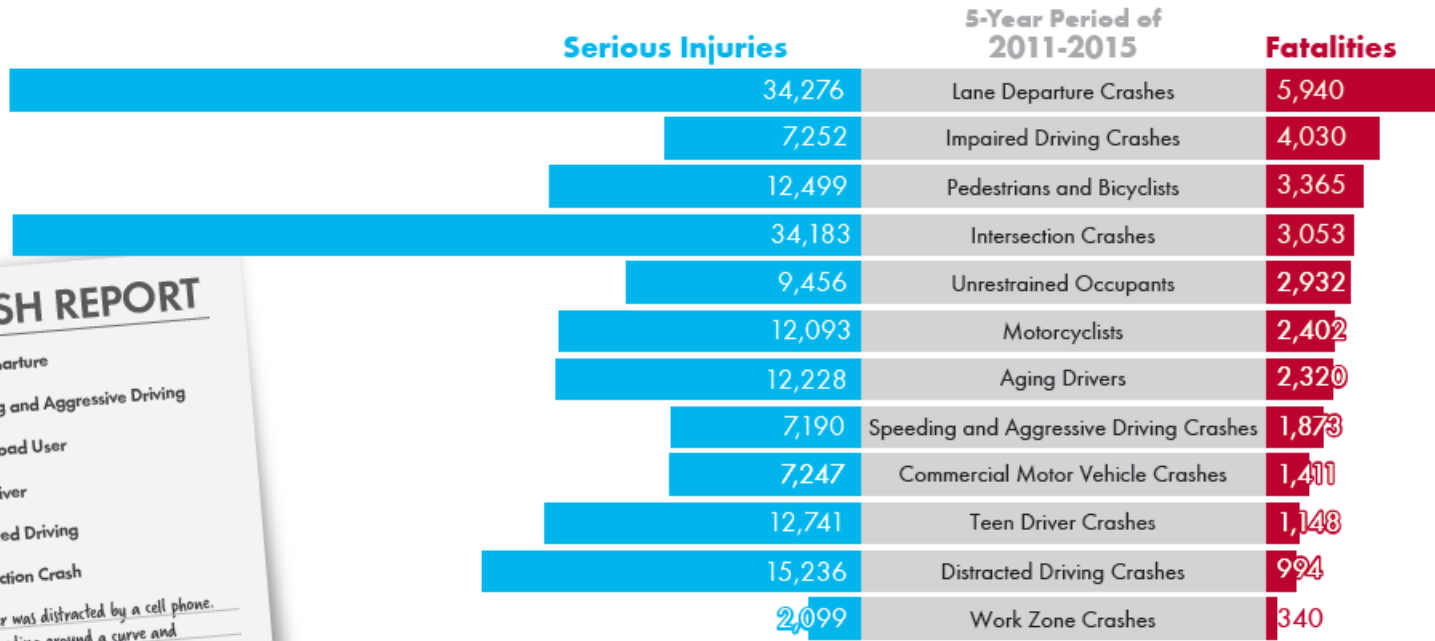




Florida 2018 Driving Under the Influence Media Survey

By Chris Craig, FDOT Traffic Safety Administrator

Priority Areas



Note: Multiple factors are involved in almost every crash.
 Source: Department of Highway Safety and Motor Vehicles (2016).

NHTSA Funding Condition

- **Requires State Participation in 3 NHTSA National Waves**

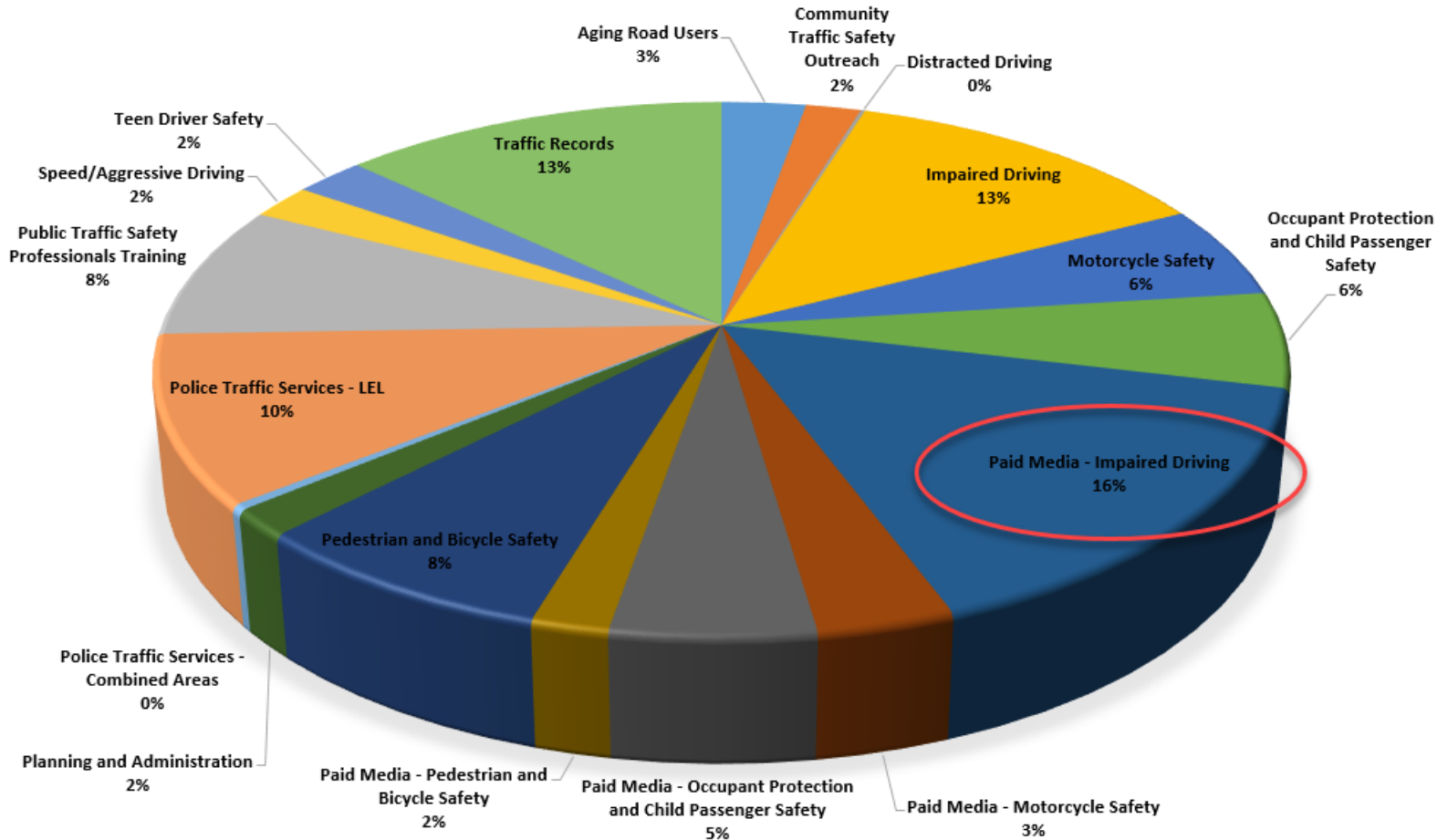
- May 15 – June 4
- August 16 – September 4
- December 13 – 31

Click It or Ticket

Drive Sober or Get Pulled Over

Drive Sober or Get Pulled Over





Drive Sober or Get Pulled Over Advertising

Total Budget - \$3,285,000

- **Statewide Media Campaign - \$650,000**
- **Professional Sports Marketing - \$2,000,000**
- **Major College Sports Marketing - \$459,000**
- **TV Sports Campaign - \$216,000**
- **Campaign Development - \$50,000**

St. John & Partners – Jacksonville FL.



Our Brand Experience



Helping fans tell the brand's story and fuel industry-leading growth.



Enhancing SEO into a social, branded experience.



Creating an engaging race-day experience through social media.



Transforming a product category into a sales-driving portfolio of brands.



Helping fans tell the brand's story and fuel industry-leading growth.



Statewide Media Campaign



MOBILE NEWS FEED

FDOT Sponsored ·

Before celebrating St. Patrick's Day, plan ahead.
Designate a sober driver or catch a ride.

Don't Let Your Luck Run Out!
Drive sober or get pulled over.

119 5 Comments 16 Shares

Like Comment Share

[See Feature Phone Preview](#)



Professional Sports Marketing

- **Basketball**
 - Orlando Magic
 - Miami Heat
- **Baseball**
 - Tampa Bay Rays
 - Miami Marlins
- **Hockey**
 - Tampa Bay Lightning
 - Florida Panthers
- **Football**
 - Miami Dolphins
 - Jacksonville Jaguars
 - Tampa Bay Buccaneers
- **NASCAR**
 - Miami-Homestead
 - Daytona

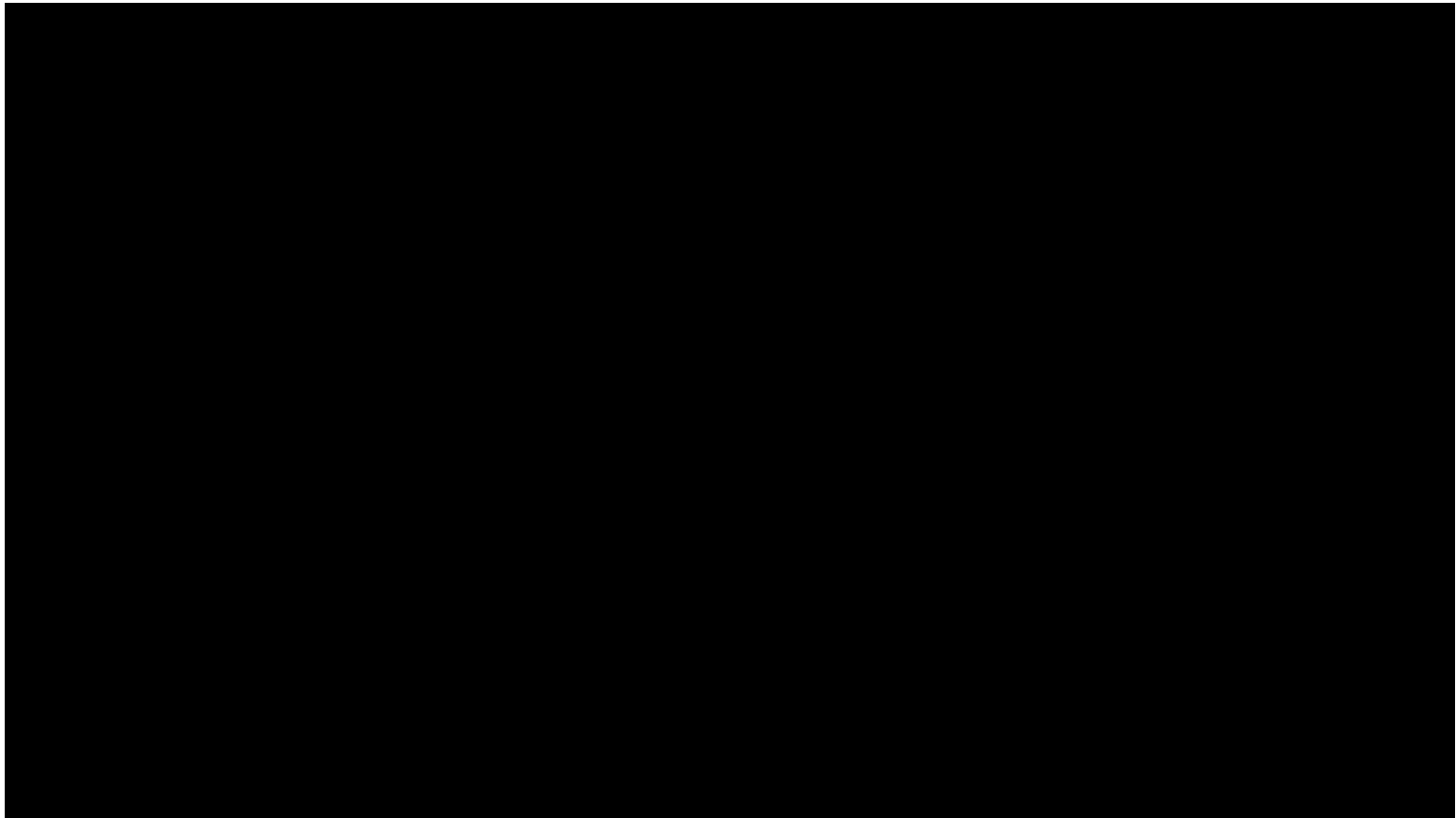


Major College Sports Marketing

- Florida State University
- University of Florida
- University of Miami



Major College Sports Marketing



TV Sports Campaign









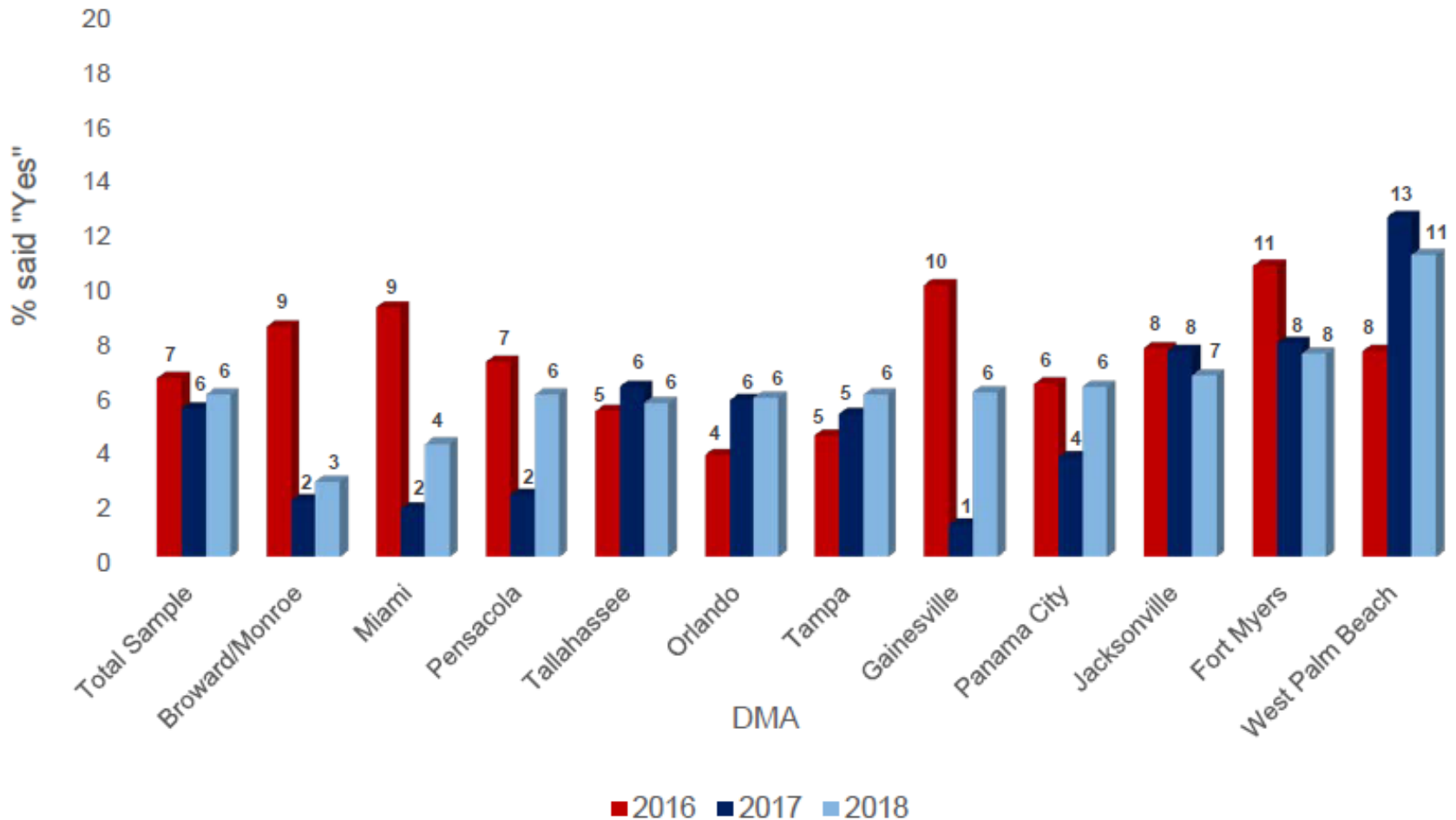
UNF | Public Opinion Research Laboratory
College of Arts and Sciences



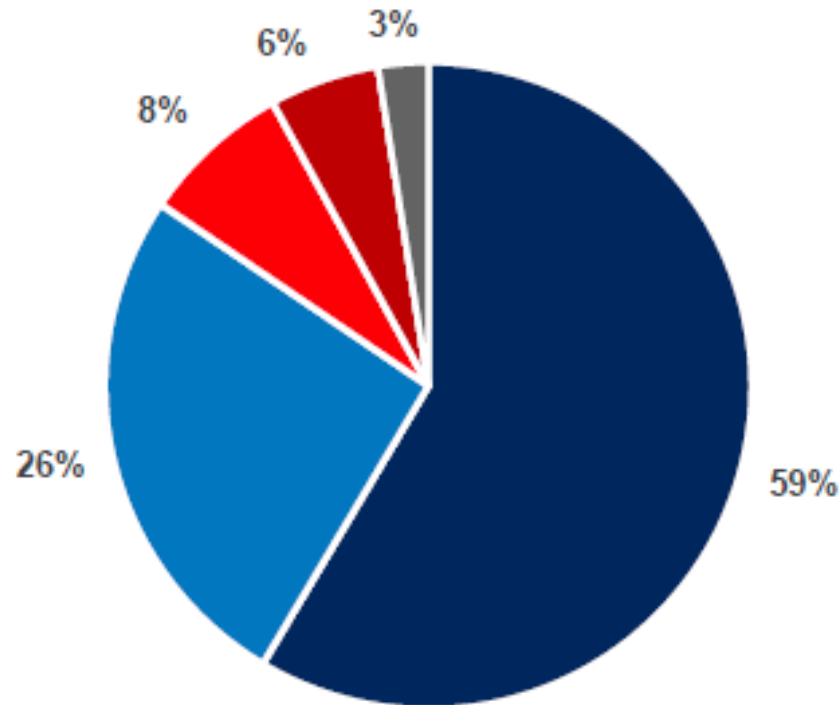
1,539 Completed Surveys

Designated Market Area	Sample Size
Pensacola	n=103
Panama City	n=100
Tallahassee	n=104
Jacksonville	n=105
Gainesville	n=100
Orlando	n=245
Tampa	n=273
West Palm Beach	n=125
Fort Myers	n=99
Broward/Monroe	n=118
Miami-Dade	n=167
Total	n=1,539

In the past 30 days, did you drive a motor vehicle within 2 hours of drinking?

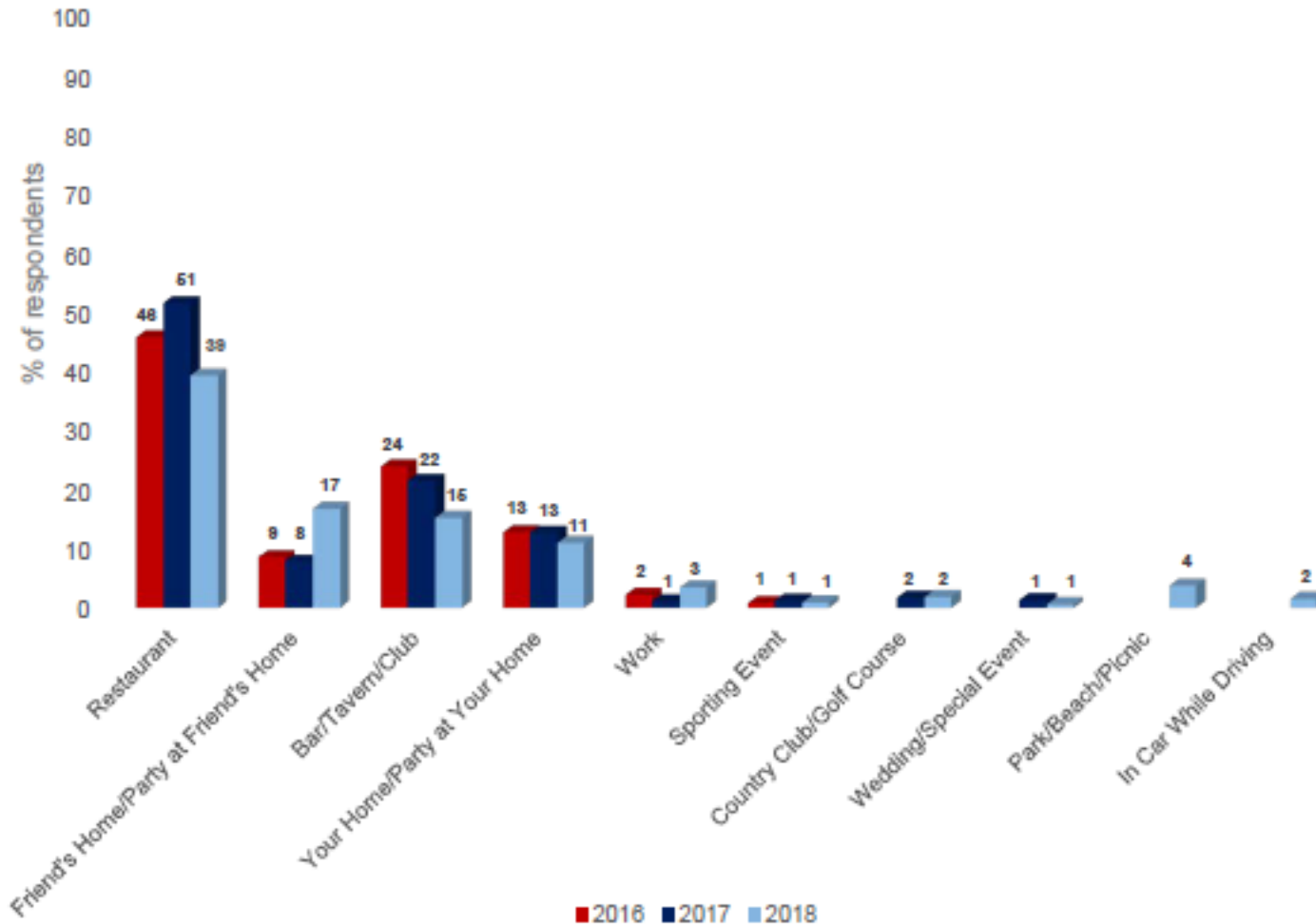


In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were...

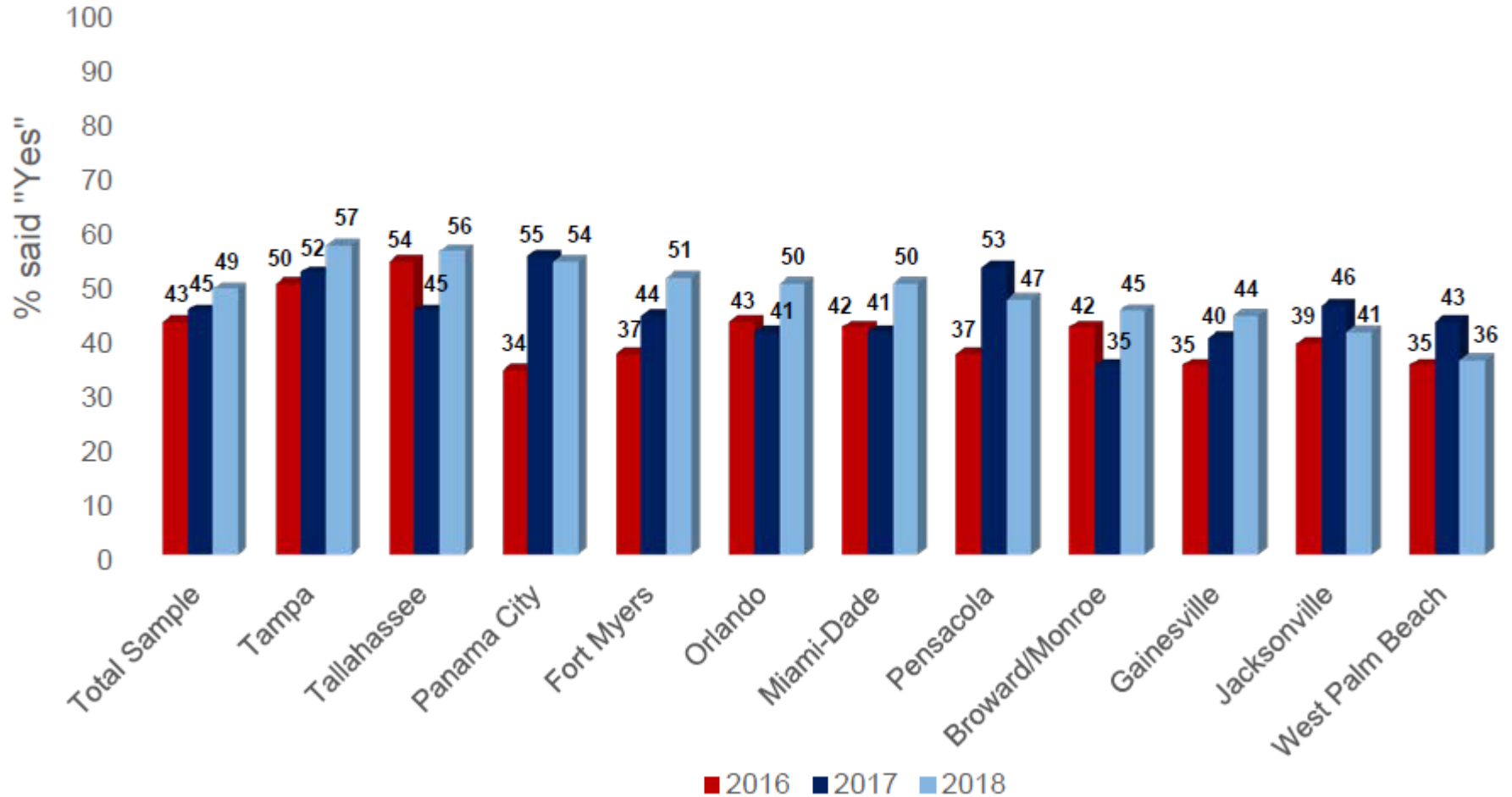


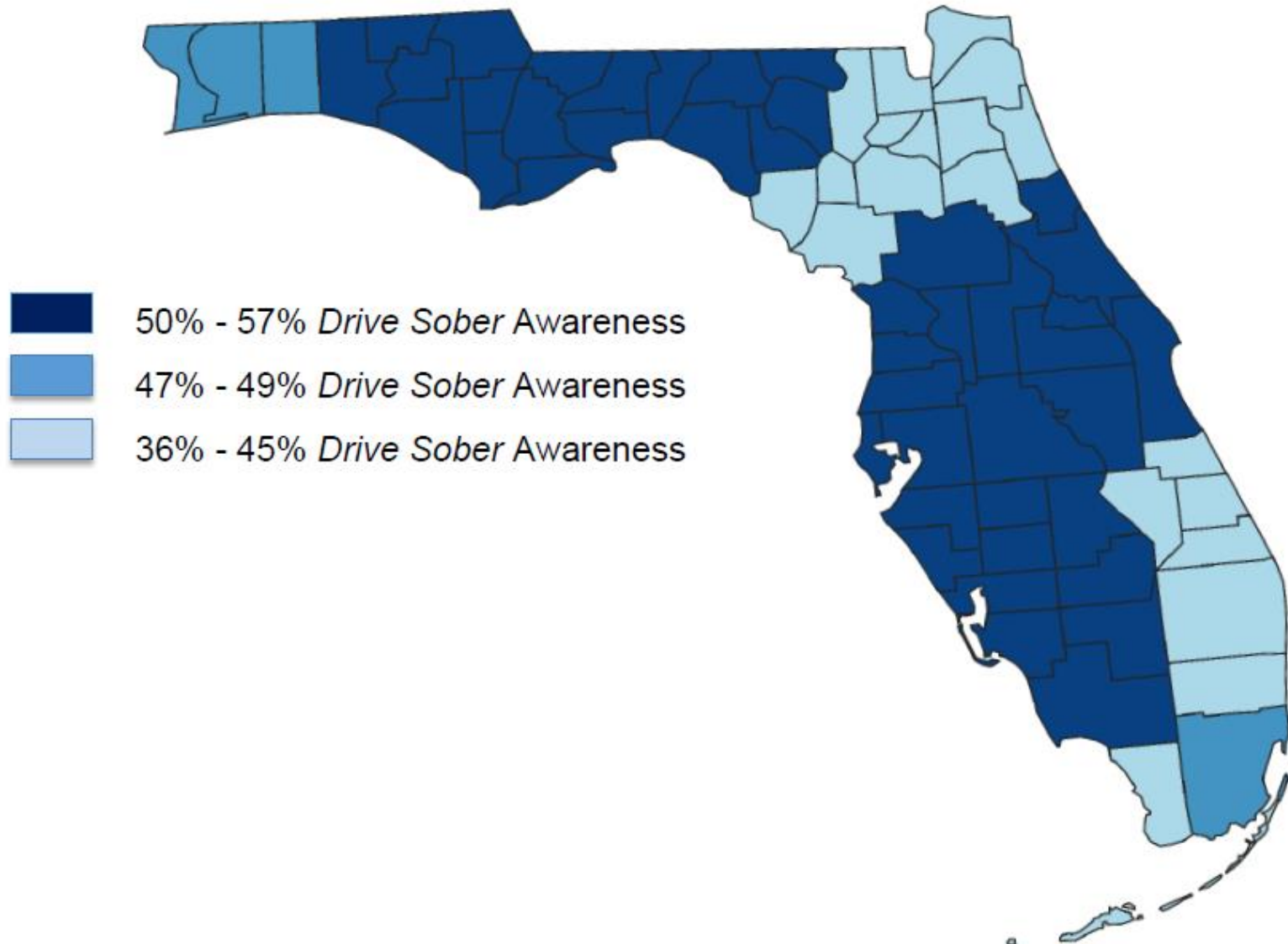
- Well below the legal limit
- Just below the legal limit
- Just over the legal limit
- Well over the legal limit
- Doesn't know legal limit

Please think about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages. Where did you drink on that occasion?

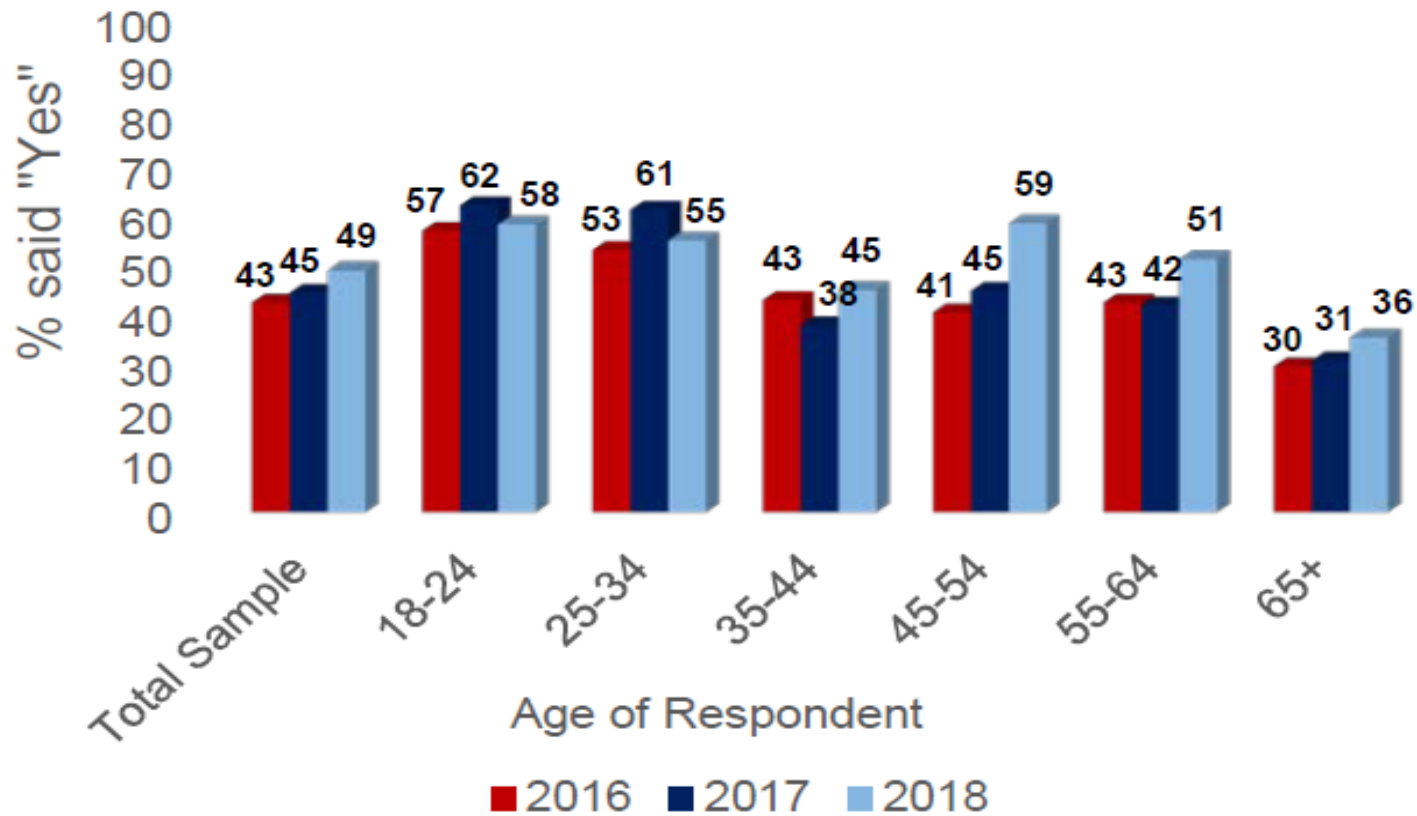


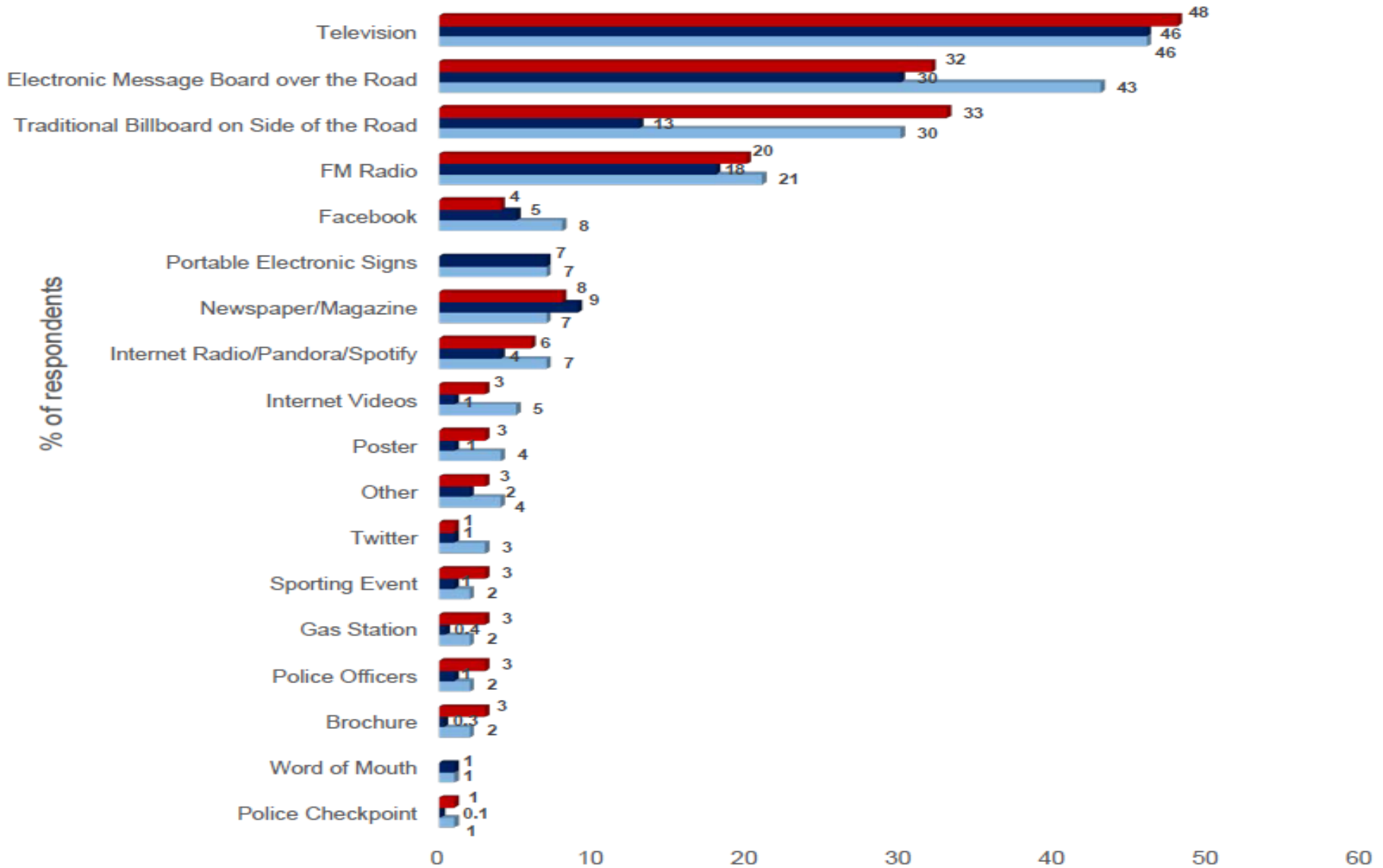
In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?



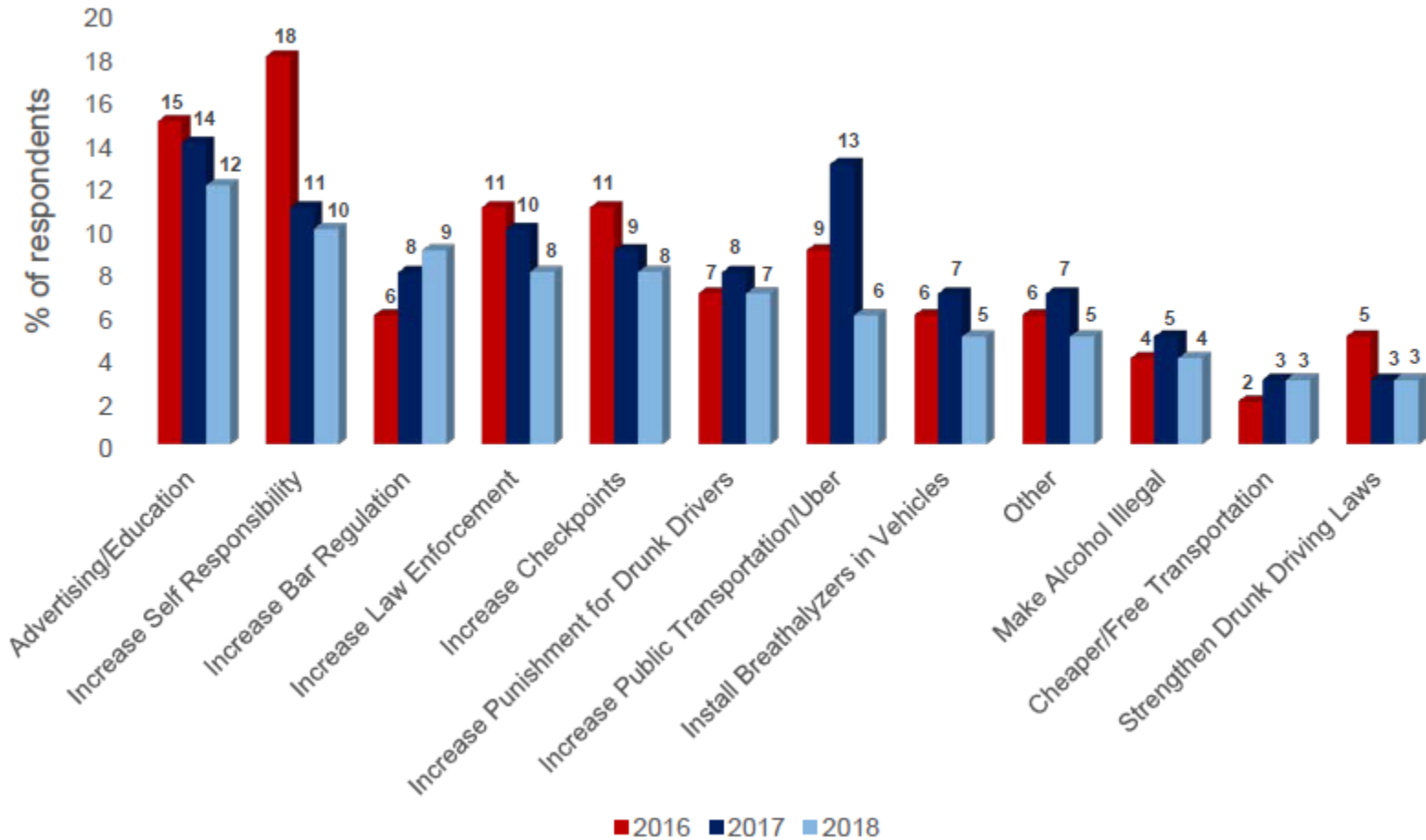


In the past 6 months, have you read, seen or heard anything about the *Drive Sober or Get Pulled Over* campaign in Florida?





In your opinion, what would be the most effective way of reducing alcohol impaired driving?



Executive Summary

- Out of all the media markets, the Tampa DMA has the greatest exposure to the *Drive Sober or Get Pulled Over* campaign, with 57% having read, seen, or heard about it.
- The West Palm Beach media market is the least likely to have been exposed to the *Drive Sober or Get Pulled Over* campaign, with only 36% reporting having read, seen, or heard anything about it.
- Television was the most popular response when respondents were asked where they had read, seen, or heard about the *Drive Sober or Get Pulled Over* campaign at 46%, followed by Electronic Message Board over the Road at 43% of respondents.

Executive Summary

- Respondents 65 years of age or older are the least likely of all the age groups to have read, seen, or heard of the *Drive Sober or Get Pulled Over* campaign (36%).
- Out of all age groups, those 45-54 years old are the most likely to have read, seen, or heard anything about the *Drive Sober or Get Pulled Over* campaign at 59%. Those 18-24 and 25-34 are close with 58% and 55%.
- **2018 – Overall, Florida’s awareness of the campaign has continued to increase, with just under half of the sample (49.1%) reporting that they had seen or heard the campaign, compared to (44.7%) in 2017.**

Questions

