIS = 1]
PEDVISW) What do you do to make yourself more visible after dark? _____

WSIDE) When you are walking and there is a sidewalk available, how often do you walk on the sidewalk?
1. All the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

WROAD) When you are walking and there is not a sidewalk available, where do you walk? [Select all that apply]
1. On the roadway
2. On the hard shoulder
3. On the grassy shoulder
8. Don't Know
9. Refusal

IMPCR) How important do you feel it is to cross at an intersection or crosswalk when walking across the road?
1. Very important
2. Somewhat important
3. Somewhat unimportant
4. Very unimportant
8. Don't Know
9. Refusal

MCROSSD) How safe do you feel when crossing the street during the day in a crosswalk?
1. Very safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

MCROSSN) How safe do you feel when crossing the street at night in a crosswalk?
1. Very Safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

NOCROSS) In the past year, have you crossed the street at a crosswalk when the signal said, "do not cross"?
1. Yes
2. No
8. Don't Know
9. Refusal

[IF NOCROSS = 1]
NOCROSSWHY) Why did you cross the street at a crosswalk when the signal said, "do not cross?"
_____

BEACON) Have you crossed a street mid-block where a yellow flashing beacon was provided in a mid-block crosswalk?
1. Yes
2. No
8. Don't Know
9. Refusal

WAITBEA) [IF BEACON == 1 SHOW] Did you activate the beacon before crossing the road?
1. Yes
2. No
8. Don't Know
9. Refusal

BEACONPROB) [IF BEACON == 1 SHOW] Have you encountered any problems using a mid-block crosswalk with a yellow flashing beacon?

_____

BIKE) During a typical week how many hours do you spend riding a bicycle on a roadway?
1. None [SKP to BIKEPASS]
2. Less than one hour
3. 1-5 hours
4. 5-10 hours
5. More than 10 hours
8. Don't Know
9. Refusal

BIKEN) During a typical week, how often do you ride a bicycle on a roadway at night?
1. Very often
2. Sometimes
3. Rarely
4. Never [SKP to BIKERIDED]
8. Don't Know [SKP to BIKERIDED]
9. Refusal [SKP to BIKERIDED]

[If BIKEN <=3]
BIKELIGHT) When you ride your bike at night, do you use a light on your bike?
1. Yes
2. No
8. Don't Know
9. Refusal

BIKERIDED) How safe do you feel riding your bicycle on roadways during the day?
1. Very Safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

BIKERIDEN) How safe do you feel riding your bicycle on roadways at night?
1. Very Safe
2. Somewhat safe
3. Somewhat Unsafe
4. Very Unsafe
8. Don't Know
9. Refusal

ROAD) When riding a bicycle on the roadway, do you ride …
1. Facing traffic
2. With traffic
3. Both
8. Don't Know
9. Refusal

LIGHT) When riding a bicycle on the roadway, do you stop at stop signs and red lights?
1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

HELMET) When riding a bike, do you wear a helmet?
1. All of the time
2. More than half of the time
3. About half of the time
4. Less than half of the time
5. None of the time
8. Don't Know
9. Refusal

STOPMID) When driving, do you stop for pedestrians at mid-block crossings?
1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

LOOKLR) When driving, do you come to a complete stop, and look left and right, before making a right on red?
1. All of the time
2. Most of the time
3. Some of the time
4. None of the time
8. Don't Know
9. Refusal

Next I'm going to ask you a couple of questions about Florida laws.
BIKEPASS) Florida law requires at least how many feet between a driver when passing a bicyclist?
1. None
2. 1 ft
3. 3 ft
4. 5 ft
8. Don't Know
9. Refusal

PEDWALK) According to Florida law, where are pedestrians required to walk when no sidewalks are available?
1. On the shoulder facing traffic
2. On the shoulder walking with traffic
3. On the shoulder, does not matter which direction
8. Don't Know
9. Refusal

PEDCROSS) According to Florida law, are all intersections implied crosswalks, even when no lines are painted?
1. Yes
2. No
8. Don't Know
9. Refusal

PEDSTOP) According to Florida law, are drivers required to stop for pedestrians in both intersections and mid-block crosswalks?
1. Yes
2. No
3. Don't Know
4. Refusal

Next we're going to ask you some questions about safety messages.
XXXXXX) In the past year, have you seen or heard a safety message "*SEE BELOW*"?
1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[ROTATE ALERTDAY - SAFE]
ALERTDAY that says, "Alert Today, Alive Tomorrow"
ALERTN that says, "Alert Tonight, Alive Tomorrow"
FOOL that says, "One Foolish Act"
EVERY that says, "Every Life Counts"
SAFE that says, "Safety Doesn't Happen by Accident"

CROSS about properly using crosswalks
SIDE about walking on the sidewalk
WALK about distracted walking
TRAFFIC about bicycling in the direction of traffic
DRIVE about distracted driving
ZERO about reducing pedestrian and bicycle fatalities to zero
VISIBLE about being visible while walking or biking at night

XXXXXXSEE) Where did you see or hear it? SELECT ALL THAT APPLY

1. Television – Broadcast / Cable
2. Streaming Television such as (Roku, Apple TV, Sling, Amazon Fire, etc.)
3. Billboard on the road (electronic or traditional)
4. YouTube
5. Social media (Facebook, Twitter, Instagram, etc.)
6. Mobile phone advertisement
7. Internet radio (Pandora, Spotify, Soundcloud, etc.)
8. AM/FM radio
9. Newspaper/Magazine
10. Poster
11. Brochure
12. Tip Card
13. Press Event
14. Outreach Event
15. Gas station
16. High Visibility Enforcement Checkpoint
17. Law Enforcement Officers
18. Other:_____
88. Don't Know
99. Refusal

CHANGE) [If yes to ALERTDAY - VISIBLE] Did any of these messages change your behavior?
>   1. Yes
>   2. No
>   8. Don't Know
>   9. Refusal

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

AGE. Which of the following age categories best describes you? 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
>   9. Refusal

HOMELANG. Which language do you speak in your home most often?
>   1. English
>   2. Spanish
>   3. Creole
>   4. Other
>   8. Don't Know
>   9. Refusal

HISP. Are you of Latino or Hispanic ethnic background?
>   1. Yes (SKIP to EDU)
>   2. No
>   8. Don't Know
>   9. Refusal

RACE. What is your racial background? Are you:
>   1. White/Caucasian
>   2. Black/African American
>   3. Asian
>   4. Native American
>   5. Other _____
>   8. Don't Know
>   9. Refusal

EDU) What is the highest grade in school or year of college you have completed?
>   1. Less than high school degree
>   2. High school graduate/GED
>   3. Some college
>   4. Bachelor's degree
>   5. Graduate degree or post-graduate degree
>   8. Don't Know
>   9. Refusal

ZIP) To help compare your results to others in your area, may I have the zip code where you live??
>   1. _____

LLCELL. Am I reaching you today on a landline or cell phone today?
>   1. Landline
>   2. Cell phone
>   8. Don't Know
>   9. Refusal

SEX (Interviewer-determined on phone)

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

1. Male
2. Female

LANG. Language the interview was conducted in (Interviewer-determined)
1. English
2. Spanish

Closing:
Those are all the questions I have for you this evening. Thank you for participating. As I said earlier, this survey is being conducted by the University of North Florida on behalf of the Florida Department of Transportation about the pedestrian and cyclist behaviors of Floridians in order to improve the safety of Florida's roads. If you have any questions regarding this survey or the rights of research subjects, please contact the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-2784.