



**DRIVE BAKED,
GET BUSTED.**

Impaired Driving Campaign Report

Providing Highway Safety and Security through Excellence in Service, Education, and Enforcement

January 31, 2019

Introduction

Section 381.989(3), Florida Statutes, directs the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to implement a statewide impaired driving education campaign and establish baseline data on the number of marijuana-related citations, crashes and arrests. Baseline crash, citation and campaign data will be tracked annually. By January 31 of each year, a report will be submitted to the Governor, President of the Senate and Speaker of the House of Representatives.

Section 381.989(3), Florida Statutes

(3) STATEWIDE IMPAIRED DRIVING EDUCATION CAMPAIGN.—

(a) The Department of Highway Safety and Motor Vehicles shall implement a statewide impaired driving education campaign to raise awareness and prevent marijuana-related and cannabis-related impaired driving and may contract with one or more vendors to implement the campaign. The Department of Highway Safety and Motor Vehicles may use television messaging, radio broadcasts, print media, digital strategies, social media, and any other form of messaging deemed necessary and appropriate by the department to implement the campaign.

(b) At a minimum, the Department of Highway Safety and Motor Vehicles or a contracted vendor shall establish baseline data on the number of marijuana-related citations for driving under the influence, marijuana-related traffic arrests, marijuana-related traffic accidents, and marijuana-related traffic fatalities, and shall track these measures annually thereafter. The Department of Highway Safety and Motor Vehicles or a contracted vendor shall annually evaluate and compile a report on the efficacy of the campaign based on those measures and other measures established by the Department of Highway Safety and Motor Vehicles. By January 31 of each year, the Department of Highway Safety and Motor Vehicles shall submit the report on the evaluation of the campaign to the Governor, the President of the Senate, and the Speaker of the House of Representatives.

IMPAIRED DRIVING EDUCATION CAMPAIGN

DRIVE BAKED, GET BUSTED.

Background

The DHSMV was appropriated \$5 million nonrecurring funds for FY 2017-2018 to enact the education campaign.

Chapter 2017-232, Section 19, Laws of Florida

(3) For the 2017-2018 fiscal year, the sum of \$5 million in nonrecurring funds from the Highway Safety Operating Trust Fund are appropriated to the Department of Highway Safety and Motor Vehicles to implement the statewide impaired driving education campaign established under s. 381.989, F.S.

Reviewing existing nationwide studies, plans and reports, DHSMV formulated a plan for a statewide mass media education campaign incorporating pre and post campaign survey collection. In addition to the surveys, Florida's campaign plan is an abbreviated evaluation framework recommended by the Centers for Disease Control (CDC).

Statewide Surveys

In November 2017, DHSMV contracted with the Florida Survey Research Center at the University of Florida to conduct surveys for the purpose of evaluating awareness and stated behavior related to the Impaired Driving Education Campaign. Survey recipients were randomly selected. Surveys were mailed to all five major media markets within the state (Panhandle, Northeast, East-Central, West-Central, South) asking a series of questions pertaining to the recipient's knowledge of impaired driving laws and stated driving behaviors. Those who received the survey could complete it by filling out the paper survey and mail in or submit online. Paper and online surveys were pre-tested by the contractor to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, clarity of language and concepts, which were approved by an Internal Review Board at the University of Florida.

For the pre campaign survey, a total of 10,000 survey packets in English, including a four-page survey, cover letter and return address envelope, were mailed to potential respondents (2,000 in each media market). A total of 693 surveys were completed between January 11, 2018, through March 9, 2018. Based on the number of households in Florida (7,393,262) and the population of the state age 18 and older (16,514,723)*, a sample of 693 completions will provide a margin of error of +/- 4% at a 95% confidence level. All pre campaign survey results were received prior to the launch of the marketing campaign to establish a pre campaign level of knowledge and awareness regarding impaired driving and to avoid biased responses.

Upon completion of the mass media campaign, the post campaign survey was launched. A total of 20,000 survey packets were mailed to potential respondents (4,000 in each media market) between July 23, 2018, and August 6, 2018. A total of 1,115 surveys were completed. Based on the number of households in Florida (7,393,262) and the population of the state age 18 and older (16,514,723)*, a sample of 1,115 completions will provide a margin of error of +/- 3% at a 95% confidence level.

An analysis of the pre and post campaign survey results show the level of knowledge and awareness about impaired driving grew. When asked how knowledgeable the respondent was about legal issues related to marijuana in Florida, there was a 3.3 percentage point increase in responses of "somewhat knowledgeable" and "very knowledgeable" with a 2.6 percentage point decrease in "not at all knowledgeable" responses. When asked if the respondent was knowledgeable about legal issues related to marijuana and driving, there was a 5.3 percentage point increase in "somewhat knowledgeable" and "very knowledgeable" responses with a 3.2 percentage point decrease in "not at all knowledgeable" responses.

*US Census Bureau: State Quick Facts, ACS 2017

IMPAIRED DRIVING EDUCATION CAMPAIGN

More respondents (44 to 49 percent) identified that marijuana and alcohol are equally likely to cause impairment. Of those surveyed, an overwhelming number indicated that marijuana does pose risks to driving a motor vehicle (75 to 79 percent). Almost two thirds (62 percent) of those surveyed post campaign indicated they had seen, heard or read ads related to the DRIVE BAKED, GET BUSTED campaign, with the most number of respondents reporting seeing the campaign in the West-Central region and lowest number of respondents from the Panhandle region.

There are still opportunities for additional education. Almost a quarter of those surveyed pre and post campaign were unsure how long they should wait before driving after using medical marijuana. More than half (53 and 54 percent) were unsure if there is a blood-THC limit to drive in Florida. While post campaign, more than one third (68.6 percent) stated correctly that marijuana is always illegal in Florida, when asked if driving under the influence of medical marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card, 33 percent were unsure and 23 percent indicated the statement as true.

Contingent upon future funding for the campaign, the department recommends additional surveys to gauge long-term awareness and behavior.

Mass Media Education Campaign

DHSMV contracted with a firm to create the name and brand for the impaired driving education campaign while the department worked through the purchasing process for its mass media education campaign. The DRIVE BAKED, GET BUSTED campaign brand and Identity Guide was developed. The campaign name portrays the authentic and authoritative message about the consequences of marijuana-impaired driving and marries impaired driving with a negative outcome. The Identity Guide provides guidelines for the campaign name, logo and fonts while also providing the core values for the campaign: safety, authenticity, creativity, knowledge and care.

In January 2018, following a competitive solicitation process, the DHSMV contracted with a vendor to implement the statewide, mass media Impaired Driving Education Campaign, DRIVE BAKED, GET BUSTED.

The goal of the DRIVE BAKED, GET BUSTED campaign was to educate Floridians about the dangers of impaired driving and promote awareness of impaired driving laws. The priority of the campaign was to make clear and direct links to the negative consequences for marijuana-impaired driving in a memorable and conversational way to create true behavior change. Based on DHSMV DUI data at the time of campaign development, the primary target markets were set as adults ages 18-35 including the general motoring public, with the secondary target market set at adults ages 55-74.

From March to July 2018, the department marketed messages across social media platforms, television, billboards, radio, internet radio, newspaper advertisements and online advertisements with a budget of \$4,896,000. On April 20, 2018, the department augmented campaign marketing with movie theater advertisements. Each segment of the campaign was targeted and thoughtful, evaluating target markets and cost per impression. Campaign materials were considered on a weekly basis and adjusted if underperforming.

The department created unique, creative and engaging campaign materials. Hand fans and posters reminded drivers “Don’t Drive on Grass.” Facebook canvas ads allowed the department to create brochure-like information on social media feeds. Cinemagraphs (photos with targeted movement) captured a viewer’s attention in online and social media ads. An unwinnable online game challenged viewers to check their reaction time under simulated impairment. Tagged television spots brought viewers with internet-connected TVs to the department’s site to learn more information. Multiple videos, radio spots and phased advertising allowed the department to provide a plethora of information statewide to reduce audience fatigue. Printed collateral, magnets, lanyards, sunglasses, hand fans and wristlet key chains all served to further engage audiences with the campaign message.

IMPAIRED DRIVING EDUCATION CAMPAIGN

Campaign materials and information were placed on the DHSMV's website, www.drivebakedgetbusted.org, and the website was placed on all applicable advertising. More than 124,000 people visited the site during the campaign and visitors spent an average of three minutes on the site. During the campaign, the web page became one of the department's most visited pages on FLHSMV.gov.

DHSMV created brochures, fact sheets, posters and numerous educational materials for the campaign. Printed resources were mailed to campaign partners, including law enforcement agencies, qualified physicians, driver education schools, transportation offices, tax collector offices, Florida colleges and universities, criminal justice training centers and marijuana treatment centers. The department received multiple follow up requests for additional materials which it continues to send. In total, the DRIVE BAKED, GET BUSTED campaign garnered more than 2.5 billion impressions through paid media efforts. Of those, 44 percent were added value, helping ensure the best return on investment for the state. Paid and added value impressions are broken down as follows:

| Media | Total Impressions (including Added Value) | Added Value Impressions |
|-----------------------|--|-------------------------|
| Outdoor | 242,589,246 | 25,637,625 |
| Print (Newspaper) | 5,113,892 | 1,352,408 |
| TV General Market | 817,640,640 | 489,679,640 |
| TV Hispanic Market | 223,182,880 | 155,486,880 |
| TV Partnerships | 19,814,600 | |
| Radio General Market | 939,016,900 | 372,956,900 |
| Radio Hispanic Market | 214,677,800 | 88,782,800 |
| Streaming Radio | 11,974,433 | 6,433,072 |
| Gas Station TV | 18,146,502 | 2,892,229 |
| Cinema | 6,661,903 | 3,174,481 |
| Paid Social Media | 49,040,425 | |
| Digital Media | 38,172,420 | |
| Total | 2,586,031,641 | 1,146,396,035 |

In addition, the campaign garnered approximately 645,000 earned media impressions.

There are still audiences who have not seen safety messaging. Just over one in three (35.2 percent) of those surveyed indicated they were not exposed to DRIVE BAKED, GET BUSTED advertising, with the most number of respondents reporting seeing the campaign in the West-Central region and lowest number of respondents from the Panhandle region.

Should funding continue for the Impaired Driving Education Campaign, the DHSMV is prepared to further the campaign, in conjunction with its highway safety partners.

Report Attachments

Attachment A: Impaired Driving Mass Media Education Campaign, Evaluation Report (page 12)

Attachment B: University of Florida, Florida Survey Research Center, Survey I (page 58)

Attachment C: University of Florida, Florida Survey Research Center, Survey II (page 136)

CRASH REPORTING

UPDATING FLORIDA'S CRASH REPORT

Background

The DHSMV serves as the official repository for all crash reports statewide, as authorized in section 316.066(1)(a), F.S. The DHSMV continues to work with the more than 300 law enforcement agencies across the state to update the crash reporting form and submission process in order to track the required information. In addition, Florida law directs the DHSMV to track the following data:

Section 381.989(3), Florida Statutes

(b) At a minimum, the Department of Highway Safety and Motor Vehicles or a contracted vendor shall establish baseline data on the number of marijuana-related citations for driving under the influence, marijuana-related traffic arrests, marijuana-related traffic accidents, and marijuana-related traffic fatalities, and shall track these measures annually thereafter.

Approach

Based on DHSMV data from 2015-2017*, there were 1,842 drug confirmed crashes in Florida. In the same period, there were 941 drug confirmed fatalities from traffic crashes. The percentage of traffic crash fatalities that were drug confirmed changed from 9.5% in 2015 to 10.8% in 2017.

DHSMV crash data is as follows, as of January 30, 2019:

| Year | Drug confirmed crashes | Drug confirmed fatalities | Alcohol confirmed crashes | Alcohol confirmed fatalities | Drug and alcohol confirmed crashes | Drug and alcohol confirmed fatalities |
|------|------------------------|---------------------------|---------------------------|------------------------------|------------------------------------|---------------------------------------|
| 2015 | 557 | 281 | 5,522 | 508 | 361 | 269 |
| 2016 | 617 | 322 | 5,223 | 461 | 349 | 299 |
| 2017 | 668 | 338 | 5,125 | 374 | 355 | 274 |

The DHSMV collects crash data in both a paper and electronic format. Law enforcement agencies either complete paper reports (7 percent of agencies) or utilize vendors to record electronic crash data (93 percent of agencies) and submit the reports to the DHSMV. In 2018, both paper and electronic processes for collecting crash data were modified to collect specific marijuana-related data, and various technical and system-related modifications were implemented to capture the required data.

As part of the modifications, crash data elements for 'positive drug test results' are collected during the crash investigation conducted by law enforcement. Upon completion of an investigation, the report supplement data is transmitted to DHSMV.

In 2018, DHSMV conducted five workshops throughout the state and one virtual workshop with Florida law enforcement agencies on improving the accuracy and completeness of crash data. A component of these workshops

*DHSMV Florida's Integrated Reporting Exchange System (FIRES)

**Data from 2018 is expected to change as crash reports and laboratory results are received daily.

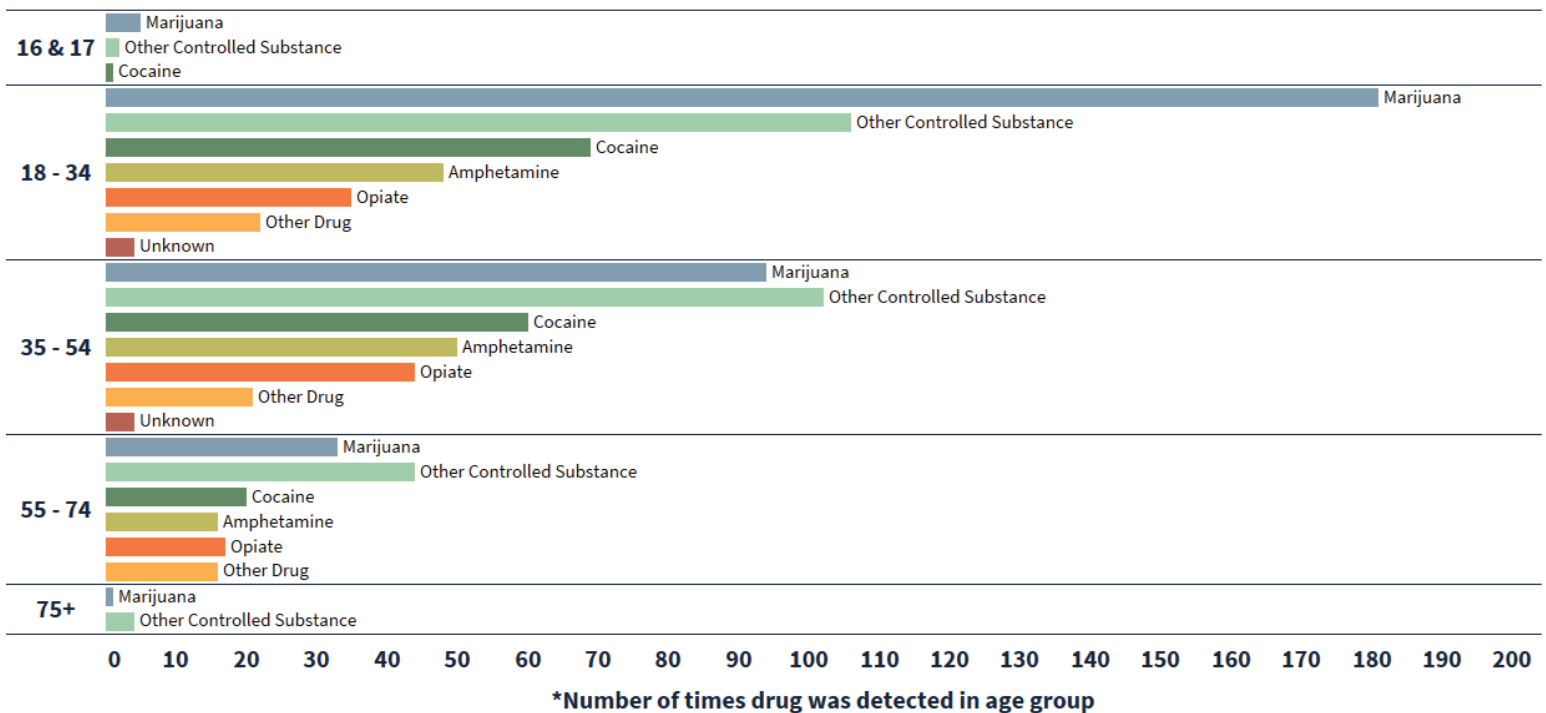
CRASH REPORTING

was the new requirements for reporting positive drug test results. The workshops were attended by 303 law enforcement officers representing 117 agencies around the state. The participants in these workshops take guidance back to their agencies for training purposes, which expands the DHSMV outreach efforts.

On January 19, 2018, DHSMV received and successfully loaded the first crash report that included the new positive drug test result fields. All law enforcement agencies across the state have implemented the updated report. During 2018, DHSMV collected data* through the report supplement from 753 crashes involving 765 individuals who tested positive for drugs. Of those crashes, 389 were fatal crashes resulting in 422 fatalities. DHSMV has reviewed the data submitted during 2018 and is continuing to work with agencies to ensure quality data is being submitted. Additionally, the DHSMV has created a new crash completeness performance measure for submitting agencies, which evaluates incoming crash reports to ensure drug test results are received if the report indicates one of the parties in the crash tested positive for drugs.

Crash supplement data is maintained by the department and not currently available in the Florida Integrated Reporting Exchange System (FIRES).

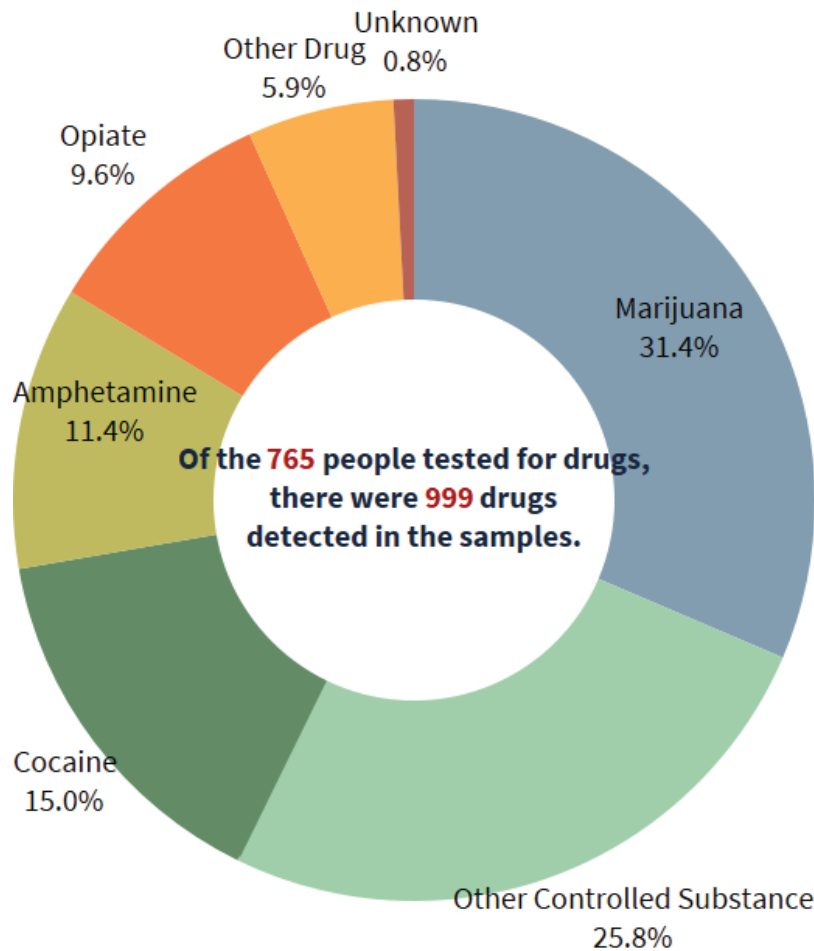
Prevalence* of drugs, by age group, in the 765 individuals involved in calendar year 2018 crashes as reported in DHSMV crash supplement



*Preliminary data as of January 30, 2019. Data from 2018 is expected to change as crash reports and laboratory results are received daily.

CRASH REPORTING

Prevalence of drugs in 2018 crash report supplement



Marijuana was the most prevalent drug (31.4%) followed by Other Controlled Substance (25.8%), Cocaine (15%), Amphetamine (11.4%) and Opiate (9.6%). Individuals aged 18-34 were the largest demographic involved in drug-related crashes and the most prevalent drug for this age group was Marijuana.

The drug types used in the crash report supplement align with the National Highway Traffic Safety Administration's (NHTSA) Model Minimum Uniform Crash Criteria (MMUCC), 5th Edition. The DHSMV will continue to work with its partners to update and refine the definitions for each type of drug found in test results. In general, Other Controlled Substances may include prescription medications and non-opioid painkillers; Other Drugs may include over the counter medications such as aspirin or decongestants.

Future Steps

The DHSMV will review 2018 crash reports, which indicate a person involved in a crash tested positive for drugs or any combination of drugs, and work with the agencies to ensure the positive drug test results are collected and/or properly reported.

Report Attachments

Attachment D: DHSMV Sample Crash Report Supplement (page 198)

CITATION TRACKING

UPDATING DHSMV CITATION INVENTORY

Background

The DHSMV collects citation data statewide as authorized in section 316.650(2), F.S. Florida law directs the DHSMV to track the following data:

Section 381.989(3), Florida Statutes

(b) At a minimum, the Department of Highway Safety and Motor Vehicles or a contracted vendor shall establish baseline data on the number of marijuana-related citations for driving under the influence, marijuana-related traffic arrests, marijuana-related traffic accidents, and marijuana-related traffic fatalities, and shall track these measures annually thereafter.

Approach

The DHSMV collects citation data through both paper and electronic formats. Law enforcement agencies utilize vendors to record citation data. There are two types of citations: standard and driving under the influence (DUI). Local jurisdictions partner with public or private laboratories to test specimens associated with drug-related citations.

Since 2015, there have been over 140,000 DUI citations issued in Florida.

In 2018, the DHSMV partnered with toxicology laboratories across the state to obtain results of tested specimens for drugs and alcohol related to DUI citations. Each laboratory receives samples from local jurisdictions and assigns a unique identifier for tracking the case through their respective testing facility.

For 2019, the DHSMV will continue to work with its partners to review the available data and identify opportunities to draw linkages between laboratory results and citations.

ADDITIONAL EFFORTS

Official Florida Driver License Handbook

In 2018, DHSMV updated the information included within the official Florida Driver License Handbook to ensure new drivers are educated on the dangers of marijuana-related impaired driving.

Safety Events

The Division of Motorist Services' Office of Driver Safety and the Florida Highway Patrol included campaign materials and talking points in safety events conducted statewide.

Additionally, DHSMV conducted outreach with the Florida law enforcement agencies at the 2018 Symposium on Traffic Safety presented by the Institute of Police Technology and Management (IPTM). DHSMV also conducted outreach with the Florida Impaired Driving Coalition (FIDC) to assist with establishing relationships with the laboratories and ensuring stakeholders understand the need for DHSMV to collect the data.

Partnerships

In addition to partnering with the Florida Department of Transportation's Impaired Driving Coalition and Mothers Against Drunk Driving (MADD) to increase awareness and education of impaired driving, the DHSMV attends the annual conference of DUI Programs to discuss impaired driving education efforts and curriculum for offenders found guilty of driving under the influence.

FLORIDA HIGHWAY PATROL ENFORCEMENT

Background

As of January 30, 2018, FHP has 40 Drug Recognition Experts (DRE), representing 19 percent of all DREs in the state, more than any other law enforcement agency statewide. Florida law directs the DHSMV to:

Chapter 2017-232, Section 19, Laws of Florida

(4) For the 2017-2018 fiscal year, the sum of \$100,000 in recurring funds from the Highway Safety Operating Trust Fund is appropriated to the Department of Highway Safety and Motor Vehicles for the purpose of training additional law enforcement officers as drug recognition experts.

Approach

The Florida Highway Patrol (FHP) is the state's enforcement authority in highway safety. FHP DREs serve as subject matter experts who receive specialized training to identify an extensive range of driver impairments.

DREs are typically dispatched when a law enforcement agency has a need for expertise in assisting with an investigation of an impaired driver or vehicle crash. The FHP DRE program follows all protocols and examinations as directed by training and certification by the International Association of Chiefs of Police. The expertise of DREs often helps prosecutors obtain convictions in the cases involving impaired driving and when a DRE is on scene, their knowledge of impairment and its effects has a lasting educational impact for other law enforcement officers.

The FHP continues to train new DREs, who can serve as impairment experts, adding to the state's resources in detecting and removing impaired drivers from the roadways.

CONCLUSION

The DHSMV creates large-scale, data-driven safety and education campaigns which coincide with enforcement and engage local partners in a collaborative way to spread important safety messaging. Crash and citation data invariably play a role in the evaluation of education campaigns, with the goal of reducing the number of crashes and fatalities across the state. In addition, other variables contribute to the data as well, when determining effectiveness of the campaign.

The DHSMV has implemented its Impaired Driving Education campaign, concluding its statewide mass media efforts at the end of the fiscal year. The National Highway Safety and Traffic Administration (NHTSA) recommends as part of their countermeasure guidelines¹ for alcohol-impaired and drugged driving states addressing dangerous driving behaviors, that in order to be successful, mass media campaigns must communicate information not previously known and be long-term. Recommended evaluation framework for campaigns by the CDC² spans a three-year period of time. To maximize efficacy and awareness, the DHSMV recommends continued Impaired Driving education funding to expand its campaign efforts.

In 2018, the department developed fields and mechanisms to track marijuana-related and cannabis-related crash and citation data. The department has started the process of developing a baseline for this data, however reports at this time are very preliminary and represent too small of a subset to create a comparative baseline. As the department collects additional data throughout 2019, the department will continue to work to ensure the accuracy of the data.

¹ National Highway Traffic Safety Administration (NHTSA); *Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Seventh Edition, 2013.

² Centers for Disease Control (CDC), <https://www.cdc.gov/eval/framework/>

Attachment A: Impaired Driving Mass Media Education
Campaign, Evaluation Report

Florida Department of Highway Safety and Motor Vehicles

Campaign Evaluation Report



**DRIVE BAKED,
GET BUSTED.**

Impaired Driving
Education Media
Campaign

2018

Background

The Florida Department of Highway Safety and Motor Vehicles (department) is the state agency charged with providing safety and security for Florida's highways through excellence in service, education and enforcement. The department is leading the way to a safer Florida by efficiently and professionally executing the duties and responsibilities related to its core missions, which include the timely and efficient issuance of driver licenses, vehicle tags, and titles, and enforcement of highway safety through the Division of Florida Highway Patrol (FHP).

The department's safety and education messaging is managed through the Office of Communications, which coordinates with all department program areas to manage and implement the department's safety and education initiatives, with major emphasis being placed on educating the public regarding the dangers of impaired driving.

With the passage of Chapter 2017-232, Laws of Florida, and recognizing the need for continued effective messaging to the public on the dangers of impaired driving, the Florida Legislature appropriated funding for the department to implement a statewide safety campaign focused on marijuana-related and cannabis-related impaired driving, pursuant to section 381.989, Florida Statutes. This campaign is called the "Impaired Driving Education Media Campaign" or IDEMC.

Objectives

The objective of the IDEMC is to educate Floridians about the dangers and consequences of impaired driving and promote awareness of impaired driving laws through the successful development, implementation, management, and evaluation of a comprehensive statewide media campaign (IDEMC), focused on the department's marijuana-related and cannabis-related impaired driving safety and education message, Drive Baked, Get Busted.

The IDEMC includes target audience messaging designed to positively impact the public's knowledge, attitudes, and beliefs about public safety issues, specifically in regard to marijuana-related and cannabis-related impaired driving.

Target Market

Target audiences for this campaign are broken down into the following outreach categories, based on DUI data:

a) Primary:

- a. General market (motoring public); and
- b. Young adults ages 18-34.

b) Secondary:

- a. Adults ages 55-74.

Budget

The IDEMC budget was \$4,896,000.

- Design and Media Development: \$397,200
- Collateral: \$84,000
- Media Buys: \$4,162,000
- Reports: \$10,800
- Reserves: \$242,000

Expenditures

Campaign expenditures were \$4,895,132.93

- Design and Media Development: \$397,200
- Collateral: \$43,200
- Media Buys: \$4,081,132.93
- Reports: \$10,800
- Reserves: \$362,800

Executive Summary

When a brand is launched, the most important thing an organization can do is create a ground swell of reach, awareness, and recall. That's exactly what the department was able to achieve through the IDEMC. The department made a significant splash, saturating the Florida market with over 2.5 billion impressions during a very condensed four-month campaign, March 12 through July 31, 2018. The integrated campaign included paid and earned advertising across multiple mediums in media markets throughout the state, delivering a 2:1 value on the media buy. The brand identity was brought to life with engaging creative that centered around the message Drive Baked, Get Busted.

| Media | Total Impressions (Includes Added Value) | Added Value Impressions |
|-------------------|--|-------------------------|
| Outdoor | 242,589,246 | 25,637,625 |
| Print | 5,113,892 | 1,352,408 |
| TV GM | 817,640,640 | 489,679,640 |
| TV Hispanic | 223,182,880 | 155,486,880 |
| TV Partnerships | 19,814,600 | - |
| Radio GM | 939,016,900 | 372,956,900 |
| Radio Hispanic | 214,677,800 | 88,782,800 |
| Streaming Radio | 11,974,433 | 6,433,072 |
| Gas Station TV | 18,146,502 | 2,892,229 |
| Cinema | 6,661,903 | 3,174,481 |
| Paid Social Media | 49,040,425 | - |
| Digital Media | 38,172,420 | - |
| TOTAL | 2,586,031,641 | 1,146,396,035 |

Customized creative deliverables throughout the campaign allowed the department to use relevant and compelling campaign material throughout the campaign and moving forward.

Creative Development and Branding

Campaign Logo Development

The Drive Baked, Get Busted campaign name portrays the authentic and authoritative message about the consequences of marijuana and cannabis-impaired driving in Florida. The campaign clearly marries the message that being impaired while driving will result in a negative outcome. The enforcement tone is tempered with an appeal to the audience with the words “baked” and “busted.” Both terms are familiar, relatable and used by the target in conversation with their friends (influencers). The name and subsequent logo design provided audiences with a very clear education message and memorable alliteration element.

The look and feel of the logo took the audience on a journey to physically “see” what driving baked can do to a person, and why they would get busted. The word “baked” was intentionally blurred to mimic the cognitive dysfunction that accompanies driving high, while the strong typeface of the other three words showed the seriousness of the campaign efforts. As the audience viewed the campaign, it asks them to practice the desired behavior change – looking or thinking twice before acting. To reach all primary and secondary audiences, the logo allowed for a changing treatment of the word “baked” within certain parameters.



Identity Guidelines

Initial Concept Development included the creation of Drive Baked, Get Busted identity guidelines. The purpose of the identity guidelines was to keep campaign communications consistent and cohesive across all mediums launched throughout the state of Florida. The guide outlined proper logo usage and how graphics and text should work within the campaign. These guidelines provided enough detail and clarity so that staff, partners, vendors and others who wanted to share the campaign message could represent the campaign effectively and consistently.



FLORIDA'S MARIJUANA-IMPAIRED DRIVING CAMPAIGN IDENTITY GUIDE

FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES



OFFICE OF COMMUNICATIONS
FLORIDA DEPARTMENT OF HIGHWAY SAFETY & MOTOR VEHICLES
2900 Apalachee Pkwy, Tallahassee, FL 32399
(850) 617-2000 • www.flhsmv.gov

BRAND IDENTITY

LOGO

The DRIVE BAKED, GET BUSTED logotype was designed to illustrate the cause and effect of cannabis-impaired driving as a visual one-two punch: Impairment is symbolized by various disorienting treatments of "BAKED," while the consequences are reinforced in the dark, bold, subtly larger type of "GET BUSTED."

**DRIVE BAKED,
GET BUSTED.**

REFRACTED LOGO

The primary variant for large and medium-sized reproductions.

This design communicates the concept of impairment by mimicking a chromatic aberration effect.

**DRIVE BAKED,
GET BUSTED.**

**DRIVE BAKED,
GET BUSTED.**

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BRAND IDENTITY

COLOR PALETTE

The **primary** color palette reflects the message of the campaign; green for cannabis, with a cool, authoritative blue palette in support.

The **tonal** palette provides some variety in the primary colors to add flexibility in color application. The

secondary palette offers a bright, grass stain green as an accent color as well as a tonal pair of deep, warm plum colors.

The **neutral** palette is a collection of warm grey colors that serve to offset the more saturated nature of the rest of the palette.

PRIMARY



RGB 132 177 54
HEX #84B136
CMYK 55 11 100 0
PANTONE 2301 C



RGB 64 193 205
HEX #40c1cd
CMYK 65 0 21 0
PANTONE 319 C



RGB 28 51 86
HEX #1c3356
CMYK 97 82 40 33
PANTONE 534 C

TONAL



RGB 94 125 35
HEX #5E7023
CMYK 66 32 100 16
PANTONE 7496 C



RGB 0 145 179
HEX #0091b3
CMYK 92 24 23 0
PANTONE 632 C



RGB 0 38 61
HEX #00263d
CMYK 100 78 49 54
PANTONE 2965 C

SECONDARY



RGB 191 210 43
HEX #bfd22b
CMYK 30 2 100 0
PANTONE 390 C



RGB 96 29 46
HEX #601d2e
CMYK 40 91 63 50
PANTONE 505 C



RGB 75 19 37
HEX #4b1325
CMYK 47 89 60 62
PANTONE 504 C

NEUTRAL



RGB 222 217 201
HEX #ded9c9
CMYK 12 11 20 0
PANTONE 7534 C



RGB 165 156 135
HEX #a59c87
CMYK 37 33 48 2
PANTONE 7536 C



RGB 93 75 63
HEX #5d4b3f
CMYK 52 60 68 40
PANTONE 7532 C

**DRIVE BAKED,
GET BUSTED.**

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Foundational Brand Creative Concept Development

Initial stages of creative development and branding focused on bringing the Drive Baked, Get Busted Identity to life through foundational concepts, creative development, and scriptwriting. The University of Florida's survey provided a baseline of understanding as to where our audience's knowledge was about marijuana-related and cannabis-related impaired driving.

In a statewide survey conducted in early 2018, more than one in three (36.5%) respondents said that they are "not at all knowledgeable" about legal issues related to marijuana use and driving in Florida. Overall, about two in three (65.7%) respondents correctly said it is true that driving under the influence of marijuana is always illegal in Florida. Nearly one in four (23.2%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida. (University of Florida, Florida Survey Research Center, 2018)

In order to effectively communicate the IDEMC message, four key tenets were developed that all messaging stemmed from:

- Link driving high to impaired driving;
- Educate about the symptoms of impairment;
- Educate about the consequences of driving impaired; and
- Communicate training and expertise of Florida Highway Patrol and law enforcement officers through a safety/caring tone.

These tenets were incorporated into various creative tactics, bringing the entire message together. It was crucial to have a multi-faceted message to effectively impact the public's knowledge, attitudes, and beliefs about public safety issues, specifically in regard to marijuana-related and cannabis-related impaired driving. The following key messages brought those tenets to life:

Tenet 1: Link driving high to impaired driving:

Message: Driving High is Driving Impaired. Never Drive Impaired.

Tenet 2: Educate about the symptoms of impairment:

Message: The Five Signs of Impairment: Drivers under the influence of marijuana can experience

1. A slowed reaction time;
2. Limited short-term memory functions;
3. Decreased hand-eye coordination;
4. Weakened concentration; and
5. Difficulty perceiving time and distance.

Tenet 3: Educate about the consequences of driving impaired:

Message: When you're under the influence of marijuana, do not get behind the wheel.

Consequences of driving high include, but are not limited to:

- Hurting yourself;
- Hurting others on the road; and
- Getting charged with a DUI, which includes expensive fines, license revocation and jail time.

Tenet 4: Communicate training and expertise of Florida Highway Patrol and law enforcement officers through a safety/caring tone:

Message: Driving high is driving impaired, which puts everyone on the roadway in danger.

The Florida Highway Patrol and law enforcement officers statewide are trained to spot signs of impaired driving, and they are constantly monitoring roadways to keep everyone safe. Never drive impaired.

Creative Themes

Two overarching approaches to the education and safety message emerged as the ideas for television, online video and radio:

1. Accountability – Your Decision Can Affect Countless People – This theme helped bring to light the internal choice someone has when they think about consuming marijuana or cannabis and getting behind the wheel. As opposed to scolding the consumer or talking down to them, we empower them to evaluate their options and make the decision not to drive while impaired by marijuana. We remind them that their actions affect, not only their safety, but their fellow passengers and others on the road. At the end, the FHP reminded the consumer that if they don't think about their actions, there will be consequences.

2. Impaired driving affects more than just the driver – Physical Depiction of People on the Road – This theme involved more than just the driver. The idea was centered around others encouraging someone who is impaired by marijuana not to get in the car and drive. It reinforces the message that marijuana can impair your ability to drive, which affects much more than just you.

Media Buy

The IDEMC media buy began on March 12, 2018 and ended on July 31, 2018. The media buy included General Market media and Hispanic media. The following tactics were included: Television, Terrestrial Radio, Streaming Radio, Out-of-Home, Gas Station Television, Cinema, Print, Digital Media and Social Media.

| General Market Media Plan A18+ | | March | | | | Apr | | | | | May | | | | June | | | | July | | | | |
|-------------------------------------|----------------------------|-------|---|----|----|-----|---|---|----|----|-----|---|----|----|------|---|----|----|------|---|---|----|----|
| | | 26 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 |
| Outdoor | | | | | | | | | | | | | | | | | | | | | | | |
| Statewide | Static + Digital Bulletins | | | | | | | | | | | | | | | | | | | | | | |
| TV | | | | | | | | | | | | | | | | | | | | | | | |
| Statewide | :30s | | | | | | | | | | | | | | | | | | | | | | |
| TV Partnerships | Various | | | | | | | | | | | | | | | | | | | | | | |
| Cinema Ads | | | | | | | | | | | | | | | | | | | | | | | |
| Statewide | :15s | | | | | | | | | | | | | | | | | | | | | | |
| Gas Station TV | | | | | | | | | | | | | | | | | | | | | | | |
| Miami, Orlando, Tampa | :15s | | | | | | | | | | | | | | | | | | | | | | |
| Radio | | | | | | | | | | | | | | | | | | | | | | | |
| Statewide (Terrestrial Radio) | :30s | | | | | | | | | | | | | | | | | | | | | | |
| Streaming Radio | :30s | | | | | | | | | | | | | | | | | | | | | | |
| Digital/Social | | | | | | | | | | | | | | | | | | | | | | | |
| Statewide | OLV, Banners | | | | | | | | | | | | | | | | | | | | | | |
| Print (Newspaper) | | | | | | | | | | | | | | | | | | | | | | | |
| Miami, Orlando, Tampa, Jacksonville | 1/2P4C | | | | | | | | | | | | | | | | | | | | | | |
| Hispanic Media | | | | | | | | | | | | | | | | | | | | | | | |
| TV, Radio, Digital | Various | | | | | | | | | | | | | | | | | | | | | | |

| Hispanic Market Media Plan A18+ | | March | | | | Apr | | | | | May | | | | June | | | | July | | | | |
|--------------------------------------|--------------|-------|---|----|----|-----|---|---|----|----|-----|---|----|----|------|---|----|----|------|---|---|----|----|
| | | 26 | 5 | 12 | 19 | 26 | 2 | 9 | 16 | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 |
| Hispanic TV | | | | | | | | | | | | | | | | | | | | | | | |
| Miami, Tampa, Orlando, Ft Myers, WPB | :30s | | | | | | | | | | | | | | | | | | | | | | |
| Hispanic Radio | | | | | | | | | | | | | | | | | | | | | | | |
| Miami, Tampa, Orlando, Ft Myers, WPB | :30s | | | | | | | | | | | | | | | | | | | | | | |
| Digital | | | | | | | | | | | | | | | | | | | | | | | |
| Miami, Tampa, Orlando, Ft Myers, WPB | OLV, Banners | | | | | | | | | | | | | | | | | | | | | | |

Television

The department IDEMC Drive Baked, Get Busted campaign included a statewide television broadcast buy in order to deliver mass reach of our campaign message through sight, sound, and motion.

Weekly weight levels were planned to ensure message breakthrough (110 A18+ GRPs/week). The department utilized a mix of broadcast and cable in each market. Network and program alignment ensured we reached both the younger and older behavioral demographics (i.e. Younger-Viceland, Older-Wheel of Fortune, Jeopardy; etc.). TV schedules delivered, at minimum, a 2:1 value in the form of bonus :30 spots and aggressive cost negotiations. Markets included Ft. Myers, Gainesville, Jacksonville, Miami/Ft. Lauderdale, Orlando, Panama City Beach, Pensacola, Tallahassee, Tampa and West Palm Beach.

:30 spots helped to convey the department's campaign message, featuring two variations of the creative message.

These targeted television advertisements delivered 817,640,640 impressions, more than half of which were provided as added value to the department, for Adults 18+ from April 9-July 31.

| TV - General Market | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|---------------------|--|----------------|-------------------------|
| Miami | 141,070,800 | \$ 3.03 | 95,855,800 |
| Orlando | 122,594,570 | \$ 2.20 | 2,833,570 |
| Tampa | 361,701,600 | \$ 0.69 | 268,957,600 |
| West Palm Beach | 45,774,810 | \$ 1.89 | 25,785,810 |
| Ft. Myers | 49,380,850 | \$ 1.18 | 35,851,850 |
| Jacksonville | 50,052,800 | \$ 1.10 | 32,176,800 |
| Pensacola | 11,913,000 | \$ 3.80 | 5,643,000 |
| Tallahassee | 17,960,460 | \$ 1.48 | 11,702,460 |
| Gainesville | 10,052,710 | \$ 2.27 | 7,069,710 |
| Panama City | 7,139,040 | \$ 1.96 | 3,803,040 |
| TOTAL | 817,640,640 | \$ 1.53 | 489,679,640 |

In addition to General Market Television, the department also had dedicated Hispanic Television planned at 75 A18+ GRPs/week concentrated in only the top DMAs, based on their Hispanic populations. Hispanic cable networks were not locally insertable, so buys were concentrated in local Hispanic broadcast networks (i.e. Telemundo, Univision, etc.). TV schedules delivered, at minimum, a 2:1 value in the form of bonus :30 spots. Markets included Ft. Myers, Miami/Ft. Lauderdale, Orlando, Tampa, and West Palm Beach.

:30 Hispanic spots helped to convey the department's campaign message, featuring two variations of Spanish creative.

These targeted television advertisements delivered 223,182,880 impressions, more than half of which were provided as added value to the department, for Hispanic Adults 18+ from April 9-July 31, 2018.

| TV - Hispanic | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|-----------------|--|----------------|-------------------------|
| Miami | 92,727,810 | \$ 1.34 | 62,718,810 |
| Orlando | 22,428,240 | \$ 1.87 | 17,466,240 |
| Tampa | 23,020,230 | \$ 1.44 | 17,893,230 |
| West Palm Beach | 24,471,200 | \$ 0.74 | 10,951,200 |
| Ft. Myers | 60,535,400 | \$ 0.59 | 46,457,400 |
| TOTAL | 223,182,880 | \$ 1.14 | 155,486,880 |

In addition to the :30 TV schedules, the department also had dedicated Television Partnerships planned for further exposure across all participating markets. Stations were selected based on overall value and level of integration. We aligned on-air and online elements with local traffic reports, interviews with Florida Highway Patrol Officers, digital inclusion on stations website and social media pages.

Markets included Ft. Myers, Miami/Ft. Lauderdale, Gainesville, Jacksonville, Orlando, Tallahassee, Tampa and West Palm Beach.

These targeted television advertisements delivered 19,814,600 impressions to General Market and Hispanic Adults 18+, with a promotion savings of more than \$125,000 to the department, from April 9-July 31, 2018.

| Market | Total Impressions | Promotional Value |
|------------------------|-------------------|----------------------|
| Miami - General Market | 44,000 | \$ 31,000.00 |
| Miami - Hispanic | 3,040,600 | \$ 25,000.00 |
| Orlando | 2,742,000 | \$ 40,000.00 |
| Tampa | 1,453,000 | \$ 28,075.00 |
| West Palm Beach | 22,000 | \$ 45,000.00 |
| Ft. Myers | 8,479,000 | \$ 23,500.00 |
| Jacksonville | 3,198,000 | \$ 39,000.00 |
| Tallahassee | 726,000 | \$ 10,000.00 |
| Gainesville | 110,000 | \$ 3,000.00 |
| TOTAL | 19,814,600 | \$ 244,575.00 |

:30 TV SPOT / SPANISH VERSIONS

| VISUAL | AUDIO | VISUAL | AUDIO |
|---|---|---|--|
| <p>Open on A SUBURBAN NEIGHBORHOOD STREET.</p> <p>-A MAN (late-30s) gets into the driver's side of his car and puts his keys in the ignition.</p> <p>-He begins his pre-driving rituals: putting on his seatbelt, adjusting his seat and side mirrors, etc.</p> <p>He adjusts his rearview mirror, and is startled to see a TODDLER IN A CAR SEAT in the backseat looking back at him.</p> <p>-He turns to the backseat, revealing TWO MORE ADULTS in the backseat with the Toddler. They also stare back at him with a "Come on man, do the right thing" expression on their faces.</p> <p>He turns to look out the passenger side window, revealing ANOTHER CAR parked directly beside him.</p> <p>-THE OTHER DRIVER and OTHER PASSENGERS look at him with a "Come on man, do the right thing" expression on their faces.</p> <p>He glances out the front windshield, revealing a BIKER (late-30s, female) stopped in the street directly in front of his car.</p> <p>-She stares at him with a "Come on man, do the right thing" expression on her face.</p> <p>The man is startled by a tap on his driver's side window. He looks beside him to reveal a STATE TROOPER tapping on the glass, asking him to roll down the window.</p> <p>-The Trooper delivers the last line directly to the man in an authoritative manner.</p> <p>Transition to... LOGO and "DRIVE BAKED, GET BUSTED" SUPER.</p> | <p>ANNCR: Cuando estás bajo la influencia de la marihuana y decides manejar... Tú sabes que está mal.</p> <p>Y si decides ignorar tus instintos...</p> <p>Piensa en los pasajeros que dependen de ti.</p> <p>O piensa en la demás gente en las calles.</p> <p>Hasta en los más inesperados.</p> <p>Y si tú no piensas en ellos...</p> <p>SFX: tapping on the driver's side window.</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): Nos respondes a nosotros.</p> | <p>Open on A SUBURBAN NEIGHBORHOOD STREET.</p> <p>-A MAN (late-30s) gets into the driver's side of his car and puts his keys in the ignition.</p> <p>-He begins his pre-driving rituals: putting on his seatbelt, adjusting his seat and side mirrors, etc.</p> <p>He adjusts his rearview mirror, and is startled to see a TODDLER IN A CAR SEAT in the backseat looking back at him.</p> <p>-He turns to the backseat, revealing TWO MORE ADULTS in the backseat with the Toddler. They also stare back at him with a "Come on man, do the right thing" expression on their faces.</p> <p>He turns to look out the passenger side window, revealing ANOTHER CAR parked directly beside him.</p> <p>-THE OTHER DRIVER and OTHER PASSENGERS look at him with a "Come on man, do the right thing" expression on their faces.</p> <p>The man is startled by a tap on his driver's side window. He looks beside him to reveal a STATE TROOPER tapping on the glass, asking him to roll down the window.</p> <p>-The Trooper delivers the last line directly to the man in an authoritative manner.</p> <p>Transition to... LOGO and "DRIVE BAKED, GET BUSTED" SUPER.</p> | <p>ANNCR: Cuando estás bajo la influencia de la marihuana y decides manejar... Tú sabes que está mal.</p> <p>Y que puedes afectar a un sinnúmero de personas.</p> <p>Y si tú no piensas en ellos...</p> <p>SFX: tapping on the driver's side window.</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): Nos respondes a nosotros.</p> |

:30 TV SPOT

| VISUAL | AUDIO |
|--|---|
| <p>Open on A SUBURBAN NEIGHBORHOOD STREET.</p> <p>-A MAN (late-30s) gets into the driver's side of his car and puts his keys in the ignition.</p> <p>-He begins his pre-driving rituals: putting on his seatbelt, adjusting his seat and side mirrors, etc.</p> <p>He adjusts his rearview mirror, and is startled to see a TODDLER IN A CAR SEAT in the backseat looking back at him.</p> <p>-He turns to the backseat, revealing TWO MORE ADULTS in the backseat with the Toddler. They also stare back at him with a "Come on man, do the right thing" expression on their faces.</p> <p>He turns to look out the passenger side window, revealing ANOTHER CAR parked directly beside him.</p> <p>-THE OTHER DRIVER and OTHER PASSENGERS look at him with a "Come on man, do the right thing" expression on their faces.</p> <p>He glances out the front windshield, revealing a BIKER (late-30s, female) stopped in the street directly in front of his car.</p> <p>-She stares at him with a "Come on man, do the right thing" expression on her face.</p> <p>The man is startled by a tap on his driver's side window. He looks beside him to reveal a STATE TROOPER tapping on the glass, asking him to roll down the window.</p> <p>-The Trooper delivers the last line directly to the man in an authoritative manner.</p> <p>Transition to...</p> <p>LOGO and "DRIVE BAKED, GET BUSTED" SUPER.</p> | <p>ANNCR: When you're under the influence of marijuana, and you choose to get behind the wheel... You know it's wrong.</p> <p>So if you don't listen to your instincts...</p> <p>Think about your fellow passengers who depend on you.</p> <p>Or think about the other people on the road.</p> <p>Even the unexpected ones.</p> <p><i>SFX: tapping on the driver's side window.</i></p> <p>And if you don't think about them...</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): You'll answer to us.</p> <p>Drive baked. Get busted.</p> |



:30 TV SPOT

| VISUAL | AUDIO |
|--|---|
| <p>Open in A HOME DRIVEWAY. It's DAYTIME.</p> <p>-A WOMAN (late-30s) exits her home and heads to HER CAR, keys dangling prominently in her hands.</p> <p>Right before she reaches the car, her keys are snatched by AN OLDER WOMAN who gives her a "Come on man, don't do this" look.</p> <p>-The Older Woman is flanked by TWO KIDS and A MAN (late-30s), also displaying that look.</p> <p>Our Hero Woman tries to get her keys back, and the keys are promptly tossed over her head.</p> <p>-Reveal the keys are caught by A WOMAN (mid-30s), who is flanked by ANOTHER WOMAN.</p> <p>-They give a "Come on man, don't do this" look.</p> <p>Our Hero Woman still tries to get the keys.</p> <p>-Once again, they are tossed over her head to A GROUP OF PEOPLE.</p> <p>Finally, the keys are tossed to A STATE TROOPER with an authoritative posture.</p> <p>-Our Hero Woman is stopped in her tracks at the sight of the Trooper.</p> <p>LOGO and "DRIVE BAKED, GET BUSTED" SUPER gels over the scene for a moment.</p> | <p>ANNCR:</p> <p>Marijuana can impair your ability to drive.</p> <p>And that affects much more than just you.</p> <p>Drive baked...</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): Get busted.</p> |



Terrestrial Radio

The department IDEMC included a statewide radio buy to reach the motoring public while they were on the go.

Weekly weight levels were planned to ensure message breakthrough (90 A18+ GRPs/week). The department utilized a mix of radio stations in each market to ensure we aligned with and reached both the younger and older behavioral demographics (i.e. Younger-Top 40 and Older-Classic Hits). Radio schedules delivered, at minimum, a 2:1 value in the form of bonus :30 spots. Markets included Ft. Myers, Gainesville, Jacksonville, Miami/Ft. Lauderdale, Orlando, Panama City Beach, Pensacola, Tallahassee, Tampa and West Palm Beach.

:30 radio spots delivered impactful messaging to motorists, featuring two variations of English creative.

These targeted radio advertisements delivered 939,016,900 impressions, almost 40 percent of which were provided as added value to the department, for Adults 18+ from April 9-July 31.

| Radio - General Market | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|------------------------|--|----------------|-------------------------|
| Miami | 169,818,000 | \$ 1.69 | 113,212,000 |
| Orlando | 104,786,000 | \$ 0.61 | 48,180,000 |
| Tampa | 136,994,000 | \$ 0.47 | 80,388,000 |
| West Palm Beach | 91,112,000 | \$ 0.47 | 34,506,000 |
| Ft. Myers | 79,470,000 | \$ 0.16 | 22,864,000 |
| Jacksonville | 90,306,000 | \$ 0.41 | 33,700,000 |
| Pensacola | 68,282,000 | \$ 0.16 | 11,676,000 |
| Tallahassee | 63,992,500 | \$ 0.14 | 7,386,500 |
| Gainesville | 73,610,000 | \$ 0.17 | 17,004,000 |
| Panama City | 60,646,400 | \$ 0.08 | 4,040,400 |
| TOTAL | 939,016,900 | \$ 0.38 | 372,956,900 |

In addition to General Market Radio, The department also had dedicated Hispanic Radio planned at 75 A18+ GRPs/wk concentrated in only the top DMAs based on Hispanic population. Radio schedules delivered, at minimum, a 2:1 value in the form of bonus :30 spots. Markets included Ft. Myers, Miami/Ft. Lauderdale, Orlando, Tampa, and West Palm Beach.

:30 Hispanic spots delivered impactful messaging to motorists, featuring two variations of Spanish creative.

These targeted radio advertisements delivered 214,677,800 impressions, more than 40 percent of which were provided as added value to the department, for Hispanic Adults 18+ from April 9-July 31.

| Radio - Hispanic | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|------------------|--|----------------|-------------------------|
| Miami | 75,537,000 | \$ 0.72 | 50,358,000 |
| Orlando | 48,147,000 | \$ 0.51 | 22,968,000 |
| Tampa | 32,549,000 | \$ 0.53 | 7,370,000 |
| West Palm Beach | 28,744,800 | \$ 0.36 | 3,565,800 |
| Ft. Myers | 29,700,000 | \$ 0.28 | 4,521,000 |
| TOTAL | 214,677,800 | \$ 0.54 | 88,782,800 |

:30 RADIO / ENGLISH AND SPANISH VERSIONS

ANNCR:
If you knew someone was high and chose to drive, would you get in their car?
Would you let a loved one get in that car, knowing the driver was impaired?
Would you feel safe if other people on the road were high behind the wheel?
Then why would you ever consider driving when you're impaired?
Law enforcement is working hard to keep the roads safe.
And we all need to do our part.
If you're under the influence of marijuana, don't get behind the wheel.
Drive baked. Get busted.
This message brought to you by the Florida Department of Highway Safety and Motor Vehicles.

ANNCR:
Si sabes que alguien está bajo la influencia de la marihuana y decide manejar, ¿te subirías a su carro? O ¿Dejarías que algún ser querido se subiera?
¿Te sentirías seguro si alguien en la carretera maneja drogado?
Entonces, ¿por qué considerarías manejar cuando no estás en tus cinco sentidos?
Los agentes de la policía están trabajando duro para mantener las calles seguras.
Y todos necesitamos hacer nuestra parte.
Si estas bajo la influencia de la marihuana, no manejes.
Drive baked. Get busted.
Este mensaje es traído a ti por el Departamento de seguridad de Carreteras y Vehículos Motorizados de la Florida.

ANNCR:
When you're under the influence of marijuana, and you choose to get behind the wheel... Your decision can affect countless people.
QUICK SERIES OF VOICES in succession:
OLDER WOMAN:
Your family.
MIDDLE-AGED MAN:
Your neighbors.
YOUNG GUY:
Your fellow passengers.
MIDDLE-AGED WOMAN:
Their loved ones.
GROUP OF VOICES IN UNISON:
And everyone on the road.
ANNCR:
Law enforcement across the state of Florida is working hard to keep the roads safe.
If you're impaired by marijuana and get behind the wheel, you're facing a DUI... Or worse.
Drive baked. Get busted.
This message brought to you by the Florida Department of Highway Safety and Motor Vehicles.

ANNCR:
Cuando estás bajo la influencia de la marihuana, y decides manejar... puedes afectar a un sinnúmero de personas.
QUICK SERIES OF VOICES in succession:
OLDER WOMAN:
A tu familia.
MIDDLE-AGED MAN:
Tus vecinos.
YOUNG GUY:
Tus pasajeros.
MIDDLE-AGED WOMAN:
Sus seres queridos.
GROUP OF VOICES IN UNISON:
Y a todos en las calles.
ANNCR:
Los agentes de la policía del estado de la Florida están trabajando duro para mantener las calles seguras.
Si manejas mientras estás bajo el efecto de la marihuana, enfrentarás un DUI... O algo peor.
Drive baked. Get busted.
Este mensaje es traído a ti por el Departamento de seguridad de Carreteras y Vehículos Motorizados de la Florida.

Streaming Radio

The department IDEMC included statewide online streaming radio in order to align with the media consumption patterns of the younger demographic which over-indexes for streaming, 38% more listenership versus terrestrial radio. The :15 and :30 streaming spots ran across Mobile, Tablet, Web, and Connected Home Devices. Streaming radio was planned at 10 weekly A18+ GRPs, (for a total of 100 weekly Radio GRPs). The department was able to further behaviorally target key audiences by genre including Reggae, Alternative, Indie, R&B, Rap/Hip-Hop, Punk, and Metal (highest indexing genres among Adults 18+).

:30/:15 radio spots and companion digital banners delivered impactful messaging to motorists, featuring two variations of creative.

These targeted online streaming radio advertisements delivered 11,974,433 impressions, more than half of which were provided as added value to the department, for Adults 18+ from April 9-June 24.

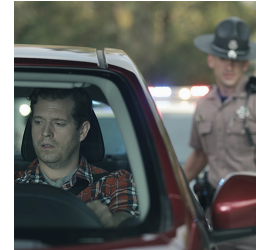
| Pandora - General Market | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|--------------------------|--|----------------|-------------------------|
| Miami | 3,781,009 | \$ 3.15 | 2,023,183 |
| Orlando | 1,756,010 | \$ 3.36 | 943,743 |
| Tampa | 2,226,047 | \$ 3.36 | 1,197,603 |
| West Palm Beach | 1,029,423 | \$ 4.08 | 561,237 |
| Ft. Myers | 634,750 | \$ 2.86 | 337,544 |
| Jacksonville | 1,157,122 | \$ 3.57 | 624,543 |
| Pensacola | 398,983 | \$ 3.24 | 215,021 |
| Tallahassee | 310,212 | \$ 3.40 | 165,283 |
| Gainesville | 520,970 | \$ 3.26 | 279,358 |
| Panama City | 159,907 | \$ 3.15 | 85,557 |
| TOTAL | 11,974,433 | \$ 3.34 | 6,433,072 |

STREAMING RADIO AND COMPANION BANNERS

ANNCR:
Driving high is driving impaired. It can slow your reaction time and affect everyone on the road.

If you're under the influence of marijuana, don't get behind the wheel.

Drive baked. Get busted.
This message brought to you by the Florida Department of Highway Safety and Motor Vehicles.



ANNCR:
Unlike alcohol, there is no specific impairment limit with marijuana. Driving high is driving impaired. It's illegal and subject to the same penalties as driving while impaired by alcohol.

You can hurt yourself and others, and you can get a DUI, which includes expensive fines, license revocation, and jail time.

If you're under the influence of marijuana, don't get behind the wheel.

Drive baked. Get busted.

Click to learn more.
This message brought to you by the Florida Department of Highway Safety and Motor Vehicles.



Out of Home

The department IDEMC included a statewide mix of digital and static billboards, planned at showing levels (#75-#50) for increased reach of campaign message.

In each market, billboards were graded and selected based on their tactical/directional proximity to dispensaries, Department of Motor Vehicles locations, college campuses and other highly-trafficked areas. Markets included Ft. Myers, Gainesville, Jacksonville, Miami/Ft. Lauderdale, Orlando, Panama City Beach, Pensacola, Tallahassee, Tampa and West Palm Beach.

Messaging was bold and direct, featuring two variations of creative.

These targeted out of home advertisements delivered 242,589,246 impressions, more than 10 percent of which were provided as added value to the department, for Adults 18+ from March 12-June 24.

| Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|--|----------|-------------------------|
| 242,589,246 | \$ 25.54 | 25,637,625 |



Gas Station Television

The department IDEMC included gas station TV (screens at the pump). Gas station TV was concentrated in top designated market areas, (Tampa, Miami/Ft. Lauderdale, and Orlando), to deliver an additional touchpoint to the general motoring public in a relevant environment.

In each market, a :15 television advertisement spot with a negotiated no-charge :05 tag (for longer form communications) was delivered to those at the pump. The ads allowed the department to effectively reach the motoring public in real-time at the pump (589 stations, totaling 5,468 screens). A test/control mobile study measuring campaign brand awareness, familiarity, and intent to recommend, was negotiated at no-charge and helped to further support the success of the campaign.

Messaging featured two variations of creative.

| Gas Station TV - General Market | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|---------------------------------|--|-----------------|-------------------------|
| Miami | 7,268,212 | \$ 12.51 | 1,103,216 |
| Orlando | 5,989,369 | \$ 12.83 | 778,361 |
| Tampa | 4,888,921 | \$ 11.70 | 1,010,652 |
| TOTAL | 18,146,502 | \$ 12.40 | 2,892,229 |

These targeted gas station TV advertisements delivered 18,146,502 impressions, more than 15 percent of which were provided as added value to the department, for Adults 18+ from April 9-June 24.

GSTV Mobile Study - Summary of Findings

Ads on GSTV improved key message recall and overall recall for Florida DMV.

- Recall of all 3 key messages was higher among exposed viewers vs. control with "driving under the influence of marijuana can affect countless people" significantly (+2.5x) higher vs. control.
- Exposed viewers were significantly (+7x) more likely to recall "Drive Baked, Get Busted" than control.

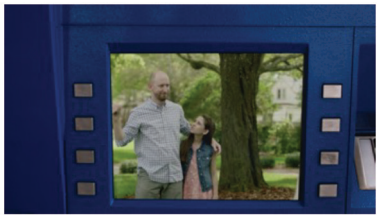
Exposed viewers are more likely (+7%) to be familiar with "Drive Baked, Get Busted" campaign.

- Exposed viewers that are familiar with the campaign are more likely to recommend a friend not drive under the influence than control.

Overall, 3 in 5 viewers agree with key statements about the ad.

- 71% of viewers agree that "marijuana can impair your ability to drive"
- 68% agree "driving under the influence of marijuana can affect countless people"
- 63% agree "if you drive under the influence of marijuana, you will get busted"

GAS STATION TELEVISION



Cinema

The department IDEMC included statewide cinema ads targeted to PG13/R rated films. Flighting aligned with the release of Avengers: Infinity War and Super Troopers 2 (April 20-May 10) for content relevancy, as well as other highly anticipated movie releases, for increased reach of the campaign message to the younger demographic.

In each market, the :15 on-screen advertisement ran in pre-show before the movie in 169 theaters, totaling 2,175 screens. Markets included Ft. Myers, Gainesville, Jacksonville, Miami/Ft. Lauderdale, Orlando, Panama City Beach, Pensacola, Tallahassee, Tampa and West Palm Beach. An Intercept Study measuring campaign ad recall, ad likeability, and future consideration was negotiated at no-charge and helped to further support the success of the campaign.

Messaging was larger than life for maximum impact and relevancy.

These targeted on-screen advertisements delivered 6,661,903 impressions, almost half of which were provided as added value to the department, for Adults 18+ from April 20-May 10.

| Cinema - General Market | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|-------------------------|--|-----------------|-------------------------|
| NCM | 4,750,634 | \$ 16.88 | 2,398,212 |
| ScreenVision | 1,911,269 | \$ 16.03 | 776,269 |
| TOTAL | 6,661,903 | \$ 16.64 | 3,174,481 |

Cinema Intercept Study- Summary of Findings

Generated Strong PSA Recall Scores

-24% of total respondents in the test cell recalled the "Drive Baked, Get Busted" PSA unaided. In total, 73% of respondents in the test cell recalled the PSA on either an unaided or an aided basis.

PSA Lowered Likelihood to Consider Driving Under the Influence of Marijuana

-34% of test cell respondents recalling the "Drive Baked, Get Busted" PSA said they would be less likely to consider driving under the influence of marijuana after seeing the ad, while no one (0%) said they would be more likely to drive while under the influence.

"Drive Baked, Get Busted" PSA was Well Liked by the NCM Audience

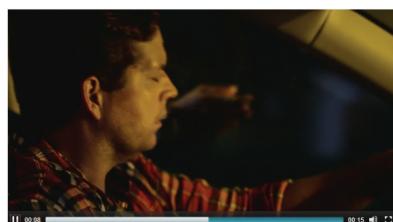
-72% of test cell respondents recalling the PSA ad either liked the ad a lot or somewhat; of the remainder, 26% of respondents had a neutral opinion of the ad.

"Drive Baked, Get Busted" PSA was Impactful

-65% of respondents recalling the PSA agreed that they learned something new, 54% agreed that the ad influenced their thinking, while 45% agreed that the ad changed their perception about driving under the influence of marijuana.

PSA Communicated Effectively

-Agreement to the brand imagery statement was highest among test cell respondents than in the control cell; 83% of test cell respondents agreed that "driving under the influence of marijuana is not safe" vs. 79% of control cell respondents.



FDHS "Drive Baked Get Busted" :15

Creative #: 448385
 15 sec - Ad
 Produced: External
 Market: Regional
 Client: Florida Department of...
 Messaging Style: Promotional
 Tier: Seg 3 Regional

Rating: PG-13, R
 Agency:
 Industry: Regulation and Ad...
 Industry Sector: Public Adm...
 AD: Genie Hall
 Segment: 85

DUI PSA

Print

The department IDEMC included newspaper ads aligned with the media consumption patterns of the older demographic (A55+). Newspaper ads allowed the campaign to deliver inherent immediacy with mass reach, and educate the audience with longer form messaging.

Newspaper ads were targeted to the top four Florida DMA's (Tampa, Orlando, Miami/Ft. Lauderdale, Jacksonville). Within these markets, publication selection was based on total circulation in order to concentrate on top publications in each market. Main News sections were prioritized, as they had the greatest readership. Positioning criteria mandated far forward placement, ads above the fold, and ensured that we were not backed by any clippable material.

Messaging was long-form and educational, featuring two variations of creative.

These targeted newspaper advertisements delivered 5,113,892 impressions, more than 25 percent of which were provided as added value to the department, from March 12-June 24.

| Newspaper Publication | Total Impressions (Includes Added Value) | CPM | Added Value Impressions |
|-----------------------|--|-----------------|-------------------------|
| Tampa Bay Times | 1,717,824 | \$ 28.84 | - |
| Miami Herald* | 2,121,930 | \$ 24.65 | 1,293,658 |
| Orlando Sentinel | 857,500 | \$ 58.58 | 58,750 |
| Florida Times-Union | 416,638 | \$ 66.96 | - |
| TOTAL | 5,113,892 | \$ 35.20 | 1,352,408 |

| Miami Herald Digital | Total Impressions (Includes Added Value) | Clicks | CTR |
|--|--|--------------|--------------|
| <i>*Miami Herald Digital Added Value Performance Breakout</i> | | | |
| MH.com Run-of-Site GT-Miami DMA 300x250 (Dark Green Creative) | 470,652 | 604 | 0.13% |
| MH.com Run-of-Site GT-Miami DMA 300x250 (Light Green Creative) | 470,864 | 569 | 0.12% |
| MH.com Run-of-Site GT-Miami DMA 300x50 (Dark Green Creative) | 107,934 | 367 | 0.34% |
| MH.com Run-of-Site GT-Miami DMA 300x50 (Light Green Creative) | 107,127 | 332 | 0.31% |
| MH.com Run-of-Site GT-Miami DMA 728x90 (Dark Green Creative) | 68,329 | 30 | 0.04% |
| MH.com Run-of-Site GT-Miami DMA 728x90 (Light Green Creative) | 68,752 | 20 | 0.03% |
| TOTAL | 1,293,658 | 1,922 | 0.15% |

PRINT ADS



Digital Media

Terminology:

- Click Through Rate (CTR): Clicks delivered divided by impressions served.
- Viewability: A display ad is viewable if 50% or more of its pixels appear on-screen for at least one continuous second. A video ad is deemed viewable if 50% of its pixels appear on-screen for at least 2 consecutive seconds.
- Open Rate: The amount of people who opened the email compared to sends
- Click Rate: The amount of people who click through to the site from the email.

The department employed digital advertising for the IDEMC. The goal of the campaign was awareness and the success was measured by Click Through Rate (CTR), Viewability and a Brand Lift Study through Nielsen Brand Effects (NBE). NBE measures people's responses/votes through a 1 question survey about whether they were exposed to the Drive Baked, Get Busted campaign online. Digital ad units included a gaming unit, display (banners and native), pre-roll video and dedicated emails targeted to general motorists.

During the time the digital campaign was live, it delivered over 38 million impressions with a 0.32% CTR which is 0.22% above the CTR goal. And out of the 38 million impressions, 86% were viewable which is 36% above the viewability benchmark. People were engaged with the Whack a Gator gaming unit and spent on average 51 seconds interacting with the mobile-only ad.

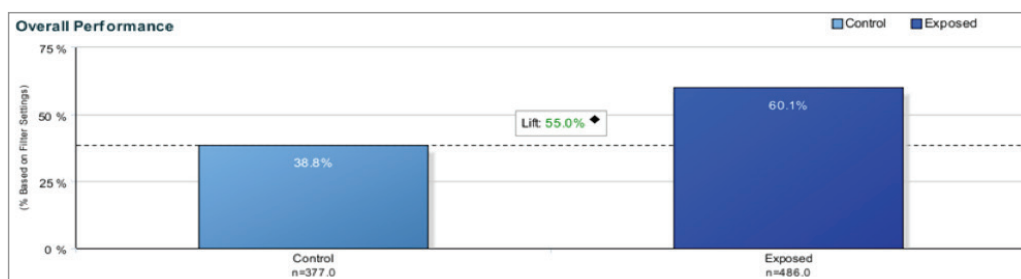
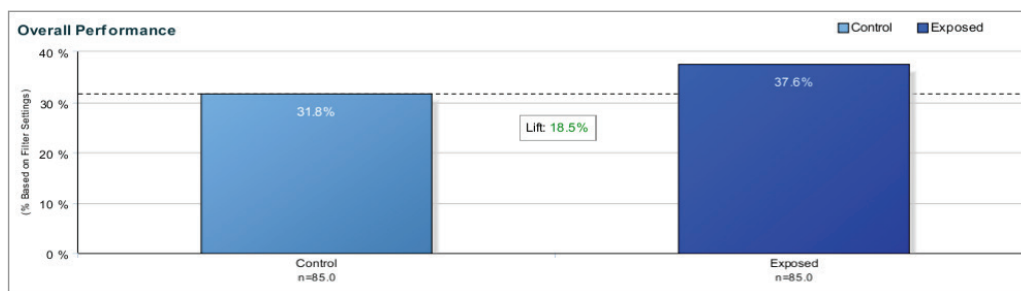
The results from the NBE study showed that the people who were exposed to the digital campaign became aware of the Drive Baked, Get Busted campaign. People who were exposed to the Desktop online advertisements were 18.5% more likely to remember the campaign than those who did not see the online advertisements (control group). People who were exposed to the Mobile online advertisements were 55% more likely to remember the campaign than those who did not see the online advertisements (control group). The Lift/Delta benchmark is 15% for a strong campaign.

Nielsen Brand Effects Question: Have you seen the following campaign "Drive Baked, Get Busted" advertised online?

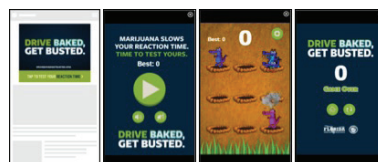
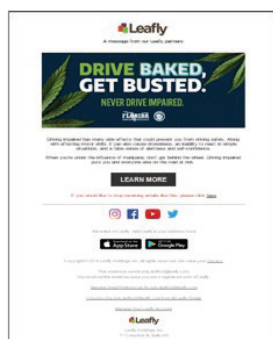
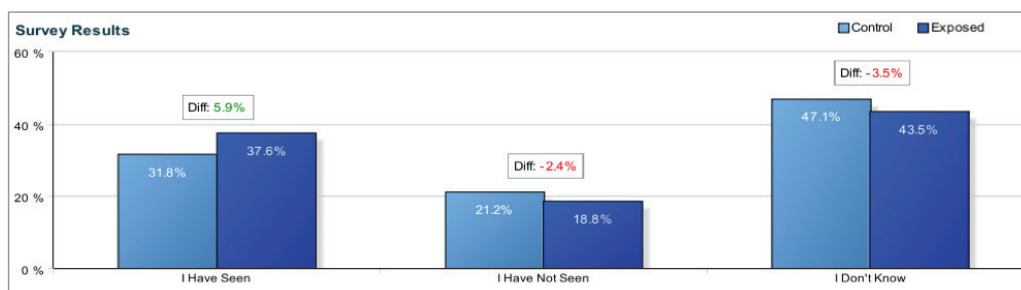
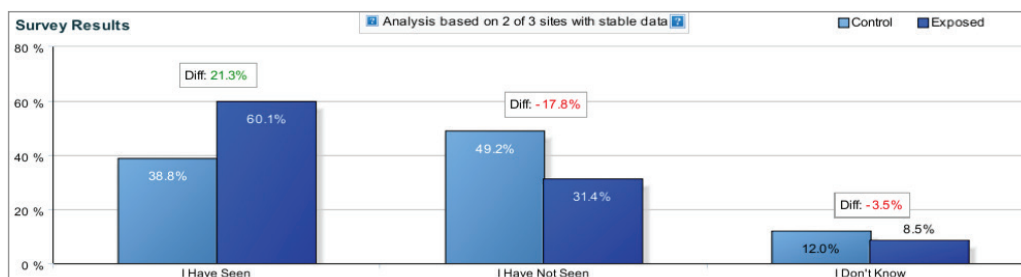
| Leafly Email Performance - General Market | Emails Sent | Opens | Open Rate | Clicks to Site | Click Rate |
|---|-------------|---------|-----------|----------------|-------------|
| May Email | 30,150 | 4,462 | 14.80% | 448 | 1.5% |
| June Email | 30,931 | 4,361 | 14.10% | 340 | 1.1% |
| Open Rate benchmark: 15% (based on Discount Emails) | | | | | |
| | | | | | |
| Performance Report | Impressions | Clicks | CTR | CPM | Viewability |
| General Market | 23,857,350 | 95,921 | 0.40% | \$ 7.57 | 85.33% |
| Hispanic Market | 12,474,121 | 24,481 | 0.20% | \$ 5.65 | 87.77% |
| News - General Market + Hispanic | 1,840,949 | 2,748 | 0.15% | \$ 4.87 | 85.69% |
| Total | 38,172,420 | 123,150 | 0.32% | \$ 6.81 | 86.40% |
| | | | | | |
| Creative Performance | Impressions | Clicks | CTR | CPM | Viewability |
| General Market - Display | 16,411,930 | 28,010 | 0.17% | \$ 6.72 | 85.48% |
| DBGB - Car | 8,012,014 | 13,262 | 0.17% | \$ 6.68 | 85.68% |
| DBGB - Leaf | 8,399,916 | 14,748 | 0.18% | \$ 6.76 | 85.29% |
| General Market - Game | 9,123,938 | 70,363 | 0.77% | \$ 8.55 | - |
| DBGB - Game | 9,123,938 | 70,363 | 0.77% | \$ 8.55 | - |
| General Market - Online Video | 134,769 | 283 | 0.21% | \$ 8.94 | 72.52% |
| A.9 :15 OLV | 67,559 | 138 | 0.20% | \$ 8.94 | 72.64% |
| A.10 :15 OLV | 67,210 | 145 | 0.22% | \$ 8.94 | 72.40% |
| Hispanic Market - Banners | 12,501,783 | 24,494 | 0.20% | \$ 5.65 | 87.77% |
| DBGB - Car | 6,251,922 | 12,079 | 0.19% | \$ 5.65 | 87.76% |
| DBGB - Leaf | 6,249,861 | 12,415 | 0.20% | \$ 5.65 | 87.77% |
| Total* | 38,172,420 | 123,150 | 0.32% | \$ 6.81 | 86.40% |

*Digital totals in monthly evaluation report do not include ad serving fees.

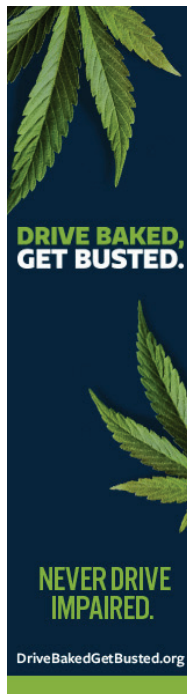
Nielsen Brand Effects Desktop Study



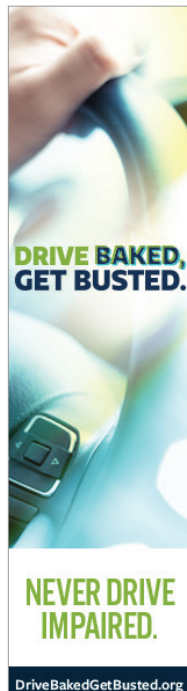
Nielsen Brand Effects Mobile Study



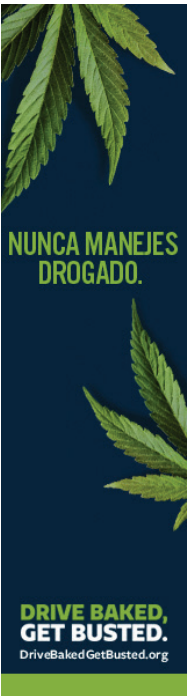
DIGITAL BANNER ADS V.1



DIGITAL BANNER ADS V.2



DIGITAL BANNER ADS / SPANISH V.1



DIGITAL BANNER ADS / SPANISH V.2



:15 ONLINE VIDEO

| VISUAL | AUDIO |
|--|--|
| <p>Open on A SUBURBAN NEIGHBORHOOD STREET.</p> <p>-A MAN (late-30s) gets into the driver's side of his car and puts his keys in the ignition.</p> <p>-He begins his pre-driving rituals: putting on his seatbelt, adjusting his seat and side mirrors, etc.</p> <p>He adjusts his rearview mirror, and is startled to see a TODDLER IN A CAR SEAT in the backseat looking back at him.</p> <p>-He turns to the backseat, revealing TWO MORE ADULTS in the backseat with the Toddler. They also stare back at him with a "Come on man, do the right thing" expression on their faces.</p> <p>He turns to look out the passenger side window, revealing ANOTHER CAR parked directly beside him.</p> <p>-THE OTHER DRIVER and OTHER PASSENGERS look at him with a "Come on man, do the right thing" expression on their faces.</p> <p>The man is startled by a tap on his driver's side window. He looks beside him to reveal a STATE TROOPER tapping on the glass, asking him to roll down the window.</p> <p>-The Trooper delivers the last line directly to the man in an authoritative manner.</p> <p>Transition to...</p> <p>LOGO and "DRIVE BAKED, GET BUSTED" SUPER.</p> | <p>ANNCR: When you're under the influence of marijuana, and you choose to get behind the wheel... You know it's wrong.</p> <p>And you can affect countless people.</p> <p>So if you don't think about them...</p> <p><i>SFX: tapping on the driver's side window.</i></p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): You'll answer to us.</p> <p>Drive baked. Get busted.</p> |



:15 ONLINE VIDEO

| VISUAL | AUDIO |
|--|---|
| <p>Open in A HOME DRIVEWAY. It's DAYTIME.</p> <p>-A WOMAN (early-30s) exits her home and heads to HER CAR, keys dangling in her hands.</p> <p>Right before she reaches the car, her keys are snatched by AN OLDER WOMAN who gives her a "Come on man, don't do this" look.</p> <p>-The Older Woman is flanked by TWO KIDS and A MAN (late-30s), also displaying that look.</p> <p>Our Hero Woman tries to get her keys back, and the keys are promptly tossed over her head.</p> <p>-Reveal A MIDDLE-AGED MAN caught the keys.</p> <p>-Beside him is a MIDDLE-AGED WOMAN. They each give a "Come on man, don't do this" look.</p> <p>Our Hero Woman attempts to get the keys again as the Middle-Aged Man tosses them away.</p> <p>-Reveal the keys are caught by A WOMAN (mid-30s), who is flanked by ANOTHER WOMAN.</p> <p>-They give a "Come on man, don't do this" look.</p> <p>Our Hero Woman still tries to get the keys.</p> <p>-Once again, they are tossed over her head to A GROUP OF PEOPLE.</p> <p>This process continues again.</p> <p>And again.</p> <p>And again. MORE AND MORE PEOPLE KEEP showing up to keep the keys away from her.</p> <p>Finally, the keys are tossed to A STATE TROOPER with an authoritative posture.</p> <p>-Our Hero Woman is stopped in her tracks at the sight of the Trooper.</p> <p>LOGO and "DRIVE BAKED, GET BUSTED" SUPER gels over the scene for a moment.</p> | <p>ANNCR:</p> <p>Marijuana can impair your ability to drive.</p> <p>And that affects much more than just you.</p> <p>Drive baked...</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): Get busted.</p> |



:30 TV SPOT AND :15 ONLINE VIDEO / SPANISH VERSIONS

| VISUAL | AUDIO |
|--|---|
| <p>Open in A HOME DRIVEWAY. It's DAYTIME.</p> <p>-A WOMAN (early-30s) exits her home and heads to HER CAR, keys dangling in her hands.</p> <p>Right before she reaches the car, her keys are snatched by AN OLDER WOMAN who gives her a "Come on man, don't do this" look.</p> <p>-The Older Woman is flanked by TWO KIDS and A MAN (late-30s), also displaying that look.</p> <p>Our Hero Woman tries to get her keys back, and the keys are promptly tossed over her head.</p> <p>-Reveal A MIDDLE-AGED MAN caught the keys.</p> <p>-Beside him is a MIDDLE-AGED WOMAN. They each give a "Come on man, don't do this" look.</p> <p>Our Hero Woman attempts to get the keys again as the Middle-Aged Man tosses them away.</p> <p>-Reveal the keys are caught by A WOMAN (mid-30s), who is flanked by ANOTHER WOMAN.</p> <p>-They give a "Come on man, don't do this" look.</p> <p>Our Hero Woman still tries to get the keys.</p> <p>-Once again, they are tossed over her head to A GROUP OF PEOPLE.</p> <p>This process continues again.</p> <p>And again.</p> <p>And again. MORE AND MORE PEOPLE KEEP showing up to keep the keys away from her.</p> <p>Finally, the keys are tossed to A STATE TROOPER with an authoritative posture.</p> <p>-Our Hero Woman is stopped in her tracks at the sight of the Trooper.</p> <p>LOGO and "DRIVE BAKED, GET BUSTED" SUPER gets over the scene for a moment.</p> | <p>ANNCR:</p> <p>La marihuana puede afectar tu habilidad para manejar.</p> <p>Y eso, no solo te afecta a ti, si no a muchos más.</p> <p>Y si tú no piensas en ellos...</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): Nos respondes a nosotros.</p> |

:15 ONLINE VIDEO

| VISUAL | AUDIO |
|--|---|
| <p>Open in A HOME DRIVEWAY. It's DAYTIME.</p> <p>-A WOMAN (late-30s) exits her home and heads to HER CAR, keys dangling prominently in her hands.</p> <p>Right before she reaches the car, her keys are snatched by AN OLDER WOMAN who gives her a "Come on man, don't do this" look.</p> <p>-The Older Woman is flanked by TWO KIDS and A MAN (late-30s), also displaying that look.</p> <p>Our Hero Woman tries to get her keys back, and the keys are promptly tossed over her head.</p> <p>-Reveal the keys are caught by A WOMAN (mid-30s), who is flanked by ANOTHER WOMAN.</p> <p>-They give a "Come on man, don't do this" look.</p> <p>Our Hero Woman still tries to get the keys.</p> <p>-Once again, they are tossed over her head to A GROUP OF PEOPLE.</p> <p>Finally, the keys are tossed to A STATE TROOPER with an authoritative posture.</p> <p>-Our Hero Woman is stopped in her tracks at the sight of the Trooper.</p> <p>LOGO and "DRIVE BAKED, GET BUSTED" SUPER gets over the scene for a moment.</p> | <p>ANNCR:</p> <p>La marihuana puede afectar tu habilidad para manejar.</p> <p>Y eso, no solo te afecta a ti, si no a muchos más.</p> <p>Y si tú no piensas en ellos...</p> <p>STATE TROOPER (revealed to be the ANNCR the entire time): Nos respondes a nosotros.</p> |

Social Media

During the campaign (March – May 2018) the department ran the Drive Baked, Get Busted campaign on both Facebook and Snapchat. Snapchat was selected because 41% of all 18-34 year olds in the USA are on Snapchat daily. Facebook was used because 63% of users 50-64 are on Facebook and 50% of 18-24 year olds go on Facebook immediately after waking up. The objectives for paid social media were:

- Build brand awareness in key markets; and
- Drive consumer action to show life in awareness.

The paid social media plan was broken down into three flights with different strategies, Key Performance Indicators (KPIs) and tactics:

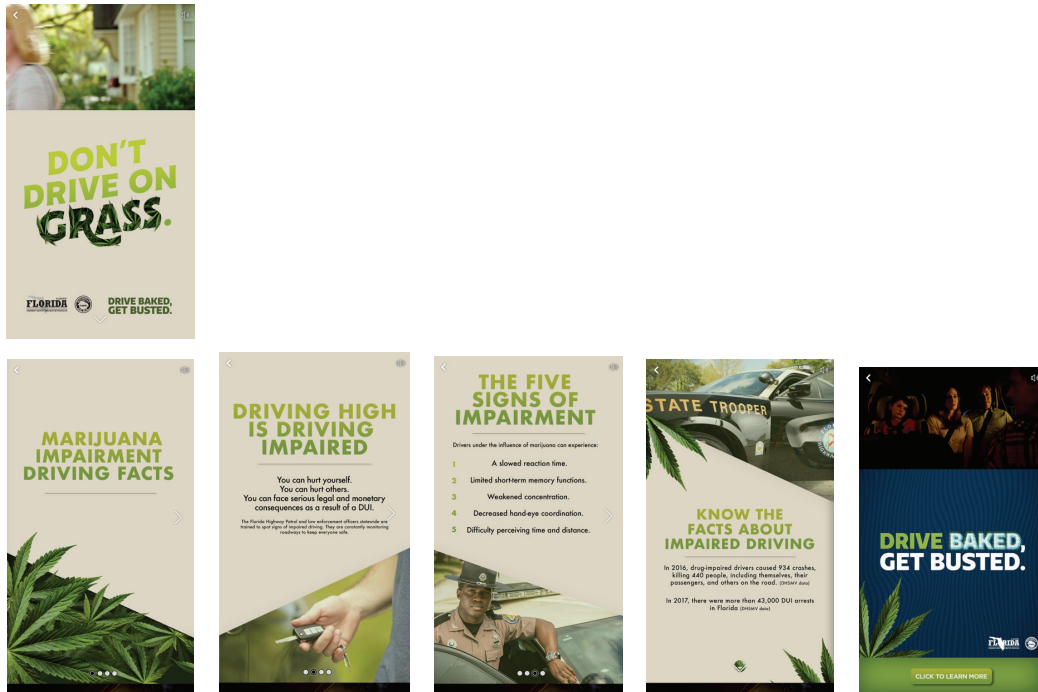
- **Phase 1:** Spark brand awareness (March 12 to April 8):
 - o KPIs: Brand Recall Rate and Reach
 - o Strategy:
 - Begin building audience for retargeting purposes; and
 - Reach unique users with various social media placements.
 - o Creative units: Video units focused on the brand messaging
- **Phase 2:** Prompt consumer action (April 9 to April 20):
 - o KPIs: Brand Recall Rate, Reach, CTR
 - o Strategy:
 - Diversify audience groups and develop look-a-like audiences;
 - Leverage video and cinemagraphs to increase campaign awareness; and
 - Launch canvas ads to intrigue users to learn more.
 - o Creative units: various versions of “Baked” within brand identity, multiple brand-text animation videos, canvas
- **Phase 3:** Maintain brand awareness (April 21 to June 6th):
 - o KPIs: Brand Recall Rate, Reach, CTR, Canvas Duration
 - o Strategy:
 - Optimize creative learnings to evolve performance;
 - Increase brand recall rate to further develop awareness; and
 - Evolve canvas ads to increase awareness of messaging.
 - o Creative units: canvas ads, photos, videos, link ads

The campaign garnered over 49 million total impressions and maintained a strong estimated ad recall lift rate of 12% throughout the campaign. This campaign-long, high lift rate percentage indicates that the ads viewers were being served were relevant and engaging to our target audiences. The Drive Baked, Get Busted canvas elements performed above the benchmark goal for the lifetime of the campaign at 53.76% viewed, which showed a strong increase of view percentage month over month. The campaign showed strong performance and a successful completion.

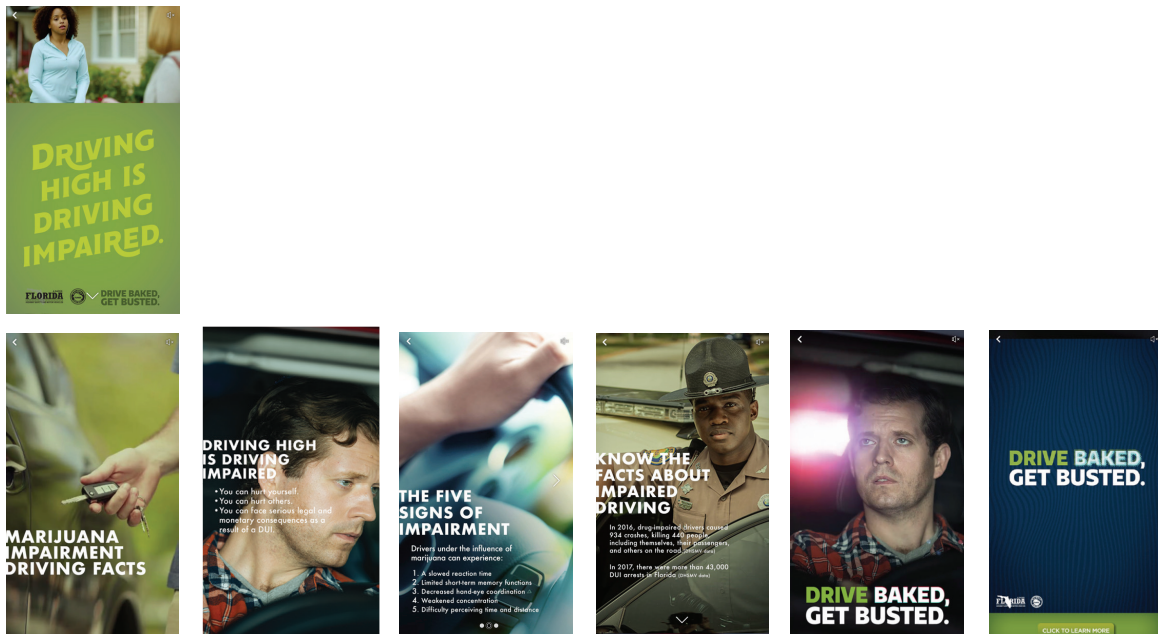


| | Campaign Impressions | Campaign Engagements | Campaign Unique Users | Estimated Campaign Ad Recall Lift Rate | Average of Canvas View Percentage | Campaign Website Clicks | Campaign dCPM |
|---|----------------------|----------------------|-----------------------|--|-----------------------------------|-------------------------|---------------|
| 18-34 | 22,565,902 | 373,481 | 10,819,648 | 13% | 55.31% | 58,863 | \$5.01 |
| Canvas 1 | 885,154 | 363 | 427,532 | | 58.97% | 626 | \$6.01 |
| Canvas 2 | 355,717 | 196 | 190,766 | | 51.72% | 600 | \$5.32 |
| FLHSMV - Drive Baked, Get Busted Canvas 1 | 2,326,638 | 784 | 735,970 | | 54.85% | 2,844 | \$5.72 |
| FLHSMV - Drive Baked, Get Busted Canvas 2 | 1,370,223 | 501 | 464,635 | | 55.75% | 1,785 | \$6.16 |
| Link Ad 1 - Option A | 1,194,508 | 103 | 664,012 | | | 1,272 | \$3.32 |
| Link Ad 1 - Option B | 966,851 | 142 | 585,152 | | | 1,244 | \$3.72 |
| Link Ad 2 - Option A | 933,547 | 162 | 607,841 | | | 1,128 | \$3.58 |
| Link Ad 2 - Option B | 1,321,047 | 241 | 726,522 | | | 1,571 | \$3.47 |
| Link Ad 3 - Option A | 888,208 | 130 | 568,105 | | | 1,195 | \$3.86 |
| Link Ad 3 - Option B | 1,319,044 | 116 | 648,763 | | | 1,833 | \$3.28 |
| Spot 1 :15 Video Ad - Option A | 685,006 | 542 | 393,525 | 14% | | - | \$7.32 |
| Spot 1 :15 Video Ad - Option B | 300,287 | 181 | 213,052 | 14% | | - | \$7.17 |
| Spot 1 :15 Video Link Ad - Option A | 254,730 | 126 | 171,364 | | | 237 | \$6.67 |
| Spot 1 :15 Video Link Ad - Option B | 254,413 | 165 | 153,548 | | | 376 | \$6.70 |
| Spot 1 Cinemagraph - Option A | 353,116 | 247 | 242,055 | 4% | | 278 | \$5.53 |
| Spot 1 Cinemagraph - Option B | 958,808 | 645 | 533,330 | 7% | | 463 | \$5.83 |
| Spot 2 :15 Video Ad - Option A | 1,500,389 | 1,985 | 623,290 | 14% | | - | \$6.78 |
| Spot 2 :15 Video Ad - Option B | 1,732,400 | 2,683 | 770,329 | 11% | | - | \$5.98 |
| Spot 2 :15 Video Link Ad - Option A | 264,354 | 215 | 177,018 | | | 254 | \$7.14 |
| Spot 2 :15 Video Link Ad - Option B | 189,636 | 136 | 129,582 | | | 225 | \$6.40 |
| Spot 2 Cinemagraph - Option A | 232,951 | 173 | 188,274 | 5% | | 112 | \$5.50 |
| Spot 2 Cinemagraph - Option B | 579,919 | 367 | 380,434 | 8% | | 189 | \$5.76 |
| Video Ad 1 - Option A | 221,537 | 301 | 154,877 | 20% | | - | \$5.48 |
| Video Ad 1 - Option B | 264,136 | 677 | 165,320 | 16% | | - | \$6.68 |
| Video Ad 2 - Option A | 210,605 | 192 | 154,117 | 18% | | - | \$4.62 |
| Video Ad 2 - Option B | 150,998 | 273 | 112,707 | 18% | | - | \$6.30 |
| Video Ad 3 - Option A | 234,404 | 453 | 166,201 | 18% | | - | \$5.28 |
| Video Ad 3 - Option B | 477,995 | 679 | 279,518 | 19% | | - | \$5.00 |
| Video Ad 4 - Option A | 114,309 | 154 | 91,321 | 20% | | - | \$5.46 |
| Video Ad 4 - Option B | 136,466 | 235 | 100,488 | 19% | | - | \$6.16 |
| Awareness_1 | 187,692 | 15,462 | N/A | N/A | N/A | N/A | \$2.20 |
| Awareness_2 | 355,655 | 40,226 | N/A | N/A | N/A | N/A | \$2.21 |
| Female Driver Cinemagraph | 244,031 | 75,570 | N/A | N/A | N/A | 14,272 | \$3.09 |
| Male Driver Cinemagraph | 268,985 | 65,814 | N/A | N/A | N/A | 14,101 | \$3.33 |
| TV Spot - Male Driver | 230,541 | 34,169 | N/A | N/A | N/A | 2,676 | \$1.99 |
| TV Spot 1 - Female Driver | 601,602 | 129,073 | N/A | N/A | N/A | 11,582 | \$1.98 |
| General Motorist Public 18+ | 9,464,494 | 5,888 | 5,319,233 | 9% | 58.05% | 6,269 | \$3.53 |
| Canvas 1 | 1,012,380 | 322 | 469,569 | | 65.61% | 545 | \$3.73 |
| Canvas 2 | 312,930 | 250 | 162,016 | | 48.43% | 664 | \$3.71 |
| FLHSMV - Drive Baked, Get Busted Canvas 1 | 750,805 | 282 | 396,951 | | 58.85% | 528 | \$3.54 |
| FLHSMV - Drive Baked, Get Busted Canvas 2 | 434,878 | 210 | 252,676 | | 59.31% | 430 | \$3.86 |
| Link Ad 1 - Option A | 394,063 | 133 | 254,986 | | | 369 | \$2.64 |
| Link Ad 1 - Option B | 758,586 | 164 | 334,582 | | | 680 | \$2.38 |
| Link Ad 2 - Option A | 504,448 | 108 | 347,200 | | | 541 | \$2.34 |
| Link Ad 2 - Option B | 872,630 | 182 | 423,918 | | | 870 | \$2.39 |
| Link Ad 3 - Option A | 317,646 | 23 | 224,668 | | | 220 | \$2.12 |
| Link Ad 3 - Option B | 652,837 | 18 | 301,486 | | | 443 | \$2.13 |
| Spot 1 :15 Video Ad - Option A | 107,550 | 216 | 85,343 | 12% | | - | \$7.49 |
| Spot 1 :15 Video Ad - Option B | 159,212 | 230 | 123,722 | 10% | | - | \$6.11 |
| Spot 1 :15 Video Link Ad - Option A | 134,292 | 71 | 81,323 | | | 111 | \$4.13 |
| Spot 1 :15 Video Link Ad - Option B | 140,694 | 62 | 81,290 | | | 134 | \$4.49 |
| Spot 1 Cinemagraph - Option A | 182,288 | 133 | 155,985 | 4% | | 112 | \$4.16 |
| Spot 1 Cinemagraph - Option B | 459,959 | 400 | 284,846 | 8% | | 158 | \$5.49 |
| Spot 2 :15 Video Ad - Option A | 949,214 | 1,500 | 504,202 | 8% | | - | \$3.64 |
| Spot 2 :15 Video Ad - Option B | 427,513 | 721 | 264,177 | 11% | | - | \$5.57 |
| Spot 2 :15 Video Link Ad - Option A | 382,618 | 372 | 237,366 | | | 235 | \$3.37 |
| Spot 2 :15 Video Link Ad - Option B | 109,246 | 77 | 59,754 | | | 102 | \$4.66 |
| Spot 2 Cinemagraph - Option A | 128,926 | 122 | 105,477 | 5% | | 65 | \$4.37 |
| Spot 2 Cinemagraph - Option B | 271,779 | 292 | 167,696 | 10% | | 62 | \$5.70 |
| 55-74 | 17,010,029 | 11,782 | 7,219,805 | 14% | 47.92% | 16,600 | \$5.94 |
| Canvas 1 | 573,842 | 513 | 186,588 | | 48.60% | 709 | \$7.63 |
| Canvas 2 | 288,908 | 340 | 116,950 | | 45.46% | 631 | \$7.41 |
| FLHSMV - Drive Baked, Get Busted Canvas 1 | 1,059,095 | 547 | 275,794 | | 48.82% | 1,621 | \$7.82 |
| FLHSMV - Drive Baked, Get Busted Canvas 2 | 1,404,855 | 884 | 341,950 | | 47.61% | 2,818 | \$7.50 |
| Link Ad 1 - Option A | 775,903 | 197 | 341,365 | | | 887 | \$2.96 |
| Link Ad 1 - Option B | 1,218,105 | 241 | 432,831 | | | 1,417 | \$2.73 |
| Link Ad 2 - Option A | 788,138 | 249 | 354,146 | | | 875 | \$3.06 |
| Link Ad 2 - Option B | 1,513,040 | 622 | 518,202 | | | 2,200 | \$3.74 |
| Link Ad 3 - Option A | 637,940 | 194 | 319,005 | | | 893 | \$4.00 |
| Link Ad 3 - Option B | 1,196,059 | 154 | 362,856 | | | 954 | \$2.59 |
| Spot 1 :15 Video Ad - Option A | 762,620 | 681 | 398,024 | 18% | | - | \$8.52 |
| Spot 1 :15 Video Ad - Option B | 745,632 | 647 | 390,658 | 16% | | - | \$8.54 |
| Spot 1 :15 Video Link Ad - Option A | 94,230 | 68 | 65,113 | | | 110 | \$7.02 |
| Spot 1 :15 Video Link Ad - Option B | 348,053 | 93 | 132,269 | | | 598 | \$5.98 |
| Spot 1 Cinemagraph - Option A | 333,762 | 259 | 206,797 | 4% | | 294 | \$6.01 |
| Spot 1 Cinemagraph - Option B | 1,012,488 | 682 | 439,349 | 8% | | 1,125 | \$6.81 |
| Spot 2 :15 Video Ad - Option A | 468,561 | 596 | 302,272 | 21% | | - | \$8.27 |
| Spot 2 :15 Video Ad - Option B | 1,157,777 | 1,052 | 517,467 | 14% | | 1 | \$8.17 |
| Spot 2 :15 Video Link Ad - Option A | 109,081 | 190 | 64,869 | | | 190 | \$9.74 |
| Spot 2 :15 Video Link Ad - Option B | 238,980 | 97 | 111,762 | | | 399 | \$5.92 |
| Spot 2 Cinemagraph - Option A | 263,778 | 226 | 184,275 | 6% | | 159 | \$6.48 |
| Spot 2 Cinemagraph - Option B | 730,451 | 498 | 324,443 | 9% | | 719 | \$6.76 |
| Video Ad 1 - Option A | 382,180 | 760 | 208,176 | 19% | | - | \$6.34 |
| Video Ad 1 - Option B | 246,213 | 701 | 145,140 | 18% | | - | \$8.03 |
| Video Ad 2 - Option A | 75,706 | 113 | 61,936 | 18% | | - | \$6.94 |
| Video Ad 2 - Option B | 76,056 | 157 | 60,224 | 20% | | - | \$8.27 |
| Video Ad 3 - Option A | 213,844 | 405 | 141,926 | 20% | | - | \$7.12 |
| Video Ad 3 - Option B | 146,788 | 324 | 98,352 | 21% | | - | \$7.80 |
| Video Ad 4 - Option A | 61,638 | 120 | 50,572 | 19% | | - | \$7.87 |
| Video Ad 4 - Option B | 86,306 | 172 | 66,494 | 21% | | - | \$8.70 |
| Total | 49,040,425 | 391,151 | 23,358,886 | 12% | 53.25% | 81,732 | \$5.05 |

FACEBOOK CANVAS 1



FACEBOOK CANVAS 2



SOCIAL MEDIA ADS

Department of Highway Safety and Motor Vehicles
Sponsored · Like Page

The Florida Highway Patrol and law enforcement officers statewide are trained to spot the signs of impaired driving.



Drive Baked, Get Busted
Know the facts and consequences about driving impaired.
DRIVEBAKEDGETBUSTED.GOV [Learn More](#)

Like Comment Share

Department of Highway Safety and Motor Vehicles
Vehicles
Sponsored · Like Page

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Like Comment Share

Department of Highway Safety and Motor Vehicles
Vehicles
Sponsored · Like Page

Be safe and accountable behind the wheel. Never drive impaired.



Like Comment Share

Department of Highway Safety and Motor Vehicles
Vehicles
Sponsored · Like Page


Driving high is driving impaired, which puts you and everyone else on the road in danger.



Like Comment Share

Department of Highway Safety and Motor Vehicles
Sponsored · Like Page

In 2017, there were more than 43,000 DUI arrests in Florida. Don't become a statistic.



DRIVEBAKEDGETBUSTED.ORG
Drive Baked, Get Busted
Know the facts and consequences about driving impaired. [Learn More](#)

Like Comment Share

Landing Page

Terminology:

- **Bounce Rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page.
- **Exit Percentage:** The visitors just exited on that specific page.
- **Unique Pageviews:** Aggregate of pageviews that are generated by the same user during the same session.
- **Time on Page/Site:** The amount of time (in minutes or seconds) visitors have spent on your website.

The IDEMC utilized a custom-built campaign website, DriveBakedGetBusted.org, that acted as the hub for all campaign resources and media outreach. The website also served as a venue to further engagement.

The public was directed to this page to review information regarding laws while driving under the influence of marijuana. Throughout the campaign, there were more than 124K unique pageviews with an average of three minutes spent on the site. DriveBakedGetBusted.org's average time on page is 158% higher than the rest of Flhsmv.gov's average time on page (1:09).

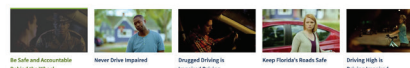
The bounce rate and exit percent were high (above 90%) which means that people who visited this site did not click to another page on the site which is expected since all of the information was hosted on DriveBakedGetBusted.org. A high bounce rate indicates that DriveBakedGetBusted.org satisfied the searchers query about driving while under the influence of marijuana and there was no need to drive to another page on the Flhsmv.gov's site.

The age groups 18-34 visited the page the most, but people 18-24 were on the site almost one minute more than everyone else.



BE SAFE AND ACCOUNTABLE BEHIND THE WHEEL.

When you're under the influence of marijuana and choose to drive, your decision can affect countless people. Never drive impaired.



THE FIVE SIGNS OF IMPAIRMENT

Under the influence of marijuana drivers can experience:

1. A slowed reaction time
2. Limited short-term memory functions
3. Decrease hand-eye coordination
4. Weakened concentration
5. Difficulty perceiving time and distance

Unlike alcohol, there is no specific impairment limit with marijuana. Marijuana affects everyone differently and can remain in a person's system much longer than alcohol.

Driving impaired has many side effects that could prevent you from driving safely. Along with affecting motor skills, it can also cause drowsiness, an inability to react in simple situations, and a false sense of alertness and self-confidence.

When you're under the influence of marijuana, do not get behind the wheel. Driving impaired puts you and everyone else on the road at risk.

KNOW THE FACTS ABOUT DRIVING IMPAIRED.



Driving Under the Influence of Marijuana Is Driving Impaired

Driving while impaired by drugs is illegal and subject to the same penalties as driving while impaired by alcohol.

Penalties for DUIs can include expensive fines, license revocation and jail time. Convictions can remain on your record for 75 years.



Be Aware of the Laws and Risks Related to Drug-Impaired Driving

In a statewide survey conducted in early 2018, more than one in three (36.5%) respondents said that they are "not at all knowledgeable" about legal issues related to marijuana use and driving in Florida. Overall, about two in three (65.7%) respondents correctly said it is true that driving under the influence of marijuana is always illegal in Florida. Nearly one in four (23.2%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida.

(University of Florida, Florida Survey Research Center, 2018)

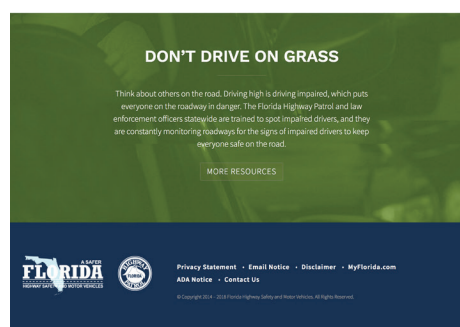
In 2017, there were more than 45,000 DUI arrests in Florida. [Go back Data 1/1](#)

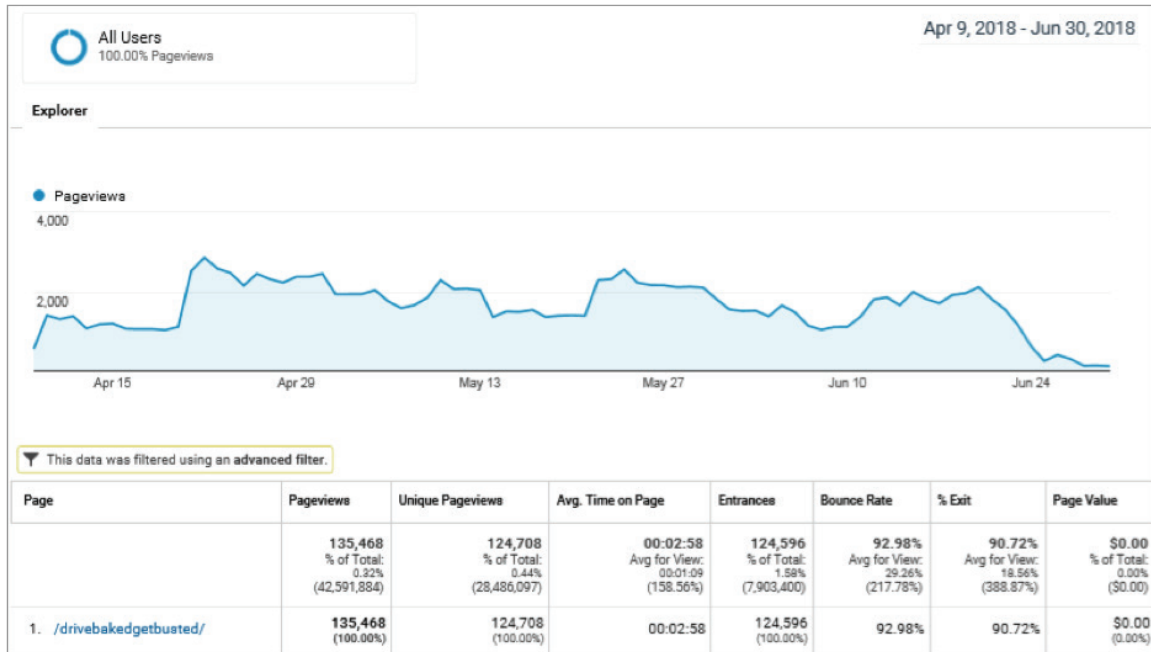


Drug-impaired Driving Is Deadly

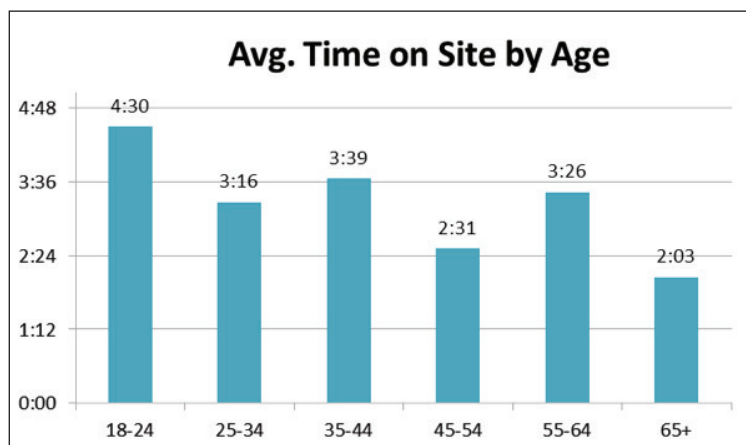
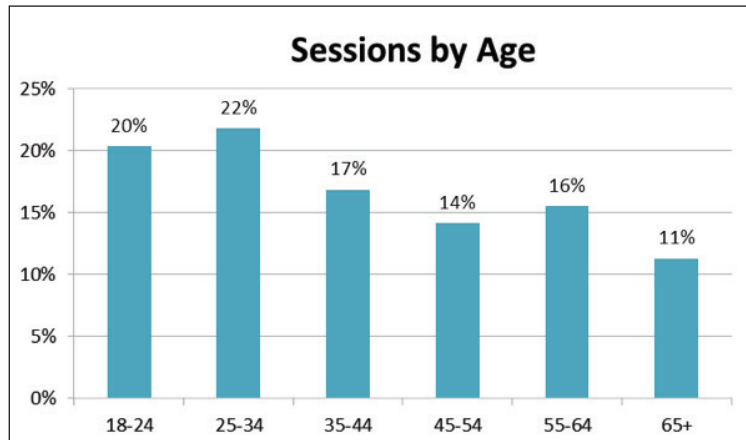
In 2016, drug-impaired drivers caused 934 crashes, killing 440 people, including themselves, their passengers, and others on the road. [Go back Data 1/1](#)

There are many drugs that can affect a person's ability to safely operate a vehicle, including marijuana. If you are taking medication, check the label for warnings prior to driving. If you are not sure if it is safe to take the drug and drive, ask a doctor or pharmacist about any side effects.





| Top 30 Cities | Unique Pageviews |
|-----------------|------------------|
| Miami | 20,228 |
| Orlando | 19,426 |
| Tampa | 8,839 |
| Jacksonville | 2,823 |
| Atlanta | 1,556 |
| Tallahassee | 1,460 |
| Fort Lauderdale | 1,428 |
| Charlotte | 1,412 |
| Hialeah | 1,299 |
| Gainesville | 1,139 |
| (not set) | 1,091 |
| Miami Beach | 1,027 |
| Coffeyville | 930 |
| Doral | 898 |
| Hollywood | 898 |
| Kendall | 866 |
| Miramar | 834 |
| Pembroke Pines | 818 |
| Davie | 818 |
| Port St. Lucie | 786 |
| West Palm Beach | 754 |
| Union Park | 722 |
| Fort Myers | 706 |
| Brandon | 690 |
| St. Petersburg | 690 |
| Kissimmee | 690 |
| Homestead | 690 |
| Lakeland | 658 |
| The Hammocks | 642 |
| North Miami | 626 |



Locations are a sample only

Earned Media

Multiple resource kits were sent to partners across the state of Florida to educate them on the campaign and provide campaign resources. Please see below for details about the campaign materials and partner recipients.

RESOURCE KIT 1

Partner Recipients: Law Enforcement Agencies, FHP Stations, and Criminal Justice Training Centers .

Kit Contents

- Posters
- Tear pads
- Fact Sheets



RESOURCE KIT 2

Partner Recipients: Florida Colleges and Universities, Tax Collector Offices, and FDOT Offices.

Kit Contents

- Posters
- Fact Sheets
- Trifold Brochures in English and Spanish

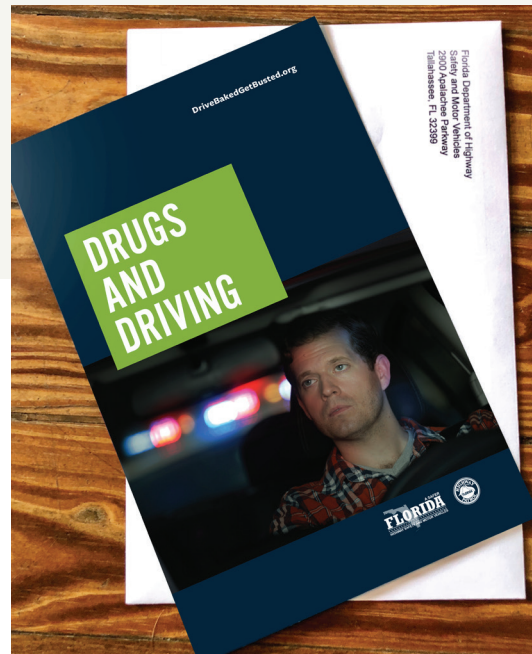


RESOURCE KIT 3

Partner Recipients: DELAP Schools, Driving Schools, DUI Programs, Treatment Centers (Dispensaries), and Qualified Physicians.

Kit Contents

- Large Drugged Driving Brochures



TRI-FOLD BROCHURE ENGLISH AND SPANISH VERSIONS

The English version of the tri-fold brochure features a green background on the left panel with the text "DRIVING HIGH IS DRIVING IMPAIRED." in yellow. The middle panel has a dark blue background with the Florida Department of Highway Safety and Motor Vehicles logo and the website "DriveBakedGetBusted.org". The right panel shows two Florida Highway Patrol officers in uniform. The bottom section contains statistics and a warning about the consequences of driving impaired.

DRIVING HIGH IS DRIVING IMPAIRED.

FLORIDA
A SAFER
FLORIDA
DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

DriveBakedGetBusted.org

**DRIVE BAKED,
GET BUSTED.**

is always illegal in Florida. Nearly one in four (23.2%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida. (University of Florida, Florida Survey Research Center, 2018)

➔ In 2017, there were more than **43,000 DUI arrests** in Florida. (DHSMV data)

Getting charged with a DUI, which includes expensive fines, license revocation and jail time

Be Safe and Accountable Behind the Wheel

Driving high is driving impaired, which puts everyone on the roadway in danger. The Florida Highway Patrol and law enforcement officers statewide are trained to spot signs of impaired driving, and they are constantly monitoring roadways to keep everyone safe. Never drive impaired.

Think about others on the road because your decision can affect countless people.

The Spanish version of the tri-fold brochure features a green background on the left panel with the text "SI MANEJAS DROGADO, ESTÁS MANEJANDO EN PELIGRO." in yellow. The middle panel has a dark blue background with the Florida Department of Highway Safety and Motor Vehicles logo and the website "DriveBakedGetBusted.org". The right panel shows two Florida Highway Patrol officers in uniform. The bottom section contains statistics and a warning about the consequences of driving impaired.

SI MANEJAS DROGADO, ESTÁS MANEJANDO EN PELIGRO.

FLORIDA
A SAFER
FLORIDA
DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

DriveBakedGetBusted.org

**DRIVE BAKED,
GET BUSTED.**

de cada cuatro (23.2%) de los encuestados estaban inseguros si manejar bajo la influencia de la marihuana es siempre ilegal en la Florida. (Universidad de la Florida, Centro de Encuestas de Investigación de la Florida, 2018)

➔ En el 2017, hubo más de **43,000 arrestos de DUI** en la Florida. (Datos de DHSMV)

incluye multas caras, revocación de licencia y tiempo de cárcel

Maneja seguro y responsable.

Manejar drogado pone a todos en la calle en peligro. La Patrulla de Carreteras de la Florida y los agentes del orden público en todo el estado, están entrenados para detectar señales de conductores que no estén en sus cinco sentidos, y constantemente están monitoreando las calles para localizar a este tipo de conductores y mantener seguros a todos. Nunca manejes drogado.

Piensa en las otras personas en la calle porque tu decisión puede afectar a un sinnúmero de personas.

TEAR PAD ENGLISH AND SPANISH VERSIONS

DRIVE BAKED, GET BUSTED.

DRIVING HIGH IS DRIVING IMPAIRED

You can hurt yourself. You can hurt others.
You can face serious legal and monetary
consequences as a result of a DUI.

The Florida Highway Patrol and law enforcement
officers statewide are trained to spot signs of
impaired driving.

Driving under the influence of marijuana is
driving impaired, which is illegal and subject
to the same penalties as driving while impaired
by alcohol. Driving impaired puts everyone on
the roadway in danger. Your decision can affect
countless people. Never drive impaired.

The Florida Department of Highway Safety and
Motor Vehicles is committed to keeping Florida
roads safe. Help us make *A Safer Florida*.


For more information, visit
DriveBakedGetBusted.org

DRIVE BAKED, GET BUSTED.


SI MANEJAS BAJO LA INFLUENCIA DE LA MARIHUANA ESTÁS MANEJANDO EN PELIGRO.

Puedes dañarte a ti. Puedes dañar a
alguien más. Puedes enfrentar serias
consecuencias legales y monetarias
como resultado de un DUI.

La Patrulla de Carreteras de la Florida y los agentes
del orden público en todo el estado están entrenados
para detectar a conductores que no estén en sus
cinco sentidos.

Manejar bajo los efectos de la marihuana está sujeto
a las mismas penalidades que cuando manejes bajo
los efectos del alcohol. Manejar así pone a todos en
la calle en peligro. Tu decisión puede afectar a un
sinnúmero de personas. Nunca manejes bajo los
efectos de la marihuana.

El Departamento de Seguridad de Carreteras
y Vehículos Motorizados de la Florida está
comprometido a mantener las calles de la Florida
seguras. Ayúdanos a hacer Una Florida Más Segura.


Para más información, visita
DriveBakedGetBusted.org

FACT SHEET

DRIVING HIGH IS DRIVING IMPAIRED

KNOW THE FACTS ABOUT DRIVING UNDER THE INFLUENCE OF MARIJUANA

The Florida Department of Highway Safety & Motor Vehicles and the Florida Highway Patrol
launched the Drive Baked, Get Busted education campaign. This effort works to educate Florida
drivers about the effects of driving under the influence of marijuana and the consequences of
driving high by raising awareness about and preventing marijuana-related impaired driving.

DRIVING UNDER THE INFLUENCE OF MARIJUANA IS DRIVING IMPAIRED

Driving while impaired by drugs is illegal and subject
to the same penalties as driving while impaired by
alcohol.

- Penalties for DUIs can include expensive fines,
license revocation and jail time. Convictions must
remain on your record for 75 years.

BE AWARE OF THE LAWS AND RISKS RELATED TO DRUG- IMPAIRED DRIVING

- In 2017, there were more than **43,000
DUI arrests** in Florida. (DHSMV data)
- In a statewide survey conducted in early 2018,
more than one in three (35.5%) respondents said
that they are "not at all knowledgeable" about
legal issues related to marijuana use and driving
in Florida. Overall, about two in three (65.7%)
respondents correctly said it is true that driving
under the influence of marijuana is always illegal
in Florida. Nearly one in four (23.2%) respondents
were unsure of whether driving under the influence
of marijuana is always illegal in Florida. (University
of Florida, Florida Survey Research Center, 2018)

DRUG-IMPAIRED DRIVING IS DEADLY

- In 2016, drug-impaired drivers caused **934 crashes**,
killing 440 people, including themselves, their
passengers, and others on the road. (DHSMV data)

THE FIVE SIGNS OF IMPAIRMENT

Drivers under the influence of marijuana
can experience:

1. A slowed reaction time;
2. Limited short-term memory functions;
3. Decreased hand-eye coordination;
4. Weakened concentration; and
5. Difficulty perceiving time and distance.

FLORIDA'S MARIJUANA- IMPAIRMENT LAW

- Unlike alcohol, there is no specific impairment
limit with marijuana.
- Marijuana affects everyone differently and can
remain in a person's system much longer than
alcohol.
- The Florida Highway Patrol and law enforcement
officers statewide are trained to spot signs of
impaired driving, and are constantly monitoring
roadways to keep everyone safe.


DriveBakedGetBusted.org

DRIVE BAKED, GET BUSTED.

CONSEQUENCES OF DRIVING IMPAIRED


When you're under the influence of marijuana, do not get behind the wheel.
Consequences of driving high include, but are not limited to:

- Hurting yourself;
- Hurting others on the road; and
- Getting charged with a DUI, which includes expensive fines, license revocation and jail time.

Always be safe and accountable behind the wheel

- Driving impaired puts you and everyone else on the road at risk. Never drive impaired.
- There are many drugs that can affect a person's ability to safely operate a vehicle, including
marijuana. If you are taking medication, check the label for warnings prior to driving. If you
are not sure if it is safe to take the drug and drive, ask a doctor or pharmacist about any
side effects. (DHSMV Official Driver Handbook)

ARRIVE ALIVE. NEVER DRIVE IMPAIRED.

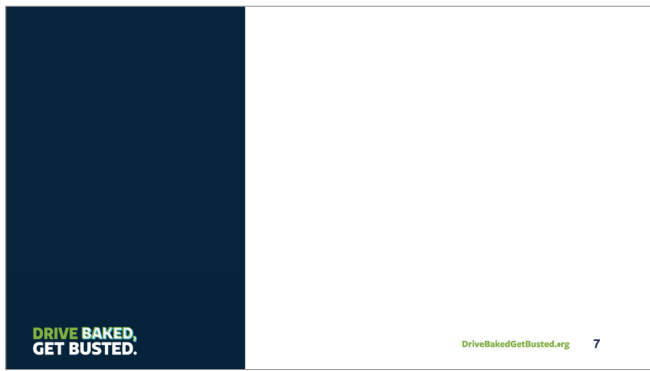
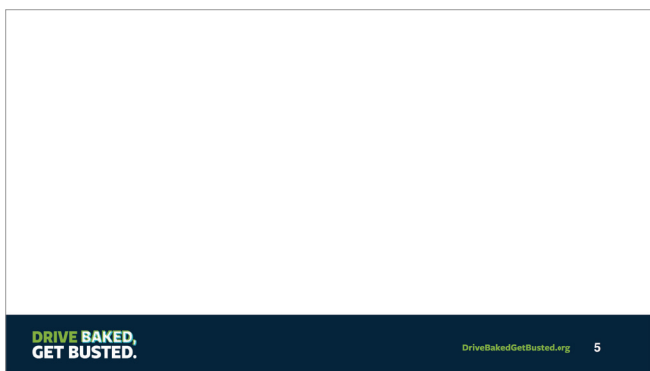

DriveBakedGetBusted.org

DRIVE BAKED, GET BUSTED.

POSTERS



POWERPOINT TEMPLATE



PHOTOGRAPHY



Never Drive Impaired

The department created customized creative deliverables, featuring the NEVER DRIVE IMPAIRED message to ensure relevant and compelling campaign materials and messaging moving forward. Impaired driving is dangerous and can have life altering consequences. Florida Highway Patrol and law enforcement officers are constantly looking to take drugged drivers off of Florida's roadways. Deliverables included in this iteration of creative are as follows:

PRINT AD

A print advertisement for the 'Never Drive Impaired' campaign. The top half of the ad shows a man in a red and black plaid shirt sitting in the driver's seat of a red car, looking slightly to the right with a concerned expression. A police officer in a tan uniform and hat stands outside the car, looking at the driver. The background is a blurred outdoor scene with trees and a clear sky. The text 'NEVER DRIVE IMPAIRED' is written in large, bold, white capital letters in the upper left corner. Below it, in smaller green text, is the tagline 'For the Safety of Everyone on the Road.' The bottom half of the ad has a solid green background. On the left, white text reads: 'Driving under the influence inhibits your ability to drive safely. Alcoholic beverages, controlled substances, prescriptions, or over-the-counter medications can cause impairment. Driving impaired puts you and everyone else on the road in danger.' To the right of this text are two logos: the 'FLORIDA' logo with 'A BAKER' above it and 'FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES' below it, and a circular seal with 'FLORIDA' and 'SAFETY' around the perimeter. At the bottom left of the green section, the website 'DriveBakedGetBusted.org' is written in white.

**NEVER
DRIVE
IMPAIRED**

For the Safety of Everyone on the Road.

Driving under the influence inhibits your ability to drive safely. Alcoholic beverages, controlled substances, prescriptions, or over-the-counter medications can cause impairment. Driving impaired puts you and everyone else on the road in danger.

FLORIDA
A BAKER
FLORIDA DEPARTMENT OF HIGHWAY SAFETY AND MOTOR VEHICLES

DriveBakedGetBusted.org

PRINT AD

NEVER DRIVE IMPAIRED

For the Safety of Everyone on the Road.



Driving under the influence inhibits your ability to drive safely. Alcoholic beverages, controlled substances, prescriptions, or over-the-counter medications can cause impairment. Driving impaired puts you and everyone else on the road in danger.

DriveBakedGetBusted.org



OUT OF HOME

NEVER DRIVE IMPAIRED

For the Safety of Everyone on the Road.

DriveBakedGetBusted.org

FLORIDA
Department of Highway Safety and Motor Vehicles




NEVER DRIVE IMPAIRED

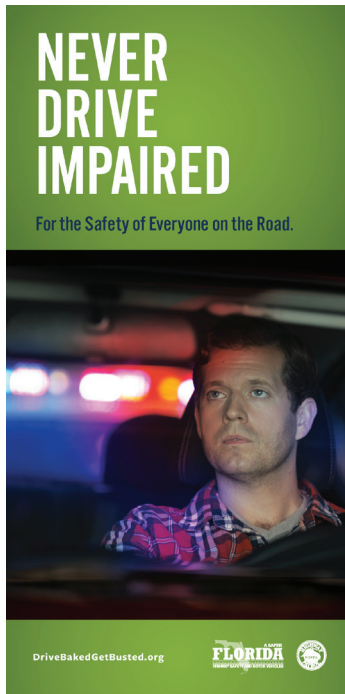
For the Safety of Everyone on the Road.

DriveBakedGetBusted.org

FLORIDA
Department of Highway Safety and Motor Vehicles



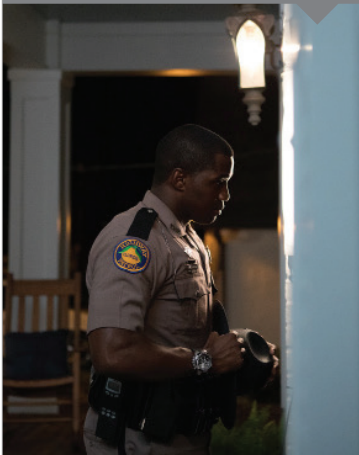
DIGITAL BANNER ADS



ORGANIC SOCIAL MEDIA

Never drive impaired. You can hurt yourself and you can hurt others. You can face serious legal and monetary consequences as a result of a DUI arrest.

SUGGESTED HASHTAGS: #TRAVELSAFEFL
#NEVERDRIVEIMPAIRED #ARRIVEALIVEFL #STAYSAFE
#ARRIVEALIVE #DRIVESOBER #STAYSAFEFL



Illegal drugs and controlled substances affect a person's reflexes, judgement and alertness along with many other dangerous side effects, making them unable to react in even simple situations. Never drive impaired.

SUGGESTED HASHTAGS: #TRAVELSAFEFL
#NEVERDRIVEIMPAIRED #ARRIVEALIVEFL #STAYSAFE
#ARRIVEALIVE #DRIVESOBER #STAYSAFEFL



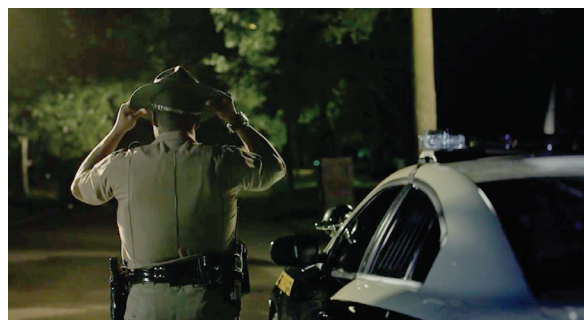
The Florida Highway Patrol and law enforcement State Troopers statewide are trained to spot the signs of impaired driving.

SUGGESTED HASHTAGS: #TRAVELSAFEFL
#NEVERDRIVEIMPAIRED #ARRIVEALIVEFL #STAYSAFE
#ARRIVEALIVE #DRIVESOBER #STAYSAFEFL



STEP BY STEP VIDEO

| VISUAL | SOUND |
|--|--|
| -Open on a NEIGHBORHOOD (NIGHT). The trooper's vehicle rolls into the frame and PARKS in front of a HOUSE. | |
| -Cut to INT. TROOPER'S CAR. The TROOPER takes a breath. | |
| -Quick cut to footage of a car zooming by (NIGHT). | SFX: Car zooms by, followed by sounds of squealing tires off screen. |
| -Cut to trooper's BOOTS stepping out of the car and onto the asphalt. He takes his first few steps towards the HOUSE. | ANNCR: Drugs affect your ability to drive safely... |
| -Cut to the trooper walking slowly up the driveway. | Which is why we're constantly looking to take drugged drivers off of Florida's roadways. |
| -Quick cut to the crash scene. | Impaired driving is extremely dangerous and has life altering consequences. |
| -Cut to the TROOPER taking his last step up to the door. | SFX: Crash scene-related. |
| -We see the door in front of him slowly crack open but we do not see anyone on the other side. | It doesn't matter what type of drug you've taken... |
| -Cut to a shot of the TROOPER'S FACE (from the POV of the family member) as he pauses for a moment. He then slowly REMOVES HIS HAT and looks into the camera with remorse. | Because at the end of the day, it's my duty to make this walk... |
| LOGO and "Never Drive Impaired" SUPER. | And tell a family that a drug-impaired driver has killed someone they love. |
| | Never drive impaired. |



| VISUAL | SOUND |
|--|---|
| -Open on a NEIGHBORHOOD (NIGHT). The trooper's vehicle rolls into the frame and PARKS in front of a HOUSE. | |
| -Cut to INT. TROOPER'S CAR. The TROOPER takes a breath. | |
| -Quick cut to footage of a car zooming by (NIGHT). | SFX: Car zooms by, followed by sounds of squealing tires off screen. |
| -Cut to trooper's BOOTS stepping out of the car and onto the asphalt. He takes his first few steps towards the HOUSE. | ANNCR: Las drogas afectan tu habilidad al manejar... Drugs affect your ability to drive... |
| -Cut to the trooper walking slowly up the driveway. | Por eso, constantemente tratamos de sacar de las carreteras de la Florida a los conductores drogados. |
| -Quick cut to the crash scene. | Which is why we're constantly looking to take drugged drivers off of Florida's roadways. |
| -Cut to the TROOPER taking his last step up to the door. | Manejar drogado es extremadamente peligroso y las consecuencias pueden cambiar tu vida. |
| -We see the door in front of him slowly crack open but we do not see anyone on the other side. | Impaired driving is extremely dangerous and the consequences can change your life. |
| -Cut to a shot of the TROOPER'S FACE (from the POV of the family member) as he pauses for a moment. He then slowly REMOVES HIS HAT and looks into the camera with remorse. | SFX: Crash scene-related. |
| LOGO and "Nunca Manejes Drogado / Never Drive Impaired" SUPER. | No importa que tipo de droga hayas tomado... It doesn't matter what type of drug you've taken... |
| | Al final del día, es mi obligación informarle a la familia que un conductor drogado ha matado a su ser querido. |
| | At the end of the day, it's my duty to inform to the family that a drug-impaired driver has killed someone they love. |
| | Nunca manejes drogado. Never drive impaired. |



BROCHURE

DRUG RECOGNITION EXPERTS ARE ON THE ROADS

DriveBakedGetBusted.org

Florida Highway Patrol Drug Recognition Experts (DRE) go through extensive training to achieve the DRE certification, which allows them to immediately determine:

- If someone is impaired;
- The level of impairment; and
- The cause of impairment.

Florida Highway Patrol Troopers and law enforcement officers statewide are trained to spot the signs of impaired driving, and they are constantly monitoring the roadways to keep everyone safe.

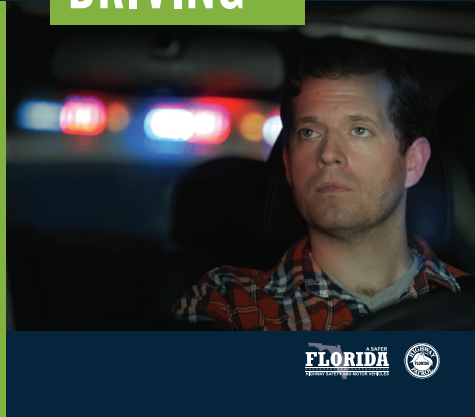
DRUGS AND DRIVING



PENALTIES FOR DUI

For any DUI conviction, your driver license will be revoked for a minimum of 180 days. If you refuse to take a required roadside test at the time of arrest, your license will be automatically suspended for one year.

Fines for DUI can range from \$500 to \$5,000 with mandatory DUI school education. Penalties can also include an ignition interlock device, community service, probation or imprisonment. DUI convictions must remain on your record for 75 years.



NEVER DRIVE IMPAIRED

Drugged driving is just as dangerous as drunk driving.

Driving under the influence (DUI) inhibits your ability to drive safely. Alcoholic beverages, controlled substances, prescriptions, or over-the-counter medications can cause impairment. Driving impaired puts you and everyone else on the road in danger.

BE ACCOUNTABLE ON THE ROAD

It is the duty of the Florida Highway Patrol and law enforcement officers to keep Florida's roadways safe, but it's also every driver's responsibility to do their part. If you have consumed any drugs or alcohol, **you need to ask yourself "Am I okay to drive?"**

Be sure to always check the label for warnings about the medication's effects prior to driving. If you're not sure it is safe to take the drug and drive, ask your doctor or a pharmacist about any side effects.

THE 7 CATEGORIES OF DRUGS

Troopers are looking for dangerous drivers. These types of substances are dangerous, especially if you are taking them improperly or illegally. It is not safe to be on the road after consuming any of the following:

- Depressants
- Stimulants
- Anesthetics
- Cannabis
- Hallucinogens
- Inhalants
- Narcotics

THE RESULTS OF IMPAIRMENT

It's important to know that mixing drugs and alcohol often multiplies their effects. For example, one drink, when you are taking allergy or cold medication could have the same effect as several drinks.



When you're under the influence of drugs, do not get behind the wheel. Consequences of driving impaired include, but are not limited to:



RACK CARD ENGLISH AND SPANISH VERSIONS



NEVER DRIVE IMPAIRED.

**DRUGGED DRIVING
IS IMPAIRED DRIVING**

Driving under the influence inhibits your ability to drive safely. Alcoholic beverages, controlled substances, prescriptions, or over-the-counter medications can cause impairment. Driving impaired puts you and everyone else on the road in danger.

Drugged driving is just as dangerous as drunk driving. Florida Highway Patrol Troopers and law enforcement officers statewide are trained to spot the signs of impaired driving, and they are constantly monitoring the roadways to keep everyone safe.

THE 5 SIGNS OF IMPAIRMENT:

- A Slowed Reaction Time
- Limited Short-Term Memory Functions
- Decreased Hand-Eye Coordination
- Weakened Concentration
- Difficulty Perceiving Time And Distance

It's every driver's responsibility to help keep the roads safe. If you have consumed any drugs or alcohol, you need to ask yourself "Am I okay to drive?" Be sure to always check labels for warnings about the medication's effects prior to driving. If you're not sure it is safe to take a drug and drive, ask your doctor or a pharmacist.

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FLORIDA 



NUNCA MANEJES DROGADO

**SI MANEJAS DROGADO ESTÁS
MANEJANDO EN PELIGRO.**

Manejar bajo la influencia de cualquier droga o alcohol afecta tu habilidad al manejar. Las bebidas alcohólicas, sustancias controladas, los medicamentos recetados o medicamentos de venta libre pueden afectar tu habilidad al manejar, poniéndote a ti y a todos en la calle en peligro.

Manejar drogado es tan peligroso como manejar ebrio. La Patrulla de Carreteras de la Florida y los agentes del orden público en todo el estado, están entrenados para detectar señales de conductores que no estén en sus cinco sentidos, y constantemente están monitoreando las calles para mantener seguros a todos.

CINCO SEÑALES DE QUE ALGUIEN ESTÁ MANEJANDO DROGADO

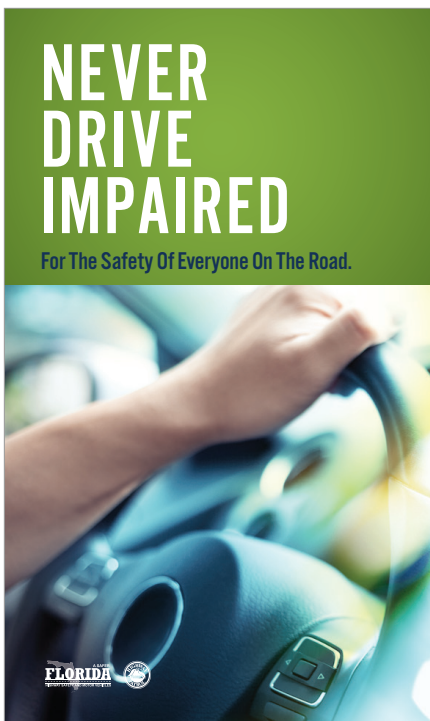
- Tiempo de reacción lento
- Funciones de memoria a corto plazo limitadas
- Baja coordinación entre manos y ojos
- Concentración debilitada
- Dificultad al percibir tiempo y distancia

Cada conductor tiene la responsabilidad de ayudar a mantener las calles seguras. Si consumes cualquier tipo de droga o alcohol, pregúntate a ti mismo: "¿Puedo manejar bien?". Siempre asegúrate de revisar las advertencias en las etiquetas sobre los efectos del medicamento antes de manejar. Si no estás seguro al tomar alguna droga y manejar es seguro, pregúntale a tu doctor o al farmacéutico.

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FLORIDA 

FLYER ENGLISH AND SPANISH VERSIONS

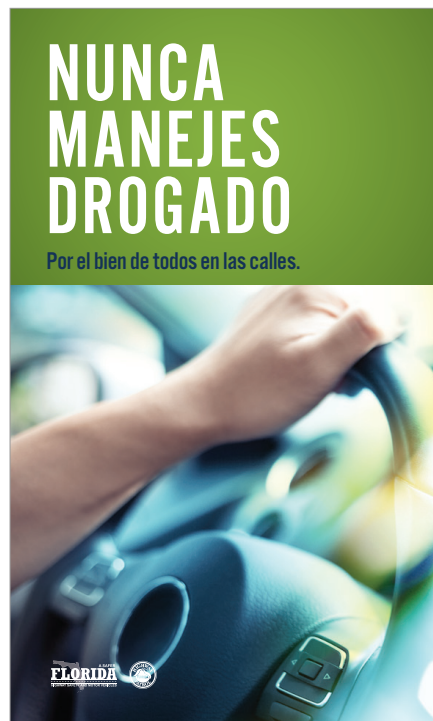


NEVER DRIVE IMPAIRED

For The Safety Of Everyone On The Road.


FLORIDA 

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NUNCA MANEJES DROGADO

Por el bien de todos en las calles.

FLORIDA 

DriveBakedGetBusted.org



A SAFER
FLORIDA
HIGHWAY SAFETY AND MOTOR VEHICLES



Attachment B: University of Florida, Florida Survey Research
Center, Survey I

FLORIDA DEPARTMENT OF HIGHWAY SAFETY & MOTOR VEHICLES: IMPAIRED DRIVING SURVEY RESULTS



2018

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

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Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Introduction

Researchers at the Florida Survey Research Center at the University of Florida (FSRC) worked with the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to conduct a survey of citizens in Florida about their awareness of and opinions about impaired driving. The survey collected information about Florida residents' general awareness of issues related to impaired driving, their knowledge and understanding of laws related to impaired driving, and their personal behaviors related to impaired driving, particularly those related to medical marijuana.

The survey targeted residents in Florida who are 18 years of age or older utilizing a listed ABS sample of single-family residences, stratified into five regions (detailed below). Sampled Florida residents were also offered the option to complete the same survey online using a unique password included in the cover letter they were mailed. Of the 693 total responses, 31 (4.5%) completed the survey online.

This report details the responses of the 693 Florida residents who completed surveys by mail and internet with the FSRC.

The survey instrument included a variety of questions about perceptions and knowledge related to medical marijuana and impaired driving. The specific categories of questions are as follows:

- Knowledge & opinions on marijuana laws and use
- Knowledge of legal issues related to marijuana use & driving in Florida
- Perceptions of impaired driving risks
- Knowledge of impaired driving laws in Florida
- Knowledge of impaired driving risks from marijuana
- Perceptions of effectiveness of current laws & penalties related to impaired driving in Florida
- Behaviors related to impaired driving
- Demographic questions

The results of this study provide the Florida DHSMV with a substantial amount of information about Florida residents' perceptions of and behaviors related to impaired driving.

Format of the Report

This report is divided into several sections that first present background on the research process and then present the results of the completed surveys. The sections that follow provide the detailed results, including comprehensive information on the findings with tables and figures (where appropriate) summarizing responses to each question. For survey results, please note that each Table or Figure indicates the total number of respondents who answered the question and that figures and tables are labeled to correspond to survey questions. In addition to data for the entire sample of Floridians, data are presented by region for comparison.

Procedure & Methodology

The surveys were conducted by mail and internet from the survey facilities of the FSRC at the University of Florida in Gainesville, Florida. The population under study in the survey was residents of the state of Florida who were 18 years of age or older at the time of the survey.

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Regions

The sampling frame for the state of Florida was divided into five regions, detailed below:

1. **Panhandle** (To include Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Gadsden, Liberty, Franklin, Leon, Wakulla, Jefferson, Madison and Taylor counties);
2. **Northeast** (To include Hamilton, Suwanee, Lafayette, Dixie, Columbia, Gilchrist, Levy, Alachua, Marion, Baker, Union, Bradford, Clay, Putnam, Nassau, Duval, St. Johns and Flagler counties);
3. **East-Central** (Volusia, Lake, Seminole, Orange, Osceola, Brevard, Indian River, Okeechobee, St. Lucie and Martin counties)
4. **West-Central** (To include Citrus, Hernando, Pasco, Sumter, Pinellas, Hillsborough, Polk, Manatee, Sarasota, Hardee, Desoto, Highlands, Charlotte and Glades counties); and
5. **South Florida** (Lee, Hendry, Collier, Monroe, Miami-Dade, Broward and Palm Beach counties).

Implementation

A total of 10,000 survey packets were mailed to potential respondents (2,000 in each region) by the UF Mailing and Printing Office.

A total of 693 surveys were completed between January 11, 2018, and March 9, 2018. Completions by region appear below:

| Region | Total |
|--------------|-------|
| Panhandle | 143 |
| Northeast | 160 |
| East-Central | 133 |
| West-Central | 157 |
| South | 99 |
| (unknown) | 1 |

Sampling

ABS (address-based sampling) is sampling from address frames that are typically based, in part, on files compiled by the US Postal Service. As the *American Association for Public Opinion Research* notes, “Quite simply, the address lists available today are the best frames available for national U.S. household surveys.”¹ The ABS sample for this survey of households in Florida was randomly drawn by the commercial sampling firm Genesys, and included addresses listed in the ABS frame for counties designated in the region.

The completed sample size for this survey report is 693 completed surveys. Based on the number of households in Florida (7,393,262) and the population of the state age 18 and older (16,514,723)², a sample of 693 completions will provide a margin of error of +/- 4% at a 95% confidence level. This means that 95 percent of the time the true responses for the overall sample will be four percentage points above or below the response from the survey. (For example, if 75% of the respondents indicate

¹ [AAPOR Report: Address-Based Sampling](#), January 7, 2016 (accessed March 9, 2018)

² US Census Bureau: State Quick Facts, ACS 2017

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

that their favorite color is blue, the true percentage of individuals whose favorite color is blue will be between 71% and 79%.)

Mail Survey Procedures

The Florida Survey Research Center makes substantial efforts to improve response rates and reduce error from non-responses when conducting mail surveys. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey.

Our efforts to improve response rates and reduce non-response include the following³:

- ❖ Preparation of a packet containing a cover letter, the questionnaire (including detailed instructions explaining how to answer and return the questionnaire), and a postage-paid envelope to return the survey;
- ❖ Mailing the survey packet in a business envelope rather than a flat mail-out (to avoid confusion with advertisements and “junk” mail);
- ❖ Mailing the survey packet in a smaller business envelope to make the survey packet appear less burdensome (suggesting less of a time commitment on the part of the respondent);
- ❖ Using an outer mailing envelope that appears professional and is legitimized by official University of Florida logos, avoiding gimmicks such as envelopes in unusual shapes, sizes, and colors that may discourage respondent participation;
- ❖ Every mail survey is accompanied by a cover letter which serves as a precise, one-page introduction to the questionnaire and is legitimized by the use of official University of Florida letterhead and Institutional Review Board information and approval, and personalized with individualized salutations, dates, and signatures;
- ❖ The questionnaire is designed to be clear, concise, and esthetically pleasing to encourage respondent participation and is constructed as a four-page booklet, a design proven promote higher response rates;
- ❖ The questionnaire is organized using different sections to separate topics in an attractive and logical order. Detailed instructions are provided. Questions are adequately spaced, rather than overcrowded, with plenty of white space in between. Simple fonts are used rather than decorative lettering, and the layout and styling format remain cohesive throughout the entire questionnaire. All questions, and pages, are clearly numbered. Questions are ordered in a logical manner within groupings of similar topics. Transition statements and visual cues signal a change in topic both verbally and visually.

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following initial construction of the survey instrument, FSRC researchers critically read each of the questions and revise as needed. After this first round of revisions, the questionnaire is shared with the client, colleagues, and

³ See Dillman, Don. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York, NY: John Wiley & Sons, Inc. and Gideon, Lior. 2012. *Handbook of Survey Methodology for the Social Sciences*. New York, NY: Springer.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

other appropriate audiences. This feedback is used to determine how long the questionnaire will take respondents to complete, as well as the clarity of the questionnaire.

Internet Survey Procedures

The Florida Survey Research Center makes substantial efforts to improve response rates and reduce error from non-responses when conducting internet surveys. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey.

Our efforts to improve response rates and reduce non-response include the following⁴:

- ❖ Introducing the questionnaire with an introductory statement on the welcome-screen that emphasizes ease of responding and provides clear instructions on how to take necessary computer actions to complete the questionnaire;
- ❖ Providing a unique user name and password for each potential respondent that limits access to only those in the sample and restricts completion to one survey per user;
- ❖ Presenting questions in a conventional format similar to paper surveys using a design (question wording, question order, question grouping, etc.) that promotes participation and full response to all questions;
- ❖ Allowing respondents the option to stop the survey, save their responses, and return to complete it at a later time;

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following construction and approval of the survey instrument, the survey is coded and loaded into the FSRC Internet Survey system. The FSRC pretesting process begins by repeated testing of the programming language to insure that the questionnaire is working properly and that all responses are properly coded. Revisions are made as needed, and implementation begins.

Analysis

Returned mail surveys are opened, reviewed by a supervisor for accuracy and completeness, coded appropriately, and then data reduced into an Excel file. Online survey data were downloaded from the FSRC secure servers, and reviewed by a supervisor for accuracy. These two files were then merged to form an overall database of responses to the survey. Since unique identifiers were assigned to each respondent, survey responses were checked to ensure that no participant replied more than once (by mail and online).

Data were entered and downloaded at regular intervals and analyzed. Each question option and branching set was checked to be certain that everything was working correctly and that accurate data were being recorded. At the conclusion of data collection, the overall dataset was analyzed by FSRC

⁴ See Dillman, Don. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York, NY: John Wiley & Sons, Inc. and Gideon, Lior. 2012. *Handbook of Survey Methodology for the Social Sciences*. New York, NY: Springer.

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researchers using the SPSS analysis program. The detailed results of this analysis are presented in the remainder of this report.

Executive Summary

Background

Overall, three in five (61.4%) respondents said they are “somewhat knowledgeable” about legal issues related to marijuana use in Florida. Also about one in ten (10.9%) respondents said they are “very knowledgeable,” one in four (25.1%) said that they are “not at all knowledgeable” about legal issues related to marijuana use in Florida.

Overall, about two in five (37.8%) respondents correctly identified “Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions” as legal in the state of Florida, and two in three (66.5%) correctly identified “medical marijuana, prescribed by a licensed doctor for approved medical conditions as legal in the state of Florida. Only about three percent of respondents erroneously identify “recreational marijuana, for adults 21 and older” as legal in the state of Florida, while nearly one in ten (8.8%) erroneously said that none of the practices were legal in Florida. About one in eight (13.6%) respondents were unsure or preferred not to answer.

Impaired Driving

Level of Knowledge: Legal Issues related to Marijuana Use and Driving in Florida

Overall, nearly half (48.5%) of the respondents said they are “somewhat knowledgeable” about legal issues related to marijuana use and driving in Florida. Also about one in ten (9.7%) respondents said they are “very knowledgeable,” more than one in three (36.5%) said that they are “not at all knowledgeable” about legal issues related to marijuana use and driving in Florida.

Perceptions of Problematic Impaired Driving Scenarios in Florida

About seven in ten (71.2%) respondents indicated that drinking and driving is “a major problem” in Florida. Overall, nearly nine in ten (88.5%) respondents rated drinking and driving on the problematic side of the scale, as either a “4” or a “5,” while only about one percent said it was “not a problem.”

About one in four (24.4%) respondents indicated that using medical marijuana and driving is “a major problem” in Florida. Overall, nearly two in five (37.2%) respondents rated using medical marijuana and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in eight (13.0%) said it was “not a problem.” More than one in five (22.7%) respondents were unsure of how problematic using medical marijuana and driving is in Florida.

About one in three (32.2%) respondents indicated that using prescription medications and driving is “a major problem” in Florida. Overall, more than half (54.7%) of the respondents rated using prescription medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about four percent said it was “not a problem.”

About one in five (17.5%) respondents indicated that using over the counter medications and driving is “a major problem” in Florida. Overall, one in three (33.9%) respondents rated using over the counter medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in eight (13.9%) said it was “not a problem.” One in ten (10.7%) respondents were unsure of how problematic using over the counter medications and driving is in Florida.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Three in five (62.4%) respondents indicated that using illegal drugs and driving is “a major problem” in Florida. Overall, nearly four in five (78.8%) respondents rated using illegal drugs and driving on the problematic side of the scale, as either a “4” or a “5,” while only about two percent said it was “not a problem.”

Estimated Percentage of Nighttime, Weekend Drivers in Florida with Marijuana in Their Systems
Overall, two in five (39.3%) respondents estimated that 15% or more of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and one in five (20.4%) estimated the percentage to be between 10% up to 15%. One in six (16.8%) respondents estimated that between 5% up to 10% of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and about five percent of respondents estimated the percentage at “less than 5%.” More than one in six (17.4%) respondents were unsure of what percentage of nighttime, weekend drivers in Florida had marijuana in their systems in 2017.

More Likely to Cause Impaired Driving in Florida: Alcohol or Marijuana
Overall, half (53.3%) of the respondents indicated that they think alcohol is more likely to cause impaired driving than marijuana is in Florida. More than two in five (43.7%) respondents indicated that both alcohol and marijuana are equally likely to cause impaired driving in Florida. Just one percent of respondents think marijuana is more likely than alcohol to cause impaired driving in Florida, and two percent either are not sure or preferred not to answer the question.

Blood-THC Limit to Drive in Florida
Nearly two in four (37.7%) respondents correctly indicated that there is not a blood-THC limit to drive in Florida, while about one in ten (7.8%) erroneously indicated that there is such a limit. Importantly, more than half (54.4%) of the respondents were not sure (or preferred not to answer) about blood-THC levels in Florida.

Knowledge of Impaired Driving Laws in Florida
Overall, about two in three (65.7%) respondents correctly said it is true that driving under the influence of marijuana is always illegal in Florida. Nearly one in four (23.2%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida.

One in four (25.0%) respondents erroneously said that it is true that driving under the influence of marijuana is not illegal in the state of Florida for those with a valid Medical Marijuana Registry Card, while two in five (40.0%) correctly said this is false. One in three (35.0%) respondents were unsure of whether it is true or false that driving under the influence of marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card.

Nearly half (47.5%) of the respondents correctly said that it is true that driving under the influence of prescription drugs, like pain killers, is always illegal in the state of Florida, while about one in three (32.4%) erroneously said this is false. One in five (20.1%) respondents were unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is always illegal in Florida.

Nearly one in three (29.1%) respondents erroneously said that it is true that driving under the influence of prescription drugs, like pain killers, is not illegal in the state of Florida for those with a valid prescription, while about half (49.2%) correctly said this is false. One in five (21.8%) respondents were

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is not illegal in Florida for those with a valid prescription.

Unique Risks to Driving a Motor Vehicle from Marijuana Use

Three in four (74.7%) respondents said that marijuana poses unique risks to driving a motor vehicle.

Of the respondents saying that marijuana poses unique risks to driving a motor vehicle, four in five or more indicated that “slowed reaction time” (92.3%), “difficulty maintaining attention” (81.8%), and “impaired coordination” (80.2%) were among these risks. More than half (56.2%) of these respondents noted “problems with lane position” as a risk.

Wait Time before Driving a Motor Vehicle

More than two in three (36.4%) respondents think someone should wait for one up to six hours after drinking alcohol before driving a motor vehicle, and a similar number (33.6%) think someone should wait six up to 12 hours. About one in eight (13.6%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after drinking alcohol, and about one in ten (8.9%) think the wait should be 24 hours or more.

More than one in four (28.4%) respondents think someone should wait for one up to six hours after using medical marijuana before driving a motor vehicle, and one in five (19.1%) think someone should wait six up to 12 hours. About one in ten (8.1%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using medical marijuana, and a similar number (7.1%) think the wait should be 24 hours or more. Notably, one in four (25.3%) respondents are not sure how long someone should wait before operating a motor vehicle after using medical marijuana.

About one in four (23.3%) respondents think someone should wait for one up to six hours after using recreational marijuana before driving a motor vehicle, and one in five (22.1%) think someone should wait six up to 12 hours. One in ten (10.2%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using recreational marijuana, and a similar number (12.7%) think the wait should be 24 hours or more. Notably, one in five (22.1%) respondents are not sure how long someone should wait before operating a motor vehicle after using recreational marijuana.

About one in ten (9.0%) respondents think someone should wait for one up to six hours after using over the counter sleeping pills before driving a motor vehicle, and nearly two in five (37.4%) think someone should wait six up to 12 hours. One in four (25.1%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using over the counter sleeping pills, while about one in six (15.7%) think the wait should be 24 hours or more.

Fewer than one in ten (5.8%) respondents think someone should wait for one up to six hours after using prescription sleeping pills before driving a motor vehicle, and one in three (34.8%) think someone should wait six up to 12 hours. One in four (27.6%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using prescription sleeping pills, while one in five (20.4%) think the wait should be 24 hours or more.

Perception of Impaired Drivers Stopped by Police

Overall, of those who provided an estimate, the average response was that 10.11 percent of drivers impaired by marijuana get stopped by the police in Florida. Notably, more than half (54.8%) of respondents indicated that they were not sure what percentage of drivers impaired by marijuana are stopped by the police.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Effectiveness of Current Laws & Penalties for Impaired Driving

Only six percent of respondents indicated that current laws and penalties are “very effective” at reducing impaired driving in Florida. Overall, about one in five (21.1%) respondents rated current laws and penalties on the effective side of the scale, as either a “4” or a “5,” while about one in three (32.2%) rated them on the ineffective side of the scale, as either a “2” or a “1.”

Avoided Driving Due to Impairment

About seven in ten (71.1%) respondents said they have avoided driving a motor vehicle because they felt too impaired to drive safely, while about one in four (26.2%) said they have not.

About three in five (61.2%) respondents indicated that drinking too much alcohol has prevented them from driving a motor vehicle when they felt impaired. About one in four respondents said that either taking prescription drugs (24.8%), being worried about being stopped by the police (23.2%), or being worried about having an accident (28.6%) has prevented them from driving when they felt impaired.

Ever Used Marijuana

More than two in five (44.6%) respondents said they have used marijuana, while about half (53.2%) said they have not.

Ever Driven a Vehicle in Certain Situations of Impairment

Overall, about two in three (66.3%) respondents indicated that they have driven a motor vehicle after drinking alcohol, while three in ten (30.0%) said they have not.

A lower percentage of respondents in the East-Central region (60.2%) said that they have driven a motor vehicle after drinking alcohol than did those in other regions.

Overall, about one in four (27.7%) respondents indicated that they have driven a motor vehicle after using marijuana, while more than two in three (68.8%) said they have not.

Overall, about half (48.2%) of the respondents indicated that they have driven a motor vehicle after taking prescription medication, while a similar number (46.7%) said they have not.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

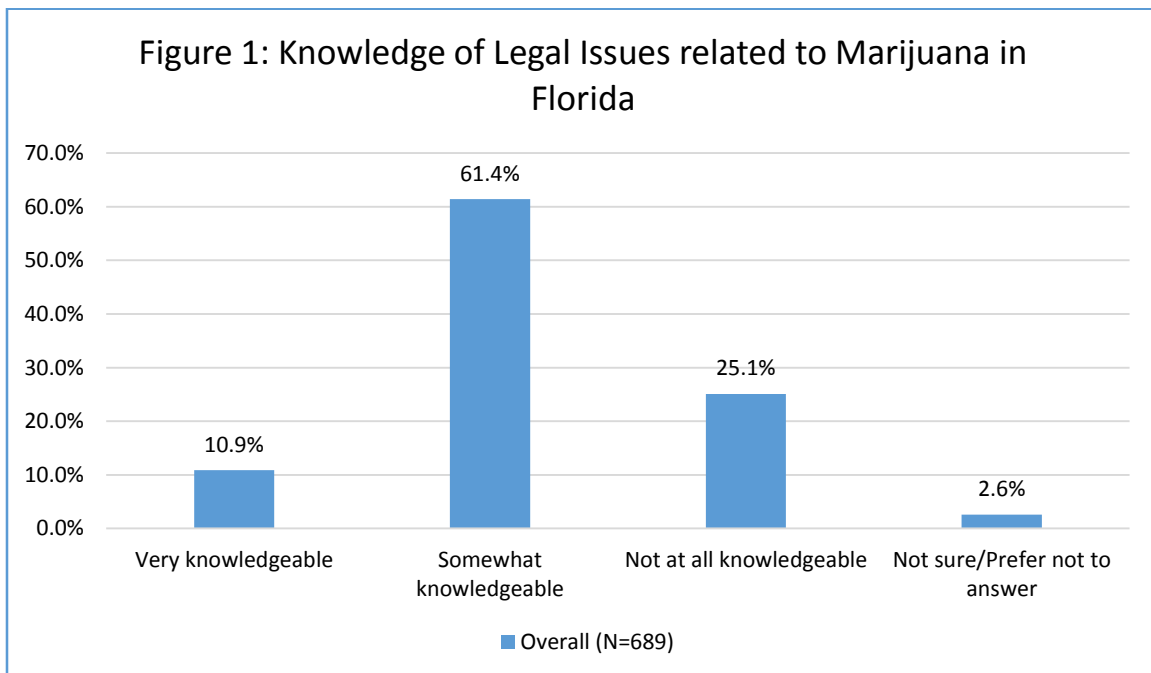
Results

Background

The first section of the survey asked two background questions about respondents' general knowledge of marijuana use in Florida.

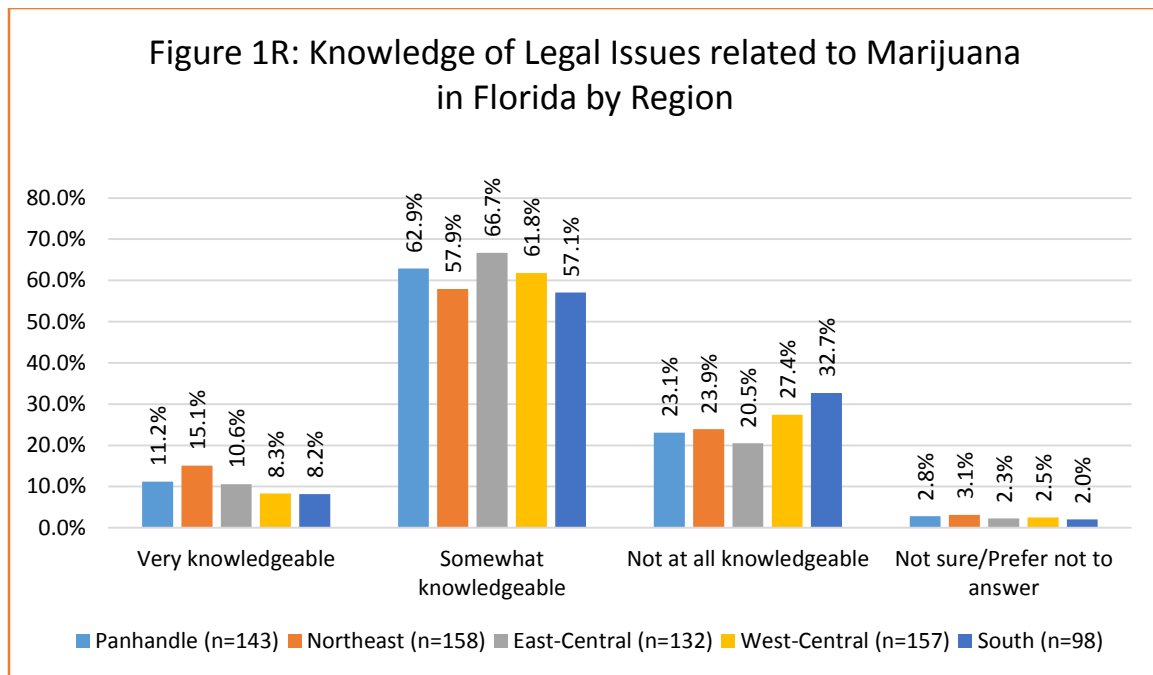
Level of Knowledge: Legal Issues related to Marijuana Use in Florida

The first question asked: "How knowledgeable would you say you are about legal issues related to marijuana use in Florida?" Possible responses were: very knowledgeable, somewhat knowledgeable, and not at all knowledgeable. The responses appear for the overall sample in Figure 1, and the responses by region appear in Figure 1R.



Overall, three in five (61.4%) respondents said they are "somewhat knowledgeable" about legal issues related to marijuana use in Florida. Also about one in ten (10.9%) respondents said they are "very knowledgeable," one in four (25.1%) said that they are "not at all knowledgeable" about legal issues related to marijuana use in Florida.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

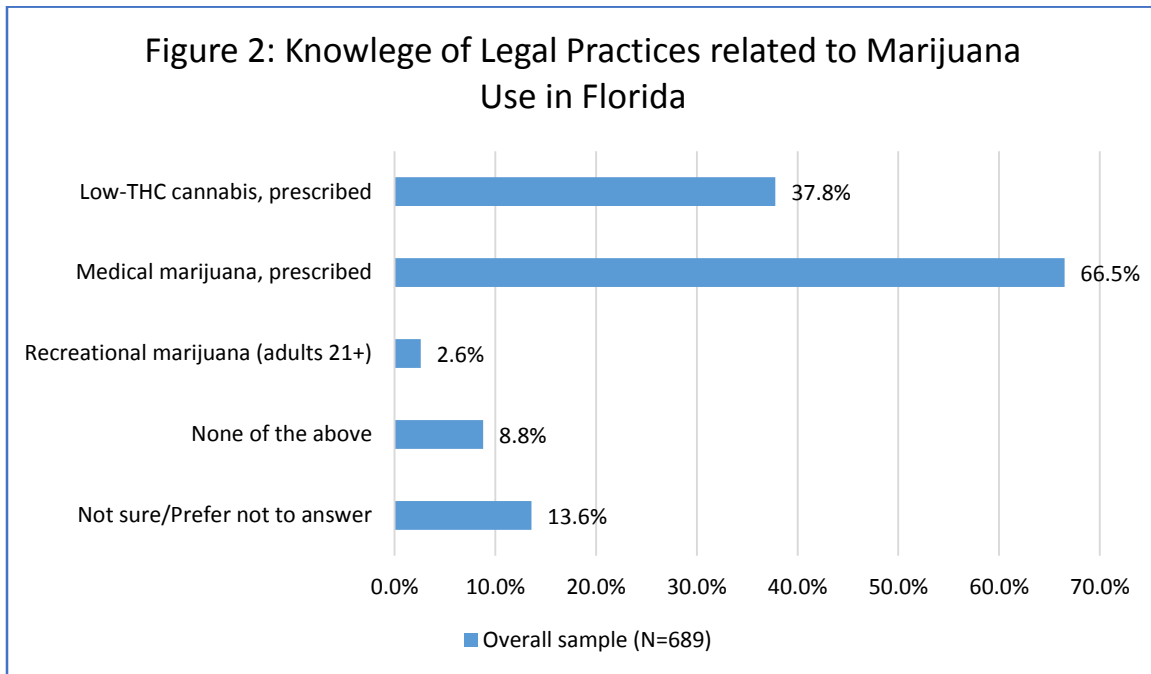


A higher percentage of respondents in the Northeast region (15.1%) said they were “very knowledgeable” about legal issues related to marijuana use in Florida than did those in other regions. A higher percentage of respondents in the South region (32.7%) said they were “not at all knowledgeable” about legal issues related to marijuana use in Florida than did those in other regions.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Knowledge of Legal Practices related to Marijuana Use in Florida

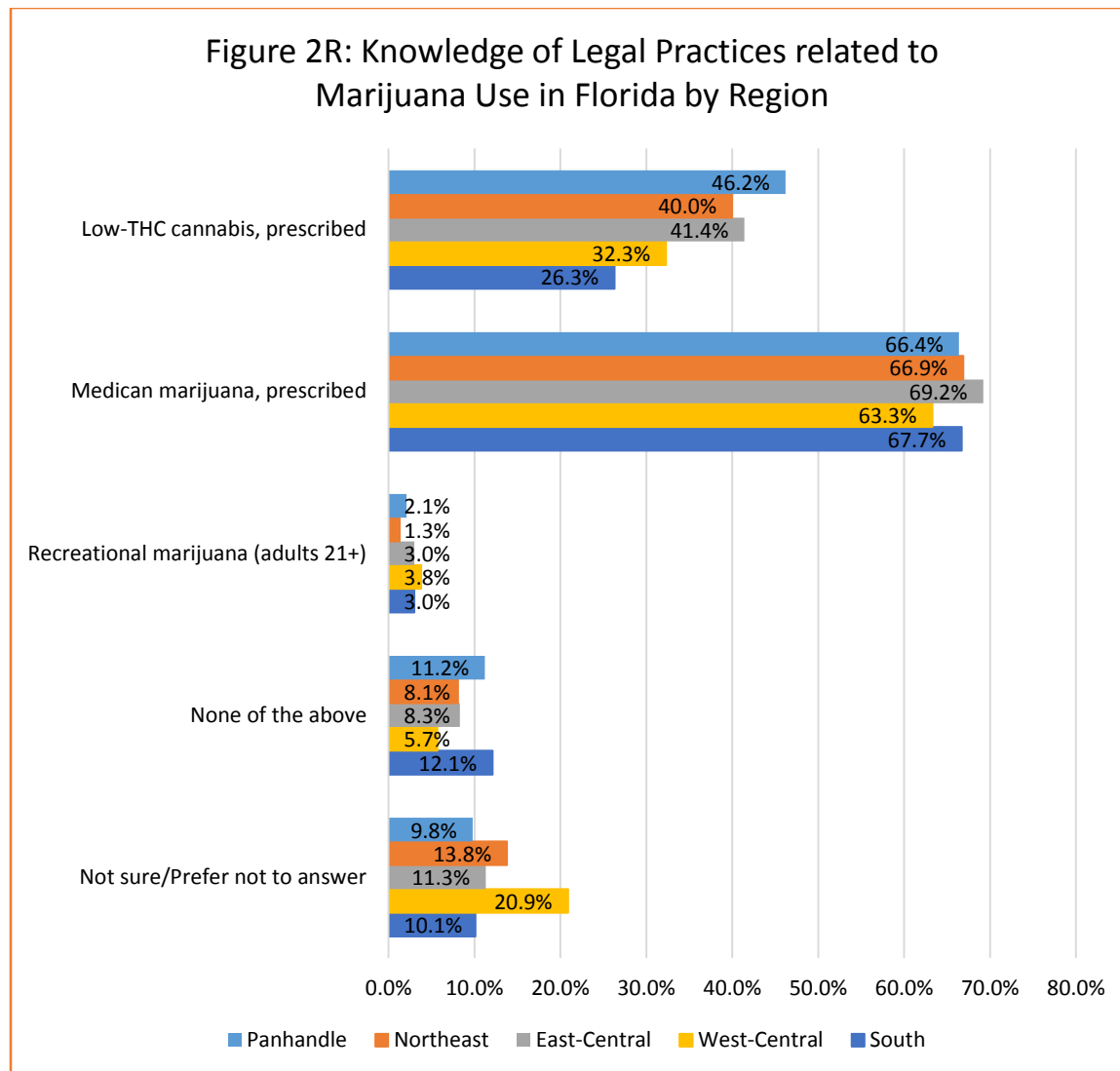
The next question asked: “To the best of your knowledge, which of the following is/are legal in the state of Florida?” Respondents were provided with the following practices, from which they could choose multiple responses: Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions; Medical marijuana, prescribed by a licensed doctor for approved medical conditions; Recreational marijuana, for adults age 21 and older; None of the above. The responses appear for the overall sample in Figure 2, and the responses by region appear in Figure 2R.



Overall, about two in five (37.8%) respondents correctly identified “Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions” as legal in the state of Florida, and two in three (66.5%) correctly identified “medical marijuana, prescribed by a licensed doctor for approved medical conditions as legal in the state of Florida.

Only about three percent of respondents erroneously identify “recreational marijuana, for adults 21 and older” as legal in the state of Florida, while nearly one in ten (8.8%) erroneously said that none of the practices were legal in Florida.

About one in eight (13.6%) respondents were unsure or preferred not to answer.



A higher percentage of respondents in the Panhandle region (46.2%) correctly identified “Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions” as legal in the state of Florida than did those in other regions. Only about one in four (26.3%) in the South region did so.

About two in three respondents in all regions correctly identified “medical marijuana, prescribed by a licensed doctor for approved medical conditions as legal in the state of Florida – residents in the West-Central region (63.3%) were least likely to do so.

About one in ten respondents in the South region (12.1%) and the Panhandle region (11.2%) erroneously said none of the practices were legal in Florida – this was higher than respondents in other regions.

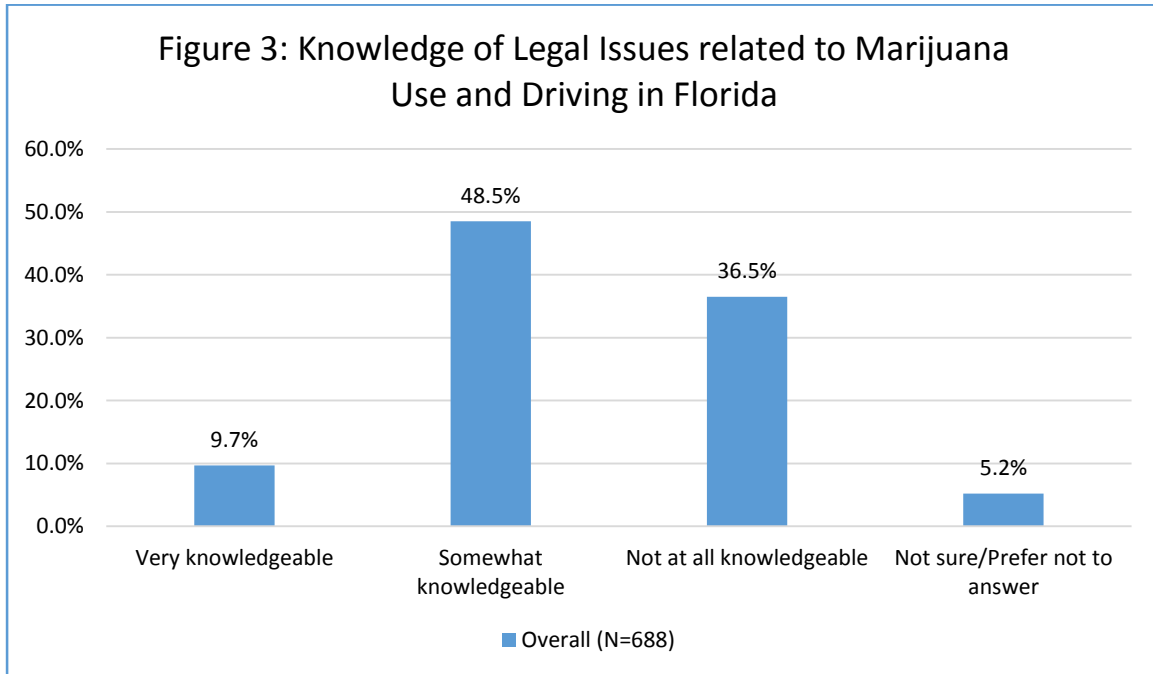
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Impaired Driving

The next section of the survey asked a series of questions about impaired driving in Florida.

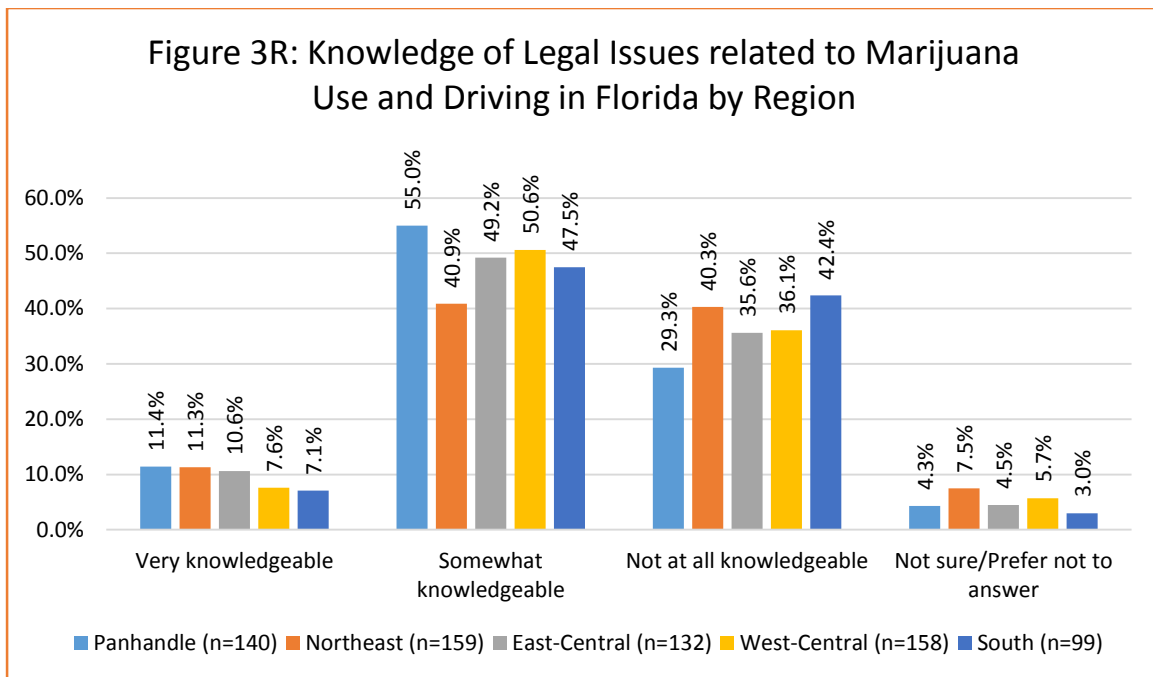
Level of Knowledge: Legal Issues related to Marijuana Use and Driving in Florida

The first question in this section asked: “How knowledgeable would you say you are about legal issues related to marijuana use and driving in Florida?” Possible responses were: very knowledgeable, somewhat knowledgeable, and not at all knowledgeable. The responses appear for the overall sample in Figure 3, and the responses by region appear in Figure 3R.



Overall, nearly half (48.5%) of the respondents said they are “somewhat knowledgeable” about legal issues related to marijuana use and driving in Florida. Also about one in ten (9.7%) respondents said they are “very knowledgeable,” more than one in three (36.5%) said that they are “not at all knowledgeable” about legal issues related to marijuana use and driving in Florida.

About five percent of respondents were unsure or preferred not to answer.



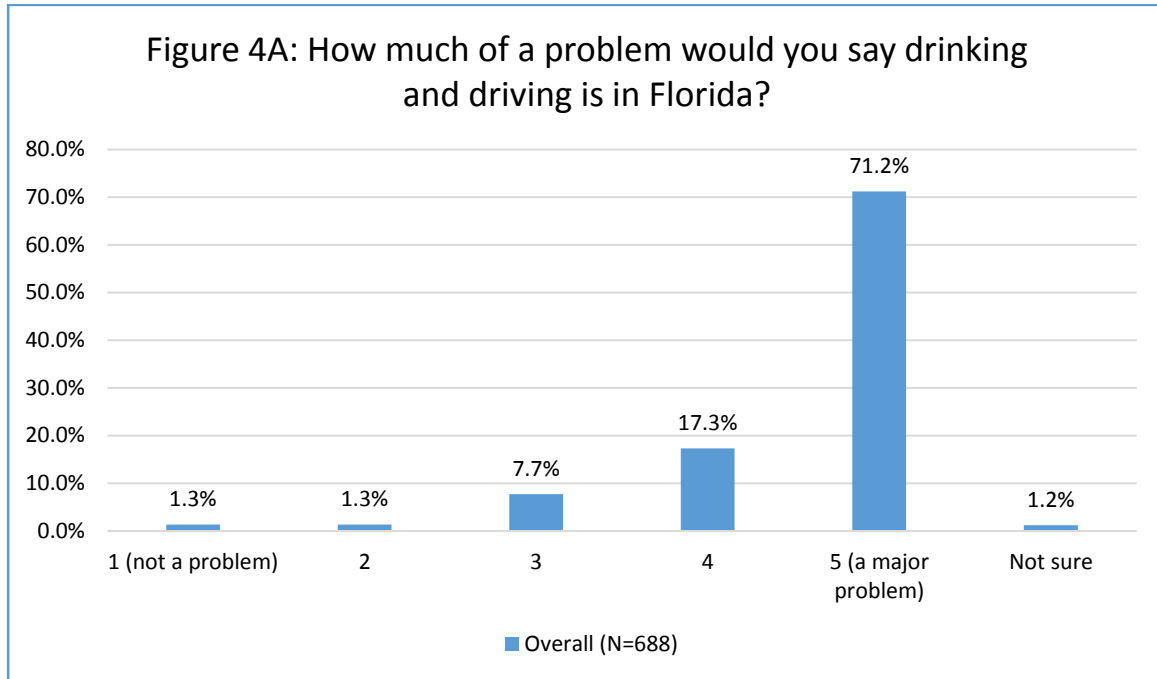
A higher percentage of respondents in the Panhandle region (11.4%) and Northeast region (11.3%) said they were “very knowledgeable” about legal issues related to marijuana use and driving in Florida than did those in other regions. A lower percentage of those in the Northeast (40.9%) said they were “somewhat knowledgeable” about legal issues related to marijuana use and driving in Florida than did those in other regions. A higher percentage of respondents in the Northeast (40.3%) and South region (42.4%) said they were “not at all knowledgeable” about legal issues related to marijuana use and driving in Florida than did those in other regions.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Perceptions of Problematic Impaired Driving Scenarios in Florida

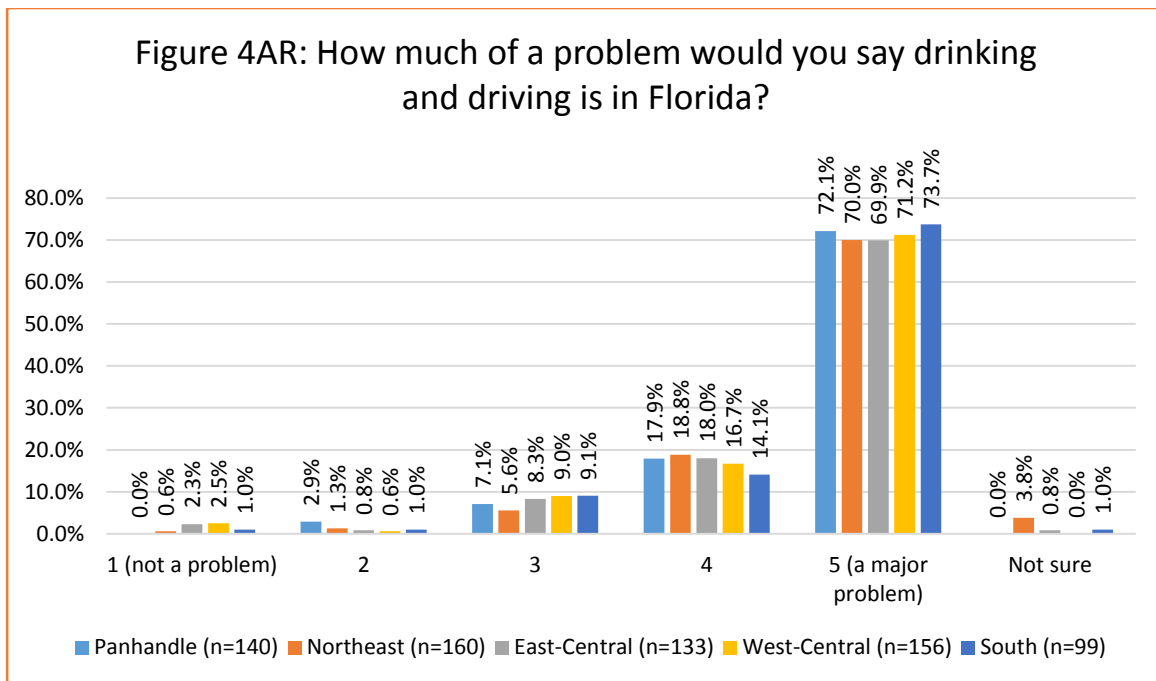
Next, respondents were asked to evaluate a series of impaired driving scenarios. They were asked to rate each on a scale from 1 to 5, where 1 is “not a problem at all” and 5 is “a major problem.” The responses appear for the overall sample in Figures 4A – 4E, and the responses by region appear in Figures 4AR – 4ER.

Drinking and Driving



About seven in ten (71.2%) respondents indicated that drinking and driving is “a major problem” in Florida. Overall, nearly nine in ten (88.5%) respondents rated drinking and driving on the problematic side of the scale, as either a “4” or a “5,” while only about one percent said it was “not a problem.”

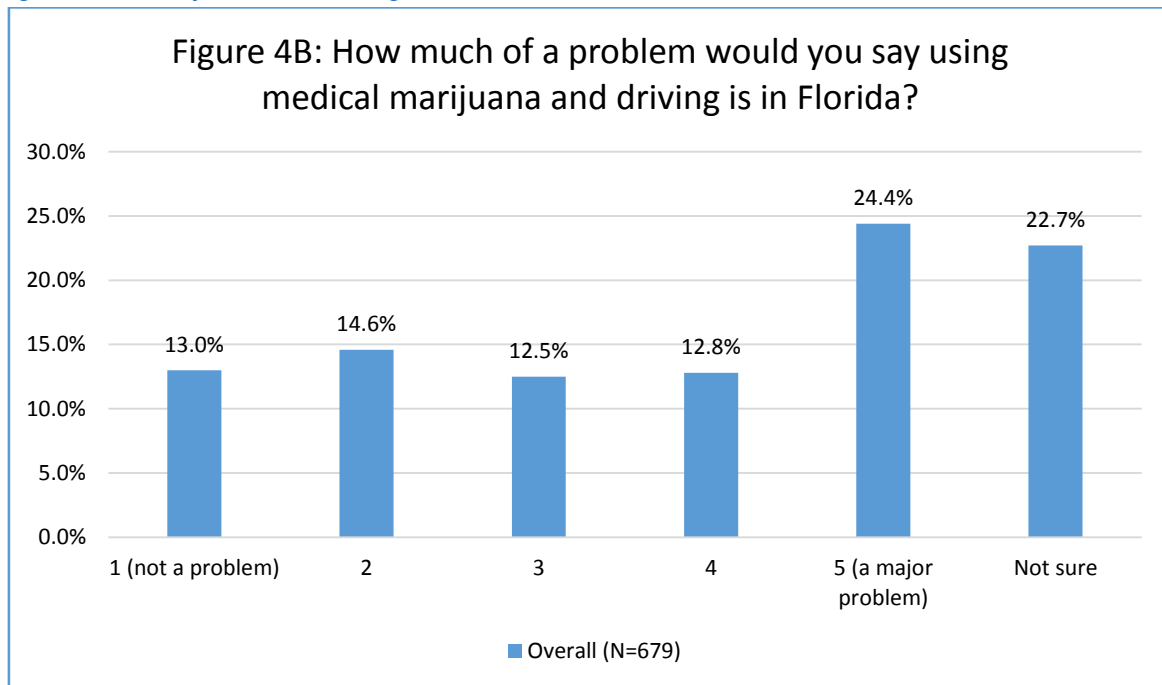
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



A higher percentage of respondents in the South region (73.7%) said drinking and driving is a major problem in Florida than did those in other regions.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

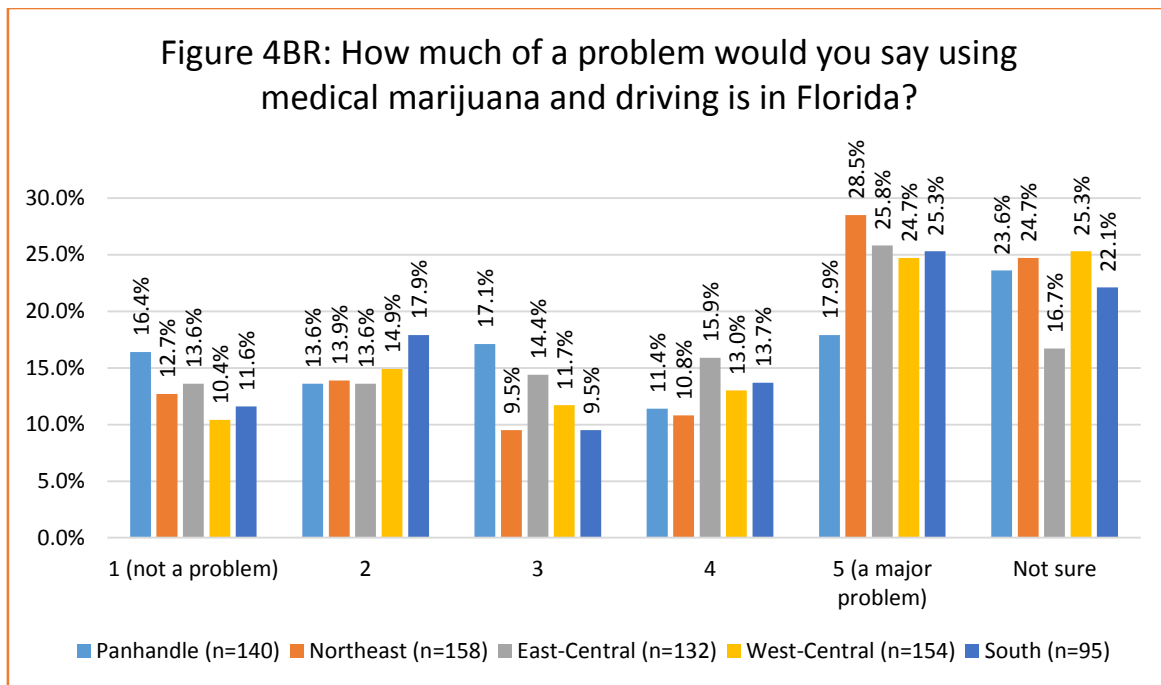
Using Medical Marijuana and Driving



About one in four (24.4%) respondents indicated that using medical marijuana and driving is “a major problem” in Florida. Overall, nearly two in five (37.2%) respondents rated using medical marijuana and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in eight (13.0%) said it was “not a problem.”

More than one in five (22.7%) respondents were unsure of how problematic using medical marijuana and driving is in Florida.

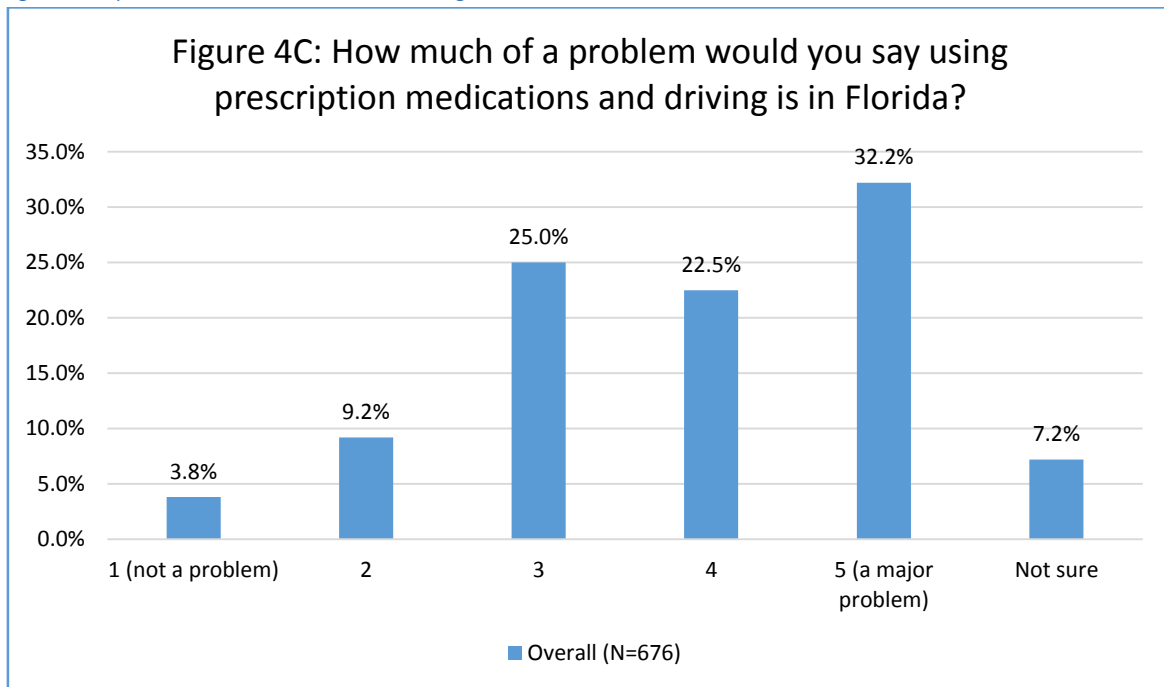
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



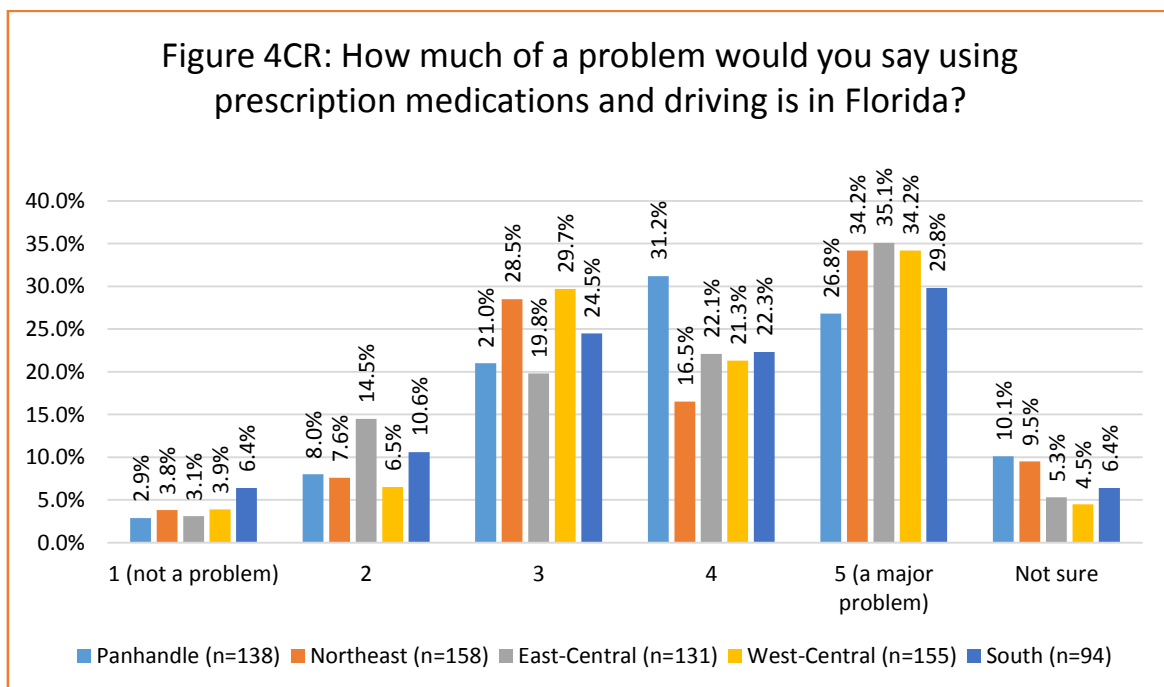
Nearly three in ten respondents in the Northeast region (28.5%) said using medical marijuana and driving is a major problem in Florida, and one in four respondents in the East-Central region (25.8%), West-Central region (24.7%), and South region (25.3%) did so. About one in six respondents in the Panhandle region (16.4%) said using medical marijuana and driving is a not a problem in Florida, higher than those in other regions.

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Using Prescription Medications and Driving



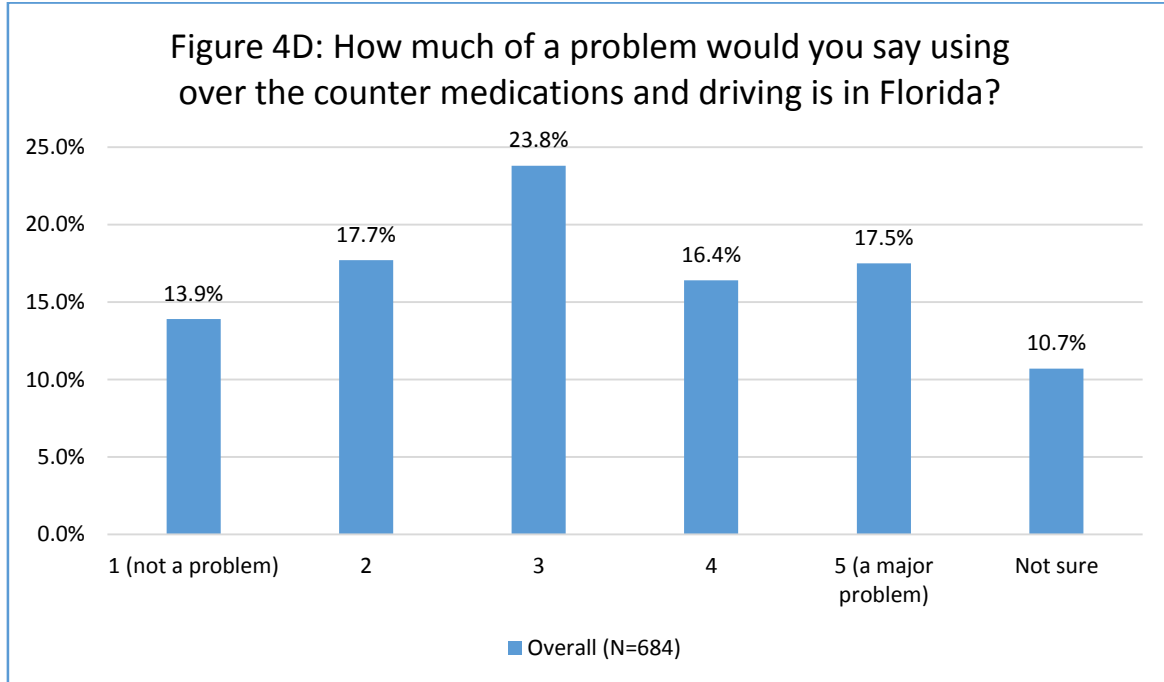
About one in three (32.2%) respondents indicated that using prescription medications and driving is “a major problem” in Florida. Overall, more than half (54.7%) of the respondents rated using prescription medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about four percent said it was “not a problem.”



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About one in three respondents in the Northeast region (34.2%), East-Central region (35.1%), and West-Central region (34.2%) said using prescription medications and driving is a major problem in Florida, higher than those in other regions. About one in four respondents in the Panhandle region (26.8%) and South region (29.8%) said using prescription medications and driving is a major problem in Florida, lower than those in other regions.

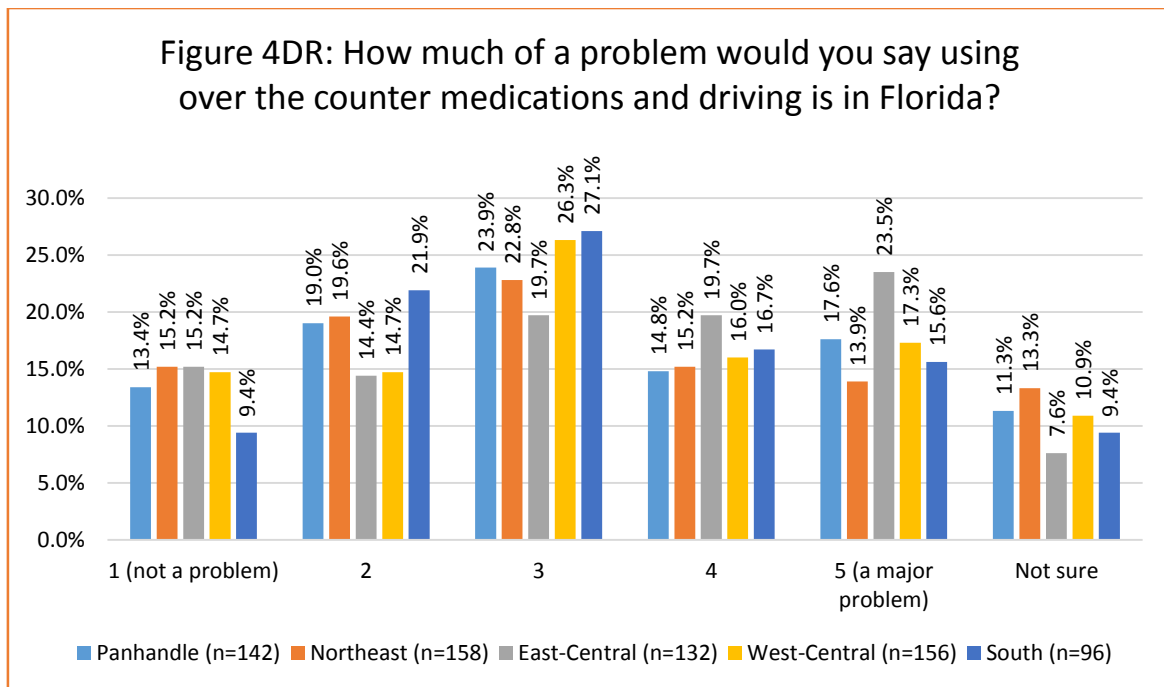
Using Over the Counter Medications and Driving



About one in five (17.5%) respondents indicated that using over the counter medications and driving is “a major problem” in Florida. Overall, one in three (33.9%) respondents rated using over the counter medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in eight (13.9%) said it was “not a problem.”

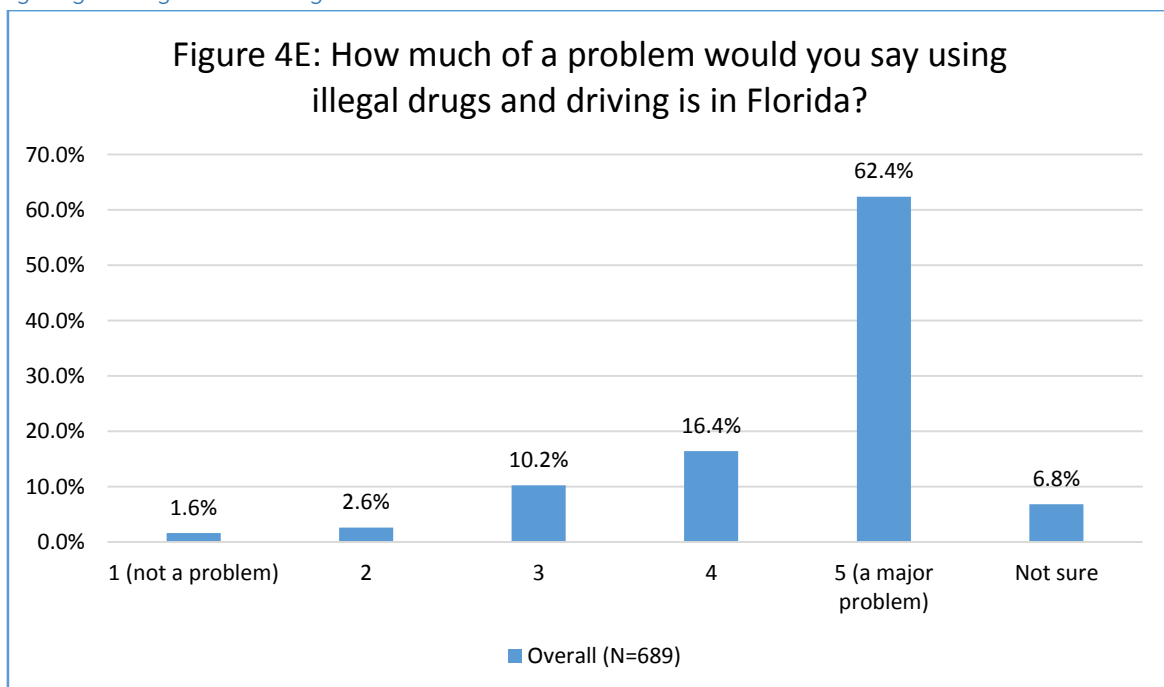
One in ten (10.7%) respondents were unsure of how problematic using over the counter medications and driving is in Florida.

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Nearly one in four respondents in the East-Central region (23.5%) said using over the counter medications and driving is a major problem in Florida, higher than those in other regions.

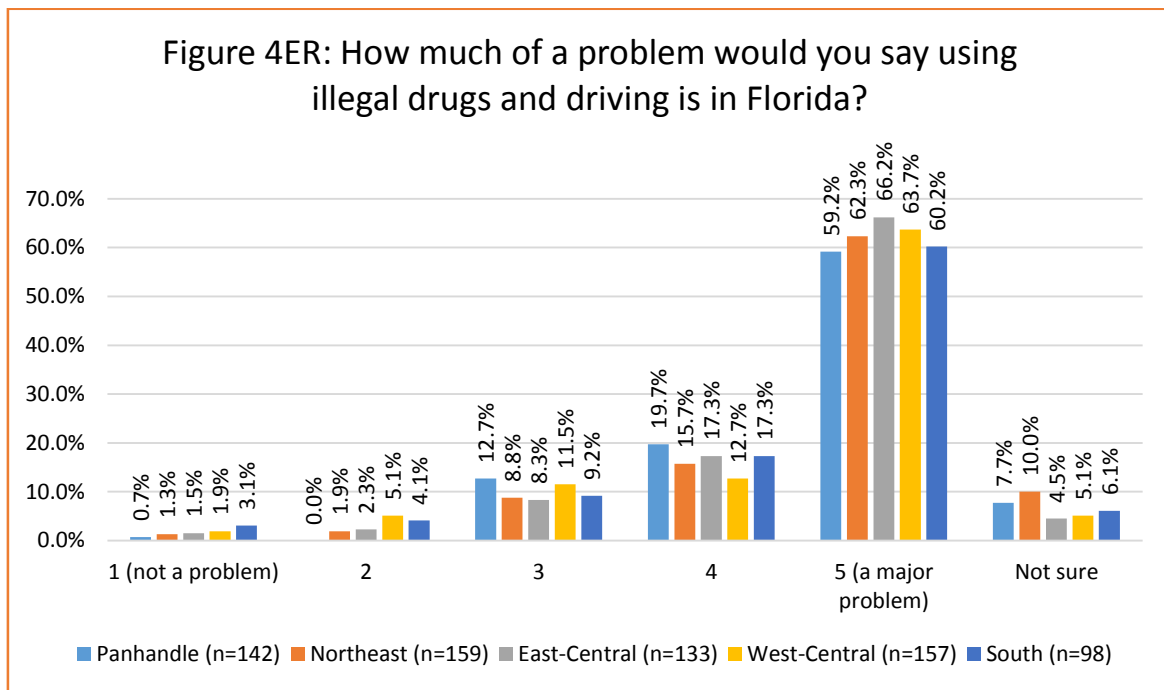
Using Illegal Drugs and Driving



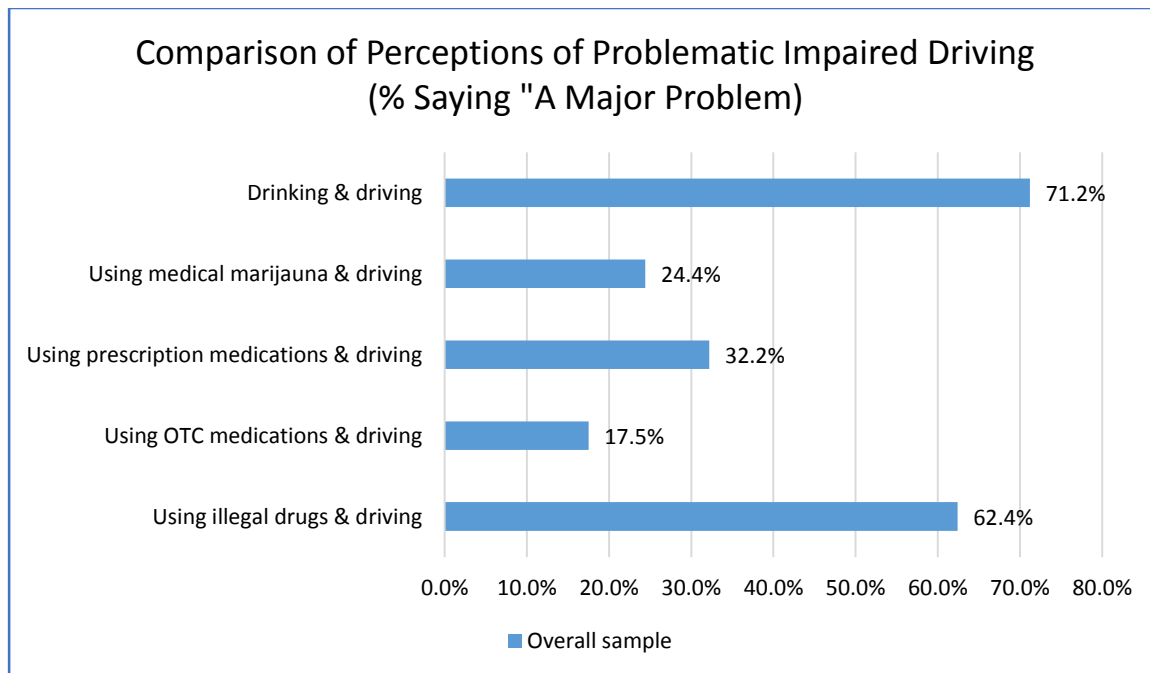
Three in five (62.4%) respondents indicated that using illegal drugs and driving is “a major problem” in Florida. Overall, nearly four in five (78.8%) respondents rated using illegal drugs and driving on the

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problematic side of the scale, as either a “4” or a “5,” while only about two percent said it was “not a problem.”



About two in three respondents in the East-Central region (66.2%) said using illegal drugs and driving is a major problem in Florida, higher than those in other regions.

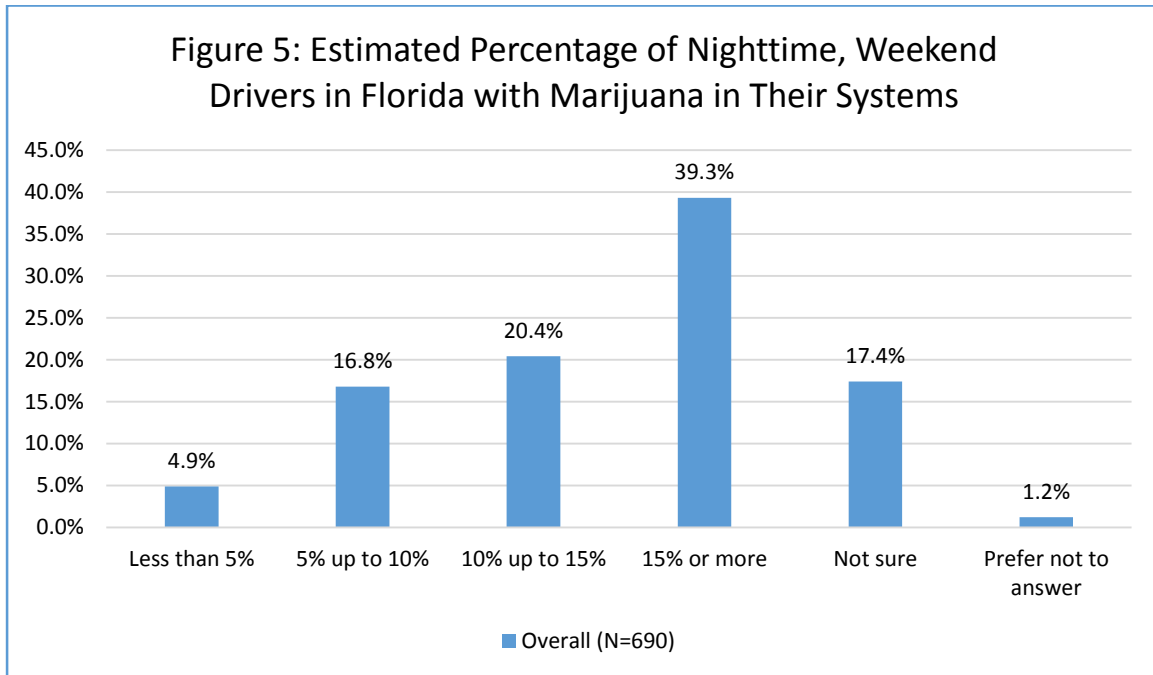


Overall, respondents were most likely say drinking and driving is “a major problem” in Florida.

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Estimated Percentage of Nighttime, Weekend Drivers in Florida with Marijuana in Their Systems

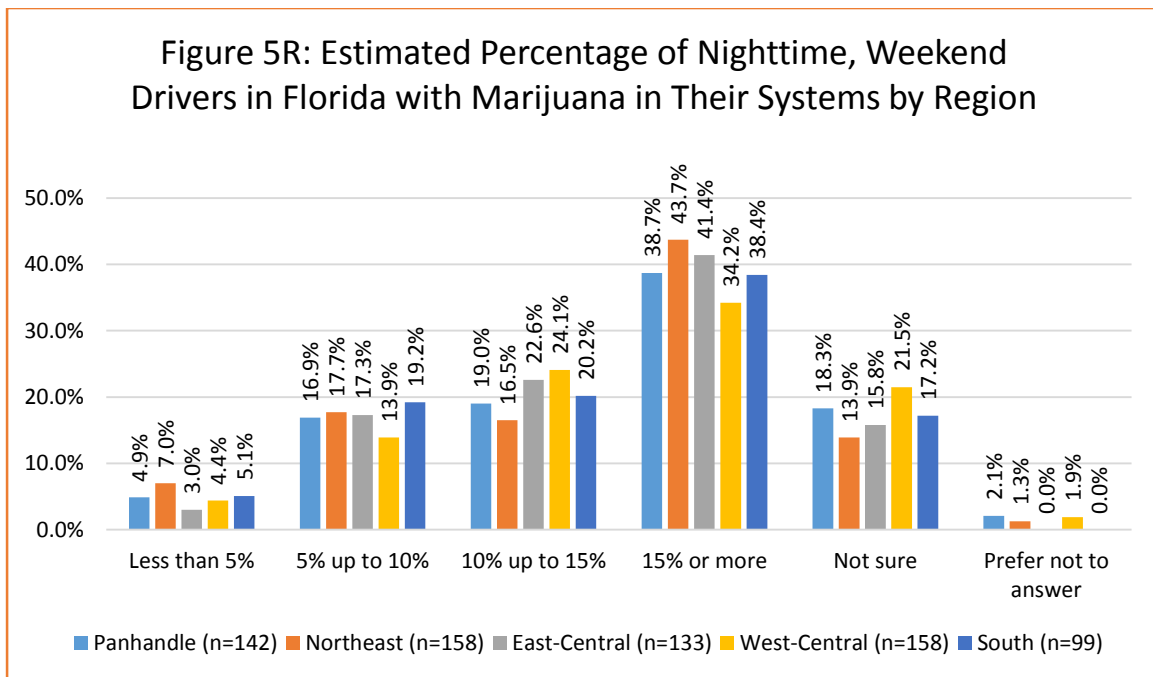
The next question in this series asked: “If you had to guess, about what percentage of nighttime, weekend drivers in Florida do you think had marijuana in their systems in 2017?” Possible responses were: less than 5%, 5% up to 10%, 10% up to 15%, and 15% or more. The responses appear for the overall sample in Figure 5, and the responses by region appear in Figure 5R.



Overall, two in five (39.3%) respondents estimated that 15% or more of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and one in five (20.4%) estimated the percentage to be between 10% up to 15%. One in six (16.8%) respondents estimated that between 5% up to 10% of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and about five percent of respondents estimated the percentage at “less than 5%.”

More than one in six (17.4%) respondents were unsure of what percentage of nighttime, weekend drivers in Florida had marijuana in their systems in 2017.

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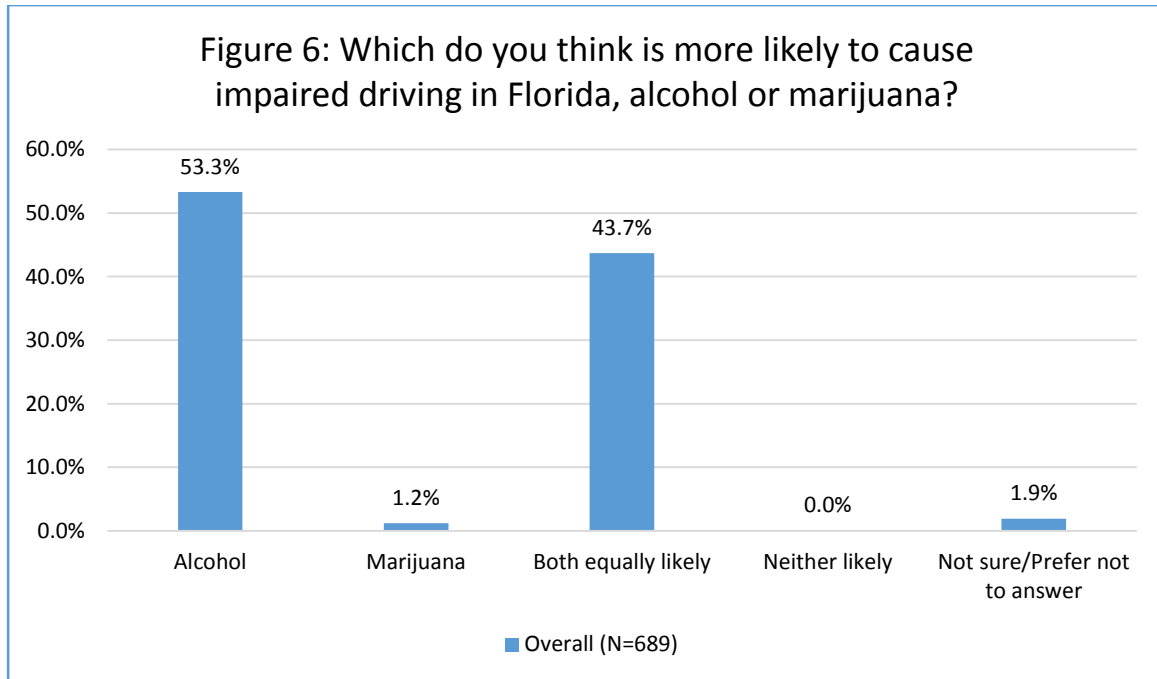


A higher percentage of respondents in the Northeast region (43.7%) guessed that “15% or more” of nighttime, weekend drivers in Florida had marijuana in their systems in 2017 than did those in other regions. A higher percentage of respondents in the Northeast region (7.0%) guessed that “less than 5%” of nighttime, weekend drivers in Florida had marijuana in their systems in 2017 than did those in other regions.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

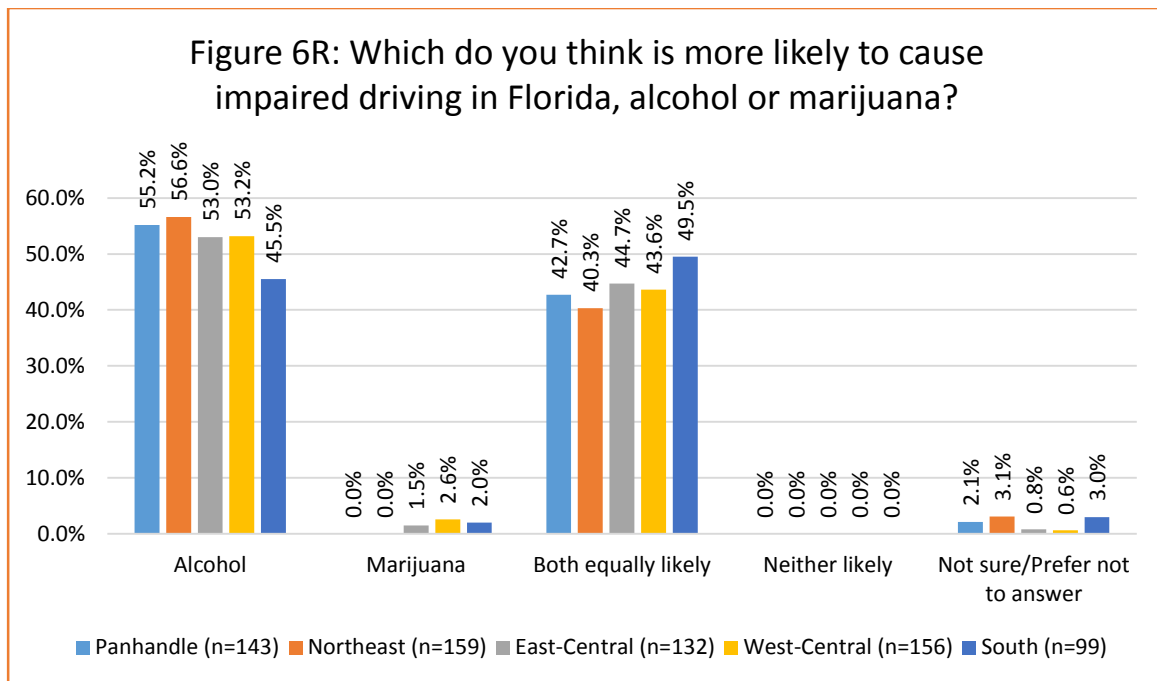
More Likely to Cause Impaired Driving in Florida: Alcohol or Marijuana

The next question in this series asked: “Which do you think is more likely to cause impaired driving in Florida, alcohol or marijuana?” The responses appear for the overall sample in Figure 6, and the responses by region appear in Figure 6R.



Overall, half (53.3%) of the respondents indicated that they think alcohol is more likely to cause impaired driving than marijuana is in Florida. More than two in five (43.7%) respondents indicated that both alcohol and marijuana are equally likely to cause impaired driving in Florida. Just one percent of respondents think marijuana is more likely than alcohol to cause impaired driving in Florida, and two percent either are not sure or preferred not to answer the question.

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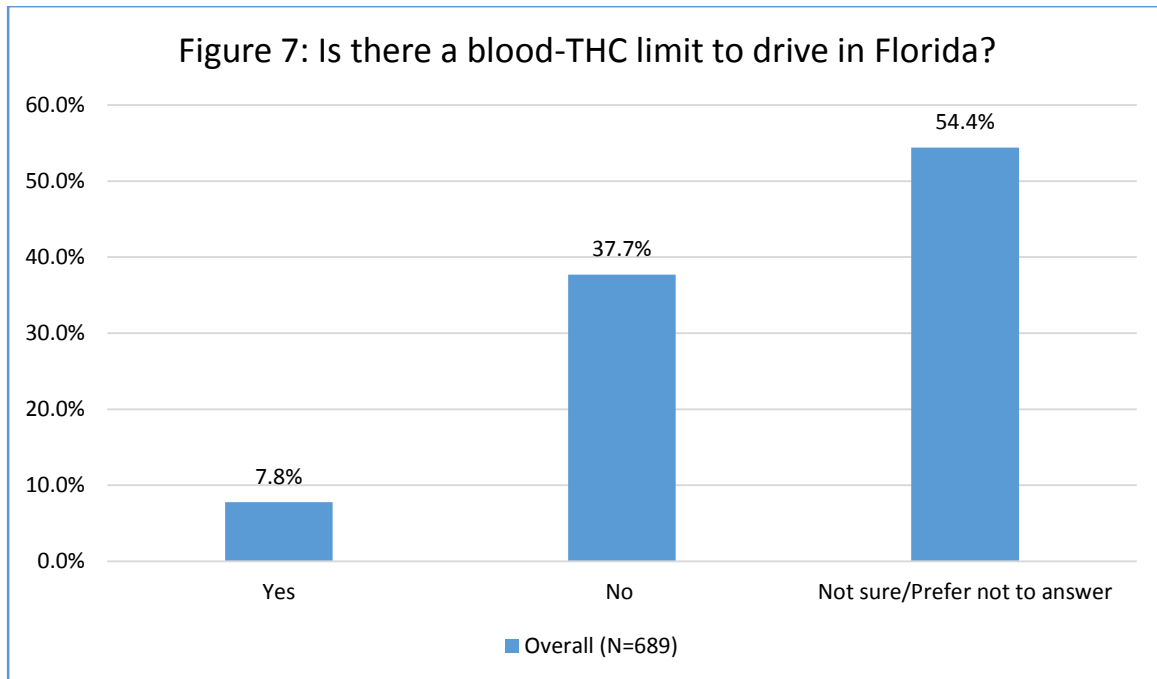


A lower percentage of respondents in the South region (45.5%) said that alcohol was more likely to cause impaired driving in Florida than marijuana than did those in other regions. A higher percentage of respondents in the South region (49.5%) said that both alcohol and marijuana were equally likely to cause impairment than did those in other regions.

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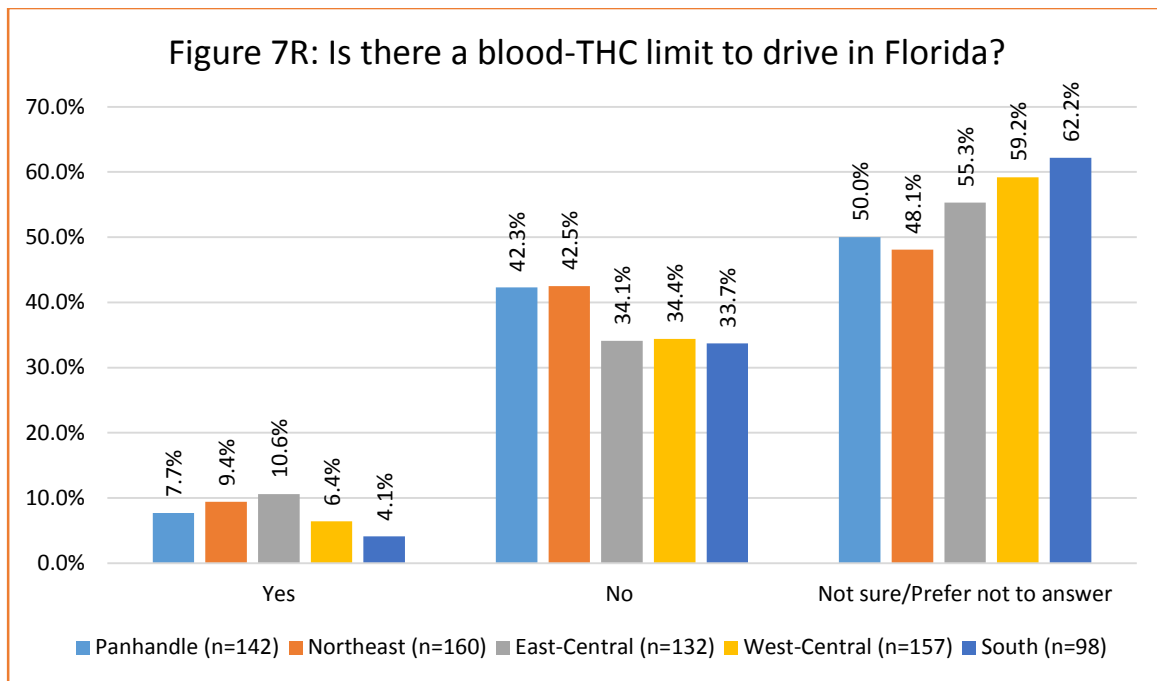
Blood-THC Limit to Drive in Florida

The next question in this series asked: “The active ingredient in marijuana is THC. To the best of your knowledge, is there a blood-THC limit to drive in Florida?” The responses appear for the overall sample in Figure 7, and the responses by region appear in Figure 7R.



Nearly two in four (37.7%) respondents correctly indicated that there is not a blood-THC limit to drive in Florida, while about one in ten (7.8%) erroneously indicated that there is such a limit. Importantly, more than half (54.4%) of the respondents were not sure (or preferred not to answer) about blood-THC levels in Florida.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



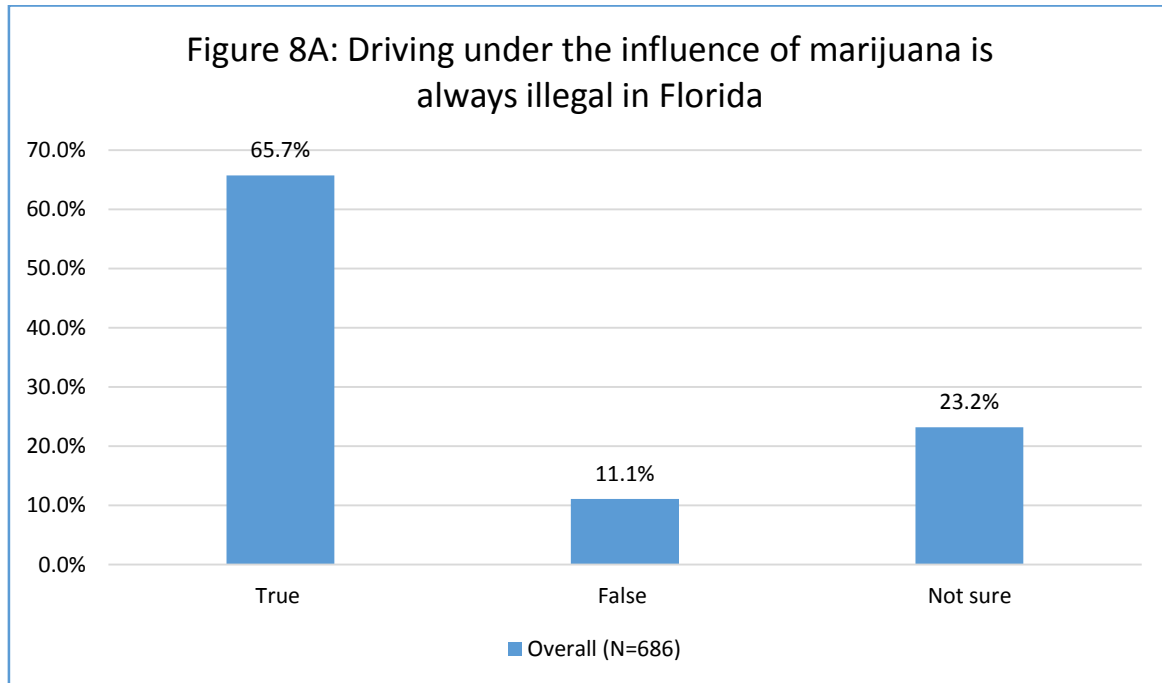
A higher percentage of respondents in the East-Central region (10.6%) erroneously said that there is a blood-THC limit to drive in Florida than did those in other regions. Those in the South region (62.2%) were most likely to say that they either did not know if there is a blood-THC limit to drive in Florida or that they preferred not to answer the question.

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Knowledge of Impaired Driving Laws in Florida

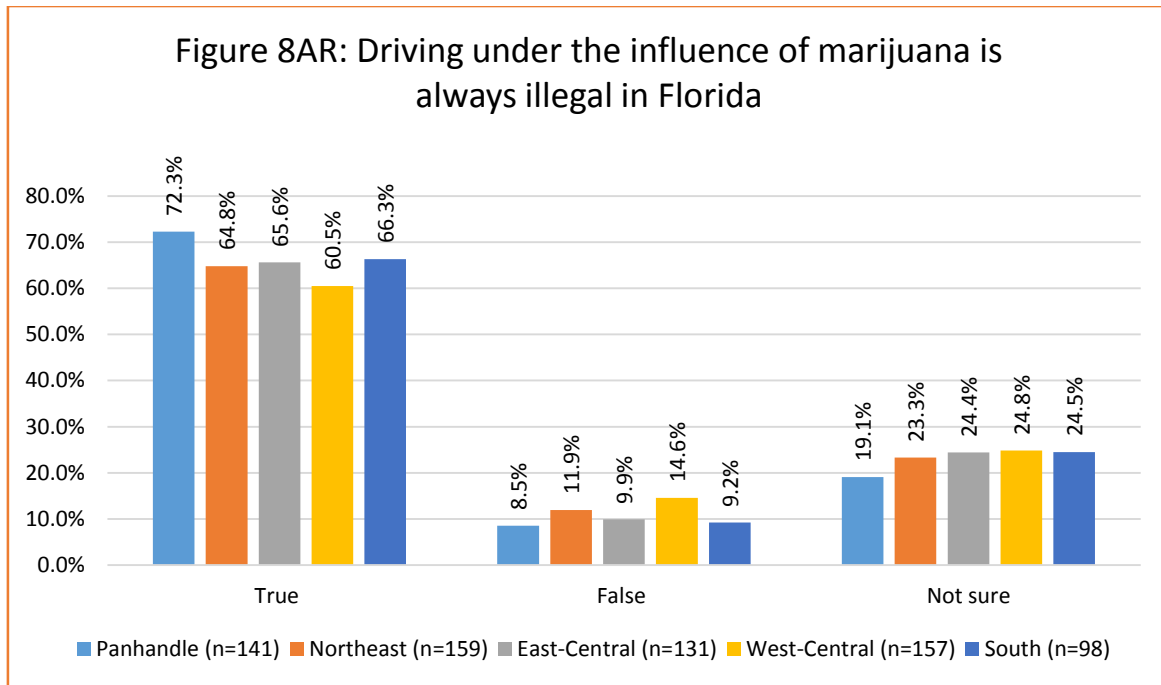
Next, respondents were asked to evaluate a series of statements about impaired driving in Florida as either true or false. The responses appear for the overall sample in Figures 8A – 8D, and the responses by region appear in Figures 8AR – 8DR.

Driving Under the Influence of Marijuana is Always Illegal in Florida



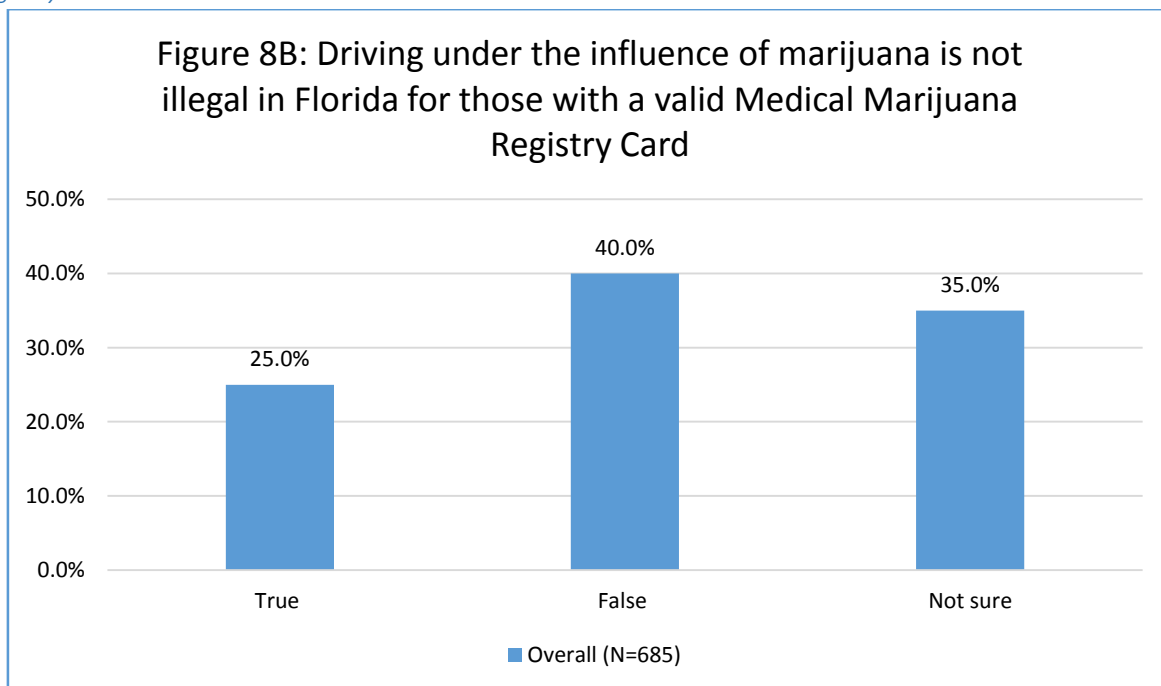
Overall, about two in three (65.7%) respondents correctly said it is true that driving under the influence of marijuana is always illegal in Florida. Nearly one in four (23.2%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida.

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A lower percentage of respondents in the West-Central region (60.5%) correctly said it is true that driving under the influence of marijuana is always illegal in Florida than did those in other regions.

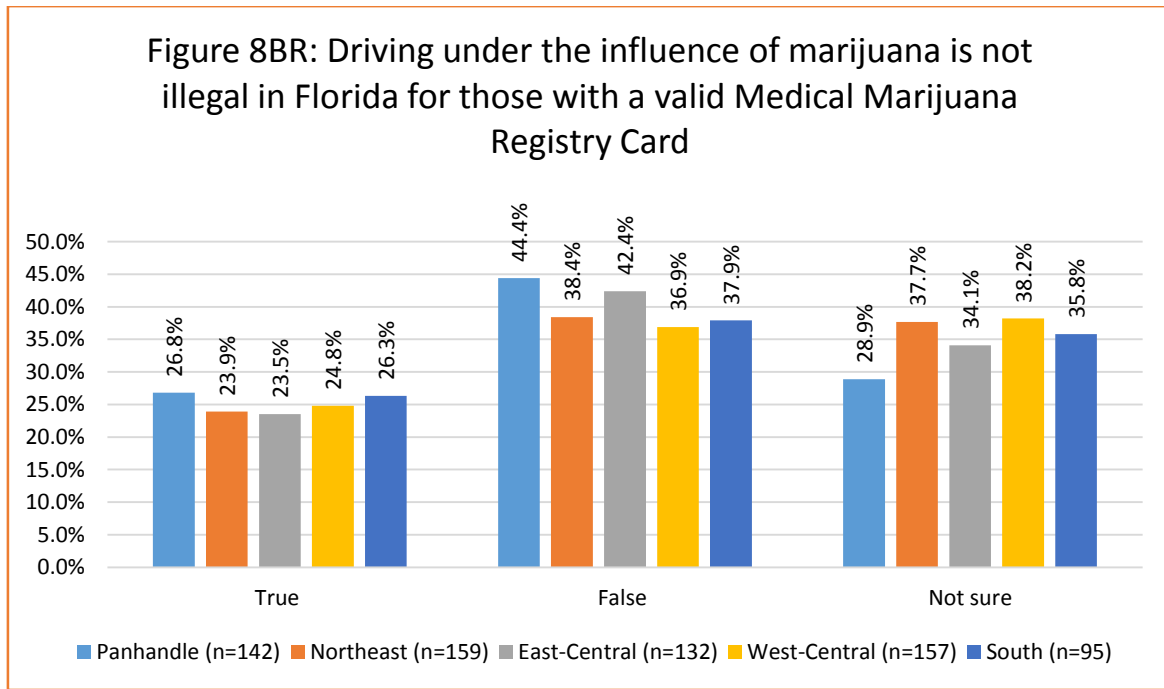
Driving Under the Influence of Marijuana is Not Illegal in Florida for Those with a Valid Medical Marijuana Registry Card



One in four (25.0%) respondents erroneously said that it is true that driving under the influence of marijuana is not illegal in the state of Florida for those with a valid Medical Marijuana Registry Card, while two in five (40.0%) correctly said this is false. One in three (35.0%) respondents were unsure of

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

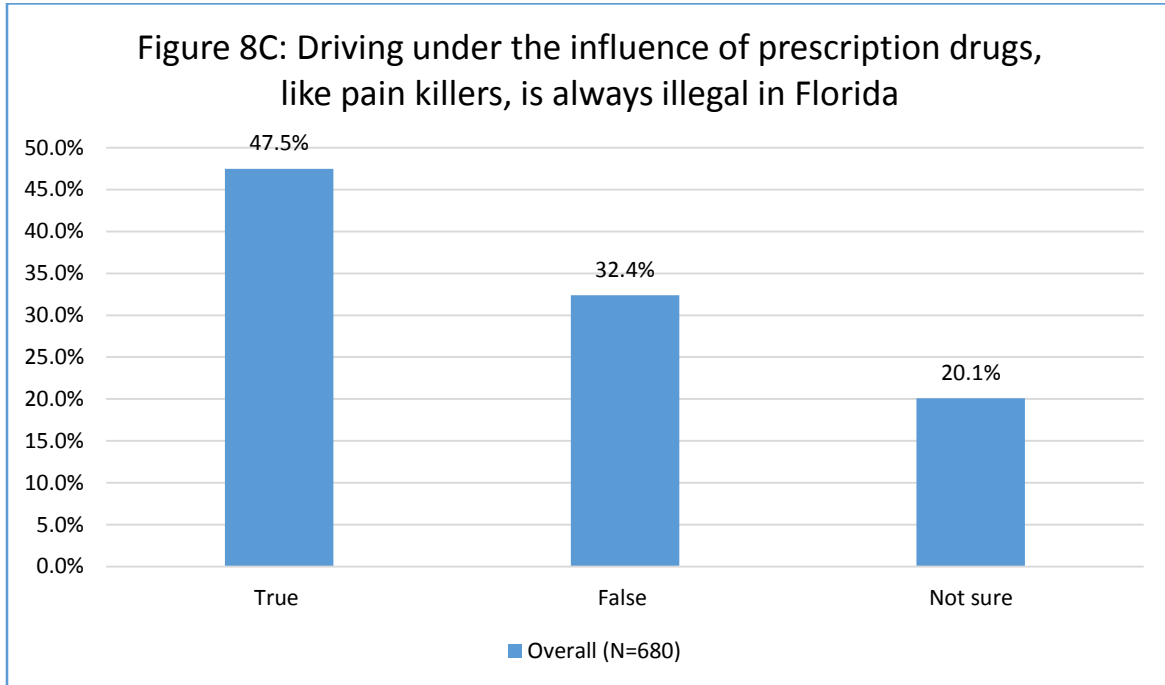
whether it is true or false that driving under the influence of marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card.



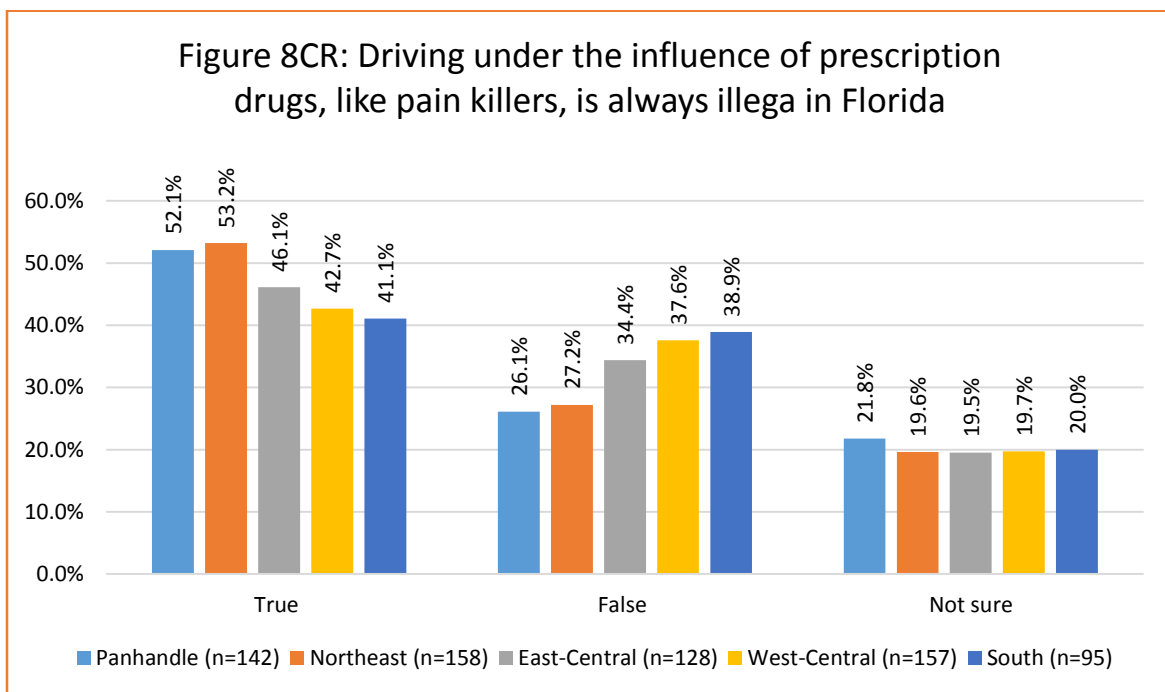
A higher percentage of respondents in the Panhandle region (44.4%) correctly said it is false that driving under the influence of marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card than did those in other regions.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Driving Under the Influence of Prescription Drugs, Like Pain Killers, is Always Illegal in Florida



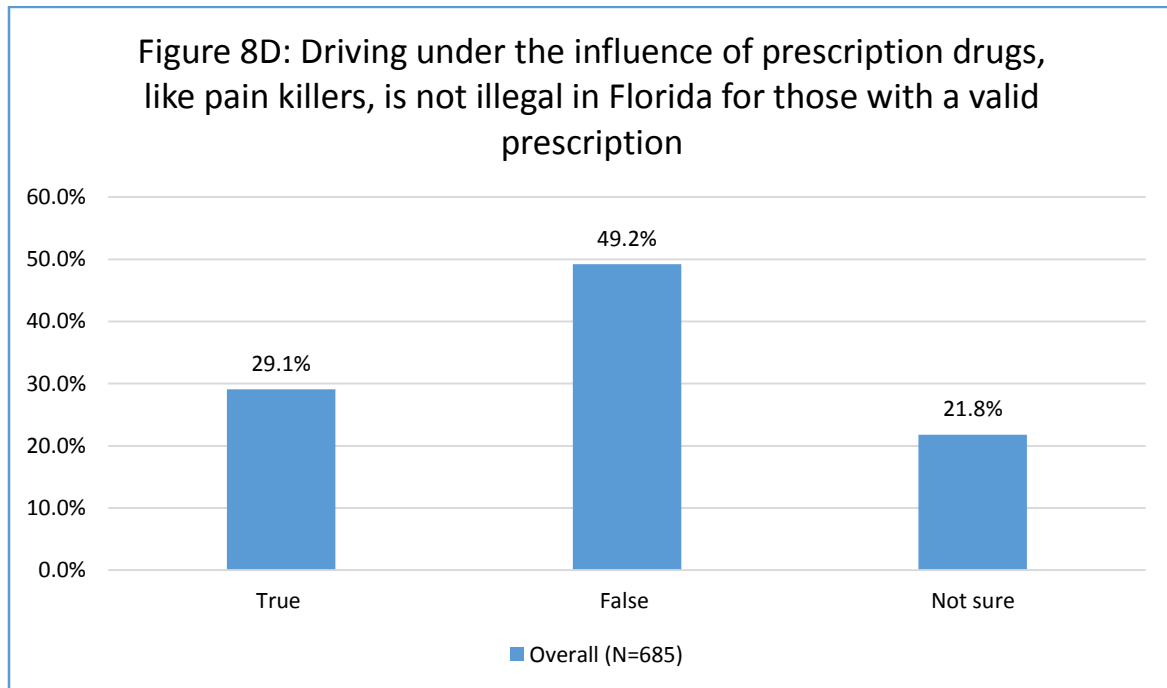
Nearly half (47.5%) of the respondents correctly said that it is true that driving under the influence of prescription drugs, like pain killers, is always illegal in the state of Florida, while about one in three (32.4%) erroneously said this is false. One in five (20.1%) respondents were unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is always illegal in Florida.



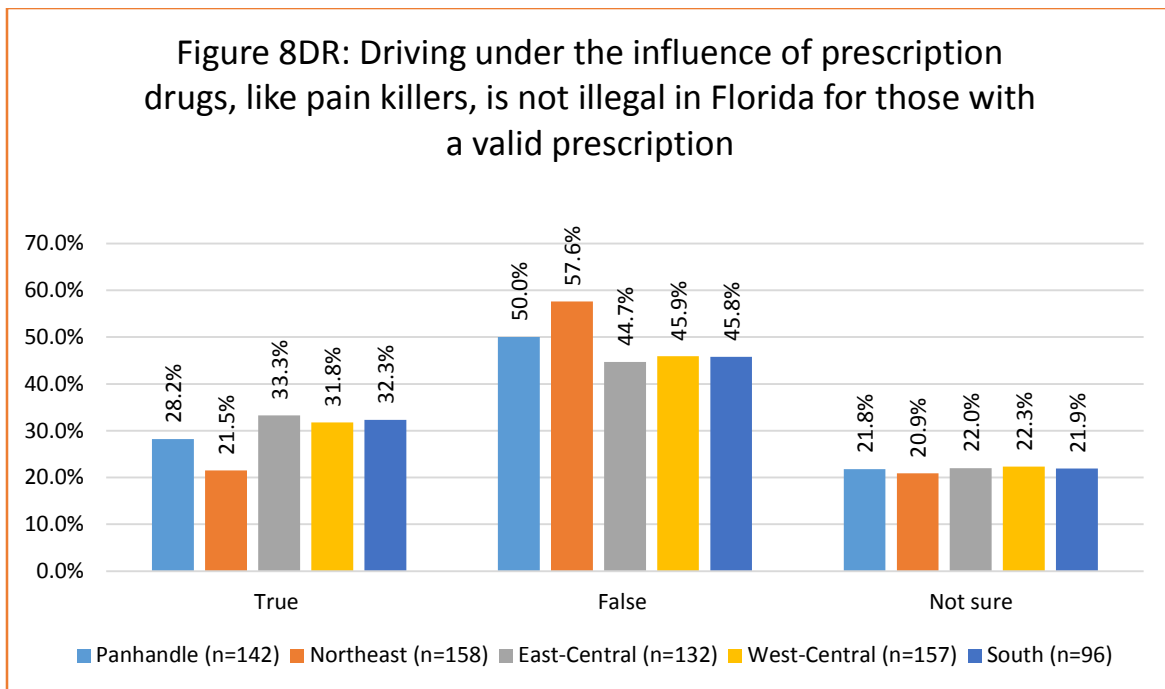
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

A higher percentage of respondents in the Panhandle region (52.1%) and Northeast region (53.2%) correctly said it is true that driving under the influence of prescription drugs, like pain killers, is always illegal in Florida than did those in other regions. A higher percentage of those in the South region (38.9%) erroneously said that is false that driving under the influence of prescription drugs, like pain killers, is always illegal in Florida than did those in other regions.

Driving Under the Influence of Prescription Drugs, Like Pain Killers, is Not Illegal for Those with a Valid Prescription

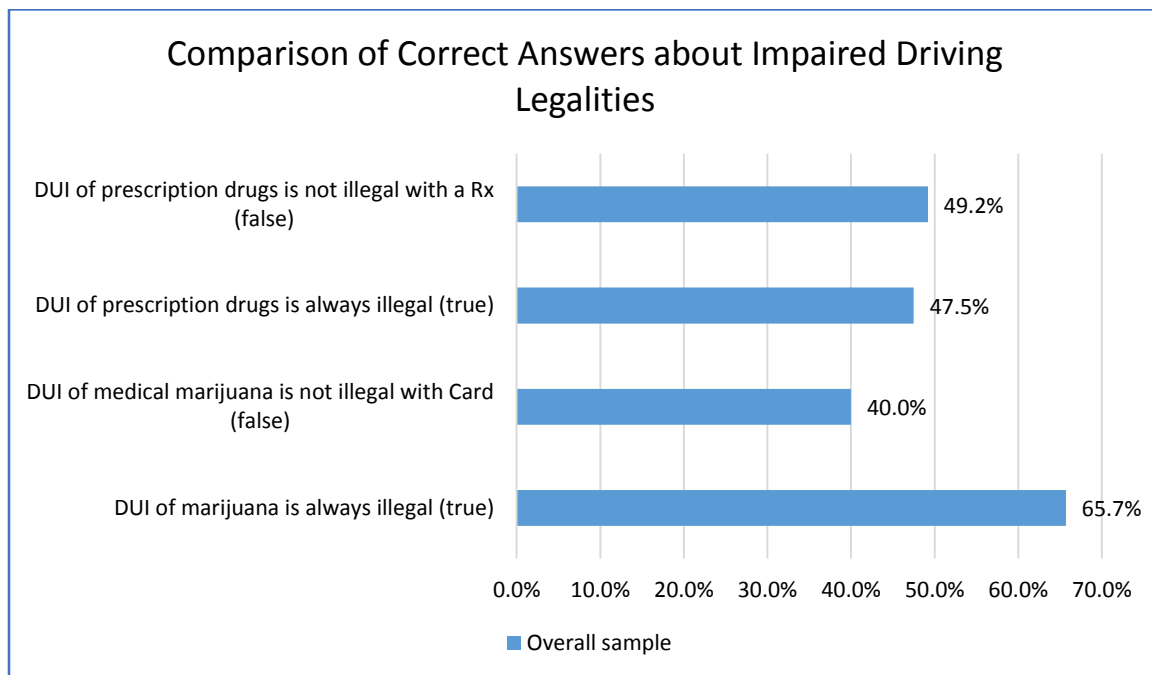


Nearly one in three (29.1%) respondents erroneously said that it is true that driving under the influence of prescription drugs, like pain killers, is not illegal in the state of Florida for those with a valid prescription, while about half (49.2%) correctly said this is false. One in five (21.8%) respondents were unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is not illegal in Florida for those with a valid prescription.



A higher percentage of respondents in the Northeast region (57.6%) correctly said it is false that driving under the influence of prescription drugs, like pain killers, is not illegal for those with a valid prescription than did those in other regions. About one in three respondents in the East-Central (33.3%), West-Central (31.8%), and South (32.3%) regions erroneously said it is true that driving under the influence of prescription drugs, like pain killers, is not illegal for those with a valid prescription.

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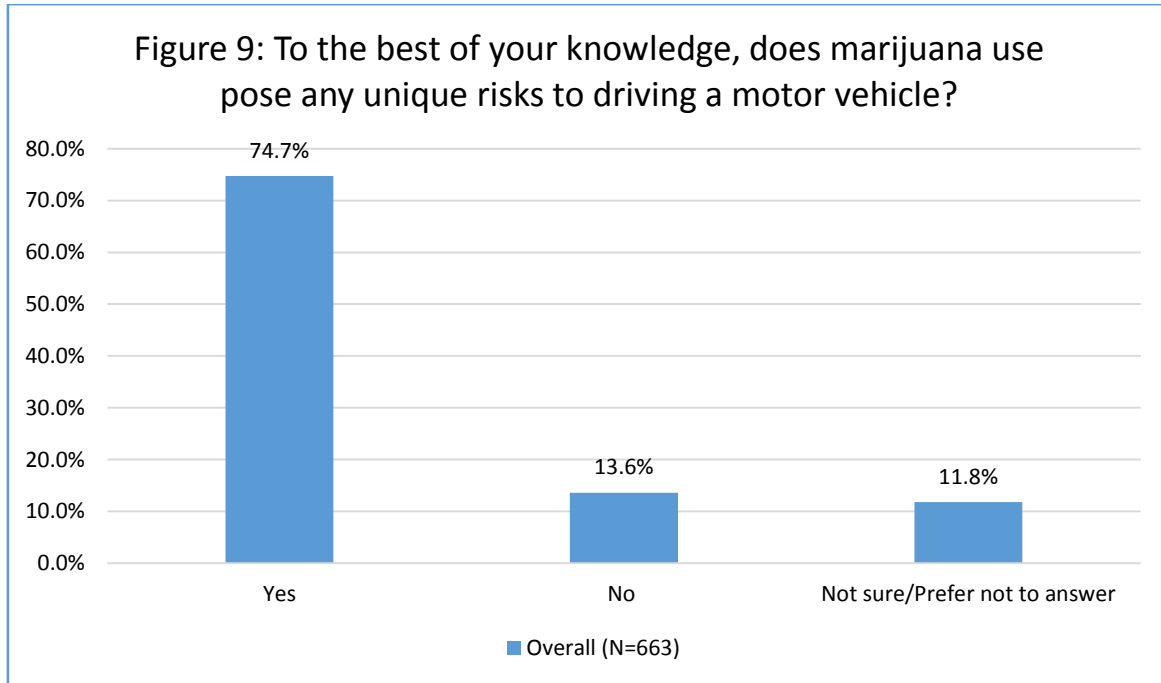


Of the four scenarios presented, respondents were most likely to correctly indicate that driving under the influence of marijuana is always illegal in Florida. Half or fewer of the respondents correctly indicated the legality of the other driving scenarios presented.

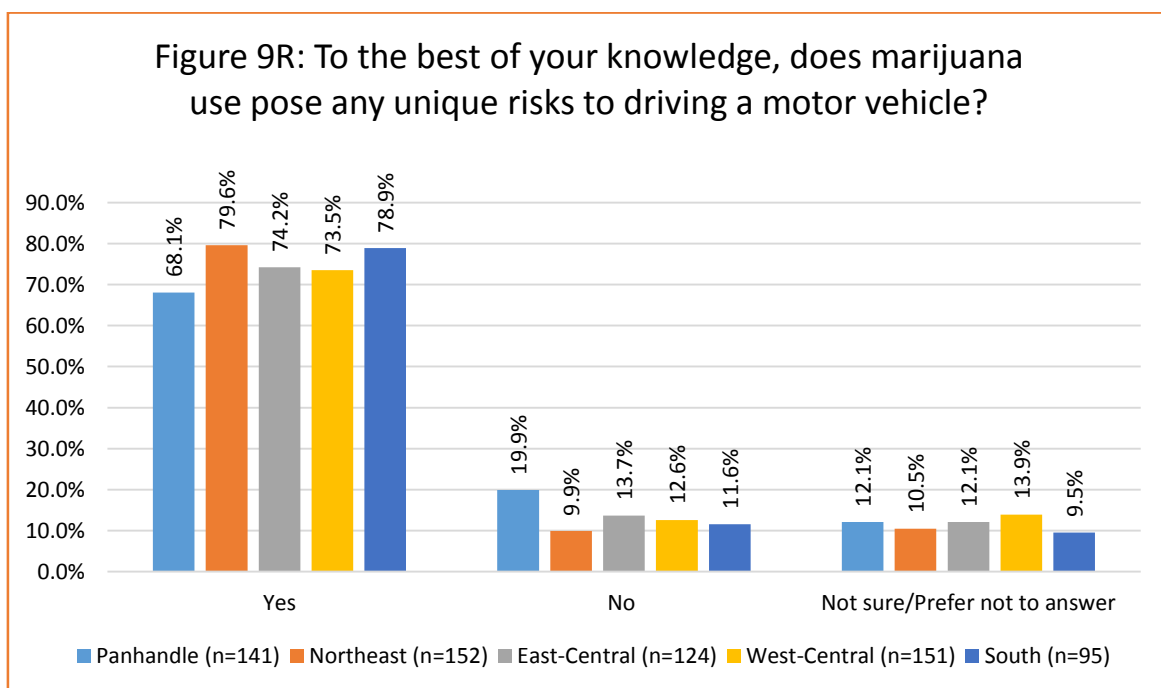
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Any Unique Risks to Driving a Motor Vehicle from Marijuana Use

The next question in this series asked: “To the best of your knowledge, does marijuana use pose any unique risks to driving a motor vehicle?” The responses appear for the overall sample in Figure 9, and the responses by region appear in Figure 9R.



Three in four (74.7%) respondents said that marijuana poses unique risks to driving a motor vehicle.



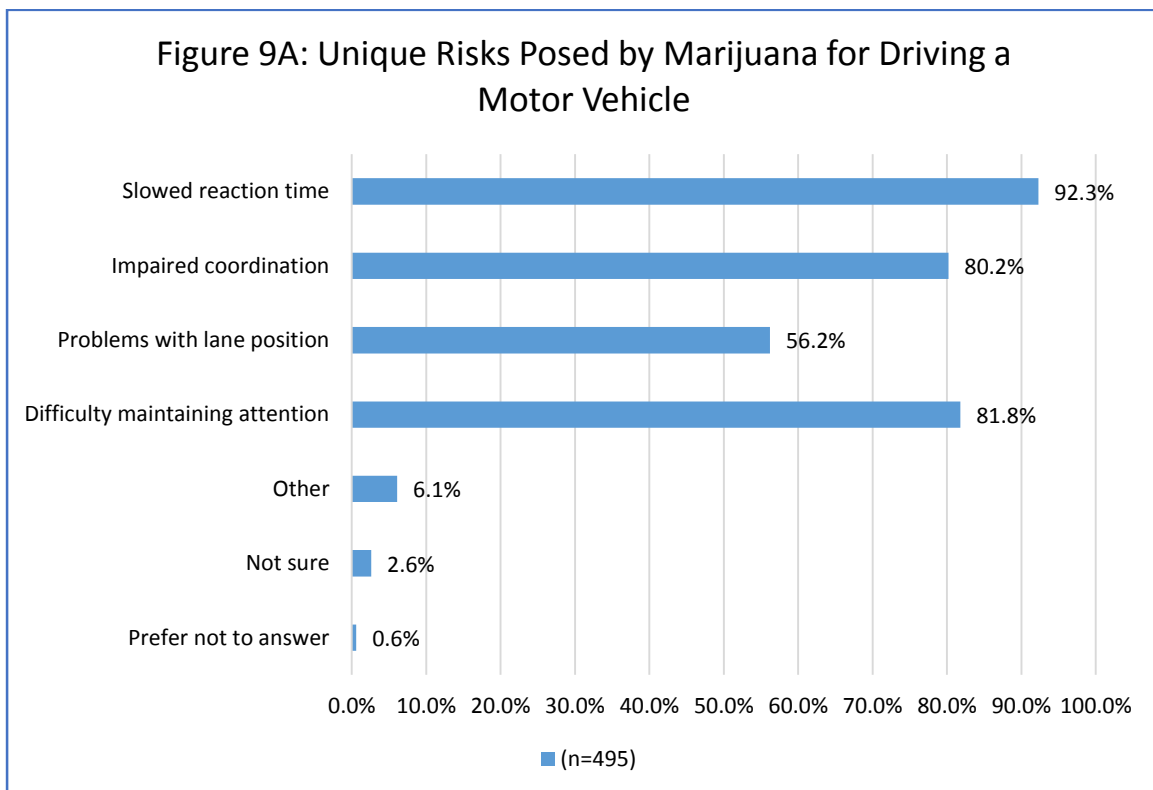
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

A higher percentage of respondents in the Northeast region (79.6%) and South region (78.9%) said that marijuana poses unique risks to driving a motor vehicle than did those in other regions. Those in the Panhandle region (19.9%) were most likely to say that they marijuana does not pose any unique risks to driving a motor vehicle.

Which Unique Risks to Driving a Motor Vehicle are Posed by Marijuana Use

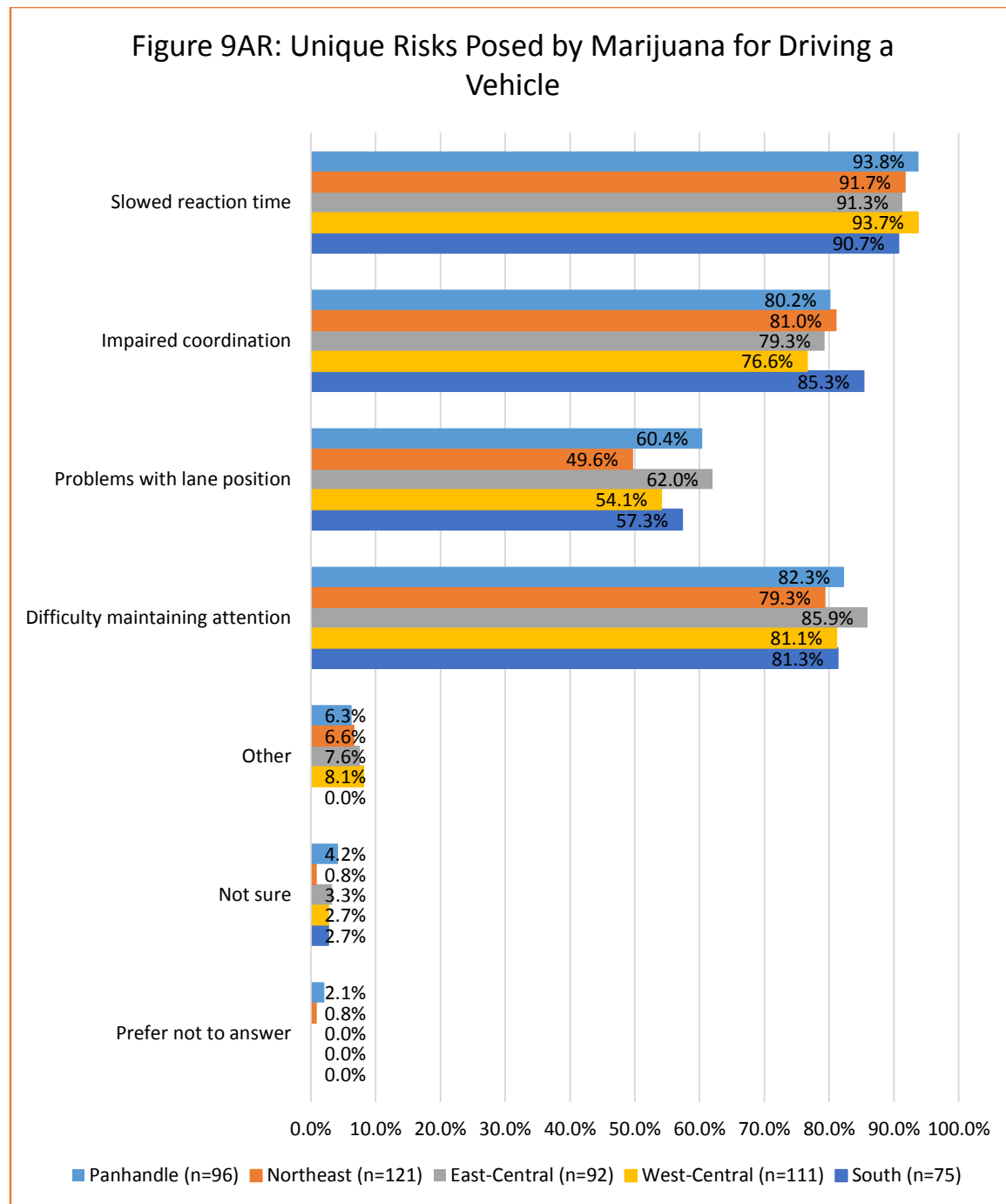
Knowledge of Legal Practices related to Marijuana Use in Florida

Next, those respondents who said that marijuana poses unique risks to driving a motor vehicle (n=494) were asked: “Which of the following risk(s) do you think marijuana use poses for driving a motor vehicle?” Respondents were provided with the following choices, from which they could choose multiple responses: Slowed reaction time; Impaired coordination; Problems with lane position; Difficulty maintaining attention; Other (which they could specify). The responses appear for the overall sample in Figure 9A, and the responses by region appear in Figure 9AR.



Of the respondents saying that marijuana poses unique risks to driving a motor vehicle, four in five or more indicated that “slowed reaction time” (92.3%), “difficulty maintaining attention” (81.8%), and “impaired coordination” (80.2%) were among these risks. More than half (56.2%) of these respondents noted “problems with lane position” as a risk.

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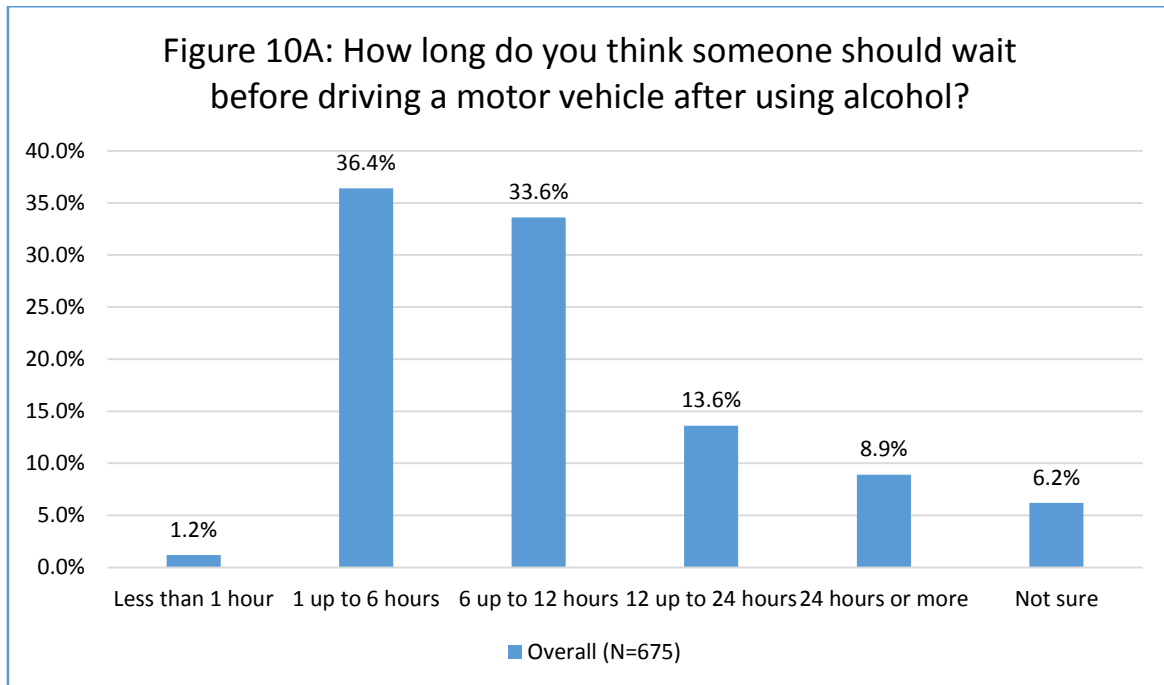


Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Wait Time before Driving a Motor Vehicle

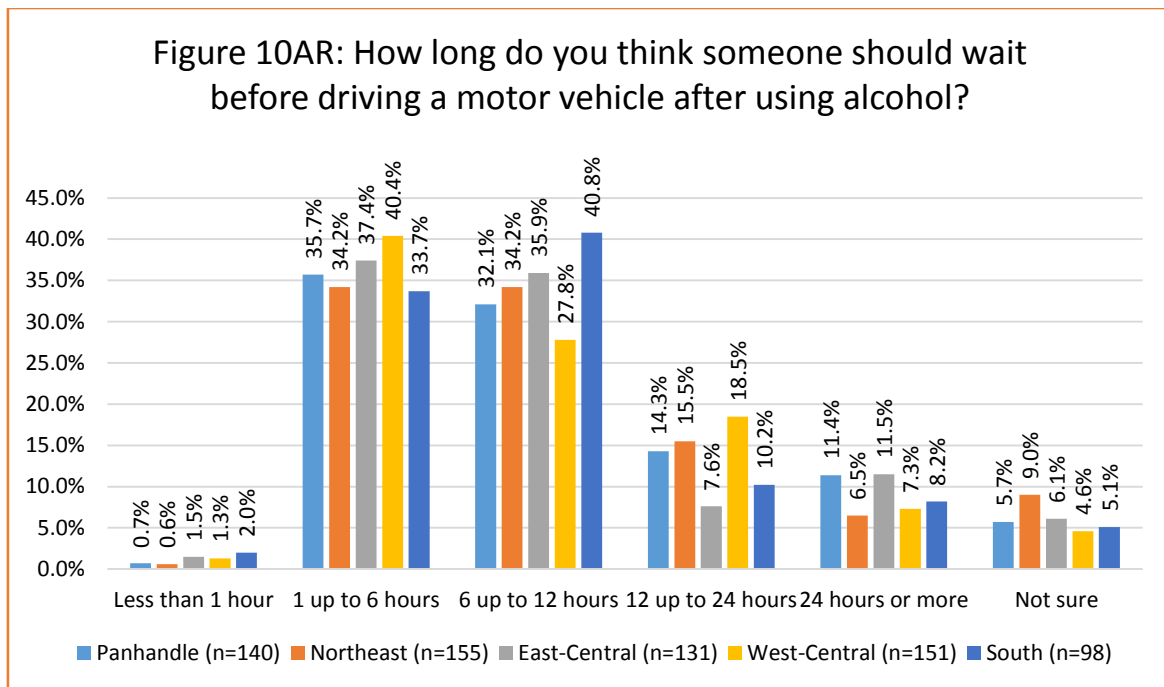
Next, respondents were asked “how long do you think someone should wait before driving a motor vehicle after use” for five substances: alcohol, medical marijuana, recreational marijuana, over the counter sleeping pills, and prescription sleeping pills. The potential responses are: less than 1 hour, 1 up to 6 hours, 6 up to 12 hours, 12 up to 24 hours, and 24 hours or more. The responses appear for the overall sample in Figures 10A – 10E, and the responses by region appear in Figures 10AR – 10ER.

Alcohol



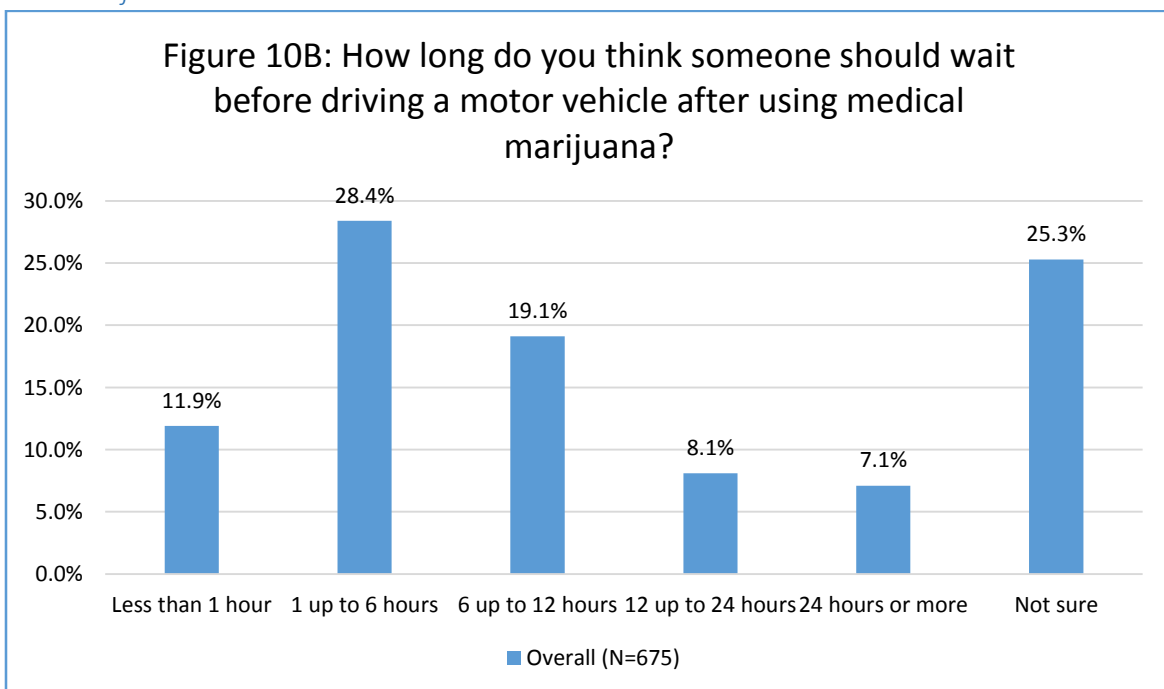
More than two in three (36.4%) respondents think someone should wait for one up to six hours after drinking alcohol before driving a motor vehicle, and a similar number (33.6%) think someone should wait six up to 12 hours. About one in eight (13.6%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after drinking alcohol, and about one in ten (8.9%) think the wait should be 24 hours or more.

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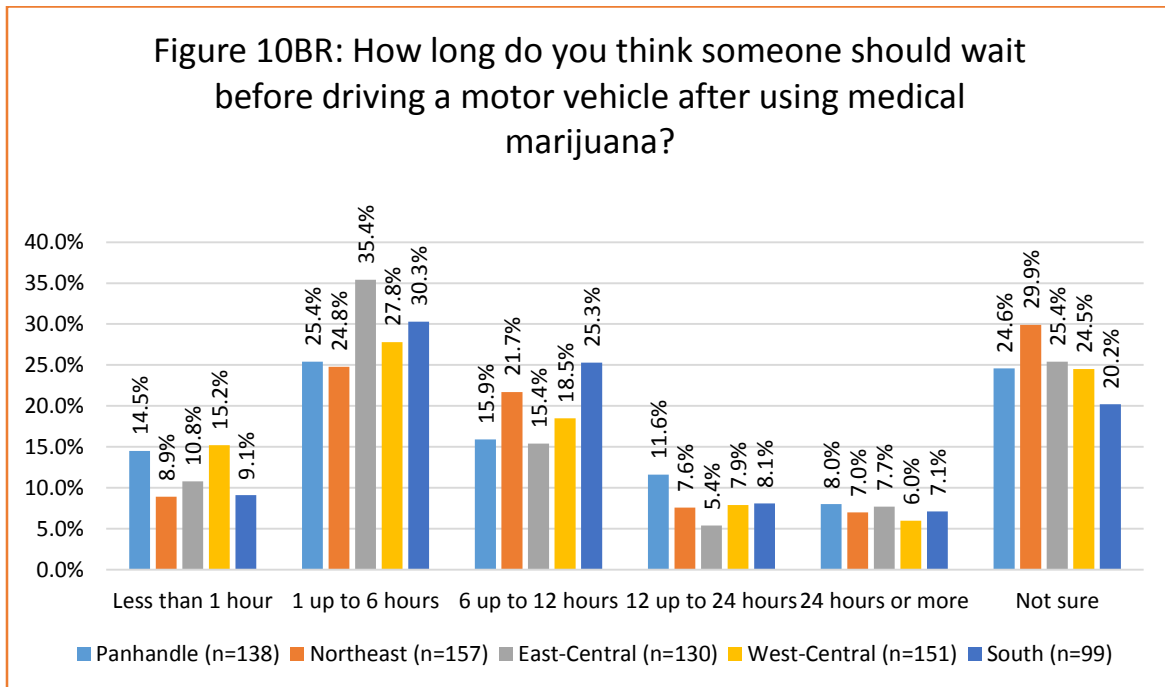
A higher percentage of respondents in the South region (40.8%) think someone should wait 6 up to 12 hours before driving a motor vehicle after using alcohol than did those in other regions, and a higher percentage of respondents in the West-Central region (18.5%) think someone should wait 12 up to 24 hours before driving a motor vehicle after using alcohol than did those in other regions.

Medical Marijuana



Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

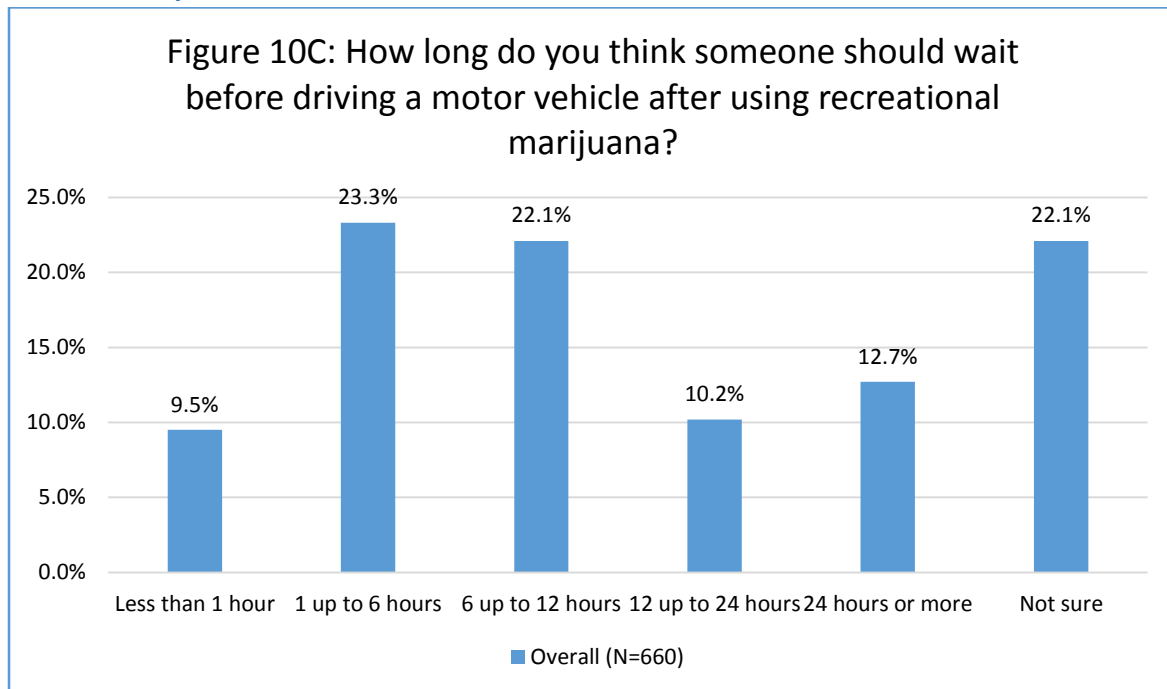
More than one in four (28.4%) respondents think someone should wait for one up to six hours after using medical marijuana before driving a motor vehicle, and one in five (19.1%) think someone should wait six up to 12 hours. About one in ten (8.1%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using medical marijuana, and a similar number (7.1%) think the wait should be 24 hours or more. Notably, one in four (25.3%) respondents are not sure how long someone should wait before operating a motor vehicle after using medical marijuana.



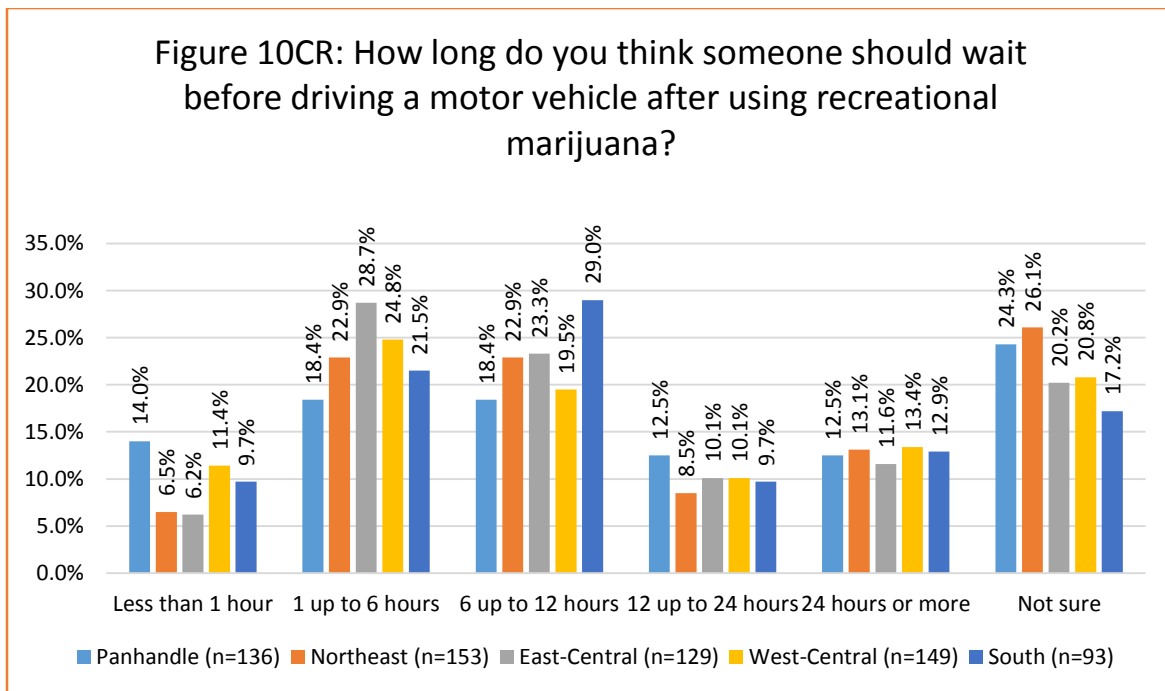
A higher percentage of respondents in the Panhandle region (14.5%) and West-Central region (15.2%) think someone should wait less than 1 hour to operate a motor vehicle after using medical marijuana compared to other regions, and a higher percentage of those in the East-Central region (35.4%) think someone should wait 1 up to 6 hours. A higher percentage of respondents in the South region (25.3%) think someone should wait 6 up to 12 hours before driving a motor vehicle after using medical marijuana than do those in other regions.

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Recreational Marijuana

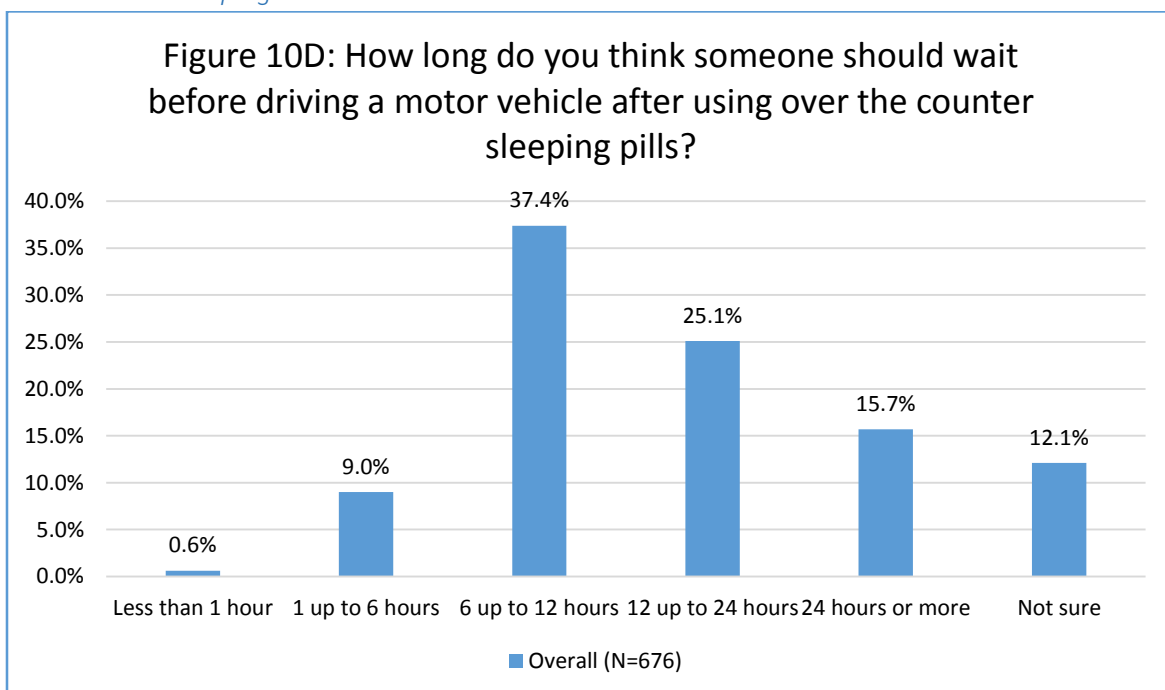


About one in four (23.3%) respondents think someone should wait for one up to six hours after using recreational marijuana before driving a motor vehicle, and one in five (22.1%) think someone should wait six up to 12 hours. One in ten (10.2%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using recreational marijuana, and a similar number (12.7%) think the wait should be 24 hours or more. Notably, one in five (22.1%) respondents are not sure how long someone should wait before operating a motor vehicle after using recreational marijuana.



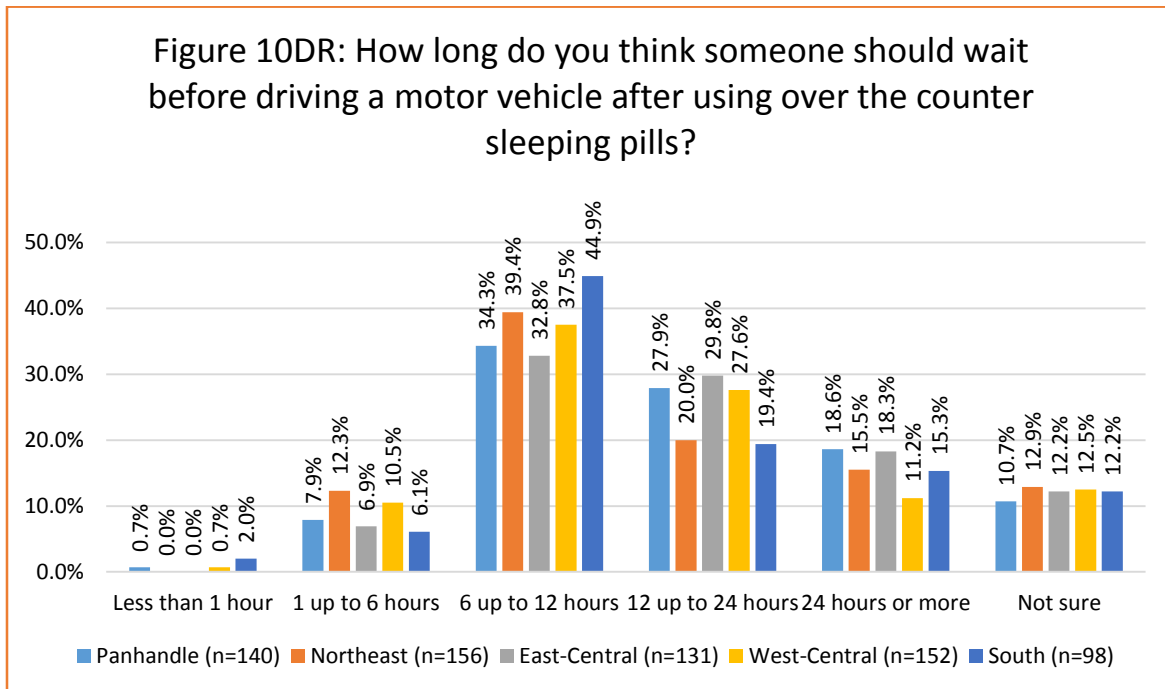
A higher percentage of respondents in the Panhandle region (14.0%) think someone should wait less than 1 hour to operate a motor vehicle after using recreational marijuana compared to other regions, and a higher percentage of those in the East-Central region (28.7%) think someone should wait 1 up to 6 hours. A higher percentage of respondents in the South region (29.0%) think someone should wait 6 up to 12 hours before driving a motor vehicle after using recreational marijuana than do those in other regions.

Over the Counter Sleeping Pills



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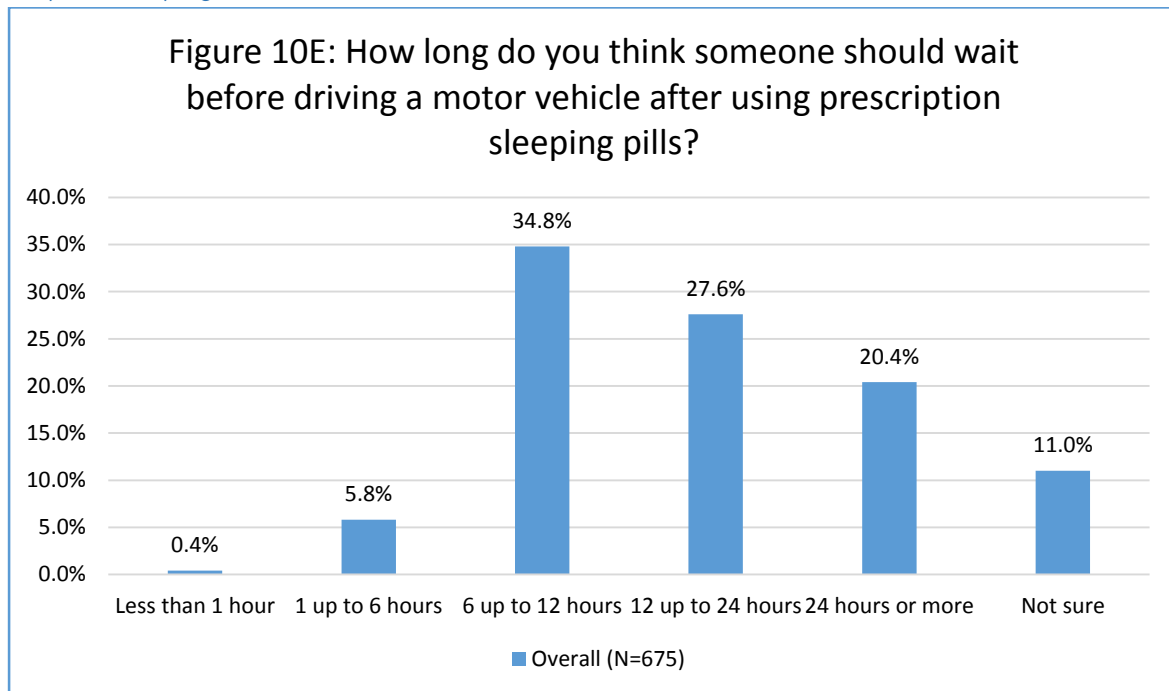
About one in ten (9.0%) respondents think someone should wait for one up to six hours after using over the counter sleeping pills before driving a motor vehicle, and nearly two in five (37.4%) think someone should wait six up to 12 hours. One in four (25.1%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using over the counter sleeping pills, while about one in six (15.7%) think the wait should be 24 hours or more.



A higher percentage of respondents in the South region (44.9%) think someone should wait 6 up to 12 hours before driving a motor vehicle after using over the counter sleeping pills than do those in other regions.

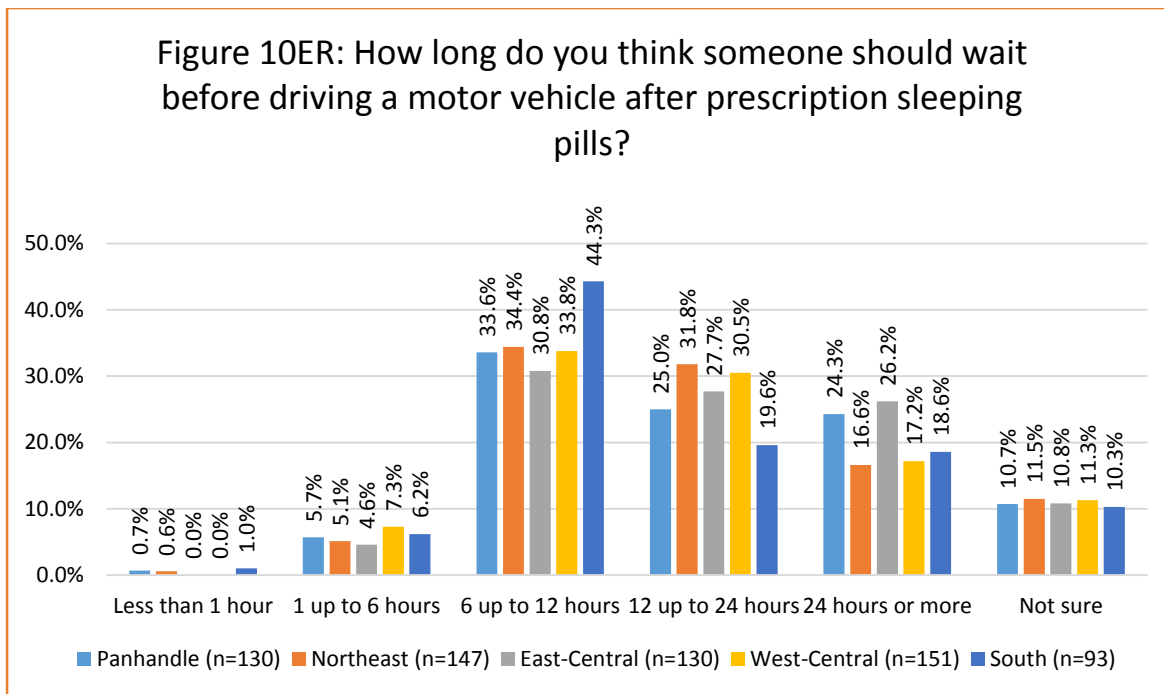
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Prescription Sleeping Pills



Fewer than one in ten (5.8%) respondents think someone should wait for one up to six hours after using prescription sleeping pills before driving a motor vehicle, and one in three (34.8%) think someone should wait six up to 12 hours. One in four (27.6%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using prescription sleeping pills, while one in five (20.4%) think the wait should be 24 hours or more.

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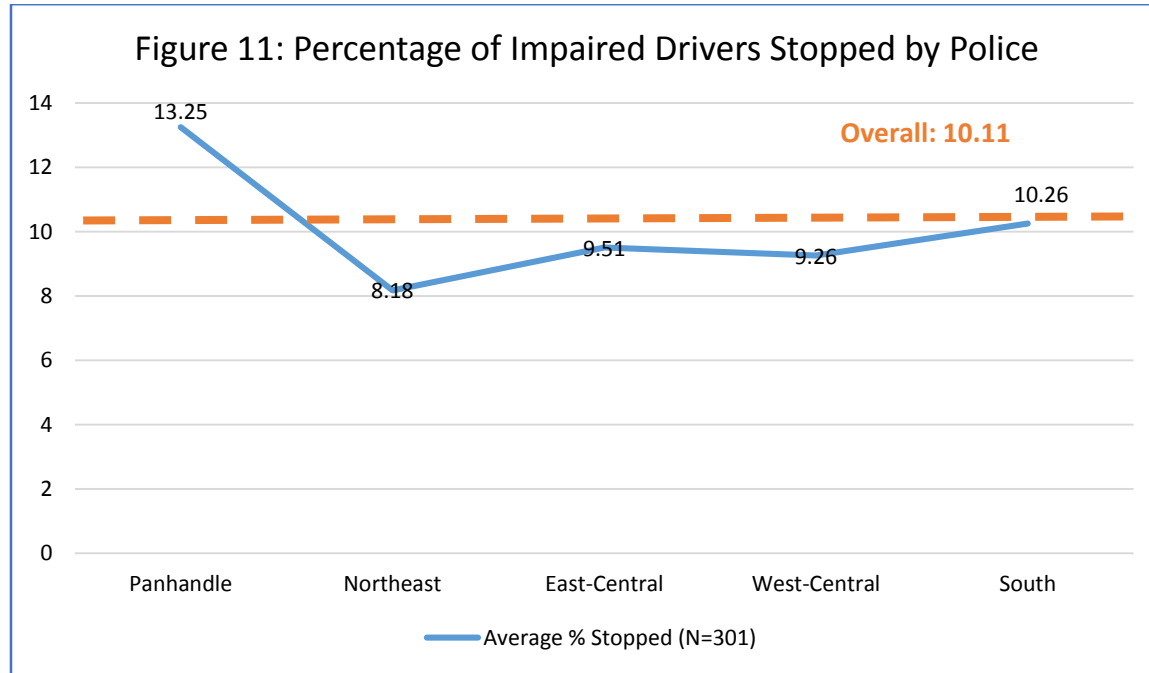


A higher percentage of respondents in the South region (44.3%) think someone should wait 6 up to 12 hours before driving a motor vehicle after using prescription sleeping pills than do those in other regions. A lower percentage of those in the Northeast region (16.6%) and West-Central region (17.2%) think someone should wait 24 hours or more before operating a motor vehicle after using prescription sleeping pills than do those in other regions.

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Perception of Impaired Drivers Stopped by Police

The next question asked: “In your opinion, what percentage of drivers impaired by marijuana get stopped by the police in Florida?” The average responses appear in Figure 11. [A full list of all responses is available in Appendix B.]



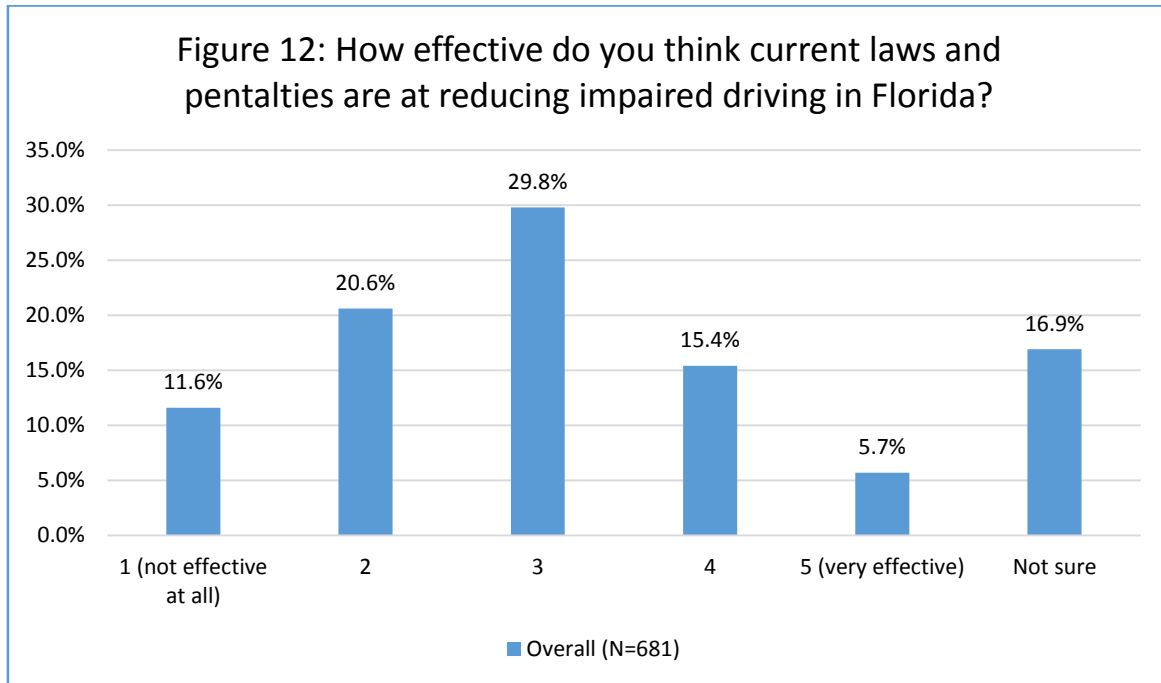
Overall, of those who provided an estimate, the average response was that 10.11 percent of drivers impaired by marijuana get stopped by the police in Florida. Notably, more than half (54.8%) of respondents indicated that they were not sure what percentage of drivers impaired by marijuana are stopped by the police.

The highest average estimate was given by respondents in the Panhandle region (13.25%) and the lowest average estimate was given by those in the Northeast region (8.18%).

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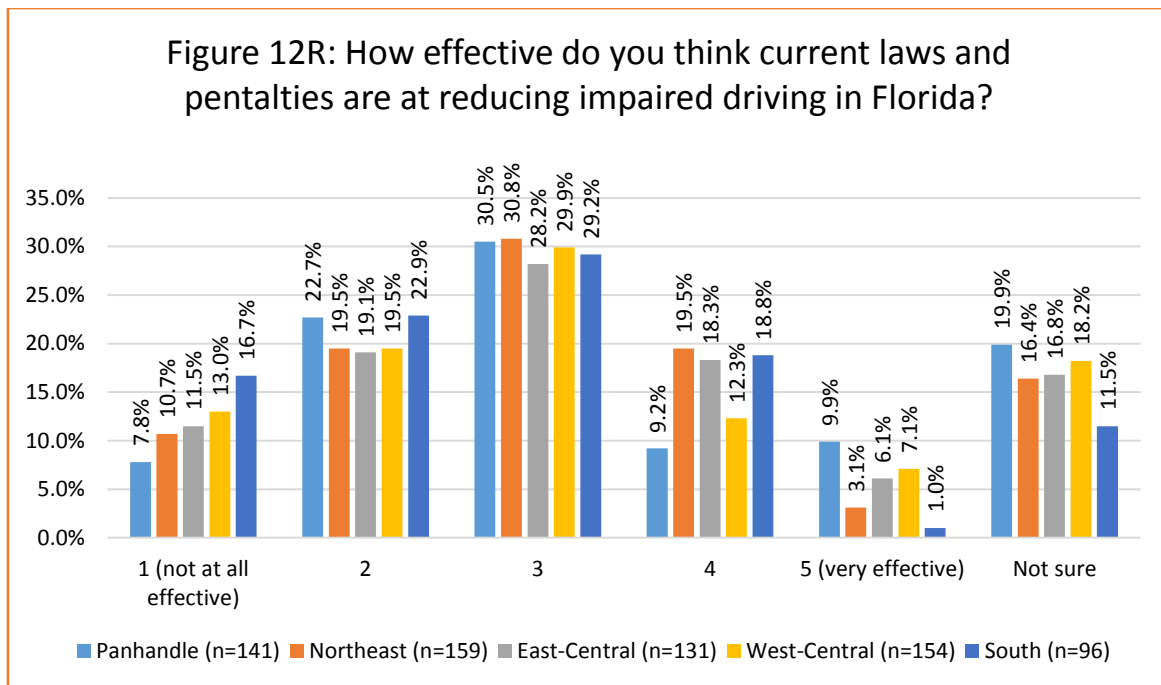
Effectiveness of Current Laws & Penalties for Impaired Driving

The next question asked: “Using a scale from 1 to 5, where 1 is “not effective at all” and 5 is “very effective,” how effective do you think current laws and penalties are at reducing impaired driving in Florida?” The responses appear for the overall sample in Figure 12, and the responses by region appear in Figure 12R.



Only six percent of respondents indicated that current laws and penalties are “very effective” at reducing impaired driving in Florida. Overall, about one in five (21.1%) respondents rated current laws and penalties on the effective side of the scale, as either a “4” or a “5,” while about one in three (32.2%) rated them on the ineffective side of the scale, as either a “2” or a “1.”

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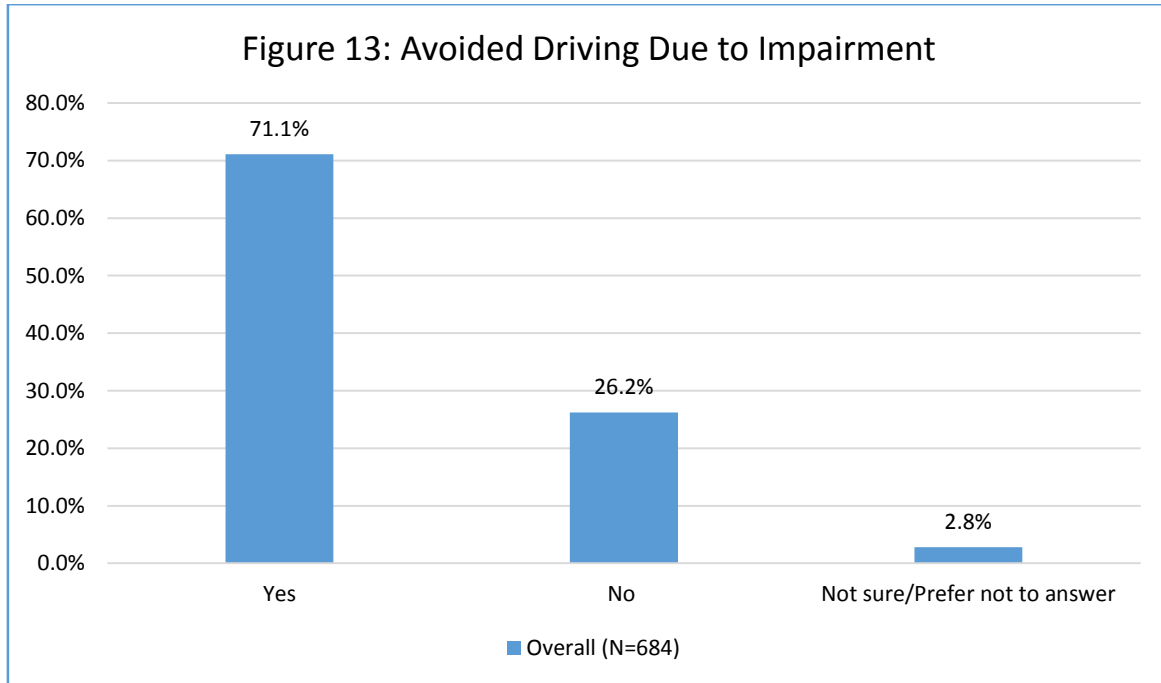


A higher percentage of respondents in the South region (16.7%) said current laws and penalties are “not at all effective” than did those in other regions, while a higher percentage of those in the Panhandle region (9.9%) said current laws and penalties are “very effective” than did those in other regions.

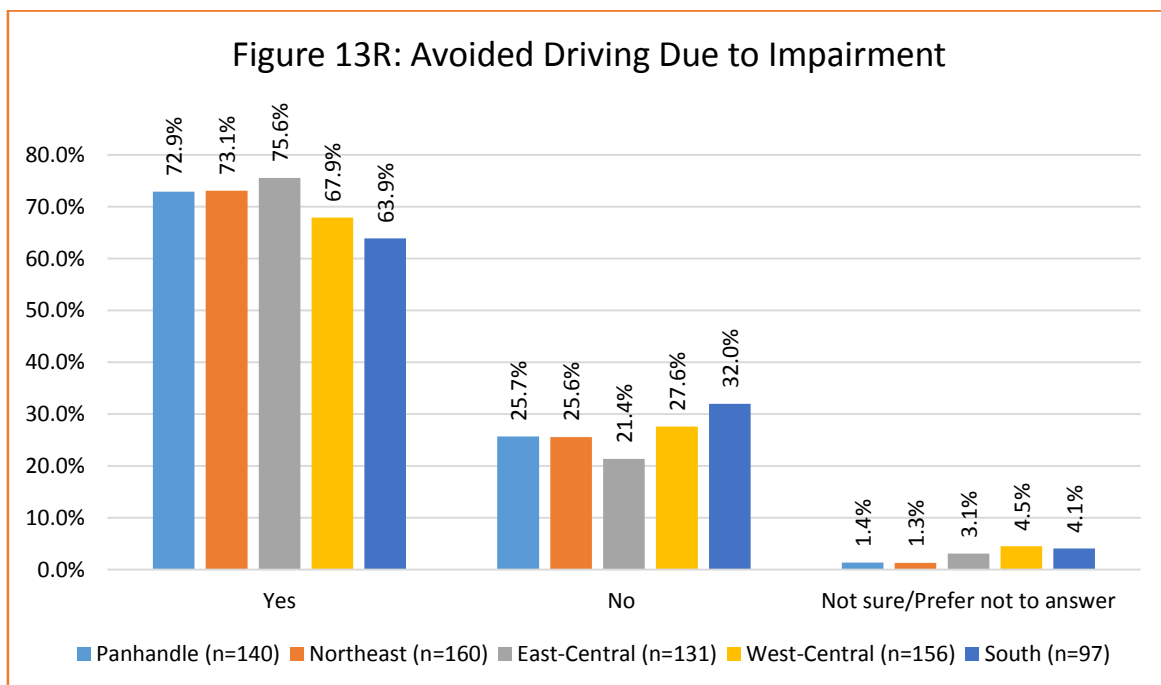
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Avoided Driving Due to Impairment

The next question in this series asked: “Have you ever avoided driving a motor vehicle because you felt too impaired to drive safely?” The responses appear for the overall sample in Figure 13, and the responses by region appear in Figure 13R.



About seven in ten (71.1%) respondents said they have avoided driving a motor vehicle because they felt too impaired to drive safely, while about one in four (26.2%) said they have not.

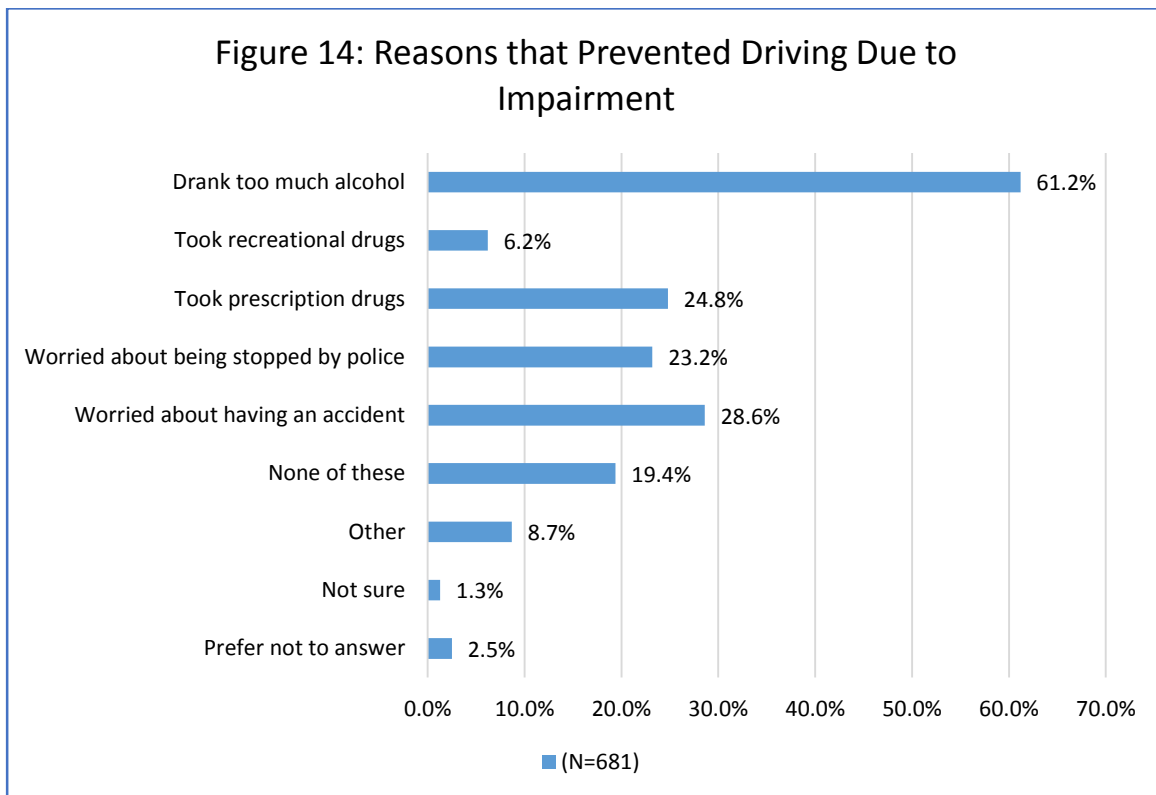


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A lower percentage of respondents in the South region (63.9%) said they have avoided driving a motor vehicle because they felt too impaired to drive safely than did those in other regions.

Reasons that Prevented Driving Due to Impairment

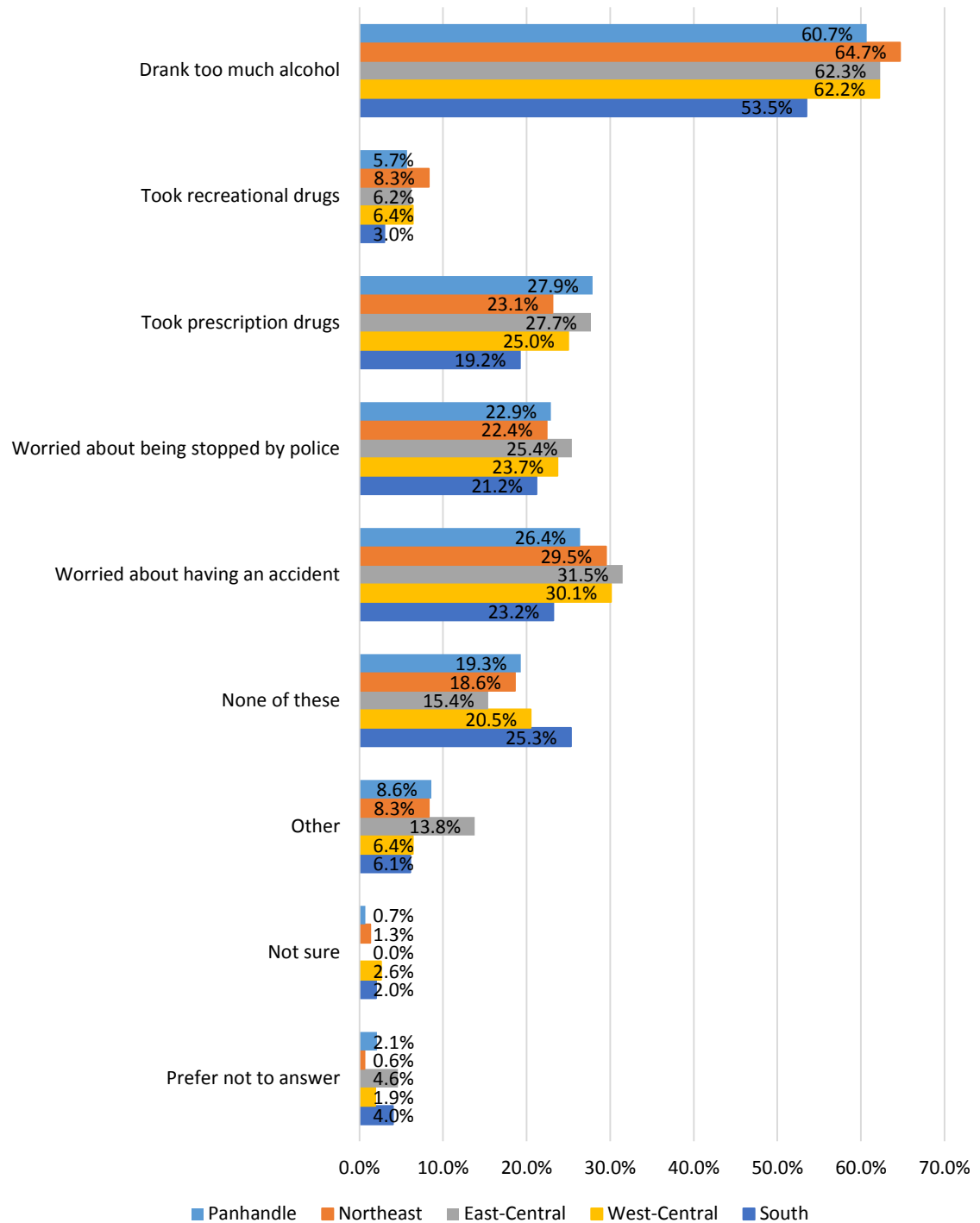
The next question asked: “Which of the following, if any, have ever prevented you from driving a motor vehicle when you felt impaired?” Respondents were provided with the following choices, from which they could choose multiple responses: Drank too much alcohol; Took recreational drugs; Took prescription drugs; Worried about being stopped by the police; Worried about having an accident; None of these; Other (which they could specify). The responses appear for the overall sample in Figure 14, and the responses by region appear in Figure 14R.



About three in five (61.2%) respondents indicated that drinking too much alcohol has prevented them from driving a motor vehicle when they felt impaired. About one in four respondents said that either taking prescription drugs (24.8%), being worried about being stopped by the police (23.2%), or being worried about having an accident (28.6%) has prevented them from driving when they felt impaired.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

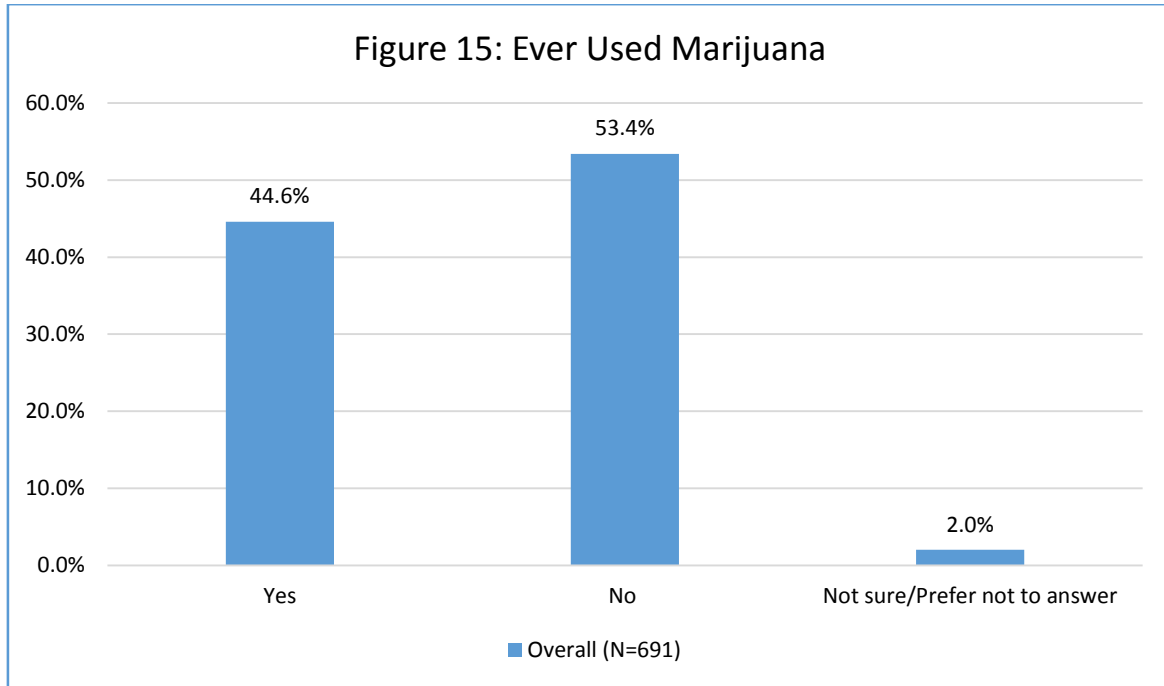
Figure 14: Reasons that Prevented Driving Due to Impairment by Region



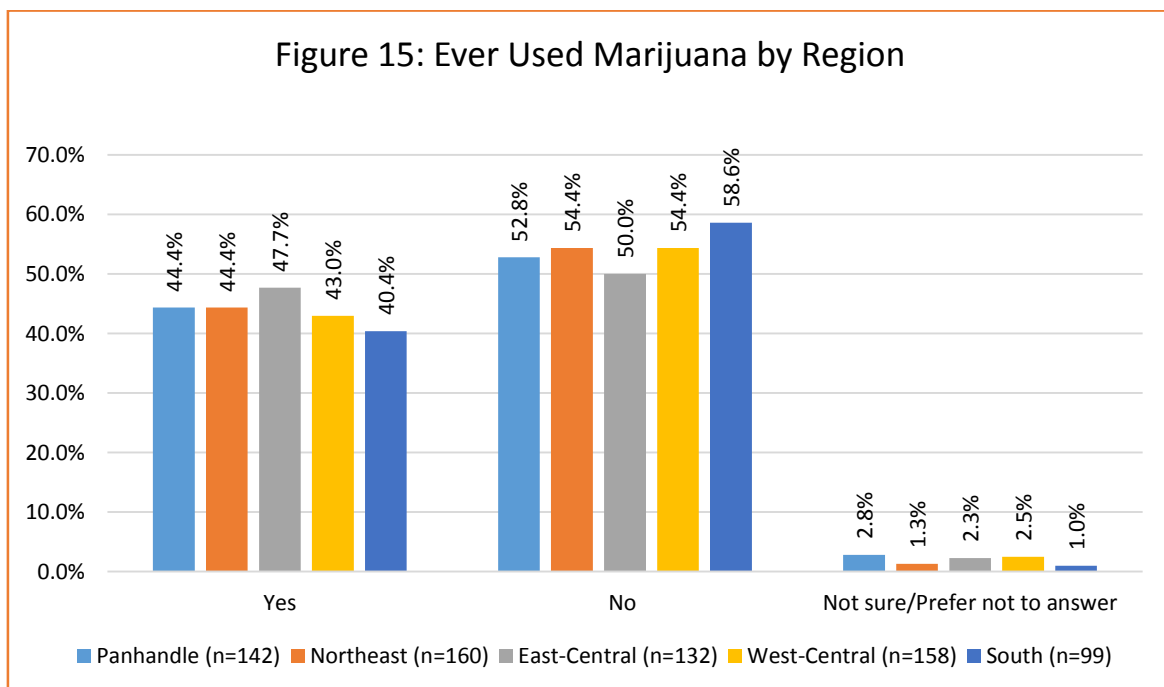
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

Ever Used Marijuana

The next question in this series asked: “Keeping in mind that all of your answers in the survey are confidential, have you, yourself, ever used marijuana? The responses appear for the overall sample in Figure 15, and the responses by region appear in Figure 15R.



More than two in five (44.6%) respondents said they have used marijuana, while about half (53.4%) said they have not.



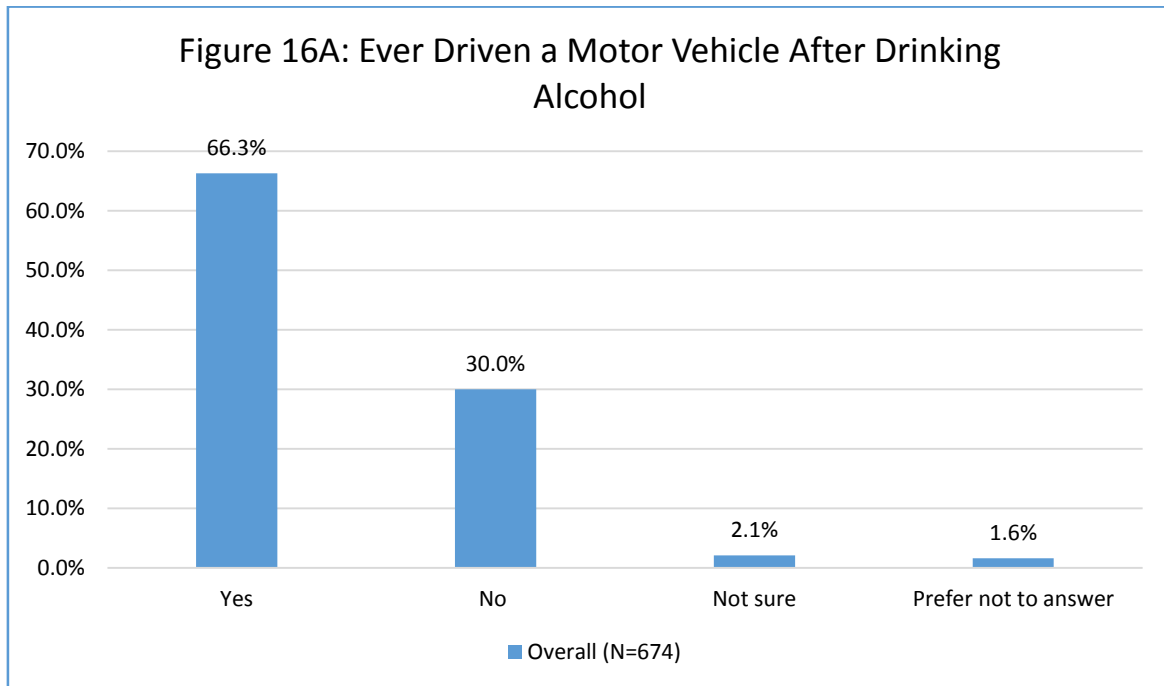
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

A lower percentage of respondents in the South region (40.4%) said they have used marijuana than did those in other regions.

Ever Driven a Vehicle in Certain Situations of Impairment

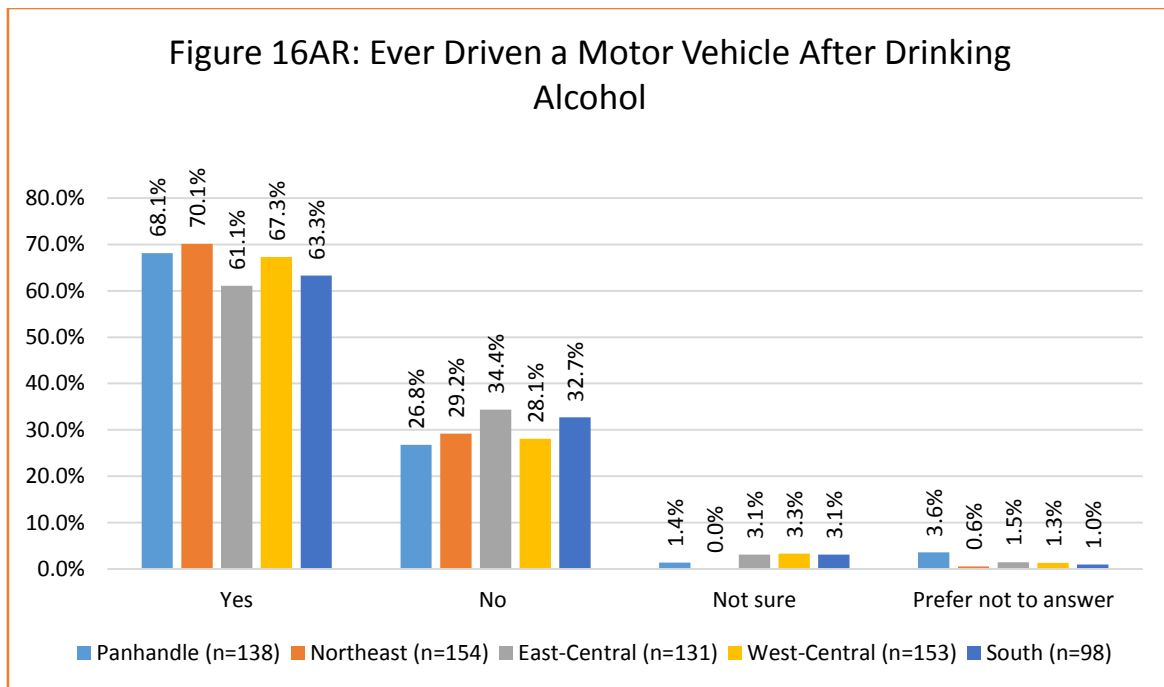
Finally, respondents were asked to indicate whether or not they have ever driven a motor vehicle under three conditions: after drinking alcohol, after using marijuana, and after taking prescription medication. The responses appear for the overall sample in Figures 16A – 16C, and the responses by region appear in Figures 16AR – 16CR.

After Drinking Alcohol



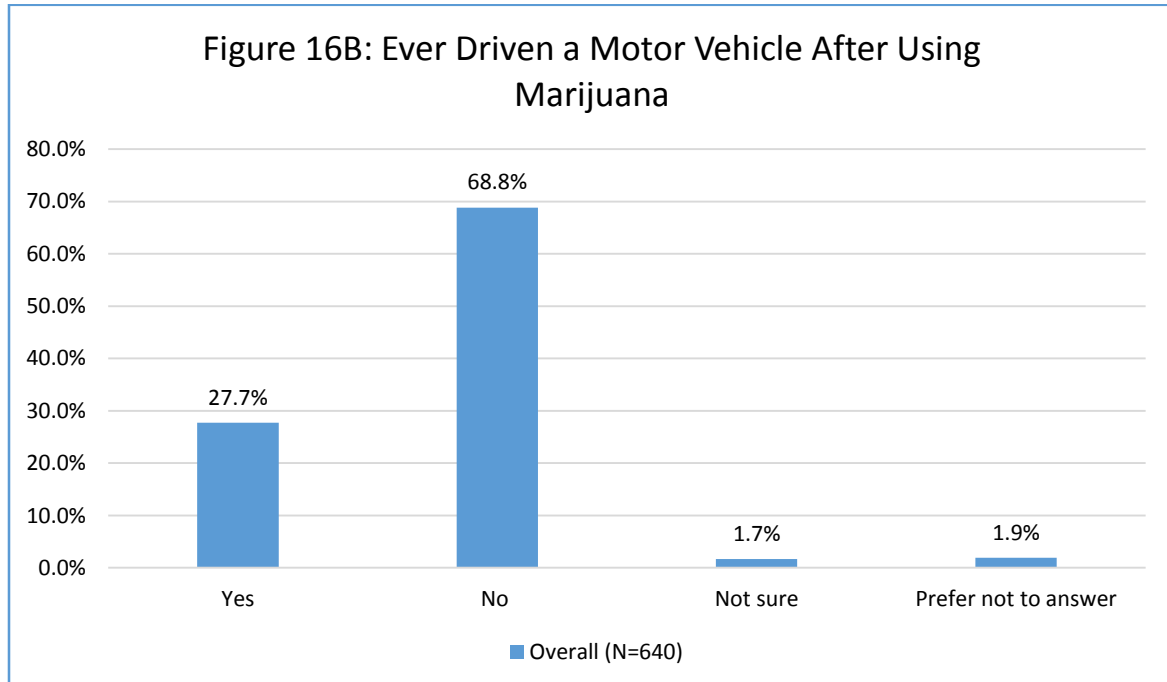
Overall, about two in three (66.3%) respondents indicated that they have driven a motor vehicle after drinking alcohol, while three in ten (30.0%) said they have not.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



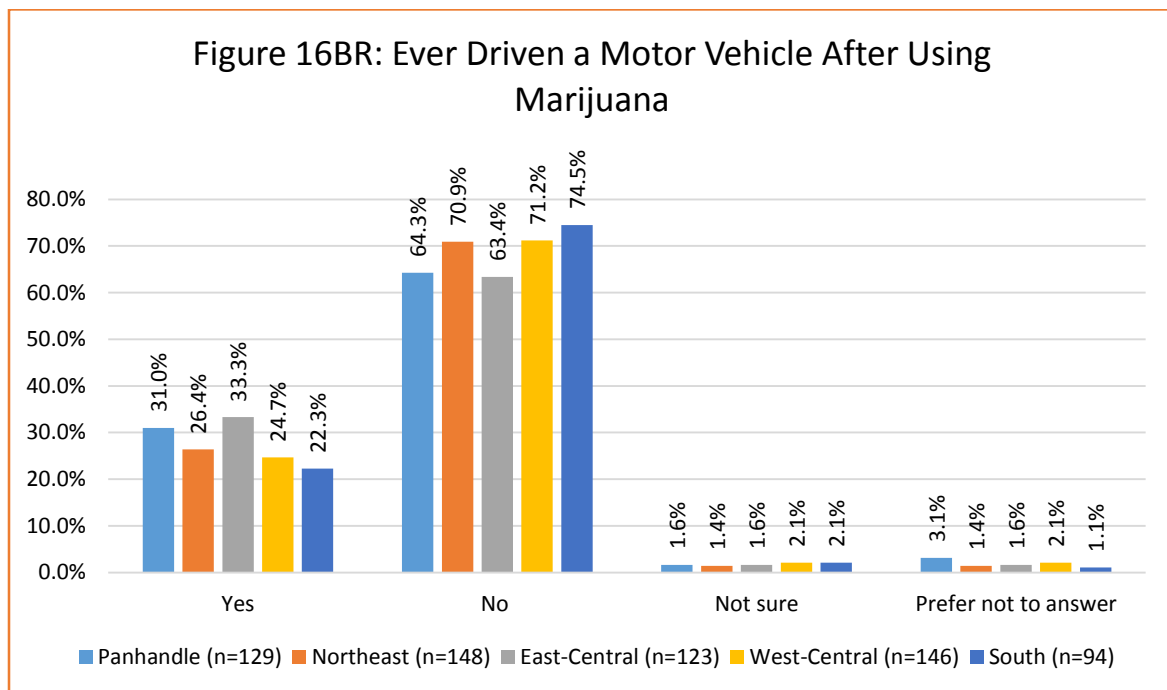
A lower percentage of respondents in the East-Central region (61.1%) said that they have driven a motor vehicle after drinking alcohol than did those in other regions.

After Using Marijuana



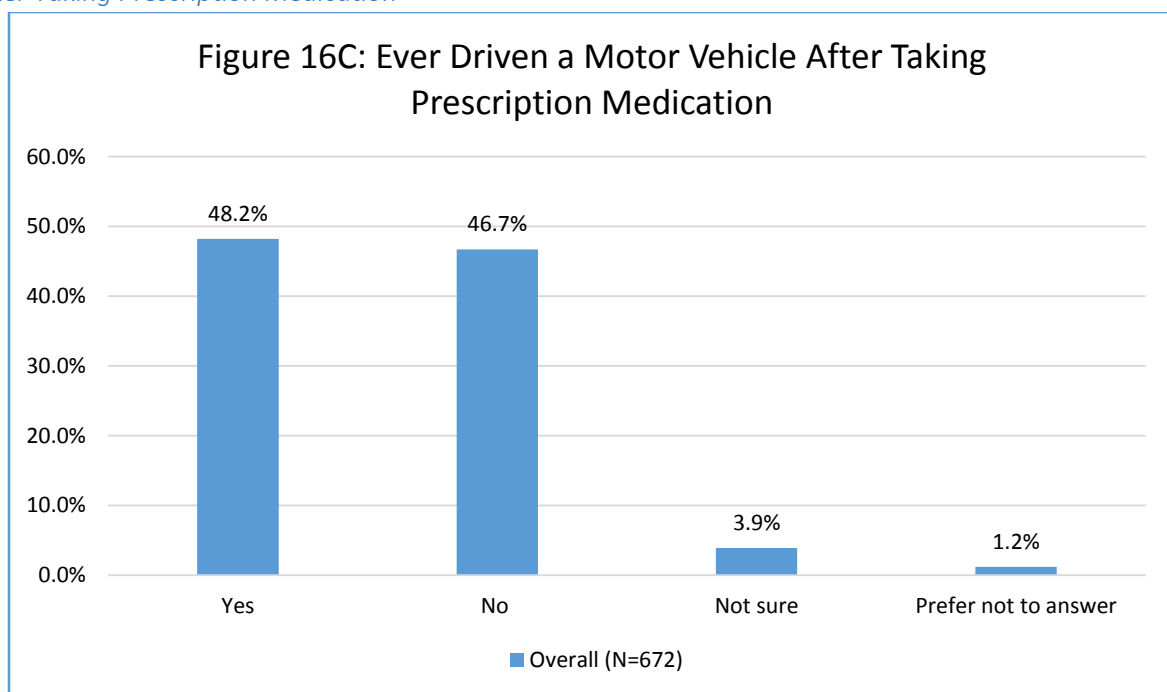
Overall, about one in four (27.7%) respondents indicated that they have driven a motor vehicle after using marijuana, while more than two in three (68.8%) said they have not.

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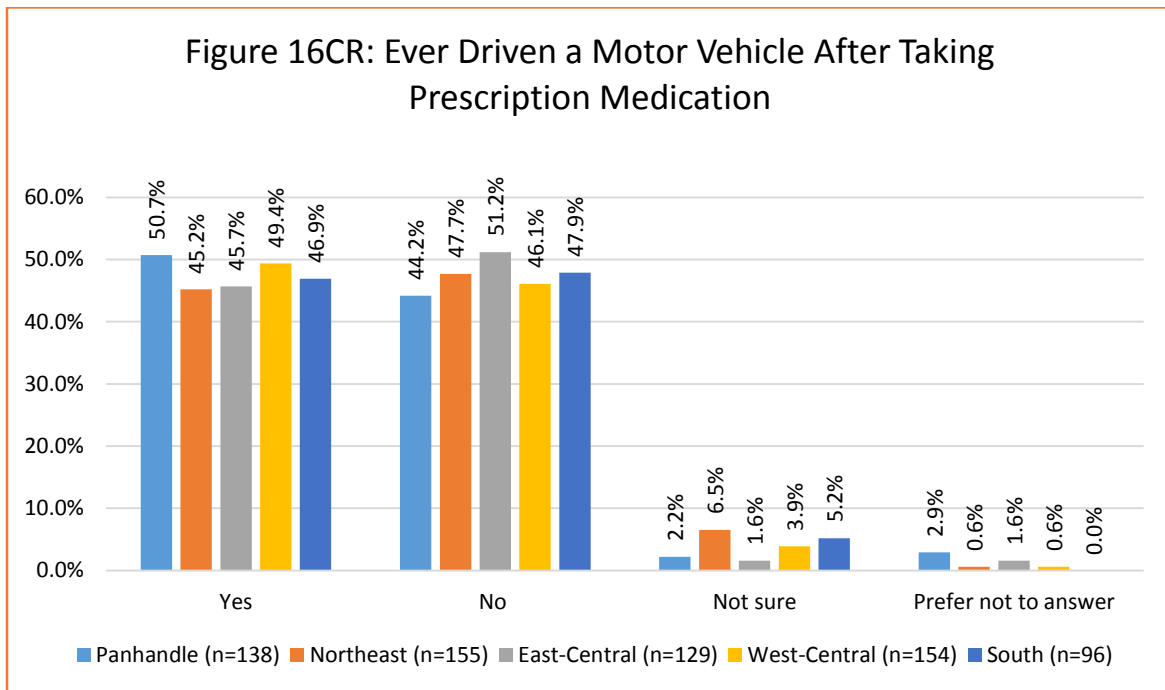
A lower percentage of respondents in the South region (22.3%) said that they have driven a motor vehicle after using marijuana than did those in other regions.

After Taking Prescription Medication



Overall, about half (48.2%) of the respondents indicated that they have driven a motor vehicle after taking prescription medication, while a similar number (46.7%) said they have not.

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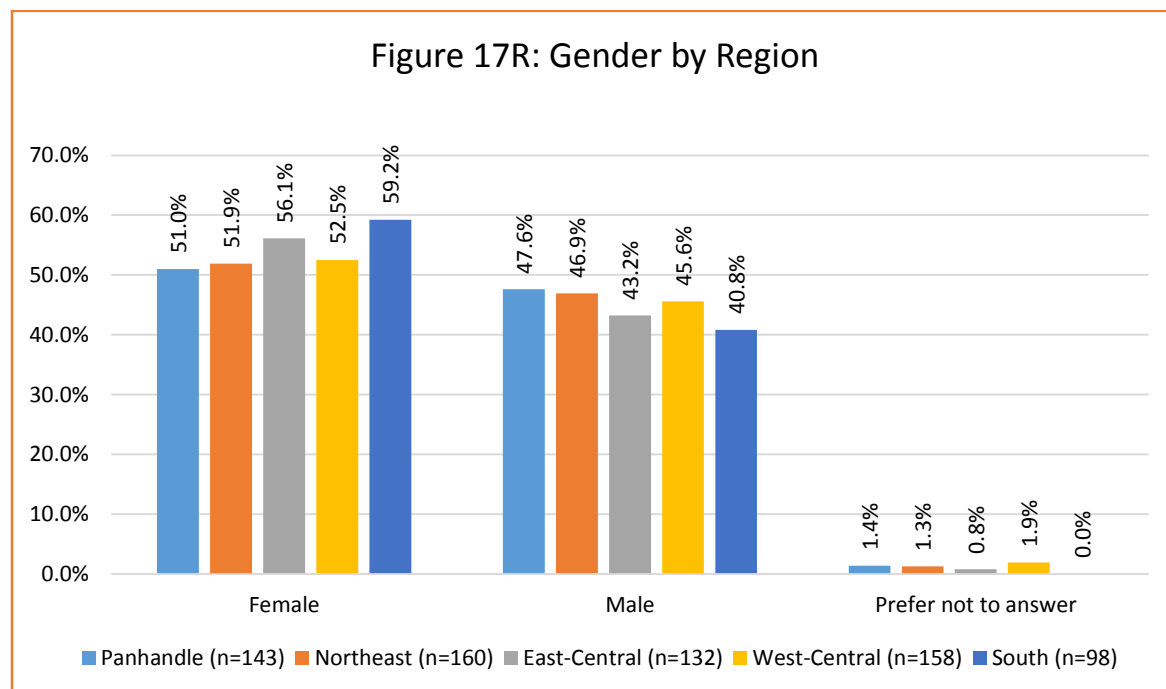
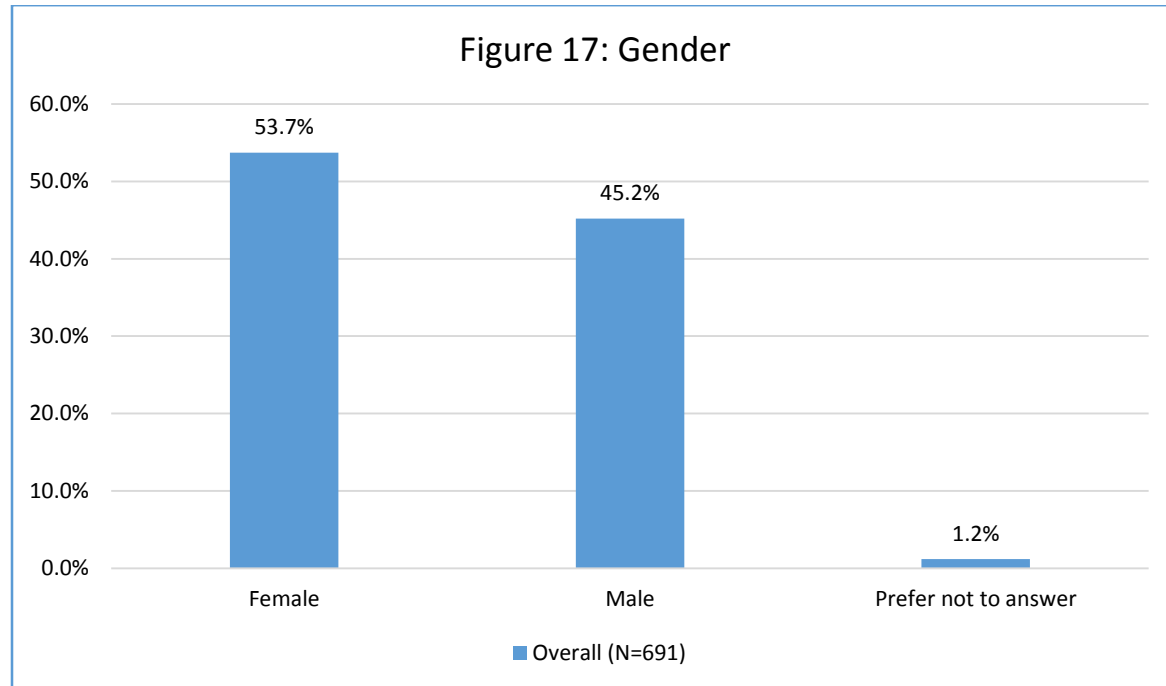
A higher percentage of respondents in the Panhandle region (50.7%) said that they have driven a motor vehicle after taking prescription medication than did those in other regions.

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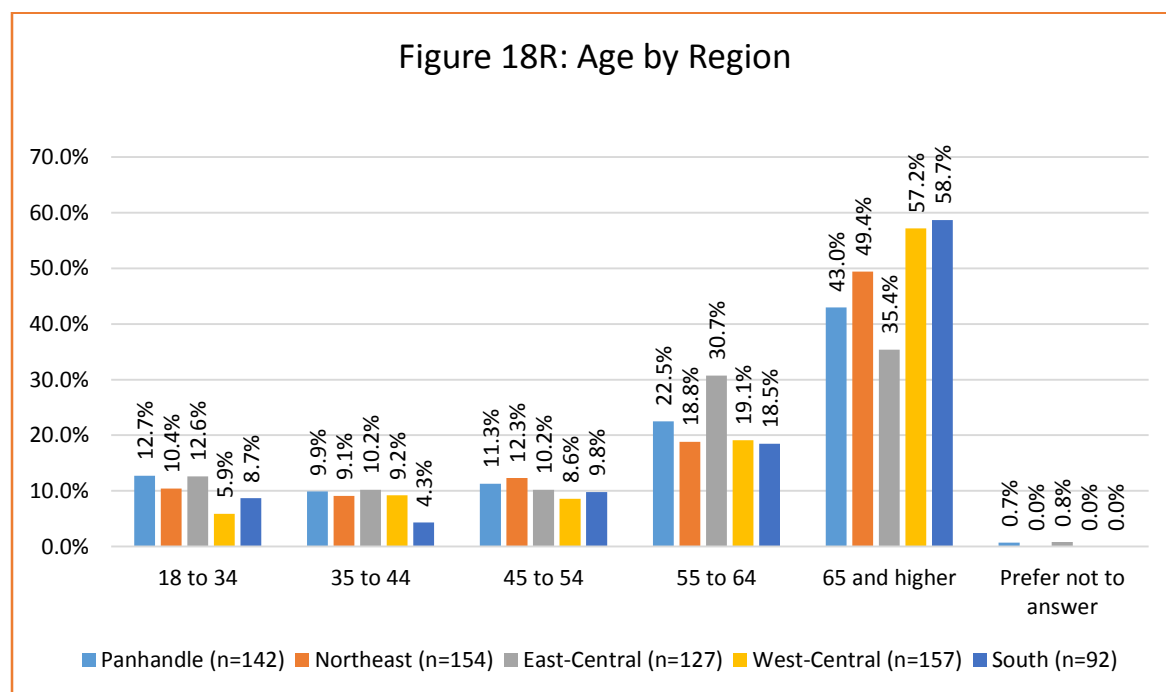
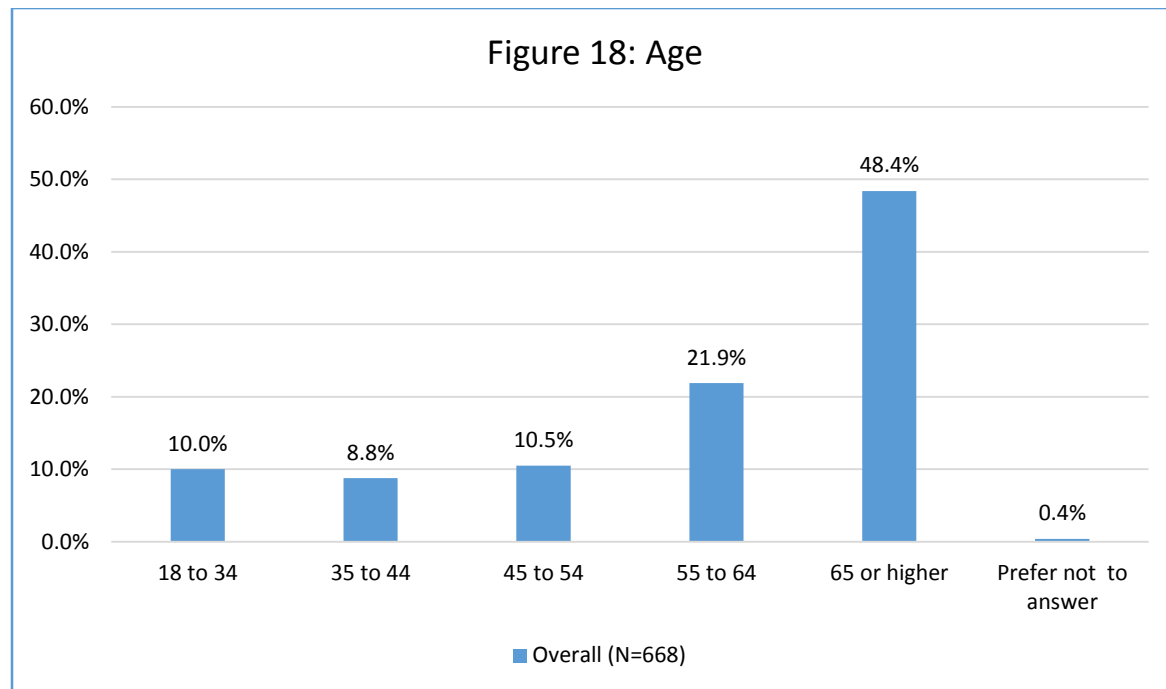
Demographics

The final section of the survey asked respondents a series of demographic questions.

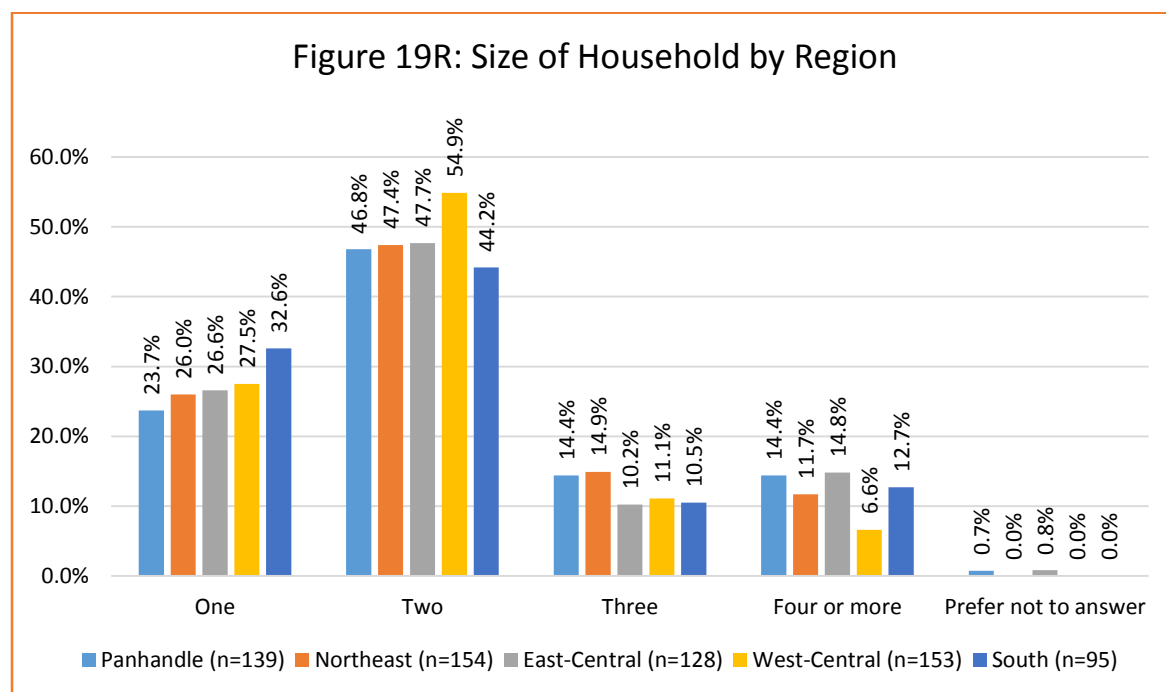
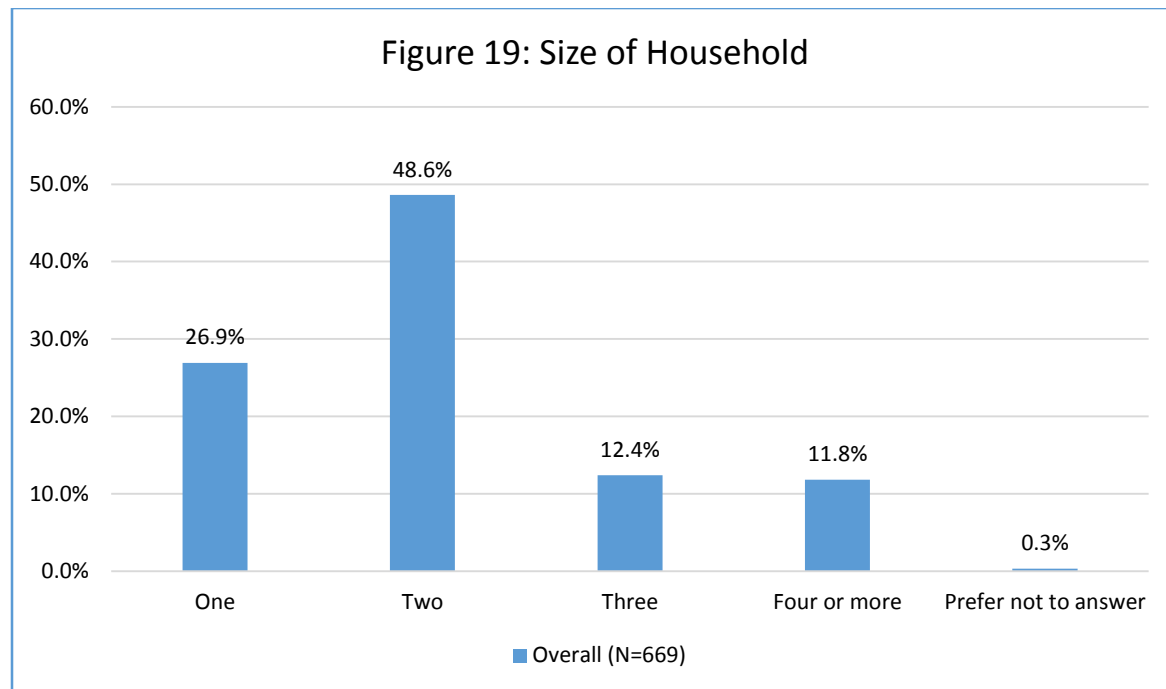
Gender



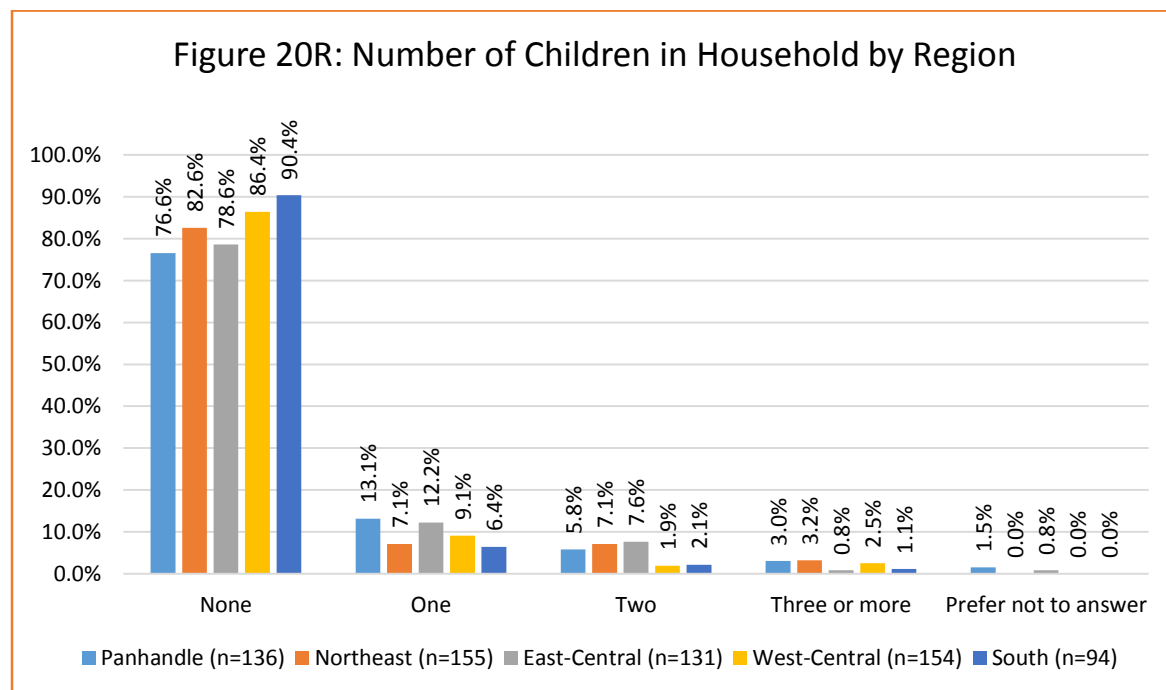
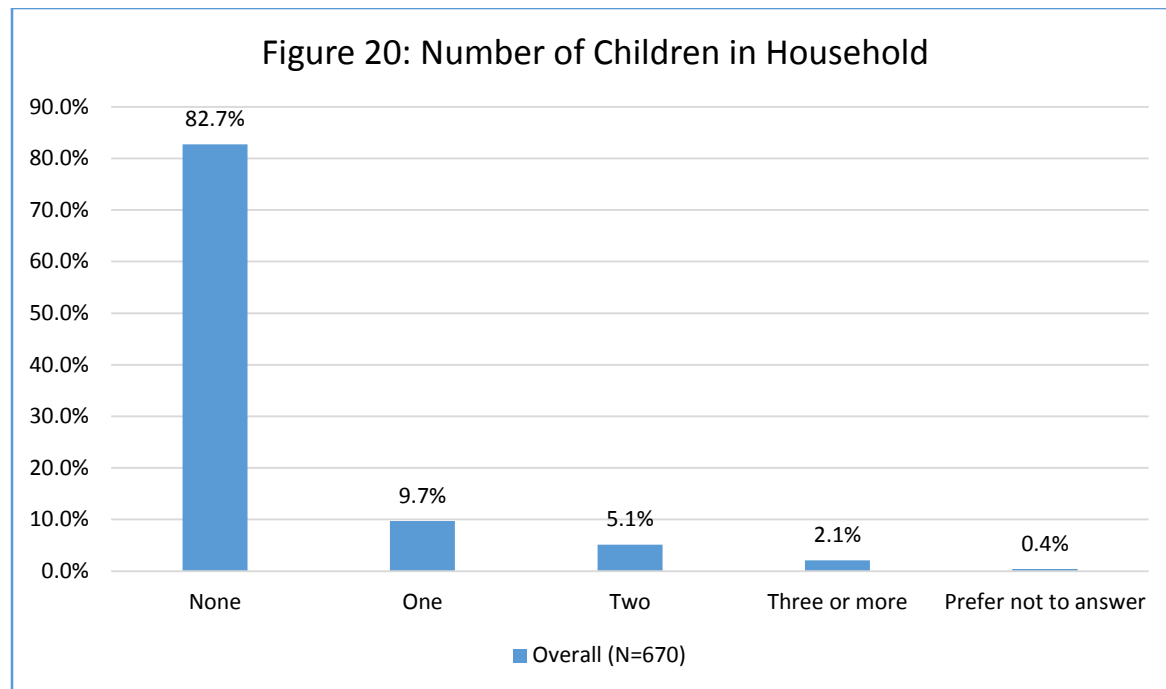
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



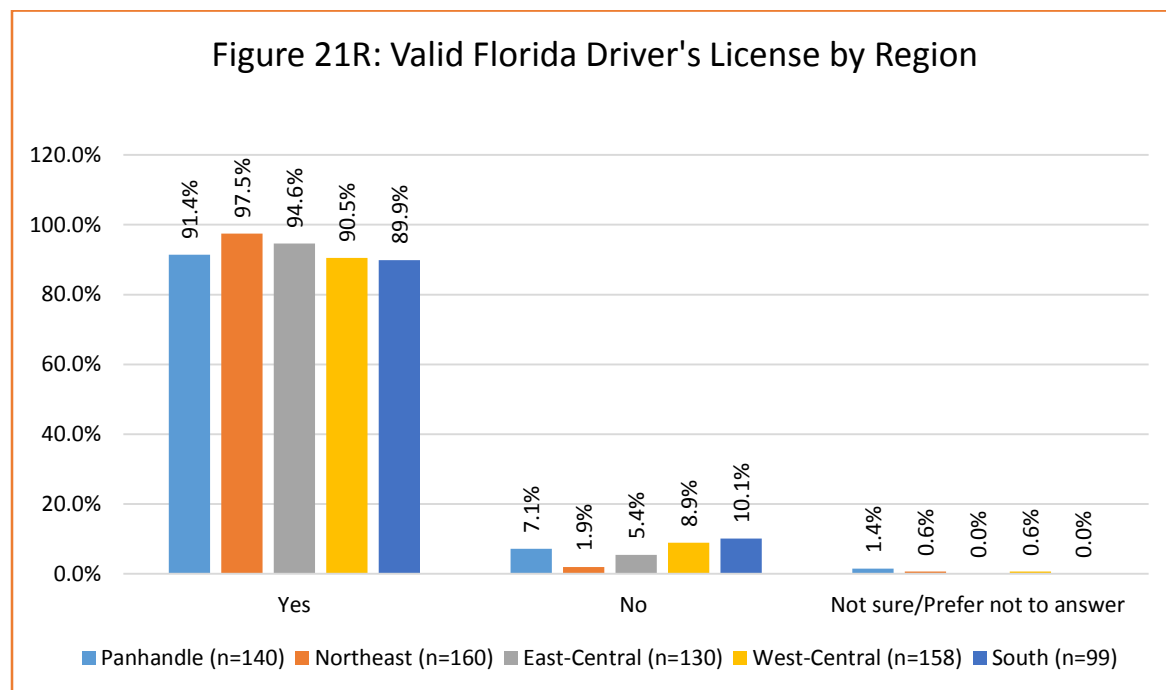
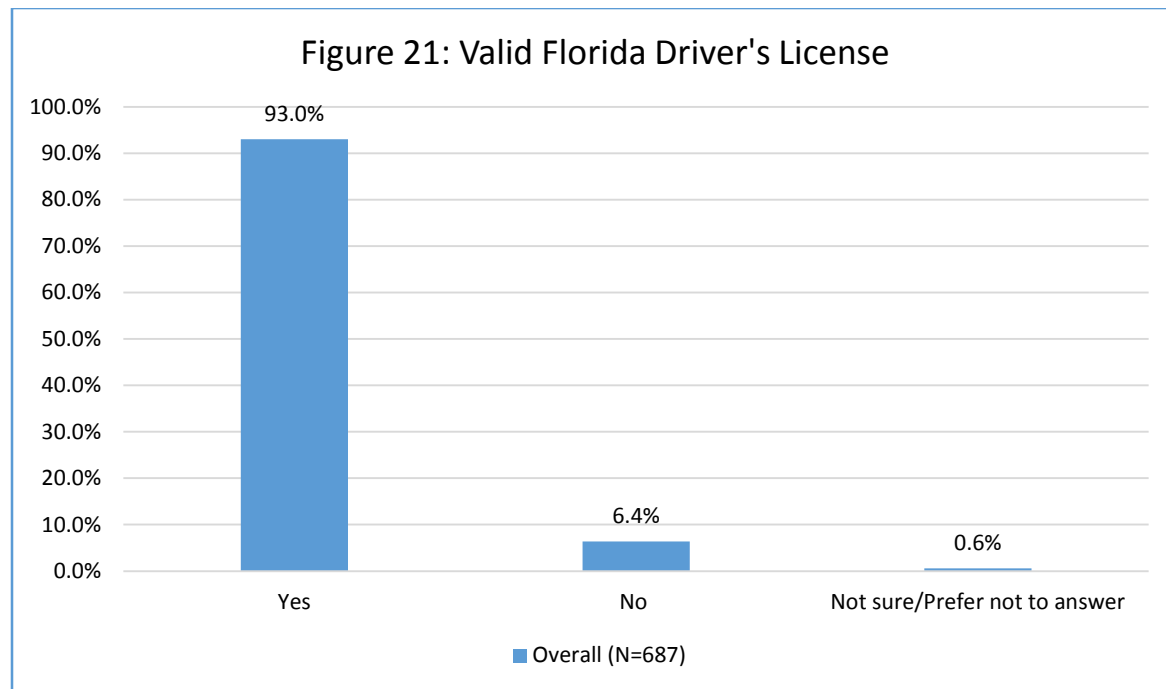
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



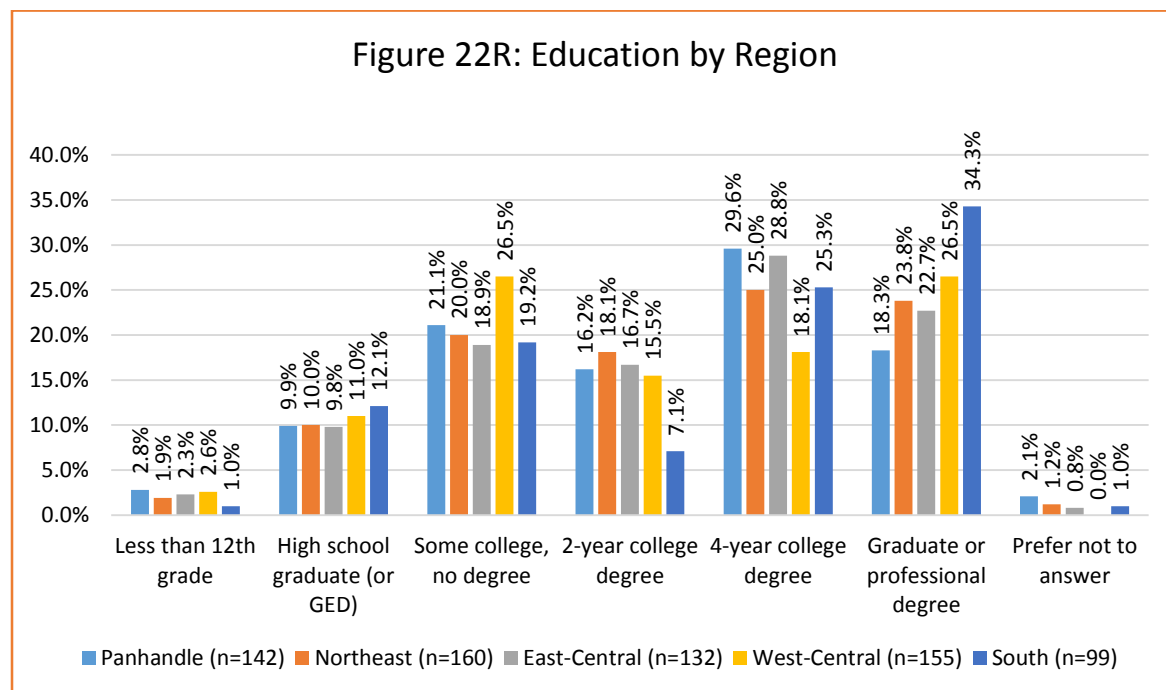
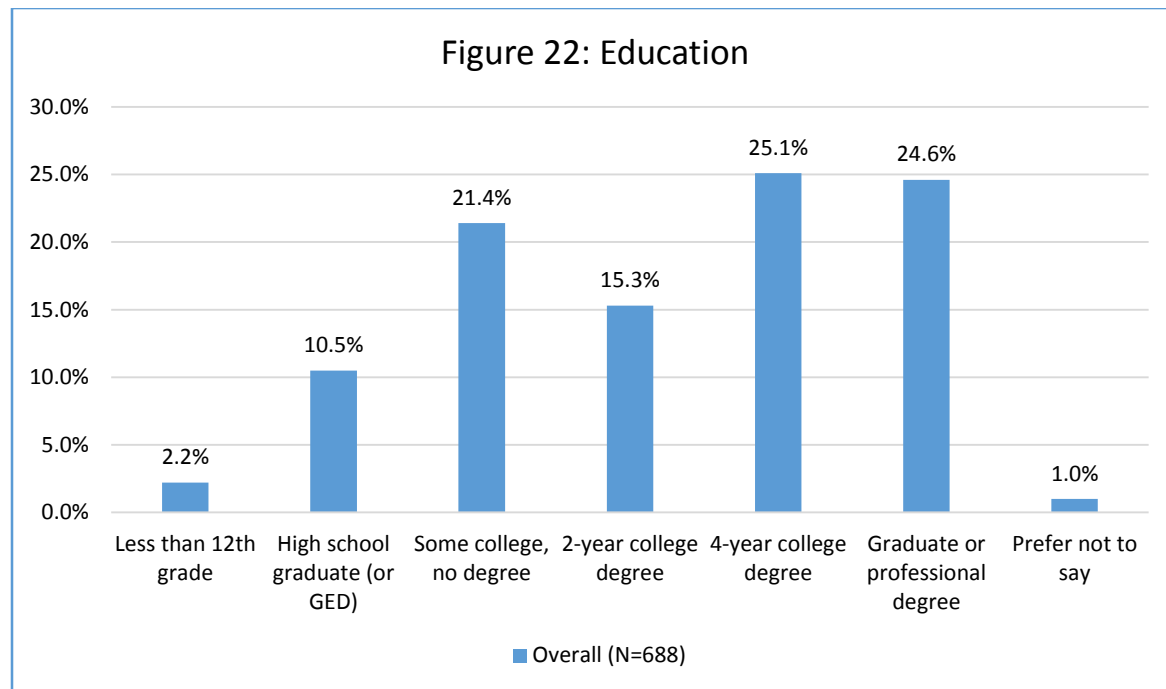
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018



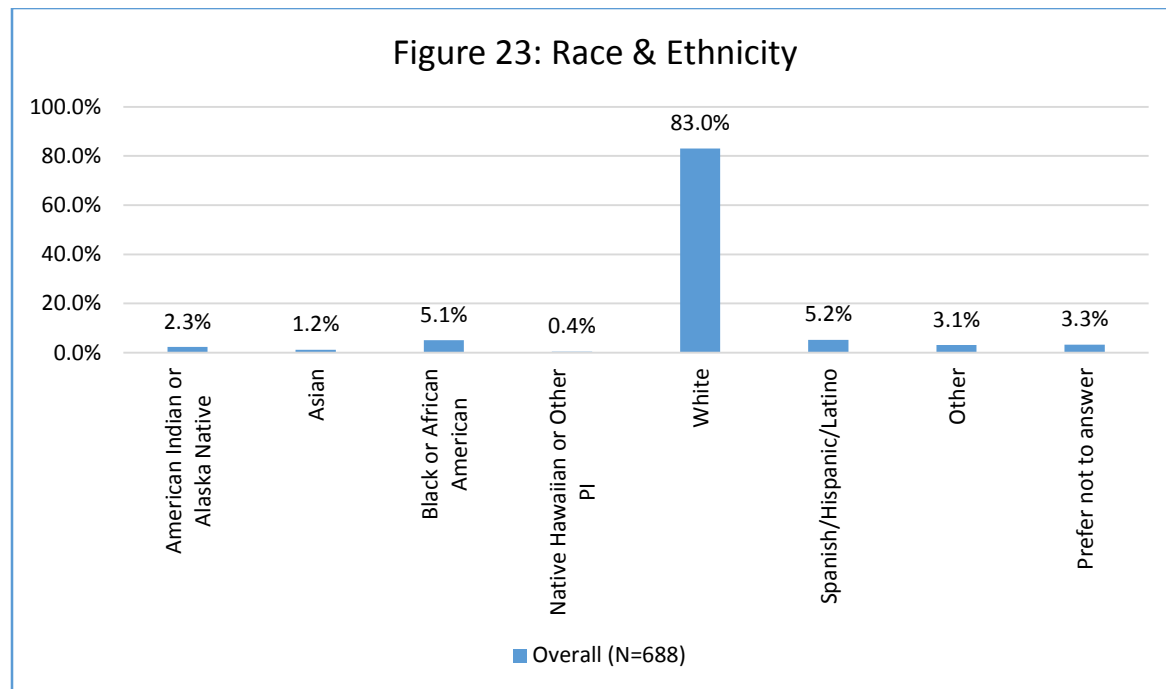
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Race & Ethnicity by Region

| Response | % PH | % NE | % EC | % WC | % S |
|---|-------|-------|-------|-------|-------|
| American Indian or Alaska Native | 4.2% | 2.5% | 2.3% | 1.9% | 0.0% |
| Asian | 0.7% | 0.6% | 3.1% | 1.3% | 0.0% |
| Black or African American | 8.5% | 6.3% | 4.6% | 2.5% | 3.0% |
| Native Hawaiian or Other Pacific Islander | 0.0% | 0.0% | 0.8% | 0.6% | 0.0% |
| White | 81.0% | 90.0% | 74.6% | 87.9% | 78.8% |
| Spanish/Hispanic/Latino | 2.8% | 0.6% | 9.2% | 4.5% | 12.1% |
| Other (please specify) | 3.5% | 0.0% | 5.4% | 1.3% | 5.1% |
| Prefer not to answer | 4.9% | 3.1% | 2.3% | 3.2% | 3.0% |

Total % may be greater than 100% as respondents may choose more than one response

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Appendix A: Survey Instrument

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey 2018

The Florida Department of Highway Safety and Motor Vehicles and researchers at the University of Florida are interested in learning more about Floridians' awareness of and opinions about impaired driving. Your opinions are important to us and will help us better understand a significant issue facing our state. Please be assured that all responses are confidential – no identifying information will be associated with your survey responses.

We appreciate your time and participation. Please complete this survey by marking the appropriate response or filling in a response in the space provided.

Background

First, we have some questions about your knowledge of and opinions about marijuana use.

1. How knowledgeable would you say you are about legal issues related to marijuana use in Florida?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Very knowledgeable |
| <input type="radio"/> | Somewhat knowledgeable |
| <input type="radio"/> | Not at all knowledgeable |
| <input type="radio"/> | Not sure / Prefer not answer |

2. To the best of your knowledge, which of the following is/are legal in the state of Florida? [Please mark ALL that apply.]

| | |
|-----------------------|--|
| <input type="radio"/> | Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions |
| <input type="radio"/> | Medical marijuana, prescribed by a licensed doctor for approved medical conditions |
| <input type="radio"/> | Recreational marijuana, for adults age 21 and older |
| <input type="radio"/> | None of the above |
| <input type="radio"/> | Not sure / Prefer not answer |

Impaired Driving

Next, we have a few questions about different types of impaired driving.

3. How knowledgeable would you say you are about legal issues related to marijuana use and driving in Florida?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Very knowledgeable |
| <input type="radio"/> | Somewhat knowledgeable |
| <input type="radio"/> | Not at all knowledgeable |
| <input type="radio"/> | Not sure / Prefer not answer |

4. Using a scale from 1 to 5, where 1 is “not a problem at all” and 5 is “a major problem,” how much of a problem would you say each of the following is in Florida?

| | 1 | 2 | 3 | 4 | 5 | Not sure |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A. Drinking and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Using medical marijuana and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Using prescription medications and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Using over the counter medications and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E. Using illegal drugs and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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5. If you had to guess, about what percentage of nighttime, weekend drivers in Florida do you think had marijuana in their systems in 2017?

| | | | |
|-----------------------|---------------|-----------------------|----------------------|
| <input type="radio"/> | Less than 5% | <input type="radio"/> | 5% up to 10% |
| <input type="radio"/> | 10% up to 15% | <input type="radio"/> | 15% or more |
| <input type="radio"/> | Not sure | <input type="radio"/> | Prefer not to answer |

6. Which do you think is more likely to cause impaired driving in Florida, alcohol or marijuana?

| | |
|-----------------------|---|
| <input type="radio"/> | Alcohol |
| <input type="radio"/> | Marijuana |
| <input type="radio"/> | Both are equally likely to cause impairment |
| <input type="radio"/> | Neither is likely to cause impairment |
| <input type="radio"/> | Not sure / Prefer not to answer |

7. The active ingredient in marijuana is THC. To the best of your knowledge, is there a blood-THC limit to drive in Florida?

| | |
|-----------------------|---------------------------------|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No |
| <input type="radio"/> | Not sure / Prefer not to answer |

8. Please mark each of the following statements about driving in Florida as either true or false.

| | True | False | Not sure |
|--|-----------------------|-----------------------|-----------------------|
| A. Driving under the influence of marijuana is always illegal in Florida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Driving under the influence of medical marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Driving under the influence of prescription drugs, like pain killers, is always illegal in Florida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Driving under the influence of prescription drugs, like pain killers, is not illegal for those with a valid prescription | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. To the best of your knowledge, does marijuana use pose any unique risks to driving a motor vehicle?

| | |
|-----------------------|---|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No → Go to Question 10 |
| <input type="radio"/> | Not sure / Prefer not to answer → Go to Question 10 |

IF YES: Which of the following risk(s) do you think marijuana use poses for driving a motor vehicle? [Please mark ALL that apply.]

| | | | |
|-----------------------|-----------------------------|-----------------------|----------------------------------|
| <input type="radio"/> | Slowed reaction time | <input type="radio"/> | Impaired coordination |
| <input type="radio"/> | Problems with lane position | <input type="radio"/> | Difficulty maintaining attention |
| <input type="radio"/> | Other (please describe): | | |
| <input type="radio"/> | Not sure | <input type="radio"/> | Prefer not to answer |

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10. For each of the following, please mark how long you think someone should wait before driving a motor vehicle after use.

| | Less than 1 hour | 1 up to 6 hours | 6 up to 12 hours | 12 up to 24 hours | 24 hours or more | Not sure |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A. Alcohol | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Medical marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Recreational marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Over the counter sleeping pills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E. Prescription sleeping pills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. In your opinion, what percentage of drivers impaired by marijuana get stopped by the police in Florida?

| | | |
|----------------------|-----------------------|-------------------------------|
| % of drivers: | <input type="radio"/> | Not sure/Prefer not to answer |
|----------------------|-----------------------|-------------------------------|

12. Using a scale from 1 to 5, where 1 is “not effective at all” and 5 is “very effective,” how effective do you think current laws and penalties are at reducing impaired driving in Florida?

| | | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> Not sure |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------------|

13. Have you ever avoided driving a motor vehicle because you felt too impaired to drive safely?

| |
|---|
| <input type="radio"/> Yes |
| <input type="radio"/> No |
| <input type="radio"/> Not sure / Prefer not to answer |

14. Which of the following, if any, have ever prevented you from driving a motor vehicle when you felt impaired? [Please mark ALL that apply.]

| | |
|--|---|
| <input type="radio"/> Drank too much alcohol | <input type="radio"/> Took recreational drugs |
| <input type="radio"/> Took prescription drugs | <input type="radio"/> Worried about being stopped by police |
| <input type="radio"/> Worried about having an accident | <input type="radio"/> None of these |
| <input type="radio"/> Other (please describe): | |
| <input type="radio"/> Not sure | <input type="radio"/> Prefer not to answer |

15. Keeping in mind that all of your answers in the survey are confidential, have you, yourself, ever used marijuana?

| |
|---|
| <input type="radio"/> Yes |
| <input type="radio"/> No |
| <input type="radio"/> Not sure / Prefer not to answer |

16. Again, keeping in mind that your answers are confidential, please tell us if you have ever driven a motor vehicle:

| | Yes | No | Not sure | Prefer not to answer |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| After drinking alcohol | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| After using marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| After taking prescription medication | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Demographics

Finally, please answer a few background questions so we know that we've heard from all kinds of people in Florida.

17. What is your gender? ☐ Female ☐ Male ☐ Prefer not to say

18. In what month and year were you born? Month: Year:

19. Including yourself, how many people currently live in your household?

20. And, how many of these people in your household are under the age of 18?

21. Do you have a valid Florida driver's license?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No |
| <input type="radio"/> | Not sure / Prefer not answer |

22. What is the highest level of education you have completed?

| | |
|-----------------------|--|
| <input type="radio"/> | Less than 12 th grade |
| <input type="radio"/> | High school graduate (includes GED) |
| <input type="radio"/> | Some college, no degree |
| <input type="radio"/> | 2-year college degree (Associate, Technical, etc.) |
| <input type="radio"/> | 4-year college degree (Bachelor's) |
| <input type="radio"/> | Graduate or professional degree (Master's, Ph.D., M.B.A, etc.) |
| <input type="radio"/> | Prefer not to say |

23. Do you consider yourself ...? [Please select ALL that apply.]

| | |
|-----------------------|---|
| <input type="radio"/> | American Indian or Alaska Native |
| <input type="radio"/> | Asian |
| <input type="radio"/> | Black or African American |
| <input type="radio"/> | Native Hawaiian or Other Pacific Islander |
| <input type="radio"/> | White |
| <input type="radio"/> | Spanish / Hispanic / Latino |
| <input type="radio"/> | Other (please specify): |
| <input type="radio"/> | Prefer not to say |

24. What is your 5-digit zip code? ☐ Prefer not to say

Thank you for completing this survey. Please seal your survey in the enclosed postage-paid return envelope and send it to us at your earliest convenience. We appreciate your time and participation!

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Appendix B: Question 11, Full Response Set

In your opinion, what percentage of drivers impaired by marijuana get stopped by the police in Florida?

| Response | % (N=666) | % (N=138) | % (N=157) | % (N=126) | % (N=147) | % (N=98) |
|----------|-----------|-----------|-----------|-----------|-----------|----------|
| | ALL | PH | NE | EC | WC | S |
| 0 | 1.4% | 0.0% | 0.6% | 2.3% | 2.5% | 1.0% |
| 1 | 4.7% | 7.0% | 5.0% | 4.5% | 3.2% | 3.0% |
| 2 | 2.4% | 1.4% | 3.1% | 1.5% | 1.9% | 4.0% |
| 3 | 1.5% | 1.4% | 1.3% | 0.8% | 1.3% | 3.0% |
| 4 | 0.9% | 1.4% | 1.3% | 0.0% | 0.0% | 2.0% |
| 5 | 11.4% | 9.1% | 12.5% | 12.8% | 8.2% | 12.1% |
| 6 | 0.2% | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% |
| 7 | 0.5% | 0.7% | 0.0% | 0.8% | 0.6% | 0.0% |
| 8 | 0.3% | 1.4% | 0.0% | 0.0% | 0.0% | 0.0% |
| 9 | 0.3% | 0.0% | 0.6% | 0.0% | 0.6% | 0.0% |
| 10 | 9.8% | 8.4% | 10.0% | 10.5% | 9.5% | 8.1% |
| 12 | 0.2% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| 13 | 0.2% | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% |
| 15 | 5.0% | 5.6% | 5.0% | 5.3% | 2.5% | 6.1% |
| 17 | 0.5% | 0.7% | 0.0% | 1.5% | 0.0% | 0.0% |
| 20 | 2.4% | 2.8% | 1.9% | 0.0% | 2.5% | 5.1% |
| 25 | 1.4% | 1.4% | 0.0% | 1.5% | 0.0% | 5.1% |
| 27 | 0.2% | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% |
| 30 | 1.1% | 1.4% | 0.6% | 1.5% | 0.6% | 1.1% |
| 36 | 0.2% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| 40 | 0.2% | 0.0% | 0.0% | 0.8% | 0.0% | 0.0% |
| 45 | 0.2% | 0.0% | 0.6% | 0.0% | 0.0% | 0.0% |
| 50 | 0.5% | 2.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| 65 | 0.2% | 0.7% | 0.0% | 0.0% | 0.0% | 0.0% |
| 75 | 0.3% | 0.7% | 0.0% | 0.0% | 0.6% | 0.0% |
| Not sure | 54.8% | 49.0% | 55.6% | 48.9% | 58.9% | 48.5% |

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Appendix C: Open-ended Comments

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Question 9A: “Which of the following risk(s) you think marijuana use poses for driving a motor vehicle?”

Other Responses

- Driving too slow-paranoia
- Frequent stops at fast food restaurants - slows/delays arrival time
- Judgement
- No response given
- Road rage, distractions
- Speed
- No response given
- Not steady standing
- Hallucinations
- No response given
- Mimics alcohol impairment
- Impaired drivers could cost lives!
- Impairs judgement
- Falling asleep
- Its still illegal to drive with this drug
- Driving under the speed limit
- Perception of distance
- Smoking & driving-not paying attention
- Memory, daydreaming
- Driving too slow
- No response given
- Impaired judgement
- Lowers IQ by 25%
- Paranoia
- Decision response
- Visual credibility
- Unable to maintain speed
- More carefree mindset
- Driving slow on highways
- Sleep, if you're tired

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Question 14: "Which of the following, if any, have ever prevented you from driving a motor vehicle when you felt impaired?"

Other Responses

- Illness, extreme dehydration
- No response given
- No response given
- No response given
- Sleepy
- Too sleepy - I don't drink or take drugs
- Injury not allowing full control of the vehicle
- Procedure with anesthesia
- I don't drink or use drugs
- Sore right legs
- Every seldom drink
- Too tired
- I don't know how to drive
- Illness
- Never felt impaired
- Police record that would prevent international travel
- Too tired
- I don't drink alcohol so this does not apply
- I am a responsible adult and care about others safety
- Nerve damage to right leg
- I don't drink or smoke or do drugs
- Illness
- Headache
- Sick-not mentally alert
- When I had the flu
- Too sleepy to drive
- Post-surgery
- After hospital-broken wrist etc.
- Worried about falling asleep
- Too tired
- Sick, dizzy, didn't feel well
- Was sleepy and knew it would be dangerous
- Tired, lack of sleep
- Lack of sleep
- Not enough sleep
- Bad [illegible]
- Would hurt others
- Medical injury-leg
- Unable to see due to cataracts in eyes; problem has been fixed

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- Don't drive (phobia)
- Do not use prescription drugs, do not drink alcohol
- Lack of sleep
- Sleepiness
- Too tired or sleepy
- Tired, sleep deprived, hurt
- Anxiety and in a high emotional state
- Family emergency
- Took OTC meds
- Long road trips
- Never felt impaired
- Vision problems
- I don't drive impaired, it is unsafe
- Dizziness
- Eyesight
- Affect professional/clinical license (DWI, etc.) in another state
- Had vertigo
- Tired and sleepy
- Sleepy due to lack of sleep while traveling
- Too tired

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Question 23: “Do you consider yourself...?” [Race/Ethnicity]

Other Responses

- American
- New Zealand
- West Indian
- Irish American
- American
- No response given
- Mixed, Biracial
- Greek American
- No response given
- Scandinavian
- American
- Mixed race
- I don't think it matters what you are
- Roman
- American
- Natural American
- American hybrid
- Italian American
- No response given

Attachment C: University of Florida, Florida Survey
Research Center, Survey II

FLORIDA DEPARTMENT OF HIGHWAY SAFETY & MOTOR VEHICLES: IMPAIRED DRIVING SURVEY PHASE II RESULTS



2018

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

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Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Introduction

Researchers at the Florida Survey Research Center at the University of Florida (FSRC) worked with the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to conduct a survey of citizens in Florida about their awareness of and opinions about impaired driving. Phase I of the survey (completed in March 2018) collected information about Florida residents' general awareness of issues related to impaired driving, their knowledge and understanding of laws related to impaired driving, and their personal behaviors related to impaired driving, particularly those related to medical marijuana. The second phase of the survey retained the above questions and added questions about the "Drive Baked, Get Busted" media campaign that was implemented in the interim time frame.

The survey targeted residents in Florida who are 18 years of age or older utilizing a listed ABS sample of single-family residences, stratified into five regions (detailed below). Sampled Florida residents were also offered the option to complete the same survey online, in either English or Spanish, using a unique password included in the cover letter they were mailed. Of the 1,115 total responses, 94 (8.4%) completed the survey online.

This report details the responses of the 1,115 Florida residents who completed surveys by mail and internet with the FSRC.

The survey instrument included a variety of questions about perceptions and knowledge related to medical marijuana and impaired driving. The specific categories of questions are as follows:

- Knowledge & opinions on marijuana laws and use
- Knowledge of legal issues related to marijuana use & driving in Florida
- Perceptions of impaired driving risks
- Knowledge of impaired driving laws in Florida
- Knowledge of impaired driving risks from marijuana
- Awareness of 'Drive Baked, Get Busted' campaign & perceptions of its effectiveness
- Behaviors related to impaired driving
- Demographic questions

The results of this study provide the Florida DHSMV with a substantial amount of information about Florida residents' perceptions of and behaviors related to impaired driving.

Format of the Report

This report is divided into several sections that first present background on the research process and then present the results of the completed surveys. The sections that follow provide the detailed results, including comprehensive information on the findings with tables and figures (where appropriate) summarizing responses to each question. For survey results, please note that each Table or Figure indicates the total number of respondents who answered the question and that figures and tables are labeled to correspond to survey questions. With the exception of the two new questions, each figure compares responses from Phase I and Phase II of the survey. In addition to data for the entire sample of Floridians, data are presented by region for comparison for the two added questions.

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Procedure & Methodology

The surveys were conducted by mail and internet from the survey facilities of the FSRC at the University of Florida in Gainesville, Florida. The population under study in the survey was residents of the state of Florida who were 18 years of age or older at the time of the survey.

Regions

The sampling frame for the state of Florida was divided into five regions, detailed below:

1. **Panhandle** (To include Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Washington, Bay, Jackson, Calhoun, Gulf, Gadsden, Liberty, Franklin, Leon, Wakulla, Jefferson, Madison and Taylor counties);
2. **Northeast** (To include Hamilton, Suwanee, Lafayette, Dixie, Columbia, Gilchrist, Levy, Alachua, Marion, Baker, Union, Bradford, Clay, Putnam, Nassau, Duval, St. Johns and Flagler counties);
3. **East-Central** (Volusia, Lake, Seminole, Orange, Osceola, Brevard, Indian River, Okeechobee, St. Lucie and Martin counties)
4. **West-Central** (To include Citrus, Hernando, Pasco, Sumter, Pinellas, Hillsborough, Polk, Manatee, Sarasota, Hardee, Desoto, Highlands, Charlotte and Glades counties); and
5. **South Florida** (Lee, Hendry, Collier, Monroe, Miami-Dade, Broward and Palm Beach counties).

Implementation

A total of 20,000 survey packets were mailed to potential respondents (4,000 in each region) by the UF Mailing and Printing Office. Surveys were mailed between July 23, 2018, and August 6, 2018.

A total of 1,115 surveys were completed. Completions by region appear below:

| Region | Total |
|--------------|-------|
| Panhandle | 245 |
| Northeast | 257 |
| East-Central | 230 |
| West-Central | 239 |
| South | 144 |

Sampling

ABS (address-based sampling) is sampling from address frames that are typically based, in part, on files compiled by the US Postal Service. As the *American Association for Public Opinion Research* notes, "Quite simply, the address lists available today are the best frames available for national U.S. household surveys."¹ The ABS sample for this survey of households in Florida was randomly drawn by the commercial sampling firm Genesys, and included addresses listed in the ABS frame for counties designated in the region.

The completed sample size for this survey report is 1,115 completed surveys. Based on the number of households in Florida (7,393,262) and the population of the state age 18 and older (16,514,723)², a

¹ [AAPOR Report: Address-Based Sampling](#), January 7, 2016 (accessed March 9, 2018)

² US Census Bureau: State Quick Facts, ACS 2017

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sample of 1,115 completions will provide a margin of error of +/- 3% at a 95% confidence level. This means that 95 percent of the time the true responses for the overall sample will be three percentage points above or below the response from the survey. (For example, if 75% of the respondents indicate that their favorite color is blue, the true percentage of individuals whose favorite color is blue will be between 72% and 78%.)

Mail Survey Procedures

The Florida Survey Research Center makes substantial efforts to improve response rates and reduce error from non-responses when conducting mail surveys. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey.

Our efforts to improve response rates and reduce non-response include the following³:

- ❖ Preparation of a packet containing a cover letter, the questionnaire (including detailed instructions explaining how to answer and return the questionnaire), and a postage-paid envelope to return the survey;
- ❖ Mailing the survey packet in a business envelope rather than a flat mail-out (to avoid confusion with advertisements and “junk” mail);
- ❖ Mailing the survey packet in a smaller business envelope to make the survey packet appear less burdensome (suggesting less of a time commitment on the part of the respondent);
- ❖ Using an outer mailing envelope that appears professional and is legitimized by official University of Florida logos, avoiding gimmicks such as envelopes in unusual shapes, sizes, and colors that may discourage respondent participation;
- ❖ Every mail survey is accompanied by a cover letter which serves as a precise, one-page introduction to the questionnaire and is legitimized by the use of official University of Florida letterhead and Institutional Review Board information and approval, and personalized with individualized salutations, dates, and signatures;
- ❖ The questionnaire is designed to be clear, concise, and esthetically pleasing to encourage respondent participation and is constructed as a four-page booklet, a design proven promote higher response rates;
- ❖ The questionnaire is organized using different sections to separate topics in an attractive and logical order. Detailed instructions are provided. Questions are adequately spaced, rather than overcrowded, with plenty of white space in between. Simple fonts are used rather than decorative lettering, and the layout and styling format remain cohesive throughout the entire questionnaire. All questions, and pages, are clearly numbered. Questions are ordered in a logical manner within groupings of similar topics. Transition statements and visual cues signal a change in topic both verbally and visually.

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following initial

³ See Dillman, Don. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York, NY: John Wiley & Sons, Inc. and Gideon, Lior. 2012. *Handbook of Survey Methodology for the Social Sciences*. New York, NY: Springer.

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construction of the survey instrument, FSRC researchers critically read each of the questions and revise as needed. After this first round of revisions, the questionnaire is shared with the client, colleagues, and other appropriate audiences. This feedback is used to determine how long the questionnaire will take respondents to complete, as well as the clarity of the questionnaire.

Internet Survey Procedures

The Florida Survey Research Center makes substantial efforts to improve response rates and reduce error from non-responses when conducting internet surveys. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey.

Our efforts to improve response rates and reduce non-response include the following⁴:

- ❖ Introducing the questionnaire with an introductory statement on the welcome-screen that emphasizes ease of responding and provides clear instructions on how to take necessary computer actions to complete the questionnaire;
- ❖ Providing a unique user name and password for each potential respondent that limits access to only those in the sample and restricts completion to one survey per user;
- ❖ Presenting questions in a conventional format similar to paper surveys using a design (question wording, question order, question grouping, etc.) that promotes participation and full response to all questions;
- ❖ Allowing respondents the option to stop the survey, save their responses, and return to complete it at a later time;

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following construction and approval of the survey instrument, the survey is coded and loaded into the FSRC Internet Survey system. The FSRC pretesting process begins by repeated testing of the programming language to insure that the questionnaire is working properly and that all responses are properly coded. Revisions are made as needed, and implementation begins.

Analysis

Returned mail surveys are opened, reviewed by a supervisor for accuracy and completeness, coded appropriately, and then data reduced into an Excel file. Online survey data were downloaded from the FSRC secure servers, and reviewed by a supervisor for accuracy. These two files were then merged to form an overall database of responses to the survey. Since unique identifiers were assigned to each respondent, survey responses were checked to ensure that no participant replied more than once (by mail and online).

Data were entered and downloaded at regular intervals and analyzed. Each question option and branching set was checked to be certain that everything was working correctly and that accurate data were being recorded. At the conclusion of data collection, the overall dataset was analyzed by FSRC

⁴ See Dillman, Don. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York, NY: John Wiley & Sons, Inc. and Gideon, Lior. 2012. *Handbook of Survey Methodology for the Social Sciences*. New York, NY: Springer.

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researchers using the SPSS analysis program. The detailed results of this analysis are presented in the remainder of this report.

Executive Summary

Background

About three in five (63.4%) respondents said they are “somewhat knowledgeable” about legal issues related to marijuana use in Florida. While about one in eight (12.2%) respondents said they are “very knowledgeable,” one in five (22.5%) said that they are “not at all knowledgeable” about legal issues related to marijuana use in Florida.

About two in five (42.7%) respondents correctly identified “Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions” as legal in the state of Florida, and two in three (68.2%) correctly identified “medical marijuana, prescribed by a licensed doctor for approved medical conditions” as legal in the state of Florida. Only about two percent of respondents erroneously identify “recreational marijuana, for adults 21 and older” as legal in the state of Florida, while nearly one in ten (8.0%) erroneously said that none of the practices were legal in Florida. About one in ten (11.2%) respondents were unsure or preferred not to answer.

Impaired Driving

Level of Knowledge: Legal Issues related to Marijuana Use and Driving in Florida

Overall, half (49.8%) of the respondents said they are “somewhat knowledgeable” about legal issues related to marijuana use and driving in Florida. While about one in eight (13.8%) respondents said they are “very knowledgeable,” one in three (33.2%) said that they are “not at all knowledgeable” about legal issues related to marijuana use and driving in Florida.

Perceptions of Problematic Impaired Driving Scenarios in Florida

Seven in ten (69.9%) respondents indicated that drinking and driving is “a major problem” in Florida. Overall, nearly nine in ten (88.1%) respondents rated drinking and driving on the problematic side of the scale, as either a “4” or a “5,” while only about one percent said it was “not a problem.”

More than one in four (27.8%) respondents indicated that using medical marijuana and driving is “a major problem” in Florida. Overall, two in five (40.3%) respondents rated using medical marijuana and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in ten (11.1%) said it was “not a problem.” A slightly higher percentage of respondents in Phase II rated using medical marijuana and driving in Florida as a major problem.

About one in three (31.8%) respondents indicated that using prescription medications and driving is “a major problem” in Florida. Overall, more than half (54.9%) of the respondents rated using prescription medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about three percent said it was “not a problem.” About one in five (17.4%) respondents indicated that using over the counter medications and driving is “a major problem” in Florida. Overall, one in three (32.9%) respondents rated using over the counter medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in eight (12.1%) said it was “not a problem.”

Three in five (60.3%) respondents indicated that using illegal drugs and driving is “a major problem” in Florida. Overall, nearly four in five (78.1%) respondents rated using illegal drugs and driving on the

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problematic side of the scale, as either a “4” or a “5,” while only about two percent said it was “not a problem.” A slightly lower percentage of respondents in Phase II rated using illegal drugs and driving in Florida as a major problem.

Overall, the highest percentage of respondents said drinking and driving is “a major problem” in Florida, followed by using illegal drugs and driving.

Estimated Percentage of Nighttime, Weekend Drivers in Florida with Marijuana in Their Systems
Two in five (40.7%) respondents estimated that 15% or more of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and one in five (20.2%) estimated the percentage to be between 10% up to 15%. About one in six (15.3%) respondents estimated that between 5% up to 10% of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and about six percent of respondents estimated the percentage at “less than 5%.”

More Likely to Cause Impaired Driving in Florida: Alcohol or Marijuana
Half (49.2%) of the respondents indicated that they think alcohol is more likely to cause impaired driving than marijuana is in Florida. A nearly identical number (49%) of respondents indicated that both alcohol and marijuana are equally likely to cause impaired driving in Florida. Less than one percent (n=7) of respondents thought marijuana was more likely than alcohol to cause impaired driving in Florida, and one percent either were not sure or preferred not to answer the question.

In Phase II of the survey, slightly fewer respondents said alcohol was more likely to cause impaired driving than marijuana in Florida and slightly more respondents said both alcohol and marijuana were equally likely to cause impaired driving in Florida.

Blood-THC Limit to Drive in Florida
Nearly two in four (37.0%) respondents correctly indicated that there is not a blood-THC limit to drive in Florida, while about one in ten (10.3%) erroneously indicated that there is such a limit. Importantly, more than half (52.7%) of the respondents were not sure (or preferred not to answer) about blood-THC levels in Florida.

Knowledge of Impaired Driving Laws in Florida
More than two in three (68.7%) respondents correctly said it is true that driving under the influence of marijuana is always illegal in Florida, while about one in ten (11.5%) erroneously said this was false. One in five (19.8%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida.

About one in five (22.5%) respondents erroneously said that it is true that driving under the influence of marijuana is not illegal in the state of Florida for those with a valid Medical Marijuana Registry Card, while more than two in five (44.8%) correctly said this is false. One in three (32.6%) respondents were unsure of whether it is true or false that driving under the influence of marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card. There was a small increase in the percentage of respondents correctly responding “false.”

Half (51.5%) of the respondents correctly said that it is true that driving under the influence of prescription drugs, like pain killers, is always illegal in the state of Florida, while about one in four (28.3%) erroneously said this is false. One in five (20.3%) respondents were unsure of whether it is true

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or false that driving under the influence of prescription drugs, like pain killers, is always illegal in Florida. There was a small increase in the percentage of respondents correctly responding “true.”

One in four (26.6%) respondents erroneously said that it is true that driving under the influence of prescription drugs, like pain killers, is not illegal in the state of Florida for those with a valid prescription, while half (51.6%) correctly said this is false. One in five (21.8%) respondents were unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is not illegal in Florida for those with a valid prescription. There was a small decrease in the percentage of respondents incorrectly responding “true.”

Of the legal scenarios presented, respondents were most likely to correctly indicate that driving under the influence of marijuana is always illegal in Florida. About half or fewer of the respondents correctly indicated the legality of the other driving scenarios presented. A higher percentage of respondents in Phase II correctly identified all of the legal scenarios in the question.

Unique Risks to Driving a Motor Vehicle from Marijuana Use

Nearly four in five (78.6%) respondents said that marijuana poses unique risks to driving a motor vehicle. A slightly higher percentage of respondents in Phase II, though, replied in the affirmative to this question compared to those in Phase I.

Of the respondents saying that marijuana poses unique risks to driving a motor vehicle, four in five or more indicated that “slowed reaction time” (91.4%), “difficulty maintaining attention” (83.2%), and “impaired coordination” (81.8%) were among these risks. More than half (55.5%) of these respondents noted “problems with lane position” as a risk.

Wait Time before Driving a Motor Vehicle

Nearly two in five (38.3%) respondents think someone should wait for one up to six hours after drinking alcohol before driving a motor vehicle, and about three in ten (29.1%) think someone should wait six up to 12 hours. About one in eight (13.4%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after drinking alcohol, and about one in ten (9.4%) think the wait should be 24 hours or more. A slightly higher percentage of respondents replied “1 up to 6 hours” in Phase II.

More than one in four (26.3%) respondents think someone should wait for one up to six hours after using medical marijuana before driving a motor vehicle, and one in five (19.4%) think someone should wait six up to 12 hours. One in ten (10.3%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using medical marijuana, and a similar number (6.7%) think the wait should be 24 hours or more. Notably, one in four (25.4%) respondents are not sure how long someone should wait before operating a motor vehicle after using medical marijuana.

About one in four (23.6%) respondents think someone should wait for one up to six hours after using recreational marijuana before driving a motor vehicle, and one in five (22.3%) think someone should wait six up to 12 hours. One in eight (13.1%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using recreational marijuana, and a similar number (11.2%) think the wait should be 24 hours or more. Notably, one in five (22.4%) respondents are not sure how long someone should wait before operating a motor vehicle after using recreational marijuana.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

About one in ten (8.5%) respondents think someone should wait for one up to six hours after using over the counter sleeping pills before driving a motor vehicle, and nearly two in five (37.5%) think someone should wait six up to 12 hours. One in four (25.6%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using over the counter sleeping pills, while about one in six (15.2%) think the wait should be 24 hours or more.

Fewer than one in ten (5.6%) respondents think someone should wait for one up to six hours after using prescription sleeping pills before driving a motor vehicle, and one in three (33.5%) think someone should wait six up to 12 hours. Three in ten (29.7%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using prescription sleeping pills, while one in five (18.3%) think the wait should be 24 hours or more. A slightly higher percentage of respondents replied “12 up to 24 hours” in Phase II.

“Drive Baked – Get Busted” Campaign

Three in five (62.2%) respondents replied that they had seen, heard, or read ads related to the “Drive Baked – Get Busted” campaign, while just over one in three (35.3%) said they had not. A lower percentage of respondents in the Panhandle region (57.0%) said they have said they had seen, heard, or read any ads related to the “Drive Baked – Get Busted” campaign than did those in other regions. A higher percentage of those in the West-Central region (66.4%) reported having seen, heard, or read ads from the campaign than did those in other regions of the state.

Overall, two in five (39.0%) respondents who had seen, heard, or read about the “Drive Baked – Get Busted” campaign rated it as effective in conveying a message against impaired driving, with about one in six (17.5%) rating it as “very effective.” More than one in four (27.2%) respondents aware of the campaign rated it in the middle of the scale, as a “3.” However, one in four (26.9%) respondents aware of the campaign rated it on the ineffective side of the scale, as either a “2” or a “1” with one in eight (12.7%) rating it as “not effective at all.”

A higher percentage of respondents in the Panhandle region (22.1%) who were aware of the campaign rated the “Drive Baked – Get Busted” campaign as “very effective” than did those in other regions. Those who were aware of the campaign in the South region (16.5%) were more likely than those in other regions to say the campaign was “not effective at all.”

Avoided Driving Due to Impairment

Nearly three in four (72.9%) respondents said they have avoided driving a motor vehicle because they felt too impaired to drive safely, while one in four (24.6%) said they have not.

About three in five (63.1%) respondents indicated that drinking too much alcohol has prevented them from driving a motor vehicle when they felt impaired. About one in four respondents said that either being worried about having an accident (29.6%), being worried about being stopped by the police (24.5%), or taking prescription drugs (24.3%) prevented them from driving when they felt impaired.

Ever Used Marijuana

More than two in five (42.9%) respondents said they have used marijuana, while about half (54.2%) said they have not.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Ever Driven a Vehicle in Certain Situations of Impairment

About two in three (65.1%) respondents indicated that they have driven a motor vehicle after drinking alcohol, while about one in three (32.4%) said they have not.

About one in four (23.3%) respondents indicated that they have driven a motor vehicle after using marijuana, while nearly three in four (73.9%) said they have not. A lower percentage of respondents in Phase II indicated they have driven a motor vehicle after using marijuana than did those in Phase I.

Overall, about half (47.8%) of the respondents indicated that they have driven a motor vehicle after taking prescription medication, while a similar number (47.0%) said they have not.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

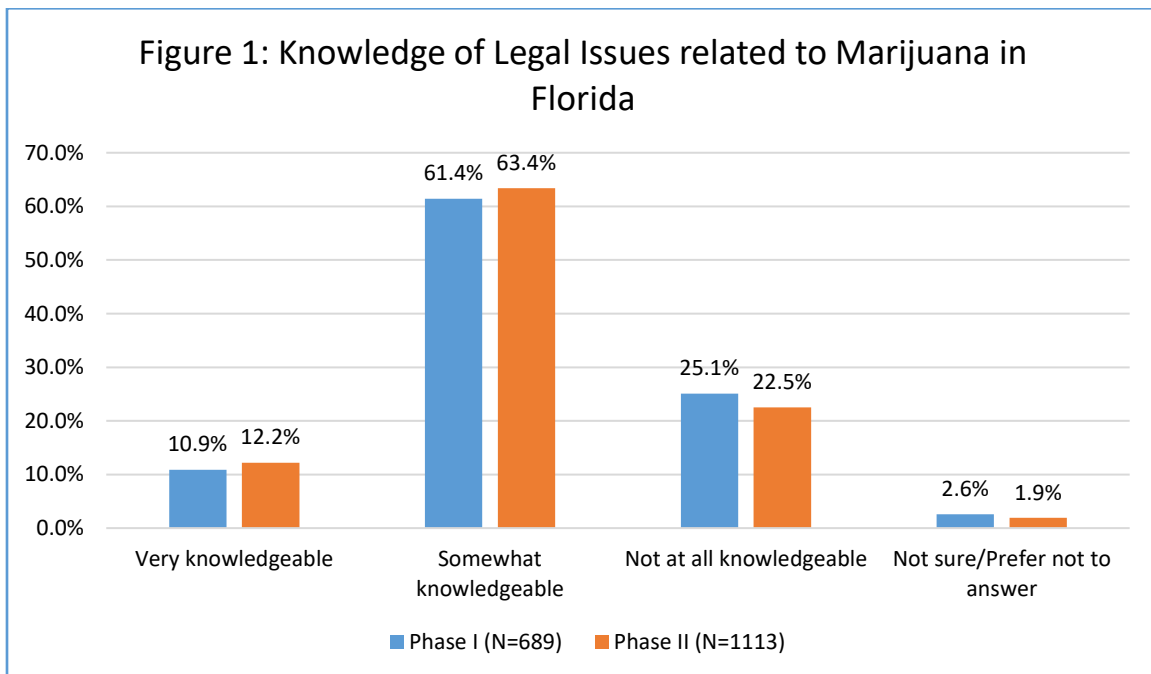
Results

Background

The first section of the survey asked two background questions about respondents' general knowledge of marijuana use in Florida.

Level of Knowledge: Legal Issues related to Marijuana Use in Florida

The first question asked: "How knowledgeable would you say you are about legal issues related to marijuana use in Florida?" Possible responses were: very knowledgeable, somewhat knowledgeable, and not at all knowledgeable. The responses for Phase I and Phase II appear in Figure 1.



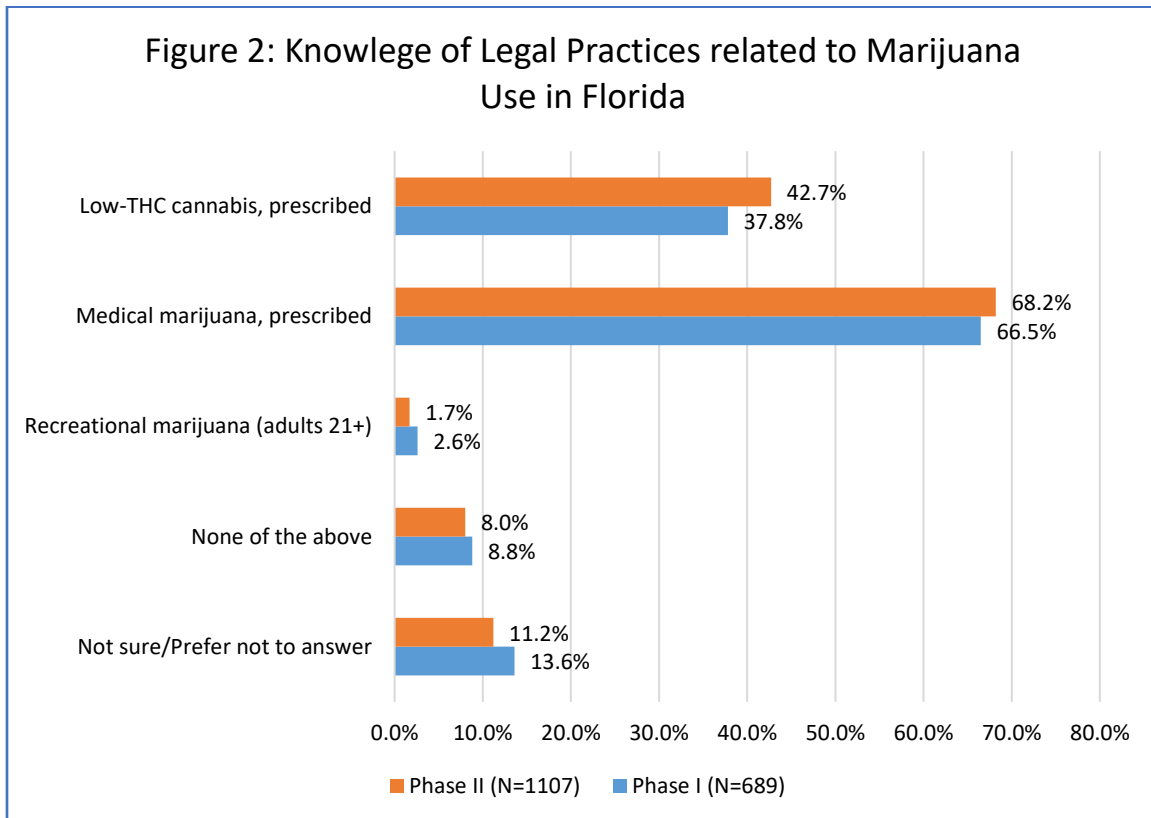
Overall, about three in five (63.4%) respondents said they are "somewhat knowledgeable" about legal issues related to marijuana use in Florida. While about one in eight (12.2%) respondents said they are "very knowledgeable," one in five (22.5%) said that they are "not at all knowledgeable" about legal issues related to marijuana use in Florida.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Knowledge of Legal Practices related to Marijuana Use in Florida

The next question asked: “To the best of your knowledge, which of the following is/are legal in the state of Florida?” Respondents were provided with the following practices, from which they could choose multiple responses: Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions; Medical marijuana, prescribed by a licensed doctor for approved medical conditions; Recreational marijuana, for adults age 21 and older; None of the above. The responses for Phase I and Phase II appear in Figure 2.



Overall, about two in five (42.7%) respondents correctly identified “Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions” as legal in the state of Florida, and two in three (68.2%) correctly identified “medical marijuana, prescribed by a licensed doctor for approved medical conditions as legal in the state of Florida.

Only about two percent of respondents erroneously identify “recreational marijuana, for adults 21 and older” as legal in the state of Florida, while nearly one in ten (8.0%) erroneously said that none of the practices were legal in Florida. About one in ten (11.2%) respondents were unsure or preferred not to answer.

There was little difference between responses in Phase I and Phase II of the survey.

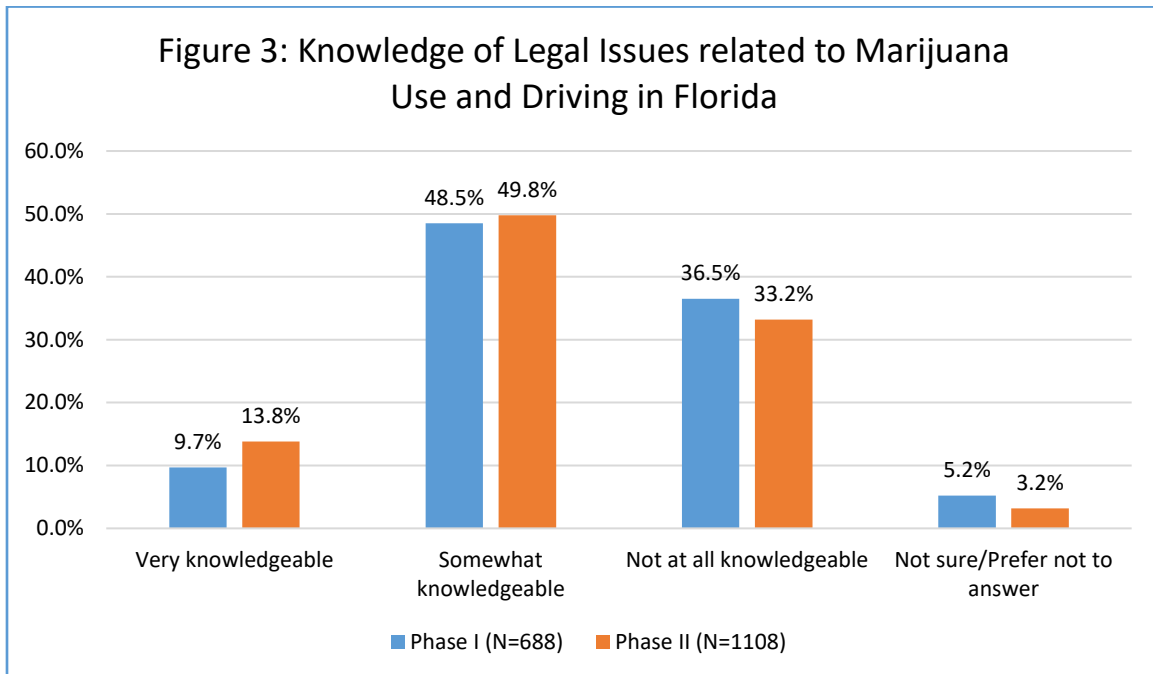
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Impaired Driving

The next section of the survey asked a series of questions about impaired driving in Florida.

Level of Knowledge: Legal Issues related to Marijuana Use and Driving in Florida

The first question in this section asked: “How knowledgeable would you say you are about legal issues related to marijuana use and driving in Florida?” Possible responses were: very knowledgeable, somewhat knowledgeable, and not at all knowledgeable. The responses for Phase I and Phase II appear in Figure 3.



Overall, half (49.8%) of the respondents said they are “somewhat knowledgeable” about legal issues related to marijuana use and driving in Florida. While about one in eight (13.8%) respondents said they are “very knowledgeable,” one in three (33.2%) said that they are “not at all knowledgeable” about legal issues related to marijuana use and driving in Florida.

About three percent of respondents were unsure or preferred not to answer.

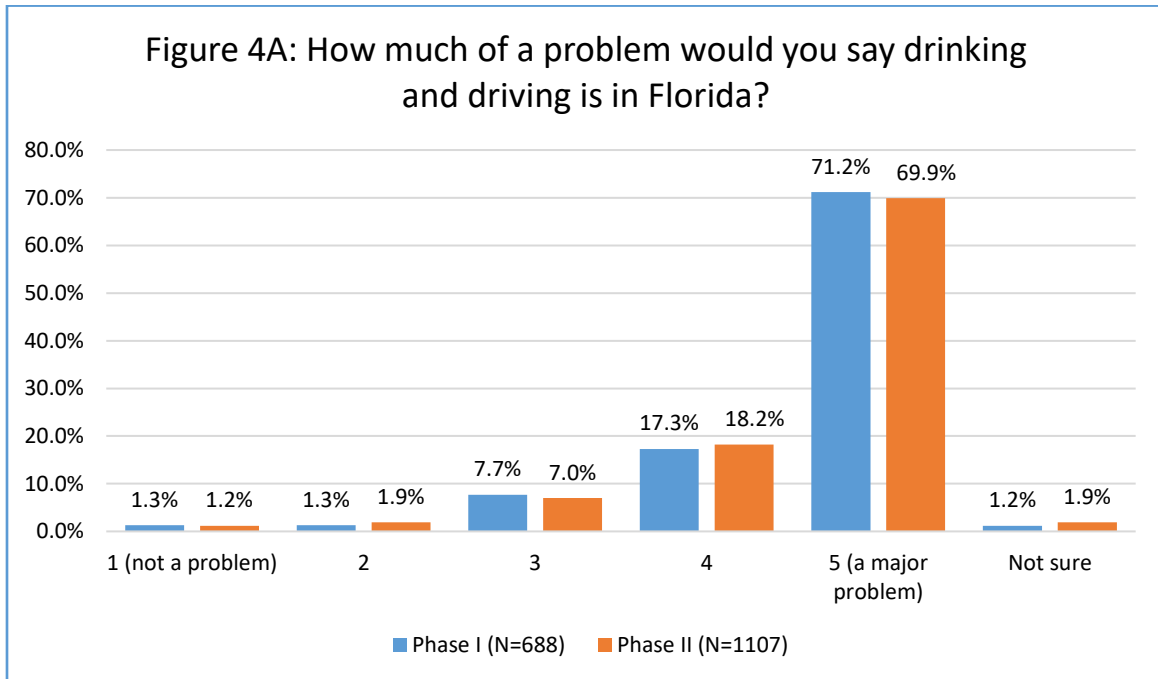
There was a slight increase in those saying they were “very knowledgeable” about legal issues related to marijuana use and driving in Florida, and a slight decrease in those saying they were “not at knowledgeable” between Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Perceptions of Problematic Impaired Driving Scenarios in Florida

Next, respondents were asked to evaluate a series of impaired driving scenarios. They were asked to rate each on a scale from 1 to 5, where 1 is “not a problem at all” and 5 is “a major problem.” The responses for Phase I and Phase II appear in Figures 4A – 4E.

Drinking and Driving

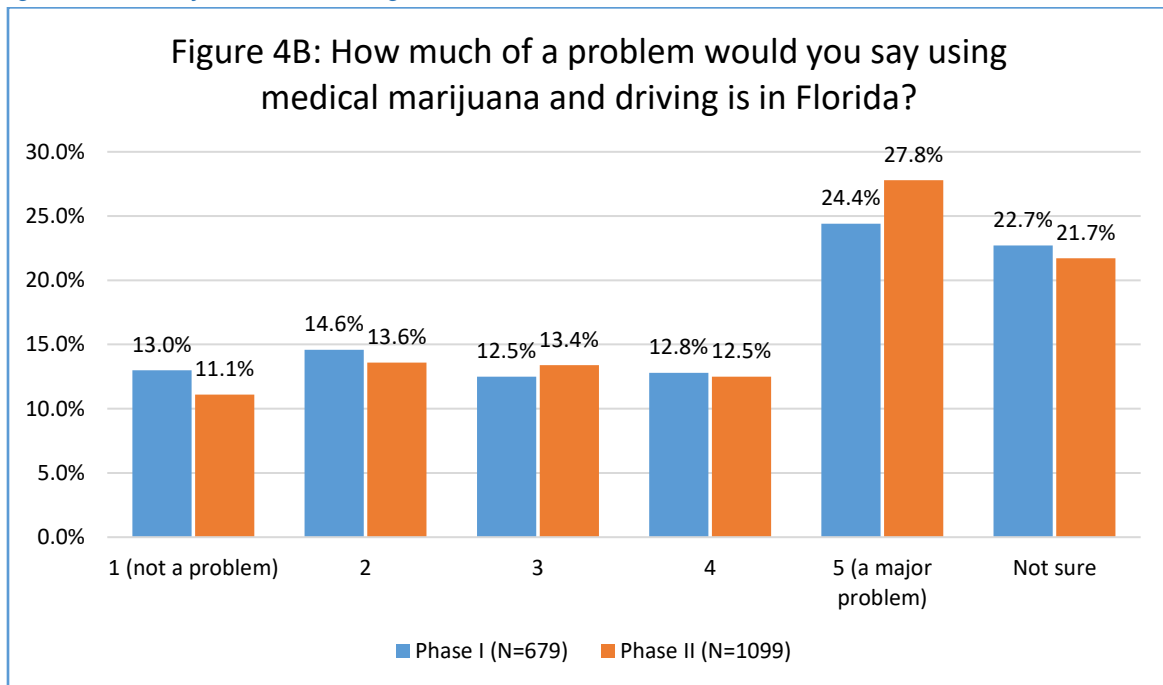


Seven in ten (69.9%) respondents indicated that drinking and driving is “a major problem” in Florida. Overall, nearly nine in ten (88.1%) respondents rated drinking and driving on the problematic side of the scale, as either a “4” or a “5,” while only about one percent said it was “not a problem.”

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Using Medical Marijuana and Driving



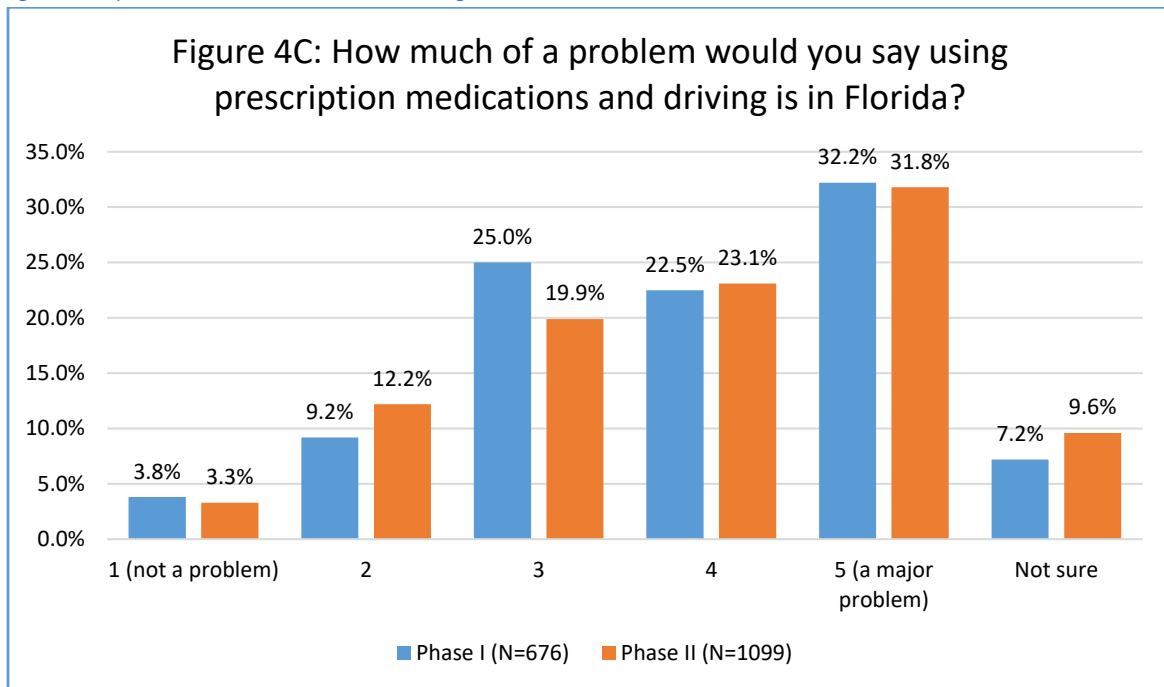
More than one in four (27.8%) respondents indicated that using medical marijuana and driving is “a major problem” in Florida. Overall, two in five (40.3%) respondents rated using medical marijuana and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in ten (11.1%) said it was “not a problem.”

More than one in five (21.7%) respondents were unsure of how problematic using medical marijuana and driving is in Florida.

There was little difference between responses in Phase I and Phase II of the survey. However, a slightly higher percentage of respondents in Phase II rated using medical marijuana and driving in Florida as a major problem.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Using Prescription Medications and Driving

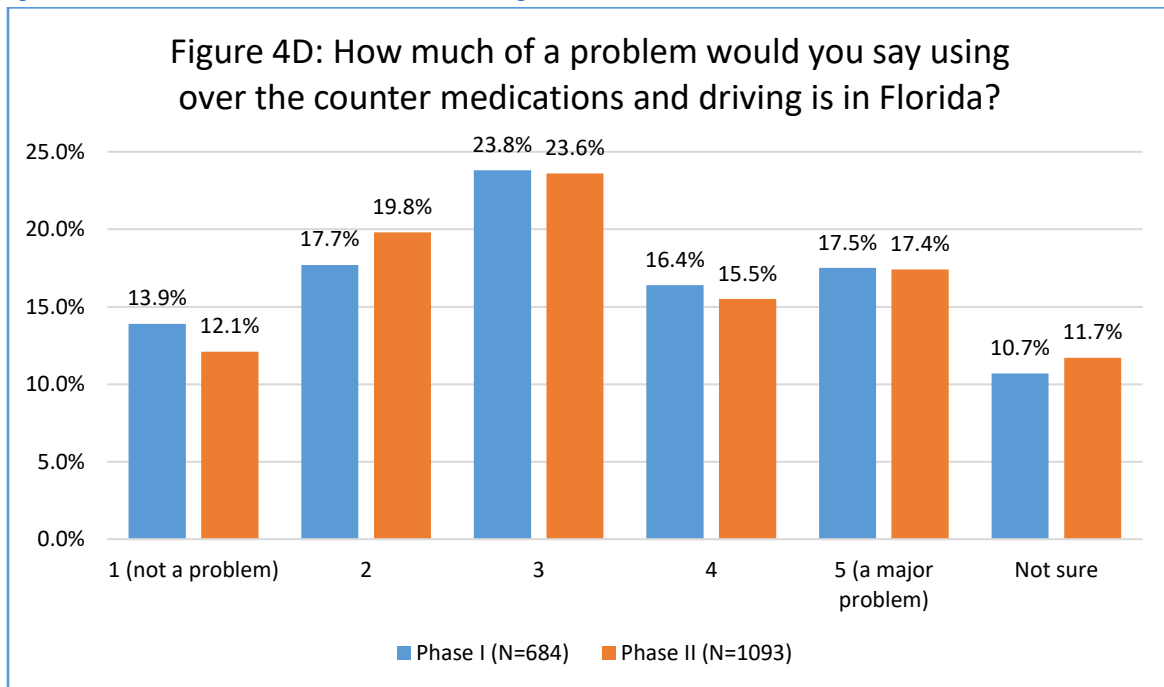


About one in three (31.8%) respondents indicated that using prescription medications and driving is “a major problem” in Florida. Overall, more than half (54.9%) of the respondents rated using prescription medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about three percent said it was “not a problem.”

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Using Over the Counter Medications and Driving



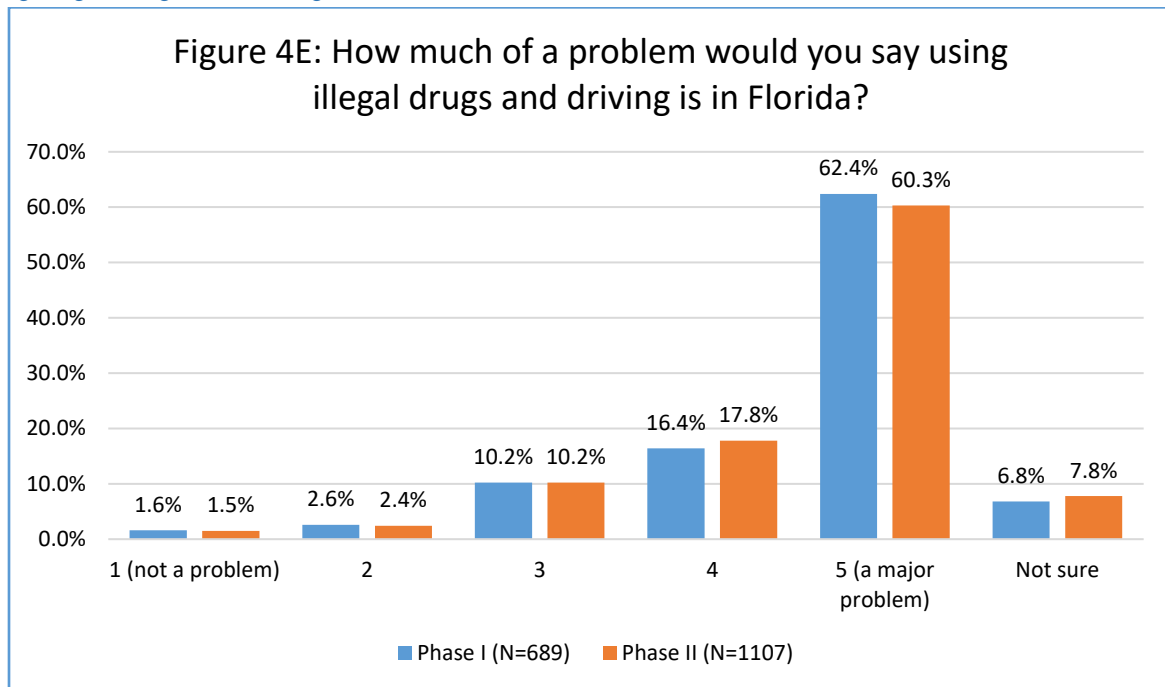
About one in five (17.4%) respondents indicated that using over the counter medications and driving is “a major problem” in Florida. Overall, one in three (32.9%) respondents rated using over the counter medications and driving on the problematic side of the scale, as either a “4” or a “5,” while about one in eight (12.1%) said it was “not a problem.”

About one in ten (11.7%) respondents were unsure of how problematic using over the counter medications and driving is in Florida.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

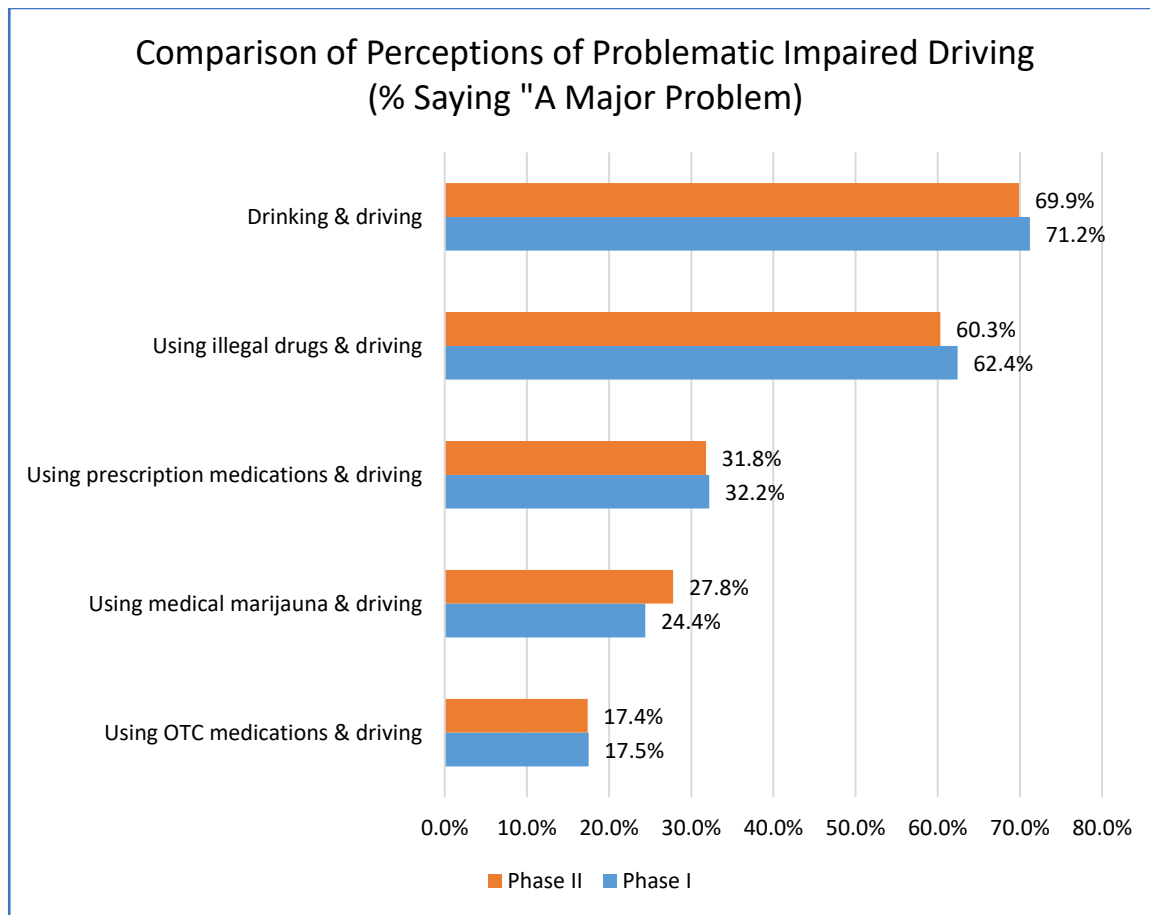
Using Illegal Drugs and Driving



Three in five (60.3%) respondents indicated that using illegal drugs and driving is “a major problem” in Florida. Overall, nearly four in five (78.1%) respondents rated using illegal drugs and driving on the problematic side of the scale, as either a “4” or a “5,” while only about two percent said it was “not a problem.”

There was little difference between responses in Phase I and Phase II of the survey. However, a slightly lower percentage of respondents in Phase II rated using illegal drugs and driving in Florida as a major problem.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

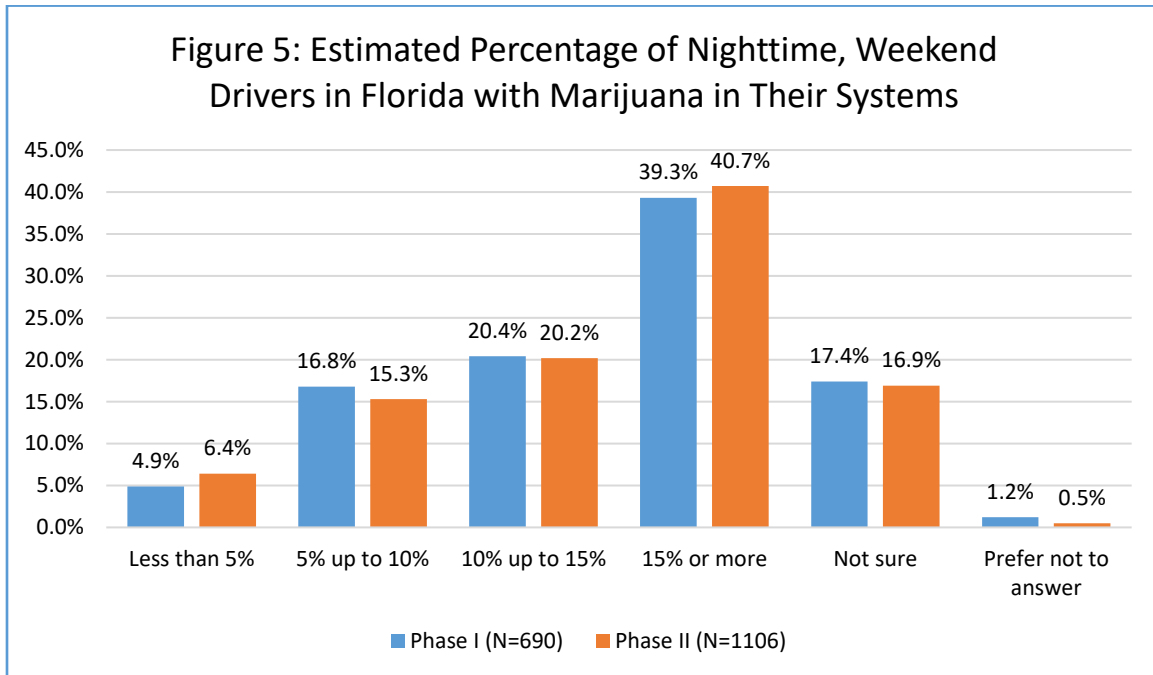


Overall, the highest percentage of respondents said drinking and driving is “a major problem” in Florida, followed by using illegal drugs and driving.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Estimated Percentage of Nighttime, Weekend Drivers in Florida with Marijuana in Their Systems

The next question in this series asked: “If you had to guess, about what percentage of nighttime, weekend drivers in Florida do you think had marijuana in their systems in 2017?” Possible responses were: less than 5%, 5% up to 10%, 10% up to 15%, and 15% or more. The responses for Phase I and Phase II appear in Figure 5.



Overall, two in five (40.7%) respondents estimated that 15% or more of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and one in five (20.2%) estimated the percentage to be between 10% up to 15%. About one in six (15.3%) respondents estimated that between 5% up to 10% of nighttime, weekend drivers in Florida had marijuana in their systems in 2017, and about six percent of respondents estimated the percentage at “less than 5%.”

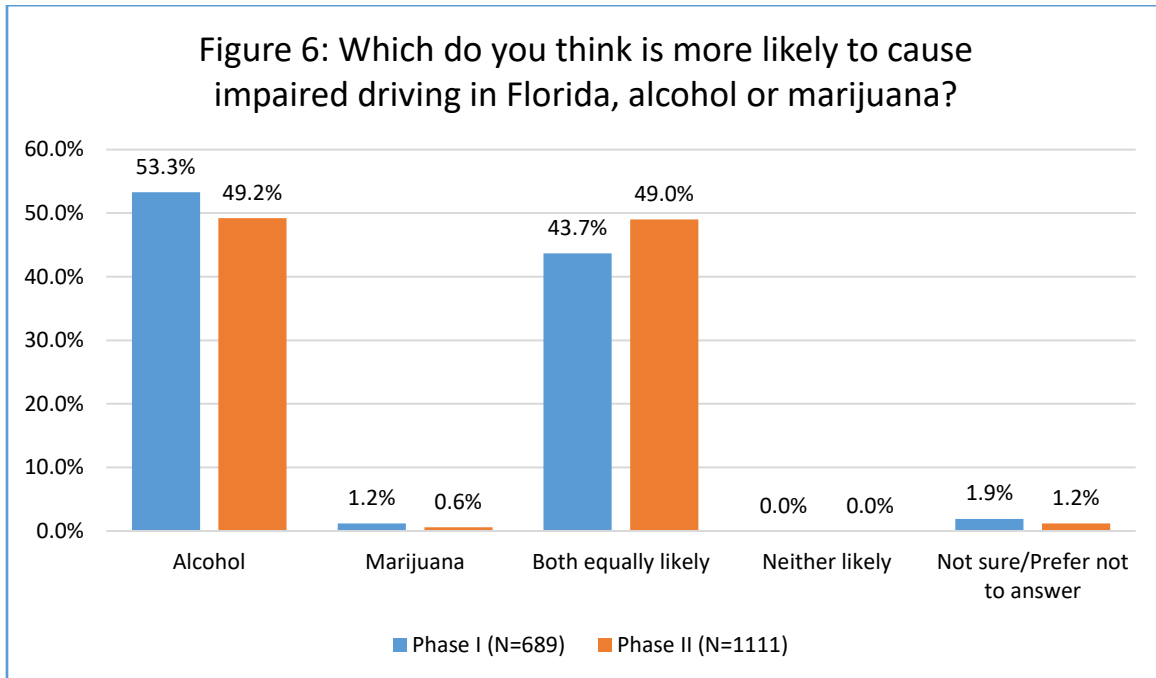
Approximately than one in six (16.9%) respondents were unsure of what percentage of nighttime, weekend drivers in Florida had marijuana in their systems in 2017.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

More Likely to Cause Impaired Driving in Florida: Alcohol or Marijuana

The next question in this series asked: “Which do you think is more likely to cause impaired driving in Florida, alcohol or marijuana?” The responses for Phase I and Phase II appear in Figure 6.



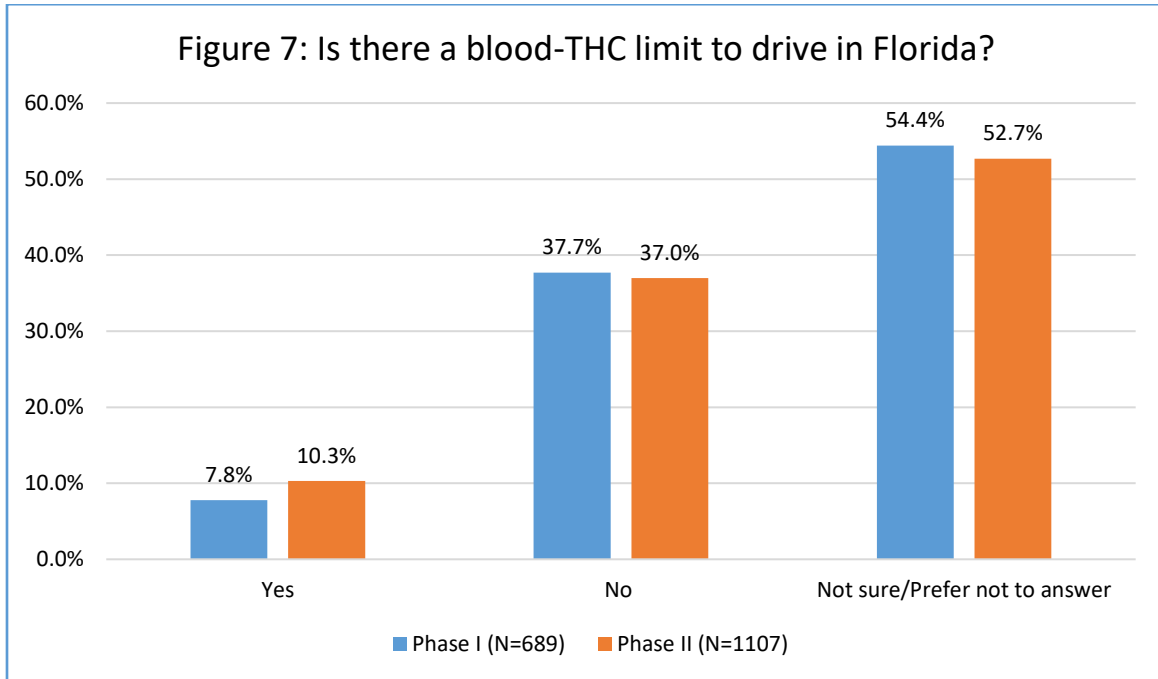
Half (49.2%) of the respondents indicated that they think alcohol is more likely to cause impaired driving than marijuana is in Florida. A nearly identical number (49%) of respondents indicated that both alcohol and marijuana are equally likely to cause impaired driving in Florida. Less than one percent (n=7) of respondents thought marijuana was more likely than alcohol to cause impaired driving in Florida, and one percent either were not sure or preferred not to answer the question.

There was little difference between responses in Phase I and Phase II of the survey. However, in Phase II of the survey, slightly fewer respondents said alcohol was more likely to cause impaired driving than marijuana in Florida and slightly more respondents said both alcohol and marijuana were equally likely to cause impaired driving in Florida.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Blood-THC Limit to Drive in Florida

The next question in this series asked: “The active ingredient in marijuana is THC. To the best of your knowledge, is there a blood-THC limit to drive in Florida?” The responses for Phase I and Phase II appear in Figure 7.



Nearly two in four (37.0%) respondents correctly indicated that there is not a blood-THC limit to drive in Florida, while about one in ten (10.3%) erroneously indicated that there is such a limit. Importantly, more than half (52.7%) of the respondents were not sure (or preferred not to answer) about blood-THC levels in Florida.

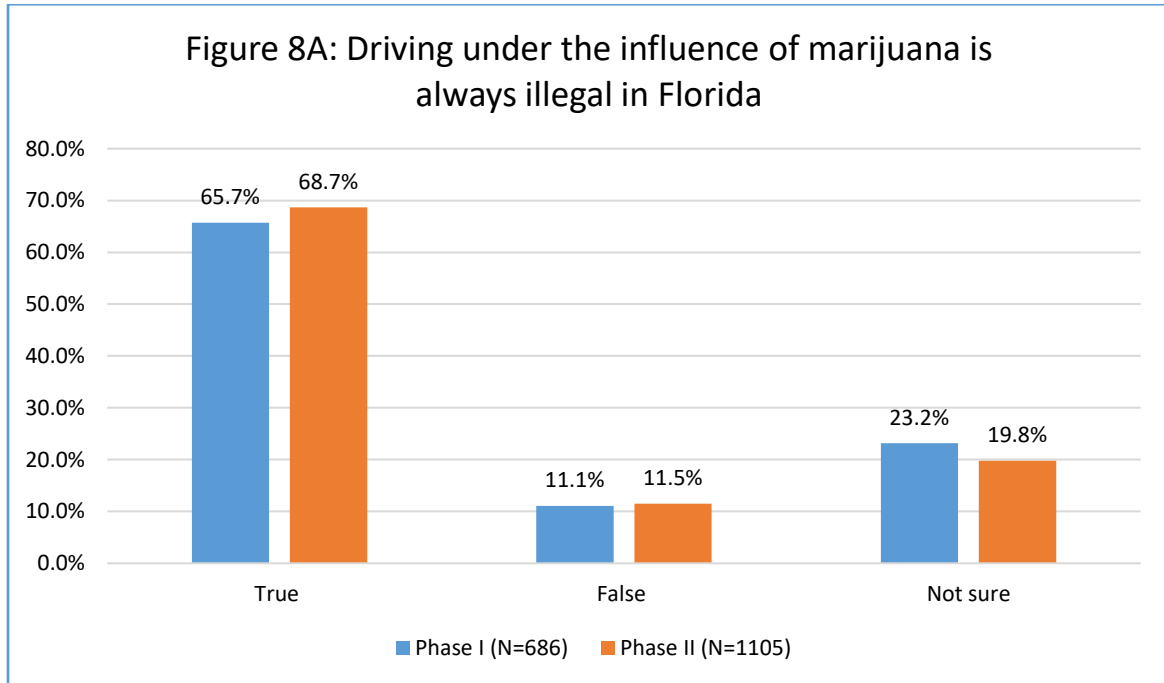
There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Knowledge of Impaired Driving Laws in Florida

Next, respondents were asked to evaluate a series of statements about impaired driving in Florida as either true or false. The responses for Phase I and Phase II appear in Figures 8A – 8D.

Driving Under the Influence of Marijuana is Always Illegal in Florida

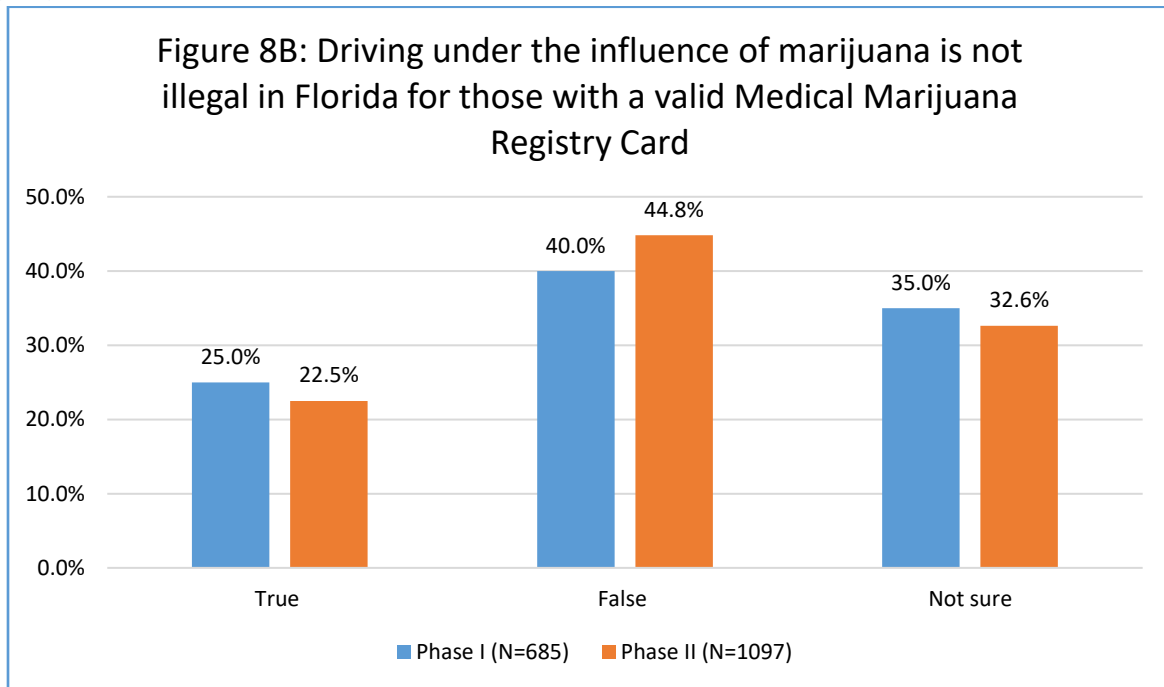


Overall, more than two in three (68.7%) respondents correctly said it is true that driving under the influence of marijuana is always illegal in Florida, while about one in ten (11.5%) erroneously said this was false. One in five (19.8%) respondents were unsure of whether driving under the influence of marijuana is always illegal in Florida.

There was little difference between responses in Phase I and Phase II of the survey. However, there was a small increase in the percentage of respondents correctly responding “true.”

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Driving Under the Influence of Marijuana is Not Illegal in Florida for Those with a Valid Medical Marijuana Registry Card

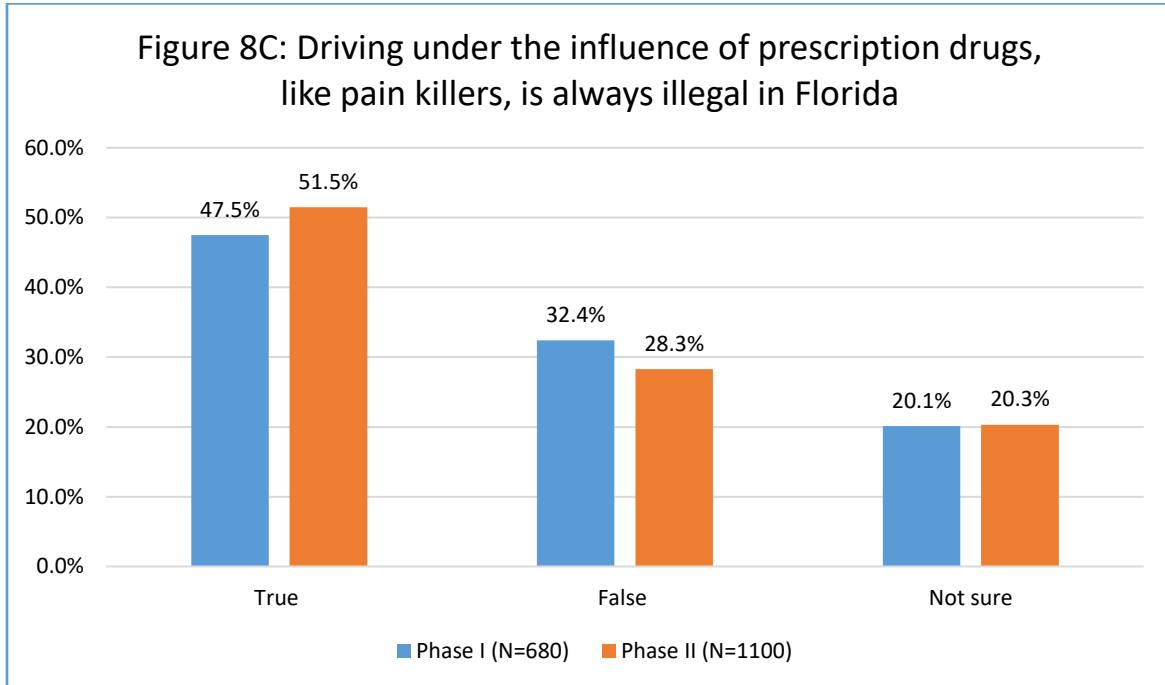


About one in five (22.5%) respondents erroneously said that it is true that driving under the influence of marijuana is not illegal in the state of Florida for those with a valid Medical Marijuana Registry Card, while more than two in five (44.8%) correctly said this is false. One in three (32.6%) respondents were unsure of whether it is true or false that driving under the influence of marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card.

There was little difference between responses in Phase I and Phase II of the survey. However, there was a small increase in the percentage of respondents correctly responding “false.”

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Driving Under the Influence of Prescription Drugs, Like Pain Killers, is Always Illegal in Florida

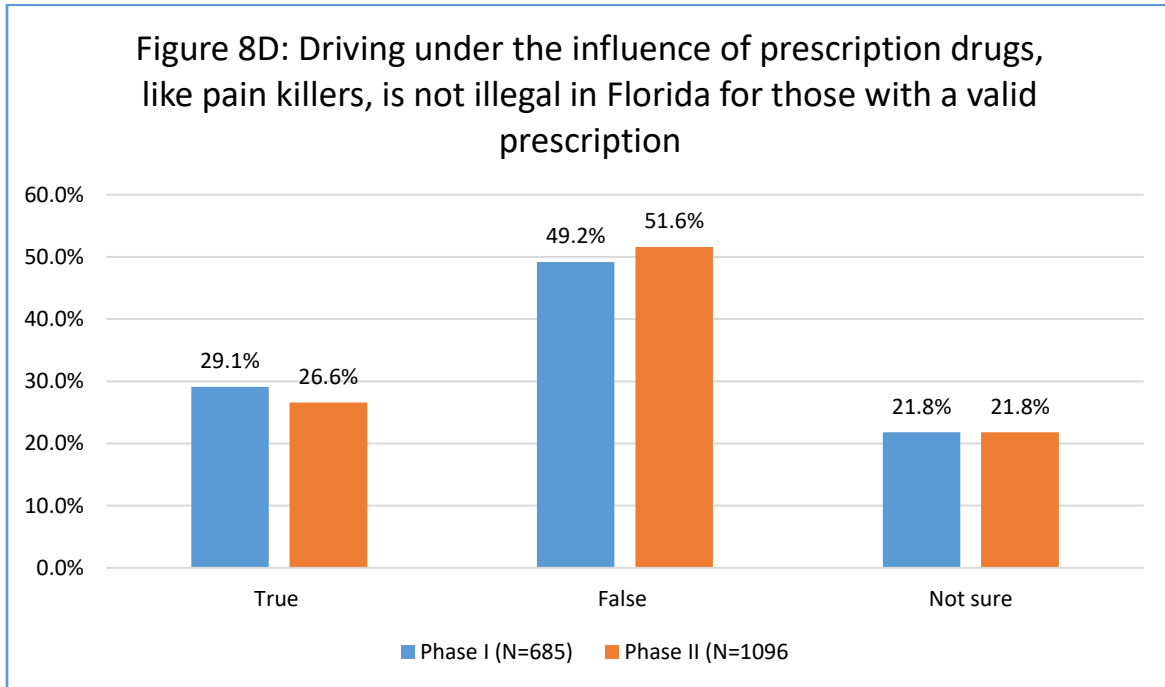


Half (51.5%) of the respondents correctly said that it is true that driving under the influence of prescription drugs, like pain killers, is always illegal in the state of Florida, while about one in four (28.3%) erroneously said this is false. One in five (20.3%) respondents were unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is always illegal in Florida.

There was little difference between responses in Phase I and Phase II of the survey. However, there was a small increase in the percentage of respondents correctly responding “true.”

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

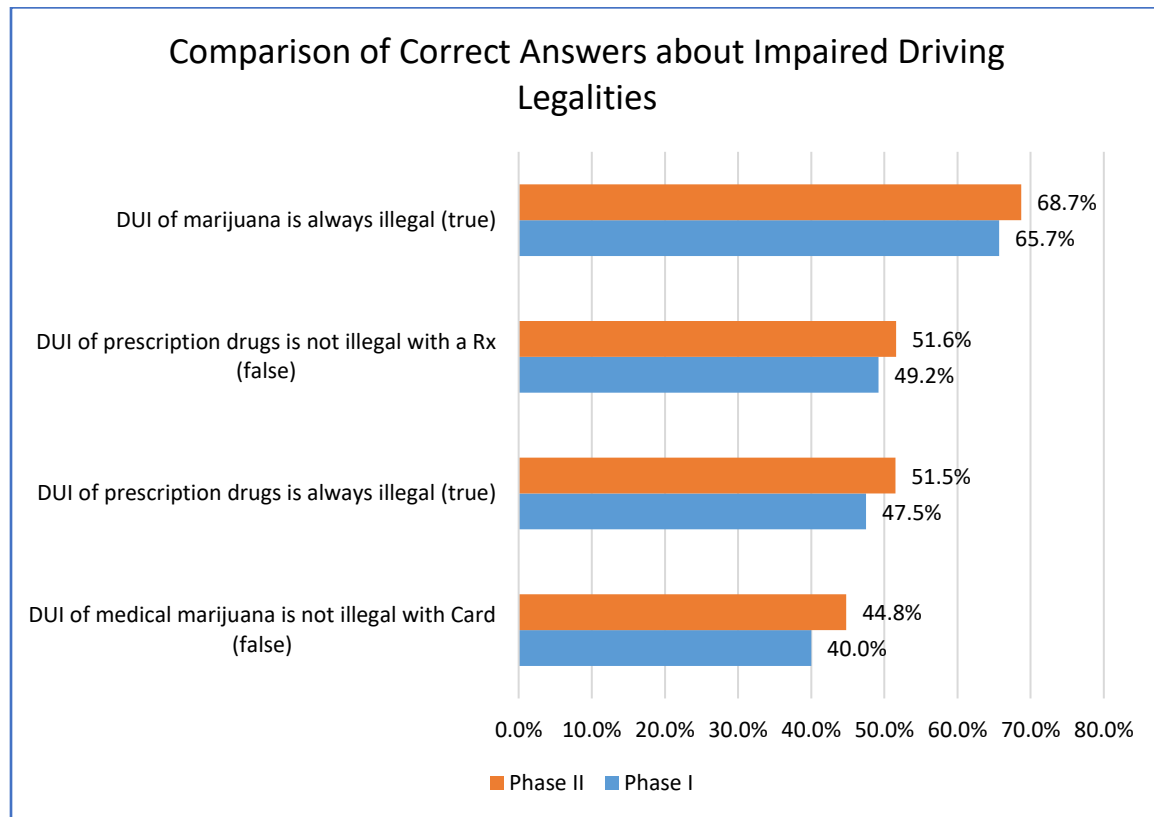
Driving Under the Influence of Prescription Drugs, Like Pain Killers, is Not Illegal for Those with a Valid Prescription



One in four (26.6%) respondents erroneously said that it is true that driving under the influence of prescription drugs, like pain killers, is not illegal in the state of Florida for those with a valid prescription, while half (51.6%) correctly said this is false. One in five (21.8%) respondents were unsure of whether it is true or false that driving under the influence of prescription drugs, like pain killers, is not illegal in Florida for those with a valid prescription.

There was little difference between responses in Phase I and Phase II of the survey. However, there was a small decrease in the percentage of respondents incorrectly responding “true.”

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II



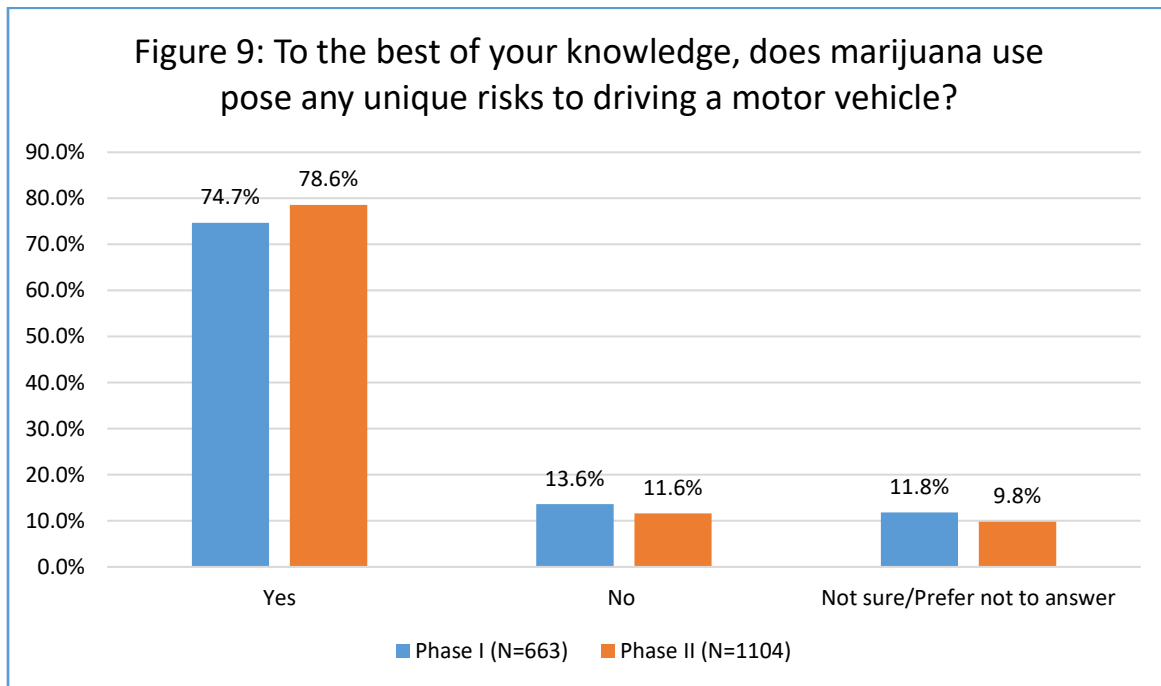
Of the four scenarios presented, respondents were most likely to correctly indicate that driving under the influence of marijuana is always illegal in Florida. About half or fewer of the respondents correctly indicated the legality of the other driving scenarios presented.

While the changes were modest in these four questions about impaired driving in Florida, the results of the Phase II surveys suggest that respondents have a better understanding of what is legal and illegal regarding driving under the influence of marijuana or prescription drugs than did those responding in Phase I. For each of the four questions, the Phase II respondents provided a higher percentage of correct, and a lower percentage of incorrect, responses than did those in Phase I.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Any Unique Risks to Driving a Motor Vehicle from Marijuana Use

The next question in this series asked: “To the best of your knowledge, does marijuana use pose any unique risks to driving a motor vehicle?” The responses for Phase I and Phase II appear in Figure 9.



Nearly four in five (78.6%) respondents said that marijuana poses unique risks to driving a motor vehicle.

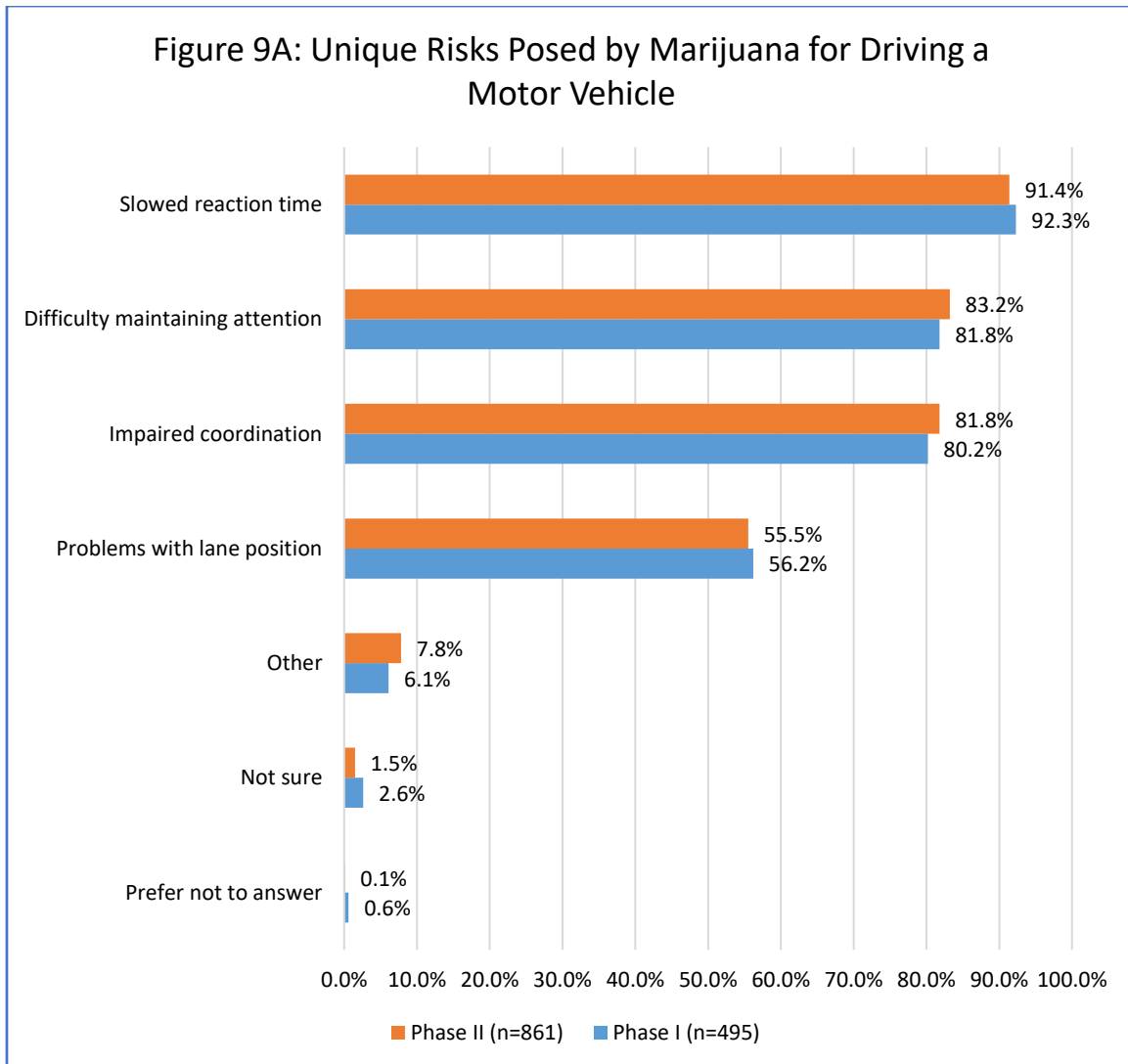
There was little difference between responses in Phase I and Phase II of the survey. A slightly higher percentage of respondents in Phase II, though, replied in the affirmative to this question compared to those in Phase I.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Which Unique Risks to Driving a Motor Vehicle are Posed by Marijuana Use

Knowledge of Legal Practices related to Marijuana Use in Florida

Next, those respondents who said that marijuana poses unique risks to driving a motor vehicle (n=861) were asked: “Which of the following risk(s) do you think marijuana use poses for driving a motor vehicle?” Respondents were provided with the following choices, from which they could choose multiple responses: Slowed reaction time; Impaired coordination; Problems with lane position; Difficulty maintaining attention; Other (which they could specify). The responses for Phase I and Phase II appear in Figure 9A.



Of the respondents saying that marijuana poses unique risks to driving a motor vehicle, four in five or more indicated that “slowed reaction time” (91.4%), “difficulty maintaining attention” (83.2%), and “impaired coordination” (81.8%) were among these risks. More than half (55.5%) of these respondents noted “problems with lane position” as a risk.

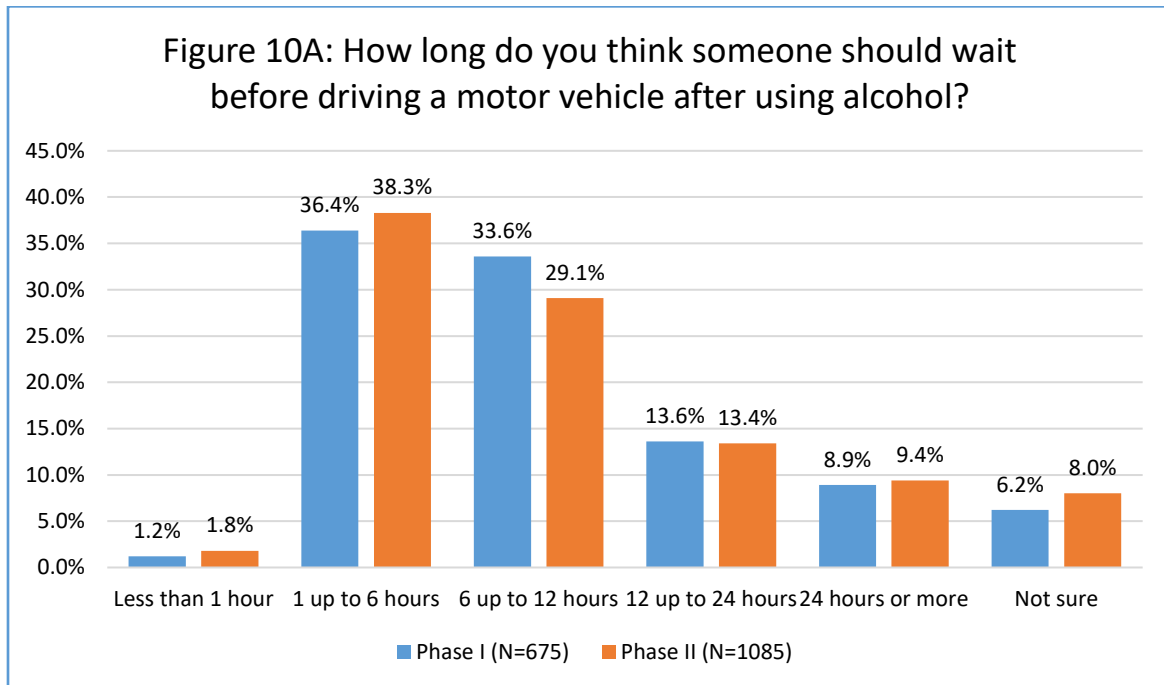
There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Wait Time before Driving a Motor Vehicle

Next, respondents were asked “how long do you think someone should wait before driving a motor vehicle after use” for five substances: alcohol, medical marijuana, recreational marijuana, over the counter sleeping pills, and prescription sleeping pills. The potential responses are: less than 1 hour, 1 up to 6 hours, 6 up to 12 hours, 12 up to 24 hours, and 24 hours or more. The responses for Phase I and Phase II appear in Figures 10A – 10E.

Alcohol

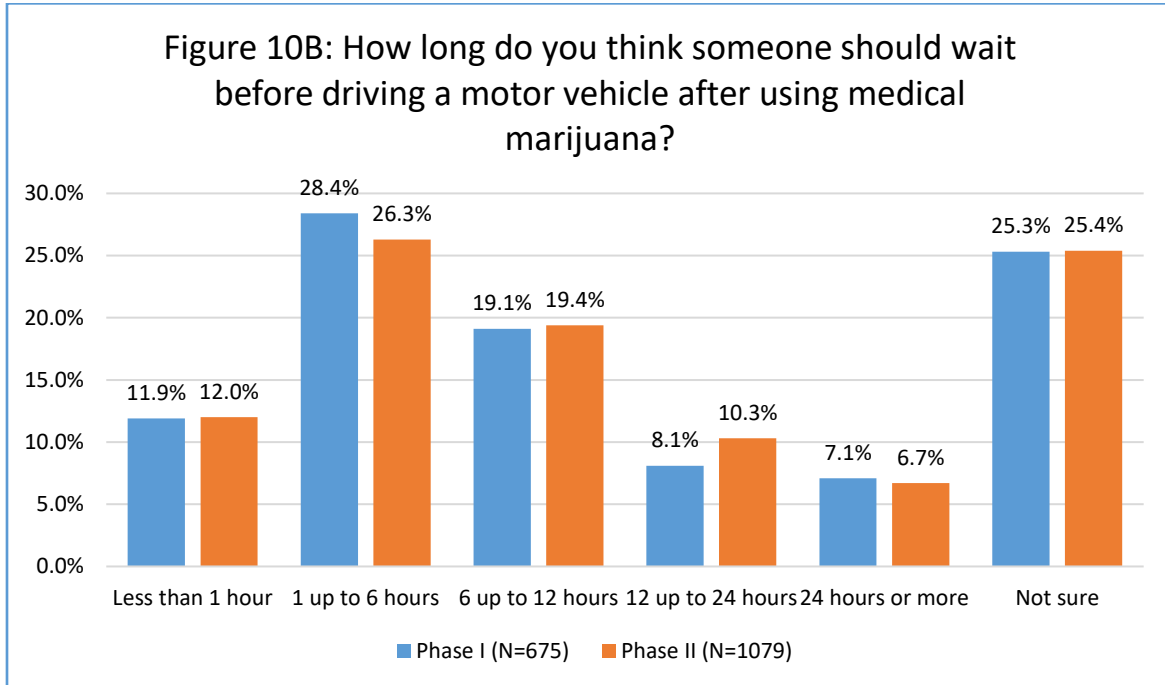


Nearly two in five (38.3%) respondents think someone should wait for one up to six hours after drinking alcohol before driving a motor vehicle, and about three in ten (29.1%) think someone should wait six up to 12 hours. About one in eight (13.4%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after drinking alcohol, and about one in ten (9.4%) think the wait should be 24 hours or more.

There was little difference between responses in Phase I and Phase II of the survey, though a slightly higher percentage of respondents replied “1 up to 6 hours” in Phase II.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Medical Marijuana

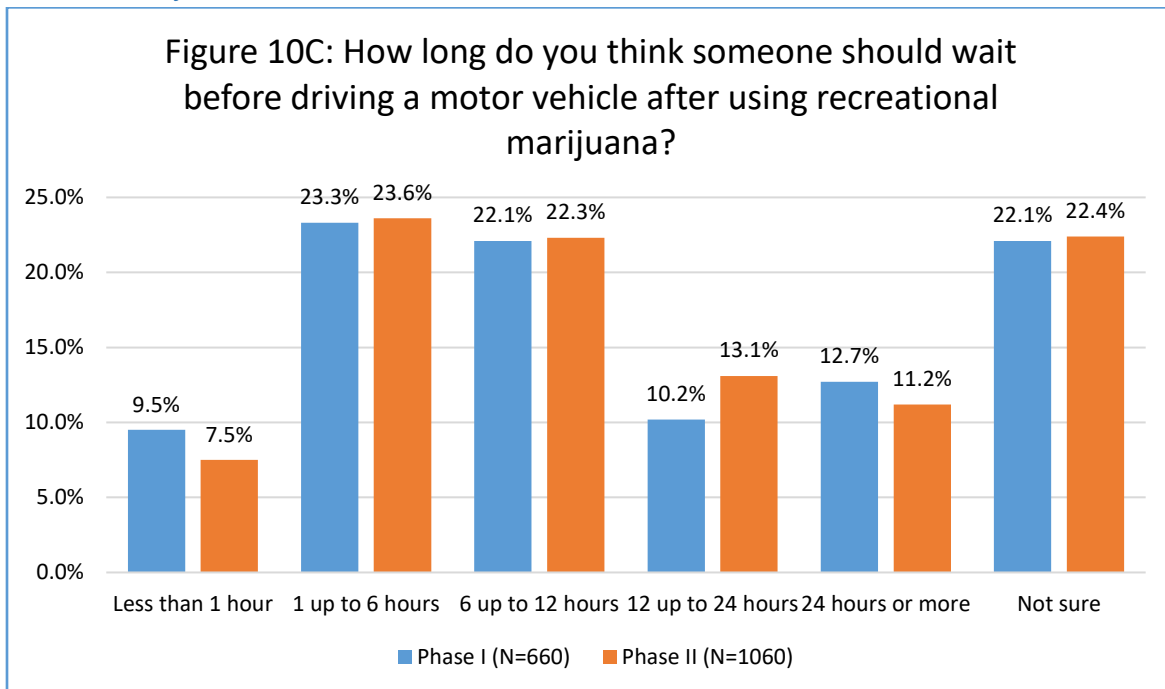


More than one in four (26.3%) respondents think someone should wait for one up to six hours after using medical marijuana before driving a motor vehicle, and one in five (19.4%) think someone should wait six up to 12 hours. One in ten (10.3%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using medical marijuana, and a similar number (6.7%) think the wait should be 24 hours or more. Notably, one in four (25.4%) respondents are not sure how long someone should wait before operating a motor vehicle after using medical marijuana.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Recreational Marijuana

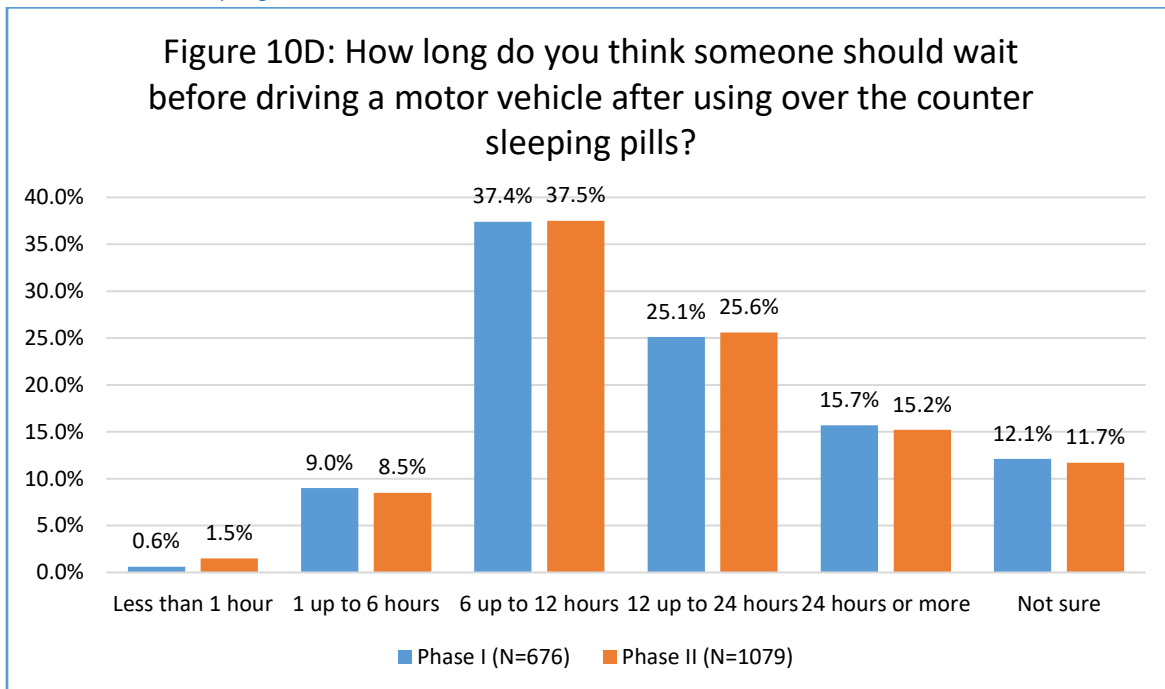


About one in four (23.6%) respondents think someone should wait for one up to six hours after using recreational marijuana before driving a motor vehicle, and one in five (22.3%) think someone should wait six up to 12 hours. One in eight (13.1%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using recreational marijuana, and a similar number (11.2%) think the wait should be 24 hours or more. Notably, one in five (22.4%) respondents are not sure how long someone should wait before operating a motor vehicle after using recreational marijuana.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Over the Counter Sleeping Pills

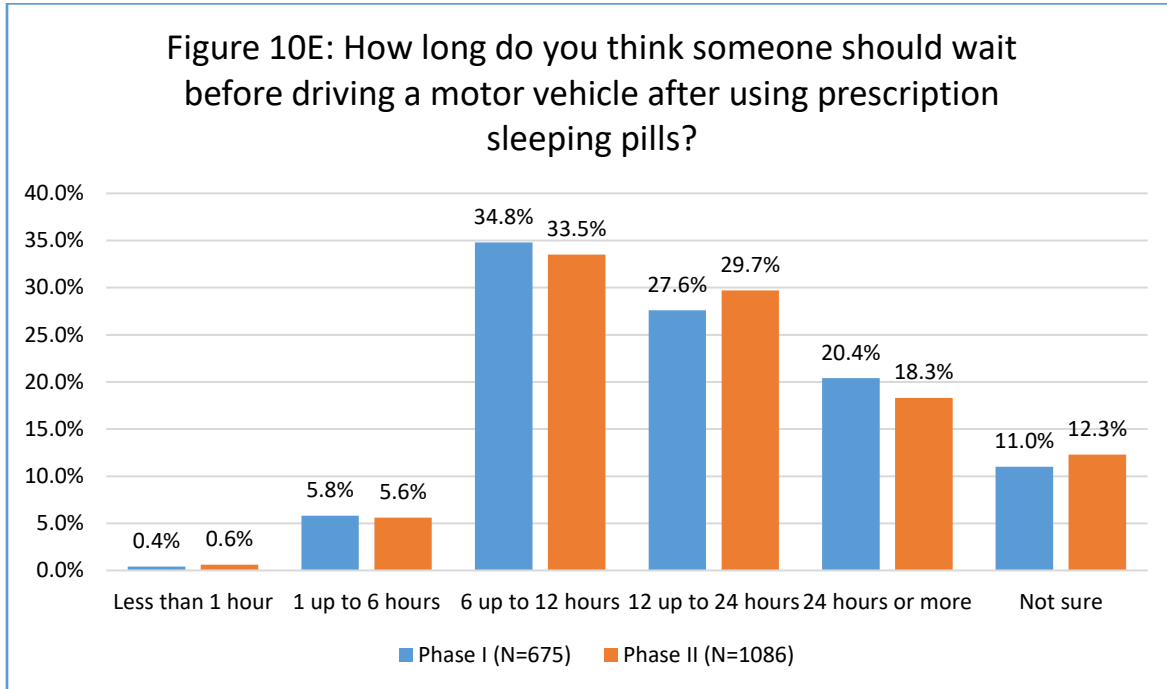


About one in ten (8.5%) respondents think someone should wait for one up to six hours after using over the counter sleeping pills before driving a motor vehicle, and nearly two in five (37.5%) think someone should wait six up to 12 hours. One in four (25.6%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using over the counter sleeping pills, while about one in six (15.2%) think the wait should be 24 hours or more.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Prescription Sleeping Pills



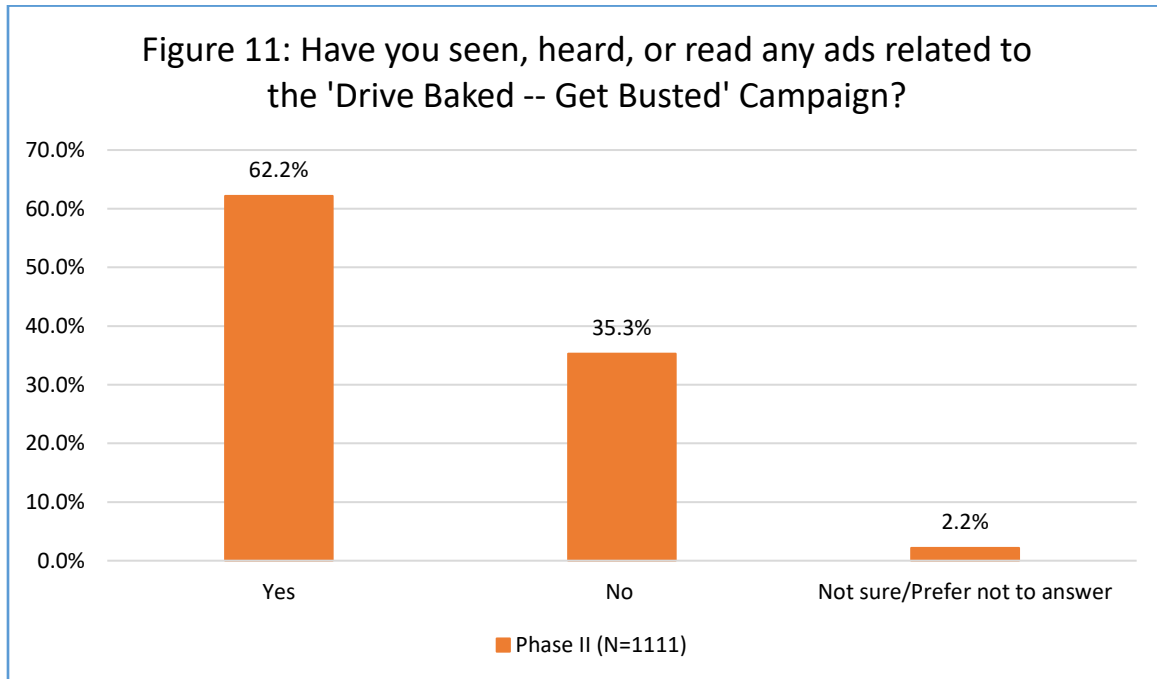
Fewer than one in ten (5.6%) respondents think someone should wait for one up to six hours after using prescription sleeping pills before driving a motor vehicle, and one in three (33.5%) think someone should wait six up to 12 hours. Three in ten (29.7%) respondents think someone should wait 12 up to 24 hours to operate a motor vehicle after using prescription sleeping pills, while one in five (18.3%) think the wait should be 24 hours or more.

There was little difference between responses in Phase I and Phase II of the survey, though a slightly higher percentage of respondents replied “12 up to 24 hours” in Phase II.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

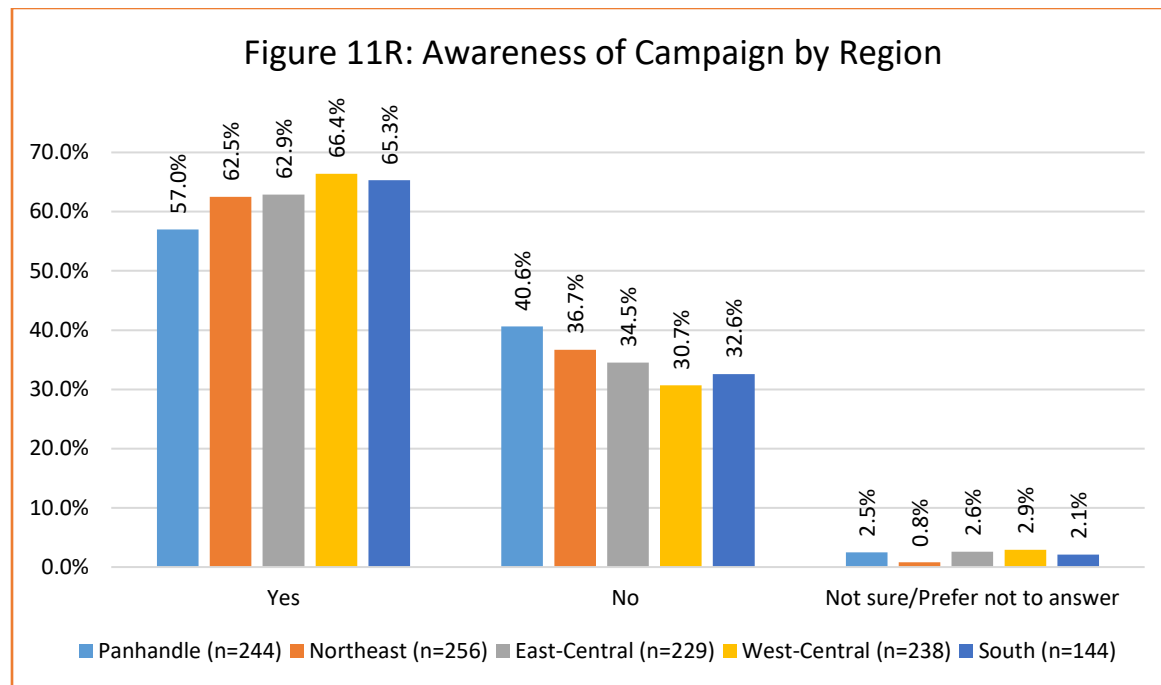
Awareness of “Drive Baked – Get Busted” Campaign

The next question asked: “Have you seen, heard, or read any ads related to the ‘Drive Baked – Get Busted’ campaign?” This question was added to the Phase II survey, subsequent to the campaign being implemented. The responses appear for the overall sample in Figure 11, and the responses by region appear in Figure 11R.



Three in five (62.2%) respondents replied that they had seen, heard, or read ads related to the “Drive Baked – Get Busted” campaign, while just over one in three (35.3%) said they had not.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

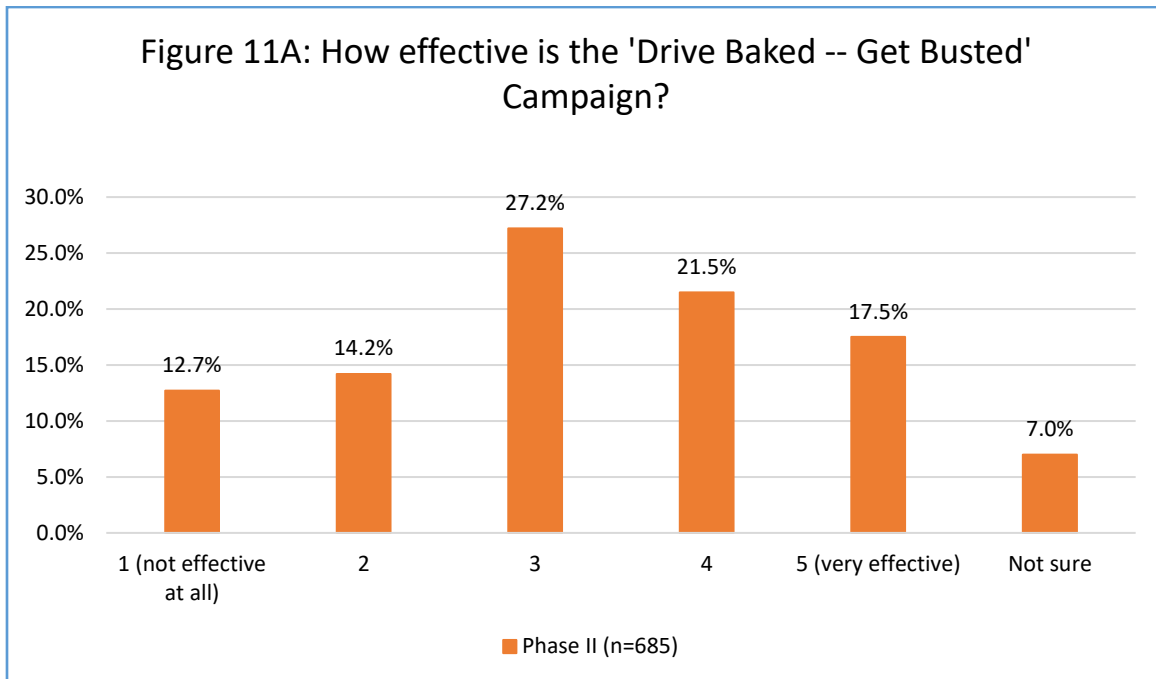


A lower percentage of respondents in the Panhandle region (57.0%) said they have said they had seen, heard, or read any ads related to the “Drive Baked – Get Busted” campaign than did those in other regions. A higher percentage of those in the West-Central region (66.4%) reported having seen, heard, or read ads from the campaign than did those in other regions of the state.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

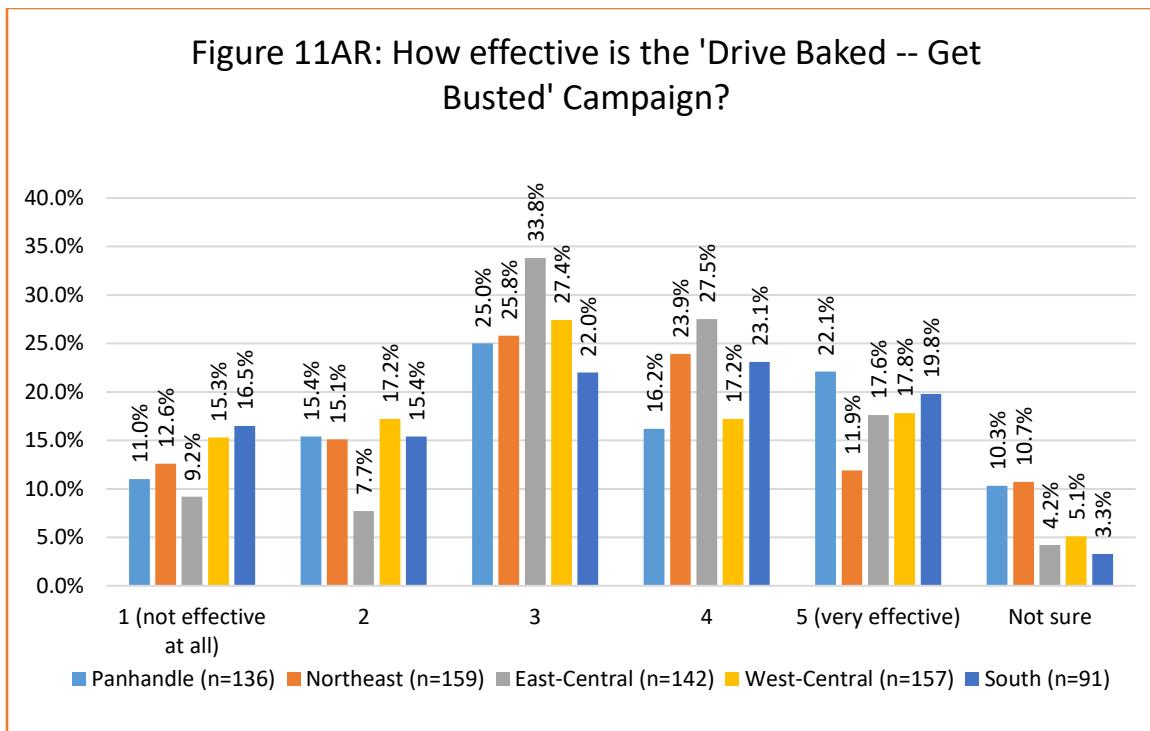
Effectiveness of Campaign

Next, those respondents who indicated awareness of the “Drive Baked – Get Busted” campaign (n=695) were asked: “Using a scale from 1 to 5, where 1 is ‘not effective at all’ and 5 is ‘very effective,’ how effective do you think the ads are in conveying a message against impaired driving?” The responses appear for the overall sample in Figure 11A, and the responses by region appear in Figure 11AR.



Overall, two in five (39.0%) respondents who had seen, heard, or read about the “Drive Baked – Get Busted” campaign rated it as effective in conveying a message against impaired driving, with about one in six (17.5%) rating it as “very effective.” More than one in four (27.2%) respondents aware of the campaign rated it in the middle of the scale, as a “3.” However, one in four (26.9%) respondents aware of the campaign rated it on the ineffective side of the scale, as either a “2” or a “1” with one in eight (12.7%) rating it as “not effective at all.”

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

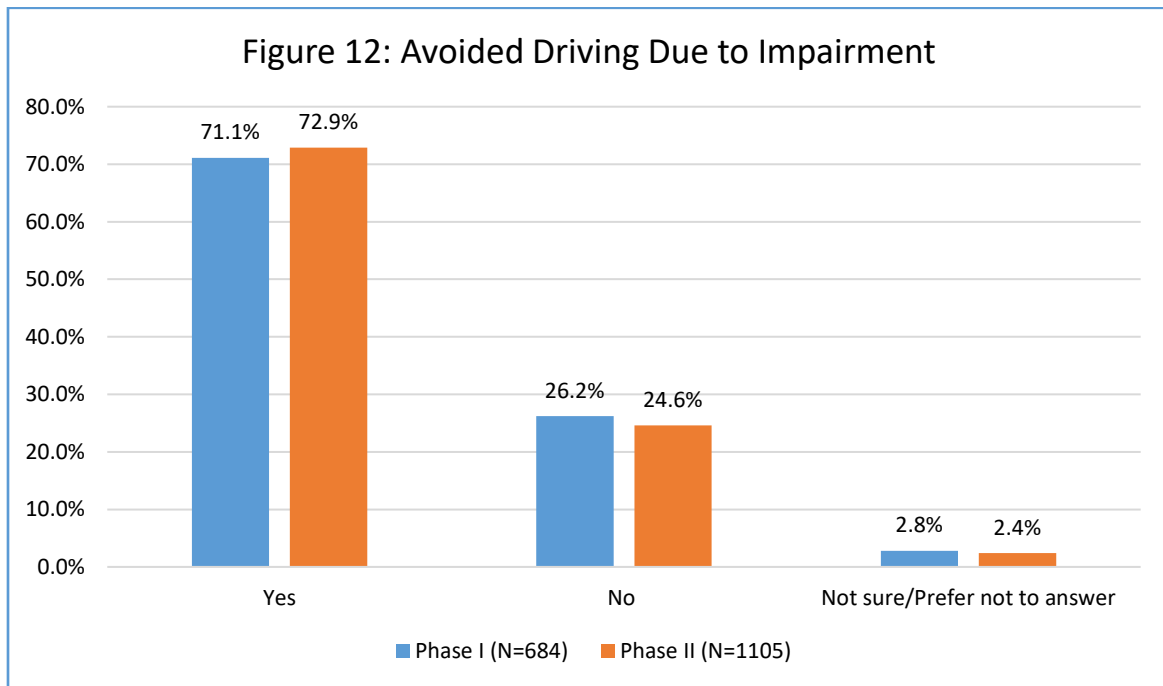


A higher percentage of respondents in the Panhandle region (22.1%) who were aware of the campaign rated the “Drive Baked – Get Busted” campaign as “very effective” than did those in other regions. Those who were aware of the campaign in the South region (16.5%) were more likely than those in other regions to say the campaign was “not effective at all.”

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Avoided Driving Due to Impairment

The next question in this series asked: “Have you ever avoided driving a motor vehicle because you felt too impaired to drive safely?” The responses for Phase I and Phase II appear in Figure 12.



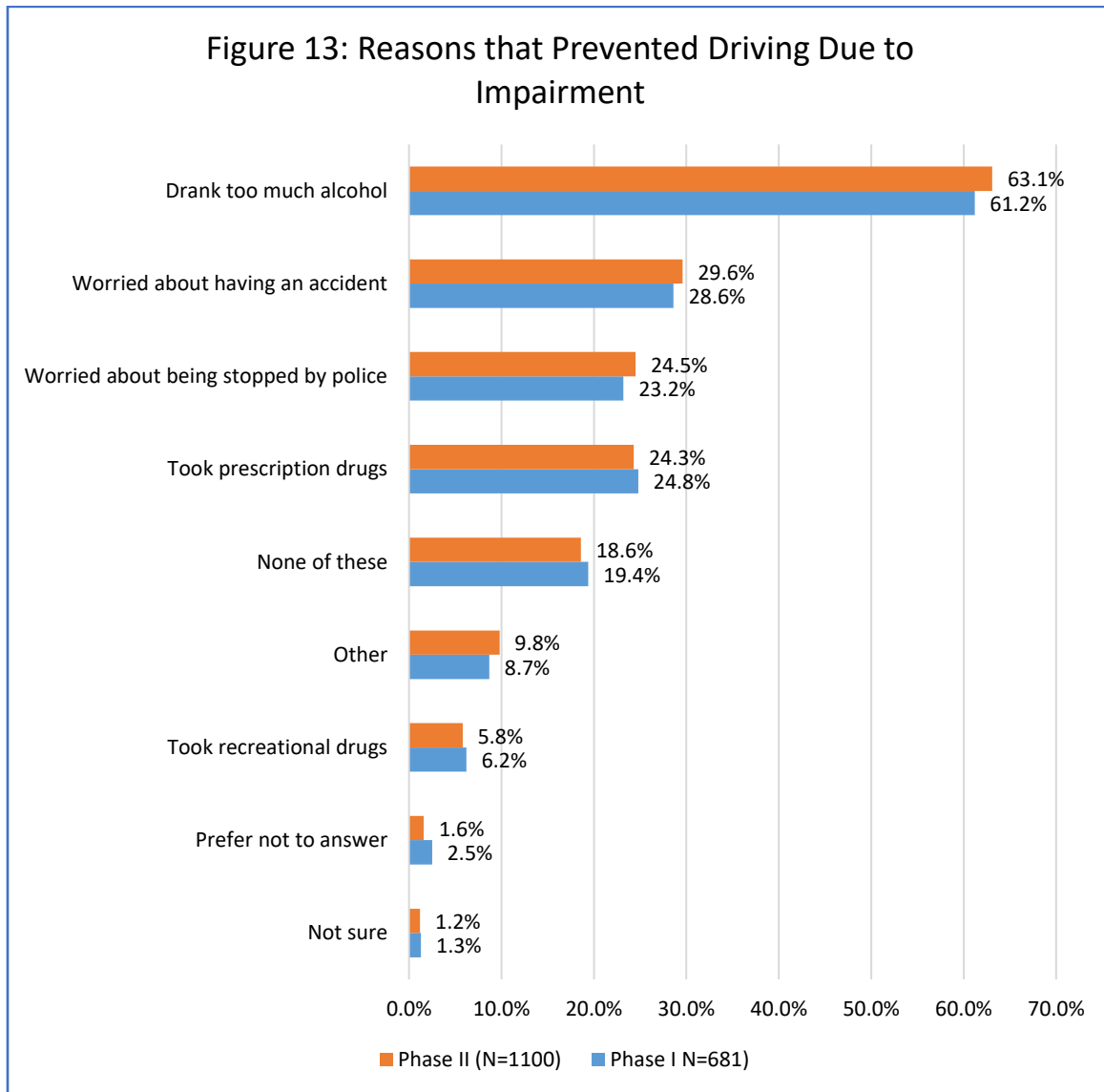
Nearly three in four (72.9%) respondents said they have avoided driving a motor vehicle because they felt too impaired to drive safely, while one in four (24.6%) said they have not.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Reasons that Prevented Driving Due to Impairment

The next question asked: “Which of the following, if any, have ever prevented you from driving a motor vehicle when you felt impaired?” Respondents were provided with the following choices, from which they could choose multiple responses: Drank too much alcohol; Took recreational drugs; Took prescription drugs; Worried about being stopped by the police; Worried about having an accident; None of these; Other (which they could specify). The responses for Phase I and Phase II appear in Figure 13.



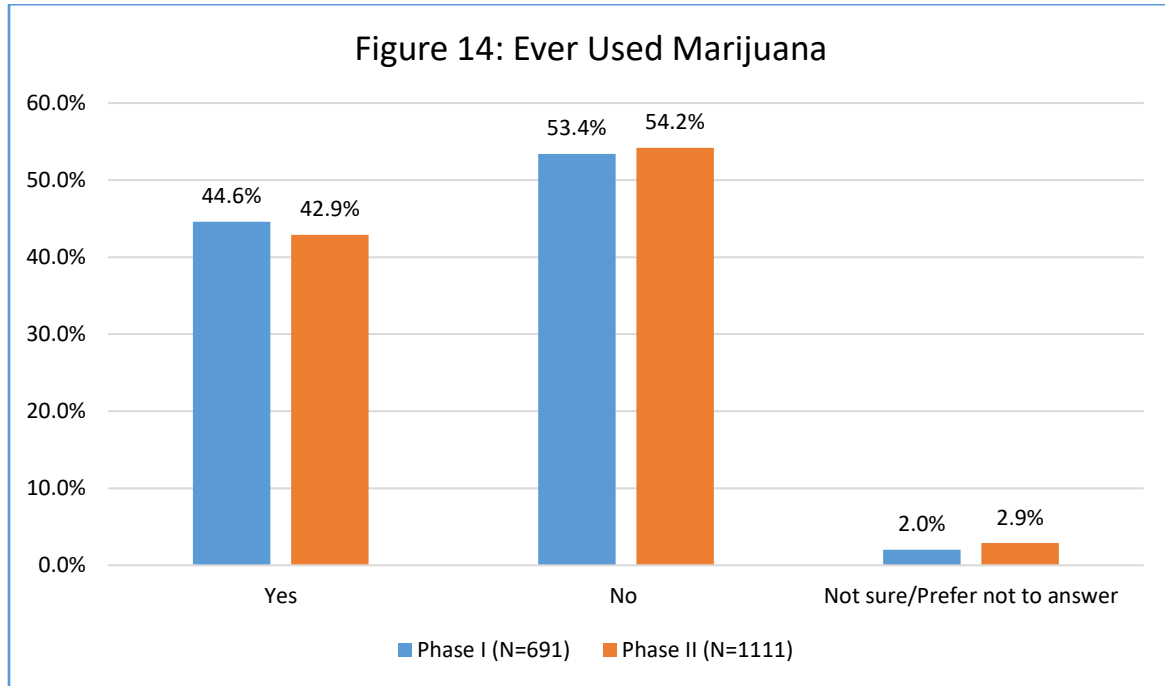
About three in five (63.1%) respondents indicated that drinking too much alcohol has prevented them from driving a motor vehicle when they felt impaired. About one in four respondents said that either being worried about having an accident (29.6%), being worried about being stopped by the police (24.5%), or taking prescription drugs (24.3%) prevented them from driving when they felt impaired.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Ever Used Marijuana

The next question in this series asked: “Keeping in mind that all of your answers in the survey are confidential, have you, yourself, ever used marijuana? The responses for Phase I and Phase II appear in Figure 14.



More than two in five (42.9%) respondents said they have used marijuana, while about half (54.2%) said they have not.

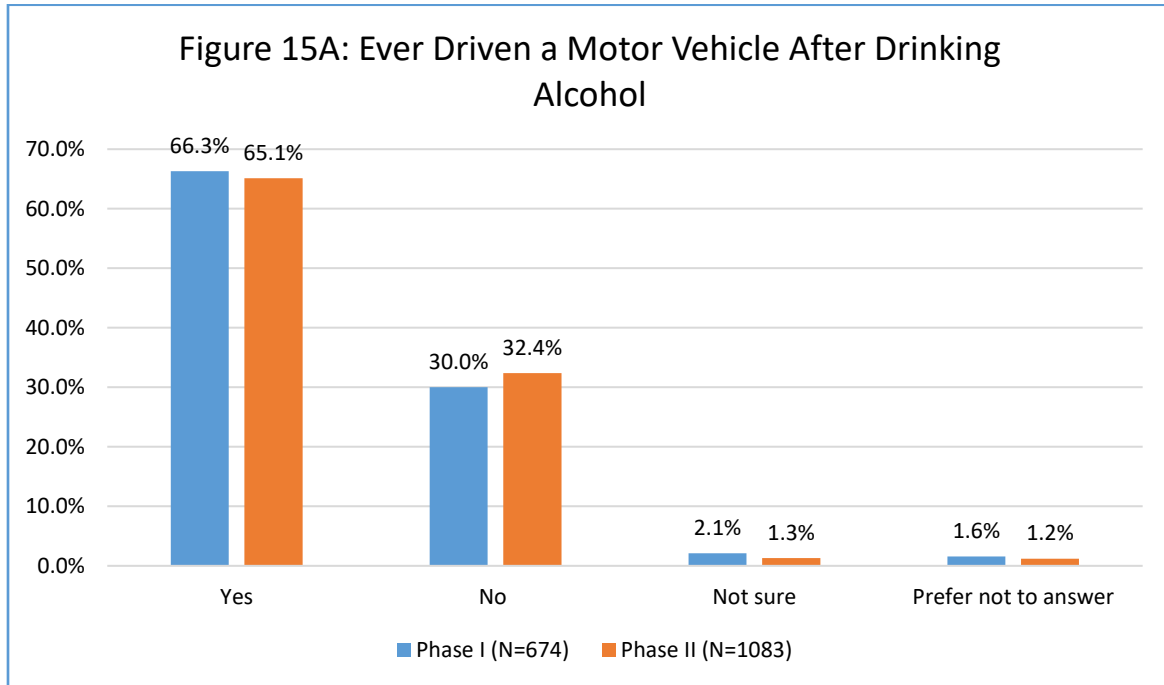
There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Ever Driven a Vehicle in Certain Situations of Impairment

Finally, respondents were asked to indicate whether or not they have ever driven a motor vehicle under three conditions: after drinking alcohol, after using marijuana, and after taking prescription medication. The responses for Phase I and Phase II appear in Figures 15A – 15C.

After Drinking Alcohol

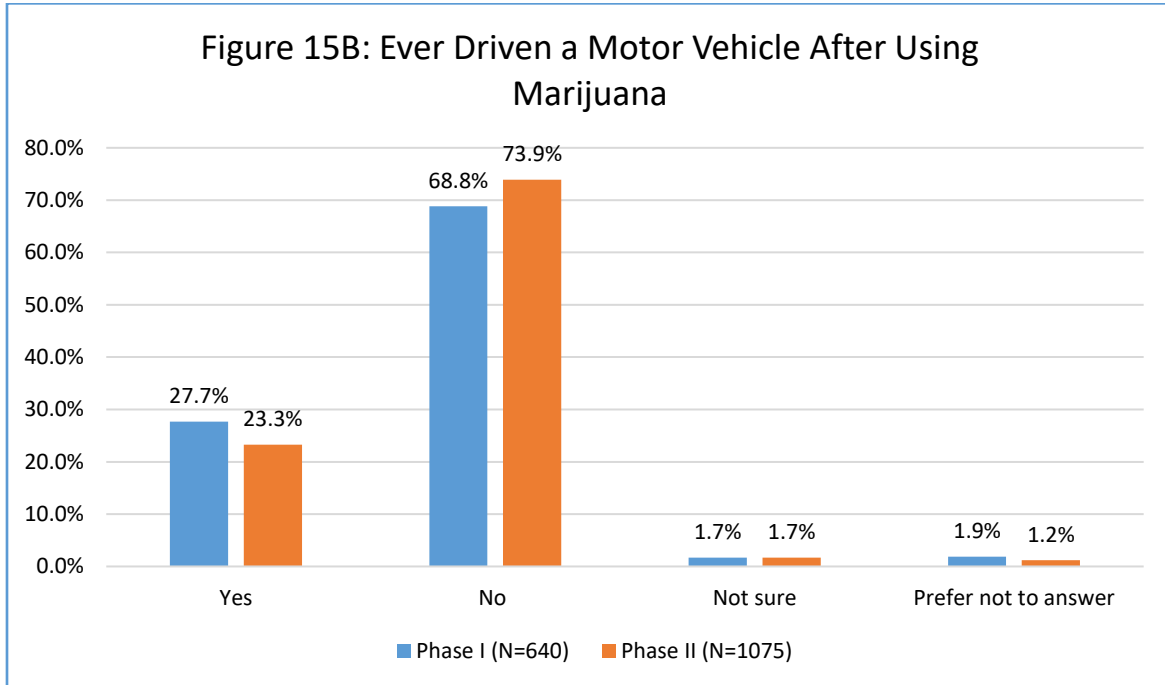


Overall, about two in three (65.1%) respondents indicated that they have driven a motor vehicle after drinking alcohol, while about one in three (32.4%) said they have not.

There was little difference between responses in Phase I and Phase II of the survey.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

After Using Marijuana

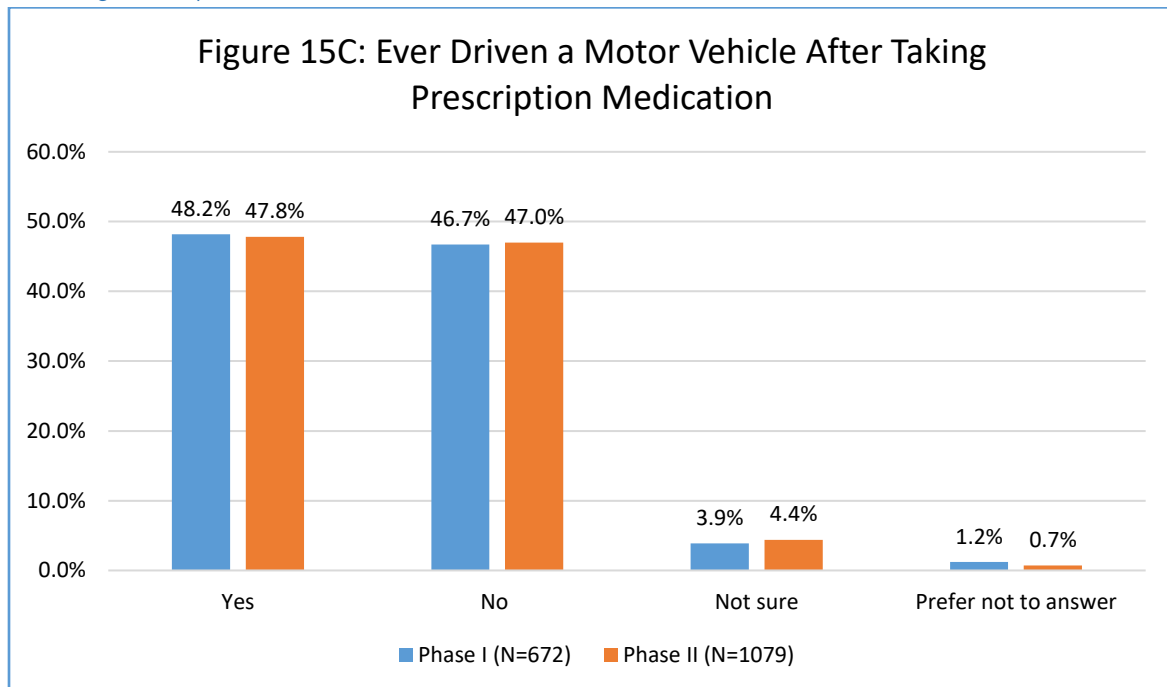


Overall, about one in four (23.3%) respondents indicated that they have driven a motor vehicle after using marijuana, while nearly three in four (73.9%) said they have not.

A lower percentage of respondents in Phase II indicated they have driven a motor vehicle after using marijuana than did those in Phase I.

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

After Taking Prescription Medication



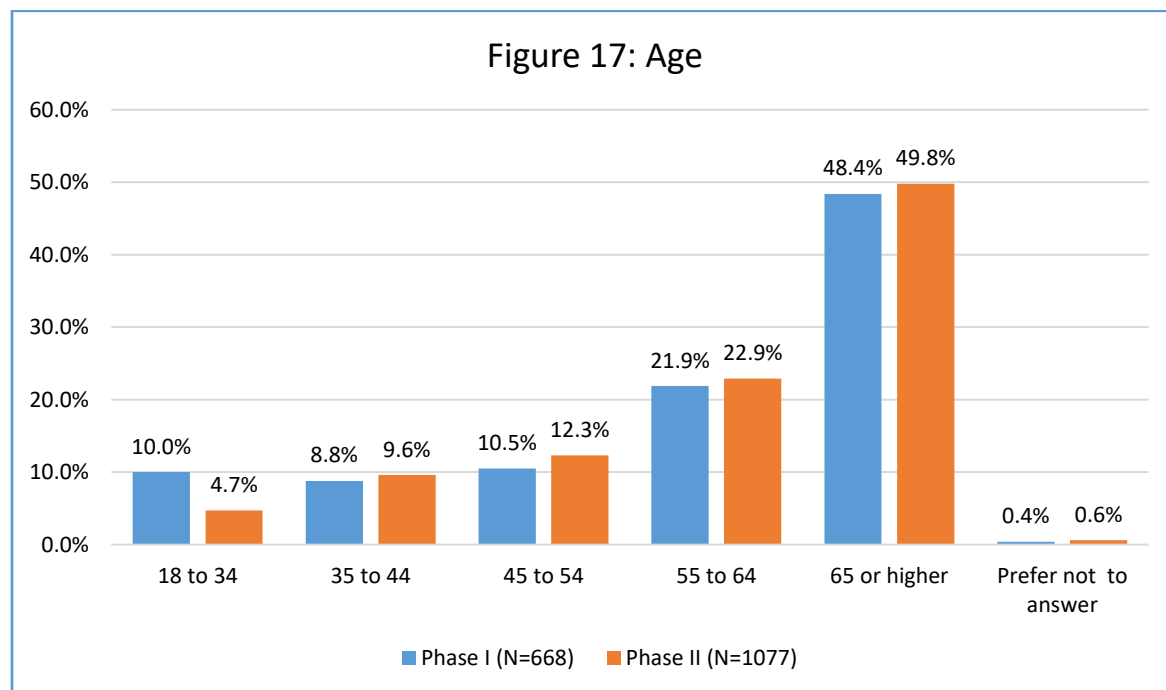
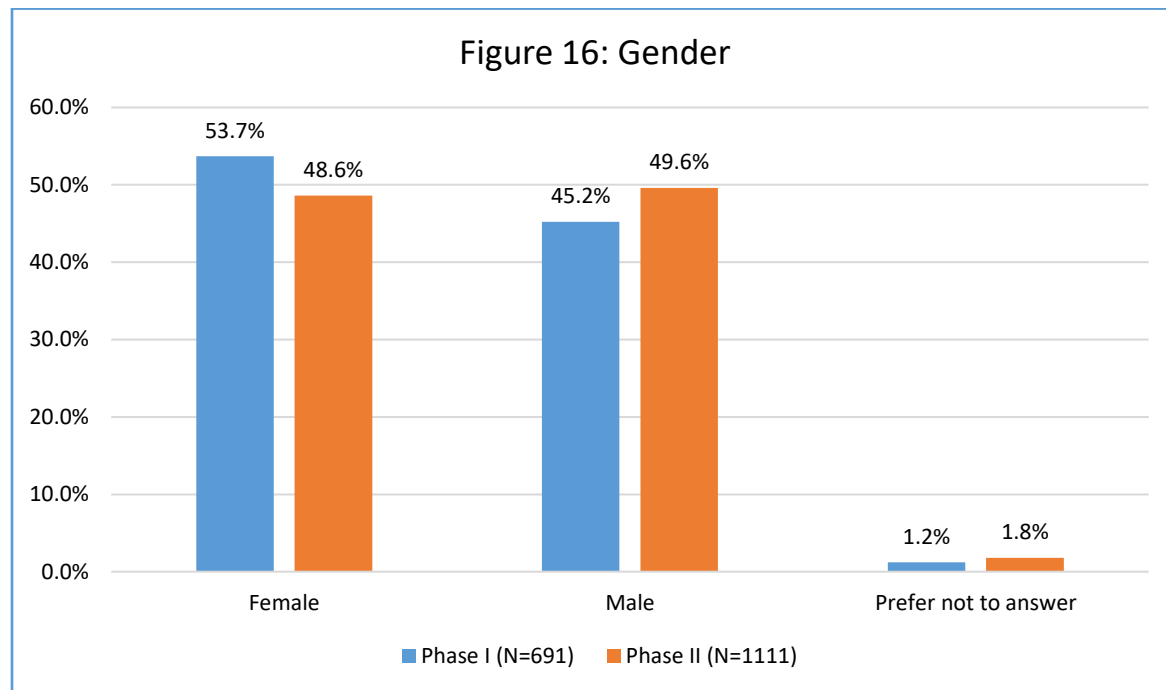
Overall, about half (47.8%) of the respondents indicated that they have driven a motor vehicle after taking prescription medication, while a similar number (47.0%) said they have not.

There was little difference between responses in Phase I and Phase II of the survey.

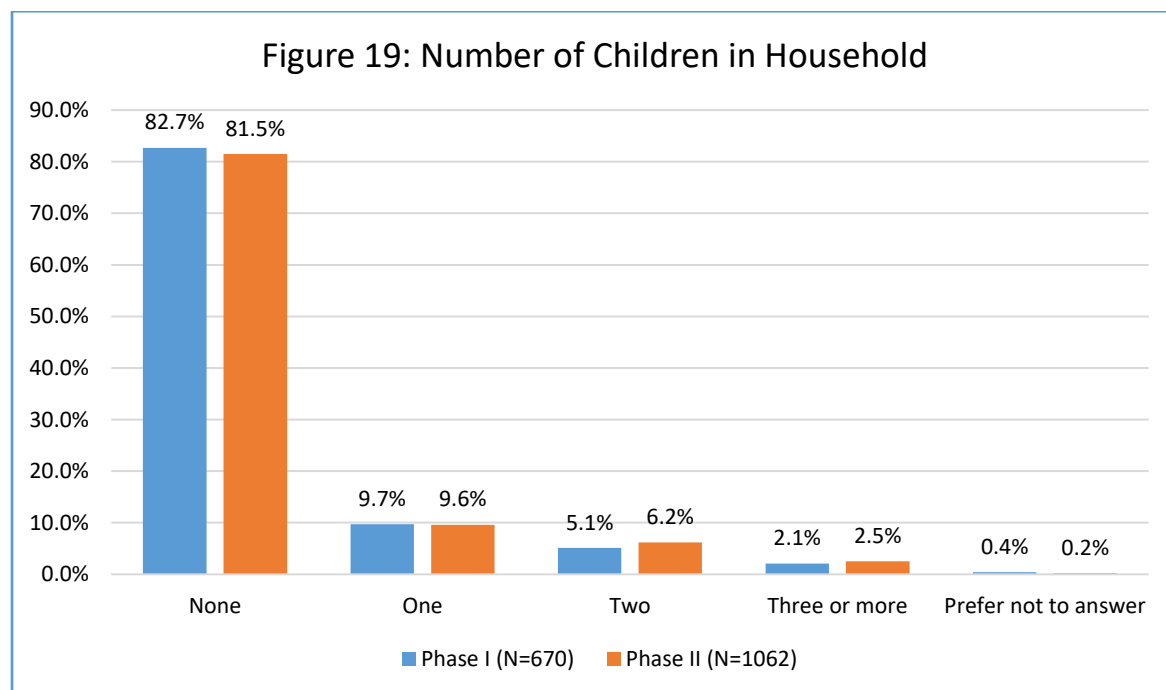
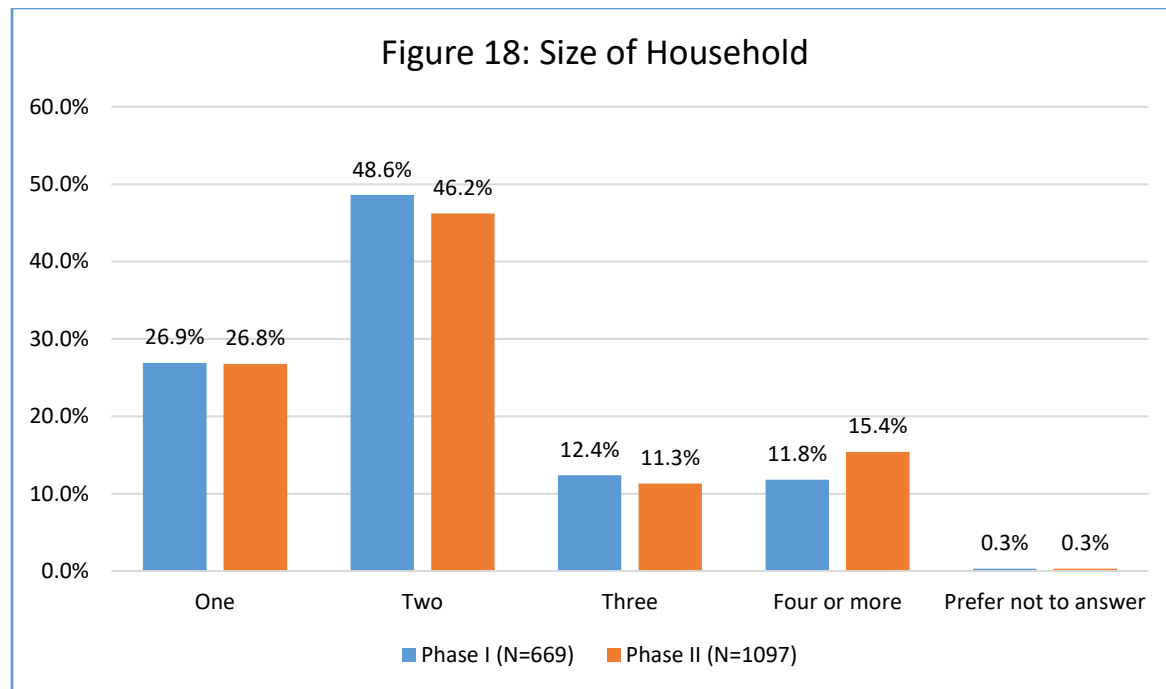
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Demographics

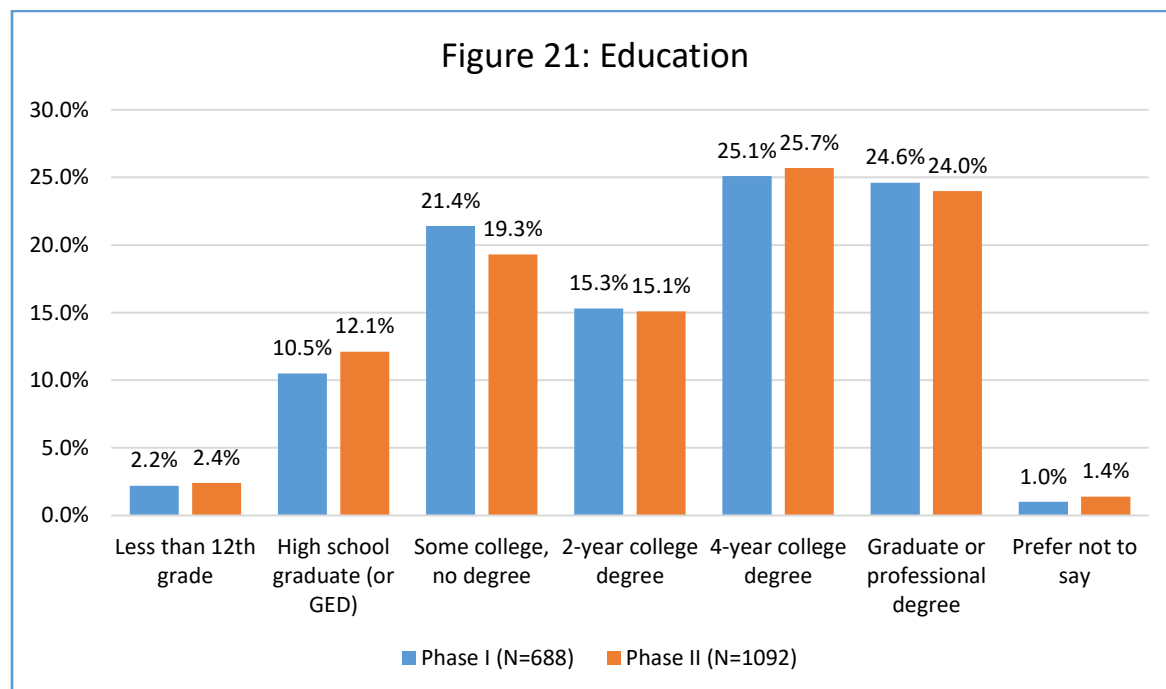
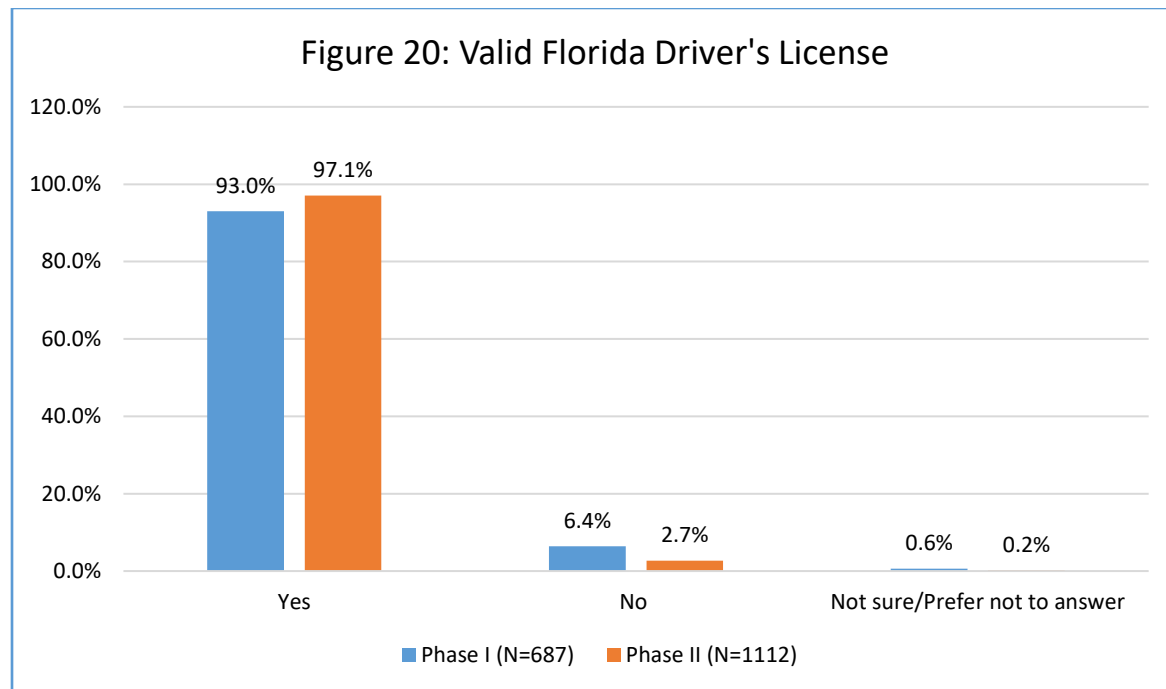
The final section of the survey asked respondents a series of demographic questions.



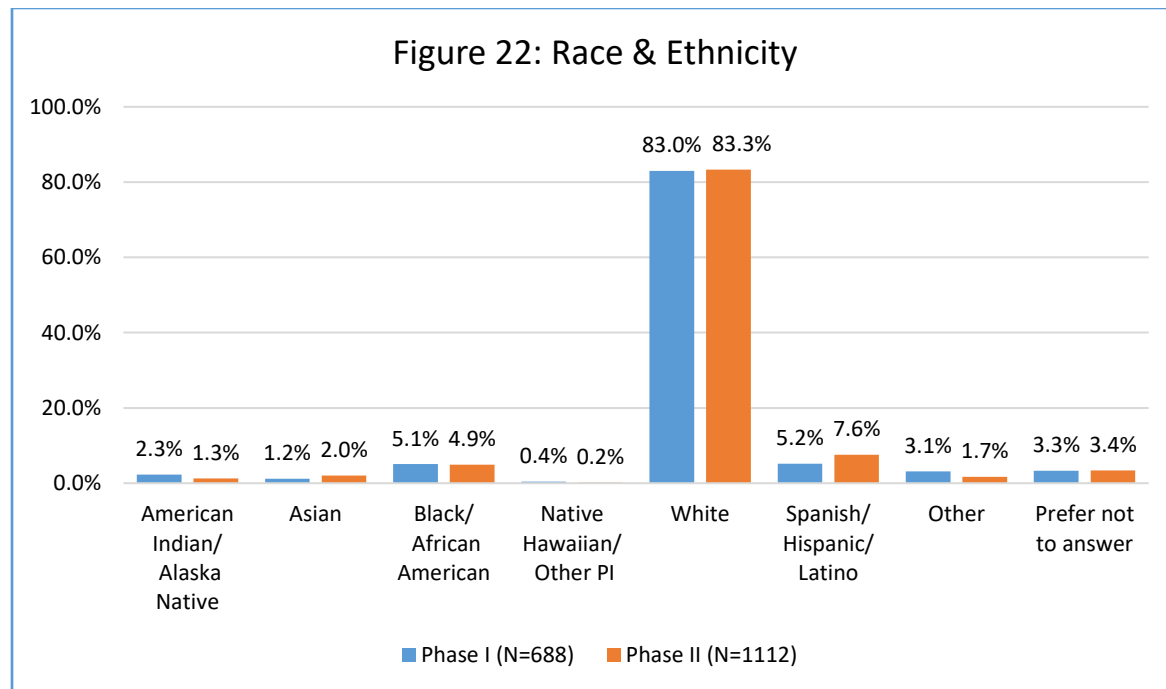
Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II



Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II



Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II



Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Appendix A: Survey Instrument

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

The Florida Department of Highway Safety and Motor Vehicles and researchers at the University of Florida are interested in learning more about Floridians' awareness of and opinions about impaired driving. Your opinions are important to us and will help us better understand a significant issue facing our state. Please be assured that all responses are confidential – no identifying information will be associated with your survey responses.

We appreciate your time and participation. Please complete this survey by marking the appropriate response or filling in a response in the space provided.

Background

First, we have some questions about your knowledge of and opinions about marijuana use.

1. How knowledgeable would you say you are about legal issues related to marijuana use in Florida?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Very knowledgeable |
| <input type="radio"/> | Somewhat knowledgeable |
| <input type="radio"/> | Not at all knowledgeable |
| <input type="radio"/> | Not sure / Prefer not answer |

2. To the best of your knowledge, which of the following is/are legal in the state of Florida? [Please mark ALL that apply.]

| | |
|-----------------------|--|
| <input type="radio"/> | Low-THC cannabis, prescribed by a licensed doctor for approved medical conditions |
| <input type="radio"/> | Medical marijuana, prescribed by a licensed doctor for approved medical conditions |
| <input type="radio"/> | Recreational marijuana, for adults age 21 and older |
| <input type="radio"/> | None of the above |
| <input type="radio"/> | Not sure / Prefer not answer |

Impaired Driving

Next, we have a few questions about different types of impaired driving.

3. How knowledgeable would you say you are about legal issues related to marijuana use and driving in Florida?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Very knowledgeable |
| <input type="radio"/> | Somewhat knowledgeable |
| <input type="radio"/> | Not at all knowledgeable |
| <input type="radio"/> | Not sure / Prefer not answer |

4. Using a scale from 1 to 5, where 1 is “not a problem at all” and 5 is “a major problem,” how much of a problem would you say each of the following is in Florida?

| | 1 | 2 | 3 | 4 | 5 | Not sure |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| A. Drinking and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Using medical marijuana and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Using prescription medications and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Using over the counter medications and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E. Using illegal drugs and driving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

5. If you had to guess, about what percentage of nighttime, weekend drivers in Florida do you think had marijuana in their systems in 2017?

| | | | |
|-----------------------|---------------|-----------------------|----------------------|
| <input type="radio"/> | Less than 5% | <input type="radio"/> | 5% up to 10% |
| <input type="radio"/> | 10% up to 15% | <input type="radio"/> | 15% or more |
| <input type="radio"/> | Not sure | <input type="radio"/> | Prefer not to answer |

6. Which do you think is more likely to cause impaired driving in Florida, alcohol or marijuana?

| | |
|-----------------------|---|
| <input type="radio"/> | Alcohol |
| <input type="radio"/> | Marijuana |
| <input type="radio"/> | Both are equally likely to cause impairment |
| <input type="radio"/> | Neither is likely to cause impairment |
| <input type="radio"/> | Not sure / Prefer not to answer |

7. The active ingredient in marijuana is THC. To the best of your knowledge, is there a blood-THC limit to drive in Florida?

| | |
|-----------------------|---------------------------------|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No |
| <input type="radio"/> | Not sure / Prefer not to answer |

8. Please mark each of the following statements about driving in Florida as either true or false.

| | True | False | Not sure |
|--|-----------------------|-----------------------|-----------------------|
| A. Driving under the influence of marijuana is always illegal in Florida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Driving under the influence of medical marijuana is not illegal in Florida for those with a valid Medical Marijuana Registry Card | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Driving under the influence of prescription drugs, like pain killers, is always illegal in Florida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Driving under the influence of prescription drugs, like pain killers, is not illegal for those with a valid prescription | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. To the best of your knowledge, does marijuana use pose any unique risks to driving a motor vehicle?

| | |
|-----------------------|---|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No → Go to Question 10 |
| <input type="radio"/> | Not sure / Prefer not to answer → Go to Question 10 |

IF YES: Which of the following risk(s) do you think marijuana use poses for driving a motor vehicle? [Please mark ALL that apply.]

| | | | |
|-----------------------|-----------------------------|-----------------------|----------------------------------|
| <input type="radio"/> | Slowed reaction time | <input type="radio"/> | Impaired coordination |
| <input type="radio"/> | Problems with lane position | <input type="radio"/> | Difficulty maintaining attention |
| <input type="radio"/> | Other (please describe): | | |
| <input type="radio"/> | Not sure | <input type="radio"/> | Prefer not to answer |

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

10. For each of the following, please mark how long you think someone should wait before driving a motor vehicle after use.

| | Less than 1 hour | 1 up to 6 hours | 6 up to 12 hours | 12 up to 24 hours | 24 hours or more | Not sure |
|---|------------------------|-----------------------|------------------------|-------------------------|------------------------|-----------------------|
| A. Alcohol | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| B. Medical marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| C. Recreational marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| D. Over the counter sleeping pills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E. Prescription sleeping pills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. Have you seen, heard, or read any ads related to the “Drive Baked – Get Busted” campaign?

| | |
|-----------------------|--|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No → Go to Question 12 |
| <input type="radio"/> | Not sure / Prefer not answer → Go to Question 12 |

IF YES: Using a scale from 1 to 5, where 1 is “not effective at all” and 5 is “very effective,” how effective do you think the ads are in conveying a message against impaired driving?

| | | | | | | | | | | | |
|-----------------------|---|-----------------------|---|-----------------------|---|-----------------------|---|-----------------------|---|-----------------------|----------|
| <input type="radio"/> | 1 | <input type="radio"/> | 2 | <input type="radio"/> | 3 | <input type="radio"/> | 4 | <input type="radio"/> | 5 | <input type="radio"/> | Not sure |
|-----------------------|---|-----------------------|---|-----------------------|---|-----------------------|---|-----------------------|---|-----------------------|----------|

12. Have you ever avoided driving a motor vehicle because you felt too impaired to drive safely?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No |
| <input type="radio"/> | Not sure / Prefer not answer |

13. Which of the following, if any, have ever prevented you from driving a motor vehicle when you felt impaired? [Please mark ALL that apply.]

| | | | |
|-----------------------|----------------------------------|-----------------------|---------------------------------------|
| <input type="radio"/> | Drank too much alcohol | <input type="radio"/> | Took recreational drugs |
| <input type="radio"/> | Took prescription drugs | <input type="radio"/> | Worried about being stopped by police |
| <input type="radio"/> | Worried about having an accident | <input type="radio"/> | None of these |
| <input type="radio"/> | Other (please describe): | | |
| <input type="radio"/> | Not sure | <input type="radio"/> | Prefer not to answer |

14. Keeping in mind that all of your answers in the survey are confidential, have you, yourself, ever used marijuana?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No |
| <input type="radio"/> | Not sure / Prefer not answer |

15. Again, keeping in mind that your answers are confidential, please tell us if you have ever driven a motor vehicle:

| | Yes | No | Not sure | Prefer not to answer |
|---|-----------------------|-----------------------|-----------------------|-------------------------|
| After drinking alcohol | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| After using marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| After taking prescription medication | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Demographics

Finally, please answer a few background questions so we know that we've heard from all kinds of people in Florida.

16. What is your gender? ☐ Female ☐ Male ☐ Prefer not to say

17. In what month and year were you born? Month: Year:

18. Including yourself, how many people currently live in your household?

19. And, how many of these people in your household are under the age of 18?

20. Do you have a valid Florida driver's license?

| | |
|-----------------------|------------------------------|
| <input type="radio"/> | Yes |
| <input type="radio"/> | No |
| <input type="radio"/> | Not sure / Prefer not answer |

21. What is the highest level of education you have completed?

| | |
|-----------------------|--|
| <input type="radio"/> | Less than 12 th grade |
| <input type="radio"/> | High school graduate (includes GED) |
| <input type="radio"/> | Some college, no degree |
| <input type="radio"/> | 2-year college degree (Associate, Technical, etc.) |
| <input type="radio"/> | 4-year college degree (Bachelor's) |
| <input type="radio"/> | Graduate or professional degree (Master's, Ph.D., M.B.A, etc.) |
| <input type="radio"/> | Prefer not to say |

22. Do you consider yourself ...? [Please select ALL that apply.]

| | |
|-----------------------|---|
| <input type="radio"/> | American Indian or Alaska Native |
| <input type="radio"/> | Asian |
| <input type="radio"/> | Black or African American |
| <input type="radio"/> | Native Hawaiian or Other Pacific Islander |
| <input type="radio"/> | White |
| <input type="radio"/> | Spanish / Hispanic / Latino |
| <input type="radio"/> | Other (please specify): |
| <input type="radio"/> | Prefer not to say |

23. What is your 5-digit zip code? ☐ Prefer not to say

Thank you for completing this survey. Please seal your survey in the enclosed postage-paid return envelope and send it to us at your earliest convenience. We appreciate your time and participation!

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Appendix B: Open-ended Comments

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Question 9A: "Which of the following risk(s) you think marijuana use poses for driving a motor vehicle?"

Other Responses

Sleep

Dose dependent, but all of the above

It depends on the person and how much was used, some people might be a little paranoid and drive slower and have exaggerated movements

Hallucinations

Visual perception

Impaired depth perception

Difficulty maintaining appropriate speeds AND staying in one's lane at the same time

Sleepiness

Cognitive abilities

Impaired distance (illegible)

Any impairment causes driver issues

Euphoria

Zoned out - no judgement false sense of wellness

False sense of being in control

Going too slow

Going to sleep at the wheel

Similar to alcohol impairment

Easily distracted

Eating while driving

No response given

Altered perception

Don't care about what's going on

Inability to monitor surroundings

Paranoid

Driving very slow

Cellphones are more risky.

Sleepiness

Paranoia, anxiety attacks cause impaired (psychological)

Depends also on the mood the driver is in

In a mental stupor

Impaired judgement

Driving with kids in the car.

(Illegible) too slow

Sleepiness

Take more risks

Trying to drive safer, like driving slower hitting brakes before stop sign/light too far in advance

Paranoid - overly cautious

Less of exact whereabouts

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Distracted driving
Memory loss
No response given
Release of inhibitions - may affect judgment
No response given
Reaction time
Sleepiness
Lack of test to show they are "over the limit"
Falling asleep at the wheel
Drowsy where you fall asleep at the wheel
Losing sense of direction and orientation
Can't think and can't talk Hallucinations
Temper issues, Anger
Vision impaired
Some does, some don't
Driving too slowly because you're scared shitless
Fatigue
Safety to the driver and to other vehicles on the road
Over use may impair driving if excessive amount used
Cause trouble on the roads and others
Like booze over confidence
Slow driving
Distractions, including cellphone and texting
Short term memory loss
Impaired judgement same as DUI
May give you a sense of safety
Depending on the person's chemical reactions
Less care about others

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Question 13: "Which of the following, if any, have ever prevented you from driving a motor vehicle when you felt impaired?"

Other Responses

Stayed up all night working on a project in military

Lack of sleep

Vertigo

Sleepy

Lack of sleep

I never drive with alcohol in me, not even 1 drink

Too tired

Too sleepy

Sleepy

Drowsy

Worked 11 hours, very tired and sleepy

This question with answer choices is poorly worded

Lack of sleep

Need sleep

Sleepy

I have never felt impaired, I have never been drunk or high; Hard to answer some of these questions accurately when it is assumed you have been

Orthopedic issues

Don't have license, so impaired or not I'm not gonna drive

Too tired to drive

Tired

Illness

Had DUIs in the past

Had the flu

I don't drive even after 1 drink

Too tired

Liabilities for insuring someone

Fear of injury to others

Except after being under anesthesia at dentist or outpatient surgery, common sense

Getting out of hospital or (illegible)

Cannot see clearly

Sleepy - tired

If I drink, I won't drive - Don't often drink

Sleepy

Due to lack of sleep

Sleepy

Sleepy

Too sleepy, tired

Was too tired

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Sleepy

Not enough sleep

Sleepy

Not feeling well, Taking medication/casual drinking

Backache

Don't do drugs or drink

Chronic sleep deprivation from long hours driving

Not enough sleep

Sleepy

Drove been drunk and high without a license

Too tired/sleepy

Too tired

I was 61 yrs; Topamax made me dizzy and I had my 1st accident, stopped taking with permission from Dr

Anxiety/situational

Too ill with my heart in 90s

Didn't know the way (destination)

Fear of harming others

Never been impaired to drive

Holiday times, New Years, 4th of July, etc.; more cautious around these times because of others

Sick

Vertigo

Sleepy

There have been times when I was highly impaired, but I knew I was and paid attention to drive extra carefully

Do not drink alcohol

Surgery

Tired

Lack of sleep

Surgery

Sleep deprivation

Respect for others on the road

If prescriptions say don't drive I don't

Night - time, and raining

Tired - not enough sleep/rest

Fatigue

too tired (I don't take drugs and yes, alcohol is a drug)

Dizziness

Tired

Hurting or altering another person's life because of my actions

Too sleepy/tired

I do not drink, never been in this position

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

I don't break the law
When sick w/ flu, taking OTC meds
After certain medical procedures
Sleepy, working night shift
Medical procedure
Head injury
Tired
I do not drink alcohol or do drugs so never need to worry
Overly tired
Don't use anything that impair the health
Over tired
Sick
Had 1 drink
Broken wrist
Do not drink alcohol or use marijuana
Very sleepy
Tired, anxious, angry
Put my life and other lives in jeopardy
Sleepy
Tired/ sleepy/ill
Migraines
Never felt impaired, Always ok to drive, if not someone else drives
Had a colonoscopy
Have only taken prescription pain meds after surgery
Lack of sleep
Too impaired, sleepy
Pull over, too tired
I don't take these types of meds and drive, I stay home
Lack of sleep
Never felt impaired

Florida Department of Highway Safety & Motor Vehicles: Impaired Driving Survey Phase II

Question 22: “Do you consider yourself...?” [Race/Ethnicity]

Other Responses

Greek
Mixed race
Italian/Caucasian/Hispanic
No response given
Asian/Caucasian
No response given
Penna Dutch
European
Jamaican
Citizen by birth
No response given
American
No response given
Mixed
American Mutt, Too many to list!
Asian American 1/2 Japanese
Caribbean
Irish
Human

Attachment D: DHSMV Sample Crash Report Supplement

Drug Test Result Data Collection

Please Note: Required if person(s) in the crash test positive for drugs in accordance with F.S. 381.989(3)(b).

| | | | | |
|------------|---------------|----------------|------------------------------|--------------------------|
| CRASH DATE | TIME OF CRASH | DATE OF REPORT | REPORTING AGENCY CASE NUMBER | HSMV CRASH REPORT NUMBER |
|------------|---------------|----------------|------------------------------|--------------------------|

| PERSON # <input type="text"/> Date of Birth <input type="text"/> | | Positive Drug Test Results | |
|---|--|--|---|
| (Choose up to 4) <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | | 1-Amphetamine 2-Cocaine 3-Marijuana/Cannabis 4-Opiate | 5-Other Controlled Substance 6-PCP 7-Other Drug (excludes post-crash drugs) 88-Unknown |

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

| PERSON # <input type="text"/> Date of Birth <input type="text"/> | | Positive Drug Test Results | |
|---|--|--|---|
| (Choose up to 4) <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> | | 1-Amphetamine 2-Cocaine 3-Marijuana/Cannabis 4-Opiate | 5-Other Controlled Substance 6-PCP 7-Other Drug (excludes post-crash drugs) 88-Unknown |

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