

Evaluation of the May 2007 *Click It or Ticket* Mobilization



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16. Abstract <i>Click It or Ticket</i> (CIOT) programs are short-duration, high-visibility enforcement of seat belt laws. The first nationwide program was conducted in May 2003 followed by similar programs during May of each succeeding year. This report examines the 2007 program as compared with the previous years. The results indicate that the States bought slightly less paid media in 2006 and 2007 (\$23 million in 2005 versus \$17 million in 2006 and 2007). The number belt use citations issued during CIOT peaked in 2005 and then declined in 2006 and 2007 (727,271 in 2005; 697,115 in 2006; 672,574 in 2007). The national belt use rate as measured by the National Occupant Protection Use Survey rose from 75% to 82% from 2002 through 2005. It remained at 82% through 2007. Belt use rates increased in 40 States including the District of Columbia and Puerto Rico and decreased in 12 States. The number of States that have achieved 90% or better has tripled since 2002 (4 to 12). This report includes State-by-State data on citation rates per population, ranging from a low of 0 per 10,000 population in Wyoming to a high of 67 per 10,000 in New Jersey.					
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TECHNICAL SUMMARY

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BACKGROUND

Click It or Ticket (CIOT) programs are short-duration, high-visibility enforcement of seat belt laws. Nationwide CIOT mobilizations have occurred every May since 2003. The annual mobilizations have raised seat belt use rates more substantially and more quickly than any other program. Over time, tens of millions of motorists have been exposed to CIOT, perception of seat belt enforcement has changed, and belt usage has improved.

The 2007 CIOT effort was similar in structure to the previous nationwide efforts. That is, national and local publicity announced that seat belt enforcement was going to take place and then actual enforcement was implemented. The mobilization focused advertisements primarily on males 18 to 34 years old with an additional emphasis on teenage occupants and occupants traveling at night.

OBJECTIVE

The overall objective of this study was to describe and evaluate the nationwide 2007 May *Click It or Ticket* mobilization. Evaluation questions included:

- Was the media and enforcement as substantial as previous mobilizations?
- What public information and education activities did the public recall? Did public perceptions of the risk of being cited change?
- Did seat belt usage increase after the mobilization?

METHODS

The evaluation included the collection of program data, dollars spent placing paid advertisements and earned media and law enforcement activities. Pre- and post- telephone survey awareness data were collected. Results from statewide observation surveys of seat belt use were analyzed. Data from the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) were analyzed.

RESULTS

Media Activity

Between 2003 and 2007, NHTSA has spent \$8- to \$10 million on the national media buy each year. The national purchase for the 2007 May mobilization achieved 1,295 gross rating points (GRPs); 500 GRPs for television and 795 for radio.¹ Estimated GRPs in 2007 were similar to the previous year (1,294 in 2006) and slightly less (-4%) than estimated for 2005 (1,353). NHTSA's national media contractor, the Tombras Group (2007), reported that over the two-week media period national media spots reached 85% of the intended target group (men 18 to 34) 13 times. This was somewhat less than the estimated reach in 2006 when 93% of the target audience (men 18 to 34) viewed the CIOT advertisement 16 times.

States reported similar paid media expenditures for the 2007 and 2006 May mobilizations (approximately \$17 million per year). This was less than what States spent for the 2005 and 2004 mobilizations. States spent most of the paid media dollars to place television advertisements followed by radio.

**Paid Advertisements for *Click It or Ticket*, 2003–2007
National and State Funding**

	2003	2004	2005	2006	2007
Number of States\Territories Where Dollar Amount Known	45	48	44	50	50
Approximate Dollars Spent on Advertisements (State)	\$15.7M	\$20.0M	\$22.9M	\$16.7M	\$17.4M
Approximate Dollars Spent on Advertisements (National)	\$8.0M	\$10.0M	\$9.7M	\$9.2M	\$9.7M
Approximate Dollars Spent on Advertisements (National + State)	\$23.7M	\$30.0M	\$32.6M	\$25.9M	\$27.1M

The total amount spent on paid advertisements in 2007 was approximately 9¢ per capita (3¢ by NHTSA; 6¢ across the States), just above an established benchmark (6¢ to 8¢) for successful CIOT programs (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002).

¹ Estimates for alternative media were not provided.

Enforcement Activity

The number of law enforcement agencies that participated in the 2007 mobilization, the total number of agencies that reported enforcement activities, and the total number of seat belt citations issued were all less in 2007 than 2006. The number of seat belt citations issued during *Click It or Ticket* decreased for a second year in a row.

May Mobilization Enforcement Activity Reported by States 2003 - 2007

	2003	2004	2005	2006	2007
Law Enforcement Agencies Participating	10,506	13,173	9,761	10,623 ²	10,125
Total Agencies Participating & Reporting	7,125	7,515	7,763	8,793	8,308
Number of Seat Belt Citations Issued	508,492	657,305	727,271	697,115	672,574

The intensity of seat belt enforcement differed among individual States during the two-week CIOT enforcement period in 2007. Seat belt citation rates ranged from as high as 67 per 10,000 population in New Jersey to as low as 0 per 10,000 in Wyoming and New Hampshire. The median rate for all 50 States and the District of Columbia was 18 per 10,000,000. The median was higher among the primary law States (18 per 10,000) compared to the secondary law States (14 per 10,000). The median citation rate for primary law States was below the two-week benchmark level recommended (20 per 10,000) for a strong CIOT effort (Nichols and Ledingham, 2008; Solomon, Ulmer, and Preusser, 2002). The median citation rate for secondary law locations was far below the benchmark level.

Changes in Awareness

Awareness of special efforts by police to ticket drivers for not using their seat belts increased dramatically from before to after the 2007 mobilization (from 17% to 51%, $p < .0001$). When asked to indicate where they had heard about special efforts, the most popular answer by far was television; the second most popular answer was radio. Television, radio, newspaper, and billboard all showed significant change from pre- to post-mobilization.

There was a significant increase from pre- to post-mobilization in proportion of respondents who strongly or somewhat agreed that police in their communities were writing more tickets now than they were a few months ago (from 66% to 71%, respectively, $p < .05$).

Support for belt use laws and enforcement of belt use laws remained high. When asked if it was important for police to enforce seat belt laws, 89% strongly or somewhat agreed in both the pre- and post-waves. When asked how important it was to strictly enforce seat belt laws, results indicated that 64% and 62% of respondents judged the issue very important in the pre- and post-, respectively.

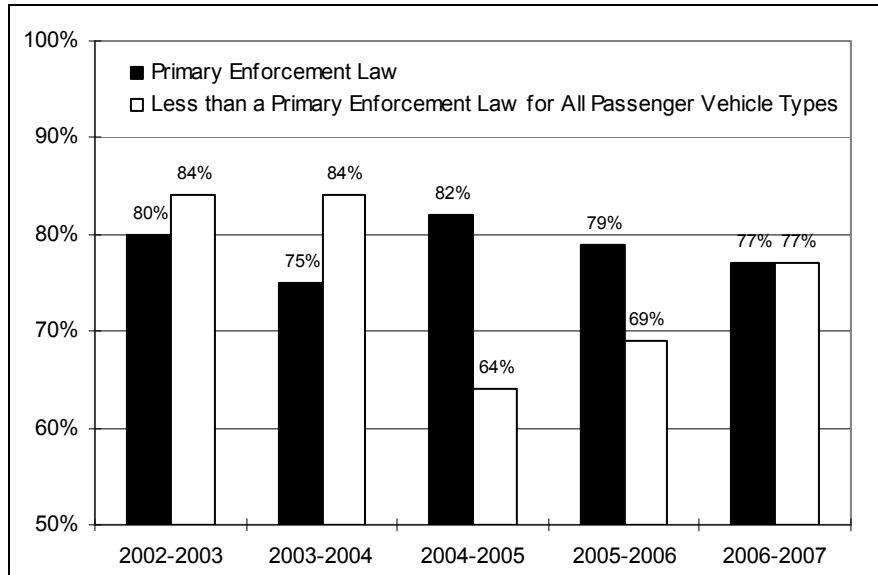
The *Click It or Ticket* slogan has shown a strong increase in recognition since the beginning of the nationwide campaign in 2003. Thirty-five percent of respondents were familiar with the slogan in pre-campaign 2003. In 2004, recognition increased to 49% and the pre-campaign recognition was 65% in 2007. Post-campaign recognition percentages have shown a similar increase, going from 61% to 70% between 2003 and 2004 to 79% in 2007. This constant increase suggests that the *Click It or Ticket* brand achieved a solid level of recognition.

² Information presented in the 2006 May mobilization Report overstated the number of law enforcement agencies participating in the 2006 mobilization by 1,000. The correct number of law enforcement agencies that participated was 10,623 and not 11,623.

Changes in Seat Belt Use

Statewide seat belt use rates increased in most States during each of the last five years. The proportion of primary enforcement States posting an annual increase ranged from 75% to 82% between the years 2003 to 2007; the proportion of States without a primary enforcement law that posted improvements of 64% to 84% during that same time. The proportion of States with primary seat belt enforcement that increased their seat belt use decreased in 2006 and 2007, while the proportion of States without primary seat belt enforcement that increased their seat belt use increased during this period. In 2007, seat belt use rates increased in 77% of States with or without primary enforcement laws.

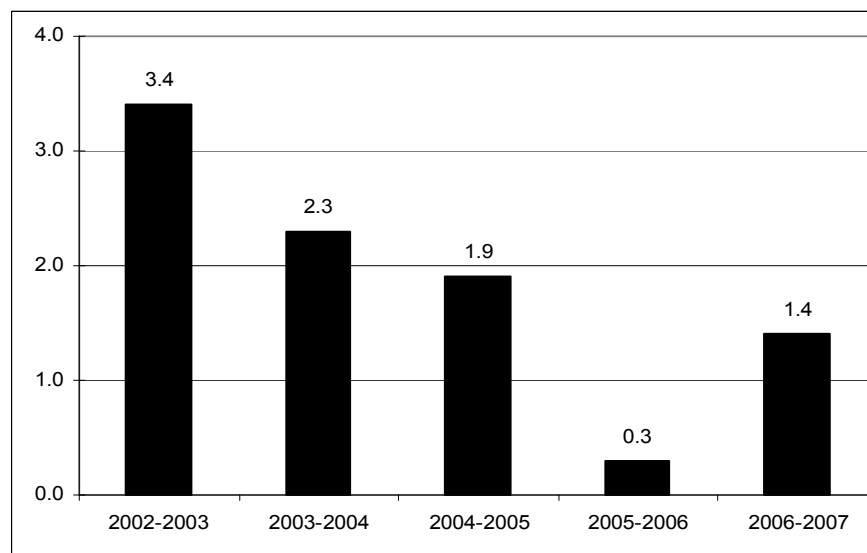
Percent of States That Increased Statewide Seat Belt Use by Law Type¹; Years 2002 through 2007



¹New Hampshire has no adult seat belt law. Indiana and Georgia's primary enforcement laws exempt occupants in pickup trucks.

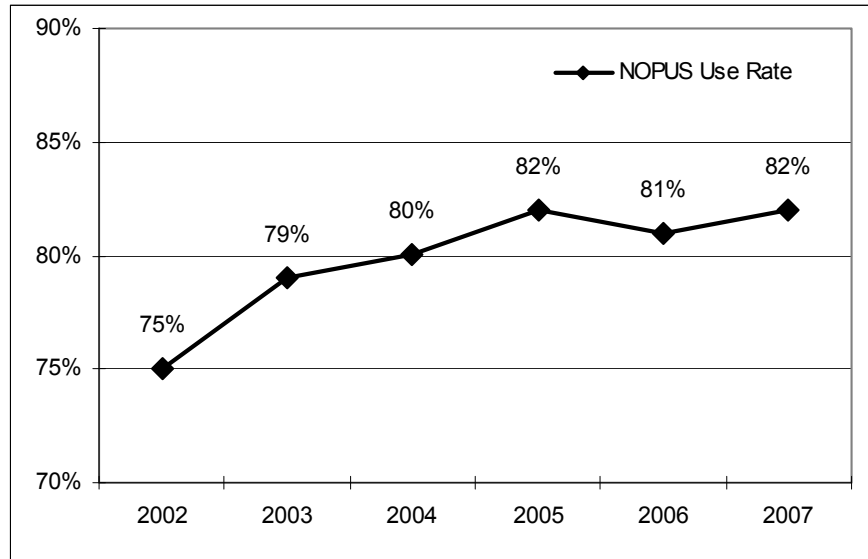
The average increase in seat belt use across the States equaled +1.4 percentage points in 2007; higher than that achieved in 2006 (+.03) but not higher than prior mobilizations.

Average State Increase in Seat Belt Use Rates, 2002-2006



According to the 2007 NOPUS, the nationwide seat belt use rate was 82% in 2007, 1 percentage point higher than the 2006 rate, and the same as the 2005 rate (NHTSA, Traffic Safety Facts, 2008).

National Occupant Protection Usage Survey, 2002-2006



Conclusion

Like every May mobilization since 2003, the 2007 mobilization increased motorists' awareness of CIOT and enforcement. The result was improved seat belt use in the majority of States, indicated by comparing statewide seat belt use surveys conducted in 2007 with surveys conducted during the same time period in 2006. However, the year-to-year gains between 2006 and 2007 in belt use were less than compared to the 2003-to-2005 time period.

It is clear that a higher level of enforcement intensity maximizes the effectiveness of CIOT programs and any drop in enforcement intensity is a concern. The May mobilization enforcement has lost some of its intensity each of the last two years.

The present evaluation raises some important questions.

- What will happen if the decline in enforcement intensity of CIOT continues?
- Will seat belt use rates be maintained or will they decline?
- How much effort needs to be devoted to CIOT to hold at current levels?
- How can the program be re-invigorated?
- Can other high-visibility seat belt enforcement models do the same job and/or go beyond the levels that CIOT has achieved?

Thousands of lives are saved each year given the current level of belt use. Higher belt use rates could save thousands more. How we accomplish this goal remains an open question.

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I. INTRODUCTION

Seat belts can reduce the chance of death in a crash by 45% in passenger vehicles and 60% in light trucks (Kahane, 2000). The benefit of using a seat belt is even greater in reducing the chance of serious injury by 50% in passenger vehicles and 65% in light trucks. Seat belts are the single most effective safety device in a passenger vehicle and would save thousands of lives annually if everyone buckled up.

Selective Traffic Enforcement Programs (STEPS) are a proven approach that can be used to quickly change motorists' behavior in a short period of time. The STEP wave is a widely publicized enforcement blitz focused on changing a particular behavior among motorists. The *Click It or Ticket* Mobilization is an occupant protection STEP wave focused on improving seat belt use. CIOT has created a perception among motorists that they will be ticketed if they do not buckle up that has resulted in more occupants wearing seat belts more often. CIOT has raised seat belt use rates more quickly and substantially than any other program.

The national CIOT mobilizations coordinated by NHTSA have received strong support from State Highway Safety Offices since 2003. The mobilizations begin with earned media generated at the national, State, and local level. Paid media phases in approximately one week later followed by high-visibility enforcement lasting for two weeks. Support for national May mobilizations has remained high in most States because the mobilizations are capable of producing increases in seat belt use over short periods of time. Campaigns have generally been successful, with a majority of States and Territories posting increases in belt use between 2003 and 2006 (Tison & Williams, in process).

NHTSA and the States administered national CIOT mobilizations between 2003 and 2005 under the Transportation Equity Act for the 21st Century (TEA-21). Under TEA-21, NHTSA provided Section 157-incentive grants to States that agreed to follow the national CIOT schedule and include the following elements in their CIOT campaigns. First, States would conduct press events and other media activities to earn media about CIOT during the entire CIOT period. Second, during a specified two-week period, States would conduct a paid media campaign featuring television and radio broadcast advertisements delivering the strong CIOT enforcement message. Third, for a specified two-week period, States would intensify their seat belt enforcement activities using seat belt checkpoints, enforcement zones, or saturation patrols, and involve the participation of law enforcement agencies serving at least 85% of the States' population. Fourth, during specified periods, States would conduct a mini seat belt observational survey before the mobilization and a full-statewide seat belt observational survey meeting the national uniform criteria after the mobilization. NHTSA provided assistance for additional evaluation activities such as telephone or department of licensing surveys of public awareness to States that requested additional assistance.

NHTSA and the States administered national mobilizations in 2006 and 2007 under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) authorization. SAFETEA-LU changed the conditions for States participating in CIOT. Under SAFETEA-LU, States have more autonomy and flexibility in how they participate in the CIOT Mobilization. SAFETEA-LU provides Section 2009 funds to NHTSA to purchase national media to support its national high-visibility enforcement campaigns. States participate in at least two high-visibility traffic safety law enforcement campaigns each year to reduce impaired driving and increase seat belt use. States use funds from a variety of sources to develop, produce, and broadcast media supporting their high-visibility enforcement campaigns. Most States

participate in the Memorial Day CIOT campaign to fulfill this requirement. States provide resources for the CIOT campaign using federal grant programs and their own budget.

Many of the CIOT reporting requirements under TEA-21, which were designed to evaluate the impact of the program, are now optional under SAFETEA-LU. For example, States are no longer required to measure belt use during specified periods before and after the CIOT Mobilization. However, States are required to report their annual seat belt survey results by March 1, of the next year. Many States continue to conduct their observation surveys each June as they did under the § 157 grants, but some conduct their surveys over a longer period of time and report the results as specified.

The 2007 *Click It or Ticket* Mobilization was similar to previous mobilizations. The 2007 mobilization included two weeks of highly visible seat belt enforcement conducted around the Memorial Day weekend. The enforcement was supported by a two-week national and State paid media campaigns that started one week before the enforcement, and an earned media campaign that began two weeks prior to enforcement and ended two weeks after enforcement. This was the sixth year that NHTSA provided grants and assistance to States to conduct well-publicized highly visible seat belt enforcement programs, and the fourth year that NHTSA supported the States' media efforts with a nationwide advertisement.

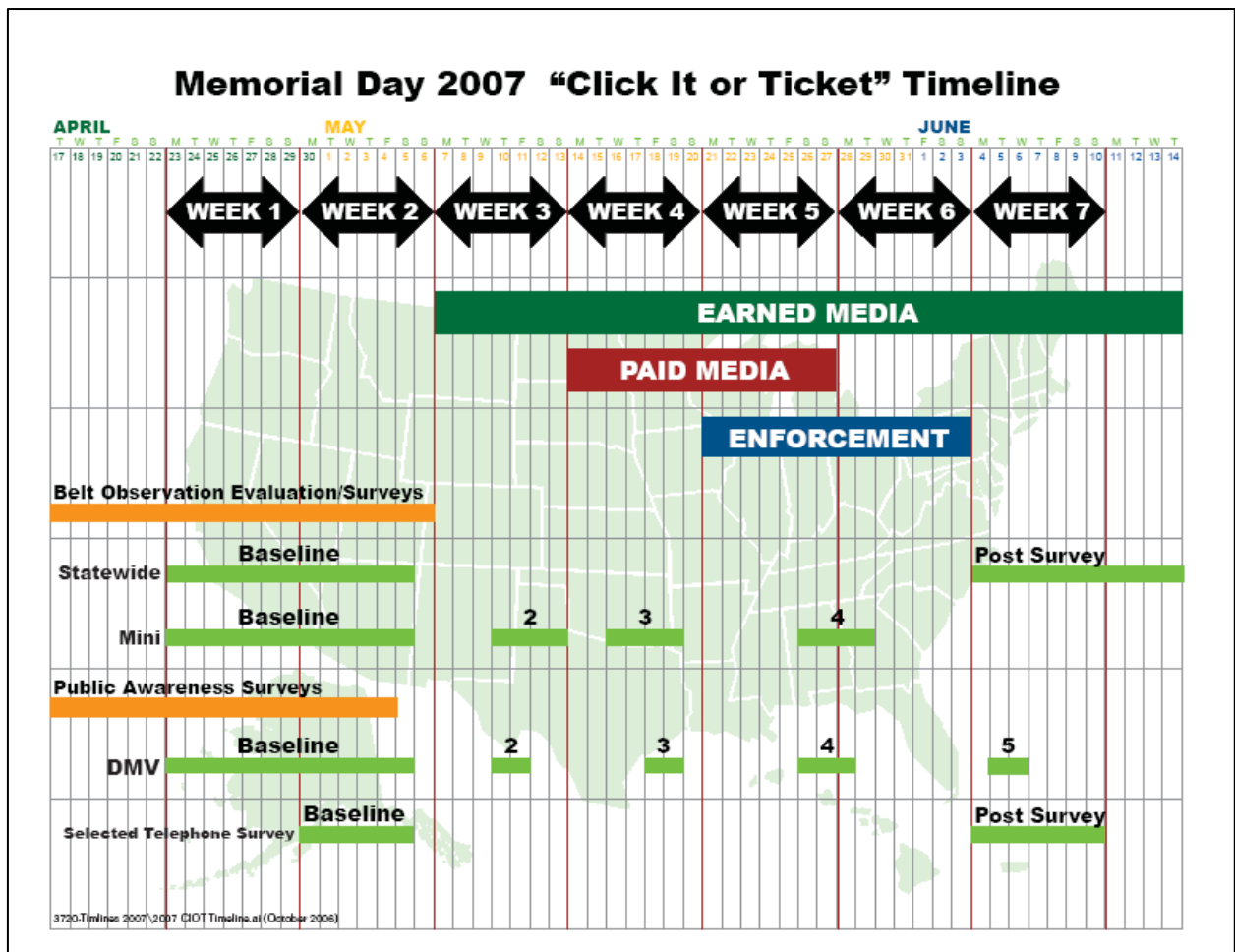
The objective of this project was to conduct a process and outcome evaluation of the 2007 *Click It or Ticket* Mobilization. Amounts of program activity (including enforcement and media/publicity) put towards mobilization activities were documented and changes in awareness and belt use behavior were tracked.

II. PROGRAM DESCRIPTION FOR THE 2007 *CLICK IT OR TICKET* MOBILIZATION

NHTSA developed a schedule approximately one year before the 2007 CIOT mobilization and requested that States implement specific program elements according to a mutual timeline (Figure 1). The 2007 mobilization used the typical CIOT program model in which earned and paid media publicized upcoming enforcement focused on seat belt use.

Most States followed the national CIOT schedule promoted by NHTSA. A number of States preceded the typical CIOT timeline with additional media and enforcement that focused on occupants known to use seat belts less often than the general driving population. For example, in NHTSA's Region 7, Iowa, Missouri, Kansas, and Nebraska received assistance from NHTSA to implement a demonstration program that focused attention on improving seat belt use among occupants of pickup trucks. This program, called "Buckle up in your Truck" included an additional week of media and enforcement immediately before the May mobilization to encourage occupants to wear their seat belts.

Figure 1. 2007 May Mobilization Schedule



The 2007 *Click It or Ticket* Mobilization started with earned media beginning on May 7. Earned media is coverage by broadcast and published news services that provide details on how and when a mobilization will occur. Earned media efforts generated at the local level made motorists aware that their local authorities were among the May mobilization's participants.

NHTSA's Office of Communication and Consumer Information contracted with AkinsCrisp Public Strategies to develop and disseminate outreach and earned media planners for the States to use. The earned media planner included poster art, a fill-in-the-blank news release, a sample op-ed piece, a sample letter-to-the-editor, talking points, and a fact sheet. The planners included messaging and templates to choose from to support specific occupant protection initiatives (e.g., general, pickup truck occupants, rural occupants, teen occupants, nighttime occupants) surrounding the *Click It or Ticket* Mobilization. The planners were designed to be tailored and distributed by the States in a way that best fit their local situations and objectives. Sample material from the media planners can be seen in Appendix A.

AkinsCrisp also developed a Law Enforcement Action Kit (LEAK) that included items to inform law enforcement agencies and officers about the mobilization. The LEAK included a roll call video in MP3 format, posters, a sample proclamation, and a mobilization timeline.

In 2007, NHTSA created a School Resources Kit to supplement efforts to reach school-age teens. This kit included letters to schools and a scripted announcement for their use. In addition, NHTSA created congressional electronic postcards that provided template material to members of Congress and encouraged their support of the mobilization through constituent contact.

The national earned media effort started approximately two weeks before the enforcement effort. A national kick-off press event took place on May 16 featuring newsworthy personalities from government and law enforcement, as well as spokespeople for health and highway safety advocacy groups. Newsworthy participants included Nicole Nason, then Administrator of NHTSA; Chris Murphy of the Governors' Highway Safety Association; and top officials from the International Association of Chiefs of Police and Washington, DC's metro police department. Thirty-two Highway Safety Offices also reported kickoff events conducted at the local level.

The 2007 CIOT Mobilization included two weeks of paid media (May 14 – 28). Radio and television advertisements were aired extensively during these two weeks. NHTSA developed radio and television media and purchased a national media buy. States purchased local media for a second year in a row.

NHTSA aired three television commercials at the national level (15- and 30-second versions). The primary television spot was a re-scripted version of the 2006 CIOT ad, which specifically indicated that police across America would work both day and night to ticket violators not using their seat belts. The advertisement showed young adult males of differing races in urban, suburban, and rural settings (see Appendix A for all television advertisement storyboards).

NHTSA developed two other television advertisements with more limited use. One focused on unbelted teenage occupants and showed images of unbelted teenagers encountering law enforcement officers and receiving tickets. Another focused on nighttime enforcement of seat belt laws and included images of young adult males receiving tickets for noncompliance with the seat belt law at nighttime.

Paid media also included radio messages of differing time lengths (5, 10, 15, and 30 seconds) narrated in English, Spanish, Haitian Creole, and Navajo. An additional radio spot focused on urban occupants. All of the radio spots had an enforcement-centered message (see Appendix A for select radio scripts).

Paid media began one week before the mobilization enforcement was scheduled to begin. The second week of paid media ran concurrently with enforcement for one week. Enforcement ran for one week after paid media phased out of the program. Dates of enforcement were May 21 through June 3; during this period, zero-tolerance enforcement of seat belt violations was expected.

To evaluate the 2007 CIOT Mobilization, NHTSA's evaluation contractor, Preusser Research Group (PRG), collected data before, during, and after the mobilization from several sources including enforcement and media, program awareness surveys, observation surveys, and analyses of NHTSA's Fatality Analysis Reporting System data.

III. EVALUATION METHODS

The first objective of this study was to collect program information on how NHTSA and the States implemented the 2007 CIOT Mobilization. The second objective was to evaluate the outcomes of the 2007 mobilization effort, specifically the public awareness of the program and increased seat belt use.

Mobilization Media

The first evaluation objective was to examine the media associated with the 2007 mobilization. Evaluation questions regarding paid media included:

- How many dollars were spent on paid advertisements at the national and State levels?
- How did the amount spent in 2007 compare to previous mobilizations?
- How many gross rating points were received?

To address these questions, PRG tracked the amount NHTSA spent on national advertisement purchases in 2007 and compared it to previous CIOT media buys.

Data on paid media included the dollar amounts spent for placing nationwide advertisements on television, radio, and other media and estimated GRPs that indicate the depth of reach that the national purchase achieved and provide a basis for comparison with previous mobilization efforts. GRPs are a standard unit of purchase power that estimates the percentage of individuals or households who will be exposed to a television or radio commercial. Each TV or radio day delivers a specified number of rating points and GRPs are the sum total of all ratings delivered by a given media buy or schedule.

State Highway Safety Offices placed television and radio advertisement and other types of media and reported the placements to NHTSA using a Web-based reporting system (www.mobilizationsdata.com). PRG compared the aggregate amount States spent on paid media during the 2007 campaign to the amounts States spent on previous mobilizations. Comparing the amount of GRPs each State purchased was impossible because GRP data were not readily available from State sources.

The evaluation questions regarding earned media included:

- How many news stories, opinion and editorial articles in support of the *Click It or Ticket* mobilization did each SHSO's generate during the mobilization period?
- How did the amount of earned media in 2007 compare to previous mobilizations?

The evaluation questions were addressed using *CustomScoop*, a program that reviewed thousands of online news outlets daily to find articles on CIOT throughout the mobilization period. AkinsCrisp also provided PRG with information on kick-off events, press conferences, and other details concerning national publicity.

Mobilization Enforcement

The next evaluation objective was to examine the amount of enforcement that was put into the mobilization. Evaluation questions regarding mobilization enforcement included:

- How much enforcement occurred during the 2007 mobilization?
- What proportion of enforcement was directed towards seat belt violators?
- Were there differential amounts of seat belt enforcement by type of seat belt law?
- How did the amount of enforcement in 2007 compare to previous mobilizations?
- What enforcement intensity was put toward the 2007 mobilization?

States used NHTSA's Web-based reporting system (www.mobilizationsdata.com) to report their mobilization enforcement activity totals to NHTSA. Reported enforcement data included the number of law enforcement agencies participating, the number of agencies reporting their activities, and number of enforcement actions taken during the enforcement period. Comparisons were made between primary and secondary law locations and comparisons were made with previous mobilization enforcement data to understand State reported trends in mobilization enforcement efforts.

This evaluation also drew a random sample of municipal law enforcement agencies for tracking seat belt enforcement actions for years 2002 through 2007. Annual counts of seat belt and speeding citations were collected. Counts of seat belt citations issued by month for 2007 were collected from some of these locations. Annual counts of speeding citation were also collected from some of the locations. PRG gathered annual counts of seat belt citations issued from a sample of State Police agencies. Primary and secondary law locations were included in all samples.

Telephone Awareness Survey

NHTSA conducted a national telephone survey to examine if awareness of CIOT increased during the mobilization. Evaluation questions regarding public awareness of CIOT included:

- Did public awareness of the CIOT program increase?
- Did perceived risk of a ticket for not wearing a seat belt increase?
- Were there differential effects on awareness among the campaign target group (males 18 to 35)?

Random-digit-dialing telephone surveys were conducted before kicking off the 2007 CIOT Mobilization publicity (April 2007) and just after the enforcement campaign ended (June 2007). The telephone survey was designed to measure drivers' knowledge and awareness related to seat belts, laws governing their use, and exposure to seat belt enforcement programs. The survey did not change between survey waves (see questionnaire in Appendix B).

Changes in attitudes and awareness were assessed by comparing pre- and post-campaign responses. Chi-square analyses were computed to assess the magnitude of those changes; the significance level was set a $p < .05$. Binary logistic regressions were computed to explore the differential effect of the media campaign on the target audience (males 18 to 34). These analyses helped identify whether or not the changes in awareness from pre- to post-campaign were greater in males 18 to 34 than in the rest of the population (i.e., all females and males younger than 18 or older than 34).

Observation Surveys of Belt Use

NHTSA compiled observational seat belt survey results from States to examine what effect CIOT activities had on belt use. The evaluation questions regarding belt use included:

- Did belt use improve nationwide and among the States?
- How much did belt use improve compared to previous years?
- Did the improvements in belt use differ by type of seat belt law?

Nearly every State conducted a statewide seat belt observation survey immediately following the CIOT mobilization. Most States completed their surveys during June 2007. A few States collected statewide observation surveys both before and after the May mobilization.

PRG compiled results from States' 2007 statewide seat belt use surveys. Results from these observational surveys were used to determine the number of States that improved in belt use over time and the average amount of annual improvement. Differential change in belt use over time was examined using type of law as the dependent variable.

Results published for the NOPUS were also used to examine the nationwide trend in belt use over time.

Fatality Analysis Reporting System

The evaluation included an examination of passenger vehicle, front-seat occupant belt use in fatal crashes. The evaluation question regarding seat belt fatalities was:

- Has front-seat, passenger vehicle belt use improved over the course of CIOT Mobilizations?

NHTSA's Fatality Analysis Reporting System is a census of all fatal crashes in the United States. FARS data were used to examine change in the proportion of belted, fatally injured front-seat outboard occupants 15 and older in passenger vehicles. An individual was considered belted if the person wore a shoulder belt, a lap belt, a lap-and-shoulder belt, or a belt of unknown type. To do this, FARS data were classified into two equal time periods, pre-CIOT (January 1998 through May 2003) and post-CIOT (June 2003 through December 2007). ARIMA analyses were used to indicate if there was a significant increase in the proportion of belted fatal occupants in the 55-month period following the first *Click It or Ticket* campaign (June 2003) compared to what would have been expected from the trend in the preceding 65 months.

IV. RESULTS

National Paid Media Purchase

NHTSA spent approximately \$9.7 million on a two-week advertisement campaign for the 2007 May mobilization that ran from May 14 through May 28. The amount of dollars spent equaled approximately 3¢ per resident. Most of these funds were spent on television advertisements (\$7.2 million), followed by radio advertisement (\$1.8 million), and \$665,000 on alternative media such as on-line advertisements and inserts into video games. The Tombras Group (2007) reported that the national purchase achieved 1,295 GRPs: 500 GRPs for television and 795 for radio.³ Estimated GRPs in 2007 (1,295) were similar to the previous year (1,294 in 2006) and slightly less (4%) than what was estimated for year 2005 (1,353). Tombras also reported that over the two-week media period the national media spots reached 85% of the intended target group (men 18 to 34) 13 times. This was somewhat less than the estimated reach in 2006, when 93% of the target audience (men 18 to 34) viewed the CIOT advertisement 16 times.

Table 1. 2007 *Click It or Ticket* National Post Buy Report

	Dollar Amount	%	Cents ^a
Total Dollars Spent on Advertisements	\$9,684,795	100	3
Television	\$7,174,572	74	2
<i>(Hispanic television equaled 12% of television buy)</i>	\$868,915		
Radio:	\$1,845,723	19	<1
<i>(Hispanic radio equaled 7% of radio buy)</i>	\$136,590		
Alternative (online—Web sites, video games, etc.):	\$664,500	7	<1
Total Gross Rating Points (Men 18-34):			
TV	500		
Radio:	795		

^aCents per capita (source of population information www.census.gov).

States Paid Media Purchase

In 2007, NHTSA's Office of Communication and Consumer Information (OCCI) asked the States to reduce their paid media purchases during the two-week period that the national CIOT ads were airing. States spent approximately \$17.4 million dollars on paid media for the May mobilization (Table 2): two-thirds was spent on television advertisements (\$12 million), one-quarter (\$4 million) on radio, and 4% (\$692,000) on billboards. States spent the remainder on print and other types of media. Overall, States spent approximately 6¢ per resident. Most States (45) used the *Click It or Ticket* slogan.

Estimates of the frequency and reach of the States' media purchases are vague because the time and place affect the actual value of the dollars spent. For example, a dollar spent in a particular designated media market area (DMA) for a given period of time would not necessarily be as valuable in another DMA. Attempts to obtain more detailed information on State purchases, including GRPs purchased per DMA, was not possible because several State media contractors used different methods to account for their media purchases.

³ Estimates for alternative media were not provided.

Determining the exposure provided by the States' media purchases was less problematic before 2006. At that time OCCI coordinated national and State media purchase through its media contractor, the Tombras Group. Under the SAFETEA-LU authorization, a majority of States began using their own media agencies to purchase advertisement placement, but some remained with the Tombras Group. There is no consistent reporting format for States to provide paid media information in a standardized way. Beyond total dollars spent on television, radio and other media, airtime purchase data are vague.

Table 2. State Paid Media Purchases for 2007

	Dollar Amount	%	Cents ^a
Total	\$17,430,562	100	6
Television	\$12,004,075	69	4
Radio	\$4,042,014	23	1
Billboards	\$692,912	4	<1
Print	\$80,866	<1	<1
Other (posters, signs, banners, etc.)	\$610,692	4	<1

^a Cents per capita. (source of population information www.census.gov).

National and State Paid Media Purchase Years 2003 - 2007

Approximately \$27 million was spent on enforcement-centered advertisements for the May 2007 mobilization. This was more than what was spent in 2006, but less than what was spent during the two prior years (2004 and 2005) due to less State expenditure (Table 3). During the period from 2003 through 2007, NHTSA's national media buy to support the CIOT mobilization has ranged between \$8 and \$10 million annually. State spending increased over \$4.5 million between 2003 and 2005, and then decreased \$6.2 million in 2006 before increasing \$700,000 to \$17 million for the 2007 mobilization. The total amount spent in 2006 and 2007 is approximately 9¢ per capita (3¢ from NHTSA; 6¢ from the States), just above the currently established benchmark believed necessary for a successful CIOT program (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002).

**Table 3. Paid Advertisements for *Click It or Ticket*, 2003–2007;
National and State Funding Combined**

	2003	2004	2005	2006	2007
Number of States\Territories Where Dollar Amount Known	45	48	44	50	50
Approximate Dollars Spent on Advertisements (State)	\$15.7M	\$20.0M	\$22.9M	\$16.7M	\$17.4M
Approximate Dollars Spent on Advertisements (National)	\$8.0M	\$10.0M	\$9.7M	\$9.2M	\$9.7M
Approximate Dollars Spent on Advertisements (National + State)	\$23.7M	\$30.0M	\$32.6M	\$25.9M	\$27.1M

Earned Media

Earned media began on May 7 before the paid media, and was scheduled to run the duration of the mobilization and beyond. A national press event featuring officials from NHTSA Headquarters, law enforcement, health, and safety kicked off the mobilization. At the State and local levels 32 GHOS indicated one or more CIOT kickoff events in their States.

NHTSA contracted with AkinsCrisp and HomeFront Communications to produce and distribute “B-roll” video packaged as news and provided to broadcast stations free of charge to broadcast news organizations. Five hundred and fifty stations used the B-roll footage to reach approximately 53,261,765 viewers in 196 local markets.

CustomScoop, an electronic search system, located local news providing coverage or information related to the May mobilization (Table 4). The system was programmed to search for relevant key words appearing within a defined time period. News articles and local news stories with terms like May mobilization, *Click It or Ticket*, and seat belt enforcement appeared in at least 1,431 news stories from April 19 through June 7, 2007. This is an increase from the 855 news stories reported during the 2006 mobilization from April 12 through June 16, 2006.

The electronic search system is capable of finding relevant stories appearing in larger news outlets and less capable of finding them in the smaller local news outlets. Because any search system has a limited ability to locate all stories, it is important for local participants to continue to search for relevant coverage and information related to the May mobilization.

Table 4. Earned Media Summary; Electronic Search for 2007

Alabama	23	Kentucky	13	North Dakota	3
Alaska	1	Louisiana	26	Ohio	46
Arizona	28	Maine	11	Oklahoma	11
Arkansas	19	Maryland	24	Oregon	7
California	121	Massachusetts	16	Pennsylvania	41
Colorado	29	Michigan	50	Rhode Island	--
Connecticut	24	Minnesota	26	South Carolina	1
Delaware	5	Mississippi	25	South Dakota	5
District of Columbia	8	Missouri	51	Tennessee	44
Florida	72	Montana	13	Texas	121
Georgia	30	National	14	Utah	14
Hawaii	14	Nebraska	8	Vermont	9
Idaho	7	Nevada	24	Virginia	37
Illinois	43	New Jersey	66	Washington	33
Indiana	70	New Mexico	8	West Virginia	17
Iowa	19	New York	49	Wisconsin	48
Kansas	6	North Carolina	37	Wyoming	--

Source: CustomScoop search reported by NHTSA's earned media contractor, AkinsCrisp.

The earned media activity reported in Table 5 came from law enforcement agencies and GHSOs participating in and reporting on earned media activities at the end of the campaign. Some GHSOs hired firms to search for relevant local news stories. However, the number of States that used this type of service was not known. Virtually all States asked community participants to report on the number of TV and radio news stories and print stories. Table 5 shows a summary of State-reported information for years 2005, 2006, and 2007. The totals in this table must be taken with caution because capturing earned media data lacks standardization. Table 6 shows State-by-State earned media totals for 2007.

Table 5. State-Reported Earned Media for 2005, 2006, 2007

	2005	2006	2007
Television Spots	Not Reported	127,376	130,510
Radio Spots	Not Reported	109,495	126,275
Press Conferences	358	966	486
TV News	3,873	5,567	8,802
Radio News	12,556	3,717	7,838
Print News	4,965	4,272	3,965
Other	Not Reported	1,464	4,522

Table 6. State Reported Earned Media for 2007; by State

Alabama	10,459	Kentucky	32,508	North Dakota	4,063
Alaska	2,682	Louisiana	0	Ohio	15,017
Arizona	37	Maine	3,212	Oklahoma	2,657
Arkansas	3,357	Maryland	7,754	Oregon	65
California	382	Massachusetts	1	Pennsylvania	296
Colorado	2,268	Michigan	563	Rhode Island	2,420
Connecticut	7	Minnesota	8,584	South Carolina	2,750
Delaware	2,259	Mississippi	11,636	South Dakota	7,267
District of Columbia	498	Missouri	57	Tennessee	7,824
Florida	9	Montana	16,152	Texas	46,300
Georgia	118	Nebraska	4,402	Utah	979
Hawaii	8,821	Nevada	2,429	Vermont	404
Idaho	3,829	New Hampshire	0	Virginia	254
Illinois	22,995	New Jersey	205	Washington	3,067
Indiana	12,217	New Mexico	6,973	West Virginia	5,702
Iowa	3,730	New York	60	Wisconsin	324
Kansas	384	North Carolina	4,928	Wyoming	9,493

Mobilization Enforcement

All fifty GHSOs reported on enforcement activities that took place during the 2007 mobilization. GHSOs summarized local level data and reported it electronically using the Web-based reporting system developed and maintained by NHTSA. Mobilization enforcement totals are presented in Table 7.

Across 50 States and the District of Columbia, 10,125 law enforcement agencies participated in the 2007 mobilization and 82% (8,308) reported on their enforcement activities to NHTSA. These law enforcement agencies issued 672,574 citations to seat belt violators during the two-week enforcement campaign and nearly 33,000 citations for child restraint violations. Mobilizations typically result in a large number of speeding tickets being issued and the same was true for this mobilization (420,006). Other citations reported for mobilization included suspended licenses (52,019), uninsured motorists (54,840), and DWI arrests (23,970).

Table 7. 2007 May Mobilization Enforcement Activity Reported by States

	Total States^a (50 + DC)	Primary Law (21 + DC)	Secondary Law (26)
Law Enforcement Agency Participation			
Participating Agencies	10,125	4,897	4,612
Reporting Agencies	8,308	3,804	3,917
Total Hours Worked	1,125,047	292,182	815,669
Number of Checkpoints	7,977	5,558	1,485
Violations/Arrests			
DWI Arrests	23,970	12,028	9,433
Seat Belt	672,574	481,719	160,409
Child Passenger	32,864	24,324	5,978
Felonies	10,170	5,312	3,355
Stolen Vehicles	1,602	777	350
Fugitives Apprehended	10,306	5,778	3,203
Suspended Licenses	52,019	29,867	18,416
Uninsured Motorists	54,840	38,312	14,676
Speeding	420,006	170,763	213,287
Reckless Driver	8,213	4,505	3,277
Drugs	12,124	6,732	3,825
Other	308,264	125,328	140,337

^aIncludes Georgia, Indiana, and New Hampshire. Georgia and Indiana's adult seat belt laws exclude occupants traveling in pickup trucks; New Hampshire has no adult seat belt law. These three States are included in the "Total States" column but not in the other table columns.

Officers in primary belt law States issued seat belt tickets as a greater proportion of total tickets issued compared to secondary law States. In States with primary enforcement, law officers may ticket non-belt users when they see violations of the seat belt law. With secondary enforcement laws, officers may issue citations only after stopping the vehicles for other traffic violations.

Figure 2 illustrates the difference in types of tickets issued for primary and secondary law States using three common types of violations and a fourth category for "Other." During the May mobilization the distribution of seat belt tickets was greater in primary law States than secondary law States (53%

versus 28%). In secondary law locations, the greater proportion of tickets were issued for speeding violations compared to seat belt violations (37% versus 28%). The distribution of speeding compared to seat belt violations in primary law locations was 19% versus 53%.

Figure 2. Proportion of Citations Issued by Type and Law Type; May Mobilization 2007

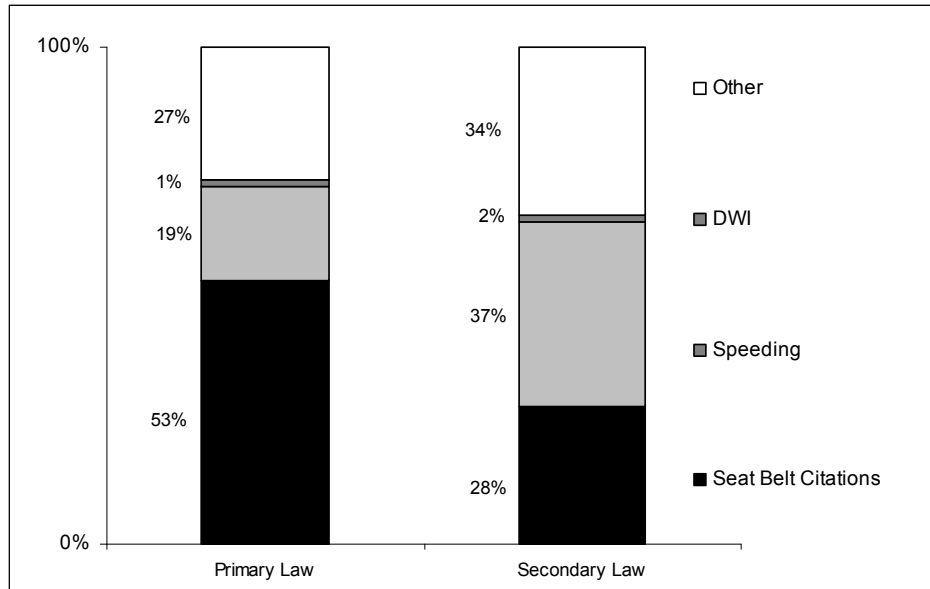


Table 8 displays a summary of mobilization participation for 2003 through 2007. The number of law enforcement agencies that participated, the total number that reported, and the total number of seat belt citations issued were all less in 2007 compared to 2006. The number of participating and reporting agencies was lowest in 2005. However, the number of seat belt citations reported was highest that year. The number of seat belt citations issued decreased in 2006 and 2007.

Table 8. May Mobilization Enforcement Activity Reported by States; 2003 - 2007

	2003	2004	2005	2006	2007
Law Enforcement Agencies Participating	10,506	13,173	9,761	10,623 ⁴	10,125
Total Agencies Participating & Reporting	7,125	7,515	7,763	8,793	8,308
Number of Seat Belt Citations Issued	508,492	657,305	727,271	697,115	672,574

⁴ Information presented in the 2006 May mobilization Report overstated the number of law enforcement agencies participating in the 2006 mobilization by 1,000. The correct number of law enforcement agencies that participated was 10,623 and not 11,623.

Seat Belt Enforcement Intensity

This evaluation calculated the number of seat belt citations issued per ten-thousand residents, by dividing the total number of seat belt citations by the total population and multiplying by 10,000. The seat belt citation rates were calculated for each State and nationally.

Nationwide, the seat belt citation rate increased between the years 2003 to 2005 and declined after that. Law enforcement issued approximately 22 seat belt citations per 10,000 residents over the 2007 mobilization enforcement period, 3 points lower than the high in 2005 (25 per 10,000) and 1 point lower than the previous year (23 per 10,000).

Table 9. CIOT Mobilization Seat Belt Citation Rate for Years 2003 - 2007

	2003	2004	2005	2006	2007
Belt Citations per 10,000	18	22	25	23	22
Number of Seat Belt Citations Issued	508,492	657,305	727,271	697,115	672,574
U.S. Population	290,210,914	292,892,127	295,560,549	298,362,973	301,290,332

Table 10 shows that the number of seat belt citations issued per 10,000 residents for each State. States on the left-hand side of the table have primary seat belt enforcement laws; States on the right-hand side do not have a primary enforcement law.

There were notable differences among the individual States. Citation rates ranged from as high as 67 per 10,000 (New Jersey) to 0 per 10,000 (New Hampshire and Wyoming). The median rate for individual States was 18 per 10,000.⁵ The median rate was higher among the primary law States (18 per 10,000) than secondary law States (14 per 10,000). Two-week citation rates for the primary law States were below the two-week benchmark levels of 20 citations per 10,000 that were achieved during strong CIOT efforts (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002). Secondary law locations were far below the benchmark levels.

To examine the possibility that the amount of seat belt enforcement by States was related to their 2007 observed seat belt use rate, correlations were examined for all States and DC together, then separately, by whether or not they allowed primary enforcement of the seat belt law.

There was no relationship between ticketing and observed belt use rates for all States and DC combined (N=51; $r = 0.186$; $p > 0.05$). There was also no significant relationship for primary enforcement States (N = 26; $r = -0.194$; $p > 0.05$). The relationship between ticketing per population and 2007 observed seat belt use for non-primary law States was significant (N = 25; $r = 0.449$; $p < 0.05$). This finding is consistent with earlier work (Tison & Williams, under review) that showed ticketing was more related to increases in seat belt use in secondary law States than primary law States.

⁵ The median rate was much lower than the mean rate due to several large population States (California, Illinois, New Jersey), among other States, producing large numbers of seat belt citations during the mobilization.

Table 10. 2007 May Mobilization: Number of Seat Belt Citations Issued per 10,000 Population and Statewide Use Rate by State

State	2007 Population ¹	Seat Belt Citations CIOT 2007 ²	Seat Belt Citations per 10,000	2007 Statewide Use Rate ³	2007 Population	Seat Belt Citations CIOT 2007	Seat Belt Citations per 10,000	2007 Seat Belt Use Rate	
Primary Seat Belt Law States					Secondary Seat Belt Law States				
NJ	8,685,920	58,170	67	91.4	1,499,402	4,507	30	78.5	
KY	4,241,474	22,846	54	71.8	1,812,035	4,653	26	89.6	
IL	12,852,548	65,116	51	90.1	621,254	1,481	24	87.1	
CT	3,502,309	14,529	41	85.8	4,861,515	10,990	23	81.1	
CA	36,553,215	146,957	40	94.6	1,057,832	2,269	21	79.1	
MS	2,918,785	10,883	37	71.8	2,645,330	5,571	21	86.8	
DE	864,764	3,174	37	86.6	639,715	1,319	21	82.2	
SC	4,407,709	13,968	32	74.5	1,317,207	2,680	20	79.8	
IN ⁴	6,345,289	18,758	30	87.9	5,197,621	9,385	18	87.8	
OK	3,617,316	10,134	28	83.1	11,466,917	20,498	18	81.6	
HI	1,283,388	2,485	19	97.6	18,251,243	28,788	16	79.1	
AL	4,627,851	8,830	19	82.3	2,775,997	3,969	14	75.0	
NC	9,061,032	17,208	19	88.8	5,601,640	7,914	14	75.3	
MI	10,071,822	18,572	18	93.7	2,834,797	3,415	12	69.9	
TX	23,904,380	42,909	18	91.8	957,861	853	9	79.6	
NY	19,297,729	34,317	18	83.5	7,712,091	6,611	9	79.9	
TN	6,156,719	10,870	18	80.2	12,432,792	10,177	8	86.7	
DC	588,292	905	15	87.1	796,214	637	8	73.0	
MD	5,618,344	7,806	14	93.1	5,878,415	4,028	7	77.2	
GA ⁴	9,544,750	11,688	12	89.0	1,774,571	1,071	6	78.7	
NM	1,969,915	2,351	12	91.5	6,449,755	3,582	6	68.7	
OR	3,747,455	3,865	10	95.3	2,565,382	1,317	5	92.2	
IA	2,988,046	2,362	8	91.3	6,338,755	1,532	2	80.9	
WA	6,468,424	4,493	7	96.4	522,830	24	0	72.2	
AK	683,478	292	4	82.4	No Adult Seat Belt Law				
LA	4,293,204	1,815	4	75.2	NH	0	0	63.8	

¹ Source: U.S. Bureau of the Census, 2007 Population Estimates Program at www.census.gov.

² Source: Citation information reported by States through www.mobilizationsdata.com.

³ Source: Official statewide seat belt use rate compliant with Federal Register Guidelines.

⁴ Indiana and Georgia's adult seat belt laws exclude occupants in pickup trucks.

Law Enforcement Agency Sample

Although NHTSA requested that States report on their enforcement activities for the CIOT mobilization, States had different interpretations of what items to report. For example, some States reported enforcement activity totals only for their grantee locations while other States report the enforcement activities for all the participating agencies, grantee or not. In addition, from year-to-year, some States have varied their method of reporting on their mobilization enforcement. Using these data to compare year-to-year mobilization enforcement activities has some level of unreliability. This evaluation attempted to address the issue by collecting enforcement data from an independent random sample of Law Enforcement Agencies

The sample of law enforcement agencies was first drawn in 2007 for the 2006 May mobilization evaluation. Fifty-five municipal agencies provided annual counts for seat belt citations issued for years 2002, 2003, 2004, 2005, and 2006. During year 2008, agencies were re-contacted to request the total number of seat belt tickets issued for 2007. Some agencies represented in the 2006 evaluation results were not represented in the 2007 results, despite efforts to collect the data from the original sample of agencies. When necessary, replacements in the sample were made by random selection that met the characteristics of the missing agency (e.g., region, law type, size of community served). Table 11 shows the number of agencies that responded with complete information.

Table 11. Elements of Enforcement Tracking and Number of Agencies Reporting

Elements	Number of Municipal Agencies Tracked	Number of State Police Agencies Tracked
Monthly count of seat belt citations issued, 2007	47	9
Annual count of seat belt citation issued, 2002-2007	36	9
Annual count of speeding citations issued, 2002-2007	36	Not Requested

Municipal agencies issued more citations during the months of May and June than they did during other months of the year. Specifically, the municipal agencies issued two to three times the number of seat belt citations during May than they did from July to April (Figure 3). Municipal agencies issued the fewest citations during November and December. A clear indication of the municipal agencies participation in the 2007 CIOT Mobilization was the high number of citations they issued during May.

State Police issued more citations during May than they did during other months of the year, which reflects their participation in the CIOT Mobilization (Figure 4). State Police issued fewer tickets during the fall and winter months, October through February.

Figure 3. Number of Seat Belt Citations Issued by Month in 2007; Municipal Agencies (47)

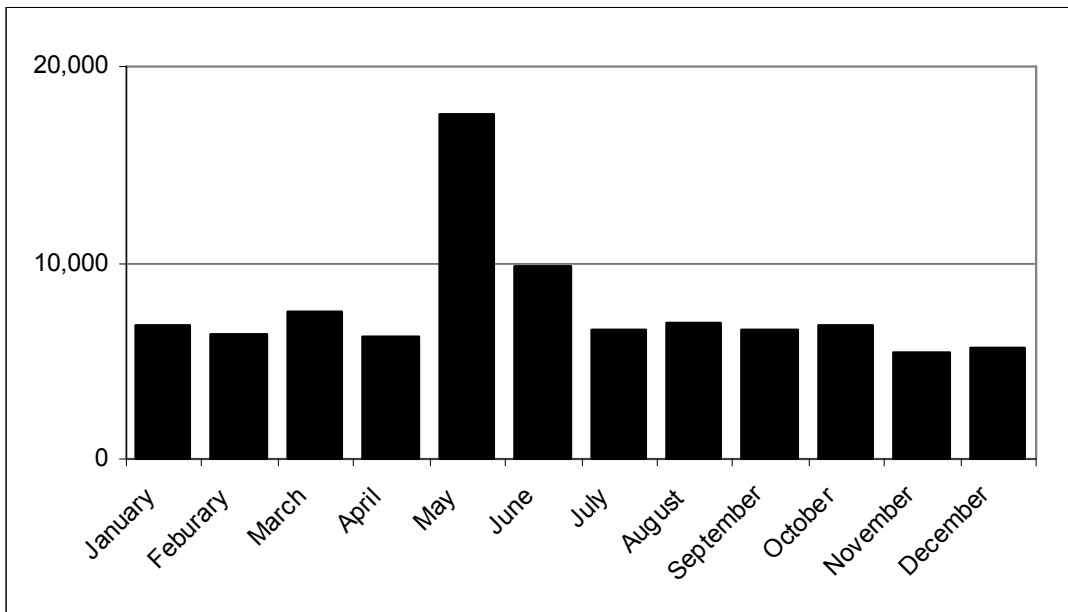
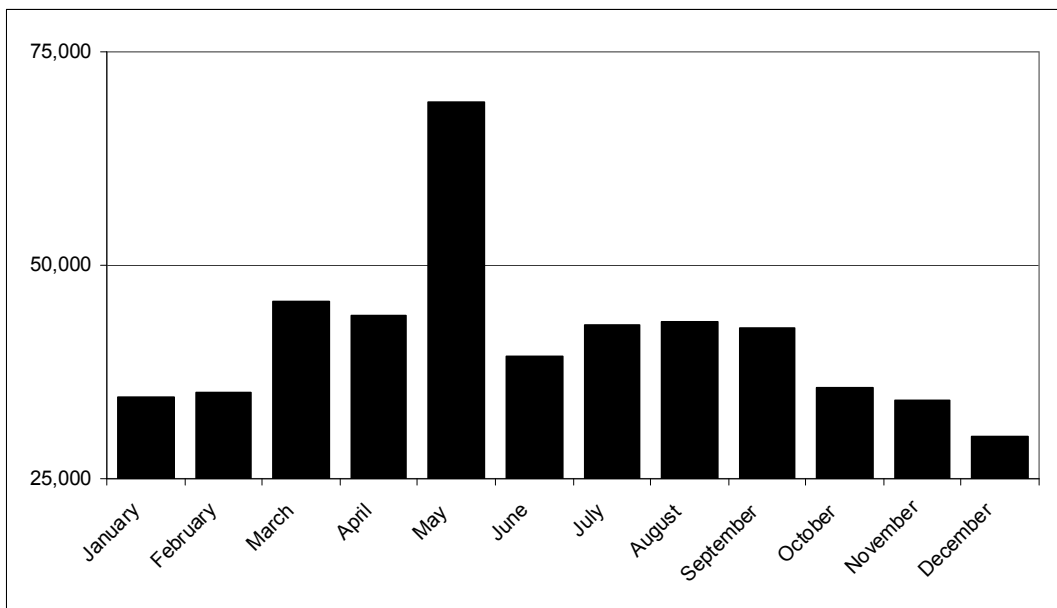


Figure 4. Number of Seat Belt Citations Issued by Month in 2007: State Police Agencies (N=9)



Figures 5 and 6 display annual counts of seat belt and speeding citations issued for a sample of municipal police agencies (N=36) from 2002 through 2007. The number of seat belt citations issued was highest in 2002; citations then decreased until 2004. The number of seat belt citations issued in 2005 increased and then remained relatively stable in years 2006 and 2007. Speeding citations increased in number during the four year period 2002 through 2005 before decreasing in 2006, and sharply decreasing in 2007. The pattern of distribution was different for seat belt citations compared to speeding citations. From 2002 to 2004 speeding citations increased while seat belt citations decreased. Between 2004 and 2006 the pattern of change was similar. After 2006, speeding citations decreased sharply and seat belt citations remained relatively in line with the previous two years.

Figure 5. Number of Seat Belt Citations Issued by Sample of Municipal Police Agencies (N=36); Years 2002-2007

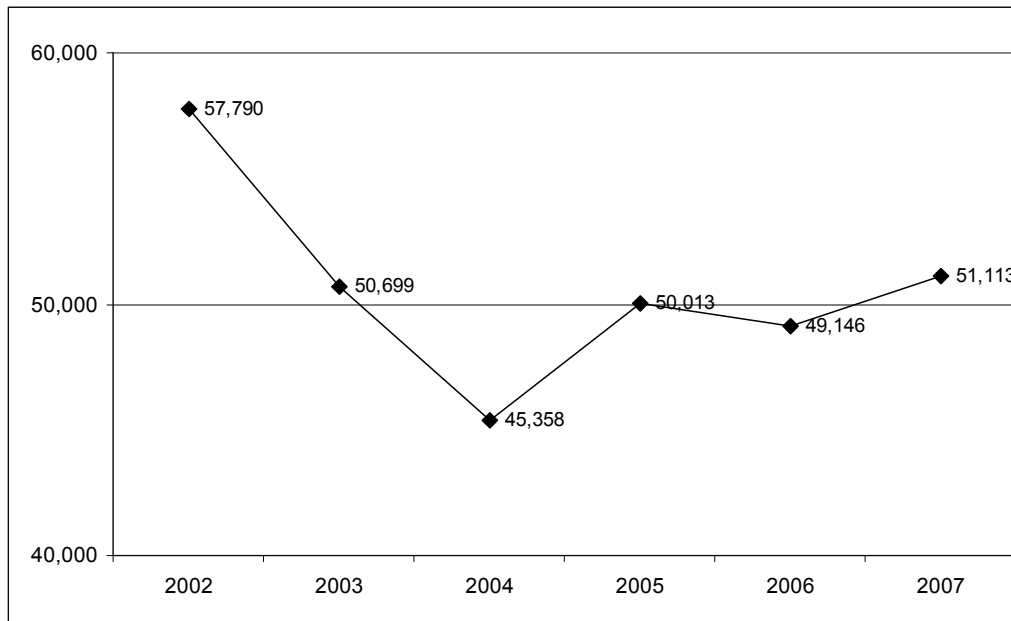


Figure 6. Number of Speeding Citations Issued by Sample of Municipal Police Agencies (N=36); Years 2002-2007

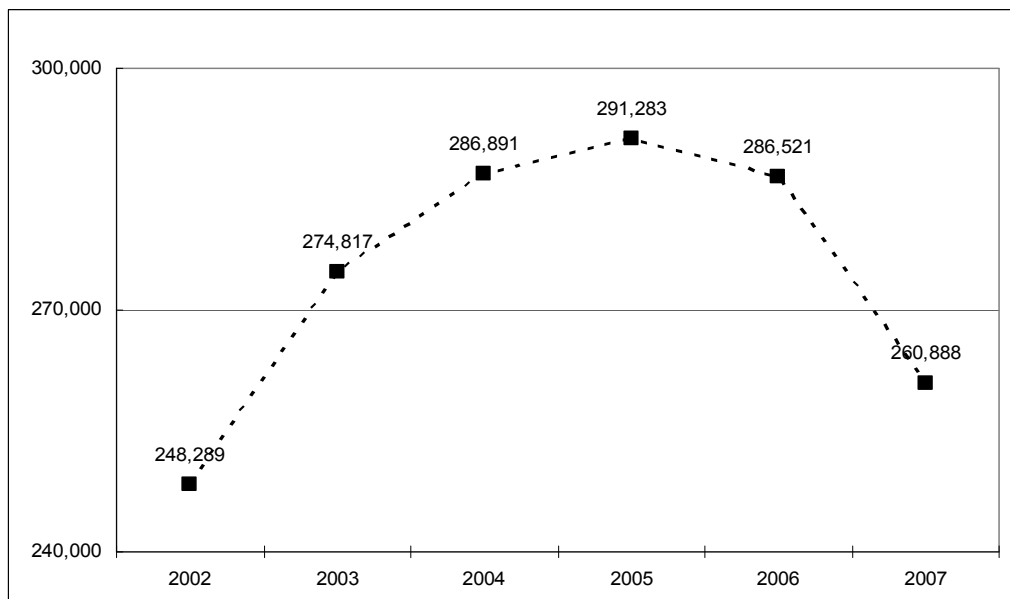
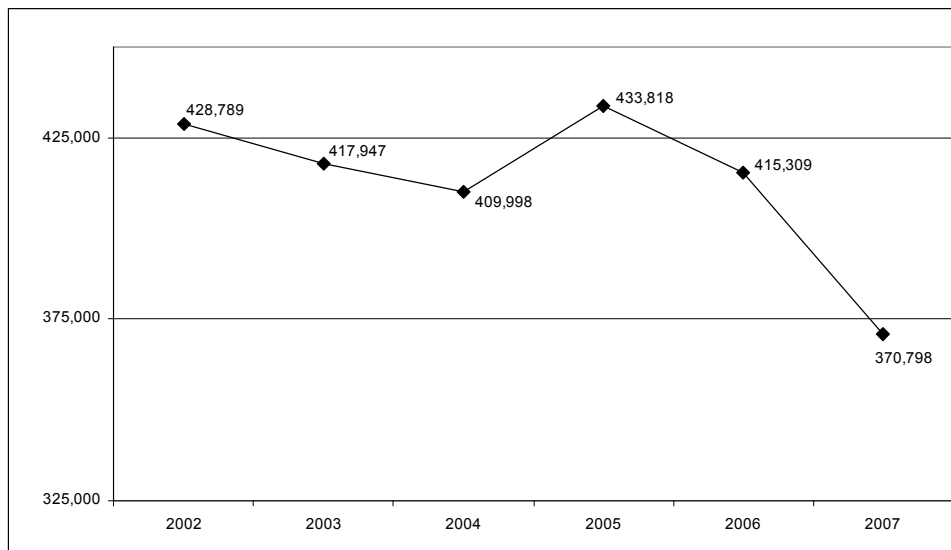


Figure 7 shows annual counts of seat belt citations for a sample of State Police agencies (N=9). The number of seat belt citations decreased from 2002 to 2004, increased in 2005 and decreased in 2006 and then decreased to its lowest point in six years in 2007.

Figure 7. Number of Seat Belt Citations Issued by Sample of State Police Agencies (N=9); Years 2002-2007



Attitude and Awareness of Seat Belt Use and Enforcement

National telephone surveys conducted before and after the May mobilization examined changes in attitudes and awareness of belt use and belt use enforcement. The telephone surveys included a total of 2,405 respondents: 1,204 in the pre-wave and 1,201 in the post-wave. Each survey sample had equal proportions by respondent gender, age, race, and ethnicity. The survey results can be summarized into four categories: (1) attitudes toward belt use, (2) perception of enforcement severity, (3) attitudes toward enforcement, and (4) media awareness. Chi-square analyses were computed on selected question with significance level set at $p < .05$.

Attitude toward Seat Belt Use

The first category of questions assessed respondents' attitudes toward belt use. Individuals whose primary vehicles have shoulder belts were asked to report on their frequency of belt use. Before the CIOT Mobilization, 91% of respondents indicated they *always* wore their shoulder belts compared to 89% after the CIOT mobilization. (Figure 8). A follow-up question asked respondents to indicate the most recent time they drove without wearing seat belts (Figure 9). About 20% of respondents indicated not wearing their belts at least once in the previous year. There were no changes from pre- to post-, although there was a drop from 8% to 4% in those who said they had not worn their seat belts in the past week. At least 95% of respondents indicated that their seat belt use had *stayed the same* in the past 30 days (97% in pre, 95% in post); 3% indicated that their belt use had *increased* in the pre- compared to 5% in the post.

Figure 8. Self-Reported Belt Use

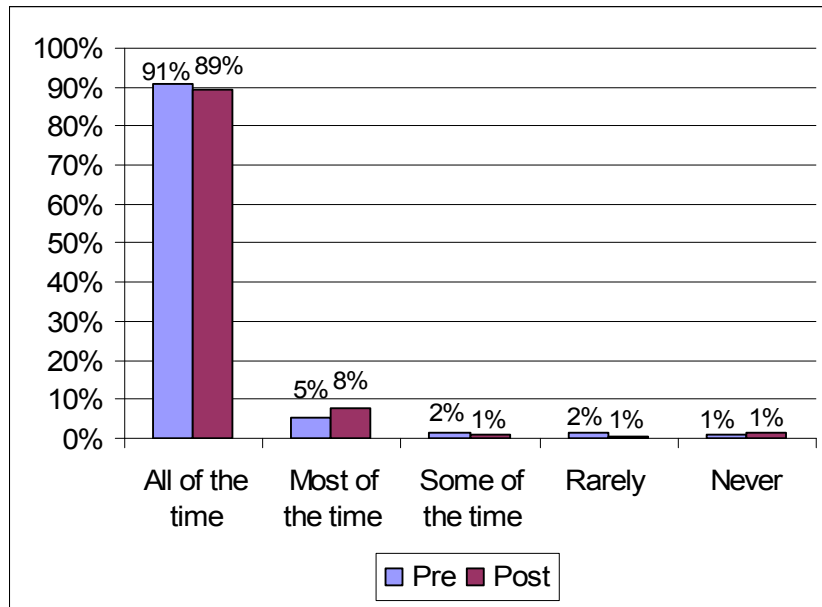
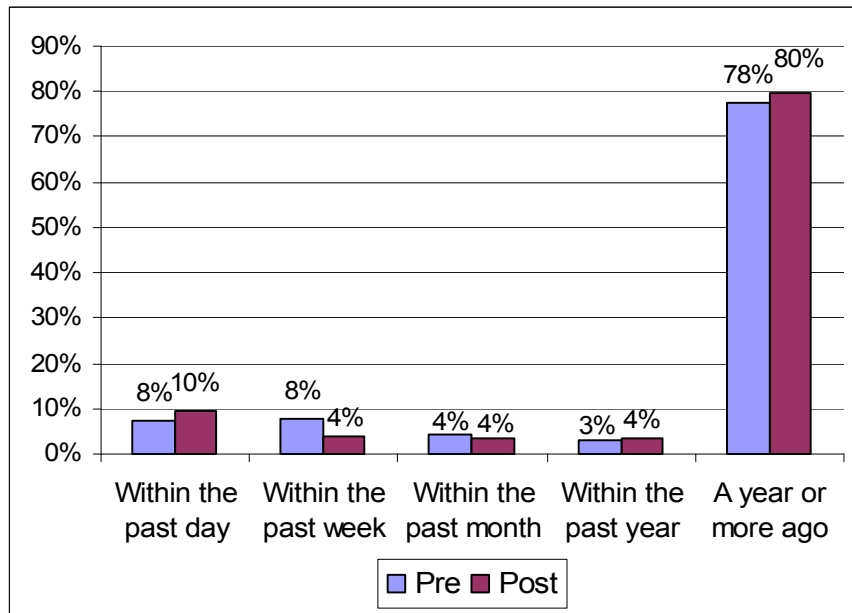
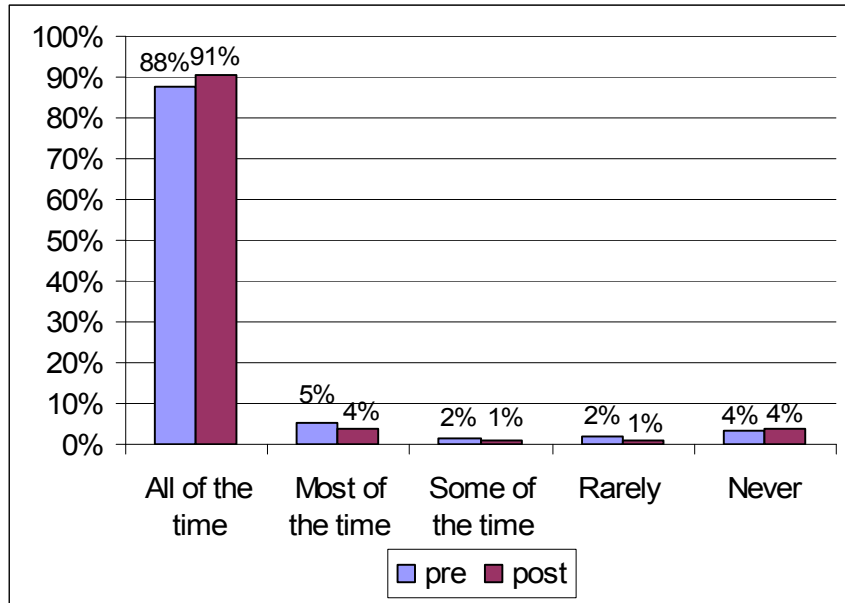


Figure 9. Most Recent Time Driving Without a Seat Belt



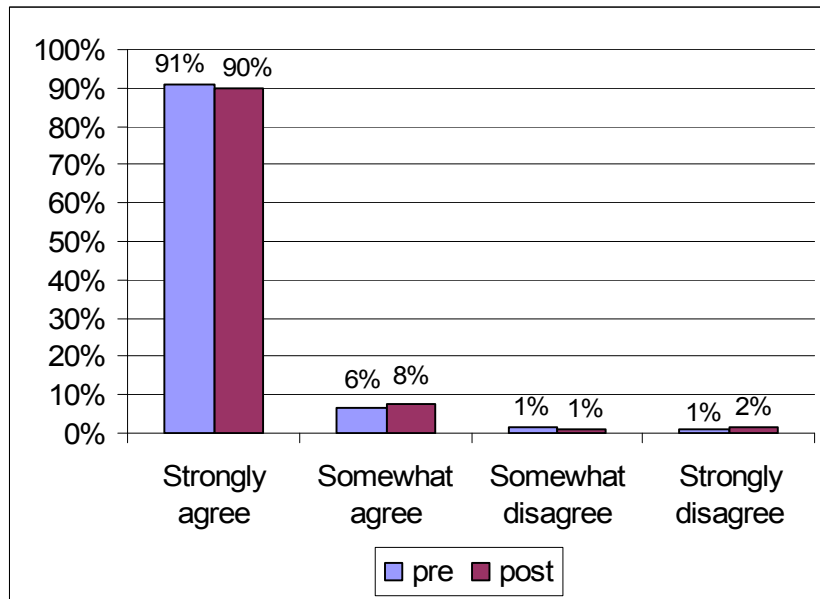
Respondents were also asked about their use of seat belts at night (after midnight). The percentage of respondents indicating wearing their seat belts all of the time after midnight increased from pre- to post-CIOT (88% and 91%, respectively – see Figure 10). When asked about changes in their nighttime belt use in the past 30 days, percent of respondents indicating an increase in belt use went from 1% to 4% pre- to post- ($p < .0001$).

Figure 10. Self-Reported Belt Use After Midnight



Other questions assessed respondents' beliefs about seat belts. Individuals were asked to indicate their level of agreement or disagreement with a series of statements. From pre- to post-, there was increasing disagreement with the statement that seat belts are just as likely to harm you as help you. Forty-six percent strongly disagreed with the statement in the pre- compared to 51% in the post- ($p < .01$). The proportion of respondents who would want their seat belts on in case of accident were high (at least 90%) throughout the period (see Figure 11). The proportion of respondents who strongly disagreed with the statement that "Putting on a seat belt makes me worry more about being in an accident" increased slightly, 69% in the pre- and 72% in the post-CIOT.

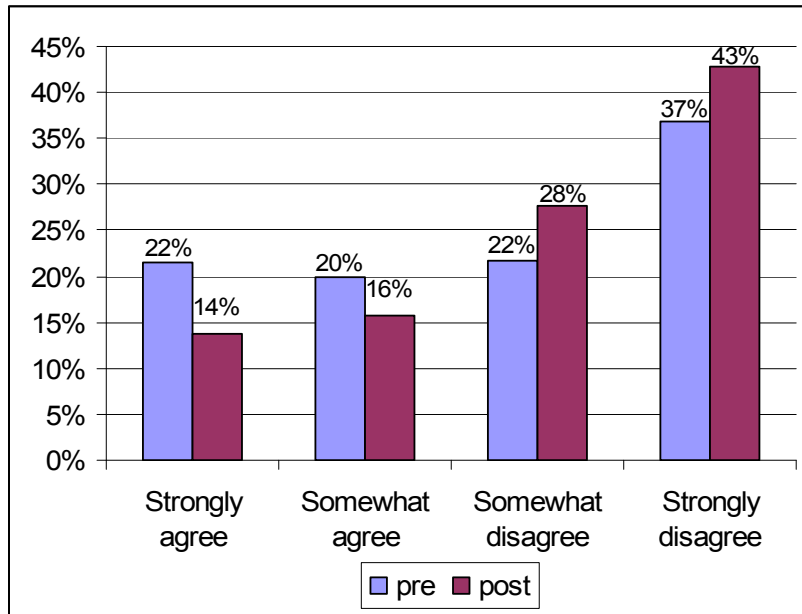
Figure 11. Would Want Seat Belt on in an Accident



Perception of Enforcement Severity

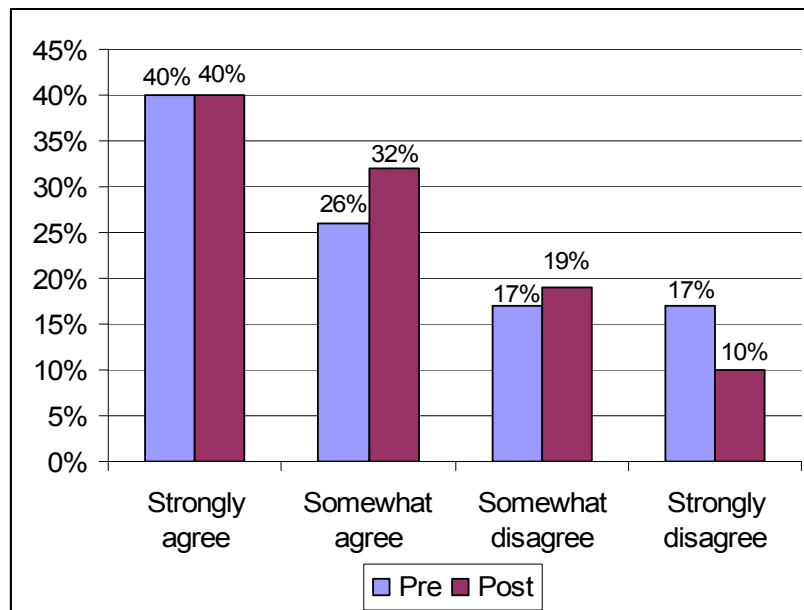
The perceived risk of receiving a ticket for non-use of a seat belt was assessed. When asked how likely they would be to receive a ticket for non-use if unbelted for 6 months, 65% responded that they would be very or somewhat likely to get ticketed during the pre-wave. This percentage went up slightly to 66% in the post. The proportion of respondents who strongly disagreed with the statement, “Police in my community generally will not bother to write tickets for seat belt violations” increased significantly from 37% in the pre-wave to 43% in the post- (Figure 12).

Figure 12. Police Don't Bother Ticketing for Nonuse



There was a significant increase from pre- to post- in proportion of respondents who strongly or somewhat agreed that police in their community were writing more tickets now than they were a few months ago (from 66% to 71%, respectively, $p < .05$ – see Figure 13).

Figure 13. Police Are Writing More Seat Belt Tickets



Attitude toward Enforcement

Support for belt use laws and enforcement of belt use laws is fairly high. When asked if it was important for police to enforce seat belt laws, 89% strongly or somewhat agreed in both the pre- and post-waves. When asked how important it was to strictly enforce seat belt laws, results indicated that 64% and 62% of respondents judged the issue very important in the pre- and post-, respectively.

Media and Enforcement Awareness

A series of questions exploring awareness of media and enforcement assessed issues such as awareness of belt messages and special efforts directed at belt enforcement, the source and nature of those messages, and familiarity with a variety of traffic safety oriented slogans, particularly *Click It or Ticket*. Binary logistic regressions were conducted on select items to explore whether the target audience (males 18 to 34) was differentially affected by the media campaign. Two groups were created, (males 18 to 34 versus “others” where “others” were all females and males younger than 18 or older than 34), and their responses were compared across pre- and post-CIOT campaign.

Awareness of *special efforts* by police to ticket drivers for not using their seat belts increased dramatically from pre- to post-CIOT Mobilization (from 17% to 51%, $p < .0001$). When asked to indicate where they had heard about special efforts, the most popular answer was *television*. In the post- measure, 53% of respondents indicated *TV* as the source of information compared to 41% in the pre. The second most popular answer was *radio* that increased from 15% to 25% from pre- to post- (Table 12). The proportion of respondents identifying *TV* as the source of special efforts information has shown a steadily higher baseline. In 2003, 28% of pre-campaign respondents identified *TV* as a source; this proportion increased to 38% in 2004, and was 41% in 2007. The post-campaign percentages have stayed around 50% through all these years (50% in 2003, 49% in 2004, 53% in 2007 – see Tison & Williams, in process, for details).

A binary logistic regression on the *special efforts* item examined the interaction between membership in the target media audience and changes in where people heard about special enforcement efforts before and after the CIOT mobilization. The responses of males 18 to 34 were compared to other respondents, (i.e., all females and males younger than 18 or older than 34). There was a significant main effect of pre-/post- ($p < .0001$) and people reported the source of special enforcement effort information differently before and after the CIOT Mobilization. There was a significant main effect target/non-target ($p < .001$) and men 18 to 34 responded differently than everyone else. However, the interaction was not significant and the change from pre- to post- did not differ between males 18 to 34 and the general population.

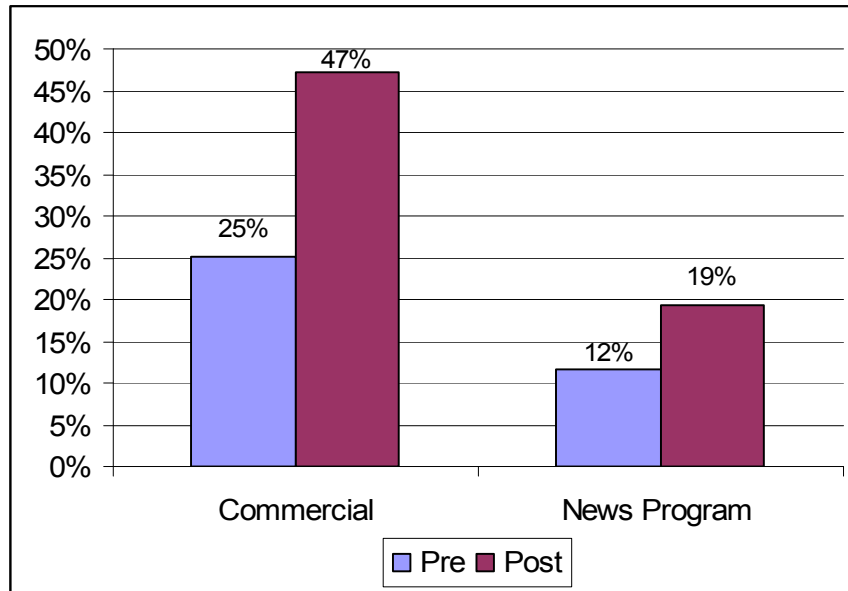
Table 12. Source of Special Effort Information

Where did you hear about that special effort?			
	Pre-	Post-	
TV	41%	53%	$p < .01$
Radio	15%	25%	$p < .01$
Billboard	15%	22%	$p < .05$
Newspaper	21%	12%	$p < .01$
Personal Observation	12%	9%	
Friend	11%	7%	

Participants were asked whether their source of information about special seat belt enforcement was an advertisement or whether they had heard of it as part of a news program. The percentage of

respondents who indicated a commercial/advertisement as the source of information increased from pre- to post. Responses to news program also increased (Figure 14). Both changes were significant at $p < .01$.

Figure 14. Nature of Special Efforts Message (Percentage Yes)



There was a significant increase from pre- to post-CIOT (from 75% to 82%). When asked to report on the source of that message, the two most popular answers were TV (58% to 68%, pre- to post-) and billboard/sign (50% to 35%, pre- to post). Responses to TV showed a significant increase from pre- to post- and answers to billboard showed a significant decrease. Radio showed no change from pre- to post- (22%)

Table 13. Source of Belt Message Information

Where did you see or hear these messages?			
	Pre	Post	
TV	58%	68%	$p < .0001$
Billboard	50%	35%	$p < .0001$
Radio	22%	22%	
Newspaper	10%	9%	
Personal Observation	10%	3%	$p < .0001$

Binary logistic regressions examined the interaction between membership in the target media audience and changes, from before and after the CIOT mobilization, in the awareness of seat belt messages and the source of the seat belt messages. The responses of males 18 to 34 were compared to other respondents, (i.e., all females and males younger than 18 or older than 34) on these items. Overall, the awareness of belt messages increased from pre- to post- ($p < .0001$), however, the differences in the awareness of seat belt messages between the target media audience and everyone else was not significant before or after the CIOT mobilization. The number of people who reported TV as a source of belt messages significantly increased from the periods before and after the CIOT mobilization ($p < .01$). Before and after the CIOT mobilization, more males 18 to 34 reported TV as the source of the belt message than

the general population ($p < .01$). There was also a significant interaction $p < .01$, and the increase from pre- to post- was significantly greater for the target audience than it was for the general population (+22 and +7 percentage points, respectively).

The majority of respondents indicated *commercial/advertisement* as the source of the message, both in the pre- and the post-CIOT surveys. Results showed a large increase from pre- to post- in the percent reporting *commercial* as the nature of the message (32% to 65%, respectively, $p < .0001$). The proportion responding *news program* showed a small increase from pre- to post- (7% to 13%, $p < .0001$ - see Figure 15). Forty-three percent of respondents indicated that the number of messages they had seen or heard in the past 30 days had been *more than usual*, compared to 12% in the pre- ($p < .0001$, see Figure 16).

Figure 15. Nature of Belt Message (% Yes)

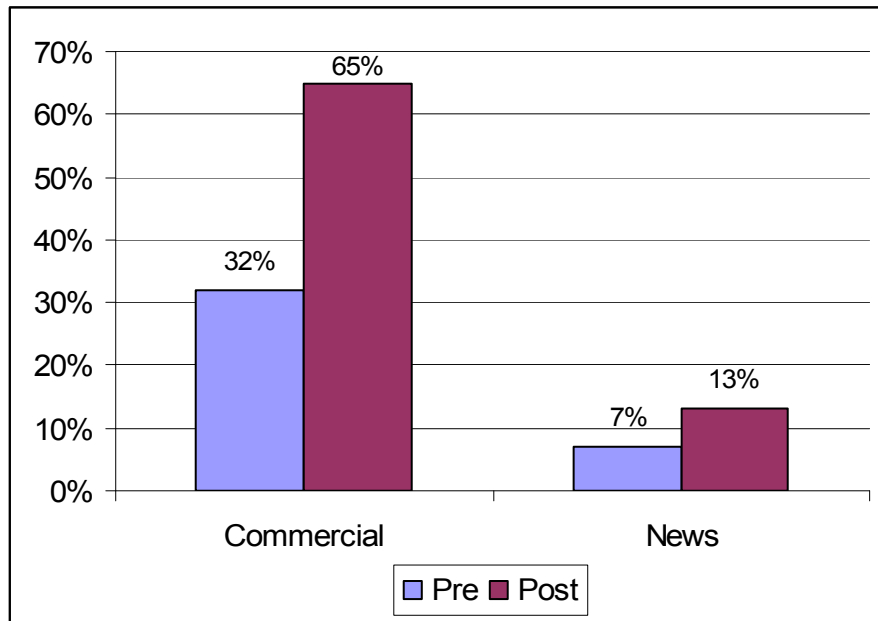
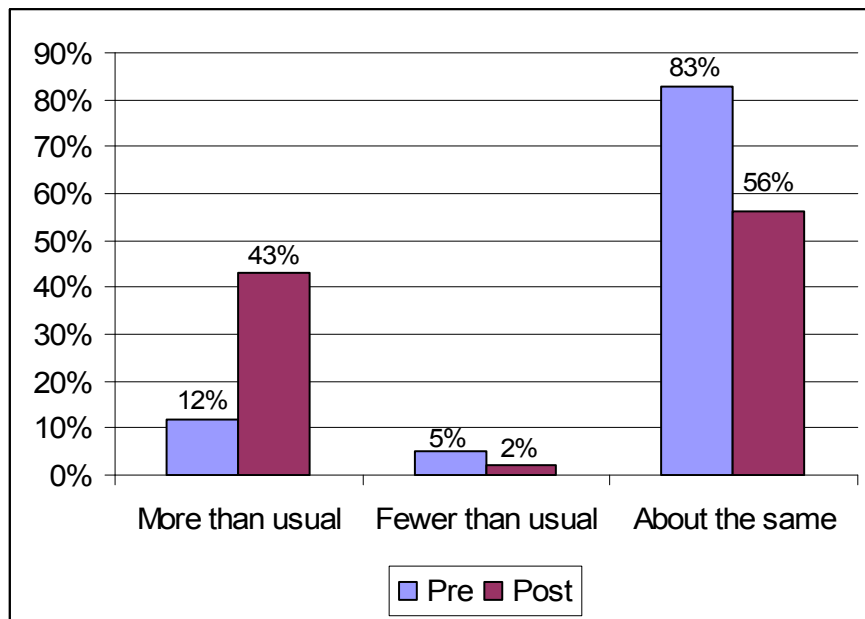


Figure 16. Number of Messages Seen/Hheard in the Past 30 Days



The *Click It or Ticket* slogan has shown a strong increase in recognition since the beginning of the nationwide campaign in 2003 (Tison & Williams, in process). Thirty-five percent of respondents were familiar with the slogan in pre-campaign 2003. A year later, recognition had increased to 49%, and the pre-campaign recognition was at 65% in 2007. The post-campaign recognition percentages have shown a similar increase, going from 61% to 70% between 2003 and 2004, and increasing further to 79% in 2007. This constant increase suggests that *Click It or Ticket*, as a brand, has achieved a solid level of recognition. Looking at belt-related slogans in the post-CIOT period, the results indicated that the *Click It or Ticket* slogan was the most recognizable and showed an increase from pre- to post- (65% to 79%, respectively, $p < .0001$). The binary logistic regression showed a significant interaction between pre/post- and target/non target, revealing that the increase shown by the target audience (from 61% to 83%, pre- to post) was larger than that of the general population (66% to 78%). The percent recognizing *Click It or Ticket* (State) was also high, from 50% to 57%, pre- to post- ($p < .0001$).

Other slogans related to drinking and driving campaigns were also highly recognized. The slogan Friends Don't Let Friends Drive Drunk was recognized most (from 72% to 61%, pre- and post, $p < .0001$), followed by You Drink, You Drive, You Lose (58% to 49%, from pre- to post, $p < .0001$). Table 14 shows the pre- and post- rates for the major slogans.

Table 14. Slogan Recognition

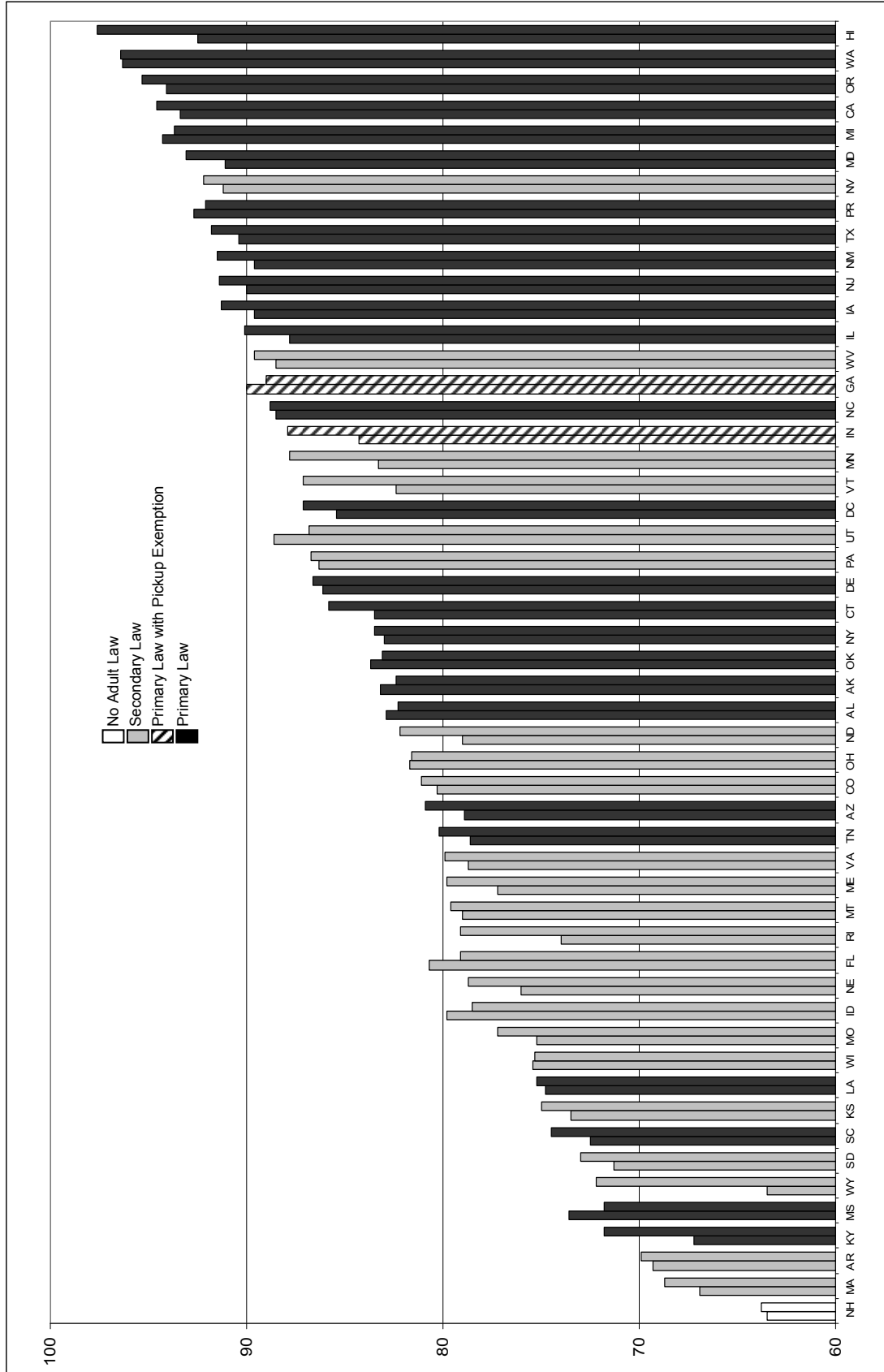
Do you recall seeing or hearing the following slogans in the past 30 days?			
	Pre	Post	
Belt Slogans			
<i>Click It or Ticket</i>	65%	79%	$p < .0001$
<i>Click It or Ticket</i> [State]	50%	57%	$p < .0001$
Buckle Up [State]	47%	41%	$p < .01$
Buckle Up America	32%	30%	
Impaired Driving Slogans			
Friends Don't Let Friends Drive Drunk	72%	61%	$p < .0001$
You Drink, You Drive, You Lose	58%	49%	$p < .0001$
Get the Keys	13%	15%	
Child Restraint Slogans			
If they're under 4 feet 9 inches, they need a booster seat	33%	28%	$p < .01$
Children in Back	19%	16%	$p < .05$
You Wouldn't Treat a Crash Test Dummy Like a Child	18%	16%	
Four Steps for Kids	4%	5%	
Other			
Didn't See It Coming? No One Ever Does	16%	10%	

Statewide Surveys of Seat Belt Use

Observation survey data were examined to see what effect CIOT activities had on belt use. Most States completed statewide surveys within one to three weeks' time following the May mobilization.⁶ Figure 17 illustrates the distribution of the statewide belt use rates as reported by the States for years 2006 and 2007. For each State in Figure 17, the left column represents the use rate in 2006 and the column on the right represents the belt use rate in 2007. States are listed from lowest to highest belt use (left to right) in year 2007. Secondary law States (gray bars) are mostly clustered to the left in the lower percentile range, while primary law States (black bars) are mostly clustered to the right in the higher percentile range.

⁶ Survey conducted according to Federal Register Guidelines and approved by NHTSA.

Figure 17. Statewide Seat Belt Use Rates by Law Type¹; 2006 and 2007²



¹New Hampshire has no adult seat belt law. Indiana and Georgia's primary enforcement laws exempt occupants riding in pickup trucks.
²For each State, the left column represents the use rate in 2006 and the right column represents the belt use rate in 2007.

Typically, States measure their seat belt use rates immediately after the May mobilization when seat belt use is likely to be highest because of the increase in enforcement and publicity (see Appendix C for Individual Statewide Belt Use Rates for year 2002 – 2007). In 2007, Statewide use rates ranged from a low of 63.8% in New Hampshire to a high of 97.6% in Hawaii (Table 15). The median statewide seat belt use rate for all States was 82.8%. The median use rate in primary law States (88.0%) was 8.3 percentage points higher than secondary law States (79.7%), the difference has held since 2005. Belt use rates in locations without primary seat belt enforcement ranged from 63.8% to 92.2%.

Table 15. 2007 Statewide Seat Belt Use Rates

	Low	Hi	Median
Primary Enforcement (24 States + DC +PR)	71.8%	97.6%	88.0%
Less Than Primary Enforcement ¹ (26 States)	63.8%	92.2%	79.7%

¹New Hampshire has no adult seat belt law. Indiana and Georgia's primary enforcement laws exempt occupants in pickup trucks

Table 16 shows the number of States where statewide seat belt use measured higher in 2007 than 2006. Statewide seat belt use rates increased in 40 States (District of Columbia and Puerto Rico included) and did not increase in 12. Among the States that increased their seat belt use rates from 2006 to 2007, 20 were States that have primary seat belt enforcement and 20 were States that do not have primary seat belt enforcement. Likewise, 6 States decreased their seat belt use rates among each group.

Table 16. States That Increased or Decreased in Statewide Belt Use From 2006 to 2007

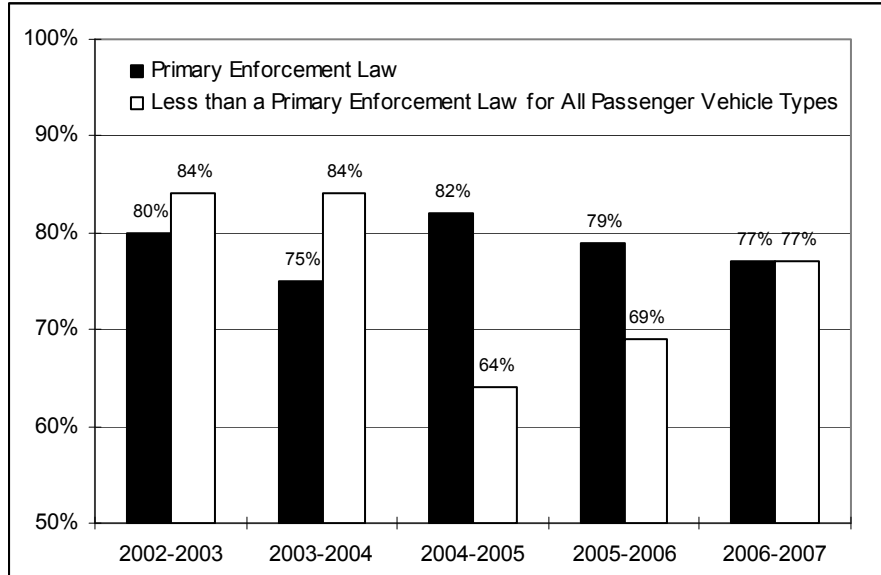
	States That Increased Seat Belt Use	States That Decreased Seat Belt Use
Primary Seat Belt Enforcement Law (24 States + DC + PR)	20	6
No Primary Seat Belt Enforcement ² (26 States)	20	6
Total (50 States + DC + PR)¹	40	12

¹Includes District of Columbia (DC) and Puerto Rico (PR).

²New Hampshire has no adult seat belt law. Indiana and Georgia's primary enforcement laws exempt occupants in pickup trucks.

Statewide seat belt use rates increased in most States during each of the last five years. Figure 18 shows the proportion of primary and secondary law enforcement States that improved belt use rates each mobilization year. The proportion of primary enforcement States posting an annual increase ranged from 75 to 82% between the years 2003 to 2007; the proportion of States without a primary enforcement law that posted improvements ranged from 64 to 84% during that same time. The proportion of primary enforcement law States that improved decreased in years 2006 and 2007; the proportion of States without primary seat belt laws increased those same years. In 2007, seat belt use rates increased in 77% of States with or without primary enforcement laws.

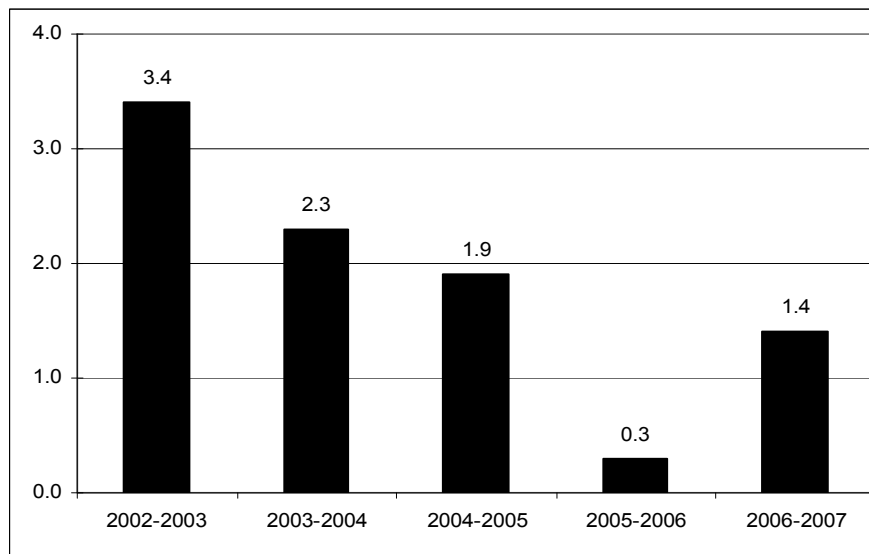
Figure 18. Percent of States That Increased Statewide Seat Belt Use by Law Type,¹ 2002 to 2007



¹New Hampshire has no adult seat belt law. Indiana and Georgia's primary enforcement laws exempt occupants in pickup trucks.

Figure 19 shows the average increase in States' reported seat belt use rates from 2002 to 2006: Note, all States are weighted equally. Between 2002 and 2006, the yearly increase in seat belt use diminished as measured by the June statewide surveys, which might be expected because the room for annual improvement decreases each year as States make successive improvements in belt use. In 2007, States improved an average 1.4 points. In recent years, the May mobilization has lost strength or effectiveness, because the average annual improvement was greatest from 2002 to 2003 (3.4 percentage points) followed by the next two years (+2.3 and +1.9 points).

Figure 19. Average Increase in Statewide Seat Belt Use Rates, 2002-2006



A few States conducted a full statewide survey prior to the CIOT campaign, but they are not required to report those results. Three States reported increased seat belt use from pre- to post-CIOT seat belt observations (Table 17).

Table 17. Pre-Statewide to Post-Statewide Use Rates: 2007

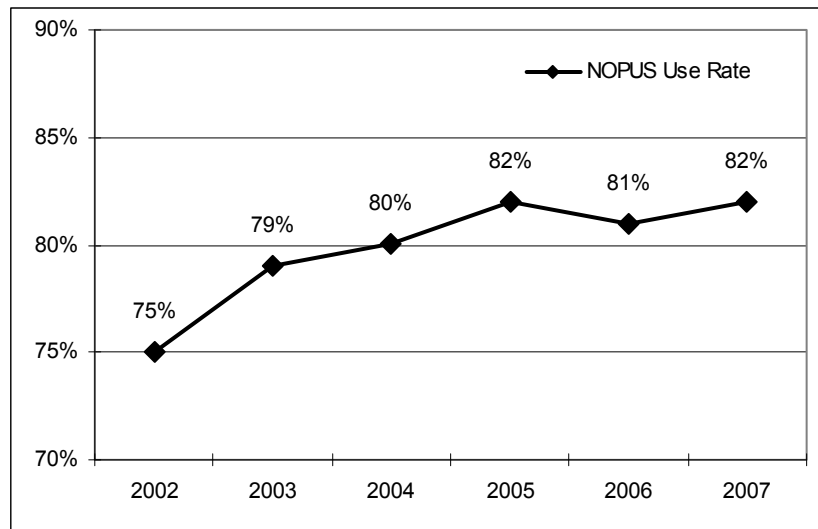
	Pre-CIOT Survey	Post-CIOT Survey	Difference
Michigan	93.0%	93.3%	+0.3
New Jersey	85.7%	91.4%	+5.7
Ohio	78.6%	81.6%	+3.0

National Occupant Protection Use Survey

The National Occupant Protection Use Survey is the only probability-based, daytime, observational survey including all roadway types across the United States. NOPUS is an observational survey tool used by NHTSA to determine the nationwide seat belt use rate each year (Traffic Safety Facts, 2008).

The 2007 NOPUS was conducted between June 4 and June 25. NOPUS data were collected from 1,500 observation sites, where 58,000 vehicles and 82,000 front-seat occupants were observed. According to 2007 NOPUS, the nationwide seat belt use rate was 82%, 1 percentage point higher than the NOPUS rate measured in 2006 and equivalent to the 2005 rate.

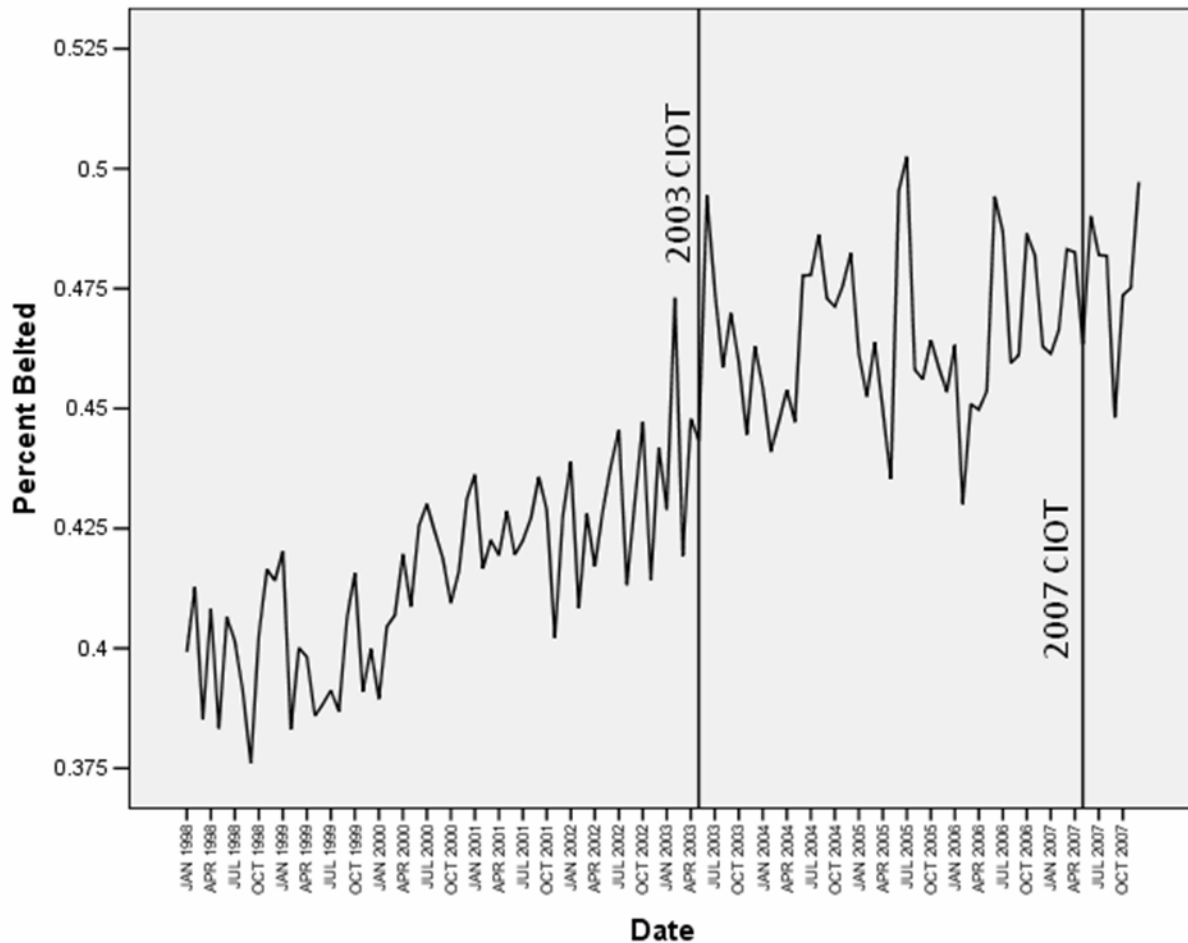
Figure 20. Statewide Seat Belt Use Rates; 2002 – 2007



National FARS Analyses for November 1998 through December 2007

NHTSA's Fatality Analysis Reporting System is a census of all fatal crashes in the United States. Figure 21 shows the monthly proportion of belt use for fatalities from January 1998 to December 2007 of front seat outboard occupants 15 years and older. Belt use was defined as lap, shoulder, lap and shoulder, and seat belt used but of unknown type. Unknown belt use was not included in the analyses. Seat belt use among fatally injured crash victims is consistently lower than observed belt use and has been steadily rising since 2000. ARIMA analyses indicated that there was a significant increase in the proportion of belted fatal occupants in the 55-month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 65 months.

Figure 21. Monthly Proportion of Belted Fatally Injured Occupants of Motor Vehicles
(Source: FARS 1998-2007)



Using the time period of 64 months prior to program implementation (January 1998) and 56 months post-program implementation (ending with the most recent available month, December 2007) provided for maximum data during the follow-up period (Table 18).

Table 18. FARS Data Used for Analyses

Time Period	Months of Inclusion
Pre-CIOT Campaign	January 1998 - April 2003
Post-CIOT Campaign	May 2003 - December 2007
Post-2007 CIOT Campaign	May 2007 - December 2007

Analyses were conducted on the proportion belted in each of the 120 months. The average monthly belt use prior to the CIOT 2003 (January 1998 to April 2003 inclusive) was $M = 41\%$. From May 2003 to April 2007 (inclusive) the average monthly usage was 47% and from CIOT 2007 (May 2007) until December 2007 (inclusive) the average monthly usage was 48% (Table 19).

Table 19. Pre and Post Belt Use Statistics

	Pre-Post June 2003	N	Mean (Monthly Belted)	Std. Deviation
Proportion of Belted Fatalities in the United States	Pre (January 1998 through April 2003)	64	41%	.0190
	Post (May 2003 through December 2007)	56	47%	.0169

An ARIMA time series analysis was conducted to determine if belt use differences were due to a pre-existing increasing trend in belt use or if there was a change in the trend coincident to the CIOT intervention. Interruption series were created to describe a sudden permanent change starting in May 2003 and continuing to the end of the series (December 2007). A second interruption series occurred in May 2007 and lasted until the end of the series (December 2007). These series allowed us to look at any additional effects of the 2007 CIOT intervention on top of the effects from CIOT “in general” (i.e., the initial national CIOT intervention). Using the model (1,0,1) (1,0,0) to control for systematic fluctuations in the data series produced a significant effect of the implementation of the CIOT Campaign. There was no additional effect of the CIOT 2007 campaign (Table 20). The ARIMA estimates that there was a 2.4 percentage point monthly increase in belt use among fatally injured front-seat occupants of passenger vehicles after the CIOT campaign compared to what would have been expected from the trend before the campaign (Appendix D shows the ARIMA using all injury levels).

Table 20. ARIMA Results

		Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags	AR1	.981	.022	43.723	.000
	MA1	.779	.070	11.179	.000
Seasonal Lags	Seasonal AR1	.226	.097	2.337	.021
Regression Coefficients	2007 Intervention	.001	.009	.076	.939
	2003 Intervention	.024	.009	2.566	.012
Constant		.428	.016	26.037	.000

V. DISCUSSION

All 50 States, the District of Columbia, and Puerto Rico participated in the 2007 nationwide *Click It or Ticket* Mobilization. Thirty-eight States and the 2 territories reported a statewide increase in the seat belt use rate; 12 States did not.

The two key components of any CIOT Mobilization are media and enforcement and there appeared to be less this year compared to previous years. Total media expenditures for both national and State buys were approximately equal to 2006, but less than the program's high in 2005. NHTSA specifically asked the States to reduce the amount of State advertisements in 2007 to cover but not over-saturate the market with the combined National and State message delivery.

Mobilization enforcement data (i.e., seat belt citations) also declined compared to previous years. These data indicate that the nationwide seat belt citation rate increased between 2003 and 2005, but declined after that. Seat belt citation rates ranged from zero per 10,000 people in Wyoming and New Hampshire to 67 per 10,000 people in New Jersey. The median rate for all 50 States and the District of Columbia was 18 per 10,000. The median was higher among the primary law States (18 per 10,000) compared to the secondary law States (14 per 10,000), both of which are lower than the benchmark level (20 per 10,000) for a strong CIOT effort.

A total of \$27 million was put towards publicizing the two-week enforcement effort that resulted in the issuance of 672,574 seat belt citations. Awareness survey data provided evidence that exposure to enforcement messages increased the perceived risk of an enforcement action if not wearing a seat belt. A larger proportion of respondents surveyed after the mobilization agreed that police in their community were writing tickets (increased from 17% to 51%). Exposure to information through television increased for all respondents over the course of the mobilization, even more so among the specific paid media target group, males age 18 to 34. Recognition of the *Click It or Ticket* slogan has shown a steady increase over the years, with recognition (i.e., post-campaign) increasing from 61% after the first nationwide effort in 2003 to 79% after the 2007 effort. Pre-campaign measurements also indicate that *Click it or Ticket* recognition has remained strong between waves. Prior to the first nationwide campaign recognition of the CIOT slogan was at 35%; growing to 65% prior to the 2007 campaign. *Click It or Ticket* is recognized, and accepted as a brand by the majority of the driving population.

The proportion of primary enforcement law States posting improvement in their statewide use rate declined in 2006 and 2007. The proportion of secondary law States posting increases went up those same years. The average amount of change in statewide use rates was higher in 2007 compared to 2006. NOPUS found that the national seat belt use rate in 2007 was 82%; higher than the rate for 2006 (81%); and equal to the rate for 2005 (82%). Although improvement levels may have slowed somewhat, the majority of States (77%) still indicated an increase in belt use despite decreasing levels of enforcement.

Analyses using FARS data indicated that there was a significant increase in the proportion of belted fatal occupants in the 55 month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 65 months, but no additional effects could be uniquely ascribed to the 2007 CIOT program.

Higher levels of enforcement maximize the effectiveness of CIOT programs. The May mobilization enforcement has lost some of its intensity each of the last two years. However, the number of States that have a belt rate of 90% or better has tripled since 2002. California, Iowa, Illinois, Maryland, Michigan, New Jersey, New Mexico, Nevada, Oregon, Puerto Rico, Texas, and Washington are the 12 States that achieved 90% or better in 2007.

The viability of the CIOT program depends on fully implementing both enforcement and enforcement-centered media. Both of these elements started to decline in 2006 compared to previous years with predictable results. The enforcement must be real and motorists need to know that they will receive a citation if they drive unbuckled. Thus far, the declines are slight and the CIOT program remains strong.

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APPENDICES

Appendix A. Creative Material

Tips on Using this Promotional Planner

The intent of this promotional planner is to provide you with marketing materials, earned media tools, and marketing ideas that you can distribute to fit your local needs and objectives while at the same time partnering with other States, communities, and organizations all across the country on this promotional program.

This planner includes messaging and templates that you may choose from to support your occupant protection initiatives surrounding the "Click It or Ticket" Mobilization. The marketing materials and earned media tools available to you can be used in several capacities and all carry the "Click It or Ticket" theme to reinforce our message.

Please select, tailor, and distribute this planner in a way that best fits your local situation and objectives.

24/7 Creative Material

Banner Ads



For use on State Web sites, to accompany the State media buy for the "Click It or Ticket" program and for use and distribution to State partners, these banner ads (in four sizes) communicate to the viewer that law enforcement will be working day and night.

TV Billboard



To accompany the State media buy for the "Click It or Ticket" program, this static TV billboard can be distributed to TV stations and used in value-added opportunities.

Posters



This poster/print advertisement shows a wall clock wearing a seat belt and the headline, which reads "It's always the right time," reminds readers to always wear their seat belts. The secondary header, "Buckle up day and night or the cops will find you," again reinforces the 24/7 message to always wear seat belts and tells readers that enforcement efforts are being stepped up.



This poster/print advertisement depicts a full moon wearing a seat belt and the headline, which reads "Tuck yourself in every night," reminds readers to especially wear their seat belts at night. The secondary header, "Buckle up day and night or the cops will find you," reinforces the 24/7 message to always wear seat belts and tells readers that enforcement efforts are being stepped up.



This poster/print advertisement uses a dual image of a coffee cup and fountain drink, alluding to the passage of time from morning to night. The headline, which reads "From First Sip to Last Slurp," coupled with the day and night logo reminds readers to "Click It or Ticket" around the clock.



This poster/print advertisement also uses a dual image, this time of a high heel shoe and a slipper, to demonstrate the passage of time from morning to night. The headline, which reads "From Morning Commute to Late Night Dash," coupled with the day and night logo, reminds readers to "Click It or Ticket" around the clock. The addition of the tagline "Buckle up day and night or the cops will find you," reinforces to readers that enforcement efforts are being stepped up.



This poster/print advertisement is a straight forward approach featuring a State trooper writing a ticket. The headline, which reads "This is Not a Warning," tells readers that law enforcement will not be forgiving when it comes to dealing with those not wearing their seat belts. The tagline "No whining. No excuses. If you don't buckle up you will get a ticket," serves to reinforce that those caught will face a ticket, no exceptions.



This poster/print advertisement is a straight forward approach featuring a State trooper asking the question, "Guess What I'm Writing?" The headline, tells readers that law enforcement will be writing tickets to those not wearing their seat belts. The tagline serves to reinforce the message that those caught will face a ticket, no exceptions.



This poster/print advertisement is a straight forward approach featuring a State trooper asking the question, "Do I Look Like I'm Kidding?" The headline tells readers that law enforcement is taking seat belt laws seriously and will be issuing tickets to those not wearing their seat belts.



This poster/print advertisement is a straight forward approach featuring a State trooper. The headline, which reads "You Forgot? How Original," serves to inform readers that law enforcement will not be forgiving when it comes to dealing with those not wearing their seat belts and that no excuses will be accepted. The tagline "No whining. No excuses. If you don't buckle up you will get a ticket." serves to reinforce that those caught will face a ticket, no exceptions.



This poster visually depicts officers issuing tickets in both day and night scenes and the copy stresses to viewers that they will need to "Buckle Up or Pay Up."



This poster literally illustrates that law enforcement efforts will be round the clock by depicting a sun and moon. The copy again reinforces the "Buckle Up or Pay Up" messaging.



This poster, by showing an officer and using the line "Open 24 Hours a Day," communicates that law enforcement will be watching around the clock for seat belt offenders.

Teen Belt Creative Material

Posters



This poster/print advertisement depicts a typical object of teen desire, the hot fashion accessory. The headline, which reads "Look at it sitting there mocking you," positions the item as unattainable to the reader. The tagline then reminds teens that they surely have better things to spend their money on than tickets for not wearing their seat belts and urges them to buckle up.



This poster/print advertisement depicts another typical object of teen desire, the hot fashion shoe. The headline, which reads "New Shoes. Ticket. New Shoes. Ticket. Tough Choice," facetiously reminds readers of how simple the choice would be. The tagline then reinforces to teens the financial shortfall that could occur if they receive a ticket for not wearing their seat belt and urges them to buckle up.



This poster/print advertisement also depicts an object of teen desire, the personal mp3 player. The headline, which reads "This is what you want, what you really, really want," is a play on pop music and serves to deliver the message that teens need not be wasting money on unwanted things. The case this time being a fine for not wearing their seat belt.



This poster/print advertisement also depicts an object of teen desire, the cool cell phone. The headline, which reads "Pick me. Pick me," reminds teens that the choice is simple. They can spend money on the things they want or pay a fine for not wearing their seat belt.



This poster/print advertisement depicts a typical teenage driver that is not using her seat belt. The headline, which reads "Surfer. Artist. Lawbreaker," reminds teen drivers of the consequences (and possible hassles) that are carried with not wearing a seat belt.



This poster/print advertisement depicts a typical teenage rider that is not using her seat belt. The headline, which reads "Aspiring Singer. Daughter. Lawbreaker," reminds teens of the consequences (and possible hassles) that are carried with not wearing a seat belt, even as a passenger.



This poster/print advertisement depicts a typical teenage rider that is not using his seat belt. The headline, which reads "Skateboarder. Blues fan. Lawbreaker," reminds teens of the consequences (and possible hassles) that are carried with not wearing a seat belt, even as a passenger.

Pickup Creative Material

Banner Ads



For use on State Web sites, to accompany the State media buy for the "Click It or Ticket" program and for use and distribution to State partners, these banner ads (in four sizes) visually buckle the two parts of a pickup truck to reinforce the seat belt and ticket message to the audience.

TV Billboards



A straight forward billboard aimed at increasing belt-usage among pickup truck drivers, this billboard depicts the two parts of a truck buckling together and communicates to the viewer that they should buckle up or pay the consequences.

Posters



A straight forward poster aimed at increasing belt-usage among pickup truck drivers, this billboard depicts the two parts of a truck buckling together and communicates to the viewer that seat belts reduce fatalities in truck rollovers by 80%.



This poster illustrates a police car in the rear-view mirror and communicates to the reader that law enforcement officials will be issuing tickets, not warnings. The copy for this poster again stresses the "Buckle Up in Your Truck" messaging.

Rural Creative Material

Banner Ads



For use on State Web sites, to accompany the State media buy for the "Click It or Ticket" program and for use and distribution to State partners, these banner ads (in four sizes) communicate that tickets will be issued no matter where you live.



For use on State Web sites, to accompany the State media buy for the "Click It or Ticket" program and for use and distribution to State partners, these banner ads (in four sizes) communicate that tickets will be issued no matter where you live.

TV Billboards



This billboard visually depicts rural roads (and drivers) and communicate that no matter where you live, law enforcement officials will be watching and issuing tickets.



This billboard visually depicts rural roads (and drivers) and communicate that no matter where you live, law enforcement officials will be watching and issuing tickets.



2007 "Click It or Ticket" Mobilization National TV Advertisements

Television Ads



"Seamless Night & Day"

English (30 seconds)

English (15 seconds)

Spanish (30 seconds)



"Out of Nowhere"

30-sec version

15-sec version



"Invisible"

30-sec version

Note:

"Seamless Night and Day" was the most used television advertisement. This advertisement was originally developed for the 2006 CIOT Mobilization. The narrative of the advertisement was revised for the 2007 CIOT Mobilization. The revised script informed motorists that law enforcement was working both day and night.

2007 Script:

From coast to coast, cops are cracking down on seat belt violations.
Buckle up day *and night* ... or expect a ticket.
It doesn't matter who you are or where you live - they'll be on the lookout.
Cops write tickets to save lives. Click it or ticket.

Former Script:

From coast to coast, cops are cracking down on seat belt violations.
It doesn't matter who you are or where you live - they'll be on the lookout.
Cops write tickets to save lives. If you don't buckle up ... expect a ticket.
Click it or ticket.

THE TOMBRAS GROUP

Seamless Action: 30TV

CLIENT: NHTSA

NOTE: The visuals contained within the storyboard frames (characters, props, colors, etc) are illustrated for reference only. The actual spot will be live action, not animated.

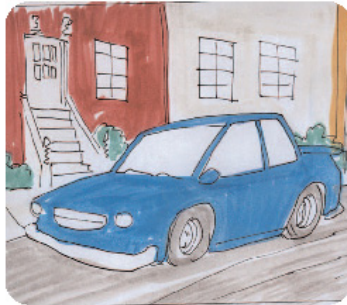
The idea of this spot is to shoot 4 different scenarios identically so we can seamlessly cut back and forth. It creates an attention getting effect and reinforces the fact that the same crackdown is happening all across the U.S.

-1

Video:

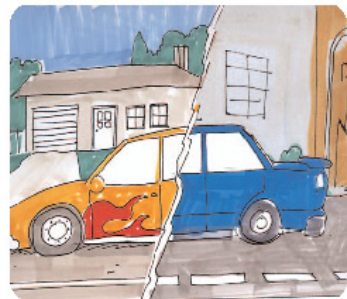
Audio:

OPEN ON AN AFRICAN-AMERICAN MALE DRIVING UNBUCKLED THROUGH A METRO AREA.



VO: All across America ...

THE SCENE TRANSITIONS TO A GUY IN A MUSCLE CAR IN THE SUBURBS.



VO: ... cops are stepping up safety belt enforcement.

CUT INSIDE TO A HISPANIC MAN IN A SEDAN UNBUCKLED. WE SEE THE OCEAN IN THE BACKGROUND. HE MAKES A SHARP TURN ...



VO: It doesn't matter who you are or where you live ...

... AND WE SEAMLESSLY TRANSITION TO A YOUNG GUY IN A MUSCLE CAR, ALSO UNBUCKLED. HE IS TOOLING AROUND THE SUBURBS.



VO: ... we'll be on the look-out.

2

Video:

CUT TO POLICE LIGHTS FLASHING AND COP WALKING UP TO THE TRUCK ...



Audio:

VO: Cops write tickets to save lives.

CUT INSIDE TO THE HISPANIC MAN IN THE SEDAN AS THE COPS WRITES ...



VO: If you don't buckle up ...

... THE COP GOES TO HAND HIM A TICKET AND WE TRANSITION TO THE YOUNG GUY IN THE MUSCLE CAR TAKING THE TICKET.



VO: ... expect a ticket.

WE SEAMLESSLY TRANSITION TO THE AFRICAN-AMERICAN MAN SHAKING HIS HEAD AND BUCKLING UP.



VO: Click it or ticket.

This spot was created to promote seat belt usage among teenagers. It will first run as a demonstration project in Colorado and Nevada, and then nationally.

Video:

We shoot our 3 guys on the side of a country road next to a pick-up truck...



... on a suburban street in front of some average houses...



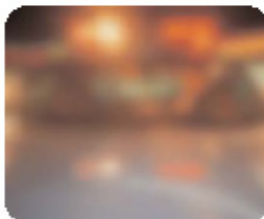
... and on a city street with the hustle and bustle behind them.



We see various shots of our 3 guys driving around in their environments as we hear their frightening close encounter stories.



Interspersed with the driving scenes are obscured shots of police lights, adding to the drama and mystery.



Audio:

Music: ominous music.

Rural Guy: I was just driving around minding my own business...

Suburb Guy: When it came out of nowhere...

Metro Guy: Suddenly, there were lights all around me...

Suburb Guy: I'm like "They're coming for me!"

Metro Guy: Yeah, it was crazy.

CLIENT: NHTSA

NOTE: The name is identical with the video ad format (the name, props, colors, etc) are identical for reference only. The actual spot will be live action, not storyboard.

Video:

The scenes intensify until we reveal...



That our guys are really getting busted for not buckling up ...



We see shots of our 3 guys getting pulled over and ...



... given tickets for not buckling up.



Logo(s)



Audio:

Rural: I just never thought they would never find me. Not out here.

Annor: It doesn't matter where you drive...

Annor: ...if you don't buckle up, you will get caught.

Annor: Cops are cracking down all across (state).

Annor: Click it or ticket.

TITLE: Not Invisible
LENGTH: :30
REV: 3

CLEINT: NHAH
JOB NO.:NHAH-19862
DATE: February 23, 2007

The Tombras Group
STREET SMART ADVERTISING



video:

OPEN ON FOOTSTEPS TO A CAR PARKED IN A DRIVEWAY AT NIGHT.

A KEY OPENS THE CAR DOOR – BUT THERE IS NO ONE HOLDING IT. THE CAR DOOR OPENS AND CLOSES. THE KEY IS INSERTED INTO THE IGNITION.



THE CAR SHIFTS INTO DRIVE AND PULLS OUT WITH NO DRIVER.

THE CAR IS DRIVING ALONG AND IT COMES ON A TRAFFIC ROAD-BLOCK.



A COP APPROACHES THE CAR AND THE DRIVER MATERIALIZES BEFORE OUR EYES.



THE DRIVER BUCKLES UP AS THE POLICE OFFICER WRITES A TICKET.



CAMERA PULLS OUT TO SHOW SEVERAL SHOTS OF A ROAD-BLOCK SCENE.

audio:

SFX: FOOTSTEPS.
KEYS JINGLING.

SFX: MAGICAL SOUND

VO: YOU MIGHT THINK IT'S HARD FOR COPS TO SEE YOU AT NIGHT...

...BUT IF YOU AREN'T BUCKLED UP, WE WILL FIND YOU.

COPS ARE CRACKING DOWN LIKE NEVER BEFORE.

PAGE 1

TITLE: Not Invisible
LENGTH: :30
REV: 3

CLEINT: NHAH
JOB NO.: NHAH-19862
DATE: February 23, 2007

THE TOMBRAS GROUP
STREET SMART ADVERTISING



video:

WIDE SHOT OF ROAD BLOCK
(OR TRAFFIC STOP POINT)



CUT TO CLICK IT OR TICKET LOGO
WITH LIGHT BEAM ACROSS IT AS
IF IT WERE NIGHT



audio:

BUCKLE UP DAY AND NIGHT..

OR PAY THE PRICE.

CLICK IT OR TICKET.

PAGE 2



2007 *Click It or Ticket* Mobilization National Radio Advertisements

Radio Ads

(30 seconds each)

VERSION

[English](#)

[English \(no tag\)](#)

[Spanish](#)

[Urban](#)

[Haitian-Creole](#)

[Navajo](#)

THE TOMBRAS GROUP
STREET SMART ADVERTISING

Click It or Ticket 2007 **(:30) SECOND TV/RADIO SPOT**

ENGLISH

VO: From the crack of dawn ...

SFX: MORNING MUSIC AND A ROOSTER CROW.

VO: to late at night ...

SFX: CRICKETS, NIGHT SOUNDS AND AN OWL HOOTING.

VO: cops are on the lookout for seat belt violations.

SFX: ROCKING MUSIC KICKS IN.

VO: It doesn't matter when or where you drive, wear a seat belt - or you will get a ticket.

Cops are cracking down like never before. So, remember, always buckle up or you will get caught – day ...

SFX: MORNING MUSIC AND A ROOSTER CROW.

VO: or night ...

SFX: CRICKETS, NIGHT SOUNDS AND A WOLF HOWL.

VO: Click it or ticket.

Paid for by the U.S. Department of Transportation.



Click It or Ticket 2007
(:30) SECOND TV/RADIO SPOT

SPANISH

La policía realiza operativos de costa a costa y en todo el país, para detener a quienes no usan el cinturón de seguridad.

Abróchate el cinturón de seguridad siempre, de día y de noche, o serás multado.

No importa quién seas o dónde vivas. Ellos están alerta.

La policía multa para salvar vidas. Abrochado o multado.

Click It or Ticket 2007
(:30) SECOND TV/RADIO SPOT

URBAN

Copy of the “Urban” script not provided.

Click It or Ticket 2007
(:30) SECOND TV/RADIO SPOT

Hatian-Creole

Copy of the “Hatian-Creole” script not provided.

Click It or Ticket 2007
(:30) SECOND TV/RADIO SPOT

Navajo

Copy of the “Navajo” script not provided.

Appendix B. Sample Driver Survey

CLICK IT OR TICKET TELEPHONE SURVEY

State: _____ County: _____ Metro Status: _____
Date: _____ CATI ID: _____
Interviewer: _____
Telephone Number: _____
Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a national study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. The interview takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0646]* Could we begin now?

DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent.....1
Will have the next.....2

A. In order to select just one person to interview, could I speak to the person in your household, 16 or older, who (has had the most recent/will have the next) birthday?

Respondent is the person.....1 **SKIP TO Q1**
Other respondent comes to phone.....2
Respondent is not available.....3 **ARRANGE CALLBACK**
Refused.....4

B. Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. [Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615]. Could we begin now?

CONTINUE INTERVIEW.....1
Arrange Callback.....2
Refused.....3

Q.1 How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

Almost every day.....1
Few days a week.....2
Few days a month.....3
Few days a year.....4
Never.....5 **SKIP TO Q9**
Other (SPECIFY)6
(VOL) Don't know.....7
(VOL) Refused.....8

Q.2 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

- Car.....1
- Van or minivan.....2
- Motorcycle.....3 **SKIP TO Q9**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....10
- Other truck (SPECIFY)....11
- (VOL) Don't know.....12
- (VOL) Refused.....13

Q.3 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seat belts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

INTERVIEWER INSTRUCTION: SEAT BELT QUESTIONS REFER TO DRIVER.

- Across shoulder.....1
- Across lap.....2 **SKIP TO Q5**
- Across both.....3
- Vehicle has no belts.....4 **SKIP TO Q9**
- (VOL) Don't know.....5 **SKIP TO Q6**
- (VOL) Refused.....6 **SKIP TO Q6**

Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt... (READ LIST)

- ALL OF THE TIME.....1
- MOST OF THE TIME.....2
- SOME OF THE TIME.....3
- RARELY OR.....4
- NEVER.....5
- (VOL) Don't know.....6
- (VOL) Refused.....7

IF Q3=1 SKIP TO Q6

Q.5 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

- ALL OF THE TIME.....1
- MOST OF THE TIME.....2
- SOME OF THE TIME.....3
- RARELY OR.....4
- NEVER.....5
- (VOL) Don't know.....6
- (VOL) Refused.....7

Q.6 When was the last time you did NOT wear your seat belt when driving?

- Within the past day.....1
- Within the past week.....2
- Within the past month.....3
- Within the past year.....4
- A year or more ago/I always wear it.....5
- (VOL) Don't know.....6
- (VOL) Refused.....7

Q.7 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

- Increased.....1
- Decreased.....2 **SKIP TO Q9**
- Stayed the same.....3 **SKIP TO Q9**
- New driver.....4 **SKIP TO Q9**
- (VOL) Don't know.....5 **SKIP TO Q9**
- (VOL) Refused.....6 **SKIP TO Q9**

Q.8 What caused your use of seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

- Increased awareness of safety.....1
- Seat belt law.....2
- Don't want to get a ticket.....3
- Was in a crash.....4
- New car with automatic belt.....5
- Influence/pressure from others.....6
- More long distance driving.....7
- Remember more/more in the habit.....8
- The weather.....9
- The holidays.....10
- Driving faster.....11
- Other (SPECIFY _____).....27
- (VOL) Don't know.....28
- (VOL) Refused.....29

Q.9 Does (RESP'S STATE) have a law requiring seat belt use by adults?

- Yes.....1
- No.....2 **SKIP TO Q12**
- (VOL) Don't know.....3 **SKIP TO Q12**
- (VOL) Refused.....4 **SKIP TO Q12**

IF Q1=5 AND Q9=1, SKIP TO Q11
IF Q2 = 3 AND Q9 = 1, SKIP TO Q11

Q.10 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

- Very likely.....1
- Somewhat likely.....2
- Somewhat unlikely.....3
- Very unlikely.....4
- (VOL) Don't know.....5
- (VOL) Refused.....6

Q.11 According to your State law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

- Can stop just for seat belt violation.....1
- Must observe another offense first.....2
- (VOL) Don't know.....3
- (VOL) Refused.....4

Q.12 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

- Should be allowed to stop.....1
- Should not.....2
- (VOL) Don't know.....3
- (VOL) Refused.....4

Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? **ROTATE**

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- d) It is important for police to enforce the seat belt laws.
- e) Putting on a seat belt makes me worry more about being in an accident.
- f) Police in my community are writing more seat belt tickets now than they were a few months ago.

Q.14 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

- Yes.....1
- No.....2 **SKIP TO Q24**
- (Vol) Don't know...3 **SKIP TO Q24**
- (Vol) Refused.....4 **SKIP TO Q24**

Q.15 Where did you see or hear about that special effort? **[DO NOT READ--MULTIPLE RESPONSE]**

- TV.....1
- Radio.....2 **SKIP TO Q24**
- Friend/Relative.....3 **SKIP TO Q24**
- Newspaper.....4 **SKIP TO Q24**
- Personal observation/on the road...5 **SKIP TO Q24**
- Billboard/signs.....7 **SKIP TO Q24**
- Educational Program.....8 **SKIP TO Q24**
- I'm a police officer/judge.....9 **SKIP TO Q24**
- Direct contact by police officer...10 **SKIP TO Q24**
- Other (specify _____)..... 17 **SKIP TO Q24**
- Don't know.....18 **SKIP TO Q24**
- Refused.....19 **SKIP TO Q24**

Q.16 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/
Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): _____3
- Don't know.....4
- Refused.....5

Q17 Yes or No – in the past 30 days, have you seen or heard of anything about the police setting up seat belt checkpoints where they will stop motor vehicles to check whether drivers and passengers are wearing seat belts?

- Yes.....1
- No.....2
- Don't know.....3
- Refused.....4

By checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q18 Let me just confirm, is this the type of checkpoint that you have seen or heard about in the past 30 days?

- Yes.....1
- No.....2
- Don't know.....3
- Refused.....4

Q19 Where did you see or hear about the police checkpoints for seat belts?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP to Q21**
- Newspaper.....4 **SKIP to Q21**
- Other.....5 **SKIP to Q21**
- Don't know.....6 **SKIP to Q21**
- Refused.....7 **SKIP to Q21**

Q20 Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?
MULTIPLE RECORD

- Commercial / Advertisement/ Public Service Announcement.....1
- News story / news program.....2
- Something else (specify).....3
- Don't Know.....4
- Refused.....5

Q21 In the past 30 days, did you personally see any checkpoints where police were stopping motor vehicles to see if drivers and passengers were wearing seat belts?

- Yes.....1
- No.....2
- Don't know.....3
- Refused.....4

Again, by checkpoint we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.22. Let me just confirm, is this the type of checkpoint that you personally saw in the past 30 days?

- Yes.....1
- No.....2 **SKIP to Q24**
- Don't know.....3 **SKIP to Q24**
- Refused.....4 **SKIP to Q24**

Q.23. Were you personally stopped by police at a seat belt checkpoint in the past 30 days?

- Yes.....1
- No.....2
- Don't know.....3
- Refused.....4

Q24 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats or booster seats?

- Yes.....1
- No.....2
- Don't know.....3
- Refused.....4

Q25 Now, I would like to ask you a few questions about educational or other types of activities? In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- Yes.....1
- No.....2 **SKIP TO NQ28B**
- Don't know.....3 **SKIP TO NQ28B**
- Refused.....4 **SKIP TO NQ28B**

Q.26 Where did you see or hear these messages?
[DO NOT READ--MULTIPLE RESPONSE]

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP TO Q28**
- Newspaper.....4 **SKIP TO Q28**
- Personal observation/on the road....5 **SKIP TO Q28**
- Billboard/signs.....7 **SKIP TO Q28**
- Educational Program.....8 **SKIP TO Q28**
- I'm a police officer/judge.....9 **SKIP TO Q28**
- Direct contact by police officer...10 **SKIP TO Q28**
- Other (specify _____)..... 17 **SKIP TO Q28**
- Don't know.....18 **SKIP TO Q28**
- Refused.....19 **SKIP TO Q28**

Q 27 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/ Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): _____3
- Don't know.....4
- Refused.....5

Q.28 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

- More than usual.....1
- Fewer than usual.....2
- About the same.....3
- Don't know.....4
- Refused.....5

Q.29 Are there any advertisements or activities that you have seen or heard in the past 30 days that encouraged adults to make sure that children use car seats or seat belts?

- Yes.....1
- No.....2 **SKIP TO Q31**
- Don't know.....3 **SKIP TO Q31**
- Refused.....4 **SKIP TO Q31**

Q30 What did you see or hear?

Q31 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt laws for ADULTS more strictly . . . very important, fairly important, just somewhat important, or not that important?

- Very important.....1
- Fairly important.....2
- Just somewhat important.....3
- Not that important.....4
- Don't know.....5
- Refused.....6

Q32 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YESES**

ROTATE PUNCHES 1-70

1. Friends don't let friends drive drunk (PUNCH "1") (All)
2. Click it or ticket (PUNCH "2") (All)
3. Buckle Up America (PUNCH "3") (All)
4. Children In Back (PUNCH "4") (All)
5. You Drink and Drive. You Lose. (PUNCH "5") (All)
6. Didn't see it coming? No one ever does (PUNCH "6") (All)
7. Get the keys (PUNCH "7") (All)
13. Click it or ticket [+stlst+] (PUNCH "13") (All)
14. Buckle Up [+stlst+] (PUNCH "14") (All)
36. Four Steps for Kids (PUNCH "36") (All)
37. BUCKLE UP IN YOUR TRUCK (NM/LA)
41. You wouldn't treat a crash test dummy like a child (National only)

42. If they're under FOUR FEET, NINE INCHES, they need a booster seat (National only)

- 71. (VOL) None of these
- 72. (VOL) Don't know
- 73. (VOL) Refused

ASK ALL

Now, I need to ask you some basic information about you and your household.

Q.33 What is your age?

_____ AGE REFUSED=99

Q.34 Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?

_____ REFUSED=99

Q.35 How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence?

_____ NONE=0 REFUSED=99

Q.36 Do you consider yourself to be Hispanic or Latino?

- Yes.....1
- No.....2
- (VOL) Not sure.....3
- (VOL) Refused.....4

Q.37 Which of the following racial categories describes you? You may select more than one. **[READ LIST--MULTIPLE RECORD]**

- American Indian or Alaskan Native.....1
- Asian.....2
- Black or African American.....3
- Native Hawaiian or other Pacific Islander.....4
- White.....5
- Other(VOL).....6
- _____
- (VOL) Refused.....9

Q.38 What is the highest grade or year of school you completed?

- 8th grade or less.....9
- 9th grade.....10
- 10th grade.....11
- 11th grade.....12
- 12th grade/GED.....13
- Some college.....14
- College graduate or higher....15
- (VOL) Refused.....16

Q.39 Do you have more than one telephone number in your household?

Yes.....1

No.....2

Don't know.....3

(VOL) Refused.....4

SKIP TO Q41

SKIP TO Q41

SKIP TO Q41

Q.40 Not including cells phones, and phones used primarily for fax or computer lines, how many different telephone numbers do you have in your household?

_____ 10 OR MORE=10 DONT KNOW=11 REFUSED=12

Q.41 **FROM OBSERVATION, ENTER SEX OF RESPONDENT**

Male.....1

Female.....2

That completes the survey.

Thank you very much for your time and cooperation.

Appendix B. Continued: Nationwide Telephone Survey – Results

2007 Nationwide Phone Survey (Weighted)					
		Pre-	Post-		Post-Pre
Survey Question	Response	Percent		Significance	
Gender	Male	48	44.4		-3.6
	Female	52	55.6		3.6
	Total Respondents	N=1204	N=1186		
Age	Under 21	11.6	9.4		-2.2
	21-25	16	19.3		3.3
	26-39	16.8	16.1		-0.7
	40-49	41.1	38.5		-2.6
	50-59	11.5	12.9		1.4
	60+	3	3.8		0.8
	Total Respondents	N=1203	N=1185		
Race	Native	2.3	2.1	0.03	-0.2
	Asian	3.1	1.8		-1.3
	Black/Afr	9.7	11		1.3
	Pac.Isl.	1	0.6		-0.4
	White	83.9	83.6		-0.3
	Other	0	1		1
	Total Respondents	N=1173	N=1139		
Spanish/Hispanic	Yes	9.3	9.6		0.3
	No	90.7	90.4		-0.3
	Total Respondents	N=1199	N=1167		
Education level	8th grade	1.3	0.9	p<.0001	-0.4
	9th grade	0.9	0.7		-0.2
	10th grade	2.9	1.2		-1.7
	11th grade	5.1	3.1		-2
	12th grade/GED	29.2	25.7		-3.5
	Some college	23	23.6		0.6
	College grad or higher	36.4	42		5.6
	Refused	1.1	2.9		1.8
	Total Respondents	N=1205	N=1187		
Q.1 How often do you drive a motor vehicle?	Almost every day	85.1	83.8		-1.3
	Few days a week	9.5	10.8		1.3
	Few days a month	1.3	1.4		0.1
	Few days a year	0.3	0.7		0.4
	Never	3.7	3.3		-0.4
	Total Respondents	N=1204	N=1187		

Q.2 Is the vehicle you drive most often a ...	Car	56.9	55	0.01	-1.9
	Van or Minivan	8.5	10.5		2
	Motorcycle	1.8	0.5		-1.3
	Pickup Truck	14.6	15		0.4
	SUV	17.5	18.2		0.7
	Other	0.3	0		-0.3
	Other truck	0.3	0.7		0.4
	Total Respondents	N=1159	N=1147		
Q.2c When you pass a vehicle stopped by police in the daytime...					
Q.2c.1. Speeding	Yes	85.6	82.3	0.038	-3.3
	No	14.4	17.7		3.3
	Total Respondents	N=968	N=1142		
Q.2c.2. Belt Violation	Yes	3.6	3.3		-0.3
	No	96.4	96.7		0.3
	Total Respondents	N=968	N=1142		
Q.2c.3. Drunk Driving	Yes	1.5	0.5	0.018	-1
	No	98.5	99.5		1
	Total Respondents	N=968	N=1142		
Q.2c.4. Reckless Driving	Yes	2	1.8		-0.2
	No	98	98.2		0.2
	Total Respondents	N=967	N=1142		
Q.2c.5. Registration Violation	Yes	1.4	2.6		1.2
	No	98.6	97.4		-1.2
	Total Respondents	N=967	N=1142		
Q.2c.6. Other	Yes	5.8	9.5	0.001	3.7
	No	94.2	90.5		-3.7
	Total Respondents	N=968	N=1142		
Q.2d When you pass a vehicle stopped by police in the nighttime...					
Q.2d.1. Speeding	Yes	45.5	50.3	0.029	4.8
	No	54.5	49.7		-4.8
	Total Respondents	N=967	N=1142		
Q.2d.2. Belt Violation	Yes	1.4	0.6		-0.8
	No	98.6	99.4		0.8
	Total Respondents	N=968	N=1142		
Q.2d.3. Drunk Driving	Yes	38.6	28.6	p<.0001	-10
	No	61.4	71.4		10
	Total Respondents	N=968	N=1142		
Q.2d.4. Reckless Driving	Yes	6.7	8.3	0.011	1.6
	No	93.3	91.7		-1.6
	Total Respondents	N=967	N=1142		

Q.2d.5. Registration Violation	Yes	2.1	1.1		-1
	No	97.9	98.9		1
	Total Respondents	N=968	N=1141		
Q.2d.6. Other	Yes	5.7	11.1	p<.0001	5.4
	No	94.3	88.9		-5.4
	Total Respondents	N=968	N=1142		
		Pre	Post		
Q.4 how often do you wear your shoulder belt	All of the time	90.9	89.3	0.024	-1.6
	Most of the time	5.2	7.6		2.4
	Some of the time	1.6	1.2		-0.4
	Rarely	1.5	0.6		-0.9
	Never	0.8	1.3		0.5
	Total Respondents	N=1127	N=1135		
Q.6 last time you did NOT wear your seat belt ?	Within the past day	7.5	9.5	0.002	2
	Within the past week	7.6	3.8		-3.8
	Within the past month	4.4	3.6		-0.8
	Within the past year	2.9	3.5		0.6
	A year or more ago/	77.6	79.6		2
	Total Respondents	N=1050	N=1039		
Q.7. past 30 days, use of belts	Increased	3.4	4.8		1.4
	Decreased	0.1	0.6		0.5
	Stayed the same	96.5	94.6		-1.9
	Total Respondents	N=1133	N=1138		
Q.9 Does STATE have a law requiring seat belt use	Yes	98.9	98.4		-0.5
	No	1.1	1.6		0.5
	Total Respondents	N=1175	N=1153		
Q.10 How likely do you think you will be to receive a ticket	Very likely	39.8	38.4		-1.4
	Somewhat likely	24.8	27.9		3.1
	Somewhat unlikely	16	16.2		0.2
	Very unlikely	19.4	17.5		-1.9
	Total Respondents	N=1031	N=1035		
Q.10a (after midnight) how often do you wear your shoulder belt...	All of the time	87.5	90.7	0.027	3.2
	Most of the time	5.4	3.6		-1.8
	Some of the time	1.5	0.8		-0.7
	Rarely	2	0.9		-1.1
	Never	3.5	4		0.5
	Total Respondents	N=851	N=1043		
Q.10c.last time you did NOT wear your seat belt AT NIGHT	Within the past day	3.8	4.7	p<.0001	0.9
	Within the past week	6.2	1.2		-5
	Within the past month	2.7	4		1.3
	Within the past year	2.9	3.6		0.7
	A year or more ago/	84.5	86.5		2
	Total Respondents	N=791	N=936		

Q.10d has your use of seat belts when driving, AT NIGHT	Increased	1.2	3.5		2.3
	Decreased	0.2	0.4		0.2
	Stayed the same	98.6	96.1		-2.5
	Total Respondents	N=849	N=1038		
Q.11 can police stop for seat belt violation alone	Yes	82.3	86.4	0.012	4.1
	No	17.7	13.6		-4.1
	Total Respondents	N=1001	N=1015		
Q.12 SHOULD be allowed to stop for seat belt alone?	Yes	76.2	78.2		2
	No	23.8	21.8		-2
	Total Respondents	N=1176	N=1137		
Q.13A Seat belts are just as likely to harm you as help you.	Strongly agree	17.2	9.3	p<.0001	-7.9
	Somewhat agree	14.6	20.4		5.8
	Somewhat disagree	22.5	19.2		-3.3
	Strongly disagree	45.8	51.1		5.3
	Total Respondents	N=1167	N=1137		
Q.13B If I was in an accident, I would want to have my seat belt on.	Strongly agree	91.1	90		-1.1
	Somewhat agree	6.4	7.7		1.3
	Somewhat disagree	1.4	0.8		-0.6
	Strongly disagree	1.2	1.5		0.3
	Total Respondents	N=1177	N=1162		
Q.13C Police in my community generally will not bother	Strongly agree	21.5	13.8	p<.0001	-7.7
	Somewhat agree	19.9	15.8		-4.1
	Somewhat disagree	21.8	27.6		5.8
	Strongly disagree	36.8	42.8		6
	Total Respondents	N=865	N=913		
Q.13D It is important for police to enforce the seat belt laws.	Strongly agree	72.5	70.6		-1.9
	Somewhat agree	16.3	18		1.7
	Somewhat disagree	6	5		-1
	Strongly disagree	5.2	6.5		1.3
	Total Respondents	N=1188	N=162		
Q.13E Putting on a seat belt makes me worry more about	Strongly agree	6.9	5.4		-1.5
	Somewhat agree	5.1	6.4		1.3
	Somewhat disagree	18.9	16.2		-2.7
	Strongly disagree	69	72		3
	Total Respondents	N=1188	N=1169		
Q.13F Police in my community are writing more seat belt tickets	Strongly agree	40.2	39.6	0.001	-0.6
	Somewhat agree	25.9	31.9		6
	Somewhat disagree	17.1	18.8		1.7
	Strongly disagree	16.8	9.7		-7.1
	Total Respondents	N=595	N=690		
Q.14 seen or heard of any special effort	Yes	17.1	51.4	p<.0001	34.3
	No	82.9	48.6		-34.3
	Total Respondents	N=1163	N=1138		

Q.15 Where did you see or hear about that special effort?					
Q15a. TV	Yes	40.7	53.2	0.002	12.5
	No	59.3	46.8		-12.5
	Total Respondents	N=199	N=585		
Q15b. Radio	Yes	15.1	24.7	0.005	9.6
	No	84.9	75.3		-9.6
	Total Respondents	N=199	N=586		
Q15c. Friend	Yes	10.6	7.2		-3.4
	No	89.4	92.8		3.4
	Total Respondents	N=199	N=585		
Q15d. Newspaper	Yes	21.1	12	0.001	-9.1
	No	78.9	88		9.1
	Total Respondents	N=199	N=585		
Q15e. Personal Observation	Yes	12	9.4		-2.6
	No	88	90.6		2.6
	Total Respondents	N=200	N=585		
Q15f. Billboard	Yes	15.1	22.4	0.027	7.3
	No	84.9	77.6		-7.3
	Total Respondents	N=199	N=585		
Q15g. Educational Program	Yes	1.5	1.4		-0.1
	No	98.5	98.6		0.1
	Total Respondents	N=200	N=585		
Q15h. I am a police officer/judge	Yes	1	0.7		-0.3
	No	99	99.3		0.3
	Total Respondents	N=199	N=586		
Q15i. Direct contact	Yes	5.5	4.4		-1.1
	No	94.5	95.6		1.1
	Total Respondents	N=200	N=585		
Q15j. Other	Yes	0	1.7		1.7
	No	100	98.3		-1.7
	Total Respondents	N=199	N=586		
Q.16 Was the message a...					
Q16a. Commercial	Yes	25.1	47.3	p<.0001	22.2
	No	74.9	52.7		-22.2
	Total Respondents	N=199	N=586		
Q16b.	Yes	11.6	19.3	0.013	7.7
	No	88.4	80.7		-7.7
	Total Respondents	N=199	N=585		
Q17 seen or heard of anything checkpoints	Yes	34.2	33.9		-0.3
	No	65.8	66.1		0.3
	Total Respondents	N=73	N=354		
Q18 Let me just confirm, checkpoint	Yes	37.5	33.7		-3.8
	No	62.5	66.3		3.8
	Total Respondents	N=72	N=291		

Q21 did you personally see any checkpoints	Yes	13.7	17.9		4.2
	No	86.3	82.1		-4.2
	Total Respondents	N=73	N=301		
Q.22. Let me just confirm, is this the type of checkpoint	Yes	25	21.7		-3.3
	No	75	78.3		3.3
	Total Respondents	N=72	N=300		
Q24 have you seen or heard of car seats or booster seats?	Yes	22.7	27.6	0.007	4.9
	No	77.3	72.4		-4.9
	Total Respondents	N=1134	N=1089		
Q25 messages that encourage people to wear belts.	Yes	75.2	81.9	p<.0001	6.7
	No	24.8	18.1		-6.7
	Total Respondents	N=1190	N=1165		
Q.26 Where did you see or hear these messages?					
Q26a. TV	Yes	58	67.6	p<.0001	9.6
	No	42	32.4		-9.6
	Total Respondents	N=895	N=954		
Q26b. Radio	Yes	21.5	22		0.5
	No	78.5	78		-0.5
	Total Respondents	N=896	N=954		
Q26c. Friend	Yes	2.7	0.8	0.002	-1.9
	No	97.3	99.2		1.9
	Total Respondents	N=896	N=953		
Q26d. Newspaper	Yes	10.1	8.9		-1.2
	No	89.9	91.1		1.2
	Total Respondents	N=895	N=953		
Q26e. Personal Observation	Yes	9.5	3.1	p<.0001	-6.4
	No	90.5	96.9		6.4
	Total Respondents	N=896	N=954		
Q26f. Billboard	Yes	49.7	34.6	p<.0001	-15.1
	No	50.3	65.4		15.1
	Total Respondents	N=896	N=954		
Q26g. Educational Program	Yes	2.2	0.6	0.003	-1.6
	No	97.8	99.4		1.6
	Total Respondents	N=895	N=953		
Q26h. I am a police officer/judge	Yes	0.3	0.3		0
	No	99.7	99.7		0
	Total Respondents	N=896	N=954		
q26i. Direct contact	Yes	0.4	0.7		0.3
	No	99.6	99.3		-0.3
	Total Respondents	N=896	N=954		
Q26j. Other	Yes	0	1.3	0.001	1.3
	No	100	98.7		-1.3
	Total Respondents	N=895	N=954		

Q 27 Was the message a...					
Q27a. Commercial	Yes	32.1	65.3	p<.0001	33.2
	No	67.9	34.7		-33.2
	Total Respondents	N=895	N=954		
q27b. News	Yes	7.4	13	p<.0001	5.6
	No	92.6	87		-5.6
	Total Respondents	N=896	N=954		
Q.28 messages more than usual	More than usual	12.1	42.7	p<.0001	30.6
	Fewer than usual	5	1.7		-3.3
	About the same	83	55.6		-27.4
	Total Respondents	N=886	N=925		
Q.29. encouraged adults to make sure that children	Yes	39.6	38.3		-1.3
	No	60.4	61.7		1.3
	Total Respondents	N=1160	N=1105		
Q31 how important to enforce seat belt laws for more strictly	Very important	64.5	61.5	0.006	-3
	Fairly important	16.6	15.8		-0.8
	Just somewhat import	10.4	15.2		4.8
	Not that important	8.5	7.4		-1.1
	Total Respondents	N=1190	N=1175		
Q32. Slogan Recognition					
Friends don't let friends drive drunk	Yes	72	61.4	p<.0001	-10.6
	No	28	38.6		10.6
	Total Respondents	N=1205	N=1186		
Heard of CIOT	Yes	64.6	78.7	p<.0001	14.1
	No	35.4	21.3		-14.1
	Total Respondents	N=1204	N=1186		
Heard of BUA	Yes	32.2	29.9		-2.3
	No	67.8	70.1		2.3
	Total Respondents	N=1204	N=1186		
Children in Back	Yes	19.2	16	0.041	-3.2
	No	80.8	84		3.2
	Total Respondents	N=1204	N=1187		
You drink you drive you lose	Yes	58.4	48.6	p<.0001	-9.8
	No	41.6	51.4		9.8
	Total Respondents	N=1204	N=1187		
Didn't see it coming	Yes	15.7	9.9	p<.0001	-5.8
	No	84.3	90.1		5.8
	Total Respondents	N=1204	N=1187		
Get the keys	Yes	12.7	14.7		2
	No	87.3	85.3		-2
	Total Respondents	N=1204	N=1187		

CIOT State	Yes	49.8	57.2	p<.0001	7.4
	No	50.2	42.8		-7.4
	Total Respondents	N=1204	N=1186		
BU State	Yes	46.6	40.6	0.003	-6
	No	53.4	59.4		6
	Total Respondents	N=1204	N=1186		
Four steps for kids	Yes	3.9	5		1.1
	No	96.1	95		-1.1
	Total Respondents	N=1205	N=1187		
Buckle up in your truck	Yes	0.2	0.3		0.1
	No	99.8	99.7		-0.1
	Total Respondents	N=1204	N=1187		
You wouldn't treat a crash test dummy	Yes	17.5	15.5		-2
	No	82.5	84.5		2
	Total Respondents	N=1204	N=1186		
If they're under 4 ft tall	Yes	33	27.9	0.007	-5.1
	No	67	72.1		5.1
	Total Respondents	N=1204	N=1186		

Appendix C. Statewide Use Rates; 2002 - 2007
 (Source: National Center for Statistics and Analysis, NHTSA)

State	2002	2003	2004	2005	2006	2007	State	2002	2003	2004	2005	2006	2007
AK	65.8	78.9	76.7	78.4	83.2	82.4	MT	78.4	79.5	80.9	80.0	79.0	79.6
AL	78.7	77.4	80.0	81.8	82.9	82.3	NC	84.1	86.1	86.1	86.7	88.5	88.8
AR	63.7	62.8	64.2	68.3	69.3	69.9	ND	63.4	63.7	67.4	76.3	79.0	82.2
AZ	73.7	86.2	95.3	94.2	78.9	80.9	NE	69.7	76.1	79.2	79.2	76.0	78.7
CA	91.1	91.2	90.4	92.5	93.4	94.6	NH	65.5	NA	NA	NA	63.5	63.8
CO	73.2	77.7	79.3	79.2	80.3	81.1	NJ	80.5	81.2	82.0	86.0	90.0	91.4
CT	78.0	78.0	82.9	81.6	83.5	85.8	NM	87.6	87.2	89.7	89.5	89.6	91.5
DC	84.6	84.9	87.1	88.8	85.4	87.1	NV	74.9	78.7	86.6	94.8	91.2	92.2
DE	71.2	74.9	82.3	83.8	86.1	86.6	NY	82.8	84.6	85.0	85.0	83.0	83.5
FL	75.1	72.6	76.3	73.9	80.7	79.1	OH	70.3	74.7	74.1	78.7	81.7	81.6
GA ¹	77.0	84.5	86.7	81.6	90.0	89.0	OK	70.1	76.7	80.3	83.1	83.7	83.1
HI	90.4	91.8	95.1	95.3	92.5	97.6	OR	88.2	90.4	92.6	93.3	94.1	95.3
IA	82.4	86.8	86.4	85.9	89.6	91.3	PA	75.6	79.0	81.8	83.3	86.3	86.7
ID	62.9	71.7	74.0	76.0	79.8	78.5	PR	90.5	87.1	90.1	92.5	92.7	92.1
IL	73.8	80.1	83.0	86.0	87.8	90.1	RI	70.8	74.2	76.2	74.7	74.0	79.1
IN ¹	72.2	82.3	83.4	81.2	84.3	87.9	SC	66.3	72.8	65.7	69.7	72.5	74.5
KS	61.3	63.6	68.3	69.0	73.5	75.0	SD	64.0	69.9	69.4	68.8	71.3	73.0
KY	62.0	65.5	66.0	66.7	67.2	71.8	TN	66.7	68.5	72.0	74.4	78.6	80.2
LA	68.6	73.8	75.0	77.7	74.8	75.2	TX	81.1	84.3	83.2	89.9	90.4	91.8
MA	51.0	61.7	63.3	64.8	66.9	68.7	UT	80.1	85.2	85.7	86.9	88.6	86.8
MD	85.8	87.9	89.0	91.1	91.1	93.1	VA	70.4	74.6	79.9	84.7	78.7	79.9
ME	59.2	59.2	72.3	75.8	77.2	79.8	VT	84.9	82.4	79.4	84.7	82.4	87.1
MI	82.9	84.8	90.5	92.9	94.3	93.7	WA	92.6	94.8	94.2	95.2	96.3	96.4
MN	72.0	79.4	82.1	82.6	83.3	87.8	WI	66.1	69.8	72.4	73.3	75.4	75.3
MO	69.4	72.9	75.9	77.4	75.2	77.2	WV	71.6	73.6	75.8	84.9	88.5	89.6
MS	62.0	62.2	63.2	60.8	73.6	71.8	WY	66.6	66.6	70.1	NA	63.5	72.2

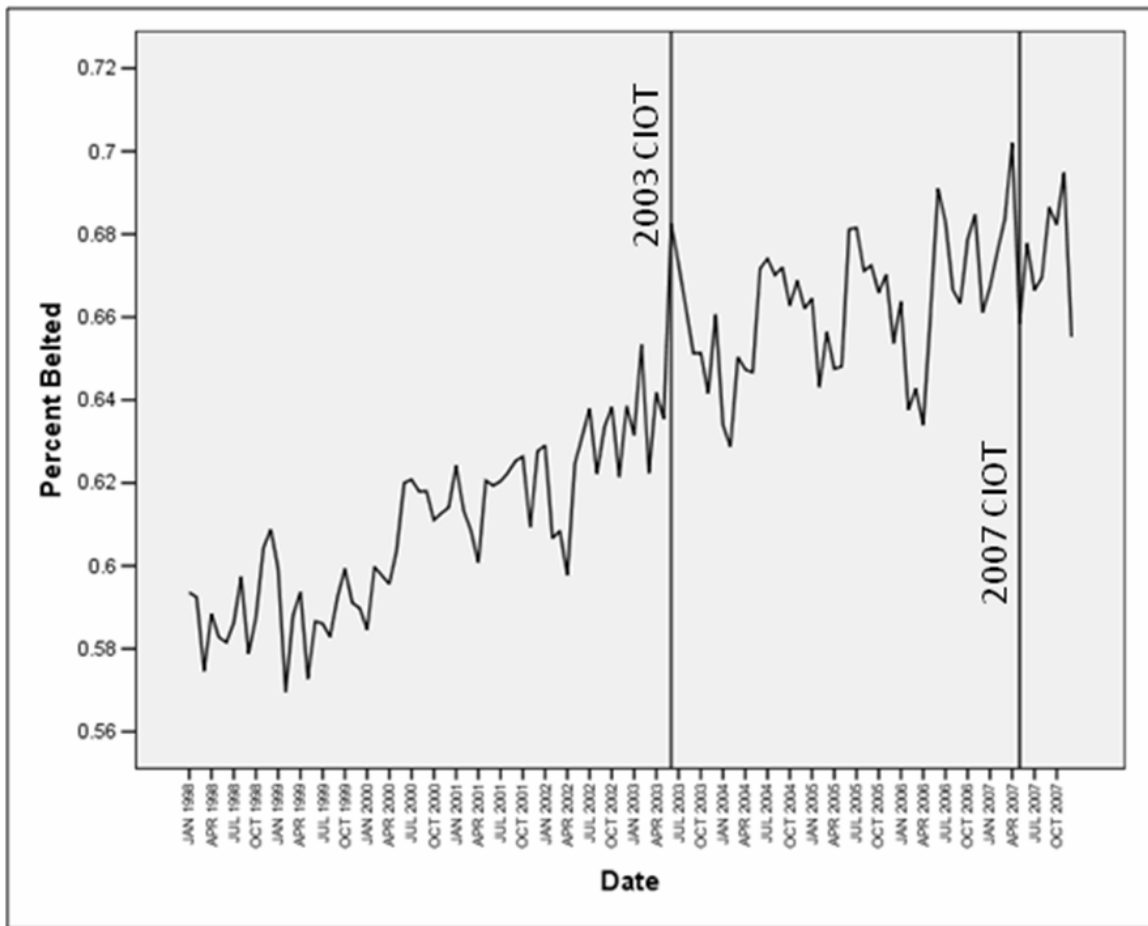
NOTE: Rates in jurisdictions with primary belt enforcement during the calendar year of the survey are shaded.
¹ Primary law has exemption for occupants in pickup trucks.

Appendix D. ARIMA Analyses

Time Series ARIMA for United States, All Injury Levels: FARS November 1999- December 2007

Analyses were conducted on the proportion belted in each of the 120 months. The figure below graphically depicts proportion belted both before and after the intervention. The average monthly belt use prior to the CIOT 2003 was $M = 61\%$. From June 2003 to May 2007 the average month usage was 66% and from CIOT 2007 until December 2007 the average monthly usage was 67%.

Figure D1. Percent Belt Use All Injury Levels



An ARIMA time series analysis was conducted to determine if belt use differences were due to a pre-existing increasing trend in belt use or if there was a change in the trend coincident to the CIOT intervention. Interruption series were created to describe a sudden permanent change starting in June 2003 and continuing to the end of the series (December 2007). A second interruption series occurred in June 2007 and lasted until the end of the series (December 2007). These series allowed us to look at any additional effects of the 2007 CIOT intervention on top of the effects from CIOT “in general” (i.e., the initial national CIOT intervention). Using the model $(1,0,0) (0,0,0)$ to control for systematic fluctuations in the data series produced a significant effect of the implementation of CIOT Campaign. There was no additional effect of the CIOT 2007 campaign (Table D-1).

Table D-1. ARIMA Results All Injury Levels

Model: (100) (000)		Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags	AR1	.748	.064	11.667	<0.001
Regression Coefficients	2003	.057	.008	7.112	<0.001
	2007	-.021	.011	-1.888	.062

The ARIMA estimated that there was a 5.7 percentage point monthly increase in belt use among front-seat occupants of passenger vehicles after the CIOT campaign compared to what would have been expected from the existing trend before the campaign. It is not possible to know whether the 2007 CIOT served to maintain effects gained since the 2003 intervention or if it did not affect belt use at all.

DOT HS 811 239
December 2009



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

