

Florida 2023 Click it or Ticket Media Survey

Prepared for FDOT
by the Public Opinion Research Lab (PORL)
at the University of North Florida



Project Background

- FDOT contracted with PORL at UNF to gather information about the attitudes and awareness of adults living in the State of Florida concerning FDOT's Click It or Ticket media campaign and general driving habits.
- The performance goal is to monitor progress in FDOT's safety belt awareness campaign and its coverage throughout the state.
- In order to evaluate the effectiveness of FDOT's messaging, PORL administered an awareness survey from **June 5 through June 20, 2023**.
- This project is executed annually during this time frame because it immediately follows the Memorial Day media and enforcement campaigns coordinated by FDOT and NHTSA.



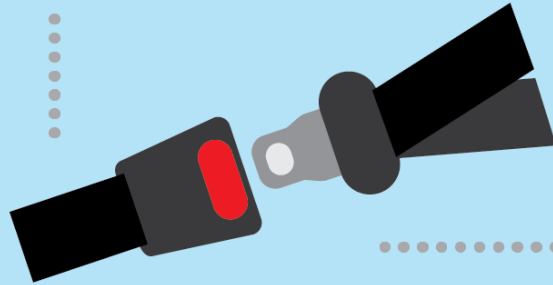
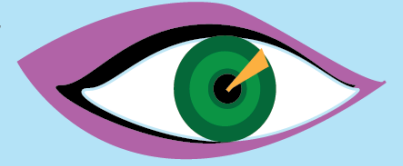
Executive Summary

Sample: 1,520 adult Florida residents with a driver's license

MoE: +/- 2.8 percentage points

**Click It* awareness refers to the percentage of respondents who reported having seen or heard *Click It or Ticket* in the past year.

77% of respondents reported having seen or heard *Click It or Ticket*, up from 68% in 2022.*

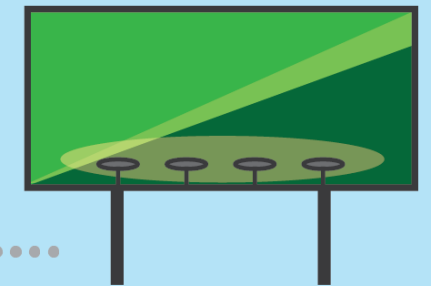


87% of respondents reported using seatbelts all the time.



The Tampa is the DMA with the highest *Click It* awareness, at 84%.*

Most people saw *Click It or Ticket* on a traditional billboard, at 51%.



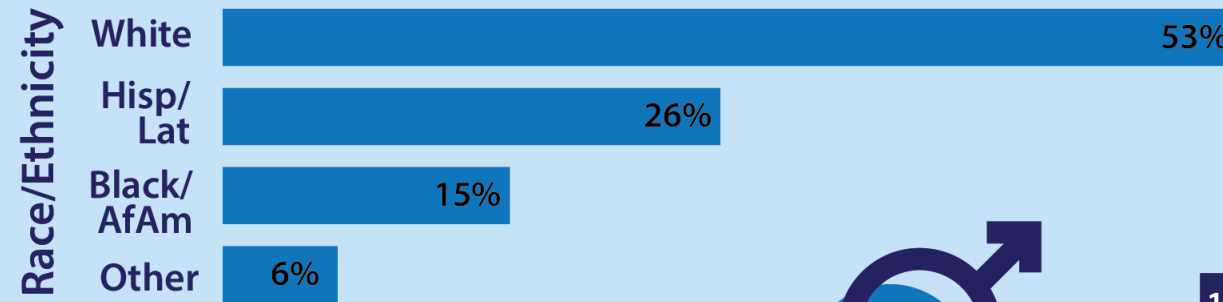
28% of respondents said education is the most effective way to encourage seat belt use

Methodology

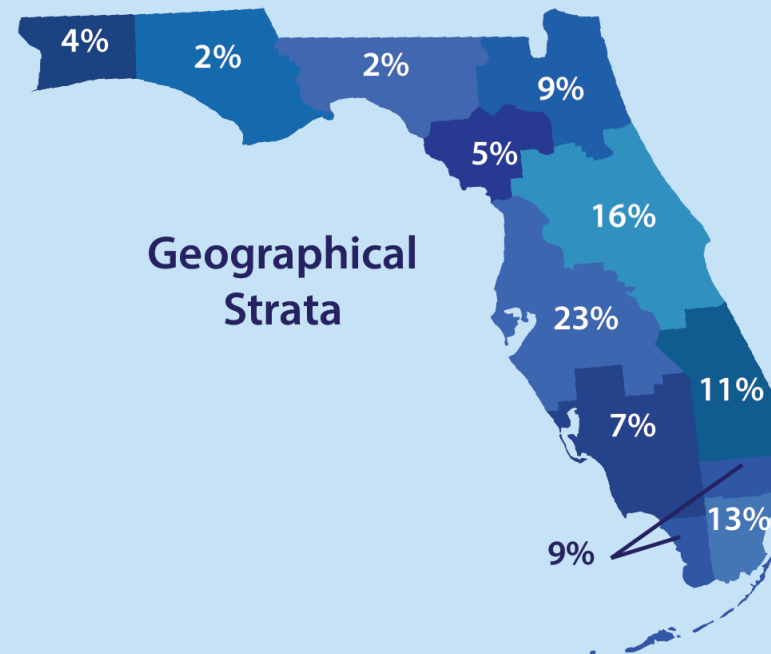
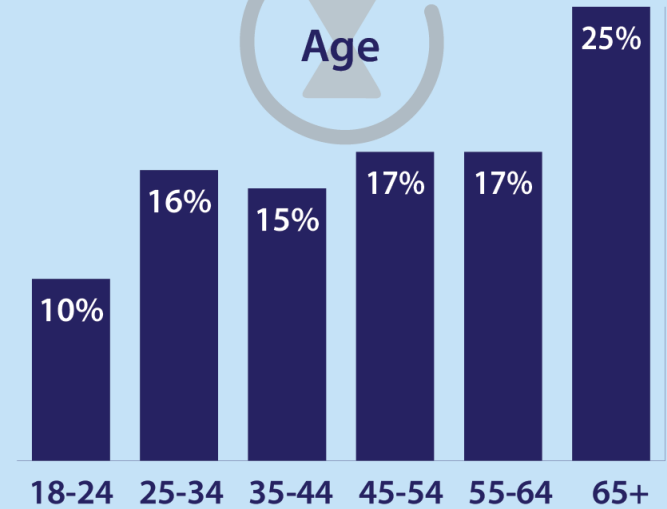
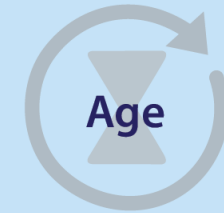
- This study utilized a multi-modal design, incorporating both **telephone** and **online** surveys
- The final sample consists of **1,520** Florida adults with a driver's license (even if suspended)
 - **809** surveys were administered via telephone between June 5 and June 20, 2023
 - **711** were completed online between June 5 through June 13, 2023
- The margin of sampling error for the total sample is **+/- 2.8** percentage points, including estimated design effect
- To ensure a representative sample being collected, the state was stratified into 11 geographic areas, and quotas were placed on each
- An oversample of individuals aged 18-34 was used to get a closer look at this relatively small subgroup of the population
- To adjust for oversampling and nonresponse bias, all data were weighted to the adult population of the 25 Florida counties surveyed, according to the U.S. Census Bureau's American Community Survey (ACS) 2021 five-year estimates

Demographic Profile

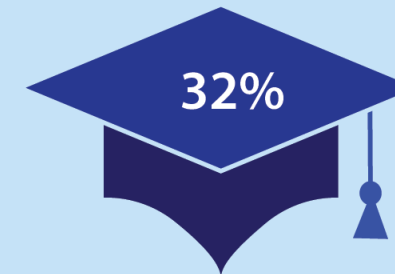
The infographic on the right displays the weighted demographic breakdown of the total sample, excluding responses of “don’t know” or refusals.



51% Female
49% Male



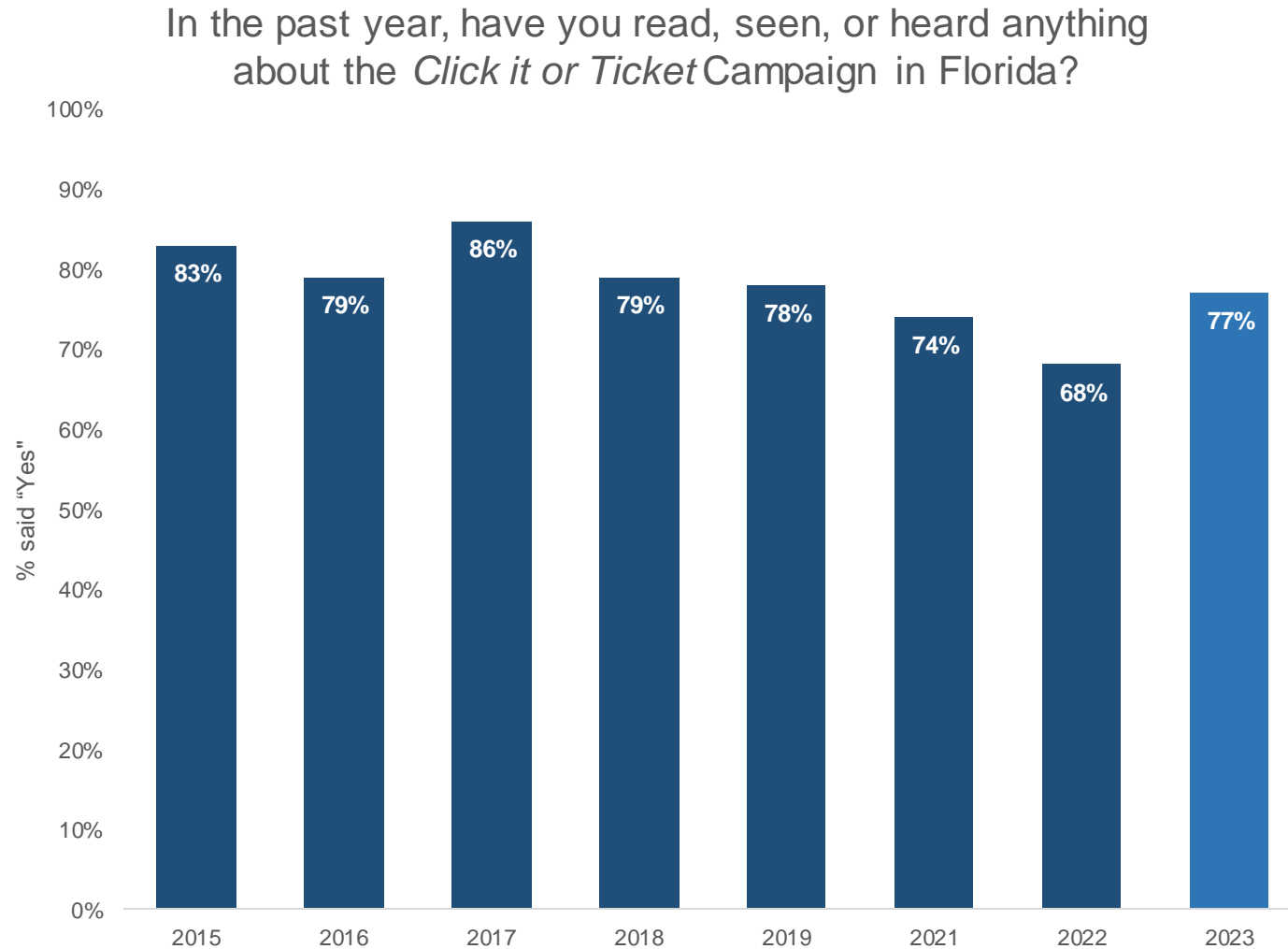
Geographical Strata



32%
Have a Bachelor's Degree or higher

Summary of Findings

Figure 1. *Click It or Ticket* Awareness: 2015 - 2023

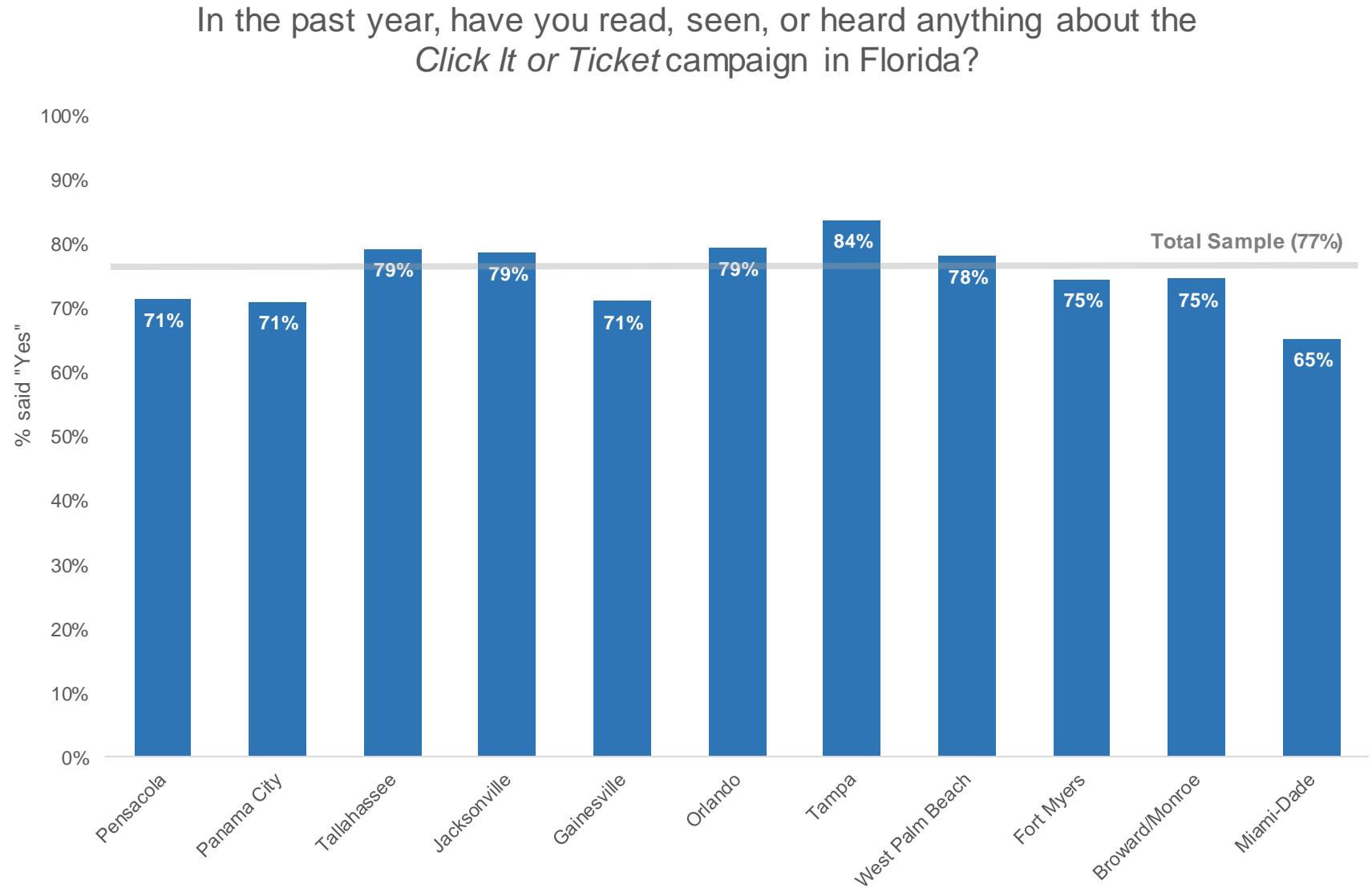


- Figure 1 shows the total percentage of respondents who indicated they have seen or heard about the campaign in each project year
- In 2023, 77% of all respondents said they saw or heard about *Click It or Ticket*
- Overall, *Click It* awareness increased by 9 percentage points between 2022 and 2023
- This is the highest awareness has been since 2019, when 78% of respondents indicated having seen or heard about the *Click It* campaign

Summary of Findings

Figure 2. *Click It or Ticket* Awareness by DMA

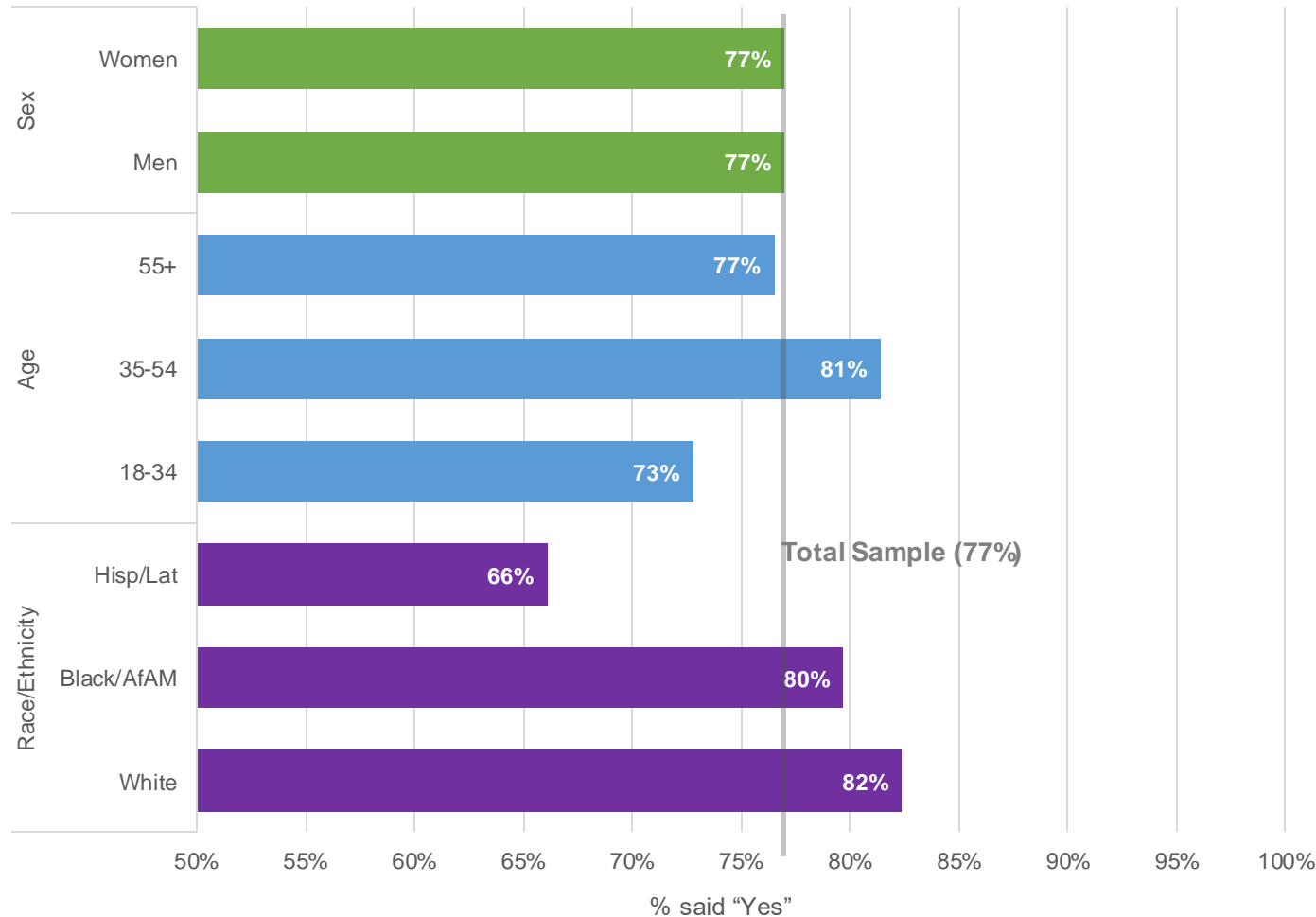
- Figure 2 shows 2023 *Click It or Ticket* awareness, broken down by Designated Market Area (DMA)
- The Tampa DMA has the highest awareness, with 84%
- The DMA with the lowest awareness is Miami-Dade at 65%
- The overall awareness across all DMAs is 77%



Summary of Findings

Figure 3. *Click It or Ticket* Awareness by Select Demographics

In the past year, have you read, seen, or heard anything about the *Click It or Ticket* campaign in Florida?



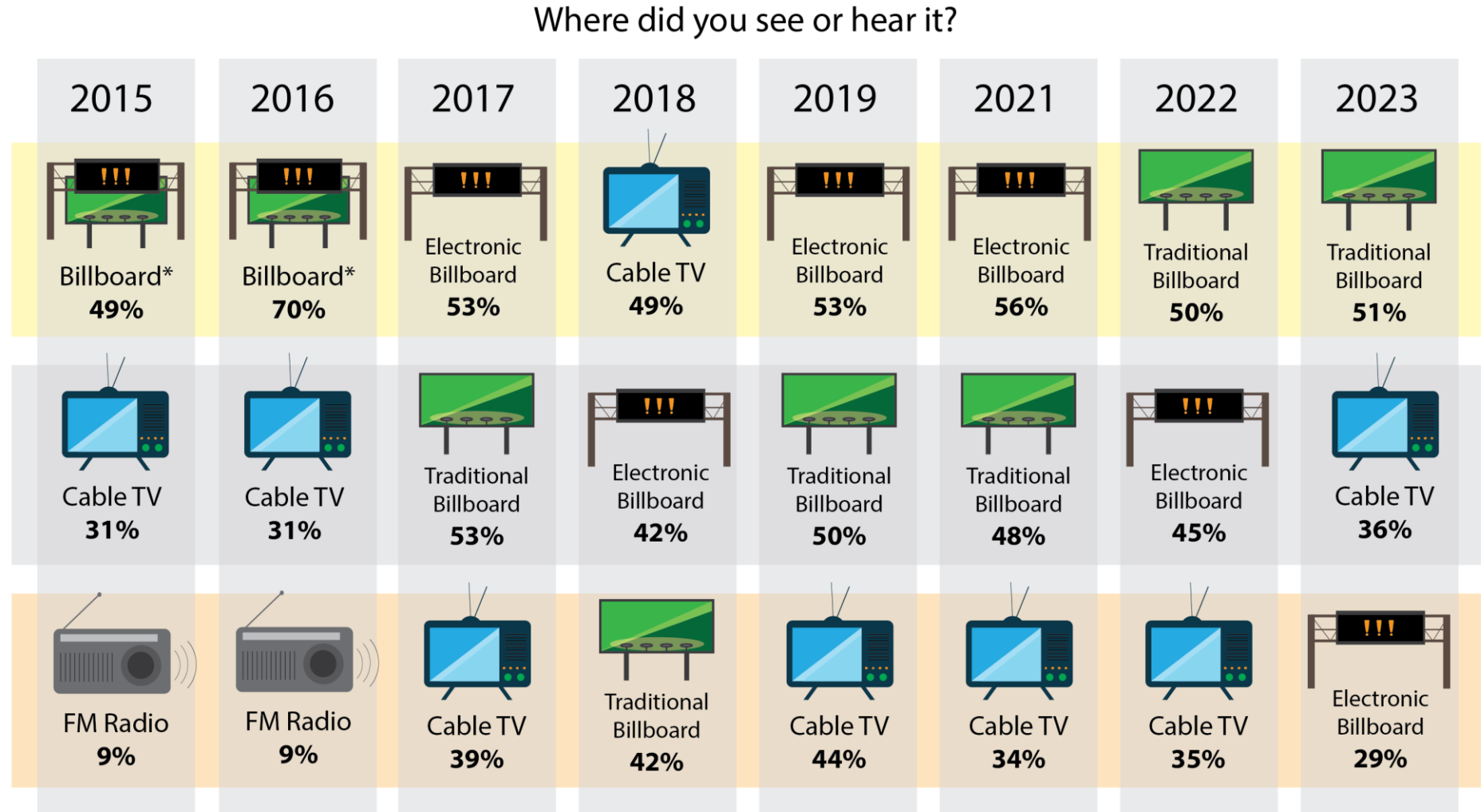
Note: axis begins at 50% for easier visualization

- Men and women have equal *Click It* awareness, at 77%
- The age category with the greatest awareness is 35 to 54, with 81%
- Respondents aged 18 to 34 have the lowest awareness, at 73%
- Just 66% of Hispanic and Latino respondents reported seeing or hearing *Click It* in the past year

Summary of Findings

Figure 4. Top 3 *Click It* Media: 2015 - 2023

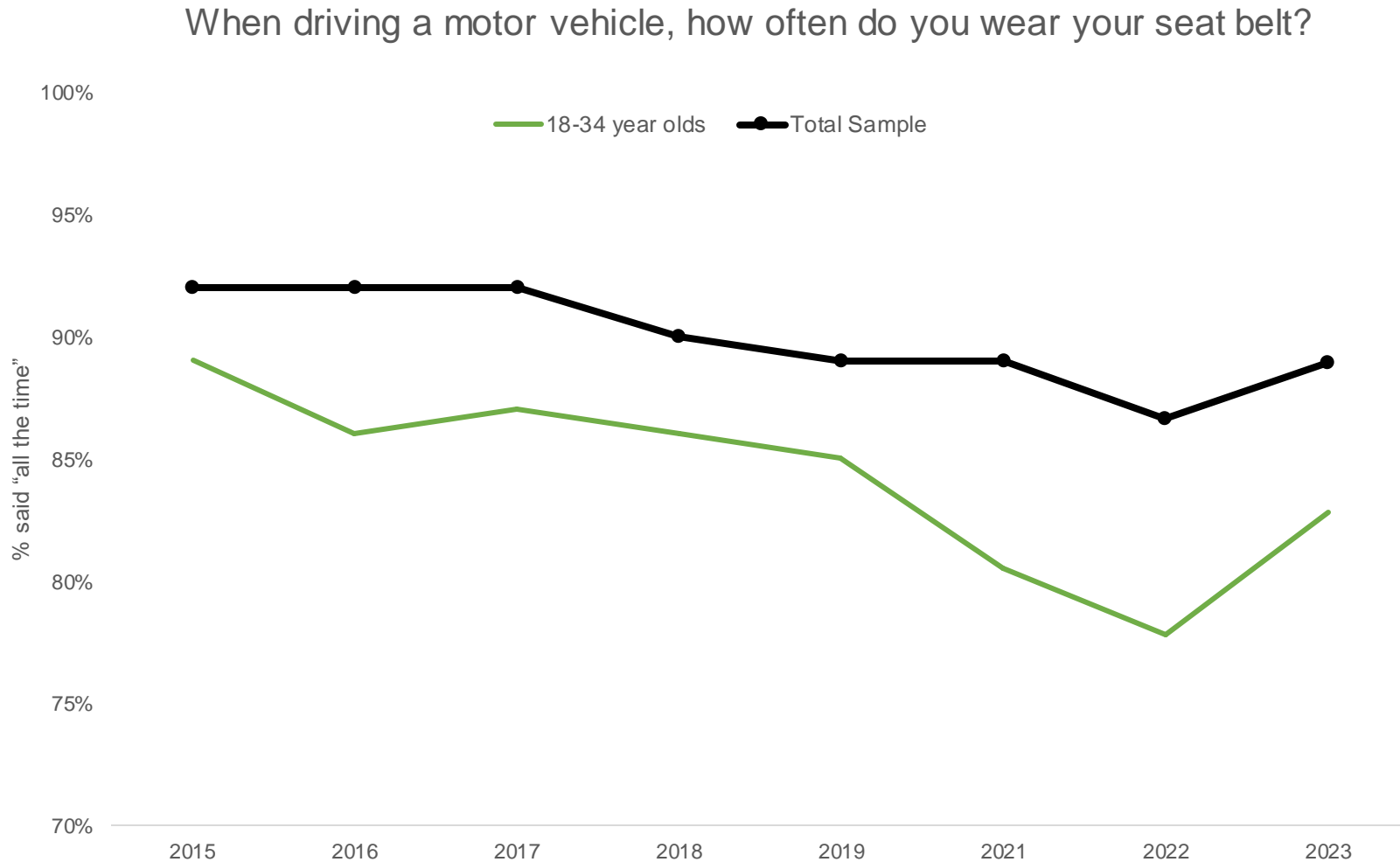
- Figure 4 shows the top three places that respondents reported having seen or heard about *Click It*, broken down by project year
- The top 3 have remained largely the same between project years, in varying order: traditional billboard, billboard, cable television, and electronic billboard



*2015 - 2016 wording

Summary of Findings

Figure 5. Seatbelt Use by Age Group, 2015-2023



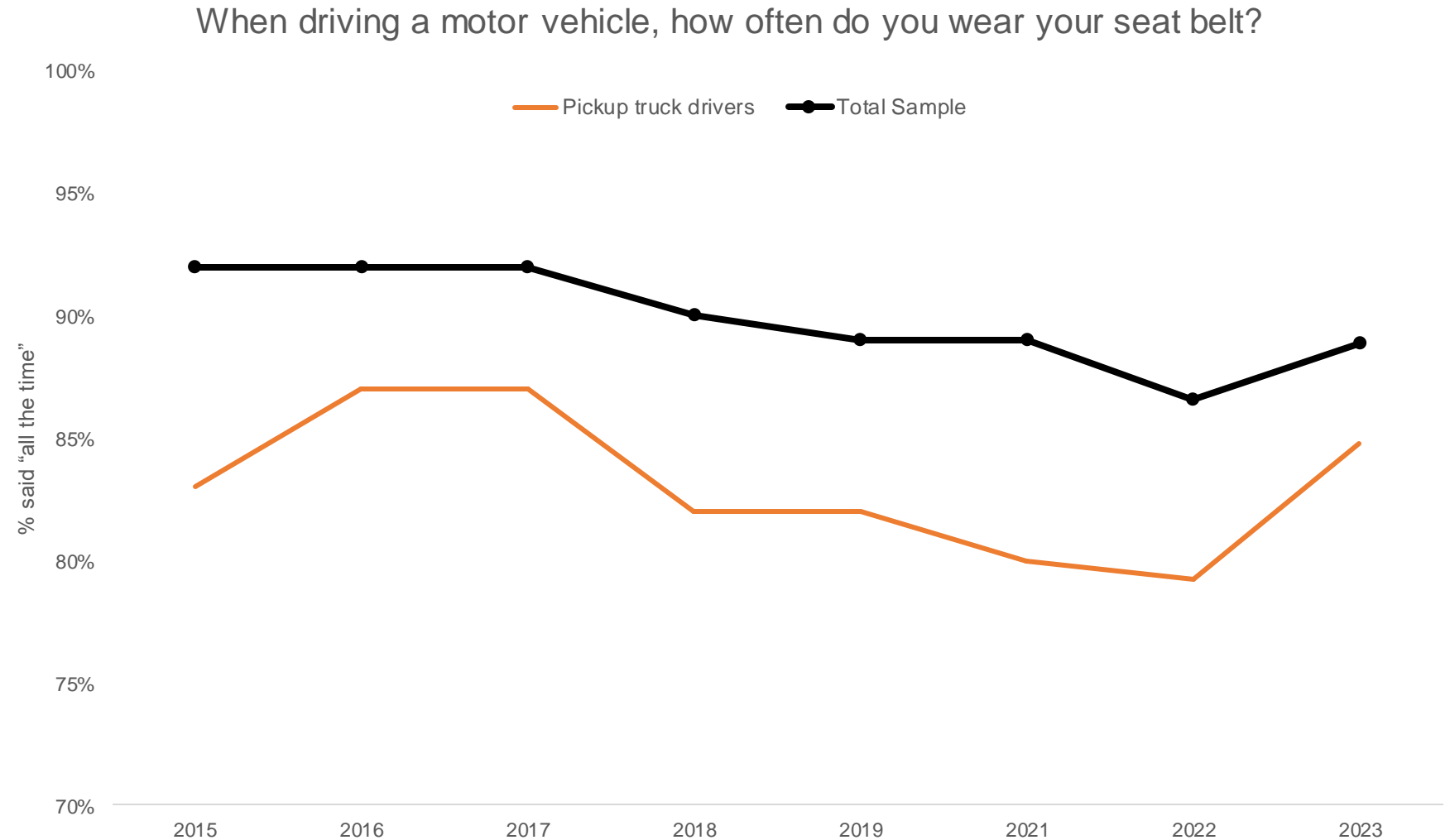
- Figure 5 shows the percentage of respondents aged 18 to 34 who reported using their seat belt “all the time,” broken down by project year
- Across all project years, younger respondents have had lower reported seat belt use than the total sample
- Reported seat belt use among younger respondents increased 5 percentage points in 2023
- Overall, the percentage of 18-to-24-year-olds that use their seat belt all the time has decreased by 6 percentage points since 2015

Note: axis begins at 70% for easier visualization

Summary of Findings

Figure 6. Seatbelt Use by Vehicle, 2015-2023

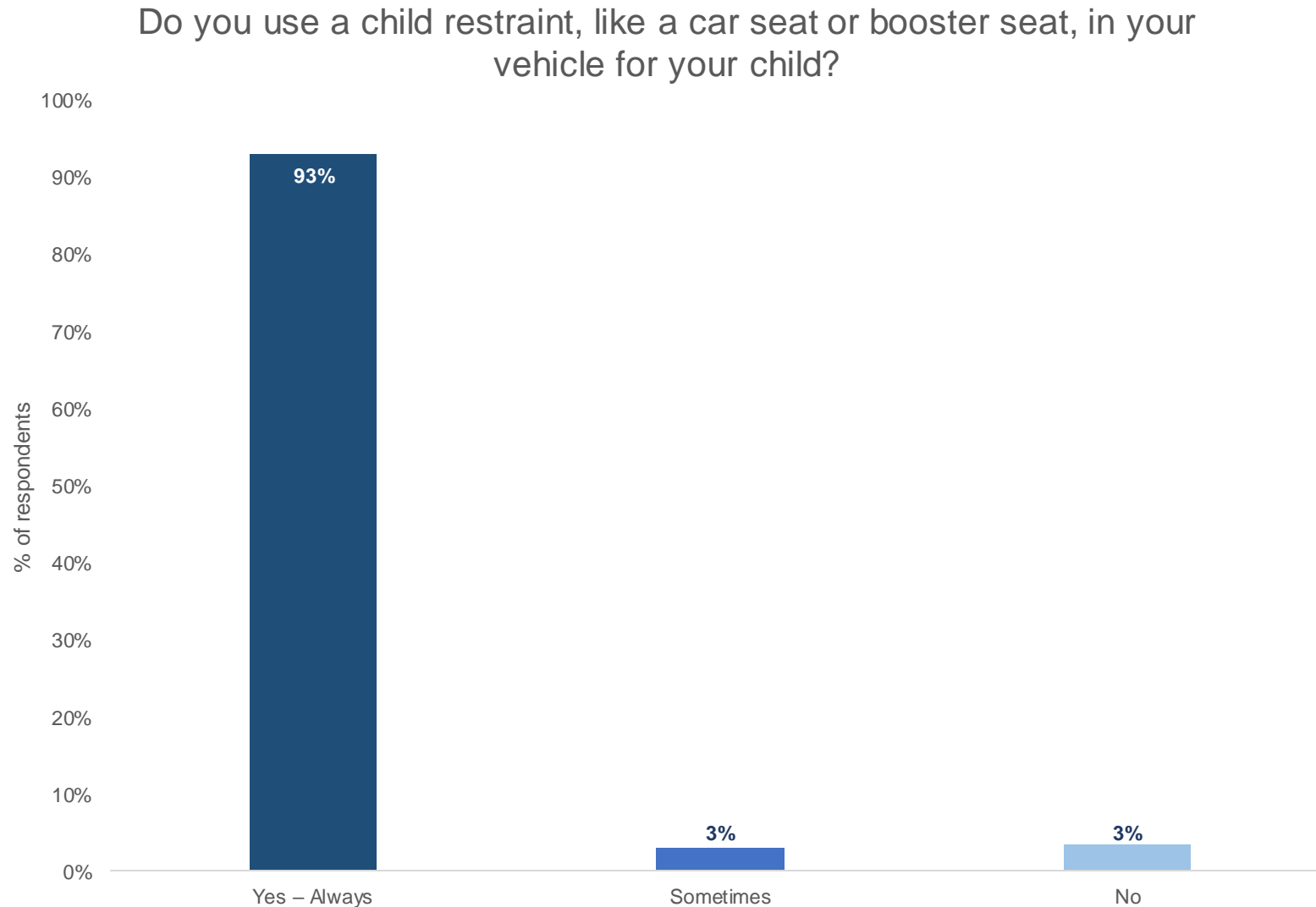
- Pickup truck drivers have also had a historically low percentage who report using their seat belt all the time, as shown above in Figure 6
- Despite still being lower than the sample average, seatbelt use among pickup drivers has increased 6 points since 2022
- Overall, the percentage of pickup drivers who report always using their seat belt has increased 2 points since 2015



Note: axis begins at 70% for easier visualization

Summary of Findings

Figure 7. Child Restraint Use



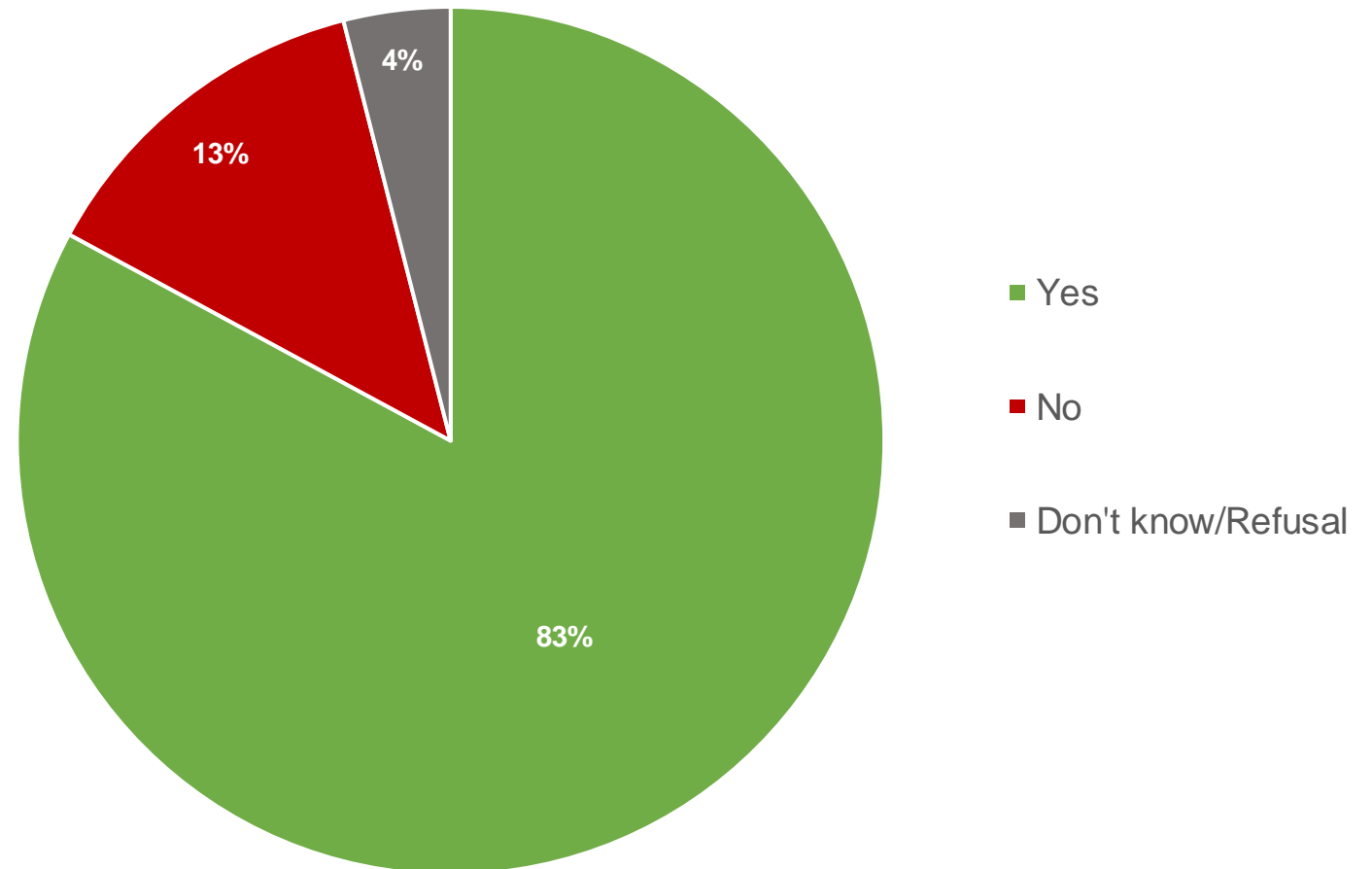
- Respondents who indicated having a child 5 years of age or older were asked if they use child restraints (n=222)
- 93% of these respondents said they *always* use a child restraint
- Just 6% reported not *always* using a child restraint

Summary of Findings

Figure 8. Child Restraint Law Awareness

- All respondents were asked their awareness of Florida child restraint laws
- An overwhelming majority answered correctly, that there *is* a law requiring children 5 and younger to use child restraints
- Still, 13% said “no,” and 4% said they did not know or declined to answer

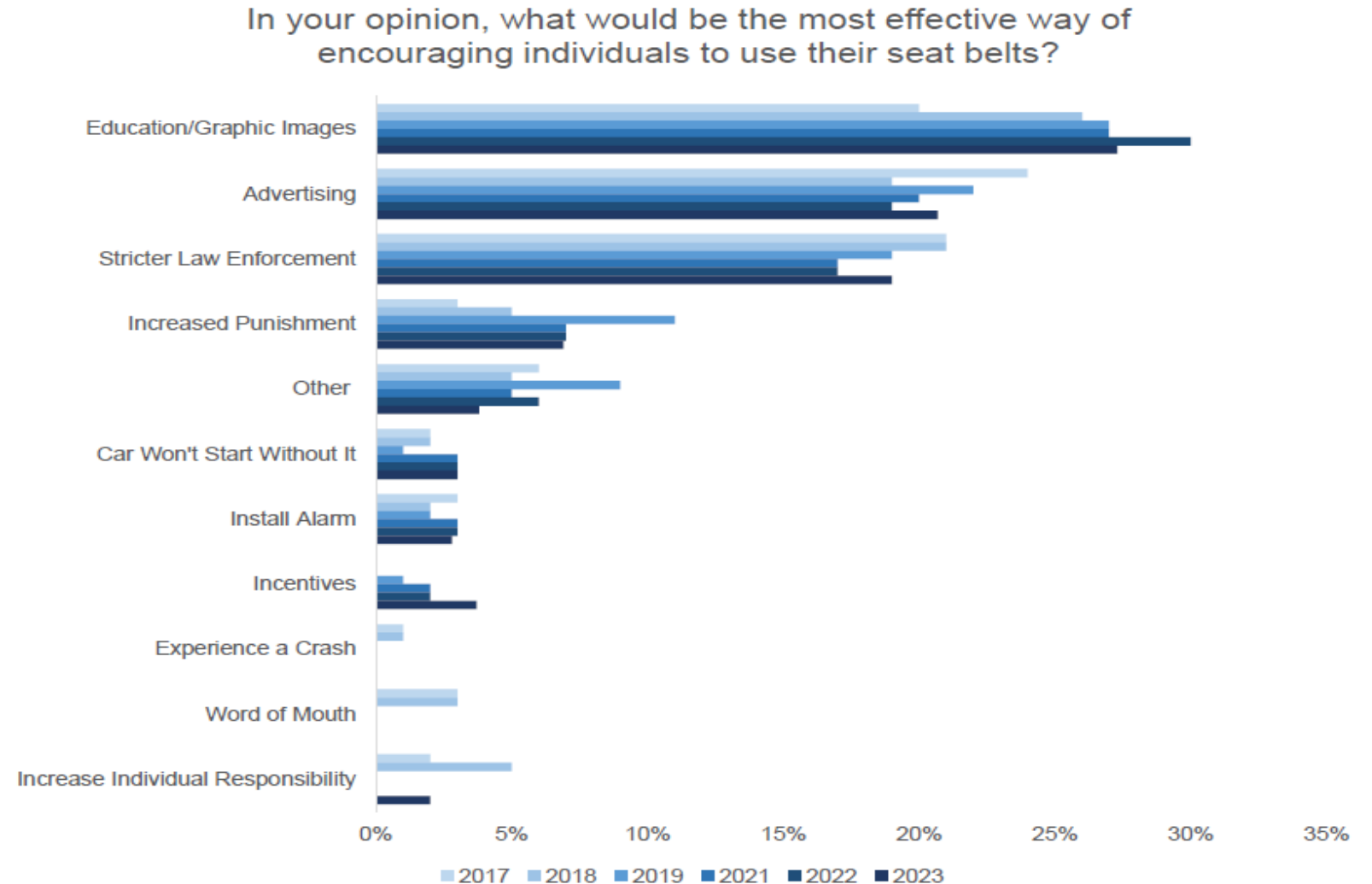
Do you know if Florida has a law requiring children 5 years of age or younger to use a child restraint seat in the car?



Summary of Findings

Figure 9. Most Effective, 2017-2023

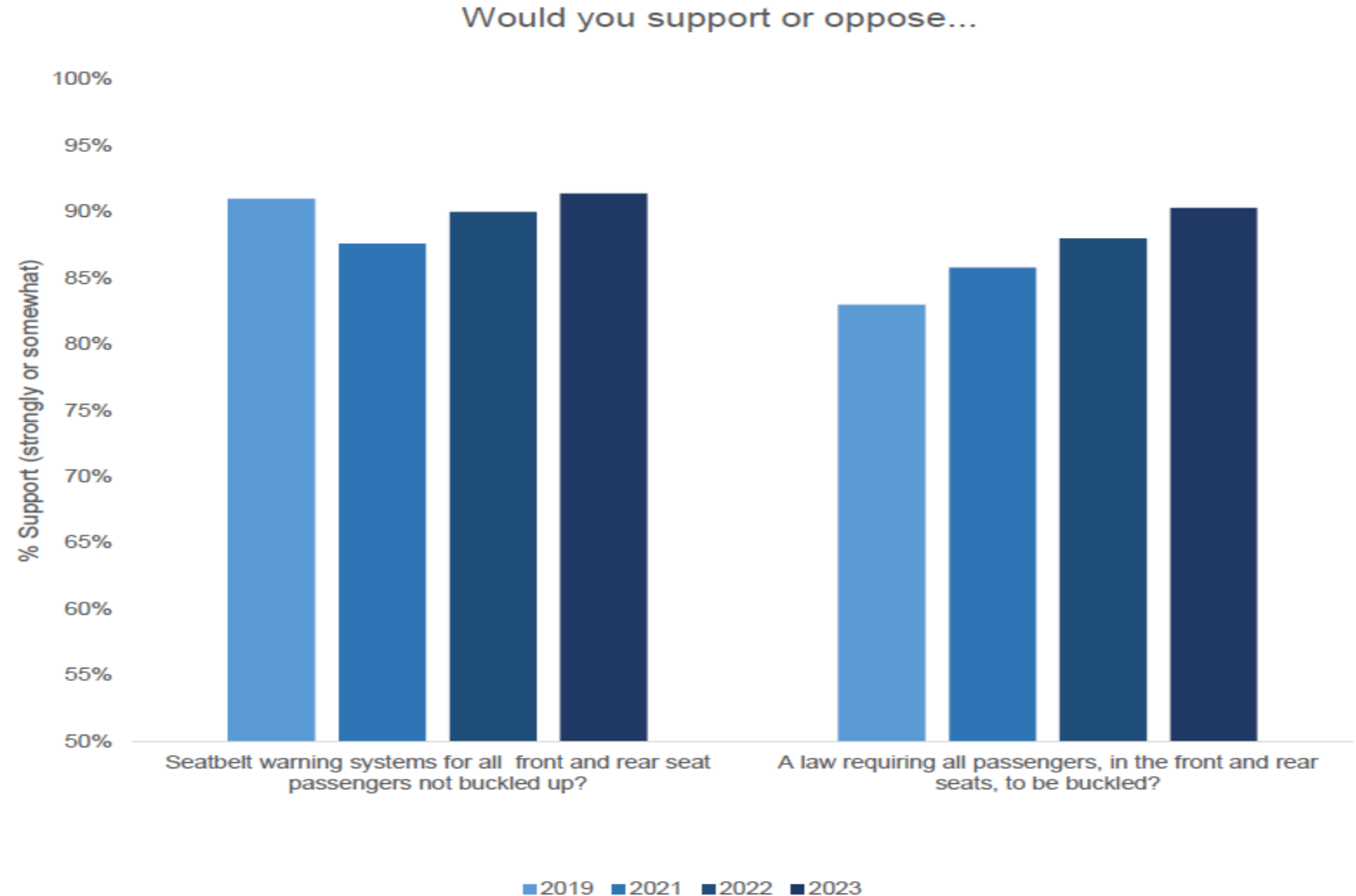
- For the fifth year in a row, the most common suggestion was increasing education and showing graphic images of car crashes, with 27%.
- Advertising comes in second place with 21%, followed by stricter law enforcement with 19%.
- Incentives (4%), devices that prevent the car from starting without a seat belt (3%), and alarms (3%) were among the least popular responses.



Summary of Findings

Figure 10. Support or Oppose, 2019-2023

- For both policies, the overwhelming majority responded in support of the measures. Ninety-one percent said they would support the warning system, while 90% support a rear seat law. Support for seat belt warning systems has consistently been slightly higher than for a rear-seat law, however support for both policies has increased steadily since the introduction of these questions in 2019.



Questions? Comments?



Public Opinion Research Lab

The Public Opinion Research Laboratory (PORL) is a full-service survey research facility that provides tailored research to fulfill each client's individual needs. Our top priority is to produce reliable data through carefully executed research in order to provide our partners and policymakers with independent, non-partisan information directly from their clients and constituents.

As a charter member of the AAPOR Transparency Initiative, PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research.

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