

Click it or Ticket 2022 Media Survey

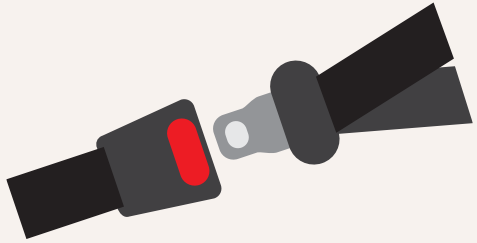
FINAL REPORT PREPARED FOR FDOT

BY UNF PORL

JULY 2022

Executive Summary

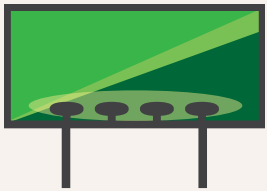
In a survey of 1,412 adult Florida residents...



87% of respondents reported using seat belts **all the time**.



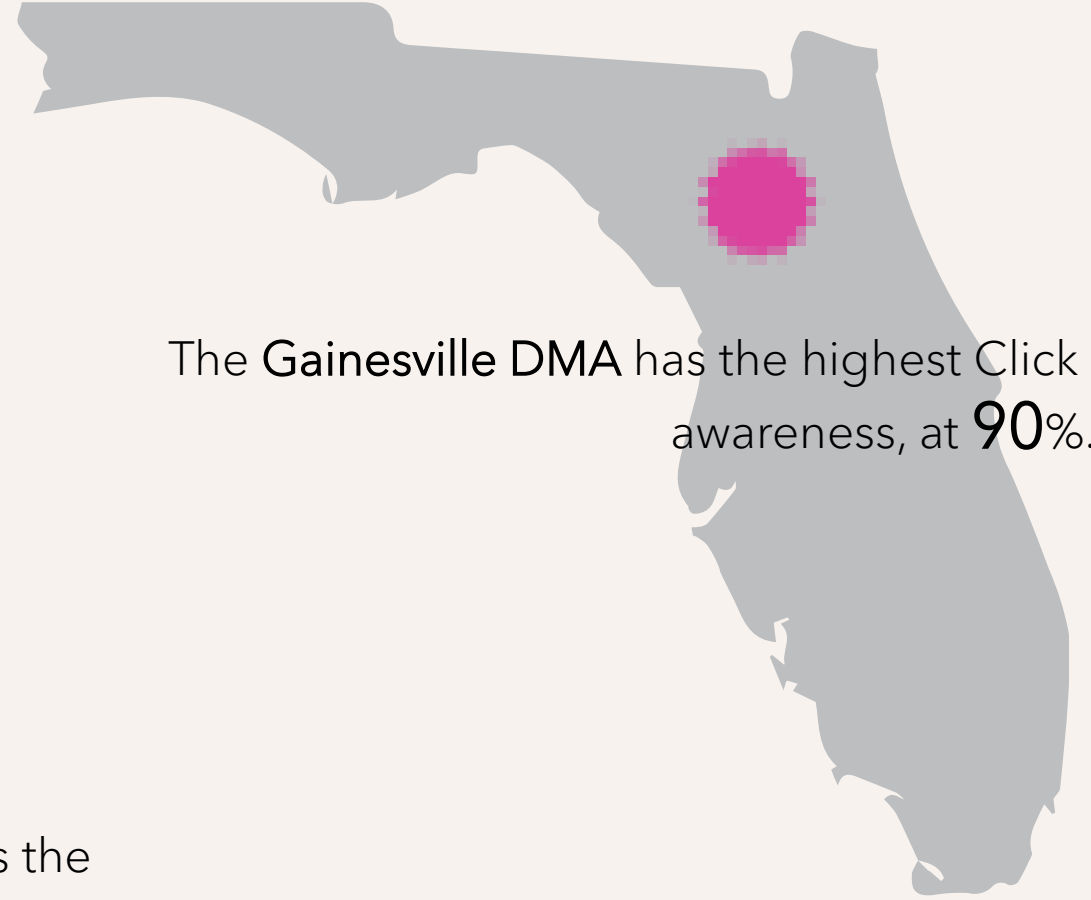
68% of respondents reported having seen or heard about the **Click It or Ticket** campaign.*



Most people saw **Click It or Ticket** on a traditional billboard, at **50%**.



30% of respondents said **education** was the most effective way to **encourage seat belt use**.

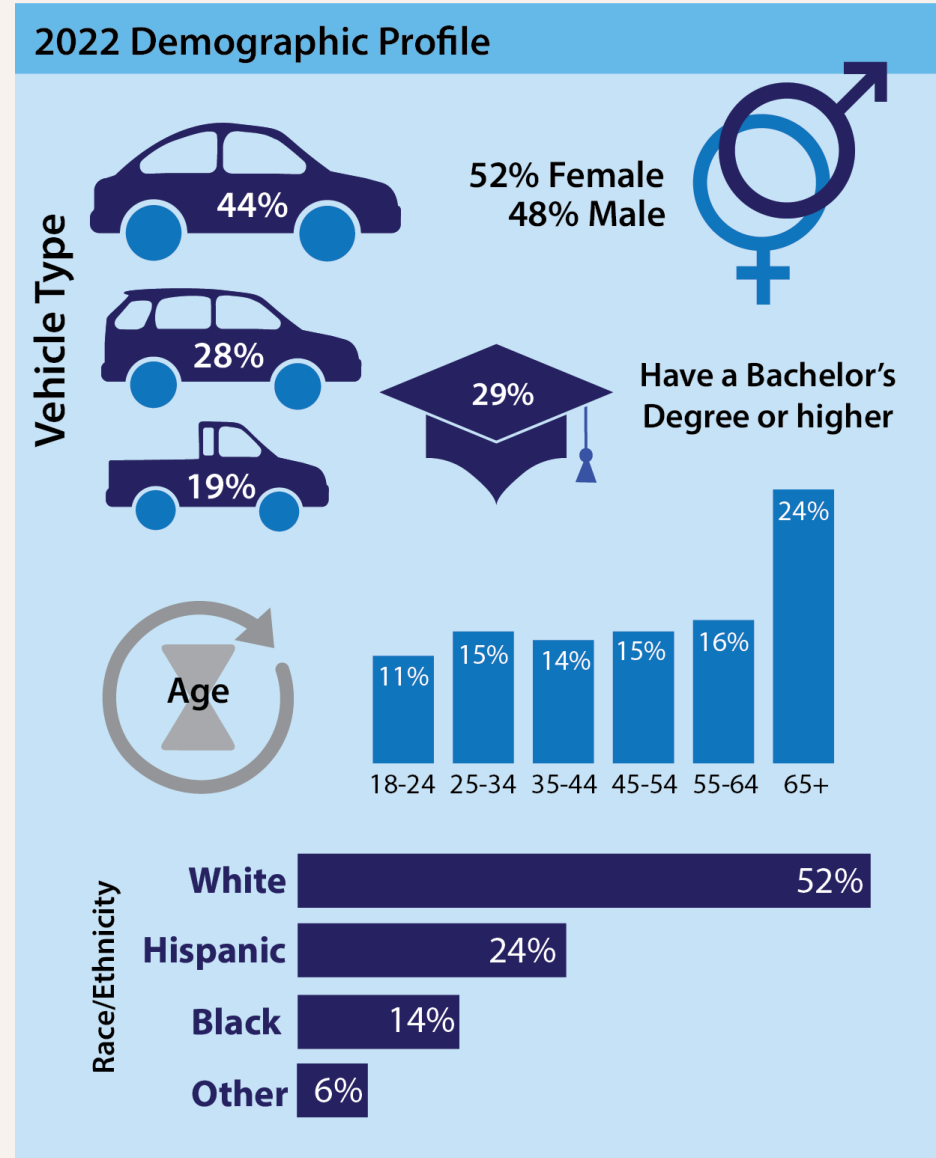


The **Gainesville DMA** has the highest **Click It or Ticket** awareness, at **90%**.*

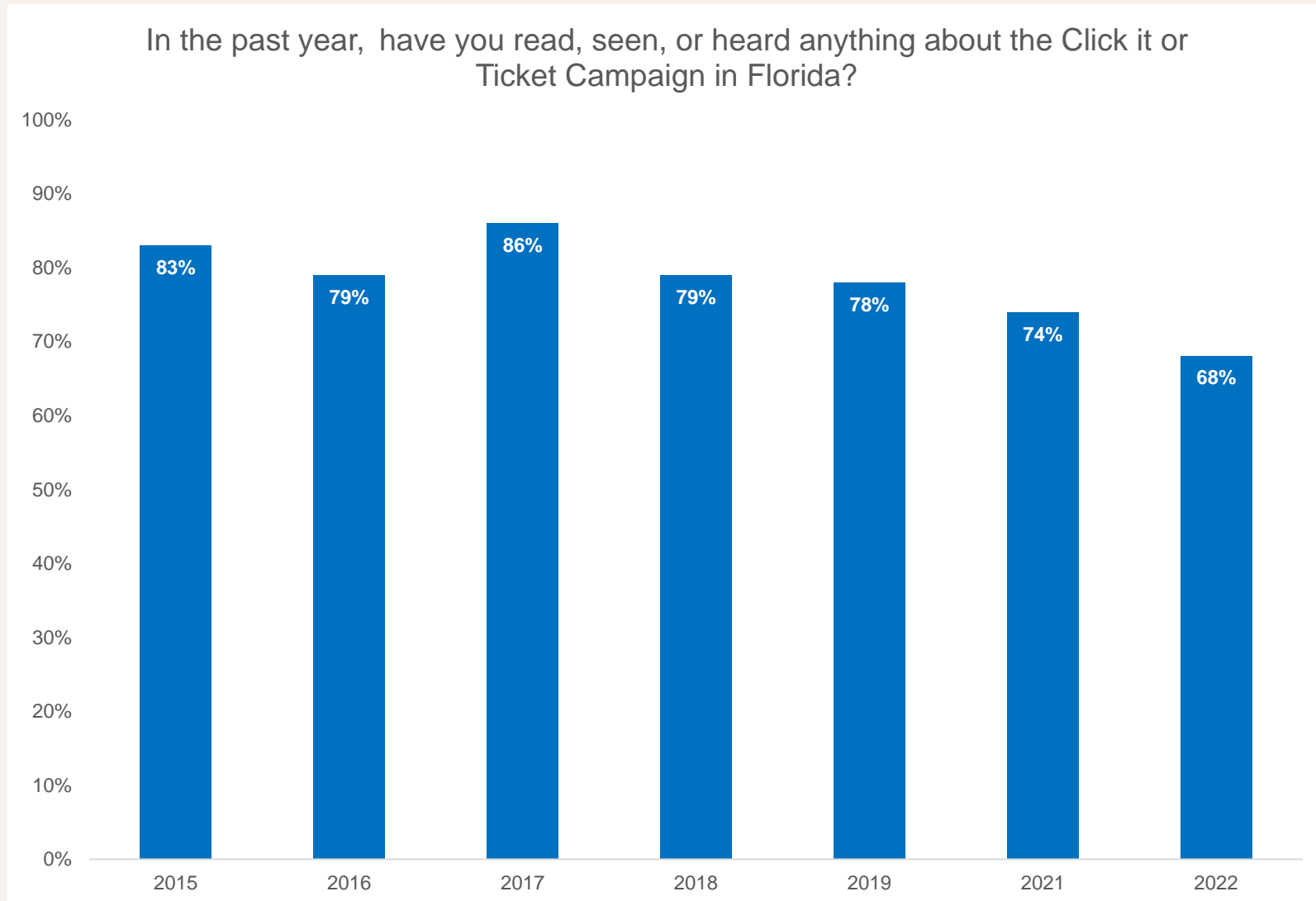
* % reported seeing or hearing **Click It or Ticket** in the past year

Methodology & Demographics

- PORL conducted a telephone survey of 1,412 adult residents of Florida with a driver's license (even if suspended)
- Data collection took place at the PORL facility from June 6 through June 30, 2022
- To ensure a representative sample, the state was stratified into 11 strata
- 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 of smaller media markets and younger individuals, and to correct for non-response bias, data were weighted by age, sex, race, and education to the ACS 2020 5-year estimates.
- The margin of sampling error for the total sample is +/- 2.6 percentage points.
- This study had a 3.3% response rate.



Survey Results

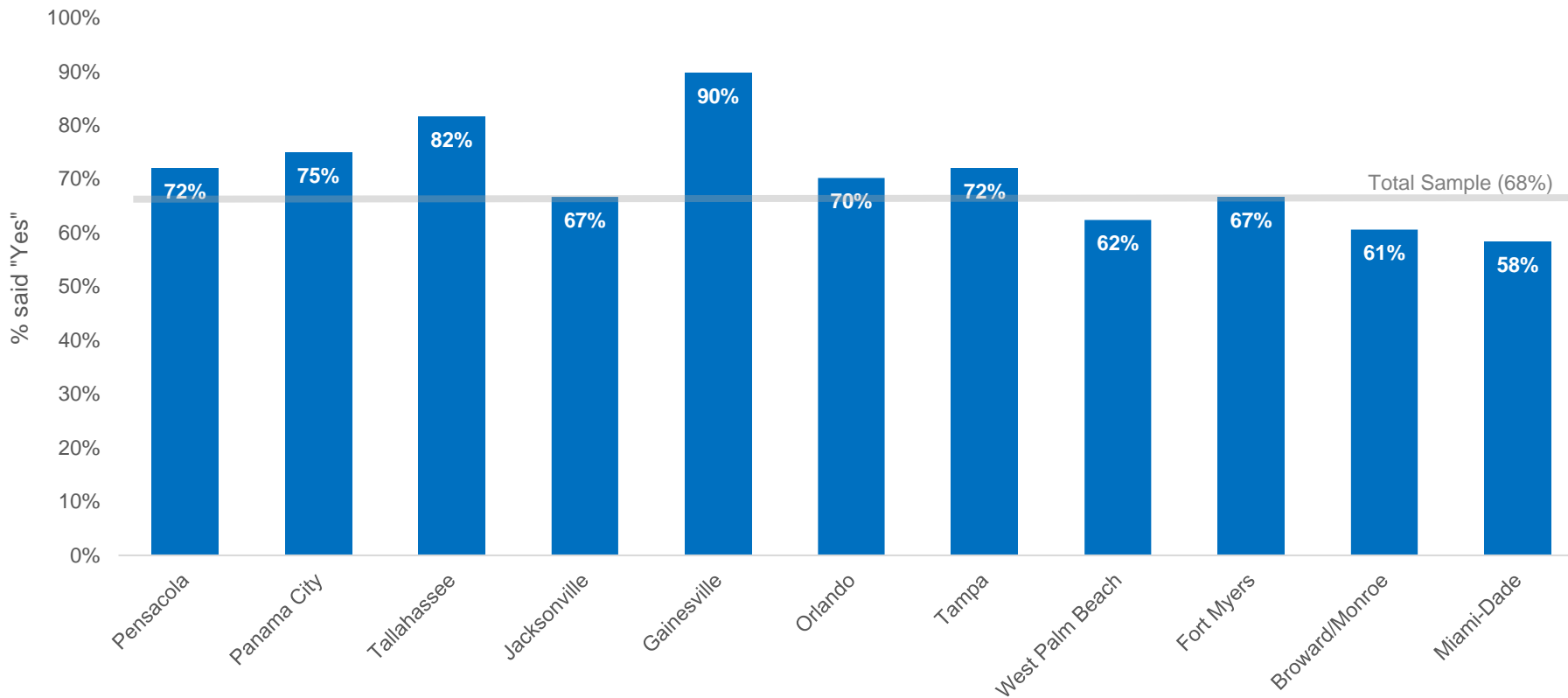


Awareness of Click It or Ticket has remained steady over the years.

In 2021 and 2022 awareness has dropped.

Survey Results

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



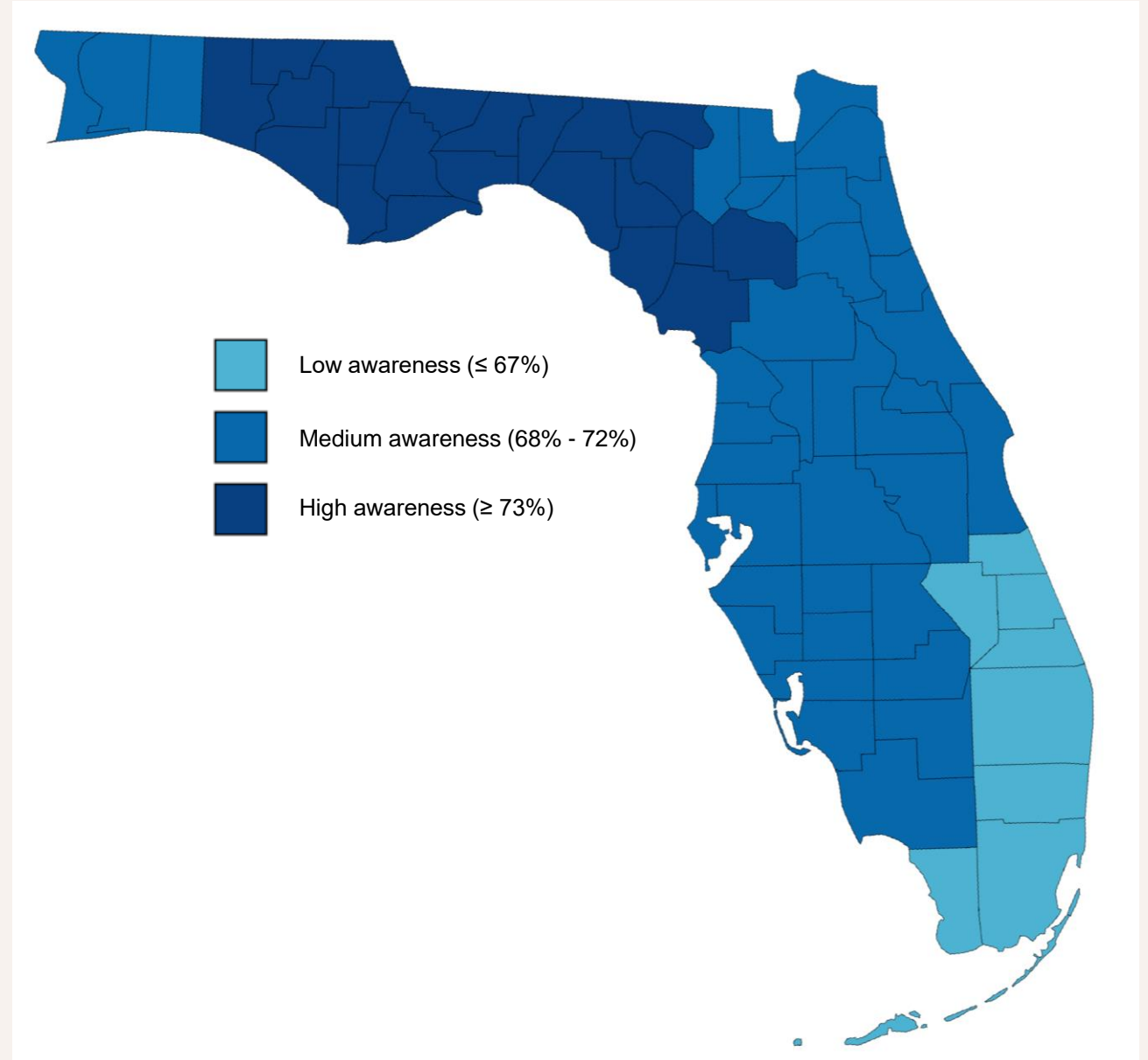
The Gainesville DMA had the highest awareness, with 90 percent.

In second place was the Tallahassee DMA 82 percent awareness, followed by Panama City with 75 percent.

The DMA with the lowest awareness was Miami-Dade at 58 percent of respondents saying they have seen or heard about Click It or Ticket in the past year.

Survey Results

The figure to the right displays a geographical representation of the Click It or Ticket awareness levels in each DMA. Darker areas indicate DMAs with higher percentages of respondents who indicated they had seen or heard Click It or Ticket in the past year. The “low,” “medium,” and “high” categories were determined using the 33rd and 66th percentiles. “High awareness” DMAs, with 73 percent or higher, include Panama City, Tallahassee, and Gainesville. The “medium awareness” DMAs, between 68 and 72 percent, are Pensacola, Jacksonville, Orlando, Tampa, and Fort Myers. The West Palm, Broward/Monroe, and Miami-Dade DMAs fall into the “low awareness” category, each with 67% or less.



Survey Results

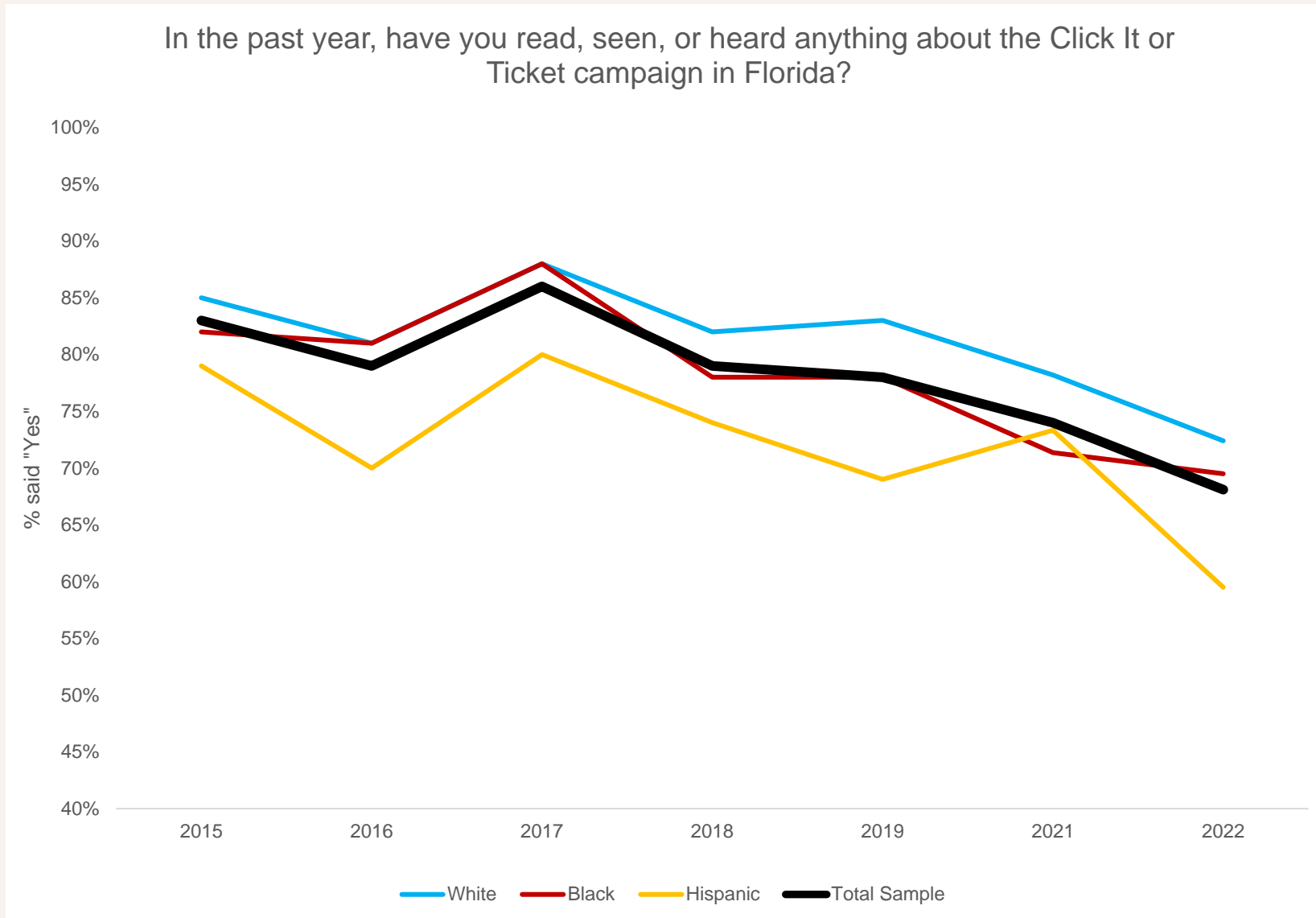
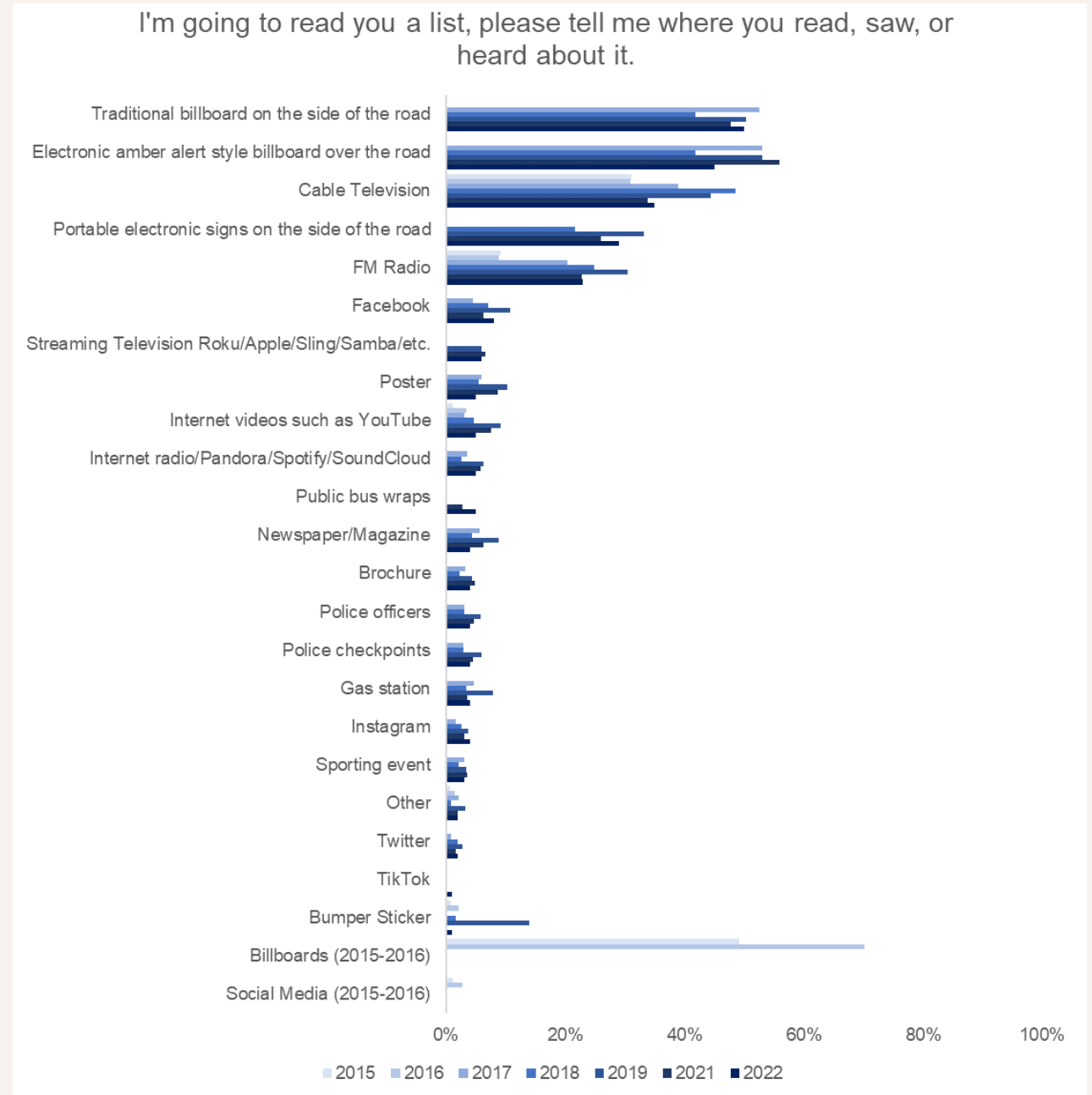


Figure 4 shows the racial and ethnic breakdown of the respondents who said they have seen or heard about the Click It or Ticket campaign in the past year.

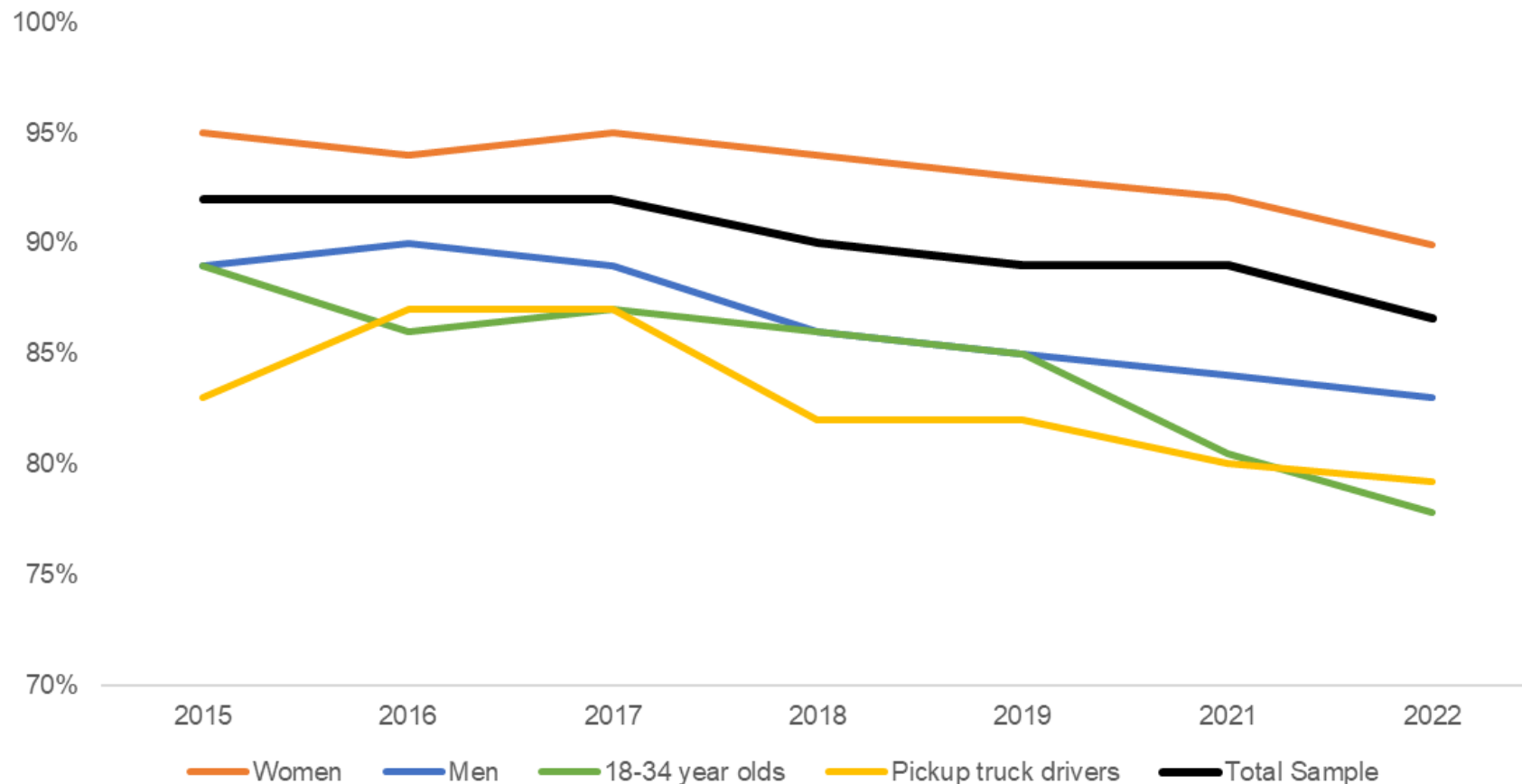
Survey Results

Respondents who indicated they had seen or heard about Click It or Ticket were then asked where they had seen or heard about the campaign. The figure to the right shows the responses to this question, broken down by project year.



Survey Results

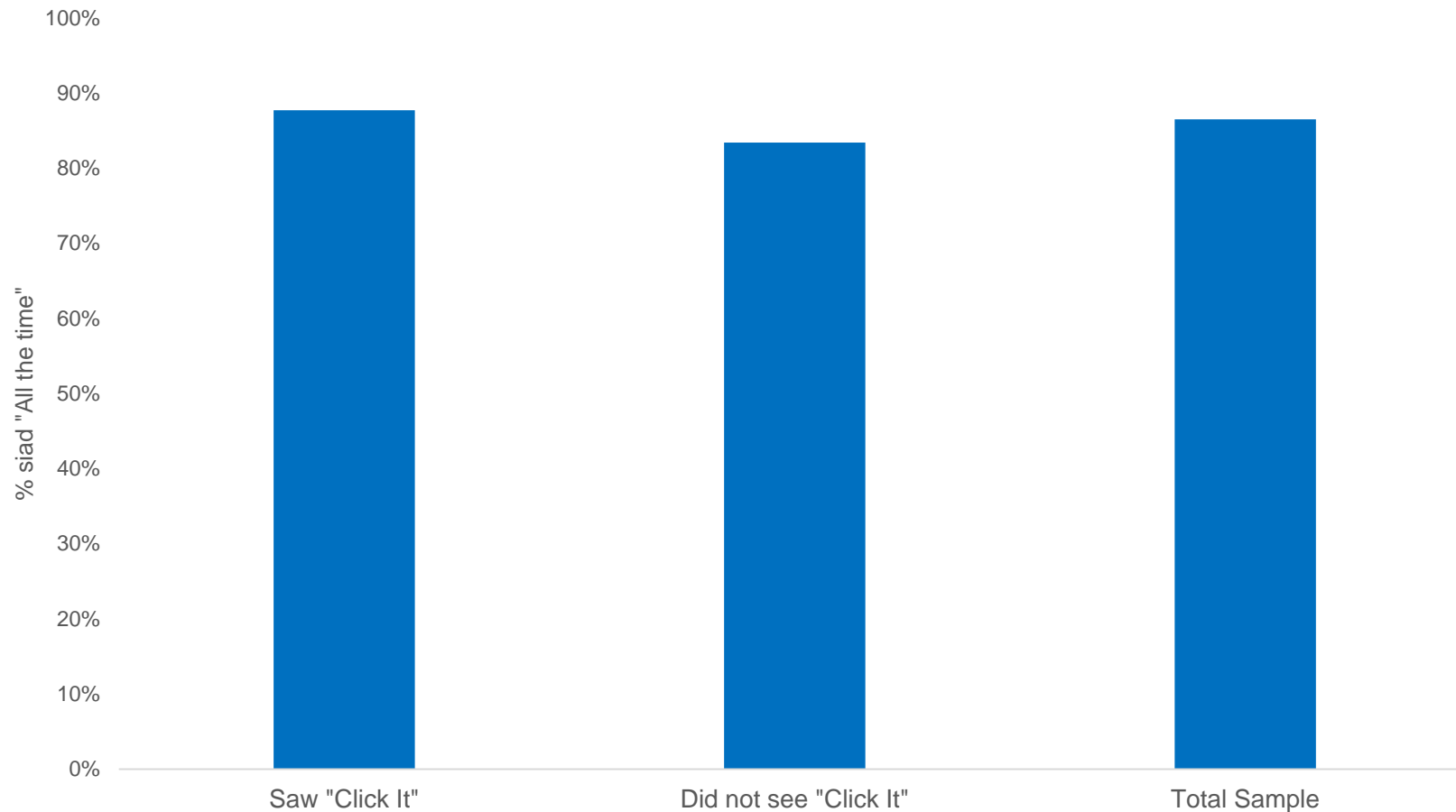
When driving a motor vehicle, how often do you wear your seat belt?



The chart to the right displays the percentage of respondents within certain special populations, who reported always wearing a seat belt. In all project years, respondents between the ages of 18 and 34, as well as those who drive pickup trucks, have a lower percentage of respondents who always wear a seat belt than the total sample average.

Survey Results

When driving a motor vehicle, how often do you wear your seat belt?



Respondents who saw the CIOT messaging said they wear their seatbelt all the time 88% of the time.

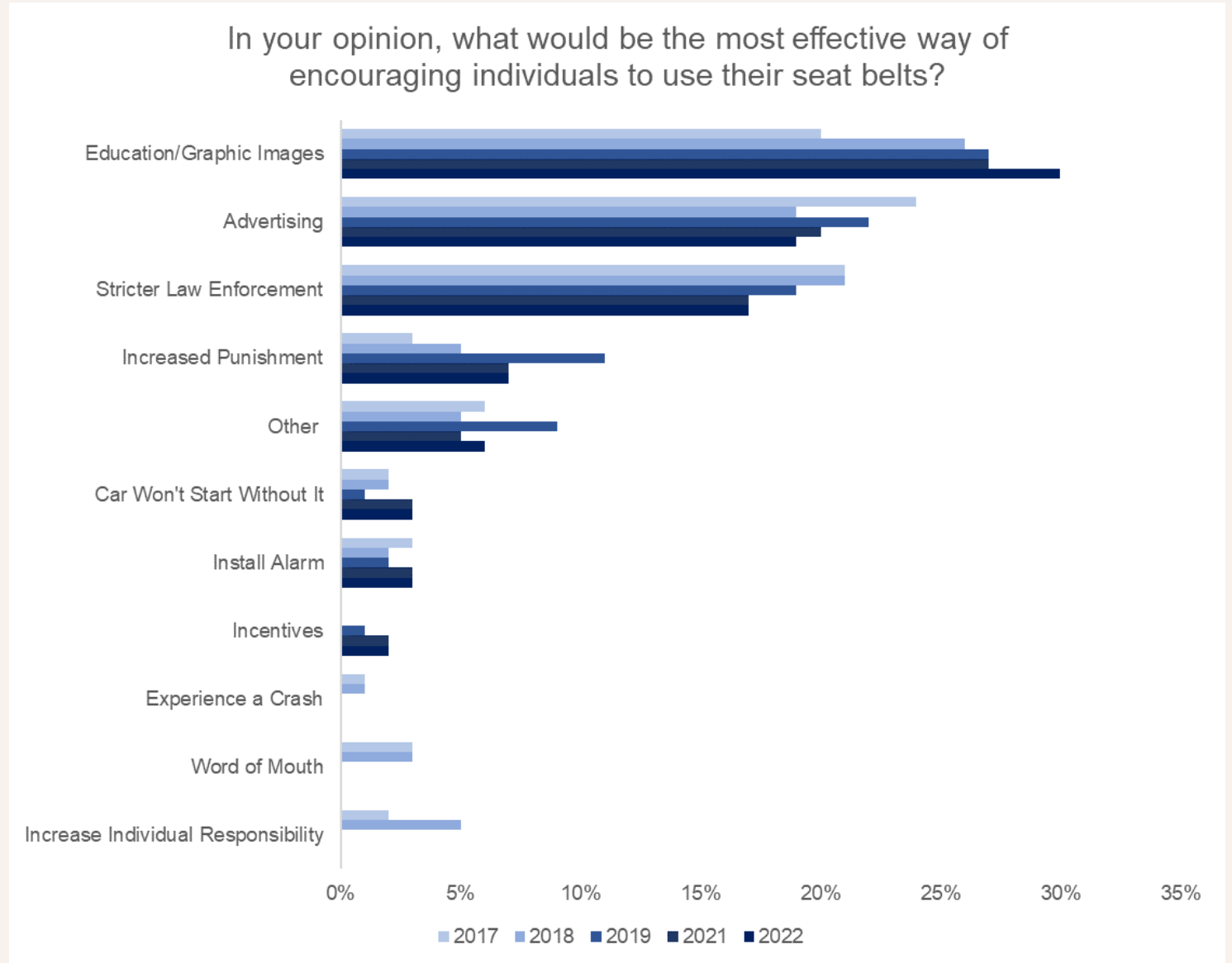
Respondents who did not see the CIOT messaging wear their seatbelt all the time 83% of the time.

87% Total Sample

Survey Results

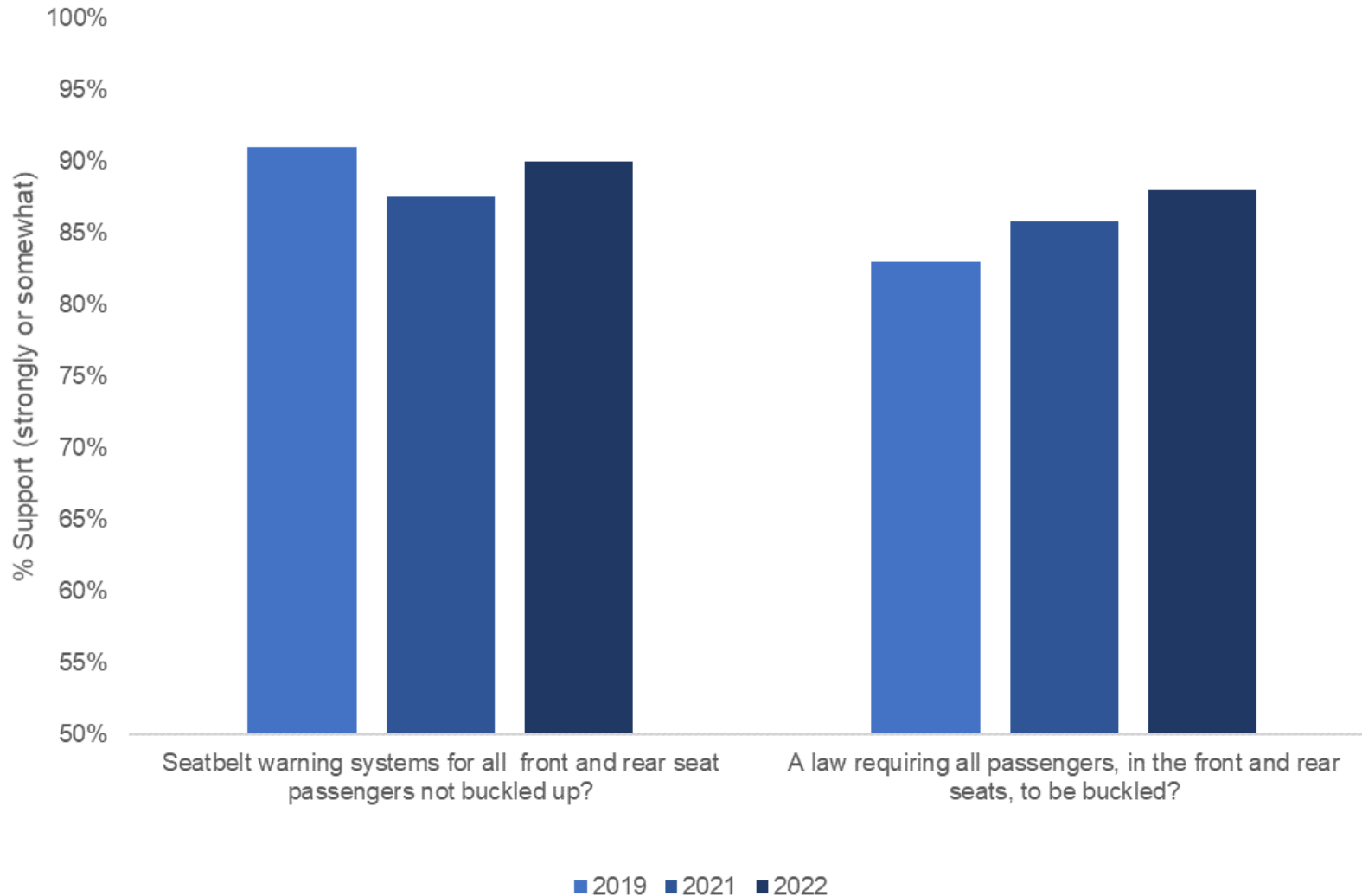
Respondents were also asked their opinions on the most effective way of encouraging seat belt use. This question is asked in an open-ended manner and coded into pre-made categories by the interviewer. The categories were created based on responses in previous project years. This question first appeared on the questionnaire in 2017. "Incentives" was added as a category in 2019, while "Experience a crash," "word of mouth," and "personal responsibility" were removed in 2021.

For the fourth year in a row, the most common suggestion was increasing education and showing graphic images of car crashes, with 30 percent. Advertising comes in second most popular with 19 percent in 2022, down from 24 percent in 2017. Making seat belts a requirement for cars to start, installing alarms, and providing incentives were less popular responses in 2022, with just 2-3 percent.



Survey Results

Would you support or oppose...



Finally, respondents were asked if they would support or oppose requiring automobile manufacturers to install seat belt warning systems for front and rear seat passengers, and whether they would support or oppose a law requiring rear seat passengers to be buckled up. Figure 17 above shows the percentage of respondents who said they would support each policy, either somewhat or strongly, broken down by project year.

For both policies, the overwhelming majority responded in support of the measures, at 90% and 88% percent, respectively. Support for seatbelt warning systems has consistently been slightly higher than for a rear-seat law, however support for this policy has increased steadily from 83 percent in 2019.