

Florida 2024 Click it or Ticket Media Survey

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



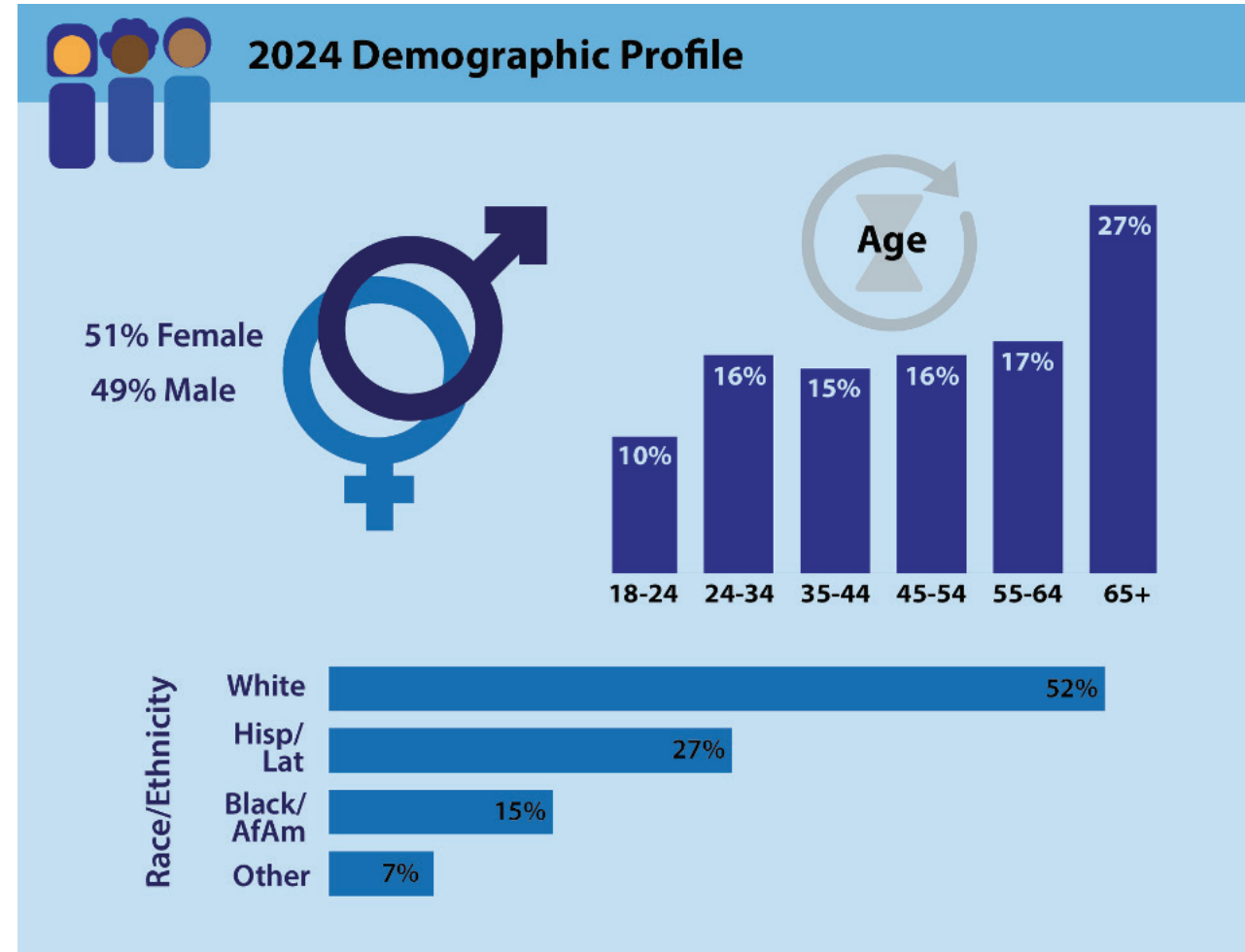
Project Background

- 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 in June following the Memorial Day media and enforcement campaigns coordinated by FDOT and NHTSA.



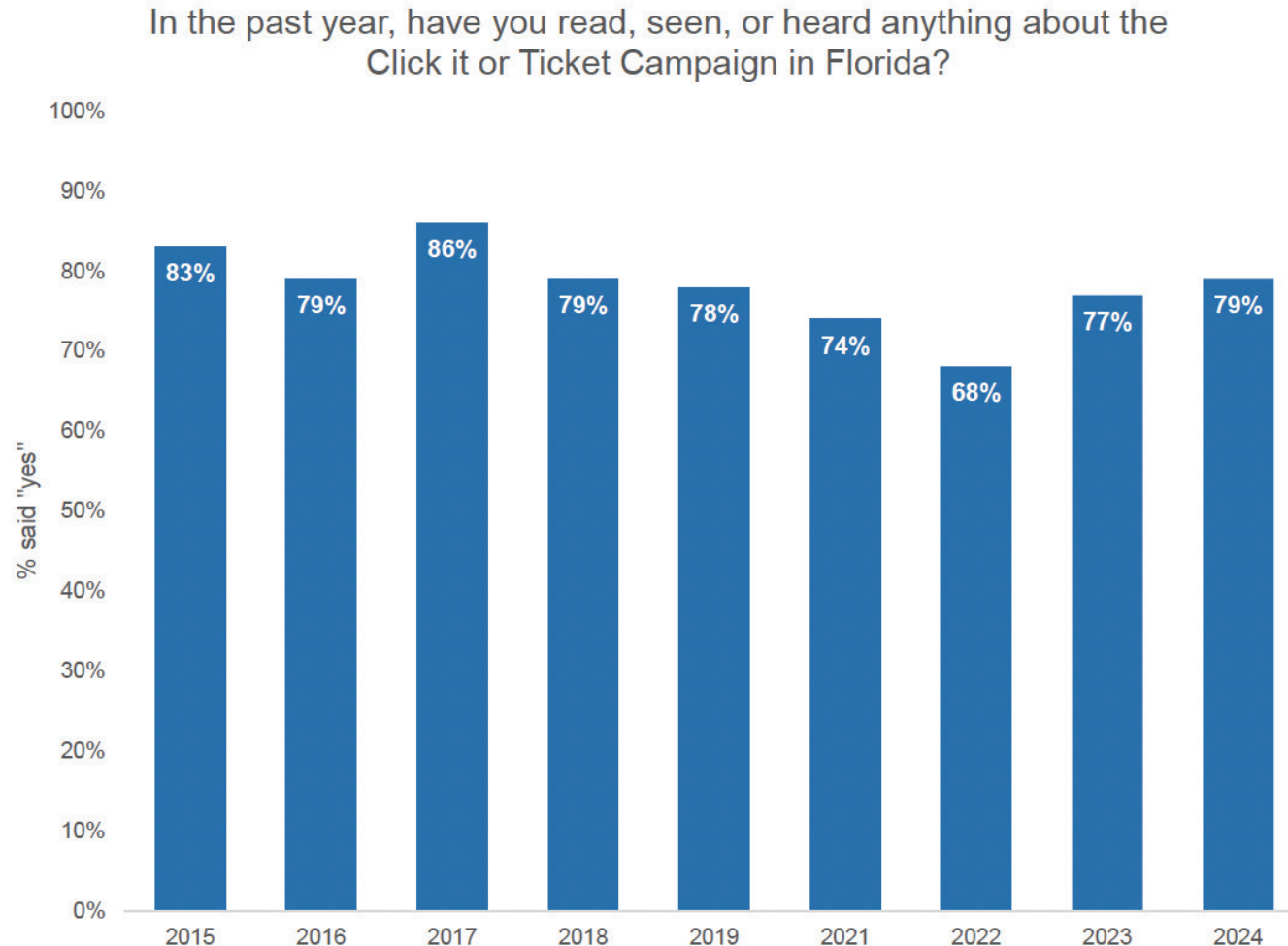
Demographic Profile

- Sample: 1,699 adult Florida residents
- MoE: +/- 3.03 percentage points
- 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 Florida's adult population, according to the U.S. Census Bureau's American Community Survey (ACS) 2021 five-year estimates



Summary of Findings

Figure 3. Click It or Ticket, 2015-2024

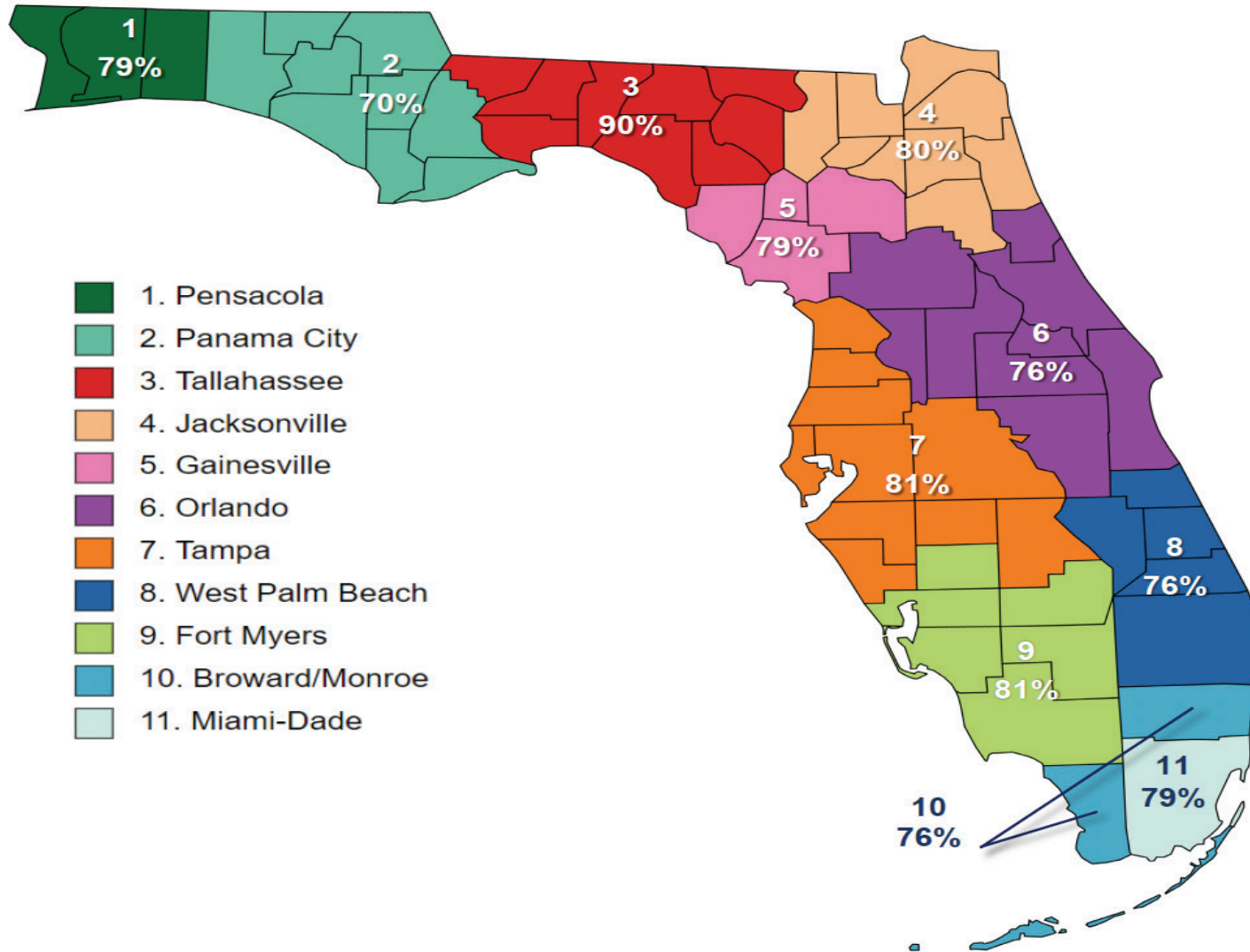


- Survey respondents were asked whether they have seen, read, or heard anything about the *Click It or Ticket* campaign in the past year. Figure 3 shows the total percentage of respondents who indicated they have seen or heard about the campaign in each project year.
- Overall, *Click It* awareness increased 11 percentage points, from 68% in 2022 to 79% in 2024. *Click It* awareness was highest in 2017, at 86%.

Summary of Findings

Figure 5. Click It or Ticket Awareness Map, 2024

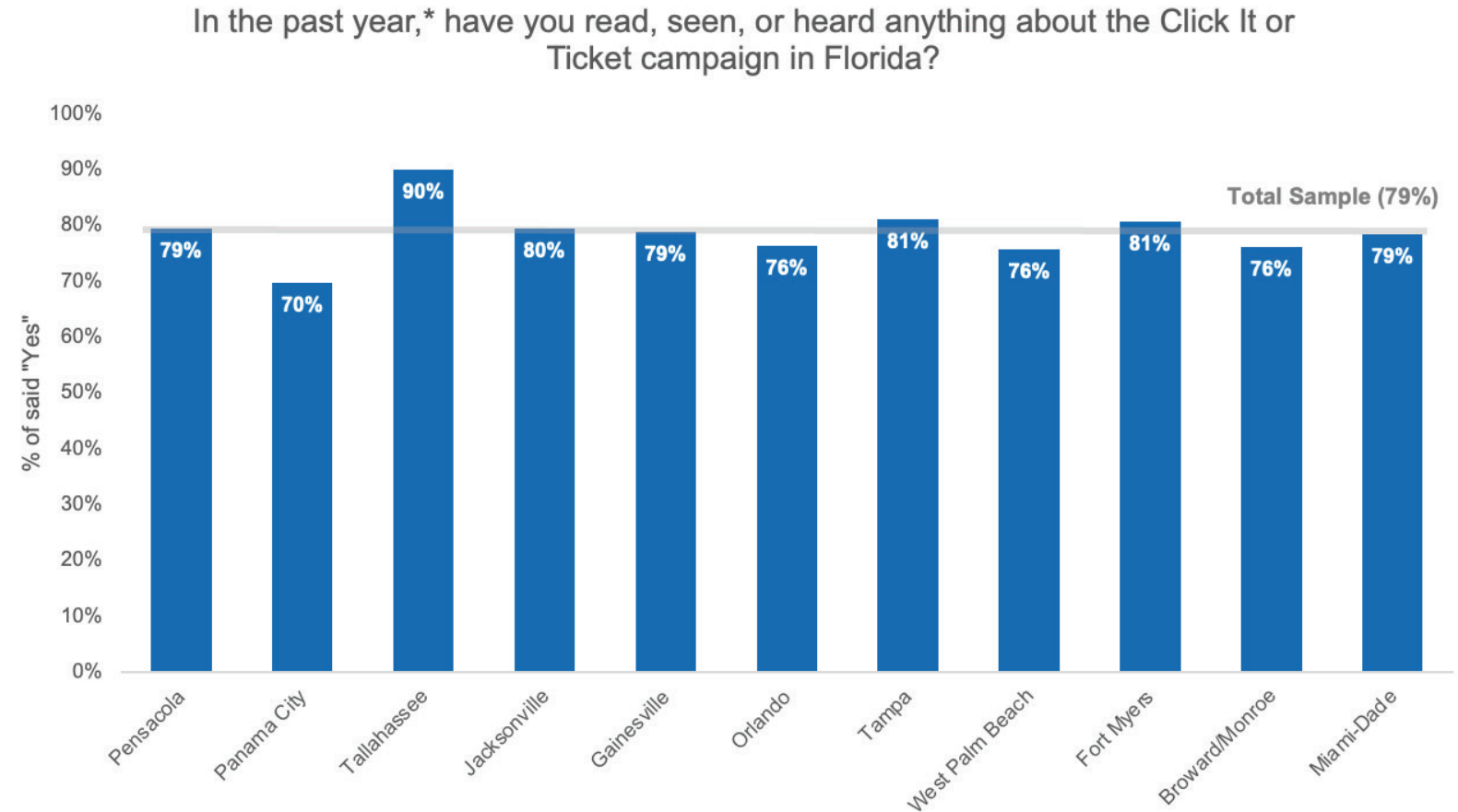
Figure 5. Click It or Ticket Awareness Map, 2024



Summary of Findings

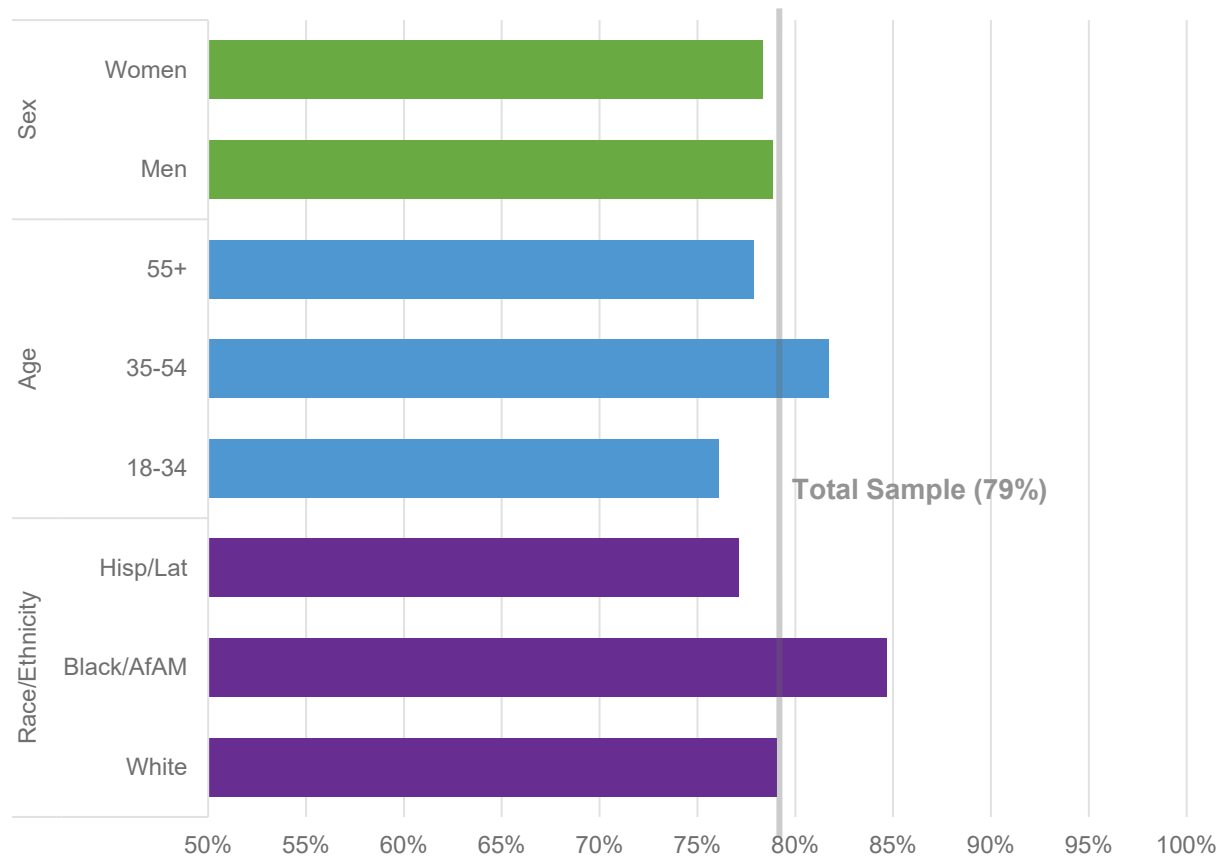
Figure 4. Click It or Ticket by DMA, 2024

- Figure 4 shows the percentage of 2024 respondents who indicated they have seen or heard about the *Click It or Ticket* campaign in the past year, broken down by DMA.
- The Tallahassee DMA had the highest awareness, with 90% of respondents reporting having seen or heard about *Click It* in the past year.
- The Tampa and Fort Myers DMAs each had 81% awareness. The DMA with the lowest awareness is Panama City, with 70%.



Summary of Findings

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 similar *Click It* awareness, at 79% and 78%
- The age category with the greatest awareness is 35 to 54, with 82%
- Respondents aged 18 to 34 have the lowest awareness, at 76%
- Up from last year's 66%, 77% of Hispanic and Latino respondents reported seeing or hearing *Click It* in the past year

Summary of Findings

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

% within HOME_SPANISH

		HOME_SPANISH		Total
		.00	1.00	
In the past year, have you read, seen, or heard anything about the Click It or Ticket campaign in Florida?	Yes	76.2%	59.7%	74.7%
	No	23.0%	39.4%	24.5%
	Don't know/Refusal	0.8%	0.9%	0.8%
Total		100.0%	100.0%	100.0%

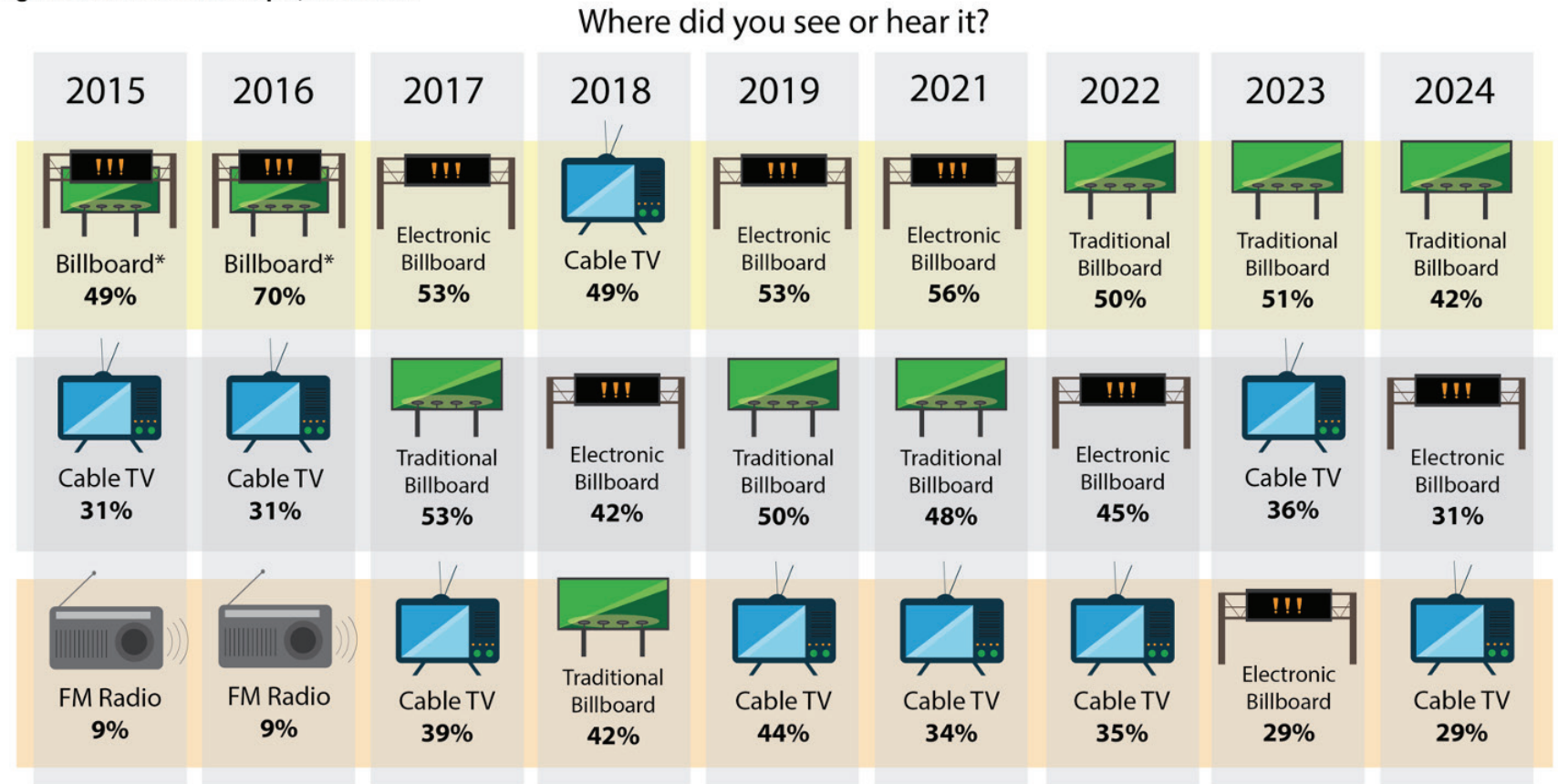
- 59.7% of respondents who speak Spanish in their household most often have seen or heard the Click It or Ticket Campaign
- This has gone up from last year's 53%.

Summary of Findings

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

- Respondents who indicated having seen or heard about the *Click It* campaign were then asked where they saw or heard it.
- The infographic in Figure 8 shows the top three places that respondents reported having seen or heard about *Click It*, broken down by project year.
- Apart from 2015 and 2016, when all billboards were included in one category, the top three choices have remained the same between project years, in varying order: traditional billboard, electronic billboard over the road, and cable television.

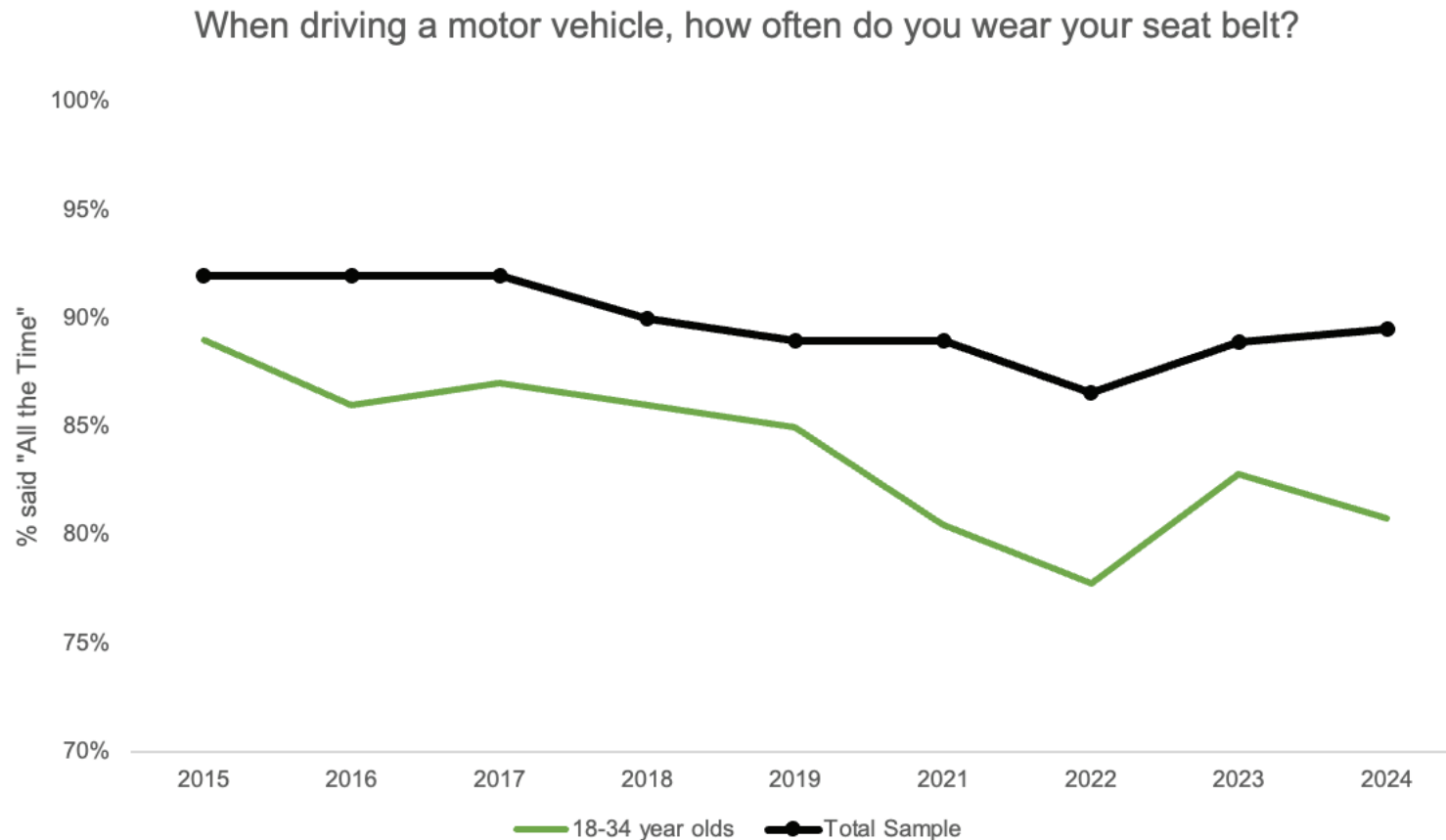
Figure 8. *Click It* Media Top 3, 2015-2024



*2015 - 2016 wording

Summary of Findings

Figure 14. Always Wears Seat Belt by Age Group, 2015-2024



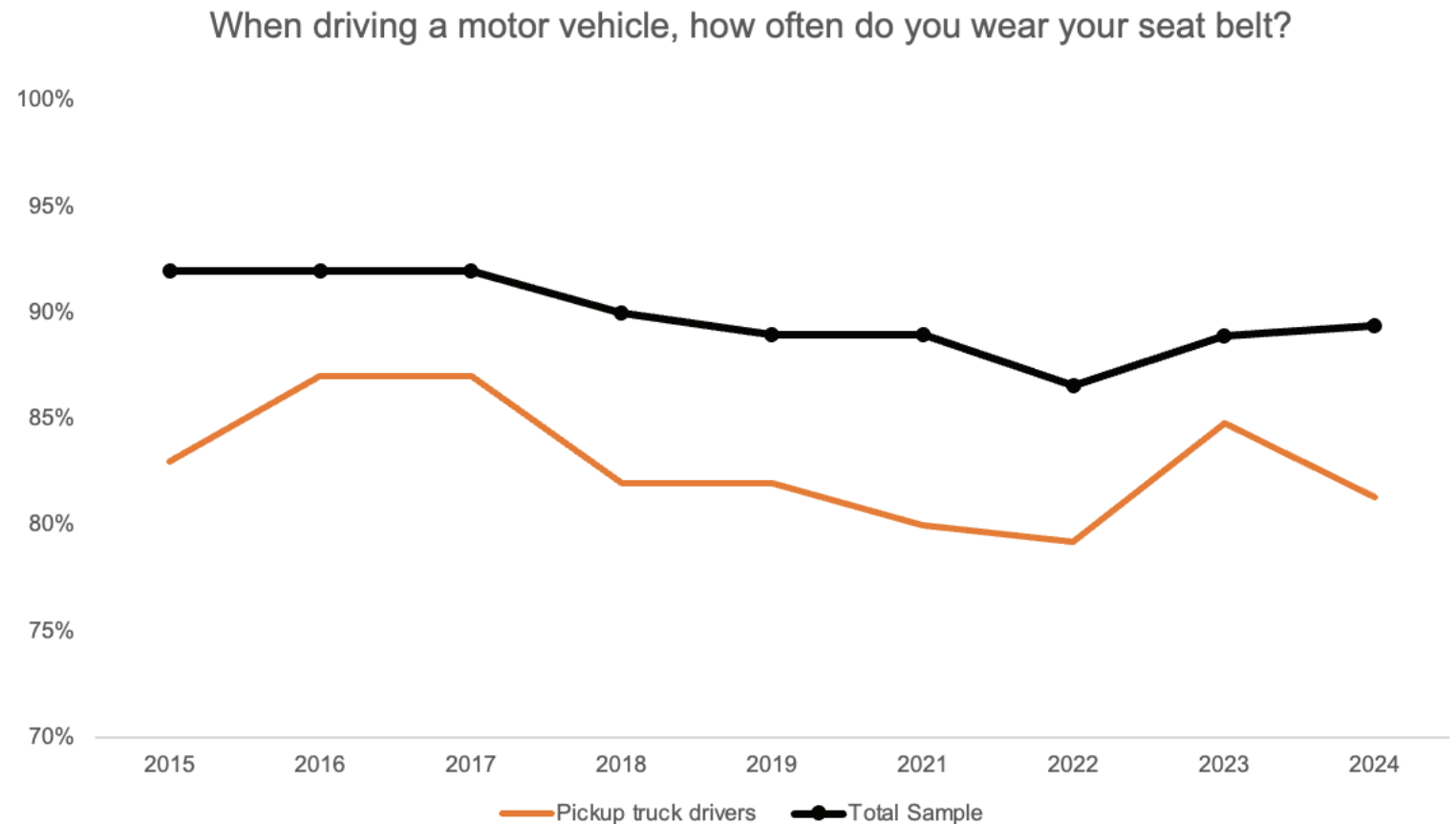
- Figure 14 displays the percentage of respondents aged 18 to 34 who reported using their seat belt all the time, broken down by project year.
- Across all nine years, these respondents report lower rates of seat belt use than the sample average. This younger group has generally followed the same trend as the total sample until 2024, when reported seat belt use among 18 to 34-year-olds dropped by two percentage points.
- Overall, the percentage of 18-to-34-year-olds that use their seat belt all the time has decreased by six percentage points since 2015.

Note: axis begins at 70% for easier visualization

Summary of Findings

Figure 15. Always Wears Seat Belt by Vehicle, 2015-2024

- Pickup truck drivers have also had a historically low percentage who report using their seat belt all the time, as shown above in Figure 15.
- Similar to the 18 to 34 age group, pickup truck drivers have consistently reported lower seat belt use than the sample average.
- The percentage of pickup truck drivers who said they always wear their seat belt declined by four percentage points from 85% in 2023 to 81% in 2024.

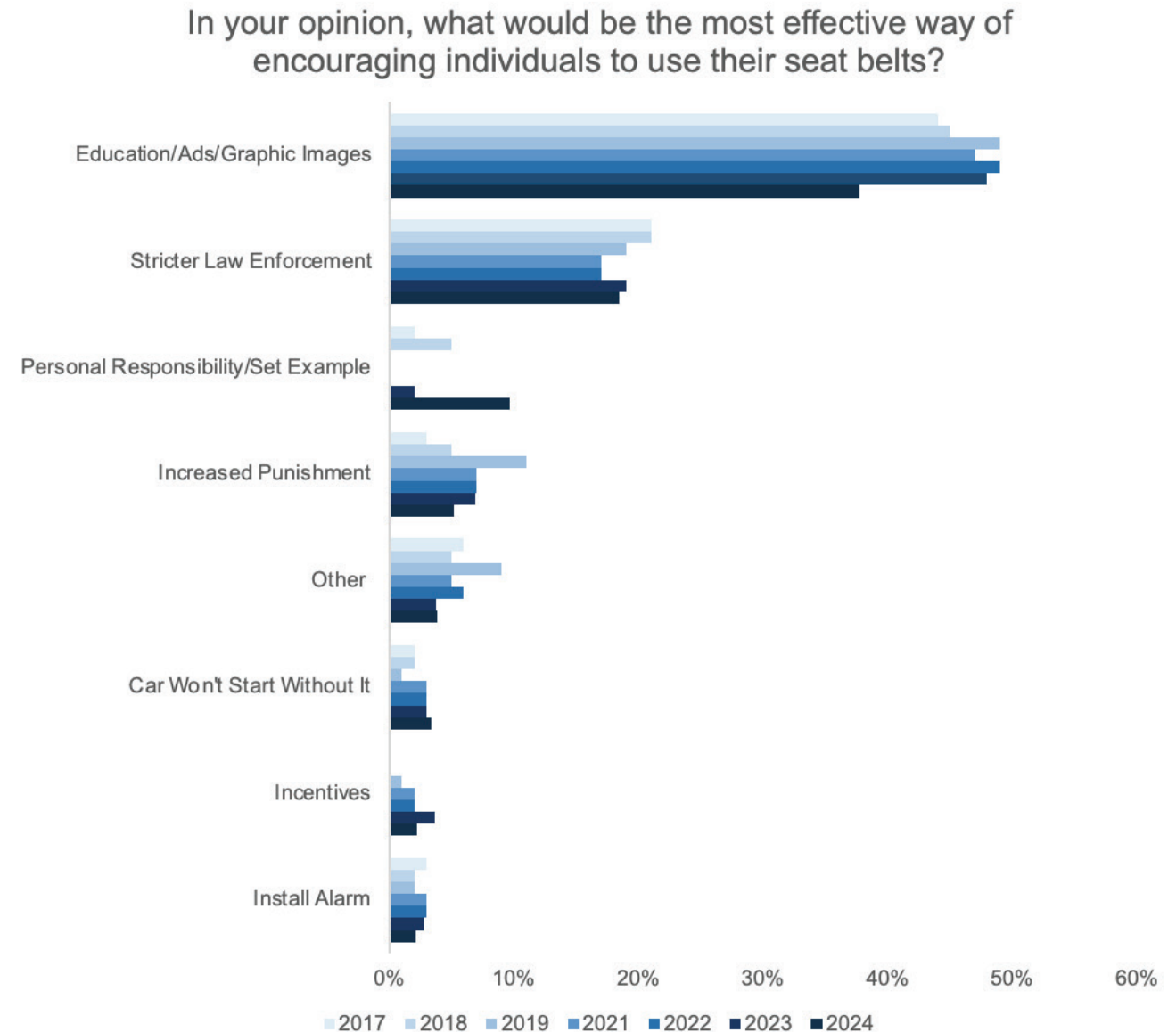


Note: axis begins at 70% for easier visualization

Summary of Findings

Figure 19. Most Effective, 2017-2024

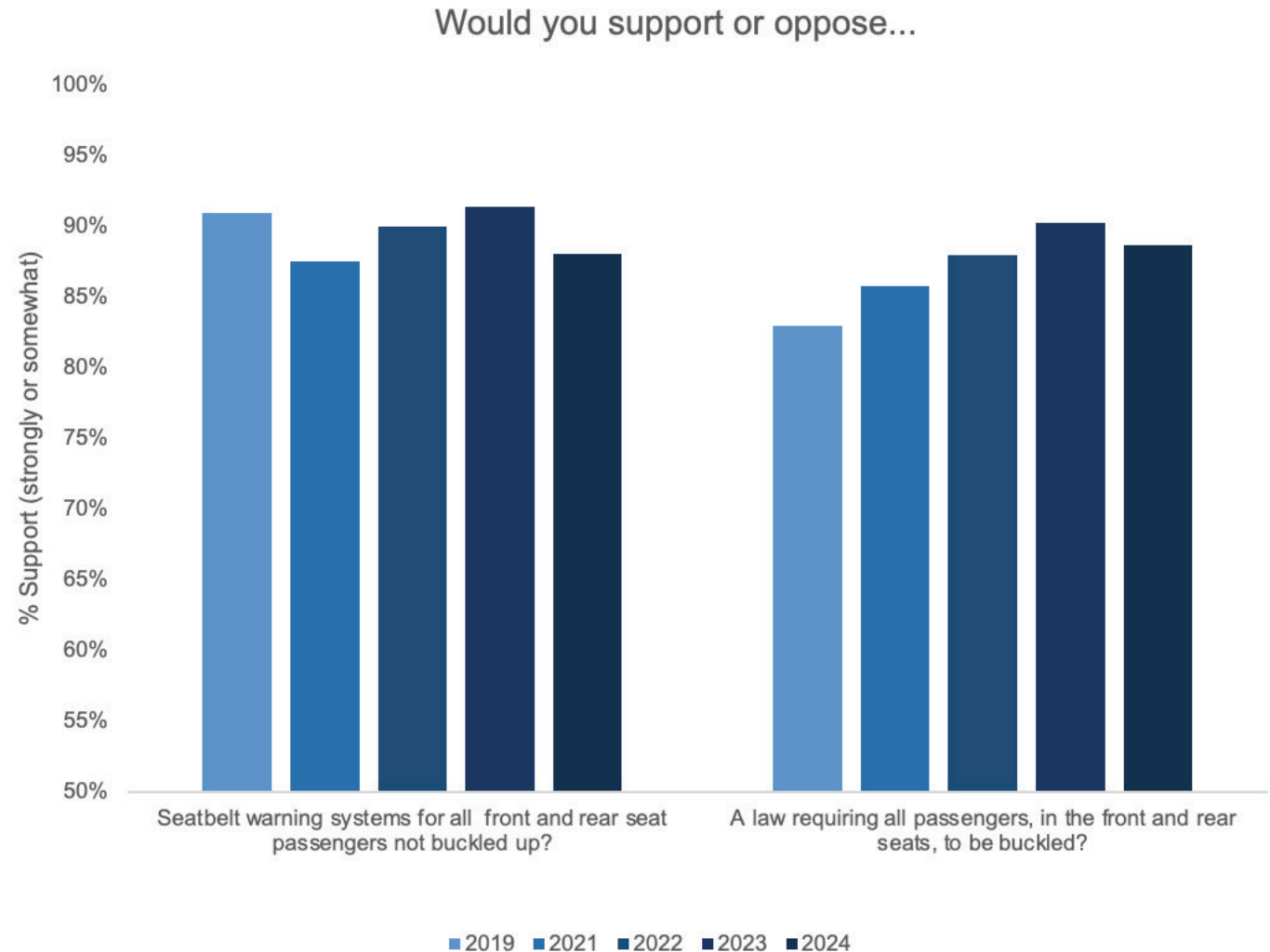
- Respondents were also asked their opinions on the most effective way of encouraging seat belt use, displayed in Figure 19. This question is asked in an open-ended manner and recoded into categories. Because education, advertising, and showing graphic images are very frequently talked about together, they were combined into one category.
- This has been the most popular response across all project years, with 38% in 2024. Personal responsibility and setting a good example received 10%, up from just 2% in 2023.
- Devices that prevent the car from starting without a seat belt (3%), monetary incentives (2%) and alarms (2%) received some support as well.



Summary of Findings

Figure 21. Support or Oppose, 2019-2024

- 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 21 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. 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.



Additional

CIOT Awareness Survey 2021-2024 numbers:

- Group I - Population of 200,001 and above - 26 Counties
- Group II - Population of 50,001 to 200,000 - 15 Counties
- Group III - Population of up to 50,000 - 26 Counties

**When driving a motor vehicle, how often do you wear your seatbelt? *
GROUP Crosstabulation**

% within GROUP

		GROUP			Total
		1.00	2.00	3.00	
When driving a motor vehicle, how often do you wear your seatbelt?	All of the time	88.7%	89.0%	78.3%	88.4%
	Most of the time	6.2%	5.7%	10.1%	6.3%
	Some of the time	2.2%	2.9%	3.9%	2.4%
	Rarely	1.0%	1.0%	3.9%	1.1%
	Never	1.7%	1.3%	3.9%	1.7%
	Don't know/Refusal	0.1%	0.2%		0.1%
Total		100.0%	100.0%	100.0%	100.0%

Do you require passenger(s) in your vehicle to wear their seatbelts? - Selected Choice * GROUP Crosstabulation

% within GROUP

		GROUP			Total
		1.00	2.00	3.00	
Do you require passenger(s) in your vehicle to wear their seatbelts? - Selected Choice	Yes – Always	85.5%	87.6%	77.8%	85.4%
	Sometimes	7.3%	5.2%	9.7%	7.1%
	No	4.1%	4.6%	9.2%	4.3%
	Only passengers in the front seat	2.0%	1.4%	1.0%	1.9%
	Only passengers over 18	0.5%	0.8%	1.0%	0.6%
	Other	0.3%		0.5%	0.2%
	Don't know/Refusal	0.3%	0.3%	1.0%	0.4%
Total		100.0%	100.0%	100.0%	100.0%

Would you support or oppose a law requiring all passengers, in the front and rear seats, to be buckled? * GROUP Crosstabulation

% within GROUP

		GROUP			Total
		1.00	2.00	3.00	
Would you support or oppose a law requiring all passengers, in the front and rear seats, to be buckled?	Strongly support	73.1%	74.2%	63.6%	72.9%
	Somewhat support	15.5%	12.9%	18.0%	15.3%
	Somewhat oppose	5.7%	5.7%	6.9%	5.7%
	Strongly oppose	4.3%	4.9%	8.3%	4.5%
	Don't know/Refusal	1.5%	2.3%	3.2%	1.6%
Total		100.0%	100.0%	100.0%	100.0%

Questions? Comments?



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.

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