



Florida 2017 Driving Under the Influence Media Survey

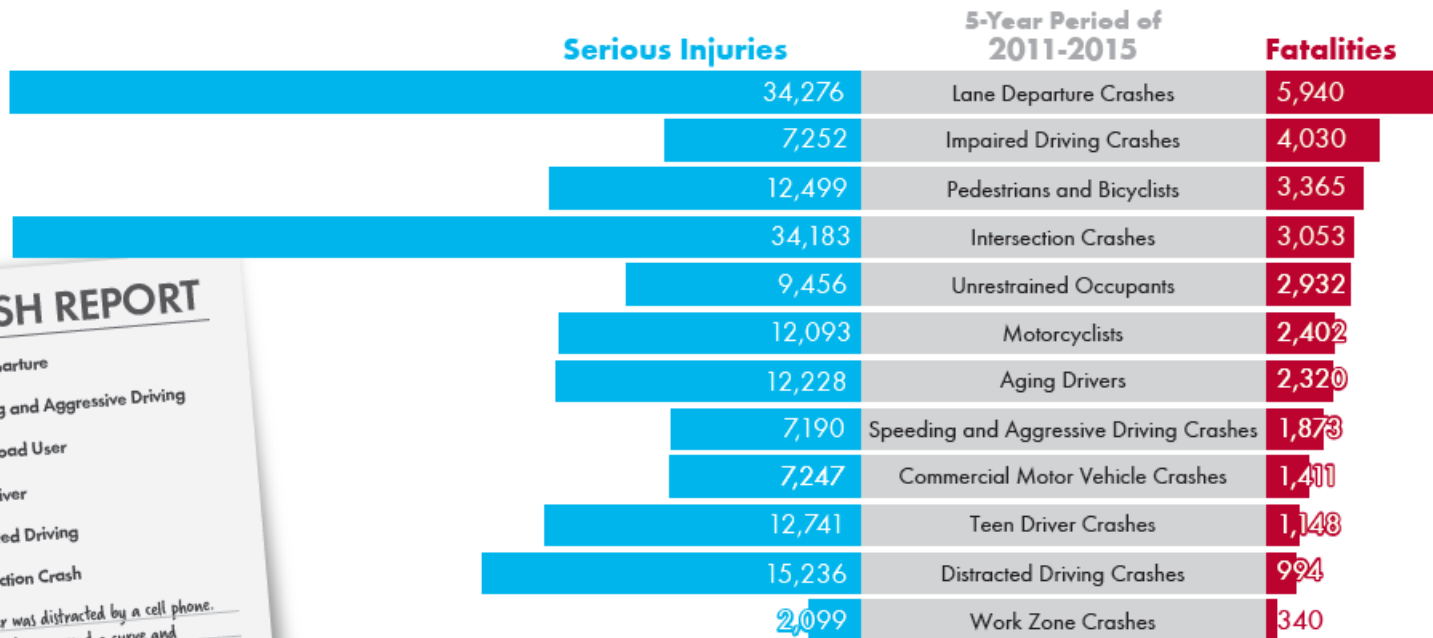
By Chris Craig, FDOT Traffic Safety Administrator

Priority Areas

CRASH REPORT

- ☒ Lane Departure
- ☒ Speeding and Aggressive Driving
- ☐ Aging Road User
- ☒ Teen Driver
- ☒ Distracted Driving
- ☐ Intersection Crash

Teen driver was distracted by a cell phone.
He was speeding around a curve and
departed the roadway colliding with a tree.



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

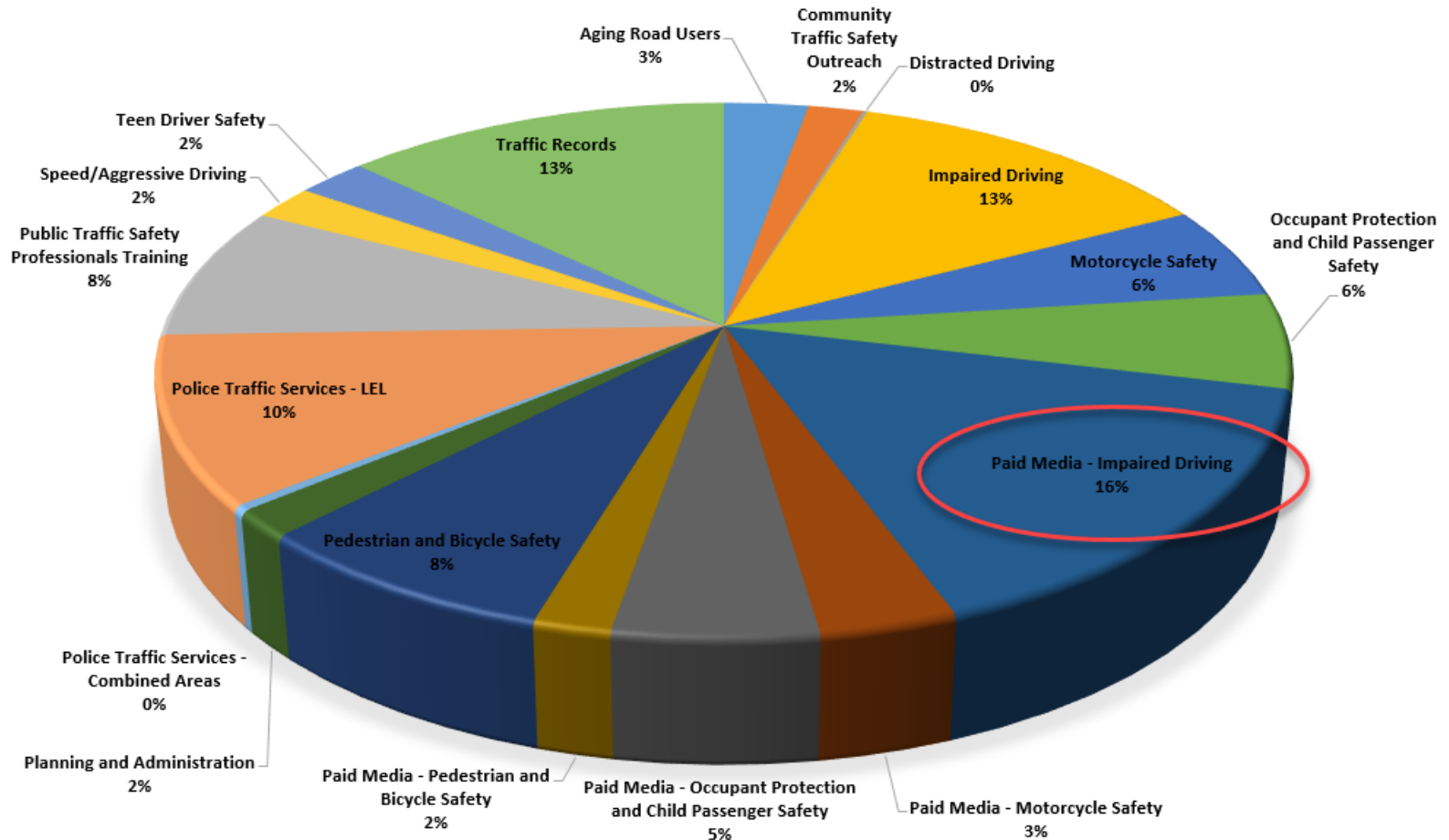
- May 15 – June 4
- August 16 – September 4
- December 13 – 31

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 - \$3,248,000

- **Statewide Media Campaign - \$650,000**
- **Professional Sports Marketing - \$1,900,000**
- **Major College Sports Marketing - \$432,000**
- **TV Sports Campaign - \$216,000**
- **Campaign Development - \$50,000**

St. John & Partners – Jacksonville FL.



Our Brand Experience

ZAXBY'S

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

Marriott

Enhancing SEO into a social, branded experience.

DAYTONA
INTERNATIONAL SPEEDWAY

Creating an engaging race-day experience through social media.

FLORIDA
Lottery

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

ACUVUE
BRAND CONTACT LENSES

Ad Council

AHCA
AMERICAN HEALTH CARE ASSOCIATION

BEDSIDER

BI-LO

CLEAR

Discovery
CHANNEL

E3

ENTERPRISE
FLORIDA

FIS

FLORIDA
CITRUS

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

FLORIDA
PREPAID
COLLEGE BOARD

The Florida Times-Union

Ford

JEA
Building Community

Statewide Media Campaign



MOBILE NEWS FEED



[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

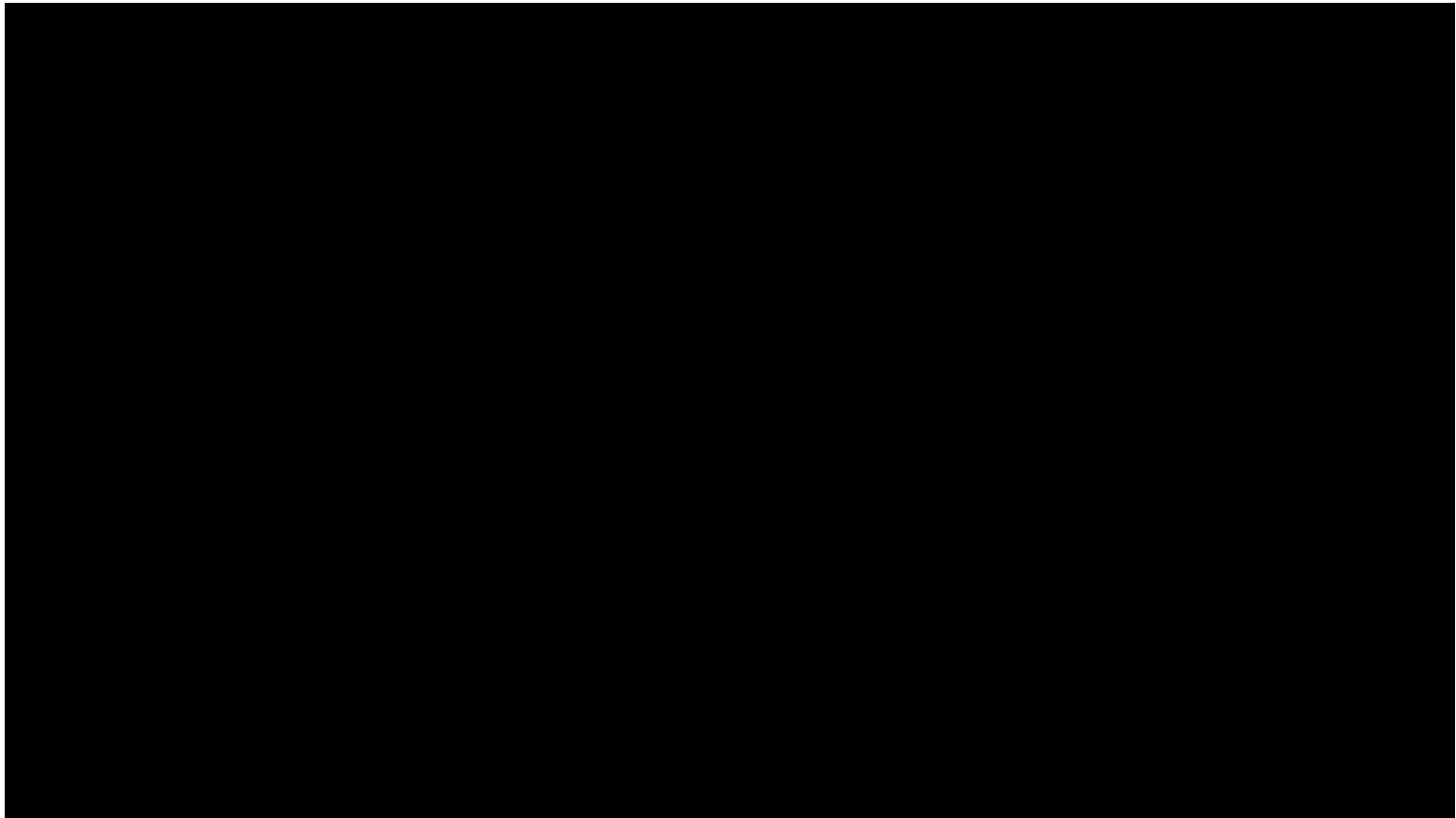


Major College Sports Marketing

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



Major College Sports Marketing



TV Sports Campaign





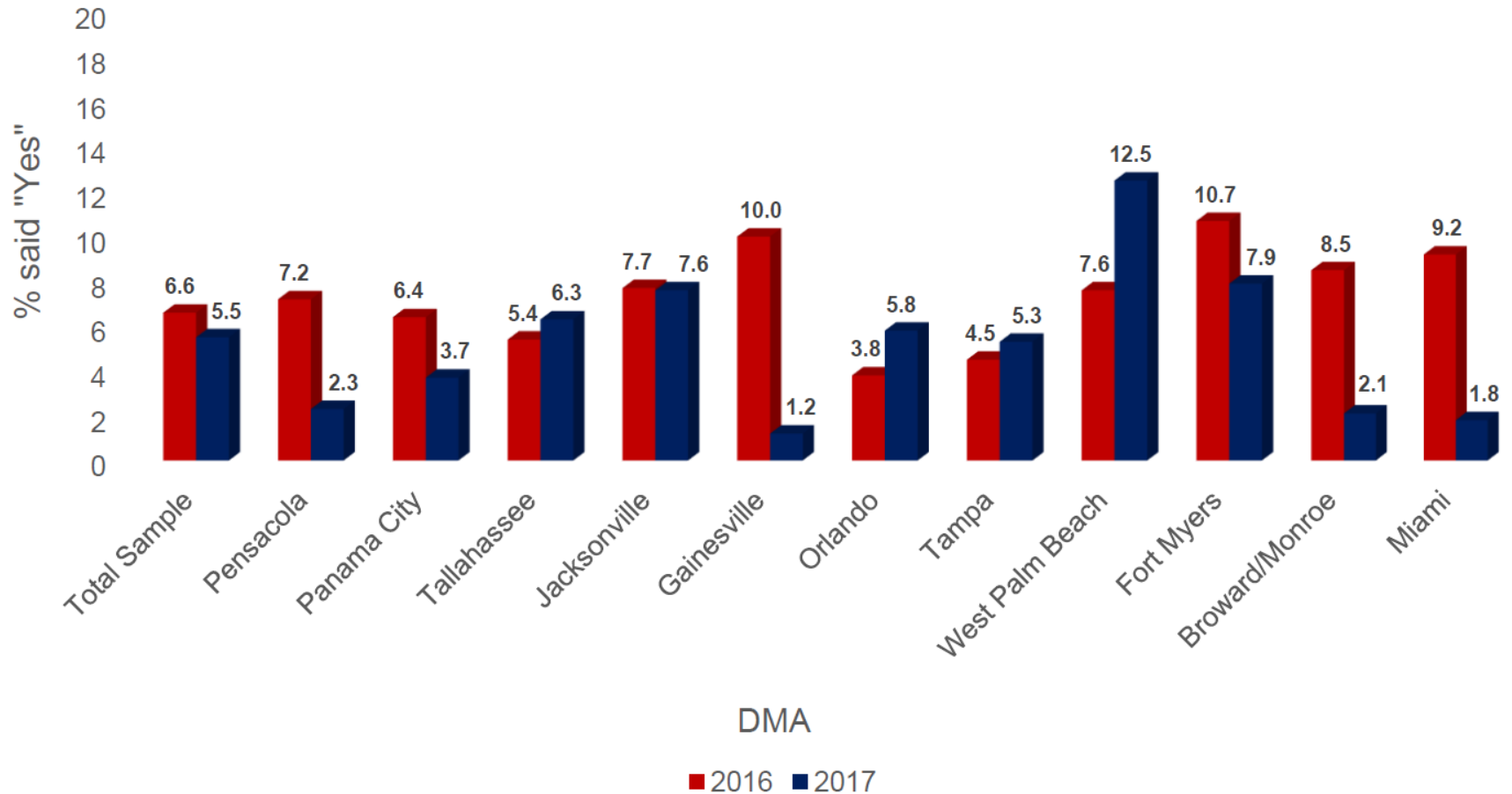




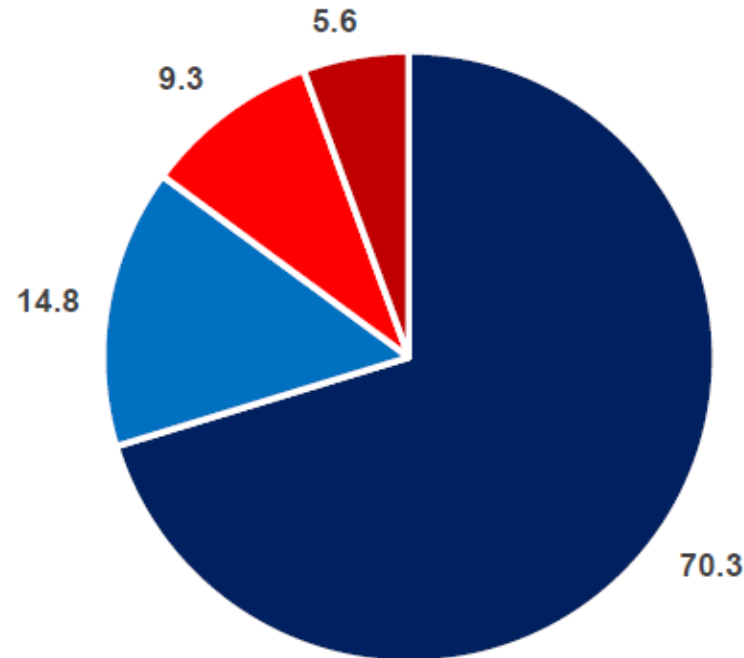
1,475 Completed Surveys

Designated Market Area	Sample Size
Pensacola	n=104
Panama City	n=88
Tallahassee	n=100
Jacksonville	n=179
Gainesville	n=85
Orlando	n=219
Tampa	n=253
West Palm Beach	n=121
Fort Myers	n=115
Broward/Monroe	n=96
Miami-Dade	n=115
Total	n=1,475

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

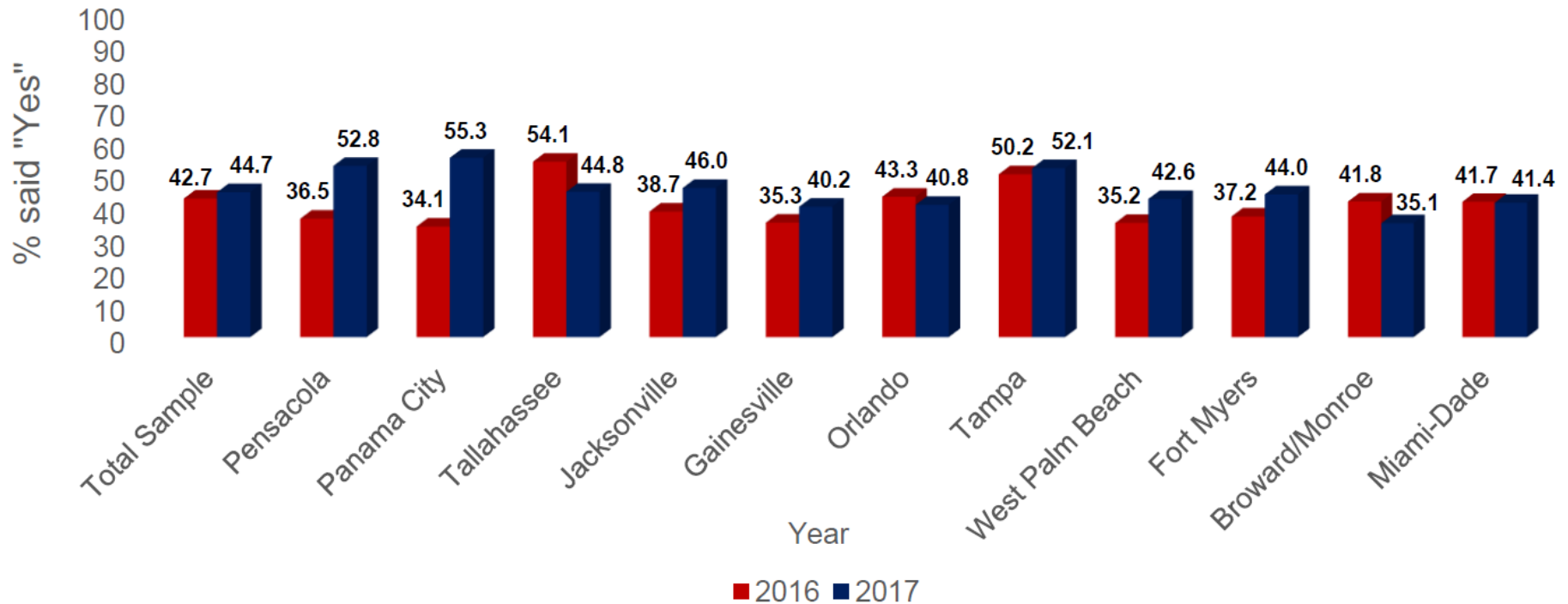


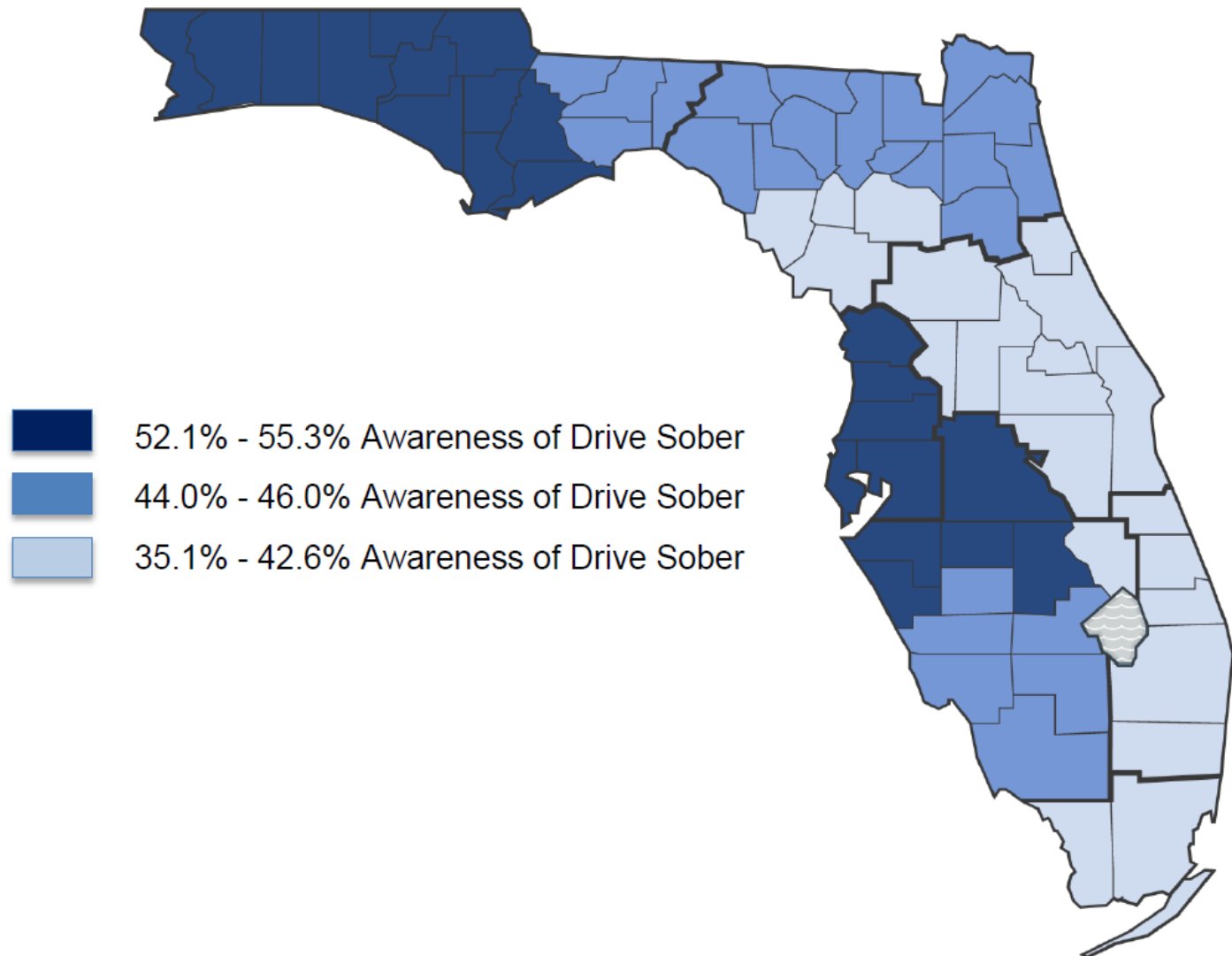
In thinking about the most recent occasion in which you drove within 2 hours of drinking alcoholic beverages, do you think you were...



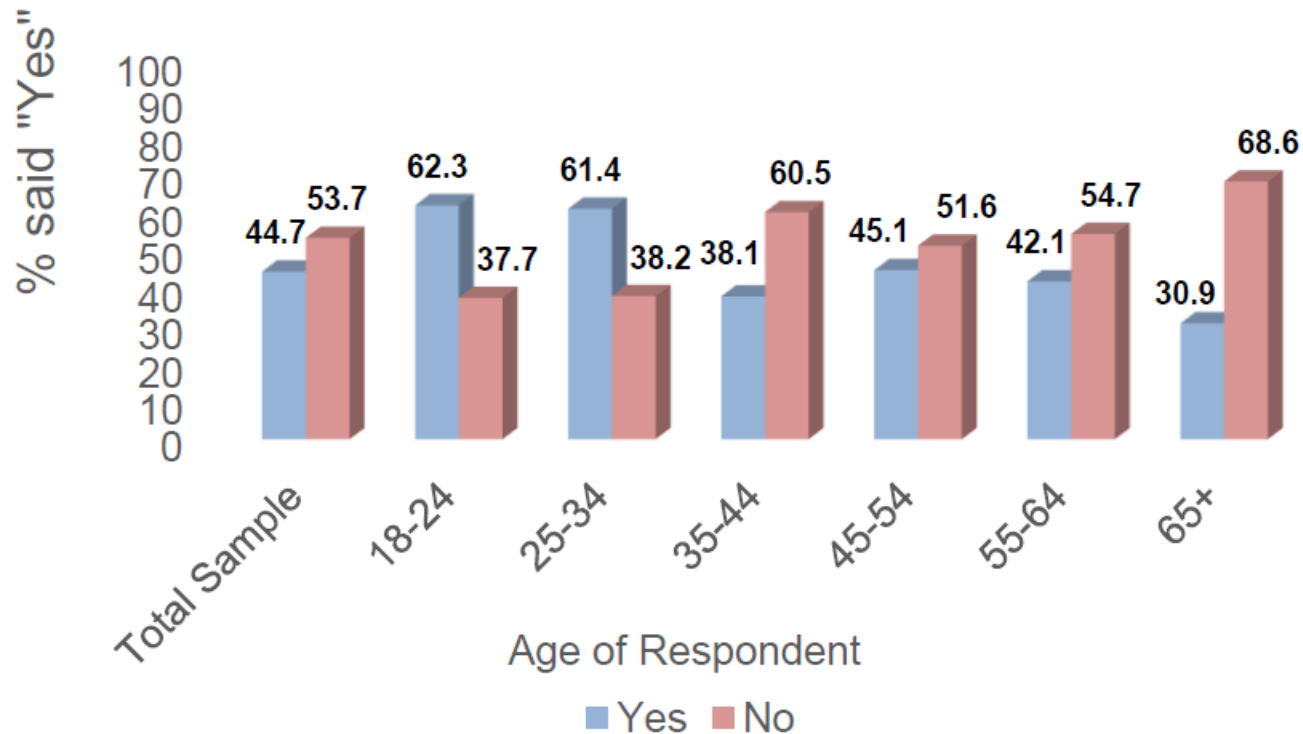
- Well below the legal limit ■ Just below the legal limit
- Just over the legal limit ■ Well over the legal limit

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



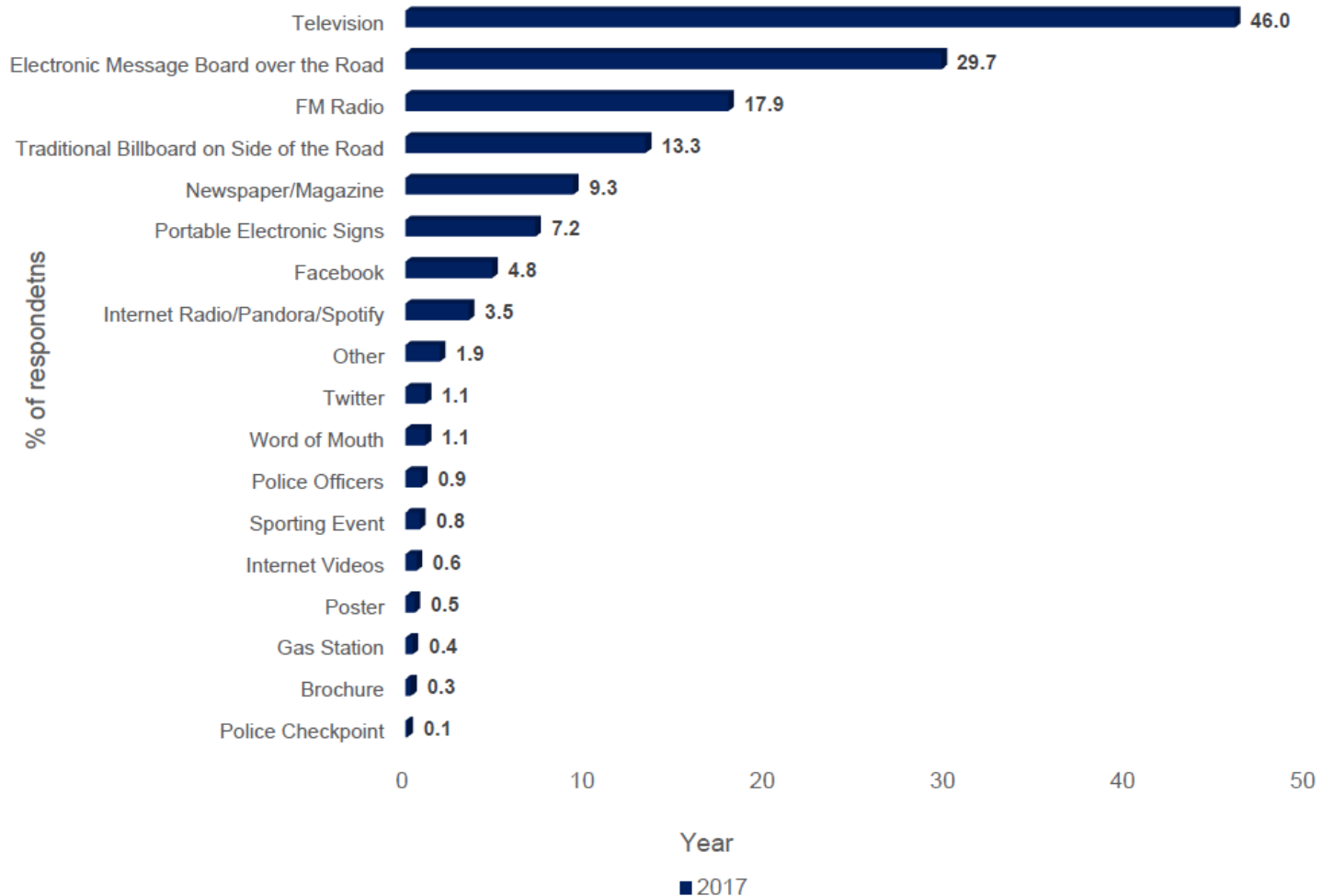


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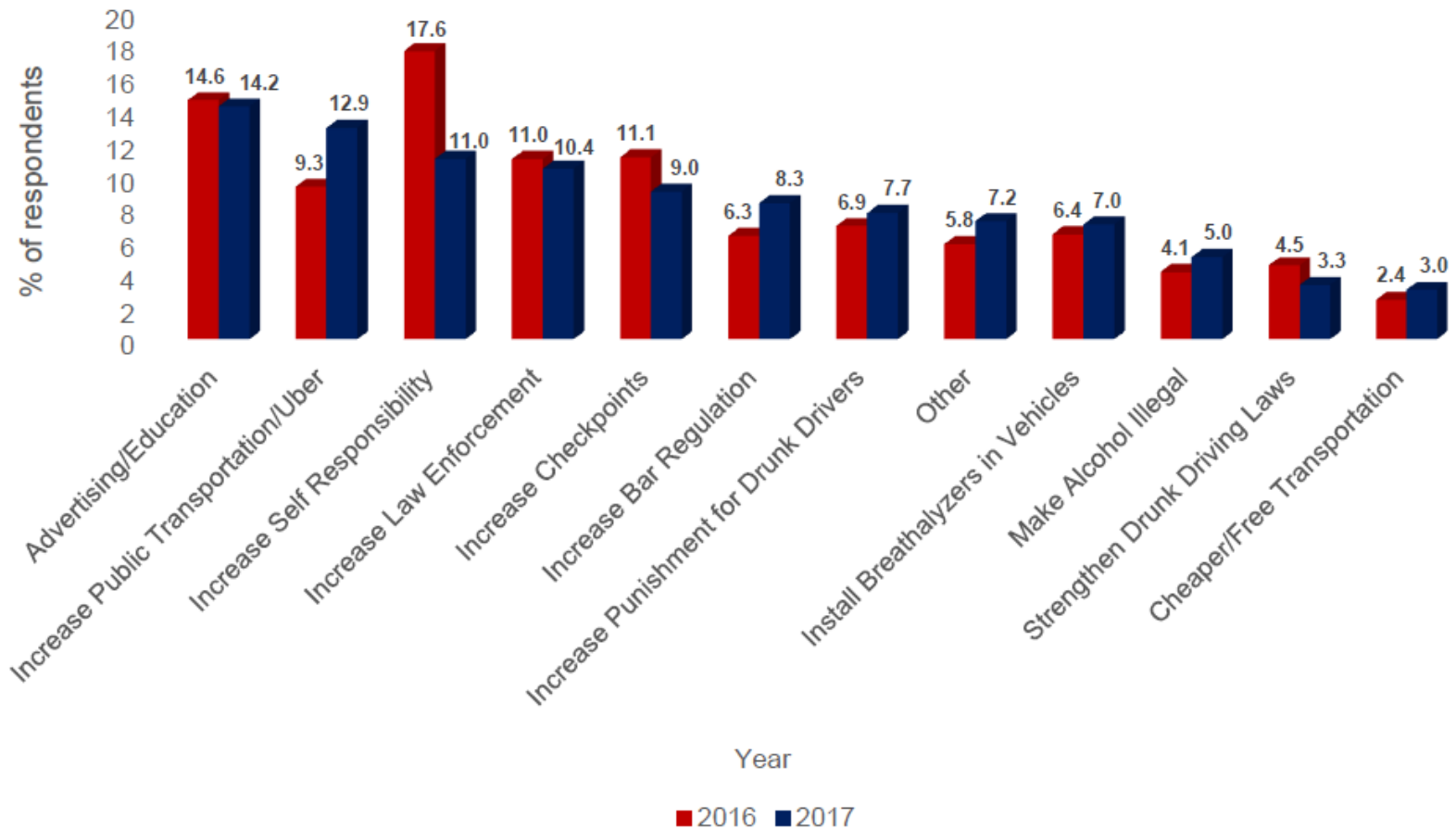




I'm going to read you a list, please tell me where you read, saw or heard it.



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



Executive Summary

- Of all respondents, 5.5% admit to operating a motor vehicle within 2 hours of drinking in the past 30 days.
- A majority of all respondents that admit to operating a motor vehicle within 2 hours of drinking report being well or just below the legal limit for drinking and driving (85.1%).
- Out of all the media markets, West Palm Beach contains the most respondents that report operating a motor vehicle within 2 hours of drinking (12.5%).

Executive Summary

- Respondents of 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 (30.9%).
- The Broward/Monroe media market is the least likely to have been exposed to the Drive Sober or Get Pulled Over campaign, with only 35.1% reporting having read, seen, or heard anything about it.
- Almost half of the sample has seen or heard the Drive Sober or Get Pulled Over message (44.7%).

Questions

