

CIOT Awareness Survey

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Florida Occupant Protection Coalition
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Research Facility

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www.unf.edu/coas/porl



Methods

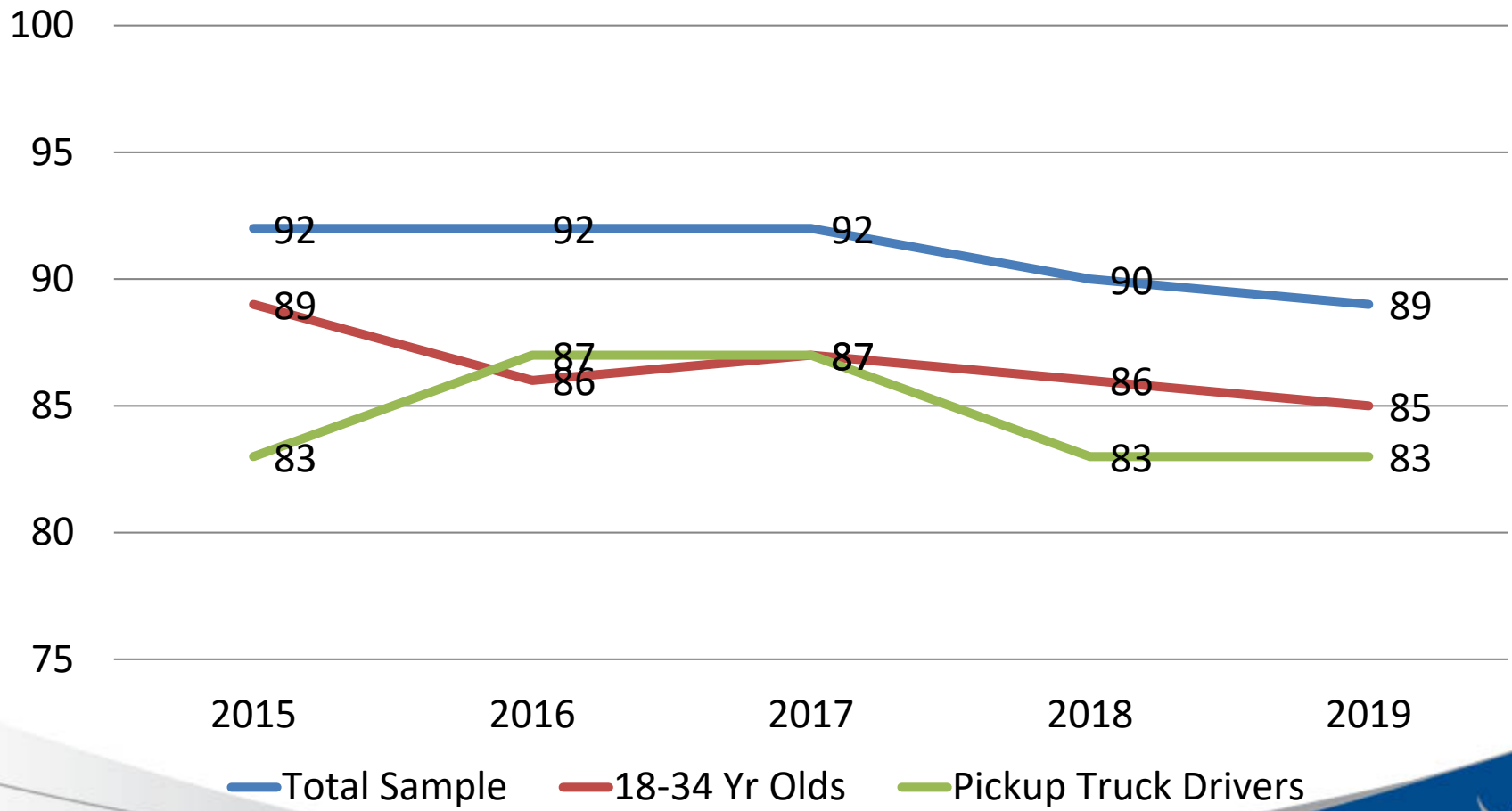
- Assess the awareness of the *Click It or Ticket* media campaign
- Telephone Survey
 - Dates in the Field: June 3rd through June 17th
 - Responses: 1,517
 - Conducted in English (1,457) and Spanish (60)
 - Cell phone (85%) and Landline (14%)

Surveys by Media Market

Table 1. DMA and Sample Size

Designated Market Area	Sample Size
Pensacola	n=100
Panama City	n=100
Tallahassee	n=100
Jacksonville	n=101
Gainesville	n=100
Orlando	n=241
Tampa	n=281
West Palm Beach	n=123
Fort Myers	n=100
Broward/Monroe	n=112
Miami-Dade	n=159
Total	n=1,517

How often do you wear your seatbelt? “% All of the time”



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

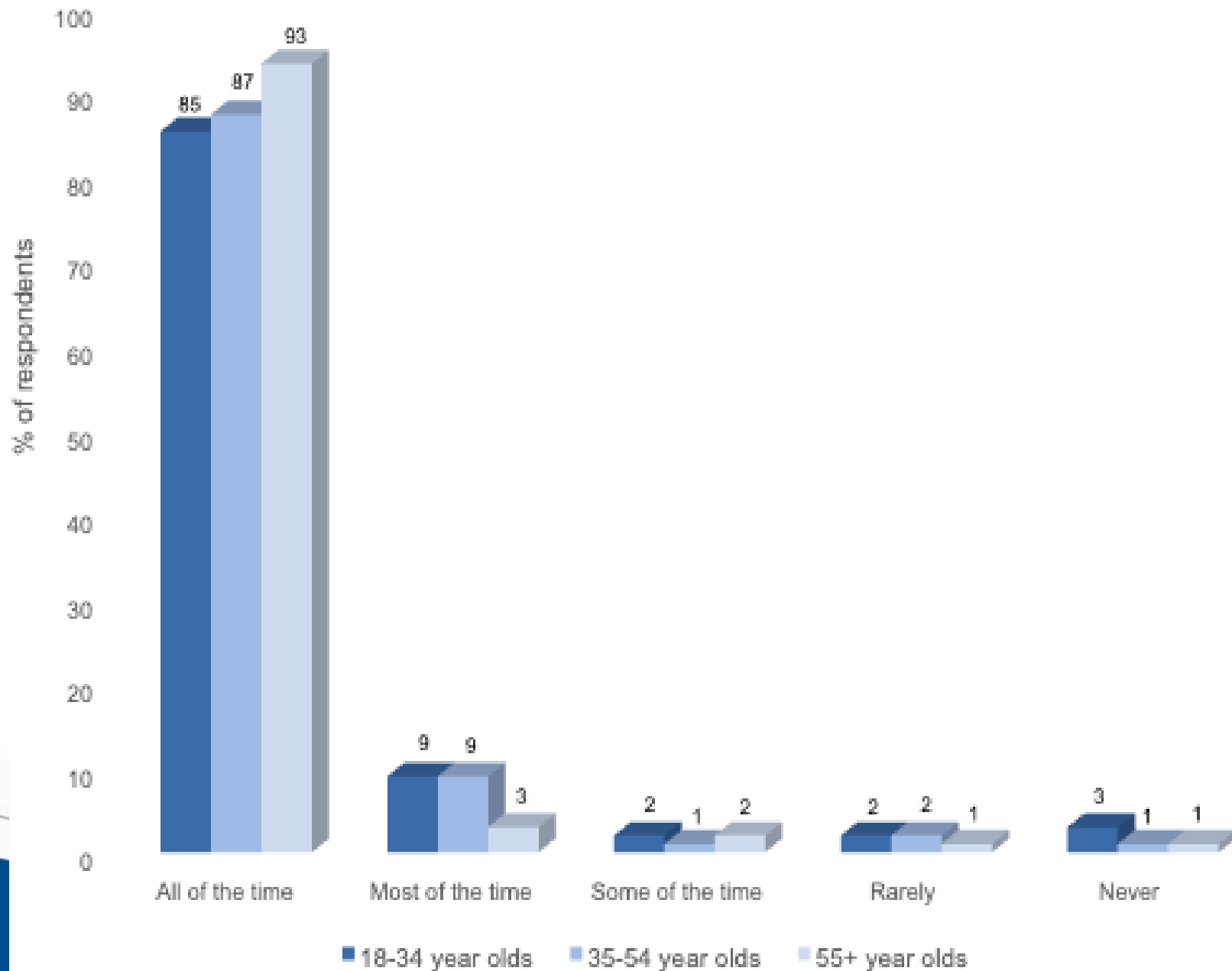
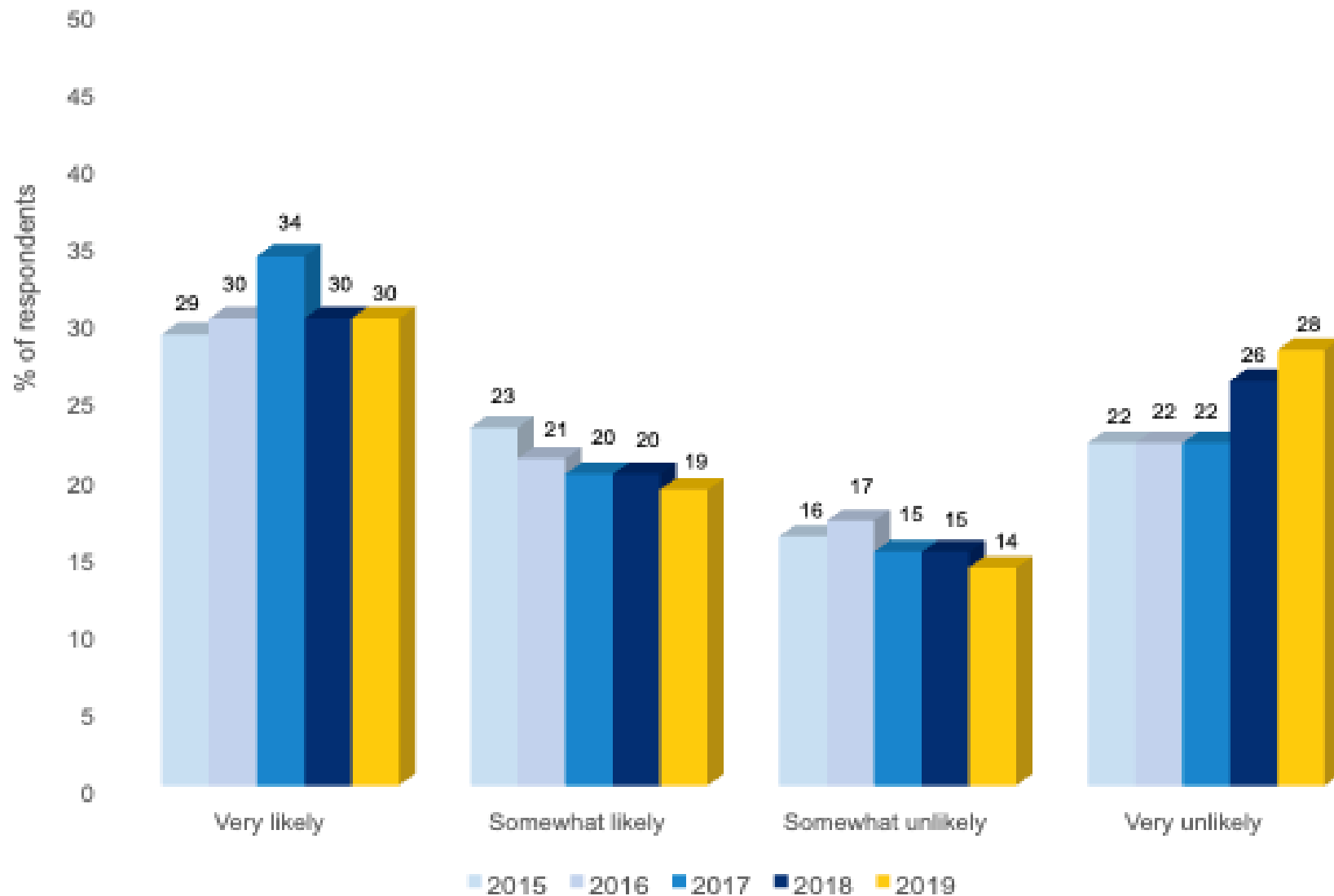
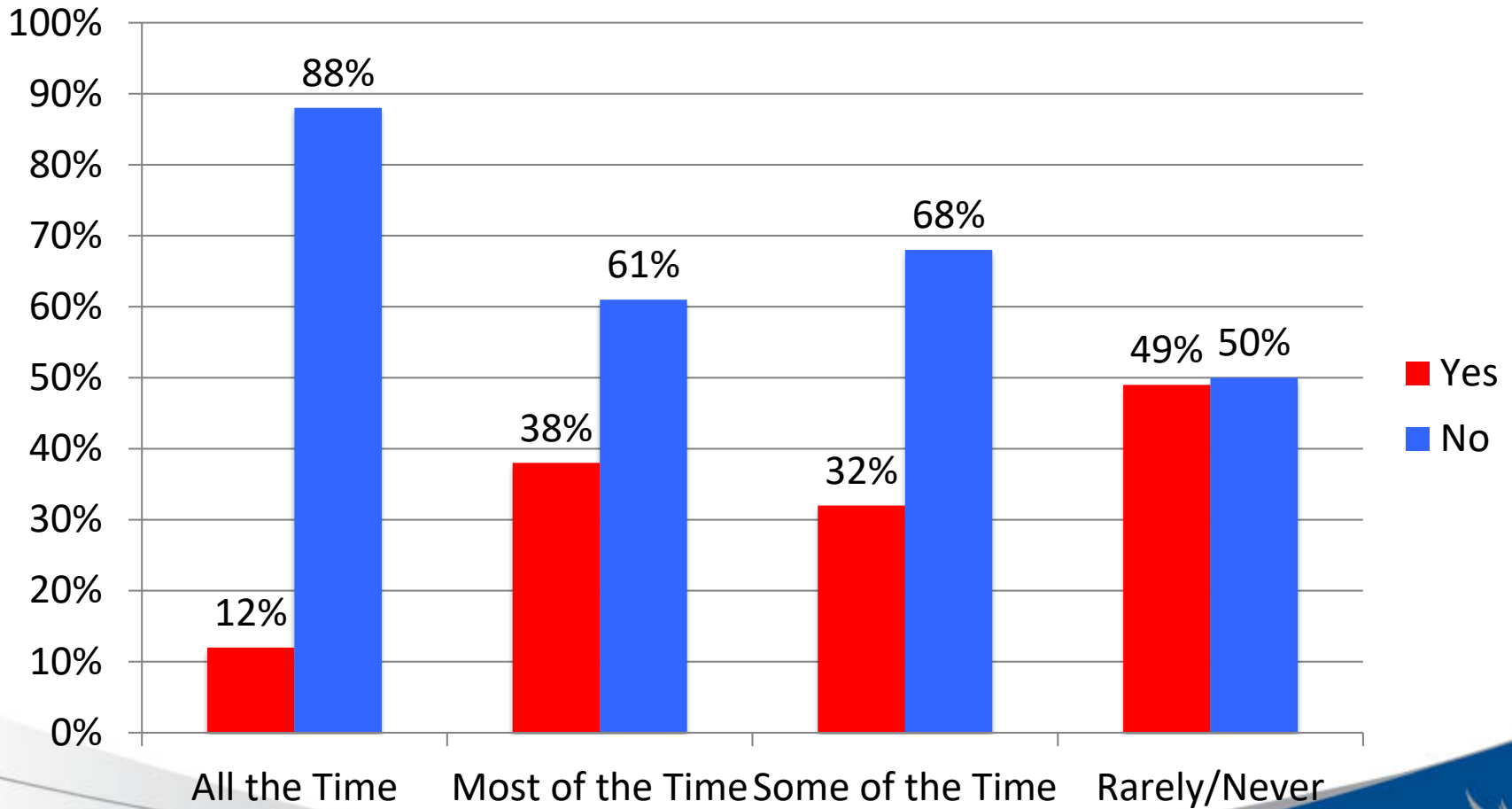


Figure 5. TICKET, 2015 to 2019

Over the next 6 months, assume you do not use your seat belt at all while driving. In your opinion, how likely are you to receive a ticket for not wearing a seat belt?



Seatbelt Ticket by Frequency of Use



CIOT Awareness by Age

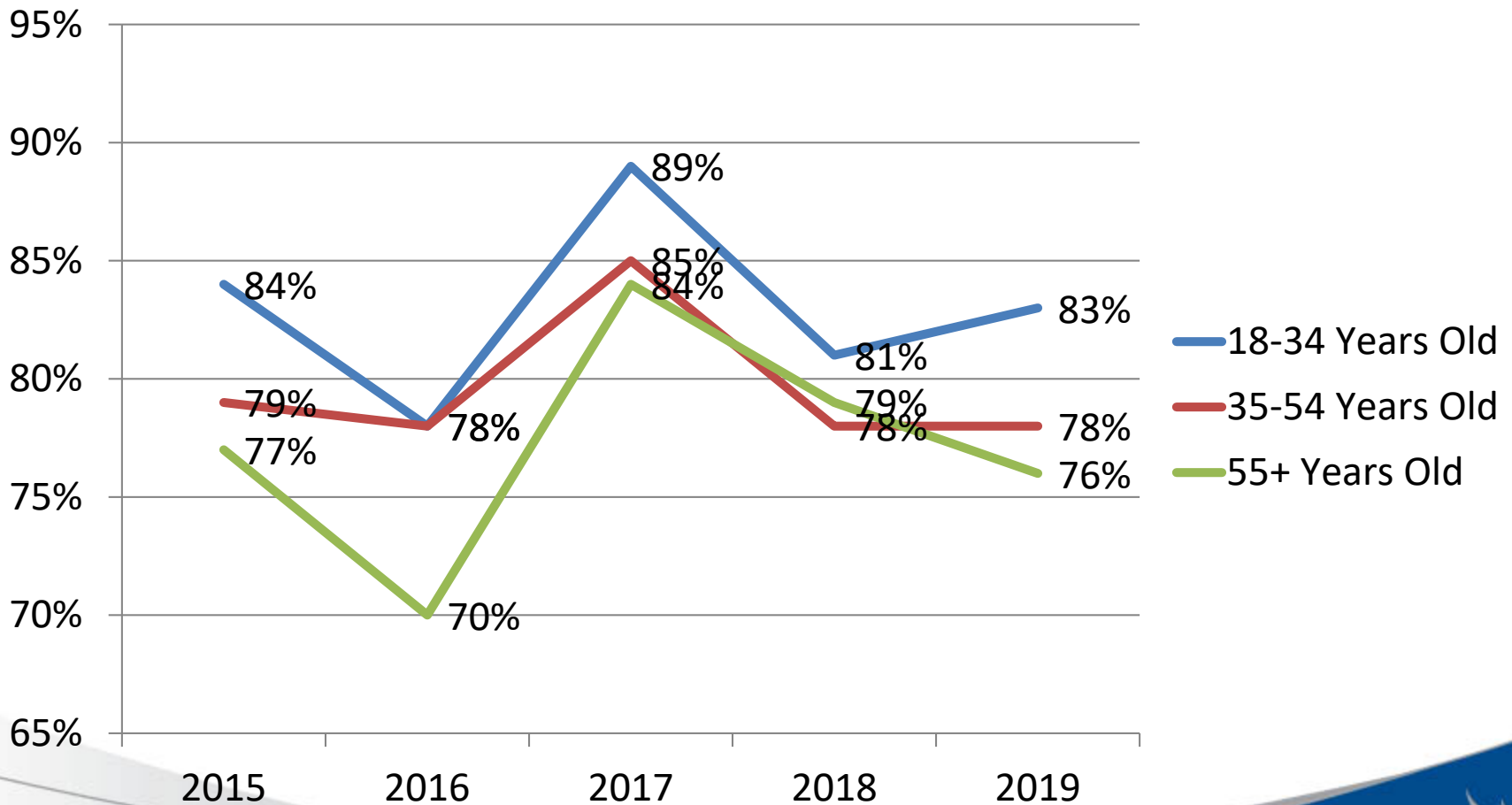
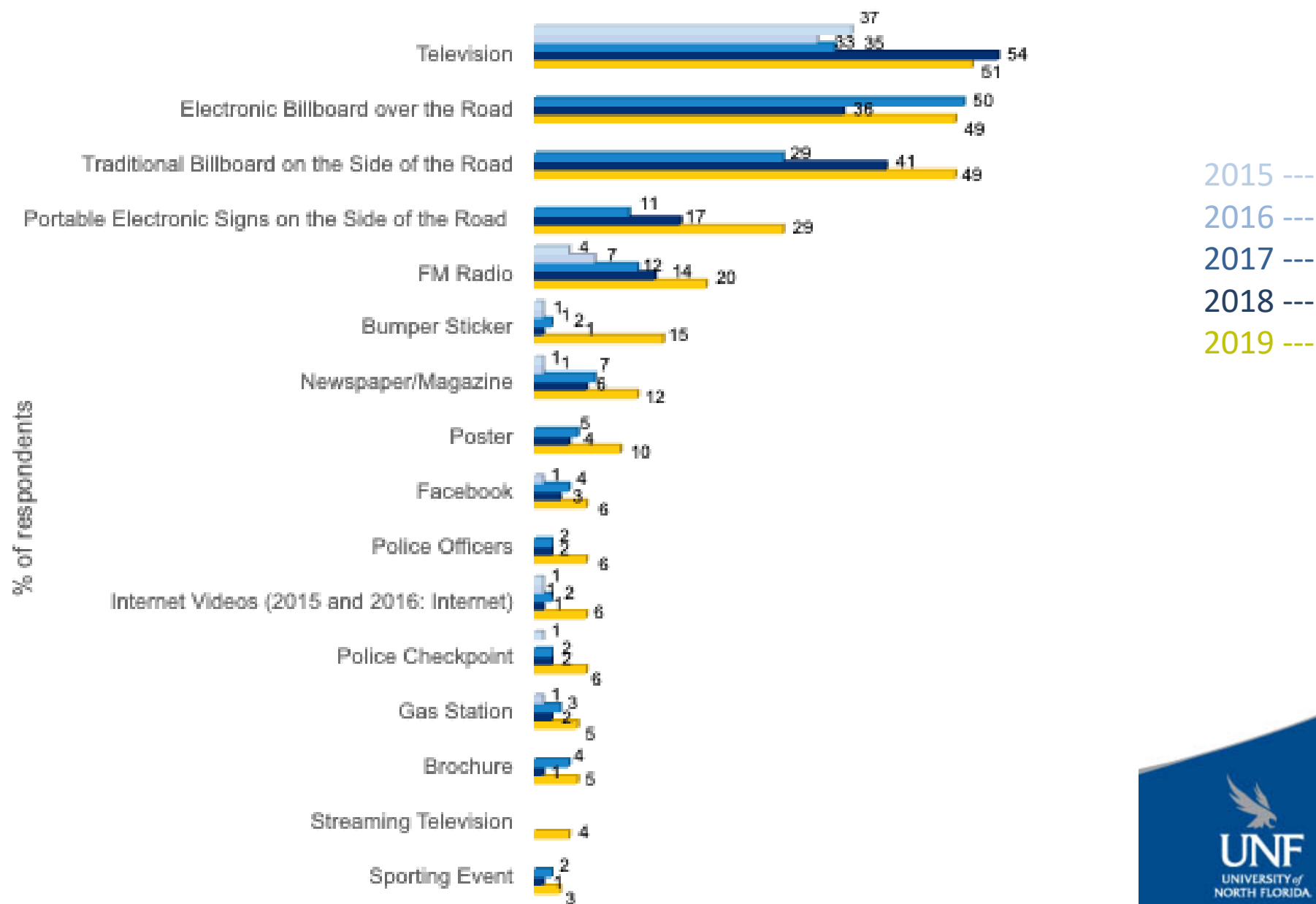


Figure 11c. CLICKSEE by Age (55+ year olds), 2015 to 2019

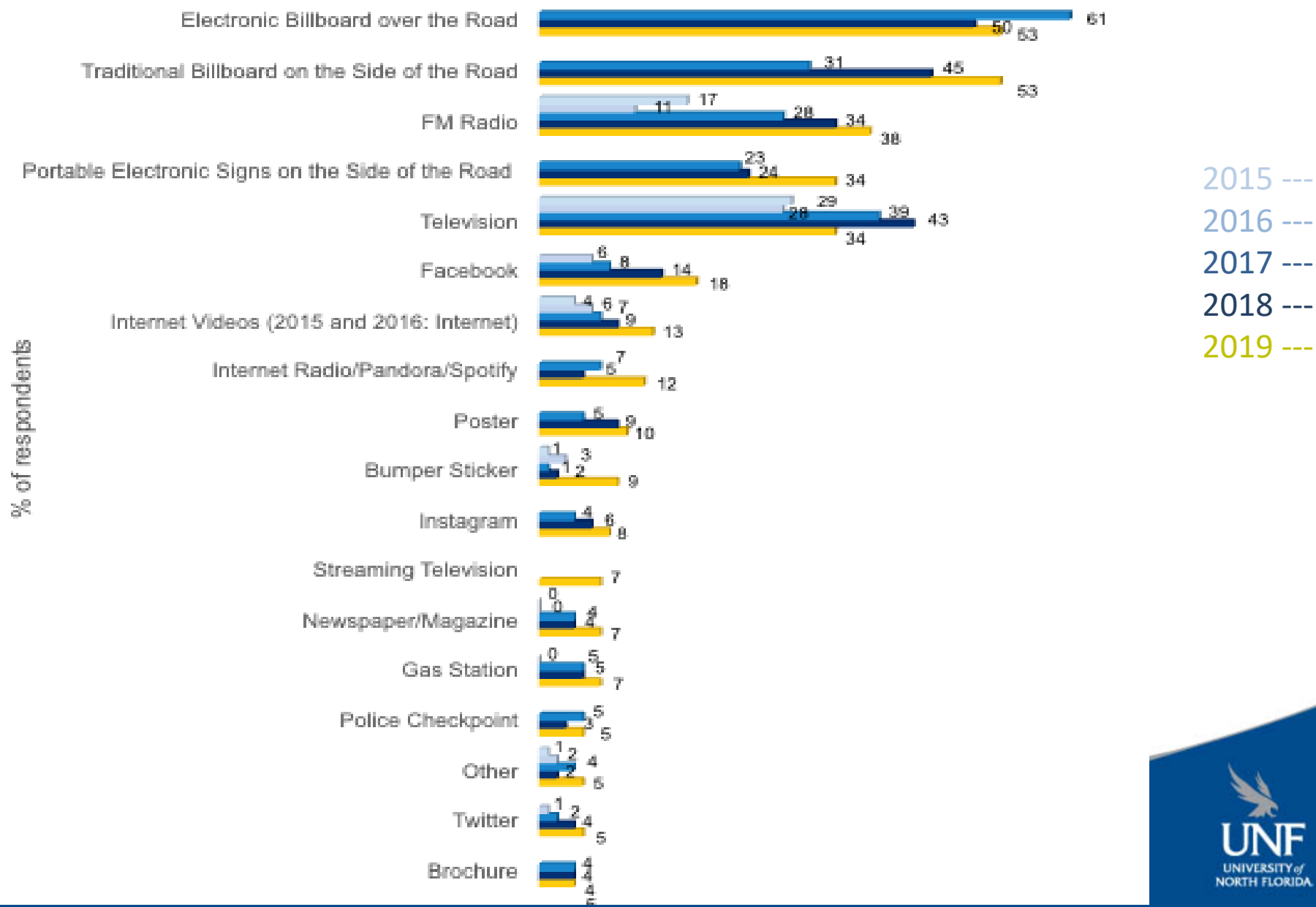
I'm going to read you a list, please tell me where you read, saw, or heard about it?



2015 ---
 2016 ---
 2017 ---
 2018 ---
 2019 ---

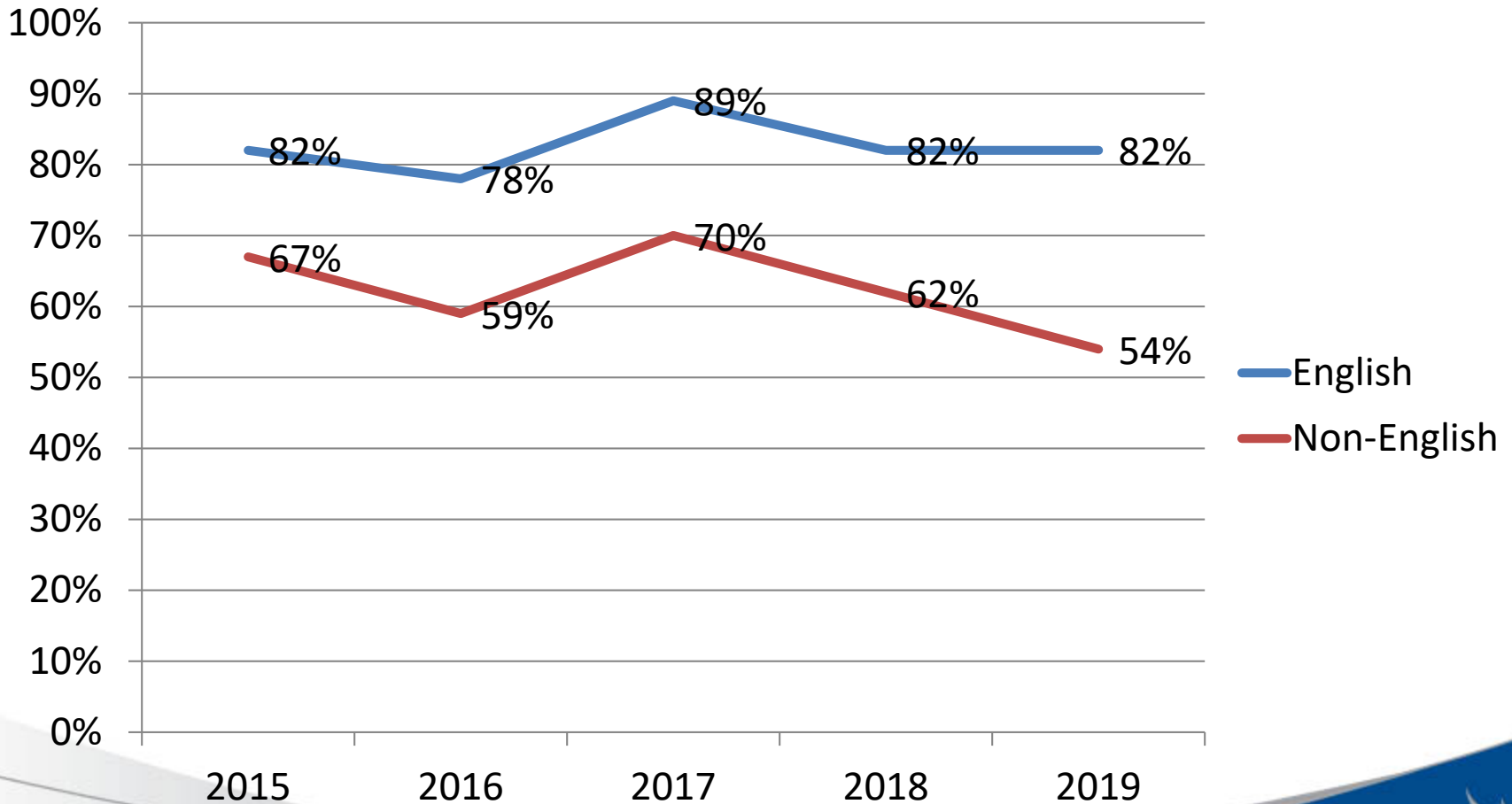
Figure 11a. CLICKSEE by Age (18-34 year olds), 2015 to 2019

I'm going to read you a list, please tell me where you read, saw, or heard about it?

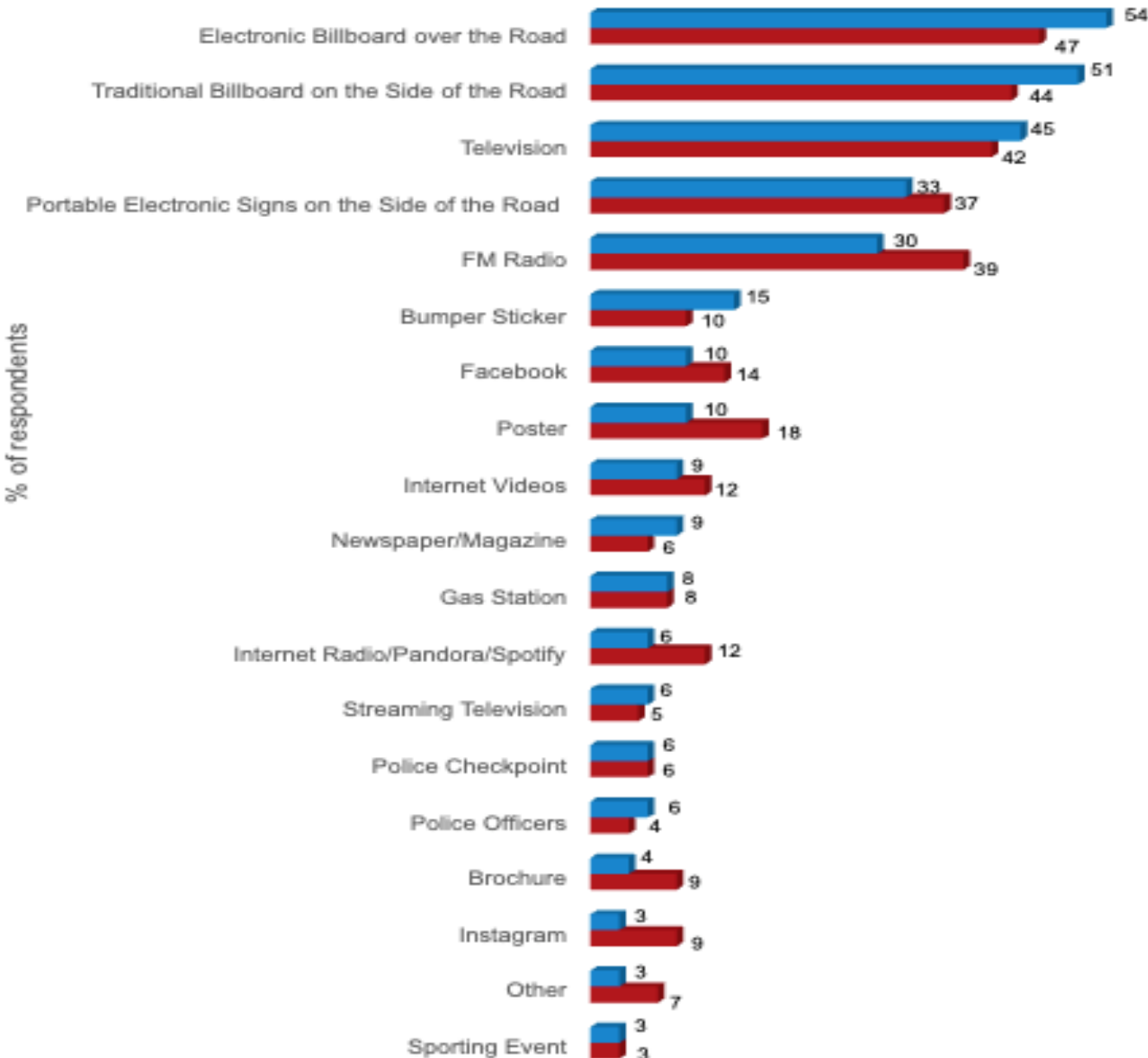


2015 ---
2016 ---
2017 ---
2018 ---
2019 ---

CIOT Awareness by Home Language Spoken



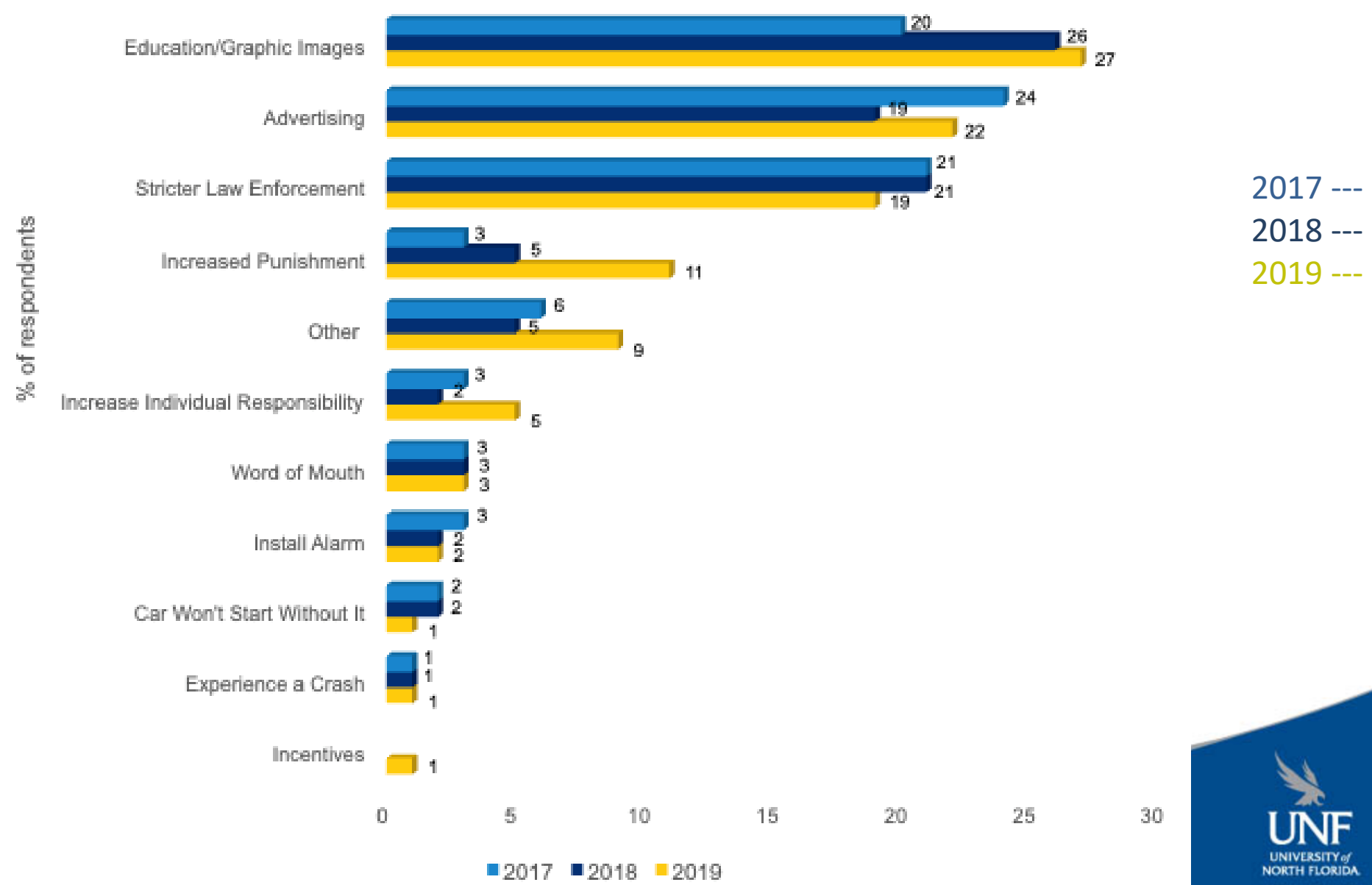
I'm going to read you a list, please tell me where you read, saw, or heard about it?
 by
 Which language do you speak in your home most often?



English
 Non-English

Figure 14. EFFECTIVE, 2017 to 2019

In your opinion, what would be the most effective way of encouraging individuals to use their seat belt?



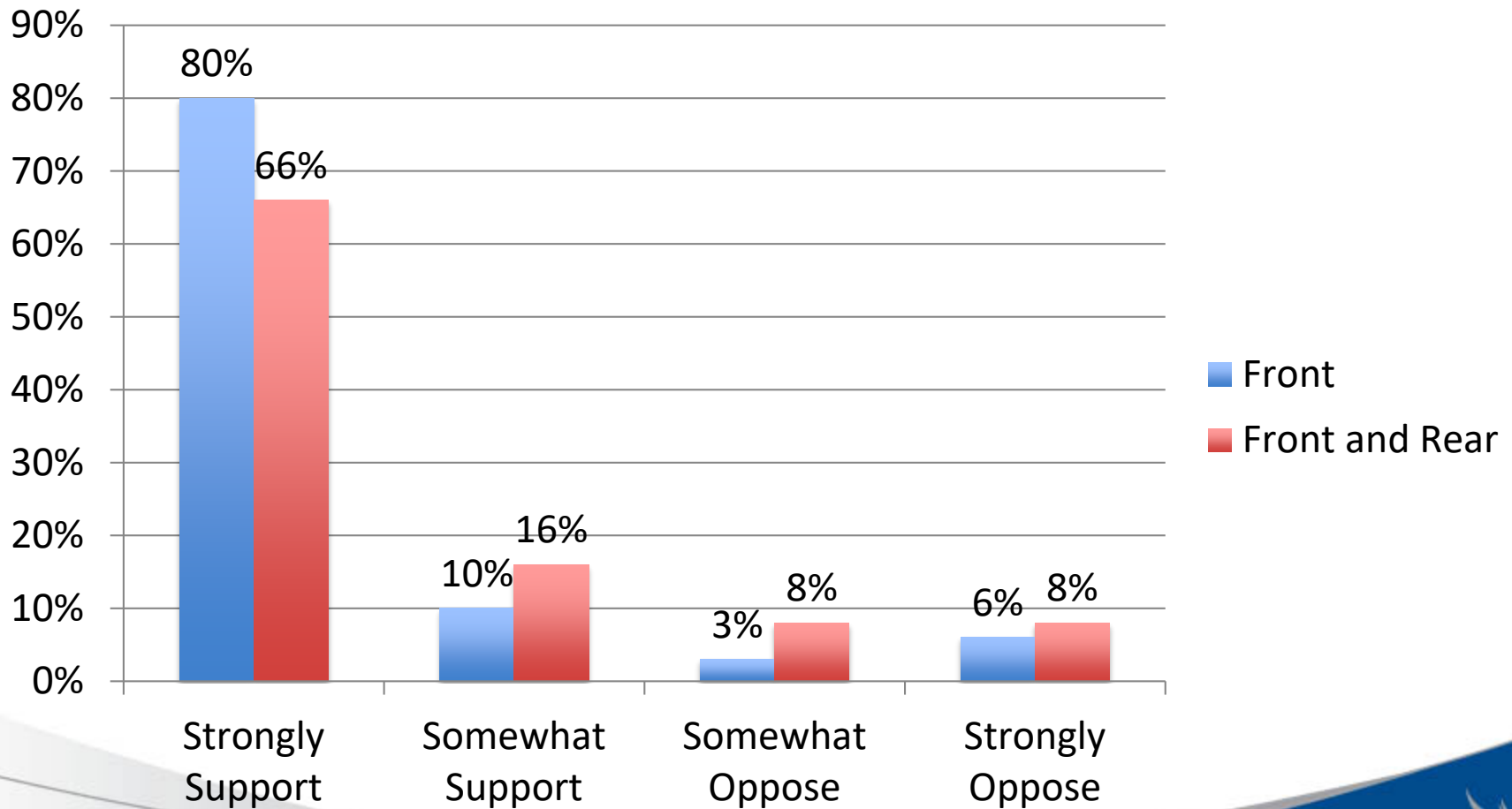
2017 ---
2018 ---
2019 ---



Support for Front and Rear Regulation

- Questions on a statewide survey from the spring
- Do you support or oppose making all automobile manufacturers install seatbelt warning systems into their vehicle that causes a beeping or dinging sound for front seat passengers not buckled up?
- Do you support or oppose making all automobile manufacturers install seatbelt warning systems into their vehicle that causes a beeping or dinging sound for all front and rear seat passengers not buckled up?

Support for Front and Rear Regulation



Thank You

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