

# May 2004 *Click It or Ticket* Seat Belt Mobilization Evaluation

Final Report



This publication is distributed by the U.S. Department of Transportation, National Highway Traffic Safety Administration, in the interest of information exchange. The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the Department of Transportation or the National Highway Traffic Safety Administration. The United States Government assumes no liability for its contents or use thereof. If trade or manufacturers' names or products are mentioned, it is because they are considered essential to the object of the publication and should not be construed as an endorsement. The United States Government does not endorse products or manufacturers.

**Technical Report Documentation Page**

1. Report No. DOT HS 810 716		2. Government Accession No.		3. Recipient's Catalog No.	
4. Title and Subtitle May 2004 <i>Click It or Ticket</i> Seat Belt Mobilization Evaluation				5. Report Date May 2007	
				6. Performing Organization Code	
7. Author(s) Mark G. Solomon, Robert H. B. Chaffe, and Linda A. Cosgrove				8. Performing Organization Report No.	
9. Performing Organization Name and Address Preusser Research Group, Inc. 7100 Main Street Trumbull, CT 06611				10. Work Unit No. (TRAVIS)	
				11. Contract or Grant No. DTNH22-99-D-25099	
12. Sponsoring Agency Name and Address U.S. Department of Transportation National Highway Traffic Safety Administration 400 Seventh Street, S.W. Washington, D.C. 20590				13. Type of Report and Period Covered	
				14. Sponsoring Agency Code	
15. Supplementary Notes Dr. Linda Cosgrove served as the NHTSA Contracting Officer's Technical Representative for the study.					
16. Abstract  <i>Click it or Ticket</i> (CIOT) is an intense, short duration, seat belt high visibility publicity and enforcement program. The CIOT May 2004 Mobilization involved approximately \$32 million dollars of purchased media. Law enforcement agencies in 50 States, the District of Columbia, Puerto Rico, and the Virgin Islands reported issuing more than 650,000 belt use citations during a two-week period beginning on May 24 <sup>th</sup> . June 2004 observations, as compared with 2003, indicated increased seat belt use among front seat occupants of passenger vehicles in 41 of 50 States and in the District of Columbia. Surveys conducted just before and just after the May campaign indicated substantial increases in the number of drivers who had recently seen or heard of police enforcement of belt use and thought that police are writing more tickets. It was concluded that a highly publicized national program of high visibility belt use enforcement can increase the number of people who buckle up.					
22. Key Words Seat belt    Enforcement    Pick-up Truck STEP            Paid media            Evaluation			18. Distribution Statement		
19. Security Classif.(of this report) Unclassified		20. Security Classif.(of this page) Unclassified		21. No. of Pages	22. Price

DEPARTMENT OF TRANSPORTATION  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

TECHNICAL SUMMARY

CONTRACTOR Preusser Research Group, Inc.	CONTRACT NUMBER DTNH22-99-D-25099
REPORT TITLE May 2004 <i>Click It or Ticket</i> Seat Belt Mobilization Evaluation	REPORT DATE May 2007
REPORT AUTHOR(S) Mark G. Solomon, Robert H.B. Chaffe, and Linda A. Cosgrove	

**Background**

Nearly every State uses Selective Traffic Enforcement Programs (STEP) to improve the seat belt use rate. Prior to 2004, most States conducted at least two occupant protection STEP waves per year and most scheduled wave activities to occur simultaneously with the two National Mobilizations in May and November. In 2004, the National Mobilization occurred only in May and States focused their high visibility enforcement activities around this one mobilization.

The National Mobilization planned during the spring of 2004 and implemented May 2004, was the largest-ever nationwide publicity and high visibility enforcement program to increase seat belt use. Similar to previous Mobilizations, the May 2004 Mobilization included a two-week enforcement blitz, running from May 24<sup>th</sup> through the Memorial Day holiday.

This Mobilization included an unprecedented level of paid advertisements. Nearly \$30 million in targeted State and national advertising was budgeted for placing television, and to a lesser extent, radio advertisements. Approximately \$12 million was spent for a national media buy. A national advertisement specifically carried a message that States were serious about enforcing the seat belt law and told motorists repeatedly to *Click It or Ticket*. Individual States spent an additional \$20 million of grant funding on similar messages expressing the same tone of intolerance for non seat belt users.

The National Mobilization was conducted by the National Highway Traffic Safety Administration (NHTSA) and the Air Bag and Seat Belt Safety Campaign of the National Safety Council, in conjunction with thousands of State and local law enforcement agencies. Because a large number of States currently use the *Click It or Ticket* slogan (over 30), the National Mobilization is often referred to as *Click It or Ticket* campaigns.

(Continued on additional pages)

"PREPARED FOR THE DEPARTMENT OF TRANSPORTATION, NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION UNDER CONTRACT NO.:DTNH22-99-D25099. THE OPINIONS, FINDINGS, AND CONCLUSIONS EXPRESSED IN THIS PUBLICATION ARE THOSE OF THE AUTHORS AND NOT NECESSARILY THOSE OF THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION."

## Objective

The objective of this study was to describe and evaluate May 2004 Mobilization activities. That is, describe the use of paid advertisements focusing on seat belt enforcement, measure motorists' awareness of seat belt campaigns, and ultimately measure change in the seat belt use rate as a result of the mobilization activities.

## Methods

This evaluation included the collection of program data, including: dollars spent placing paid advertisements and enforcement activity; State reported statewide observational surveys of seat belt use; a national telephone survey conducted in pre/post intervals to track progress; and knowledge/attitude surveys collected at Driver Licensing Offices in five States.

## May Mobilization 2004, Activity Descriptions

### Paid Media Activity

Two major types of media buys occurred for the May 2004 Mobilization. First, States used nearly \$20 million in Transportation Equity Act for the 21<sup>st</sup> century (TEA-21) grant funding to purchase local television, radio and print media advertisement. Second, the Federal Government released roughly \$12 million for a national media buy carried out by The Tombras Group media firm. Media content carried an enforcement centered message that was clear and to the point (i.e. if you're not wearing a seat belt you will receive a ticket). Television coverage dominated all other media types used. Radio was used to a lesser extent.

An additional paid advertisement, focusing on seat belt use among pickup truck occupants, was aired for two-weeks across five south-central States. The States included: Arkansas, Louisiana, New Mexico, Oklahoma and Texas. The advertisements were timed to occur the two-weeks just before May Mobilization activities began and carried a non-enforcement centered message.

### Enforcement Activity

Approximately 7,515 law enforcement agencies across the 50 States, D.C., and U.S. Territories reported on May Mobilization activities. They reported 657,305 seat belt citations during the enforcement period. States with standard, or "primary,"<sup>1</sup> seat belt use laws issued tickets at a greater per resident rate than States with secondary laws.

**Belt Use Enforcement Descriptions**

<b>Number of States/territories reporting by law type (as of 2004)</b>	<b>Belt citations issued</b>	<b>Belt Citations per 10,000 residents</b>
Total (53)	657,305	24
Primary Law (23)	488,287	30
Secondary Law (30)	169,018	15

<sup>1</sup> Primary belt use laws allow an officer to stop or cite a motorist for belt use violations whether or not another violation has occurred. Remaining States have "secondary" laws under which the officer must first stop or cite the motorist for some other violation before a belt ticket can be issued. One State, New Hampshire has no seat belt use law pertaining to adult belt use. In this paper, New Hampshire is grouped among States with secondary laws.

## Results

### Pre/Post Changes in Seat Belt Use

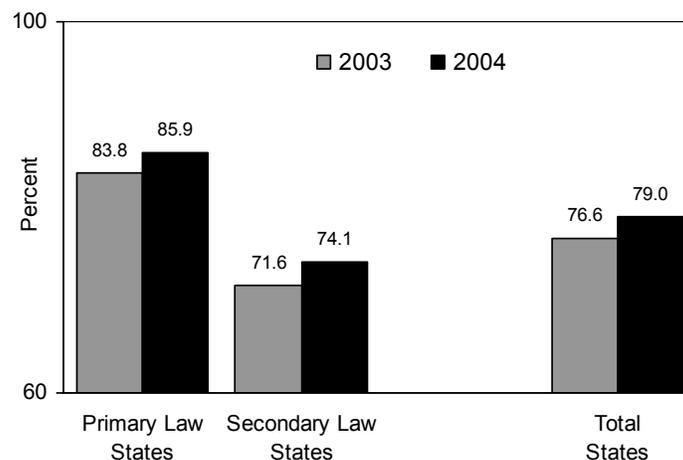
The overall front seat occupant seat belt use rate was measured just after the May Mobilization paid media and enforcement concluded (post-rate). State post-rates were compared to previous statewide use rates reported for 2003. Among the 50 States and the District of Columbia, the number that increased in belt use far exceeded the number that decreased (42 versus 7; 2 unchanged). Rates changed anywhere from a 7-percentage-point decrease to a 13-point increase. Among 21 primary law locations, 17 experienced an increase, 1 stayed even, and 3 decreased. Among 30 secondary enforcement States, 25 increased in usage, 1 stayed the same, and 4 decreased.

#### Change in Statewide Belt Use

Number of States/territories reporting by law type (as of 2004)	Improved	Did not improve
Total (51)	42	9
Average (mean) point change	3.2	-1.7
Primary law (21)	17	4
Average point change	2.8	-0.6
Secondary law (30)	25	5
Average point change	3.5	-2.6

Statewide survey results\* averaged across the 50 States and the District of Columbia measured seat belt use in 2003 at 76.6 percent. A 2.4-percentage-point increase was measured in 2004 (79%). Seat belt use rates in primary law locations generally measure higher compared to secondary law locations. That remained unchanged in 2004. While gains in seat belt usage were measured in both primary law and secondary law locations, the group of primary law locations continued to measure 12 percentage points higher (2003, 83.8 versus 71.6; 2004, 85.9 versus 74.1).

#### Seat Belt Use Rates\*; Statewide Surveys, 2004 Versus 2003

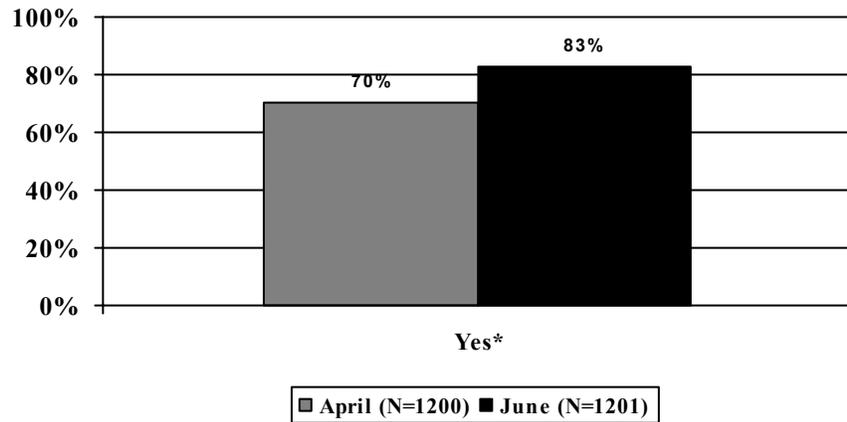


\*Belt use rates are calculated by giving each State an equal weight of 1.

### Pre/Post Telephone Survey Results

The national telephone survey included a total of 2,401 respondents; 1,200 respondents in the pre-wave, 1,201 in the post-wave. Results indicated that respondents became more aware of enforcement efforts directed at seat belts. Pre/post survey results also indicated that respondents perceived an increase in enforcement activity towards seat belt use. Two measures of perceived enforcement indicated an increase in the proportion of motorists believing that “police in their communities were writing more tickets now than before” and “a ticket for non-use was more likely now than before.” These measures indicated an increase over the course of the Mobilization.

**Past 30 Days, Seen or Heard of Special Police Efforts Toward Belts by State**

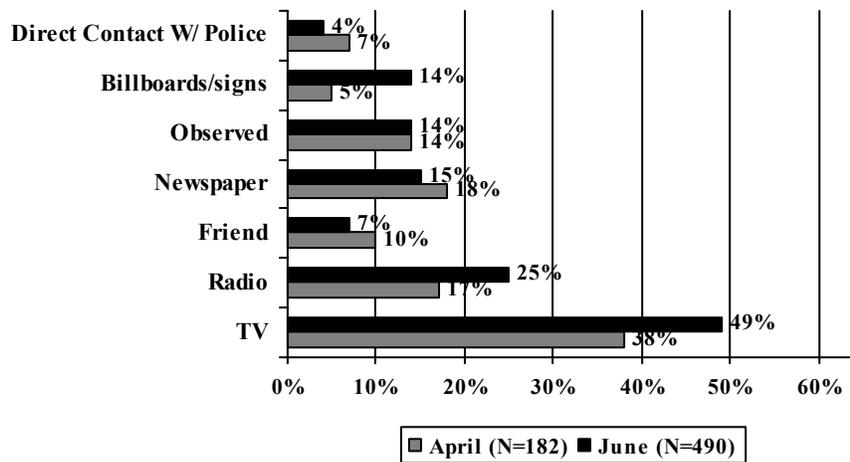


\* = significant

Source: SRBI Telephone Surveys

Pre-surveys indicated that respondents mostly received messages concerning seat belts and seat belt enforcement via television and radio. Post-surveys indicated that both television and radio exposure increased during the May 2004 Mobilization, and billboards and signs to a lesser extent.

**Where Respondents Saw or Heard of Special Enforcement Effort (Subset of Total Respondents)**



\* = significant

Source: SRBI Telephone Surveys

Comparisons with three previous national telephone surveys (May 2002, November 2002, and May 2003) indicated continued increases in awareness of National Mobilizations and *Click It or Ticket* in particular over time. Comparisons also indicated an upward trend in the belief that “police are writing more tickets now than before.” However, the perceived likelihood of being ticketed did not change appreciably across the survey waves. Support for stronger seat belt laws has remained high over the course of several Mobilizations.

**Special Evaluation: The *Buckle Up in Your Truck* Program**

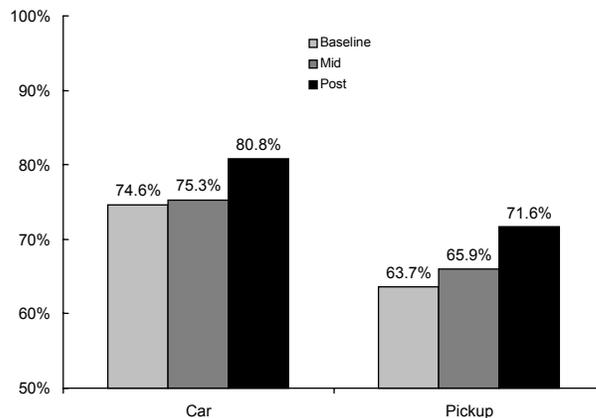
Five States conducted a special paid advertisement campaign over a two-week period immediately preceding their May Mobilization. The five participating States included Arkansas, Louisiana, New Mexico, Oklahoma and Texas. A single advertisement was produced and aired for the two-week period. The purpose of the campaign was to demonstrate a method for improving the disproportionate problem of unrestrained occupants in pickup trucks. Therefore the content of the advertisement focused on the danger of riding unrestrained inside a pickup truck. The advertisement accompanying the May mobilization was not enforcement centered, but it was followed by a fully implemented *Click It or Ticket* high visibility enforcement program.

Observational surveys of seat belt use were conducted to track the seat belt usage rate before, during and after the May Mobilization. Observational surveys were first conducted before any *Buckle Up in Your Truck* publicity aired, in order to establish a baseline use rate. A second survey was conducted during the latter-half of *Buckle Up in Your Truck* publicity but before any subsequent *Click It or Ticket* publicity aired. A third survey was conducted immediately after both, *Buckle Up in Your Truck* and *Click It or Ticket*, programs concluded.

**Changes in Seat Belt Use**

Observational surveys of seat belt use measured a minimal increase in belt usage one-week after the *Buckle Up in Your Truck* ad-spots began airing (+2 percentage points for occupants in pickups; +1 for occupants in passenger cars). A larger increase was measured soon after the combined programs, *Buckle Up in Your Truck* and *Click It or Ticket*, concluded. At that point in time, pick-up truck occupant belt use measured eight points higher as compared to the baseline observations. Comparably, belt use for passenger car occupants measured six points higher, reducing the car/pick-up truck disparity in seat belt usage by two percentage points.

**Observations of Seat Belt Use, Five South-central States;  
Car versus Pickup Truck Occupants; May 2004**



## Driver License Office Survey Results

Driver survey results indicated a sharp increase in awareness of messages concerning seat belt use and pickup trucks (See Q1 in table below). Most of that increase was measured during the latter-half of *Buckle Up in Your Truck* publicity (Mid), before the subsequent *Click It or Ticket* publicity began airing. Awareness continued to measure higher than Baseline at Post. Higher awareness of messages concerning seat belts and pick-up trucks was evident for drivers of cars or pickup trucks. Although not shown in the table below, increases in awareness were greatest among male respondents ages 21-39.

Results from the survey also indicated that the *Buckle Up in Your Truck* publicity was not necessarily received as an enforcement message (Q2). Surveys measured a relatively small increase in the proportion of respondents seeing or hearing about seat belt enforcement at the time of Mid survey. The Post measurement, taken immediately after the subsequent *Click It or Ticket* high visibility enforcement program wave effort, indicated a much higher awareness of enforcement efforts.

The proportion of respondents recalling the slogan *Buckle Up in Your Truck* increased slightly from Baseline to Mid measurement and recall change relatively little by the time of the last measurement.

### Driver License Office Survey Selected Results, Five South Central States; Car versus Pick-up Truck Drivers; May & November 2004

<b>Q1. Have you seen/heard anything about seat belts and pickup trucks? (Percent Indicated "Yes")</b>					
	<b>Baseline (May 2004)</b>	<b>Mid (May 2004)</b>	<b>Post (1) (May 2004)</b>	<b>Post(2) (Nov. 2004)</b>	<b>Percentage point diff. Baseline-to-Post(2)</b>
(N)	(3,058)	(2,806)	(3,085)	(3,042)	
Car	18%	28%	30%	29%	+11
Pickup	30%	41%	46%	40%	+10
Overall	21%	32%	34%	32%	+11

<b>Q2. In past month, have you seen/heard about police enforcement? ("Yes")</b>					
	<b>Baseline</b>	<b>Mid</b>	<b>Post (1)</b>	<b>Post (2)</b>	
Car	50%	55%	77%	57%	+7
Pick-up	55%	58%	78%	63%	+8
Overall	51%	55%	76%	59%	+8

<b>Q3. Heard of <i>Buckle Up In Your Truck</i>? ("Yes")</b>					
	<b>Baseline</b>	<b>Mid</b>	<b>Post (1)</b>	<b>Post (2)</b>	
Car	2%	7%	4%	7%	+5
Pickup	3%	8%	6%	9%	+6
Overall	2%	6%	4%	8%	+6

## Amarillo

The Texas Department of Transportation chose Amarillo, Texas, to further test the effectiveness of *Buckle Up in Your Truck* paid publicity and community outreach. Wichita Falls, Texas, was selected as a comparison community. The community of Amarillo received an unprecedented level of *Buckle Up in Your Truck* paid advertisement publicity during November 2004; the comparison community of Wichita Falls received no *Buckle Up in Your Truck* paid publicity. This was the first time that paid publicity would be purchased specifically to reach pick-up truck occupants in the Amarillo market area.

Also, in November 2004, the voiceover of the advertisement was changed to have an enforcement centered message. The May 2004 advertisement did not have an enforcement message. Both communities received some *Click It or Ticket* publicity.

Observational surveys of seat belt use conducted by Texas A&M, Texas Transportation Institute measured an increase in seat belt use in Amarillo in comparison to Wichita Falls. Increases were greatest among pick-up truck occupants (+12) in Amarillo, narrowing the car/pick-up truck disparity in seat belt usage by four percentage points.

**Percentage-Point Change in Seat Belt Usage;  
Buckle Up in Your Truck – Amarillo, November 2004**

	Baseline Percent	Post Percent	Percentage-point Diff. Baseline-to-Post
<b>Amarillo, TX (N=2,400)</b>			
Car	81	89	+8
Pickup	72	84	+12
<b>Wichita Falls, TX (N=2,400)</b>			
Car	84	88	+5
Pickup	77	82	+5

Driver License Office Surveys collected in Amarillo indicated a substantial increase in the proportion of respondents hearing messages concerning seat belts and pickup trucks (22-percentage-point increase). No measurable increase occurred in the comparison community, Wichita Falls. Survey results indicated an increase in the proportion of respondents recalling the *Buckle Up in Your Truck* program in the test community. No increase was measured in the comparison community.

## Discussion

Approximately \$30 million was spent on advertising enforcement focused messages nationwide. Law enforcement across the Nation issued more than 650,000 seat belt tickets during a two-week enforcement phase. Belt use increased in 41 of 50 States and in the District of Columbia.

Results from driver surveys indicated that there was a high awareness of media messages and that the *Click It or Ticket* slogan, in particular, gained much attention. Support for stronger seat belt laws and the enforcement they allow has remained strong over the course of four National Mobilizations (2002-2004).

The results of this evaluation confirmed that intensive, short term and well-publicized enforcement can produce gains in seat belt usage.

## TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b> .....	<b>1</b>
<b>I. Introduction</b> .....	<b>2</b>
<b>II. STEP Model Description</b> .....	<b>5</b>
The <i>Click It or Ticket</i> STEP Model and Timeline .....	5
<b>III. Evaluation Method</b> .....	<b>10</b>
Observational Surveys of Belt Use .....	10
Pre/Post Telephone Survey .....	10
Driver Licensing Office Survey.....	10
<b>IV. Results</b> .....	<b>12</b>
Observational Surveys of Belt Use .....	12
The <i>Buckle Up in Your Truck</i> Program, May 2004 .....	25
<b>V. Discussion</b> .....	<b>29</b>
<b>References</b> .....	<b>31</b>
<b>APPENDICES</b>	
<b>National Telephone Survey Banners</b> .....	<b>A1</b>
<b>National Telephone Survey Results</b> .....	<b>A4</b>
<b>Sample Driver License Office Survey</b> .....	<b>B1</b>

## I. INTRODUCTION

Seat belts can reduce death and serious injury of front seat occupants in traffic crashes by nearly 50 percent. Yet of the 31,904 occupants killed in traffic crashes in 2003, an estimated 56 percent were not wearing seat belts. According to NHTSA, seat belts are the most effective safety device in vehicles and would save thousands more lives annually if everyone buckled up.

Selective Traffic Enforcement Programs (STEPS) are a proven method to change motorists' behavior quickly. Occupant protection STEPs can raise seat belt use rates more substantially and more rapidly than any other currently available program because they create a perception among motorists that they will be ticketed if they do not buckle up.

STEPS typically span several weeks with the first and second weeks focused just on publicity and the remaining weeks concentrated on publicity combined with intense and highly visible enforcement.

Canada was the first country in North America to demonstrate that highly publicized occupant protection enforcement increases compliance with occupant protection laws. In the mid-1970s, mandatory seat belt laws were passed in the Canadian provinces. Within months, the seat belt use rate surged to as high as 71 percent. However, shortly thereafter, the use rate declined. Years later, occupant protection STEPs used in several provinces led to sharp increases in seat belt use (Jonah et al., 1982; see also Williams et al., 2000). Continued use of STEPs contributed to Canada's achievement of an 87 percent use rate by the 1990s.

New York State experienced a similar rise and fall in its seat belt use rate following passage of the first statewide seat belt law in the United States in 1984. In 1985, the community of Elmira in Chemung County, New York, conducted a three-week publicity and enforcement program based on the Canadian occupant protection STEP (OP STEP) model. The Elmira OP STEP effort, the first in the United States, successfully reversed a falling seat belt use rate. The use rate improved from 49 percent to 77 percent in just three weeks time (Williams et al., 1987).

North Carolina enacted a seat belt law in 1986. Shortly thereafter, police officers began issuing tickets and seat belt use rose to 78 percent, higher than anywhere else in the country. By the middle of 1993, the rate had dropped to 65 percent. North Carolina decided to embark on a long-term program to increase its seat belt use rate in 1994. The program was named *Click It or Ticket* (CIOT) and it was the first statewide occupant protection STEP attempted in the United States.

North Carolina began by using a STEP model resembling the Canadian and Elmira programs. High levels of seat belt and child restraint use were achieved using stepped up enforcement, increased publicity and widespread public information and education focusing on enforcement. By July 1994, OP STEPs in North Carolina had achieved an 81 percent driver seat belt use rate (Insurance Institute for Highway Safety, 1994).

Between 1995 and 1997, NHTSA funded statewide occupant protection STEPs in over two-dozen States under the auspices of the Campaign Safe and Sober program. These States conducted an average of four STEP waves for each year of funding. Most of these programs garnered widespread law enforcement support. But unlike CIOT in North Carolina, none of these programs extensively used paid media. Instead, these States relied heavily on earned media and public service announcements to get their message to the public. Furthermore, program publicity was not always focused on stepped up enforcement, but rather on health and safety themes. All of these STEP States experienced measurable increases in belt use over time, though the wave-to-wave increases were usually small (Solomon et al., 1999).

In November 2000, South Carolina adopted the CIOT program. This STEP program included both an earned and paid media effort supported by a grant (\$500,000) from the Air Bag and Seat Belt Safety Campaign. Both the paid and earned media efforts focused exclusively on occupant restraint high visibility enforcement. During a two-week enforcement period, the South Carolina Highway Patrol, in association with local law enforcement, conducted 3,303 checkpoints and wrote 19,815 belt use citations. By the end of the two-week enforcement period, 80 percent of motorists surveyed at DMV offices reported knowing of *Click It or Ticket*; 82 percent heard about checkpoints; and 40 percent had actually gone through a checkpoint. Observed front seat occupant belt use increased by 14 percentage points, from 65 percent before enforcement to 79 percent during the second enforcement week (Solomon and Preusser, in process).

Shortly after South Carolina's successful CIOT campaign, a partnership among NHTSA Region IV officials, the Air Bag and Seat Belt Safety Campaign and State highway safety officials was formed to conduct a *Click It or Ticket* program across the southeast. All eight States in the region, Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee participated. The May 2001 program was structured so that all of the States simultaneously undertook a five-week earned media campaign, a two-week paid media campaign beginning one week after the start of earned media, and a two week intensive high visibility enforcement effort beginning one week after the start of paid media. Locally conducted, before, during, and post observations of belt use and surveying of awareness of the program were also carried out. Some 3,250 law enforcement agencies participated in the program, conducting over 25,000 checkpoints or patrols during the two-week enforcement period. Enforcement resulted in 119,805 seat belt citations, 9,495 child restraint citations, 8,478 DWI arrests, recovery of 254 stolen cars and apprehension of 1,471 fugitives. Results of surveys conducted in driver licensing offices throughout the eight States showed a dramatic increase in awareness of recent seat belt messages on television and radio, as well as in the print media. Observations of seat belt use showed statewide increases of between four and twenty percentage points across the States (Solomon, 2002).

Evaluation of the southeast region-wide program provided evidence that the full implementation of the *Click It or Ticket* model, specifically the use of paid media, can contribute to an improved belt use rate. The study States, though, were all within one geographical region. To evaluate more widespread application of the CIOT model and to measure its effectiveness, a wider geographical range of States would be needed.

The availability of Federal grants for seat belt enforcement under the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21) has made periodic seat belt enforcement STEPs commonplace in the United States. TEA-21 funds have only recently been directed towards funding paid advertisement campaigns, telling motorists to put on a seat belt or else be ticketed. During spring 2002, one State from each of NHTSA's 10 Regions agreed to organize and implement a CIOT or similar program. States were asked to:

- Carry out a CIOT model program;
- Follow established timeline for activities;
- Saturate television and/or radio markets with enforcement focused paid advertisements;
- Vigorously enforce the seat belt law;
- Use *Click It or Ticket* or like slogan; and
- Conduct evaluation model.

The results of the May 2002 CIOT program evaluation confirmed that intensive short term and well publicized high visibility enforcement can produce large gains in seat belt use. The results also suggested that enforcement with only modest paid media and intensive enforcement with no paid media has some effect on the belt use rate, but not to the same extent as full implementation of CIOT with paid advertisement placement.

Nearly every State currently uses occupant protection STEPs to improve the seat belt use rate. Prior to 2004, most States conducted at least two OP STEP waves per year and most schedule wave activities to occur simultaneously with the National Mobilizations in May and November. In 2004, the National Mobilization occurred only in May and States focused their high visibility enforcement activities around this one mobilization. The Mobilization was conducted by NHTSA and the Air Bag and Seat Belt Safety Campaign of the National Safety Council in conjunction with thousands of State and local law enforcement agencies. Because a large number of States currently use the *Click It or Ticket* slogan (about two-thirds), the National Mobilization is also referred to as a *Click It or Ticket* campaign.

The Federal Government released an unprecedented level of funding for the May 2004 Mobilization (approximately \$30 million) for the purchase of paid advertisements. The Department of Transportation targeted \$12 million for the purchase of national advertisement on television and radio broadcasts. Additionally, States targeted nearly \$20 million of TEA-21 grant funding for advertisements during local programming. Both national and State advertisements were enforcement focused and largely targeted teens and young adults with the message *Click It or Ticket*, or similar.

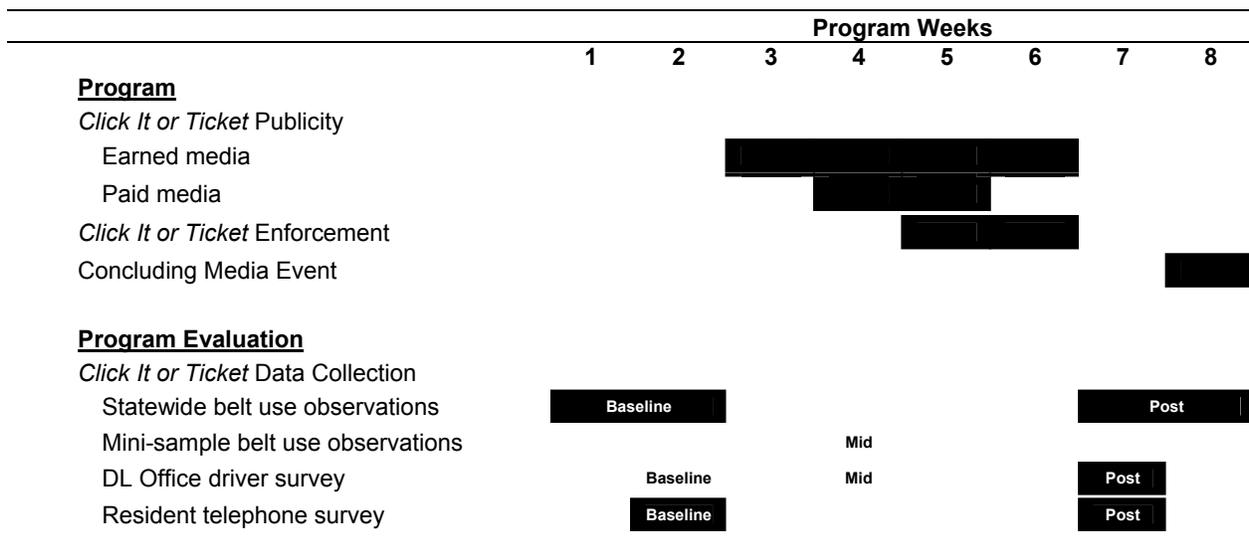
This report presents results from an evaluation of the May 2004 *Click It or Ticket* National Mobilization. In particular, this report summarizes activities and outcomes reported to NHTSA by individual States. States' information reported to NHTSA included both process and outcome information. Wherever possible, the information reported to NHTSA was verified by individual States to help ensure that the results presented in this document were as up to date as possible.

## II. STEP MODEL DESCRIPTION

### The *Click It or Ticket* STEP Model and Timeline

A *Click It or Ticket* program is an occupant protection Selective Traffic Enforcement Program (OP STEP). The high visibility enforcement is fully supported with intensive paid publicity that focuses primarily on enforcement of occupant restraint laws. The program model includes: 1) data collection, before, during and immediately after media and enforcement phases; 2) earned and paid publicity announcing strict enforcement; 3) high visibility enforcement each day of the two-week enforcement period; and 4) a media event announcing program results and thanking all the participants in the community (Figure 1).

**Figure 1. Timeline**



### Mobilization Publicity

The CIOT model includes both earned and paid media. Seat belt high visibility enforcement messages are repeated during the publicity period. Messages specifically stay focused on enforcement continuing to remind motorists to buckle up or receive a ticket, in other words, *Click It or Ticket*.

### Earned Media

Earned media is coverage by broadcast and published news services. Earned media generally begins one-week before paid media, two weeks before enforcement, and continues throughout other phases of the program. An earned media event, like a press conference and press release, is typically used to announce the ensuing enforcement program. Additional events continue to bring news coverage to the ongoing enforcement effort. Press releases can be used to update the public on the latest program details.

### Paid Media

CIOT paid advertisement campaigns usually last two weeks. During this period, radio and television advertisements air extensively. Paid advertisements are strategically placed at times and places intended to maximize exposure to selected audiences. Typically, both radio and television advertisements are timed to air at pre-selected times that maximize exposure. Paying for advertisement placement is necessary to reach the largest audience and specific target groups within a short time frame. Radio advertisements, timed to run during drive times, attempt to reach motorists when they most likely are in

their vehicles. Television advertisements aired at times when the most viewers are watching. Additionally, some of the television and radio airtime may be strategically placed to reach low belt use groups (i.e. youth, pick-up truck occupants, rural populations, etc.).

### **Mobilization High Visibility Enforcement**

CIOT high visibility enforcement campaigns usually last two-weeks. During this period, zero-tolerance enforcement focusing on seat belt violations is carried out statewide. Ideally, traffic enforcement stays focused on seat belt violations above all other traffic violations. Making seat belt use the principal focus for enforcement may be easier in locations with seat belt laws allowing for standard enforcement. That is, compared to locations with secondary laws (where a driver must be stopped for some other violation before a citation for non-use can be issued). But focusing on seat belts is possible in both legal environments. Various enforcement techniques used during the period of enforcement may include, checkpoints, saturation patrols and routine patrols. Checkpoints are ideal because of their high visibility. Whatever enforcement tactics are used, keeping traffic enforcement visibly present for the entire enforcement period is a central component of CIOT.

### **Concluding Media Event**

Weeks after ending CIOT publicity and enforcement, a concluding media event is used to publicize results. Program results and recognition of contributions from the community are supplied to the media for public exposure.

### **Evaluation Description**

CIOT programs are evaluated in a number of ways. Observed seat belt use and motorists' attitudes and knowledge of police activity are tracked. Data are collected week-by-week; before, during and at the height of the enforcement effort and just after the conclusion of special enforcement and media activities. Evaluation methods are explained in more detail in the next chapter.

### **May 2004 National Mobilization**

During spring 2004, all 50 States throughout the United States, the District of Columbia, Puerto Rico and the U.S. Virgin Islands organized occupant protection STEP programs for the May 2004 National Mobilization.

Leadership was crucial to planning and implementing necessary elements to ensure successful campaigns. Although campaign publicity and enforcement lasted over a four-week period, organizing the campaign took months. During that time, official and enforcement support had to be garnered and a publicity and enforcement plan needed structuring, along with an evaluation plan.

Implementation of campaign publicity and enforcement lasted four weeks, in most States. During that period, States typically followed a similar schedule for conducting the enforcement and publicity campaign. In theory, operating jointly in a National campaign conveyed a unified enforcement presence and strengthened the message.

### **Earned Media Activity Description**

In most States, the formula for earned media was the same. Earned media typically started two weeks before the high visibility enforcement effort, usually with a flurry of kick-off press events, featuring newsworthy personalities at all levels of government and law enforcement, as well as spokespeople for health and highway safety advocacy groups. Press releases were distributed to local print news before, sometimes during, and after to raise awareness of the campaign. Additional actions continued to bring news coverage to the ongoing enforcement effort. Earned media efforts were sustained on an almost daily basis through the end of the campaign. These events were intended to attract public

attention to the overall program intent, show statewide support for the campaign, and announce how and when the campaign would occur.

### Paid Media Activity Description

Similar to previous years, individual States directed TEA-21 grant funds towards placing paid advertisements that encouraged motorists to put on a seat belt. The level of funding, however, was far greater compared to previous Mobilizations. For example, nearly \$5 million was spent by 41 States in November 2002 to advertise high visibility enforcement efforts; more than three times that level (\$16 million) was budgeted by States/territories (45) for the May 2003 Mobilization; approximately 6¢ per resident. Approximately \$32 million was directed toward enforcement centered advertisements for the May 2004 Mobilization. Ten million of the 32 million was used to purchase placement for a National advertisement spot. That amount equals 4¢ per resident (Table 1). Most of that was used buying placement for television advertisements. Approximately \$20 million, about 8¢ per resident, was spent by States on paid media. Typically, the amount States spent on radio advertisements (3¢ per resident) was little more than half the amount spent on television (5¢ per residents), however a small number of States (8) spent more on radio than television and one State spent an equal amount on the two media types. States generally spent far fewer dollars buying advertisement space in newspapers and on billboards.

**Table 1. Amount Spent Across States on Paid Advertisements; May 2004 Mobilization**

	Estimated dollars spent on paid advertisements	Cents per resident
National Buy	\$10,000,000	4¢
Total (48 States/Territories reported)	\$20,000,000	8¢
Television	\$12,000,000	5¢
Radio	\$7,000,000	3¢
Newsprint and Billboard	\$1,000,000	<1¢

### Bonus Media

The 2004 *Click It or Ticket* campaign received a total network television and radio added-value of \$2.9 million. Cable TV (e.g., ESPN, WB, Comedy Central) contributed 51 percent, broadcast TV (e.g., NBC, ABC, FOX, CBS) contributed 38 percent, and radio contributed 11 percent. Seventeen States also required technical assistance for their media buy and the campaign received 72,534 bonus spots with an added value of \$4.3 million. Thus, the grand total of added-value was \$7.2 million.

### Seat Belt High Visibility Enforcement Activity Summary

Table 2 presents the total number of law enforcement agencies (LEAs) across 50 States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands that reported May Mobilization enforcement. Thirty-nine percent (7,515) of the LEAs across the country reported on May Mobilization activities, down somewhat from the previous year when forty-one percent of LEAs reported on activity. Nearly an equal proportion of LEAs reported in primary States as did in secondary States.

**Table 2. Enforcement Descriptions**

<b>Number Reporting</b>	<b>Number of LEAs</b>	<b>Number of Reporting LEAs</b>	<b>% LEAs Reporting</b>
Total (53)	19,205	7,515	39%
Primary Law (23)	10252	3971	39%
Secondary Law (30)	8953	3544	40%

Table 3 shows the number of seat belt citations issued during the Mobilization and citations issued per 10,000 residents. Enforcement results were dependent not only on level of ticket writing, but also on the number of agencies reporting and completeness in reporting. Several States provided information indicating that far fewer than the total number of participating agencies actually reported and, as such, what is presented in Table 3 underscores total enforcement activities. Across the 53 States and territories that reported number of seat belt tickets issued, 657,305 tickets were reported issued for non-compliance with seat belt laws. States with standard, or “primary,<sup>2</sup>” seat belt use laws issued the majority of seat belt tickets. Primary law locations issued 74 percent of the seat belt tickets (488,287) and secondary law locations issued 26 percent (169,018). Primary law States also issued tickets at a greater per resident rate than States with secondary laws.

The difference in ticketing level is obvious when looking at citations per resident population. Based on U.S. Census population figures (U.S. Census, 2000), primary locations issued 30 seat belt tickets per 10,000 residents, secondary locations issued 15.

Another notable difference is that secondary law locations issued speeding tickets at nearly double the rate of primary law locations, 22 versus 12 citations per 10,000 residents. The difference may be due to the fact that secondary enforcement requires a vehicle to be stopped for a reason other than non-compliance with the seat belt law. Rates of DWI arrests were more even between the different law-type locations. The States and territories reported 22,420 alcohol related arrests during the period of enforcement.

---

<sup>2</sup> Primary belt use laws allow an officer to stop or cite a motorist for a belt use violation whether or not another violation has occurred. Remaining States have “secondary” laws under which the officer must first stop or cite the motorist for some other violation before a belt ticket can be issued. One State, New Hampshire has no seat belt use law pertaining to adult belt use. In this paper, New Hampshire is grouped among the States with secondary laws.

**Table 3. Reported Citations/Arrests**

---

<b>Number reporting</b>	<b>Belt citations issued</b>	<b>Citations per 10,000 residents</b>
Total (53)	657,305	24
Primary Law (23)	488,287	30
Secondary Law (30)	169,018	15

---

<b>Number reporting</b>	<b>Speeding citations issued</b>	<b>Citations per 10,000 residents</b>
Total (53)	448,672	16
Primary Law (23)	198,368	12
Secondary Law (30)	250,304	22

---

<b>Number reporting</b>	<b>DWI Arrests</b>	<b>Arrests per 10,000 residents</b>
Total (53)	28,186	1
Primary Law (23)	14,317	1
Secondary Law (30)	13,869	1

---

### III. EVALUATION METHOD

All States committed resources to evaluate their individual effort. National coordination facilitated shared data collection procedures among evaluators.

#### **Observational Surveys of Belt Use**

Nearly every State conducted and reported statewide surveys of belt use following the period of stepped up enforcement. Most of the surveys were completed within the month of June 2004. These surveys generally followed NHTSA guidelines for conducting statewide surveys. NHTSA guidelines require that:

- States have a probability-based survey design;
- data be collected from direct observation of seat belt use;
- the relative error of the seat belt use estimate not exceed five percent;
- counties or other primary sampling units totaling at least 85 percent of the State's population be eligible for inclusion in the sample; and
- all daylight hours for all days of week be eligible for inclusion in the sample.

NHTSA guidelines also require that the determination of a seat belt use rate be based on all types of passenger motor vehicles including passenger cars, pickup trucks, vans, minivans, and sport utility vehicles and that surveys include observation of both drivers and front seat outboard passengers and both in-state and out-of-state vehicles.

Observational surveys of statewide seat belt use from the previous year were compared with statewide rates reported for June 2004.

#### **Pre/Post Telephone Survey**

Random dial telephone surveys were conducted before announcing the high visibility enforcement program to the public (April 2004) and after the period of enforcement ended (June 2004). The survey instrument used was a NHTSA developed instrument, designed to measure drivers' knowledge and awareness related to seat belts, laws governing their use, and exposure to seat belt enforcement programs (see Solomon, 2002). The survey instrument did not change between the two survey waves (see questionnaire in Appendix A).

Survey samples were designed to represent the national population using approximately 1,200 respondents with an approximate even split between males and females.

Results from the April/June 2004 surveys were compared with previous pre/post national surveys, conducted May/June 2003, November/December 2002, and May/June 2002. Survey methodology was consistent across these surveys.

#### **Driver Licensing Office Survey**

Five States collected motorist information from drivers coming into Driver Licensing Offices. These surveys were conducted in intervals before and immediately after the National Mobilization's publicity and high visibility enforcement.

The one-page questionnaire was used to assess public knowledge and awareness, changes motorists may have made in their seat belt use behaviors, how vigorously they felt their police agencies were enforcing the law and the likelihood police would stop them. The survey form used in each State, by and large, was the same with only minor modifications to names of States, type of law, and names of law enforcement agencies as they appear on the questionnaire (see example questionnaire in Appendix B). The questionnaire remained unaltered between each survey interval in order to measure change as the

program progressed. The first wave of surveys provided baseline information. That wave took place during a week long period prior to the implementation of the *Buckle Up in Your Truck* program; a two-week advertisement campaign encouraging occupants in pickup trucks to wear their seat belts (see section titled *Special Evaluation: The Buckle Up in Your Truck Program*). A second survey wave was conducted approximately ten days into the two-week period of pickup truck advertisements and before any May Mobilization publicity aired. A third survey wave measured program effects immediately after the May Mobilization's publicity and enforcement ended. A subsequent wave of surveys followed a much less aggressive OP STEP wave effort conducted in November 2004.

Additional driver license surveys collected in Amarillo and Wichita Falls further tested the applicability of the *Buckle Up in Your Truck* program in November 2004. The community of Amarillo received an unprecedented level of *Buckle Up in Your Truck* paid media. Amarillo never received *Buckle Up in Your Truck* publicity before. Wichita Falls never received any special *Buckle Up in Your Truck* publicity and served as a comparison community.

## IV. RESULTS

### Observational Surveys of Belt Use

Fifty States and the District of Columbia reported observed statewide seat belt usage rates for June 2004 (see Appendix C). Table 4 below shows the amount of change, comparing 2004 to 2003 usage rates, across these locations. The number of States that measured an increase in belt use far exceeded the number that did not (42 versus 7). Only two States measured no change in the use rate. Change in seat belt use rates ranged from a 7-percentage-point decrease to a 13-percentage-point increase.

Among the 21 primary law locations, 17 measured an increase, 1 stayed the same, and 3 measured a decrease. The average seat belt usage rate across these locations measured 85.9 percent (2004 statewide results, each State weighted equally). Among the 30 secondary law locations, 25 measured an increase, 1 stayed the same, and 4 measured a decreased. The average seat belt usage rate across these locations measured 74.1 percent, 12 points lower than the primary law locations.

**Table 4. Observed Change in the Measured Seat Belt Use Rates;  
Statewide Surveys, 2004 versus 2003**

	Number	Percentage point; Range	Percentage point; Mean	Percentage point; Median
<b>All</b>				
Improved	42	0.4 - 13.1	3.2	2.6
Not Improved	9	-7.1 - 0.0	-1.7	-0.8
<b>Primary Law</b>				
Improved	17	0.4 - 7.4	2.8	2.2
Not Improved	4	-1.3 - 0.0	-0.6	-.8
<b>Secondary Law</b>				
Improved	25	0.5 - 13.1	3.5	3.7
Not Improved	5	-7.1 - 0.0	-2.6	-2.3

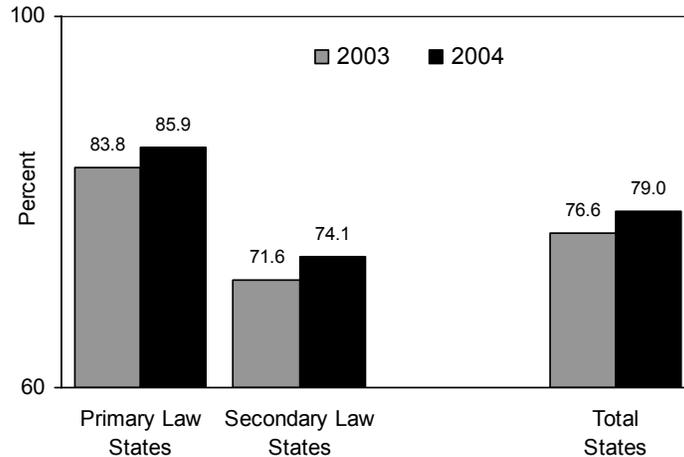
The percentage point change in belt use ranged from .4 points to 13.1 points among the locations that measured an increase in seat belt usage. Improvements in primary law locations ranged anywhere from .4 points to 7.4 points. The range for secondary law locations was somewhat broader (.5 to 13.1 points). Median increases also measured higher in secondary law locations compared to primary (3.7 versus 2.2 points). That is not surprising since secondary locations typically have more room for improvement.

Percentage point change in belt use for locations that measured no improvement had a less broad range (-7.1 to 0 points) than locations where belt use improved (.4 to 13.1 points). The point range for primary law locations measured -1.3 to 0 points. The range for secondary locations was broader partially due to the fact that one State slipped considerably (-7.1 points). Comparison of median averages indicated that among primary and secondary States that experienced drops in usage, the decreases were relatively small (2.3 and .8 respectively).

Statewide survey results averaged across the 50 States and the District of Columbia measured the seat belt use rate in 2003 at 76.6 percent (Figure 2). A 2.4-percentage-point increase was measured in

2004 (79%). Seat belt use rates in primary law locations generally measure higher compared to secondary law locations. That remained unchanged in 2004. While gains in seat belt usage were measured in both primary law and secondary law locations, the group of primary law locations continued to measure 12 percentage points higher (2003, 83.8 versus 71.6; 2004, 85.9 versus 74.1).

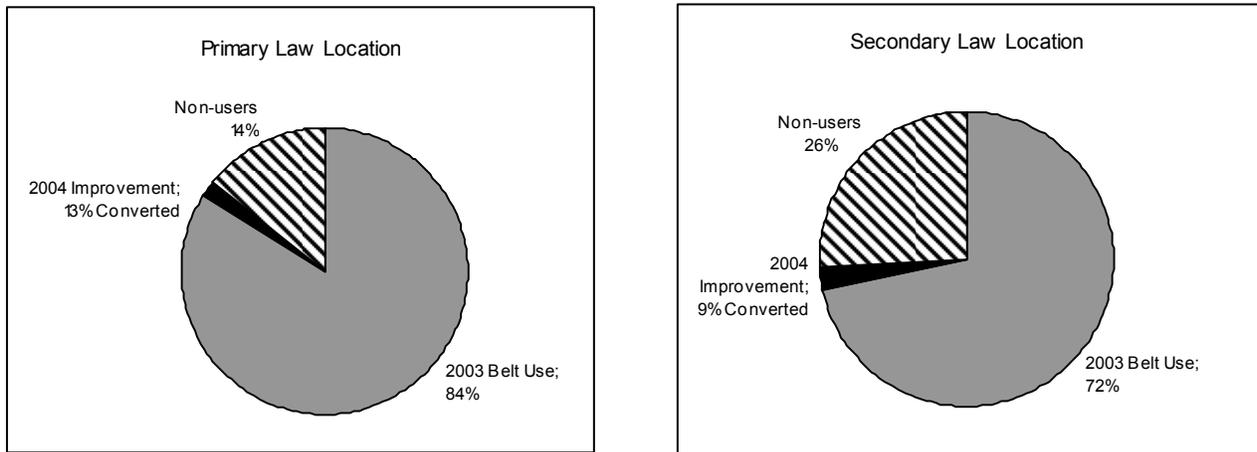
**Figure 2. Seat Belt Use Rates; Statewide Surveys, 2004 versus 2003**



\*Belt use rates are calculated by giving each State and equal weight of 1.

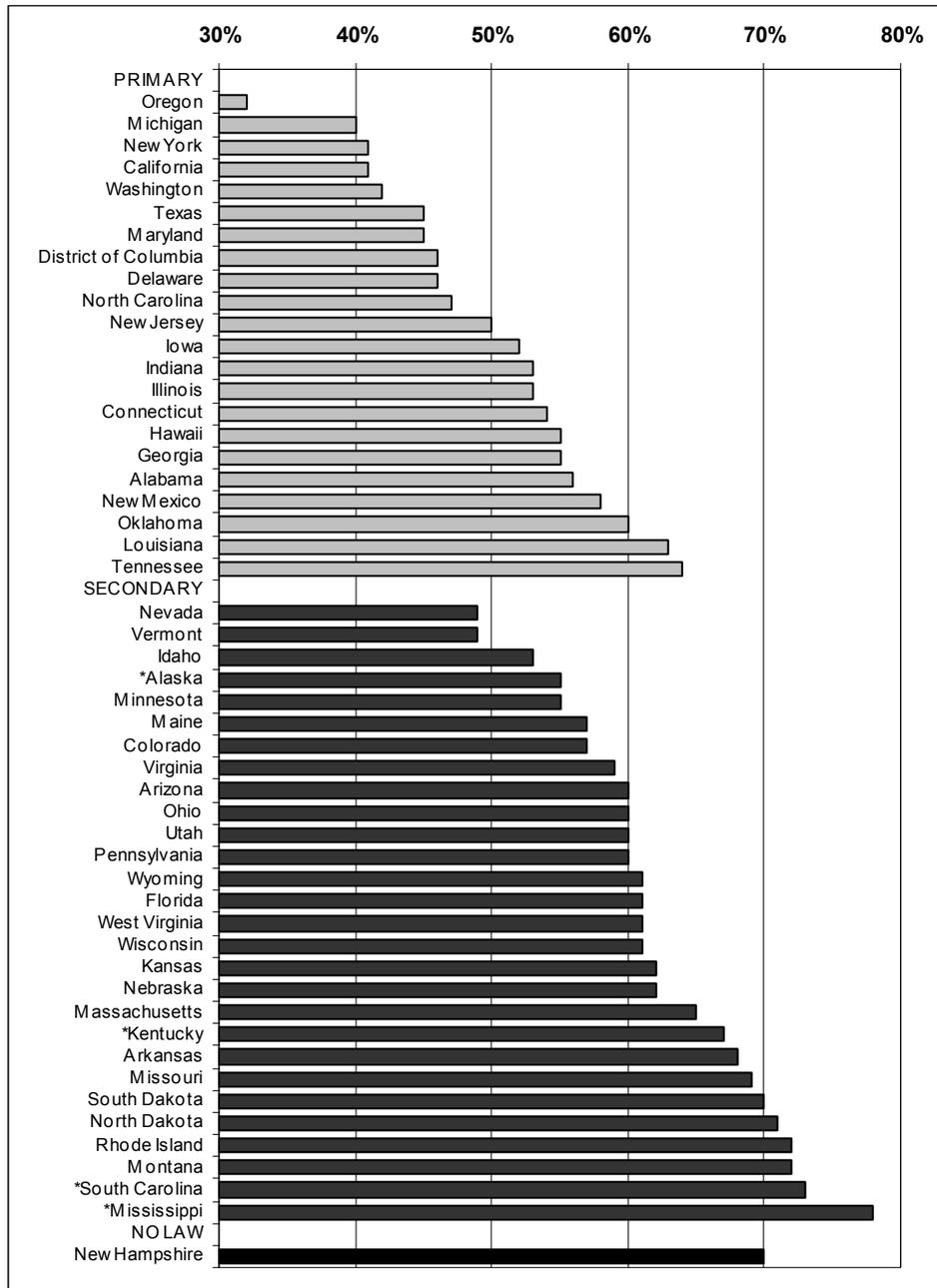
It should be noted that historically primary States, on average, have higher belt usage rates than do secondary States (each State weighted equally, 86 versus 74 percent in 2004). Theoretically, it is harder for primary States to increase their belt use compared to secondary States. For example, increasing belt usage 5 percentage points from 85 to 90 percent is more difficult than going from 60 to 65 percent. One measure of seat belt usage rate change that seeks to account for this is the measure of *conversion rates*. A conversion rate looks at the percentage of non-users who were “converted” to users. Conversion rates for the States ranged widely from -26 percent to 66 percent; the mean conversion rate was 10 percent and the median conversion rate measured 8 percent. On average, primary States converted 13 percent (mean) of their non-users, and secondary States converted 9 percent of their non-users (Figure 3).

**Figure 3. Seat Belt Use Improvement; Statewide 2004**



The increase in belt use is also reflected in the percentage of unrestrained passenger vehicle occupants killed. In 2004, 55 percent of passenger vehicle occupants killed were unrestrained, a 5-percentage-point decrease from 2000 (60%; Varghese & Shankar, 2006). Additionally, States with primary belt laws tend to have a lower average percentage of passenger vehicle occupants not using restraints in fatal accidents (50%) than States with secondary belt laws (62%); Figure 4).

**Figure 4. Percent of Those Not Using Restraints in Passenger Vehicle Occupant Fatalities in 2004 by State**

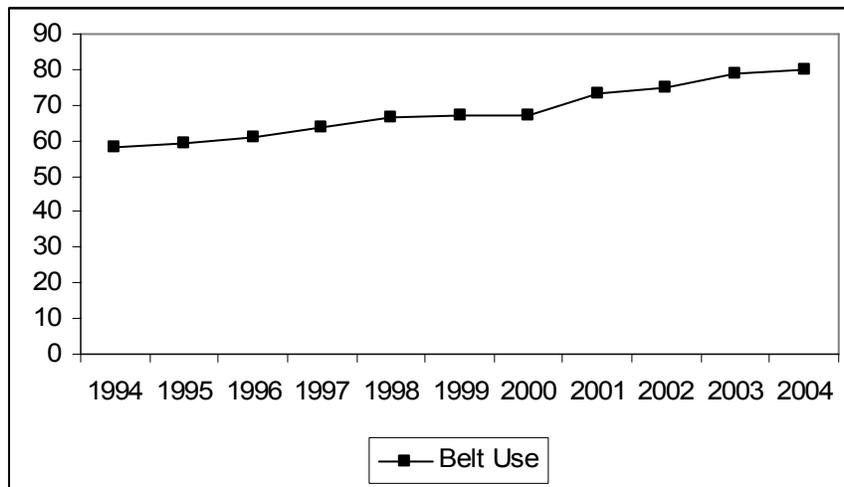


\*Since 2004, State has passed a primary seat belt law

Source: Fatality Analysis Reporting System (FARS)

Overall, seat belt use increased over the past 5 years. From 1999 to 2004, the percentage of belt use increased 15 percentage points – from 65 percent to 80 percent (Figure 5).

**Figure 5. Nationwide Seat Belt Use Rate**



Source: National Occupant Protection Use Survey (NOPUS) & Fatality Analysis Reporting System (FARS)

### **Pre/Post Telephone Survey**

The telephone surveys included a total of 2,401 respondents: 1,200 respondents in the pre-wave; 1,201 in the post-wave. Each survey sample had equal proportions by respondent gender, age, race and ethnicity, education level, type of vehicle driven most often, and (mean) number of adults in household. Comprehensive results are presented in Appendix A.

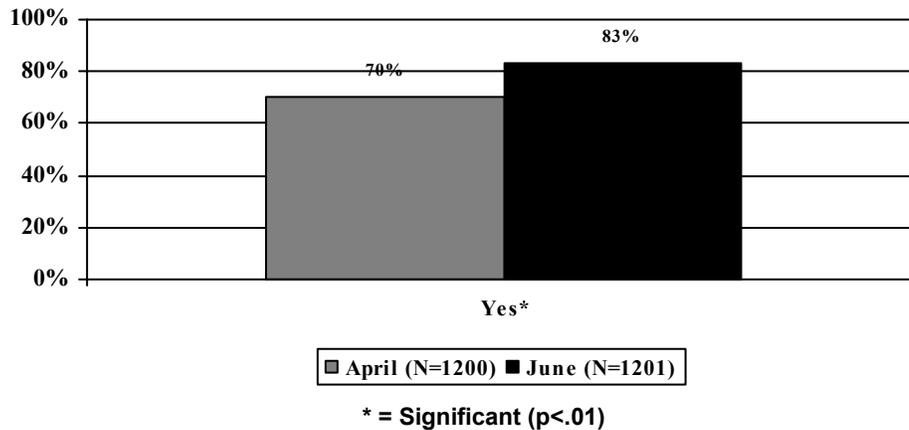
The figures that follow show results for selected questions from the baseline and post telephone surveys. Telephone survey results are grouped as they pertain to: 1) exposure to program message; 2) perception of law enforcement; 3) self-reported usage, and; 4) awareness/opinion of seat belt law.

### **Exposure to Program Message**

The telephone survey included questions asking respondents about recent exposure to seat belt messages and specifically messages concerning seat belt enforcement. Respondents who indicated exposure to messages were then asked to identify sources of those messages.

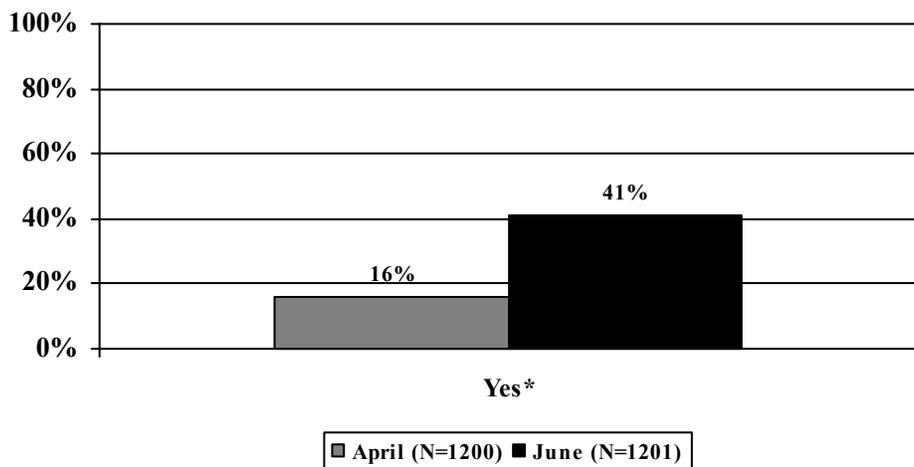
Respondents were asked if in the past 30 days they had seen or heard any messages encouraging seat belt use (Figure 6). Pre-survey (April 2004) results indicated that 70 percent of respondents had seen or heard messages encouraging seat belt use, suggesting that belt messages are generally commonplace. The post-survey (June 2004) measured an increase in the affirmative responses, to where 83 percent of respondents reported exposure to messages encouraging seat belt use.

**Figure 6. Past 30 Days, Seen or Heard Messages Encouraging Seat Belt Use by State**



A more specific survey question asked respondents whether or not they had seen or heard about the special enforcement efforts towards belts in the past 30 days. Pre-survey results indicated that few had just before the May Mobilization (16%). Figure 7 shows that changed over the course of the Mobilization. Just after the Mobilization, 41 percent of survey respondents indicated exposure to an enforcement message, an increase of 25 percentage points.

**Figure 7. Past 30 Days, Seen or Heard of Special Police Efforts towards Belts by State**



Respondents who indicated hearing or seeing a seat belt high visibility enforcement message in the past 30 days were also asked where they had seen or heard that message. Respondents indicated television as the most common source of information both before and after the Mobilization (Figure 8). Post-survey results indicated that the proportion of respondents seeing a belt high visibility enforcement message on television increased over the course of the May Mobilization (38% to 49%). Post-survey results also indicated that respondents' recall of radio messages also increased (17% to 25%).

Figure 8. Where Saw or Heard of Special Enforcement Effort (Subset of Total Respondents)\*

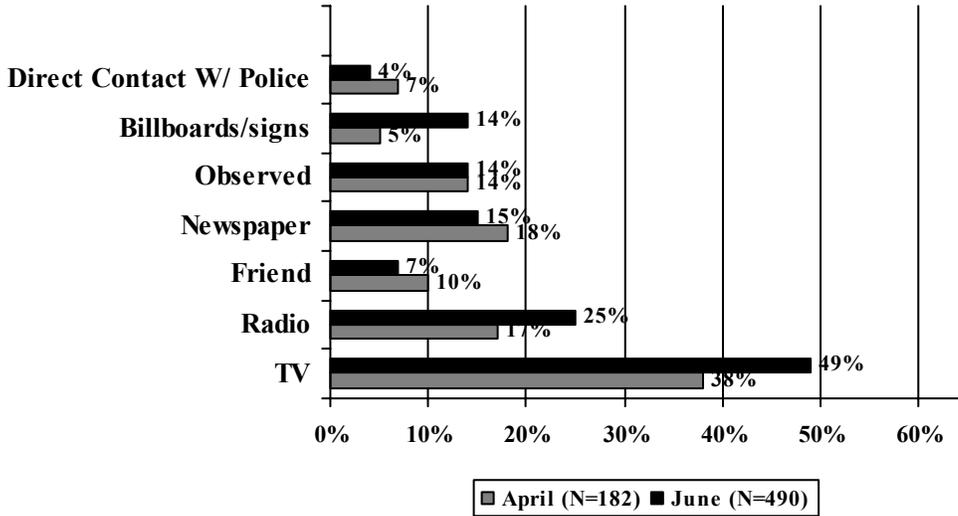
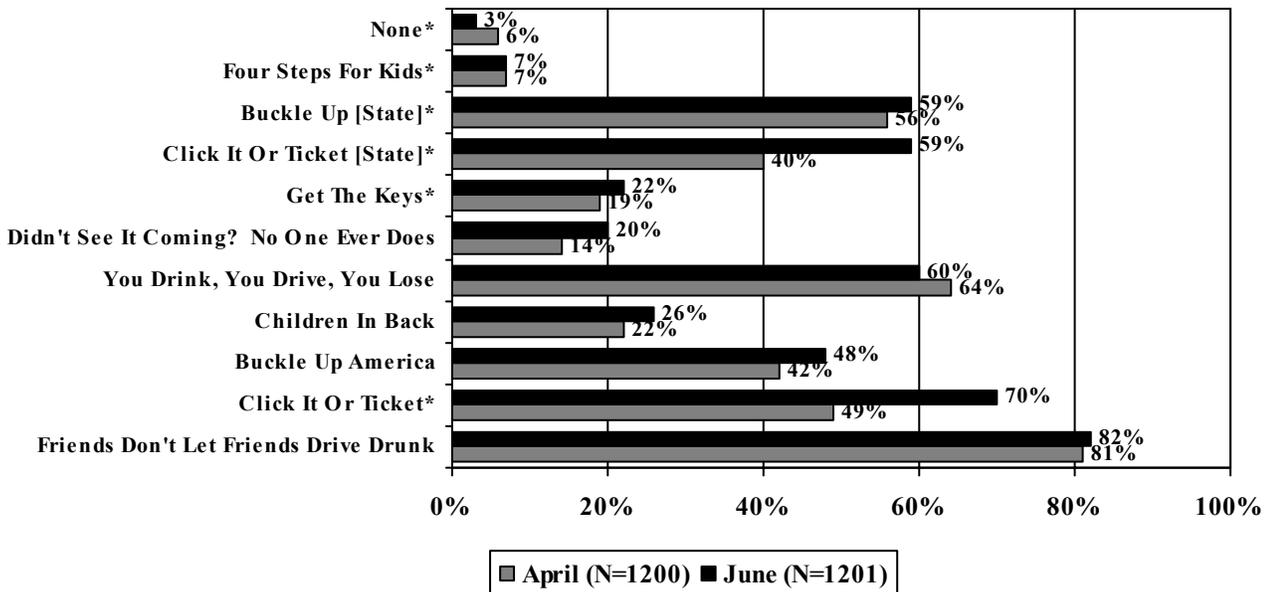


Figure 9 shows that large increases were measured in the percentage of respondents recalling the *Click It or Ticket* and the *Click It or Ticket [State Name]* slogans (21- and 19-percentage-point increases). A smaller increase was measured in recall of the already well known *Buckle Up America* (6-point increase) and *Buckle Up [State Name]* (3-point increase). The alcohol awareness slogan, *Friends Don't Let Friends Drive Drunk* remained the most recalled program slogan. Other slogans showed less recall and little or no change in recognition.

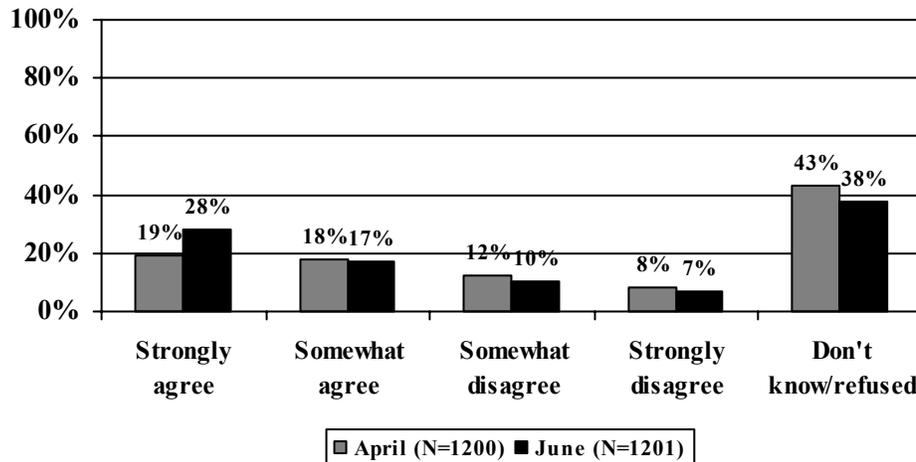
Figure 9. Recognized Principal Program Slogan by State\*



### Perception of Law Enforcement

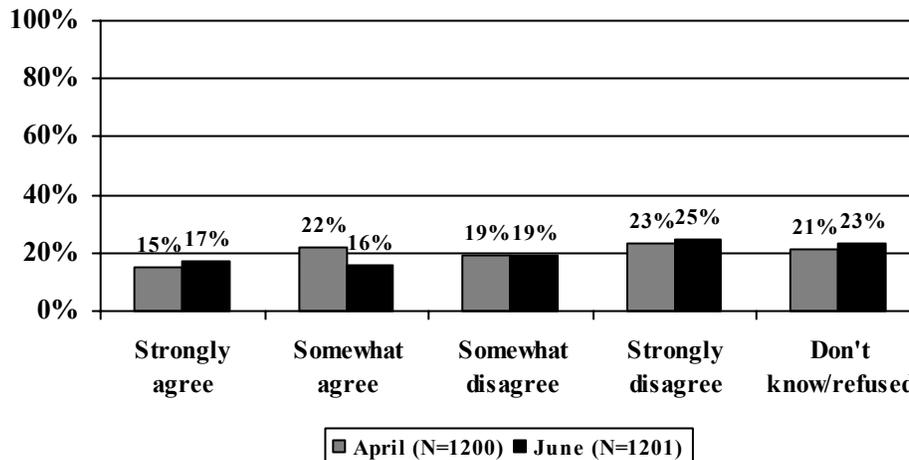
The telephone survey asked respondents a number of questions concerning perceived seat belt enforcement. Respondents were asked if they agree with the statement “that police in the community are writing more tickets now than a few months ago” (Figure 10). Pre-survey results indicated that over one-third (37%) of respondents “strongly agree” or “somewhat agree.” The proportion of respondents “strongly agreeing” increased after the Mobilization, adding 8 percentage points to the proportion of respondents that “agree” (45%).

**Figure 10. “Strongly Agree” Police in Community are Writing More Tickets Now by State**



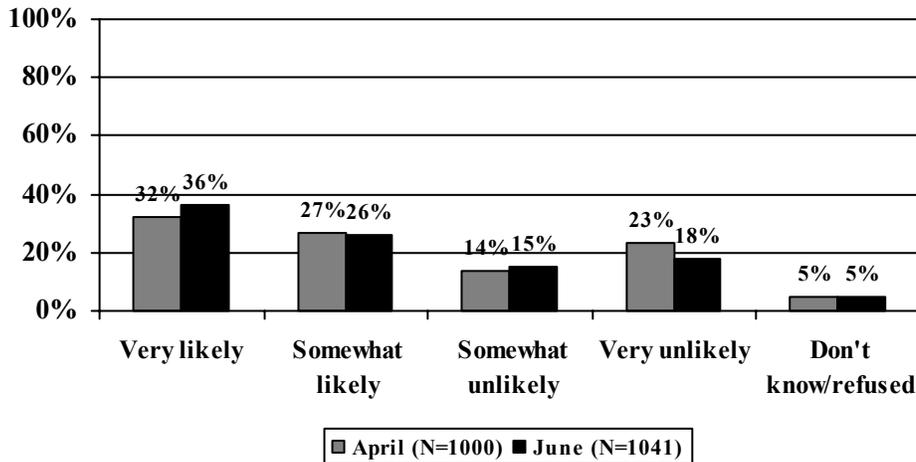
A related question asked respondents if they agree with the statement “police in my community generally won’t bother to write tickets for seat belt violations.” A sizeable proportion of pre-survey respondents (37%) expressed some level of agreement before the Mobilization (Figure 11). After the Mobilization, that proportion measured somewhat lower (33%), a decrease of 4 points.

**Figure 11. Police Generally Won’t Bother to Write Tickets for Seat Belt Violations**



Respondents were asked how likely they think the chances are to receive a ticket for not wearing a seat belt. Post survey results found that the proportion of respondents who perceived a ticket “very likely” increased 4 percentage points while the proportion who perceived a ticket “very unlikely” decreased by 5 points (Figure 12).

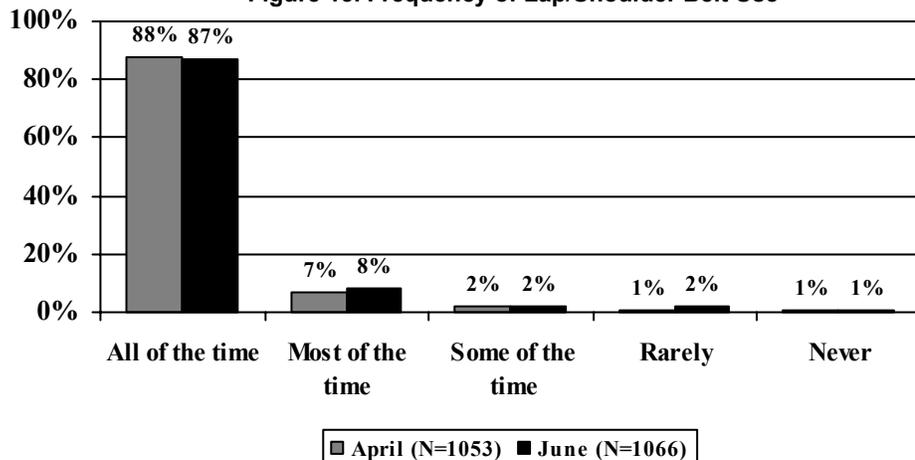
**Figure 12. Reports That Over Past Six Months Ticket for Non-Use was “Very Likely” by State**



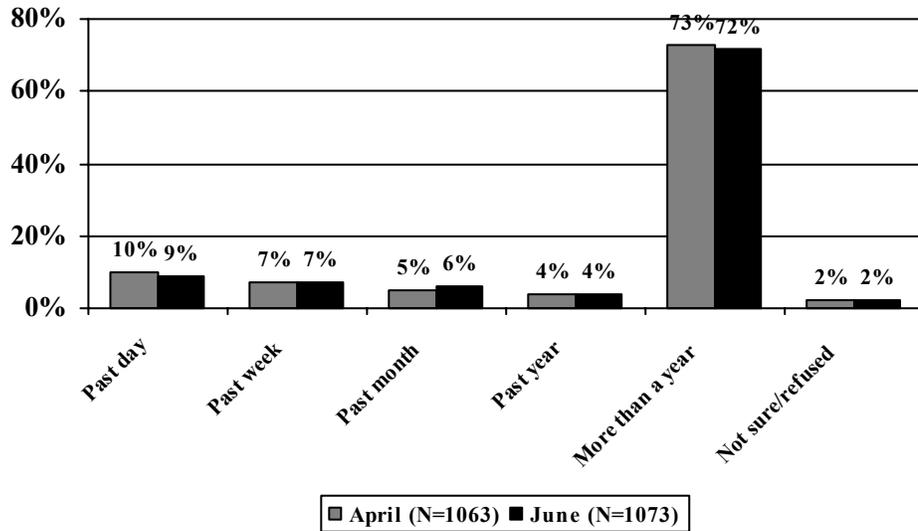
**Self-Reported Usage**

Respondents were asked to report on their frequency of belt use. First, a series of questions asked what kind of belt system is in the respondent’s primary vehicle, then how often the belt system was used, and when was the last time they did not use it. Ninety-two percent of respondents indicated that their vehicle had the combination of lap and shoulder belt, seven percent indicated their vehicle had a shoulder belt only, and the remaining one percent just a lap belt. Among the respondents with a combination lap/shoulder belt, close to 9 out of every 10 respondents said they used the restraint system “all the time” and that did not change significantly over time (Figure 13). That proportion was an obvious exaggeration that did not match with direct on-the-street measurements of belt use. A follow-up question asked respondents to indicate when was “the most recent time driving without a seat belt” (Figure 14). About one-in-four respondents indicated within the previous year they had made at least one trip during which they did not use their seat belt. That also did not change significantly over time.

**Figure 13. Frequency of Lap/Shoulder Belt Use**



**Figure 14. Most Recent Time Driving Without a Seat Belt**



**Opinion of Seat Belt Law**

Research indicates that wearing a seat belt can reduce injury by nearly 50 percent. However, among telephone survey respondents, close to one-third indicated agreement with the statement “seat belts are as likely to harm as help you” and eight percent strongly agreed that “putting on a seat belt makes them worry about being in a crash.” The vast majority (9 out of 10 respondents), on the other hand, strongly agree that they would want a seat belt on if in a crash. These responses remained consistent over the course of the May Mobilization.

The proportion of respondents that indicated “stricter enforcement of adult seat belt laws” is very important stayed relatively the same over the course of the May Mobilization (60%), adding proof that a majority of respondents believe seat belt enforcement is a necessary tool for improving seat belt usage. A majority of respondents (68%) also indicated that primary enforcement of seat belt laws should be allowed and that remained relatively unchanged over the course of the National Mobilization. Roughly one-quarter (27%) of the respondents indicated the opinion that primary enforcement should not be allowed.

**Comparison With Previous National Surveys**

Pre/post telephone surveys for the May 2004 Mobilization were preceded by three national surveys conducted in the same pre/post fashion; the first during May 2002, the second during November 2002 and the third during May 2003. The figures that follow show results for selected questions from all of the pre/post telephone surveys. Results are grouped as they pertain to: 1) exposure to program message; 2) perception of law enforcement; and 3) opinion of seat belt law.

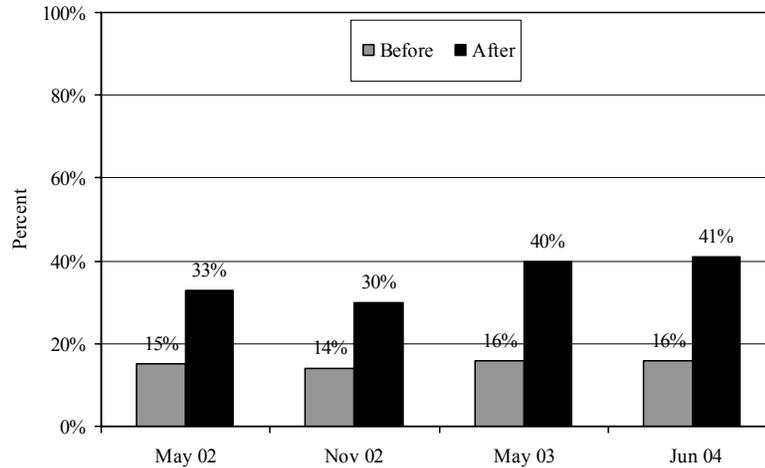
**Exposure to Program Message**

Awareness of special enforcement efforts increased, from pre-to-post, each survey wave (Figure 15). Large increases were measured after the May 2003 and 2004 Mobilizations, where 4 of 10 surveyed recalled hearing or seeing about a special enforcement effort in the past 30 days. Comparatively, after the May 2002 Mobilization, 33 percent of respondents recalled hearing or seeing about special enforcement

and only 30 percent after the November 2002 Mobilization. These results are not surprising, given that prior to May 2003, a nationwide advertisement purchase did not occur.

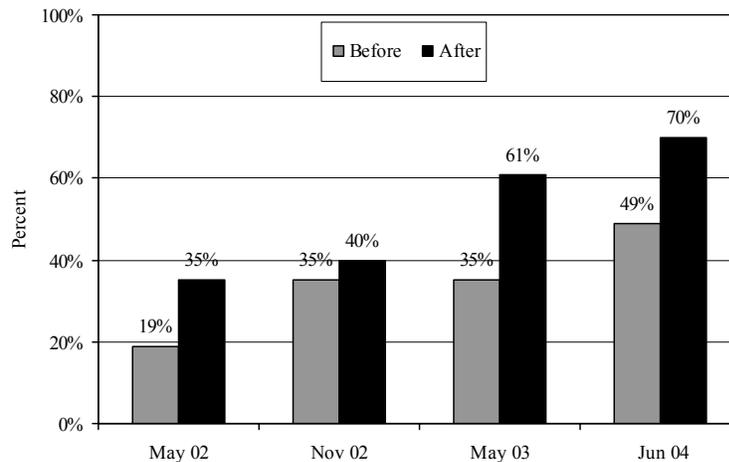
Another interesting finding is that pre-surveys measured awareness at nearly the same level each wave (14% to 16%), indicating that relatively low levels of publicity and information were focused on seat belt high visibility enforcement in the months before the Mobilization.

**Figure 15. Percent Who Had Heard or Seen Special Enforcement Efforts**



*Click It or Ticket* has become the most used seat belt high visibility enforcement campaign slogan. Approximately two-thirds of the States use it as their principle slogan. Motorists' recall of the CIOT slogan has increased each National Mobilization, even though prior to 2003, there was no national CIOT campaign. As previously explained, the entire national media buy for May 2003 and May 2004 Mobilizations broadcast CIOT repeatedly to the Nation's motorists. Recognition increased most during the May 2003 and May 2004 Mobilizations. Recognition measured highest just after the May 2004 high visibility enforcement and publicity campaign (70%).

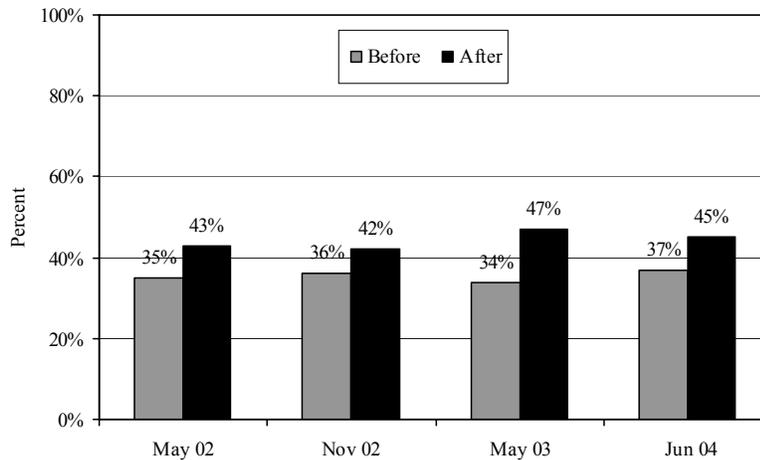
**Figure 16. Percent Who Had Heard or Seen CIOT Message in Past 30 Days**



## Perception of Law Enforcement

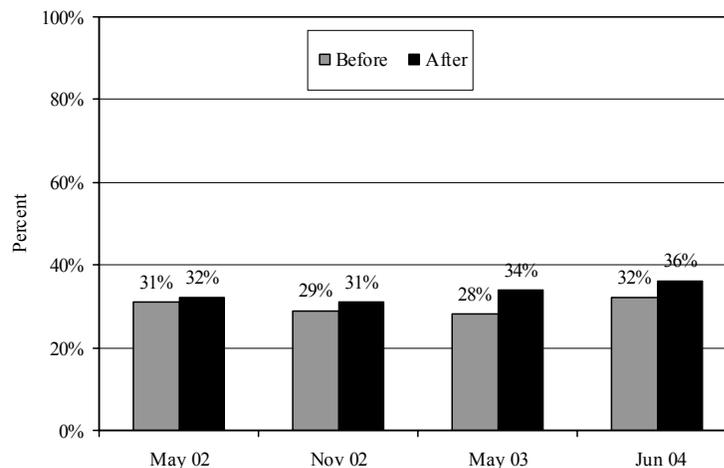
The May 2004 National Mobilization experienced a large increase in the proportion of respondents who agree “police are writing more tickets now than before” (8 points). That also was true for the May 2003 Mobilization (13 points). Smaller pre/post increases were measured in November and May 2002 surveys (6 and 8 points respectively). At the end of the May 2004 National Mobilization, nearly half of the respondents (45%) believed police were doing more seat belt enforcement (Figure 17).

**Figure 17. Percent Who Agree Police are Writing More Tickets Now**



National Mobilizations preceding 2003 experienced no appreciable change in the perceived likelihood of being ticketed for not wearing a seat belt. The six-point increase in 2003 was the first measured statistically significant improvement. Surveys in 2004 also indicated a significant increase (4 points). Although real pre/post differences have been measured over the previous two May Mobilizations, increases in perceived likelihood of being ticketed all but disappear between program waves.

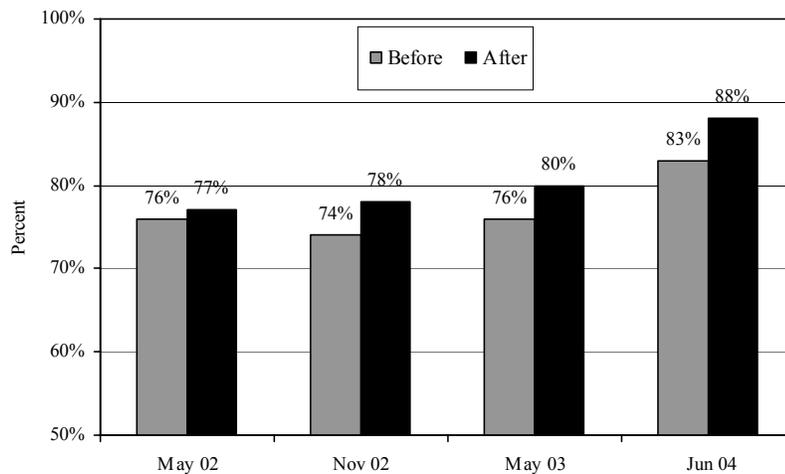
**Figure 18. Perceived Likelihood of Being Ticketed for Not Wearing a Seat Belt**



## Opinion of Seat Belt Law

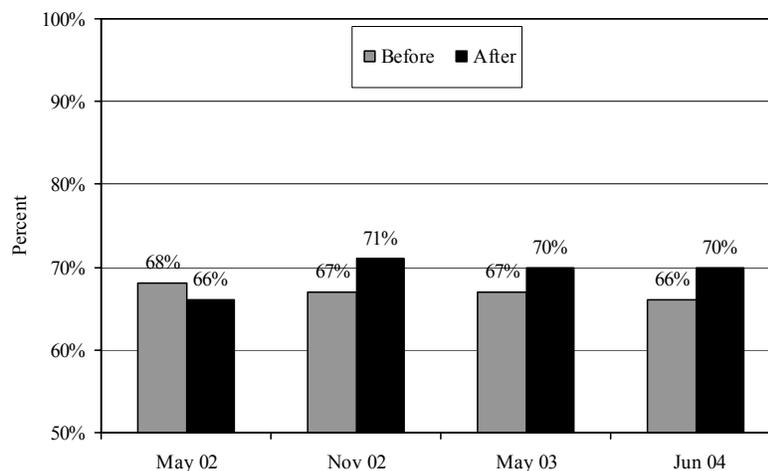
Pre/post surveys have consistently measured slight increases in the proportion of respondents that thought it very/fairly important for the State to enforce the seat belt law more strictly. Over time these increases have had cumulative effects on the proportion of respondents likely to say it is important for the State to enforce the seat belt law more strictly. Surveys conducted after the May 2004 Mobilization found that the proportion had increased to its highest level (88 percent, Figure 19). All of the pre/post surveys indicated that a high level of public support persists, even after the public was exposed to widespread, enforcement-centered publicity and enforcement.

**Figure 19. Percent Who Think It Is Important for State to Enforce Seat Belt Law More Strictly**



Surveys have measured relatively little change in the percentage of respondents indicating that a primary enforcement seat belt law should be allowed. Seven of every ten respondents, however, have consistently indicated support for a primary enforcement law. That corroborates other data that indicate majority support for strong seat belt laws exists and that support does not diminish even after the occurrence of widespread enforcement and publicity.

**Figure 20. Percent Who Think Primary Enforcement Should be Allowed**



## V. Evaluation of the *Buckle Up in Your Truck* Program

### Introduction

NHTSA's South Central Region includes five States. These States are Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. In 2002, there were 5,048 passenger vehicle occupants killed in car crashes across the region; One-quarter of these occupants (1,348) were driving or riding inside a pickup truck. Belt use among front seat occupants in pickup trucks in this region typically ranges 5 to 15 percentage points lower than usage in other types of passenger vehicles. The disparity in seat belt usage among pickup truck and passenger car occupants also is evident in national statistics. Information from the Fatality Analysis Reporting System (FARS) indicates that three out of four pick-up truck occupants killed in crashes were not wearing a seat belt. In comparison, just about one-half of occupants killed in passenger cars were unbelted. Seat belts are estimated 45 percent effective in reducing fatalities among occupants in passenger cars and are even more so, 60 percent effective, in light trucks (National Highway Traffic Safety Administration, 1996).

The five States included in NHTSA's South Central Region implemented the *Buckle Up in Your Truck* advertisement program in May 2004, in an effort to reduce disparity in belt usage between passenger cars and pickup trucks. These States' implemented a region-wide campaign focused on the dangers of not wearing a seat belt when in a pickup truck. The campaign's center piece was the use of targeted television and radio advertisements to encourage non-belt-users to buckle up. The advertisements were not intended to be enforcement-centered, but rather stressed the usefulness of seat belts in a dangerous roll-over type crash. The advertisements were timed to immediately precede the normal May 2004 Mobilization publicity. For the complete story board, see Appendix D. Below is the script of the non-enforcement advertisement:

VOICEOVER:

*To have and to hold, from this day forward,  
for better, for worse, for richer, for poorer,  
in sickness and in health, to love and to cherish,  
till death do us part.*

*Pickups are two times more likely to roll over than cars.  
And without your seatbelt, there's a very good chance...  
...it's death.*

For the November 2004 mobilization, the voiceover text was changed to an enforcement-centered message. Arkansas, Louisiana, New Mexico, and Texas used the new enforcement message, while Oklahoma continued to use the previous non-enforcement-centered version. For the complete story board, see Appendix E. The updated script is below:

VOICEOVER:

*And hundreds die or are seriously injured...  
...because they aren't buckled up.  
Not only can wearing your safety belt...  
...reduce your risk of dying in a rollover by up to 80%  
...it can save you from getting a ticket.*

*Buckle up in your truck. It's the law. And it's enforced.*

## The *Buckle Up in Your Truck* Program, May 2004

### Paid Media Activity Description

Similar to previous Mobilizations, individual States directed TEA-21 grant funds towards placing paid advertisements that encouraged occupants in pickup trucks to put on seat belts. The level of funding for *Buckle Up in Your Truck* media purchases is presented in Table 5 along with amounts spent on the subsequent May Mobilization, *Click It or Ticket* media purchase. Nearly \$688,000 was directed toward placement of the *Buckle Up in Your Truck* advertisements. Total dollars spent was estimated at 2¢ per resident. Most of that amount was spent buying television air time focused on a male audience. A much larger amount, nearly \$2.9 million was spent on the purchase of enforcement-centered advertisements for the May 2004 Mobilization. That amount was estimated at about 8¢ per resident. Most of the dollars spent purchased placement of television advertisements.

**Table 5. May 2004 *Buckle Up in Your Truck* and *Click it or Ticket* Media Budgets**

	<b>Estimated dollars <i>Buckle Up in Your Truck</i></b>	<b>Cents per resident</b>	<b>Estimated dollars <i>Click It or Ticket</i></b>	<b>Cents per resident</b>
Total (5 States)	\$761k	2¢	\$2.9 million	8¢

### Evaluation

The *Buckle Up in Your Truck* program was evaluated using 1) observational surveys of belt use and 2) knowledge/attitude surveys. Regional coordination facilitated shared data collection procedures among a number of evaluators in the five study States. States' ongoing evaluation contractors were used for data collection and analyses whenever and wherever possible. That included researchers at local universities and, in some cases, independent evaluation firms.

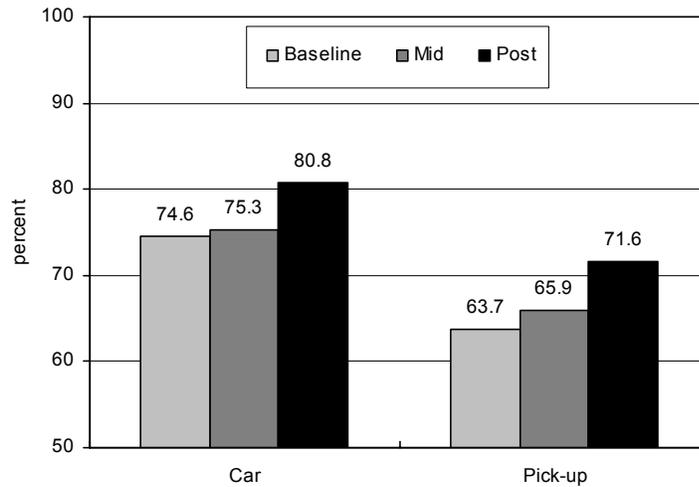
Observational surveys of seat belt use were conducted to track the seat belt usage rate before, during and after the first program wave (May 2004). Observational surveys were conducted before any *Buckle Up in Your Truck* publicity aired, in order to establish a baseline use rate. A second survey was conducted during the latter-half of *Buckle Up in Your Truck* publicity but before any subsequent *Click It or Ticket* publicity aired. A third survey was conducted immediately after both, *Buckle Up in Your Truck* and *Click It or Ticket*, programs concluded.

Twenty-six driver licensing offices, an average of five per State, administered a one-page questionnaire to assess drivers' knowledge of *Buckle Up in Your Truck*, changes motorists may have made in their seat belt use behavior, how vigorously they felt their police agencies were enforcing the law and the likelihood police would stop them for a belt law violation (see copy of Survey in Appendix B).

### Results

Observational surveys of seat belt use measured a minimal increase in belt usage one-week after the *Buckle Up in Your Truck* ad-spots began airing (+2 percentage points for occupants in pickups; +1 for occupants in passenger cars, Figure 21). A larger increase was measured soon after the combined programs, *Buckle Up in Your Truck* and *Click It or Ticket*, concluded. At that point in time, pickup truck occupant belt use measured eight points higher as compared to the baseline observations. Comparably, belt use for passenger car occupants measured six points higher, reducing the car/pickup truck disparity in seat belt usage by two percentage points.

**Figure 21. Observed Change in Car versus Pickup Occupant Safety Belt Usage**



Driver survey results indicated a sharp increase in awareness of messages concerning seat belt use and pickup trucks (See Q1 in Table 6). Most of that increase was measured during the latter-half of *Buckle Up in Your Truck* publicity (Mid), before the subsequent *Click It or Ticket* publicity began airing. Awareness continued to measure higher than Baseline at both Post (1) and Post (2) evaluation intervals. Higher awareness of messages concerning seat belts and pickup trucks was evident for both drivers of cars and pickup trucks. Although not shown in the table below, increases in awareness measured greatest among male respondents ages 21-39. Results from the survey also indicated that the *Buckle Up in Your Truck* publicity was not necessarily received as an enforcement message (Q2). Surveys measured a relatively small increase in the proportion of respondents seeing or hearing about seat belt enforcement at the time of Mid survey. The Post (1) measurement, taken immediately after the subsequent *Click It or Ticket* select traffic enforcement program wave effort, indicated a much higher awareness of enforcement efforts. Post (2) measurement indicated a somewhat higher level of awareness of enforcement efforts. The Post (2) measurement took place in November 2004, where the *Buckle Up in Your Truck* message was changed to be enforcement centered in four States, except Oklahoma who continued using the wedding vows version. The proportion of respondents recalling the slogan *Buckle Up in Your Truck* increased slightly from Baseline to Mid measurement and recall change relatively little by the time of the post measurement.

**Table 6. Driver License Office Survey Selected Results, Five South-Central States;  
Car versus Pickup Truck Drivers; May 2004**

<b>Q1. Have you seen/heard anything about seat belts and pickup trucks? (Percent Indicated "Yes")</b>					
	<b>Baseline (May 2004)</b>	<b>Mid (May 2004)</b>	<b>Post (1) (May 2004)</b>	<b>Post(2) (Nov. 2004)</b>	<b>Percentage point diff. Baseline-to-Post(2)</b>
(N)	(3,058)	(2,806)	(3,085)	(3,042)	
Car	18%	28%	30%	29%	+11
Pickup	30%	41%	46%	40%	+10
Overall	21%	32%	34%	32%	+11

<b>Q2. In past month, have you seen/heard about police enforcement? ("Yes")</b>					
	<b>Baseline</b>	<b>Mid</b>	<b>Post (1)</b>	<b>Post (2)</b>	
Car	50%	55%	77%	57%	+7
Pickup	55%	58%	78%	63%	+8
Overall	51%	55%	76%	59%	+8

<b>Q3. Heard of <i>Buckle Up In Your Truck</i>? ("Yes")</b>					
	<b>Baseline</b>	<b>Mid</b>	<b>Post (1)</b>	<b>Post (2)</b>	
Car	2%	7%	4%	7%	+5
Pickup	3%	8%	6%	9%	+6
Overall	2%	6%	4%	8%	+6

**Amarillo, Texas & Wichita Falls, Texas**

The Texas Department of Transportation chose Amarillo, Texas, to further test the effectiveness of *Buckle Up in Your Truck* paid publicity and community outreach. Wichita Falls, Texas, was selected as a comparison community.

The community of Amarillo received intense *Buckle Up in Your Truck* paid advertisement publicity during November 2004; the comparison community of Wichita Falls did not. This was the first time that paid advertisements placements were purchased specifically to reach pickup truck occupants in the Amarillo market area. Both communities received some *Click It or Ticket* publicity. The *Buckle Up in Your Truck* advertisement aired in Texas in November 2004 was an enforcement-centered message, whereas the advertisement aired in the State in May 2004 was not.

Observational surveys of seat belt use conducted by Texas A&M, Texas Transportation Institute measured a substantial increase in seat belt use in Amarillo in comparison to Wichita Falls. Belt use in Amarillo increased among both car and pickup truck occupants. Increases were greatest among pickup truck occupants (12 points) in Amarillo, followed by passenger car occupants (8 points), narrowing the car/pickup truck disparity in seat belt usage by four percentage points. Belt use increased less (5 points) among passengers in all type of vehicles in Wichita Falls.

Rates of conversion indicated that 43 percent of the observed front seat occupants in pickup trucks not using a seat belt in Amarillo were later observed wearing one. About the same percentage gain was observed among occupants observed in passenger cars (42%). Conversion rates were less in the comparison city, improving least among occupants observed in pickups (22%).

Driver license office surveys collected in Amarillo indicated a substantial increase in the proportion of respondents hearing messages concerning seat belts and pickup trucks (Q1). No increase was measured in the comparison community, Wichita Falls.

Post surveys measured small increases in the proportion of respondents recently seeing or hearing about seat belt enforcement (Q2). That was found in both the test and the comparison communities.

Survey results indicated an increase in the proportion of respondents recalling the *Buckle Up in Your Truck* program in the test community (Q3). No increase was measured in the comparison community.

**Table 7. Percentage-point Change in Seat Belt Usage; *Buckle Up in Your Truck* – Amarillo, November 2004**

	Baseline Percent	Post Percent	Percentage-point Diff. Baseline-to-Post	Conversion Rate
<b>Amarillo, TX (N=2,400)</b>				
Car	81	89	+8	42%
Pickup	72	84	+12	43%
<b>Wichita Falls, TX (N=2,400)</b>				
Car	84	88	+5	31%
Pickup	77	82	+5	22%

**Table 8. Driver License Office Survey, Amarillo and Wichita Falls Selected Results Car versus Pickup Truck Drivers; November 2004**

<b>Q1. Have you seen/heard anything about seat belts and pickup trucks? (Percent indicated "Yes")</b>						
(N)	<b>Amarillo, TX (Test)</b>			<b>Wichita Falls, TX (Comparison)</b>		
	(751)	(761)		(755)	(756)	
	Baseline	Post	Difference	Baseline	Post	Difference
Car	24%	51%	+27	22%	21%	-1
Pickup	43%	64%	+21	32%	29%	-3
Overall	32%	54%	+22	26%	25%	-1

<b>Q2. In past month, have you seen/heard about police enforcement? ("Yes")</b>						
	Baseline	Post	Difference	Baseline	Post	Difference
Car	62%	67%	+5	59%	67%	+8
Pickup	69%	74%	+5	64%	69%	+5
Overall	63%	70%	+7	62%	67%	+5

<b>Q3. Heard of Buckle Up In Your Truck? ("Yes")</b>						
	Baseline	Post	Difference	Baseline	Post	Difference
Car	3%	22%	+19	2%	2%	0
Pickup	9%	21%	+12	5%	6%	+1
Overall	5%	20%	+15	3%	3%	0

## VI. DISCUSSION

The May 2004 National Mobilization was the largest-ever nationwide publicity and high visibility enforcement program to increase seat belt use to date. Approximately \$32 million worth of paid advertisements repeatedly advised motorists to *Click It or Ticket*. The threat of enforcement was real; law enforcement issued over 650,000 seat belt citations in a two-week period.

Impressively, 39 percent of law enforcement agencies across 50 States, the District of Columbia, Puerto Rico, and the Virgin Islands reported some level of participation for the May Mobilization. That level of support was garnered in both primary and secondary law locations.

Evaluation results indicated that short term and well publicized enforcement worked to improve seat belt use. Belt use improved after the public was exposed to the National Mobilization's high visibility enforcement and publicity.

Seat belt messages are fairly common throughout the year. However, enforcement-centered messages are not. Exposure to enforcement centered messages improves during Mobilizations. Forty-one percent of telephone survey respondents indicated knowing of the enforcement effort. Nearly half (45%) of the survey respondents after the Mobilization agreed that "police were writing more tickets now," an 8-percentage-point increase from before. Respondents also indicated higher perceived risk of getting a ticket after Mobilization activities.

Telephone and Driver Licensing Office surveys indicate that the public is well aware of the *Click It or Ticket* slogan. The public remains supportive of laws and enforcement of laws aiming to improve seat belt use rates. Drivers became more aware of the stepped up enforcement. Television and radio were the most common sources of information. Furthermore, there is substantial evidence that such media penetration is related to increased belt usage.

Awareness of National Mobilizations and *Click It or Ticket* in particular has increased with each passing National Mobilization. However, the perceived likelihood of being ticketed has not changed appreciatively, at least nationally, across Mobilizations. Increases in perceived likelihood of a ticket that have been achieved during Mobilizations all but disappear between subsequent campaigns. That is, the lack of full-time PI&E and enforcement between Mobilizations results in decreases in perceived risk between waves.

The purpose behind OP STEPs, like *Click It or Ticket*, are not necessarily to issue seat belt tickets but to convince motorists that non-use will result in a ticket. The May Mobilization succeeded in raising program awareness, and maybe more importantly, influenced public opinion that police were doing more about enforcing the law. Consequently, belt use increased. However, over the course of repeated Mobilizations, perceived risk of a ticket has done little more than slightly increase. The question remains, how to more efficiently increase perceived risk of a ticket.

One strategy for increasing usage is to focus efforts on groups with documented lower belt usage (e.g., rural populations, young male occupants, night-time travelers, occupants in pickup trucks). Five States in NHTSA's South Central Region directed May Mobilization resources into a widely publicized effort to get pickup truck occupants to wear their seat belt. Targeted advertisements repeatedly warned occupants of the dangers of riding unrestrained in a pickup truck.

Observational surveys measured a minimal increase in seat belt usage one week after the *Buckle Up in Your Truck* ad-spots began airing. Soon after the combined programs, *Buckle Up in Your Truck* and the subsequent *Click It or Ticket*, concluded, pickup truck occupant belt use measured eight points

higher compared to six points higher for passenger car occupants, reducing the disparity in seat belt usage between the two vehicle types by two percentage points.

Knowledge/awareness surveys indicated a sharp increase in awareness of messages concerning seat belt use and pickup trucks. Pickup truck/seat belt awareness increased sharply during the course of the pickup truck advertisements. Further analysis indicated males ages 21-39 who drive pickup trucks showed the sharpest increase in awareness; supporting the conclusion that the media message reached its intended audience. Substantially greater increases in both awareness and belt use were measured in Amarillo, Texas, which received a more intense implementation of the program during November.

## REFERENCES

- Chaudhary, N.K., Solomon, M.G. and Cosgrove, L.A. (2004). The Relationship Between Perceived Risk of Being Ticketed and Self-Reported Seat Belt Use. *Journal of Safety Research*, 35, 383-90.
- Insurance Institute for Highway Safety (1994). *Super success in North Carolina (Status Report)*. Arlington, Virginia.
- Jonah, B.A., Dawson, N.E., and Smith, G.A. (1982). Effects of a selective traffic enforcement program on safety belt usage. *Journal of Applied Psychology*, 67, 89-96.
- National Highway Traffic Safety Administration. (1996). *Report to Congress: Benefits of Safety Belts and Motorcycle Helmets*. Washington, DC: U.S. Department of Transportation; National Highway Traffic Safety Administration, report number DOT HS 808 347.
- Solomon, M.G. (2002) *Evaluation of NHTSA's Region IV Click It or Ticket Campaign, May 2001 (Final Report)*. Washington, DC: U.S. Department of Transportation; National Highway Traffic Safety Administration, report number DOT HS 809 404.
- Solomon, M.G., Nissen, W.J., and Preusser, D.F. (1999). *Occupant protection special traffic enforcement program evaluation (Final Report)*. Washington, DC: U.S. Department of Transportation; National Highway Traffic Safety Administration, report number DOT HS 808 884.
- Solomon, M.G. and Preusser, D.F. *Evaluation of South Carolina's click it or ticket campaign (Final Report)*. Washington, DC: U.S. Department of Transportation; National Highway Traffic Safety Administration, in process.
- Varghese, C. and Shankar, U. *Restraint Use Patterns Among Fatally Injured Passenger Vehicle Occupants (Research Note)*. Washington, DC: U.S. Department of Transportation; National Highway Traffic Safety Administration, report number DOT HS 810 595.
- Williams, A.F., Wells, J.K., McCartt, A.T., Preusser, D.F. (2000) "Buckle Up NOW!" an enforcement program to achieve high safety belt use. *Journal of Safety Research*, 31, 195-201.
- Williams, A.F., Lund, A.K., Preusser, D.F., Blomberg, R.D. (1987). Results of a set safety belt use law enforcement and publicity campaign in Elmira, New York. *Accident Analysis and Prevention*, 19, 243-249.

## APPENDICES

**NATIONAL TELEPHONE SURVEYS:  
May and June 2004**

**Conducted by  
Schulman, Ronca and Bucuvalas, Inc.**

**NATIONAL TELEPHONE SURVEY - BANNERS  
MAY/JUNE 2003 SEAT BELT TRACKING STUDY**

- 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?
- Q.2 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?
- Q.3 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?
- Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt?
- Q.5 When driving this (car/truck/van), how often do you wear your lap belt?
- Q.6 When was the last time you did NOT wear your seat belt when driving?
- 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?
- Q.8 What caused your use of seat belts to increase?
- Q.9 Does (respondent's State) have a law requiring seat belt use by adults?
- 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?
- 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?
- 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?
- Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
- 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?
- Q.15 Where did you see or hear about that special effort?
- Q.16 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?
- If State is Indiana or Michigan Skip to alternative Q17. All other States except Ohio skip to Q24.
- Q17 Yes or no- in the past 30 days, have you seen or heard 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?
- Q.18 Let me just confirm, is this the type of checkpoint that you have seen or heard about in the past 30 days?
- Q.19 Where did you see or hear about the police checkpoints for seat belts?

Q.20 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else?

Q.21 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?

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

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

Q.24 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 safety seats?

Q.25 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.

Q.26 Where did you see or hear these messages?

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

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?

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 safety seats or seat belts?

Q.30 What did you see or hear?

Q.31 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?

Q.32 Do you recall hearing or seeing slogans in the past 30 days?

Q.33 Now, I need to ask you some basic information about you and your household. What is your age?

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?

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?

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

Q.37 Which racial categories describe you?

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

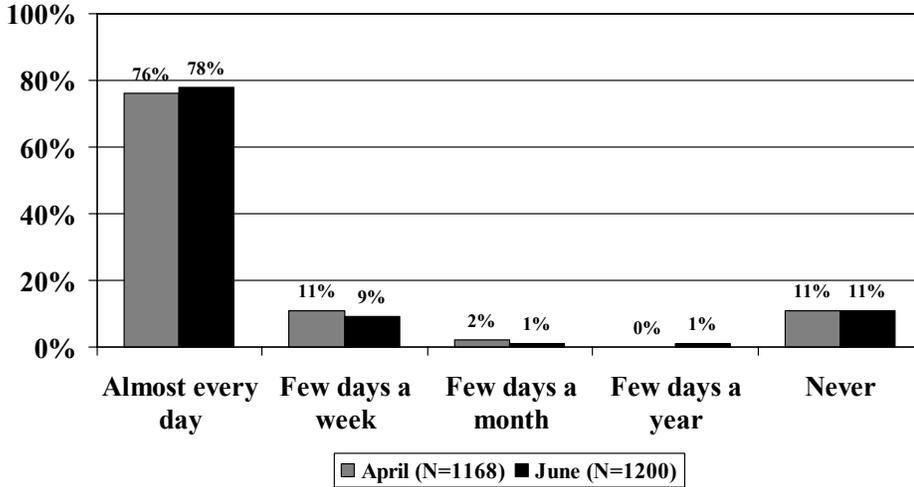
Q.39 Do you have more than one telephone number in your household?

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

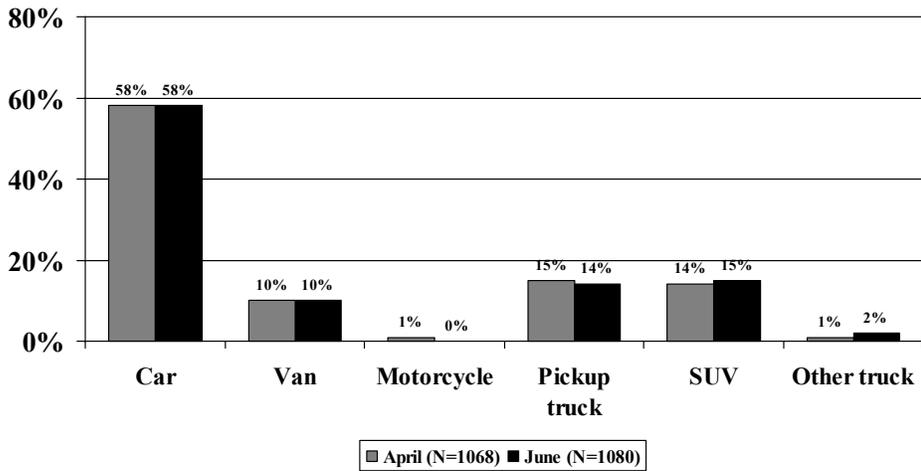
Q.41 Sex of Respondent

**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q1. 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? Base: Total adults

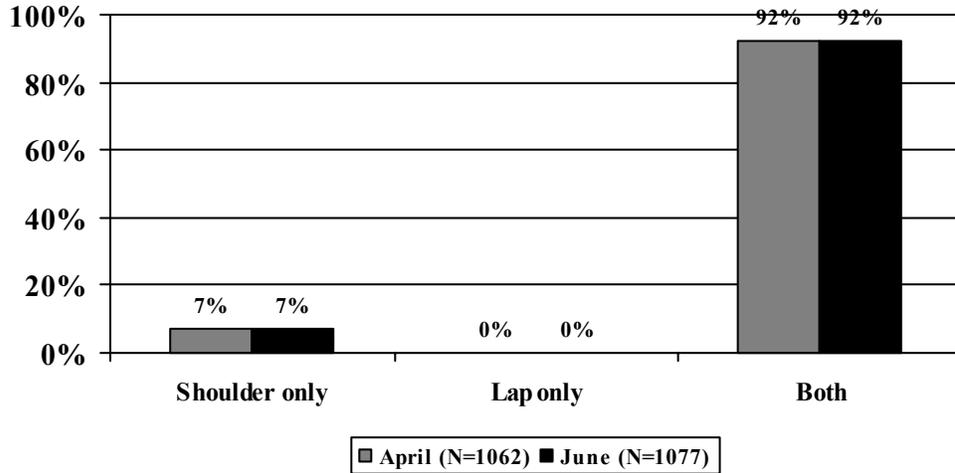


Q2. Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? Base: Drivers

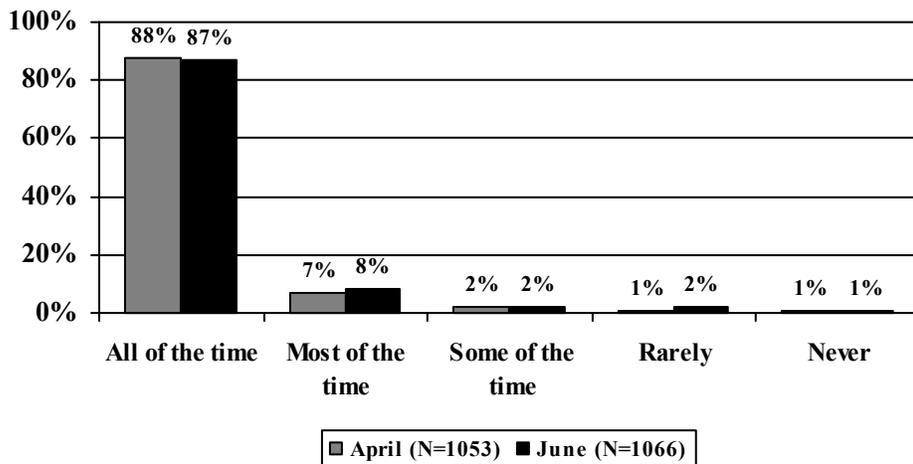


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q3. Do the seat belts in the front seat of your vehicle (usually driven) go across your shoulder only, across your lap only, or across both your shoulder and your lap? Base: Primary vehicle not a motorcycle

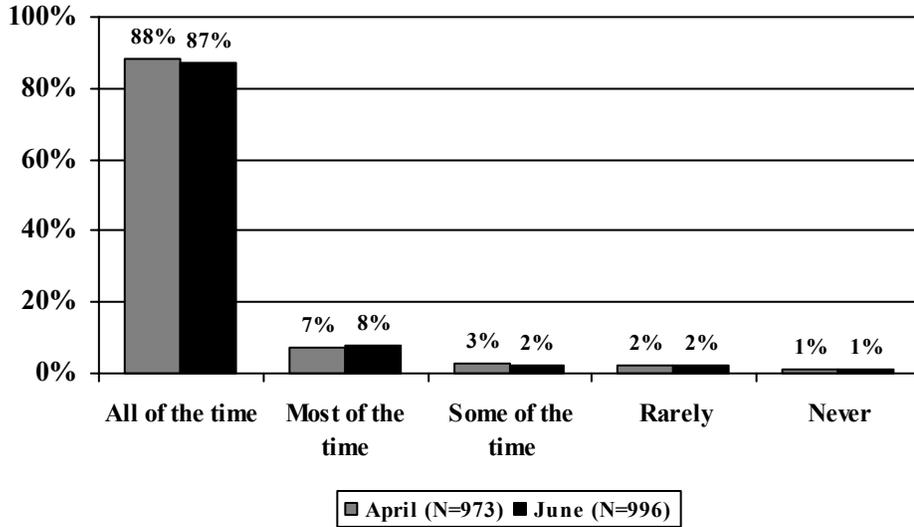


Q4. When driving this vehicle, how often do you wear your shoulder belt? Base: Have shoulder belt in primary vehicle

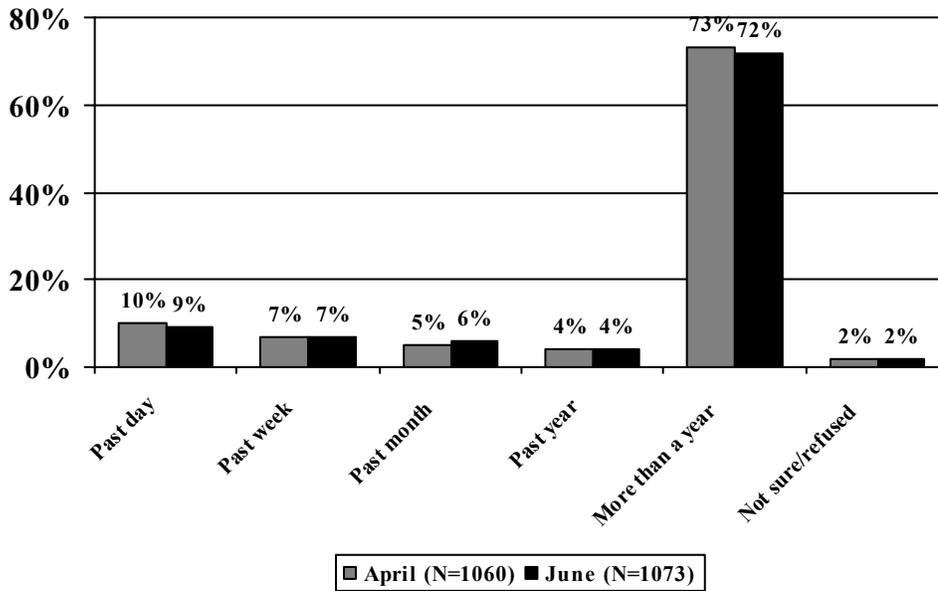


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q5. When driving this (car/truck/van), how often do you wear your lap belt? Base: Have lap belt in primary vehicle

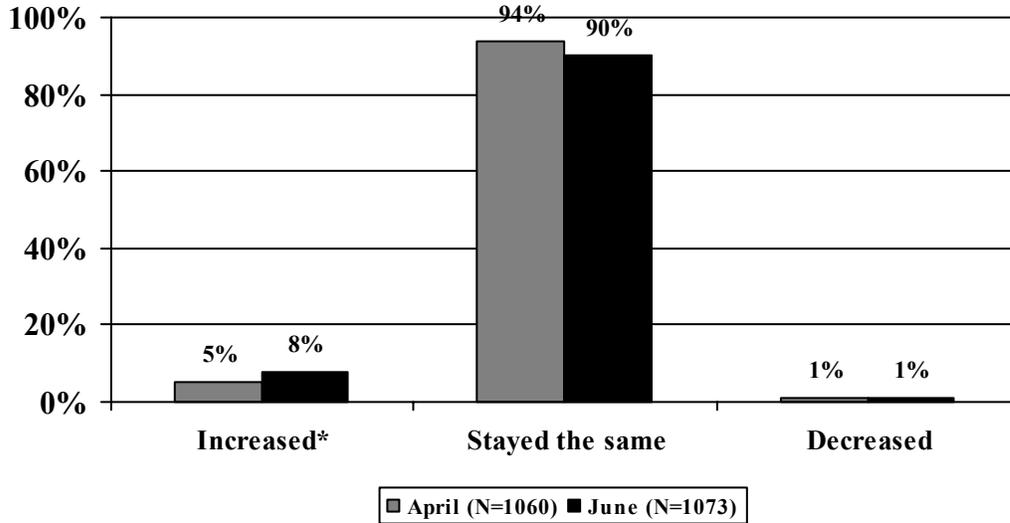


Q6. When was the last time you did NOT wear your seat belt when driving? Base: Have shoulder or lap belt in primary vehicle

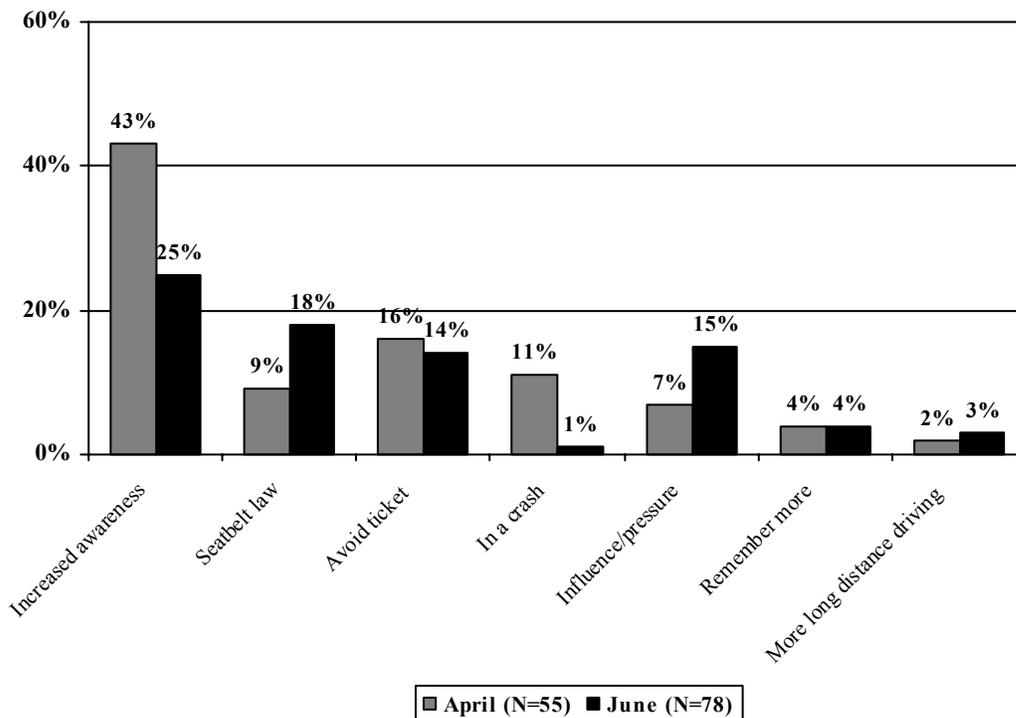


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q7. In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same? Base: Have shoulder or lap belt in primary vehicle

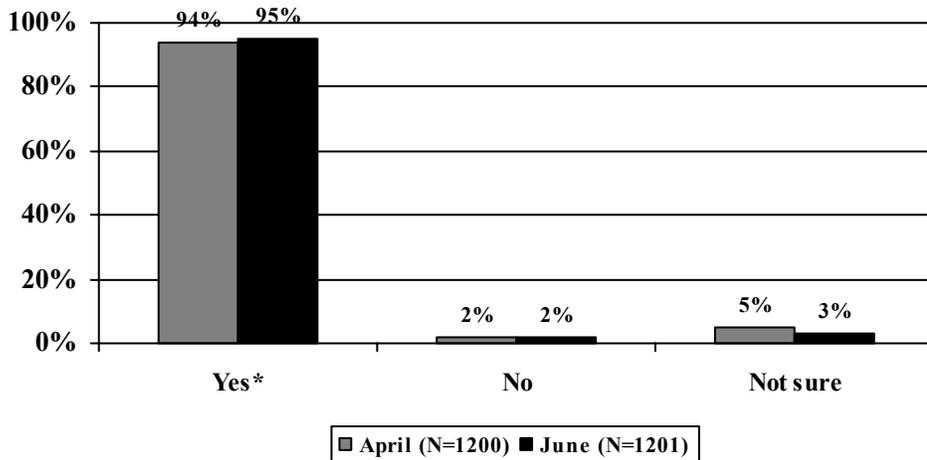


Q8. What caused your use of seat belts to increase? Base: Drivers whose use of seat belts has increased

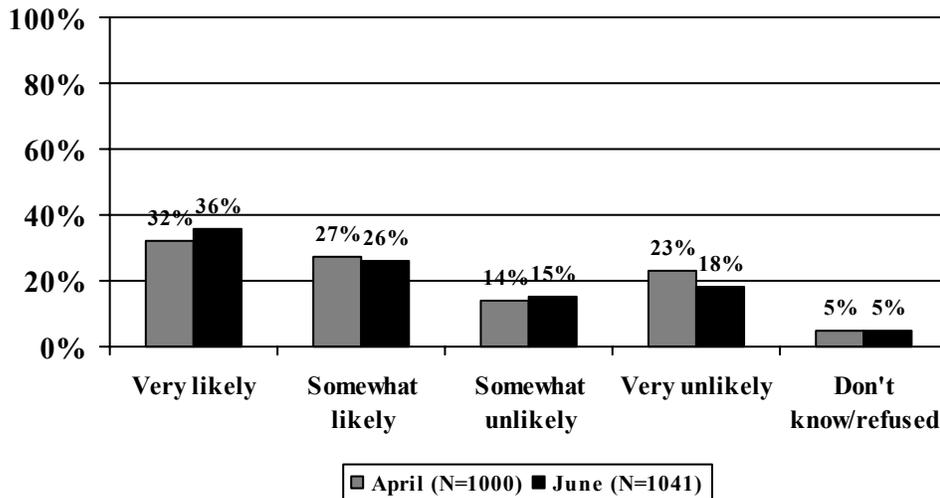


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q9. Does (respondent's State) have a law requiring seat belt use by adults? Base: Total Adults

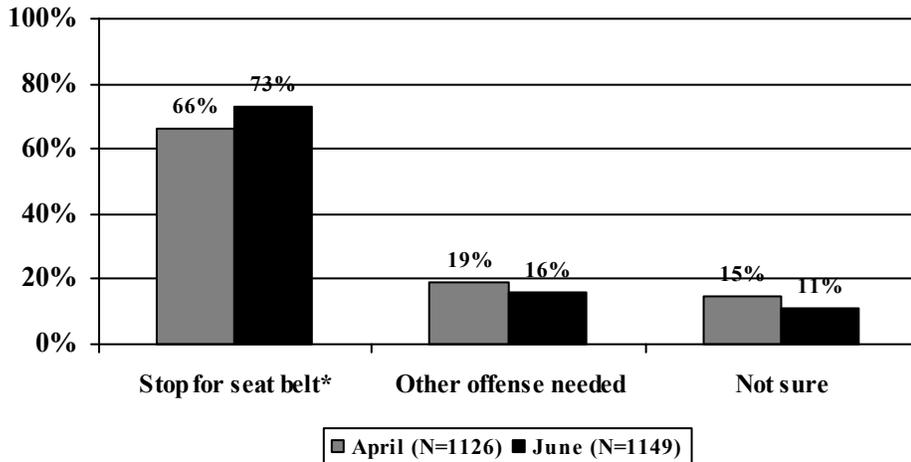


Q10. Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? Base: Primary vehicle not a motorcycle/State has seat belt law

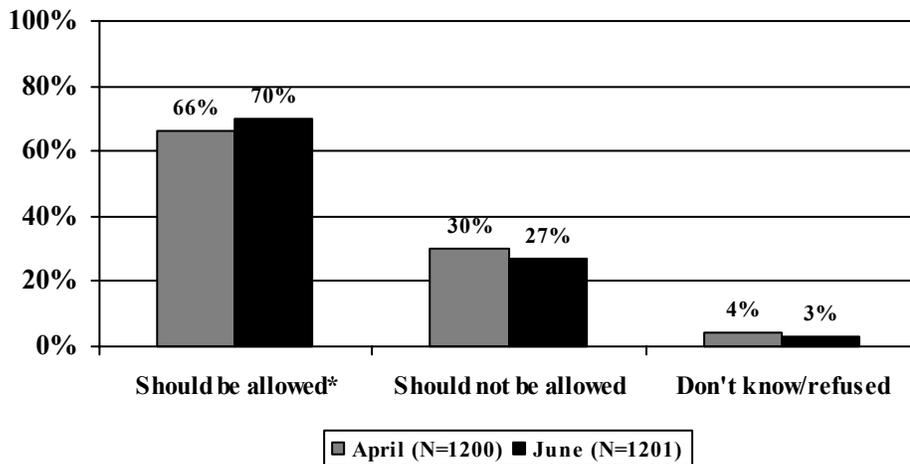


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q11. 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?  
Base: State has seat belt law

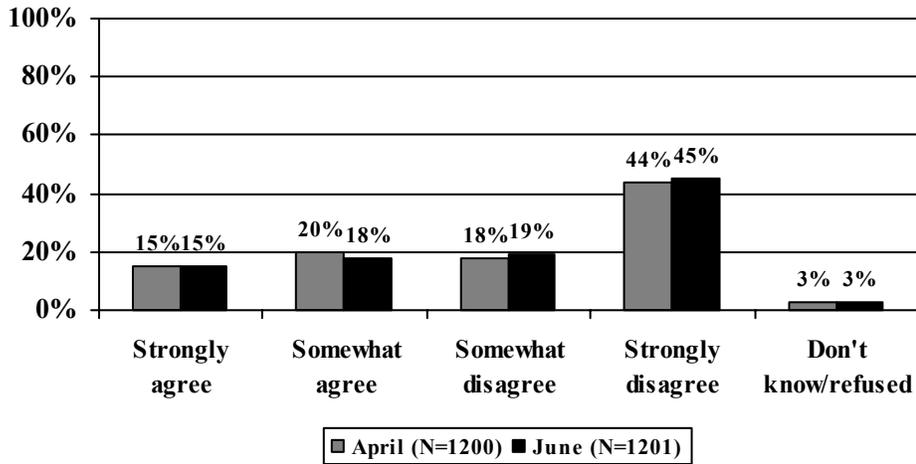


Q12. In your opinion, should police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken? Base: Total adults

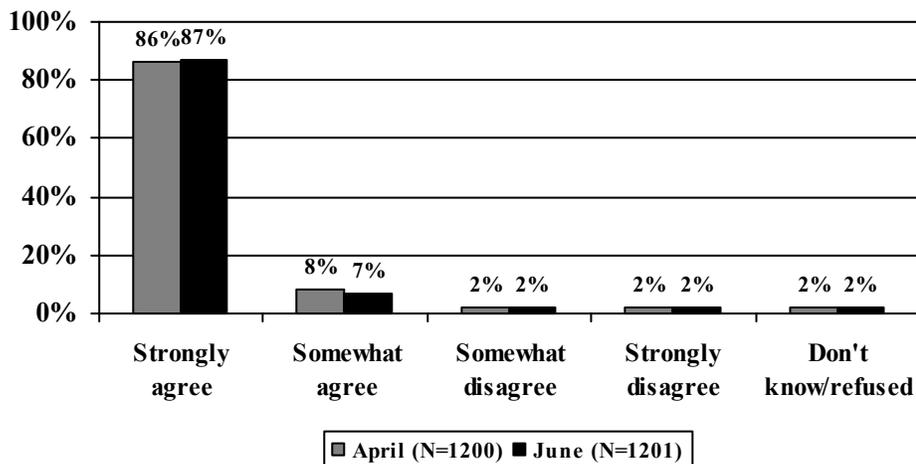


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q13a. Seat belts are just as likely to harm you as help you? Base: Total adults

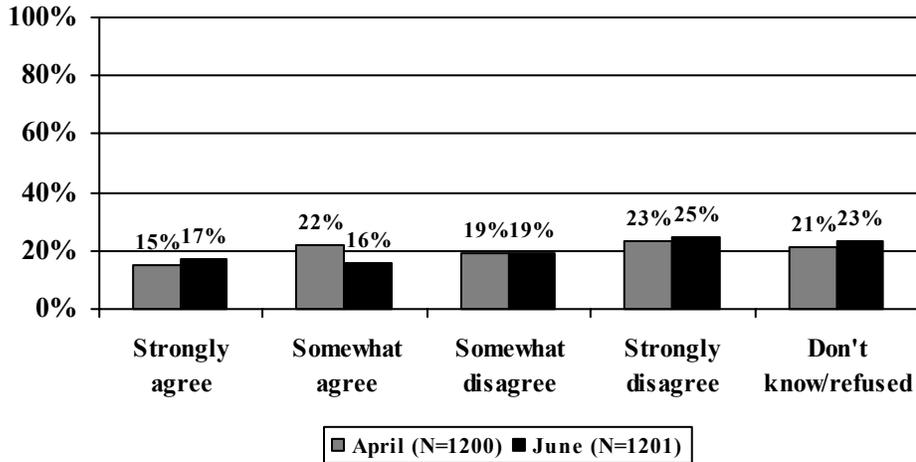


Q13b. If I was in an accident, I would want to have my seat belt on. Base: Total adults

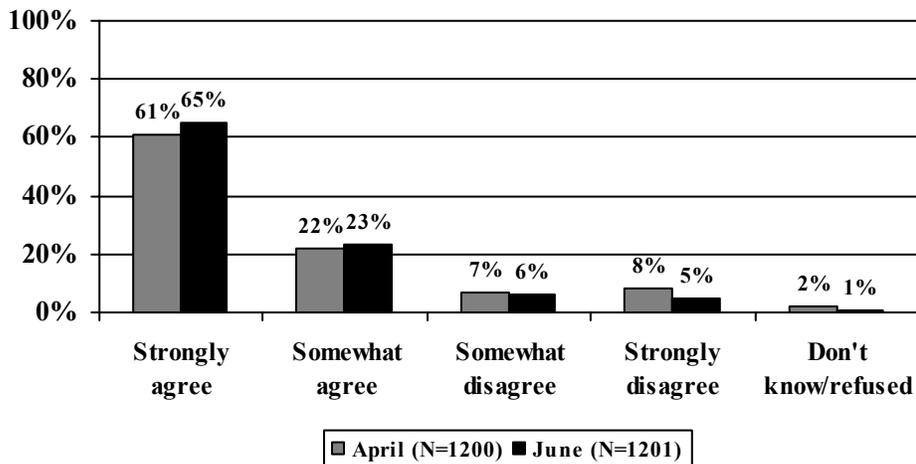


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q13c. Police in my community generally will not bother to write tickets for seat belt violations?  
Base: Total adults

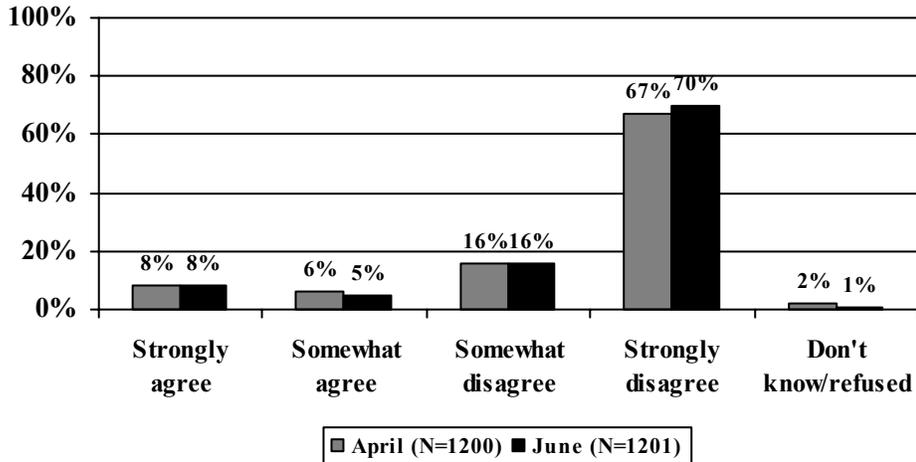


Q13d. It is important for police to enforce the seat belt laws? Base: Total adults

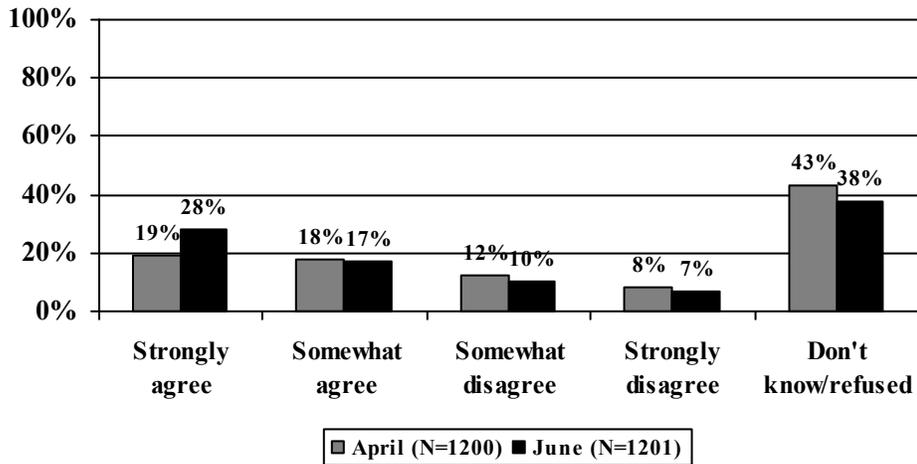


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q13e. Putting on a seat belt makes me worry about being in an accident. Base: Total adults

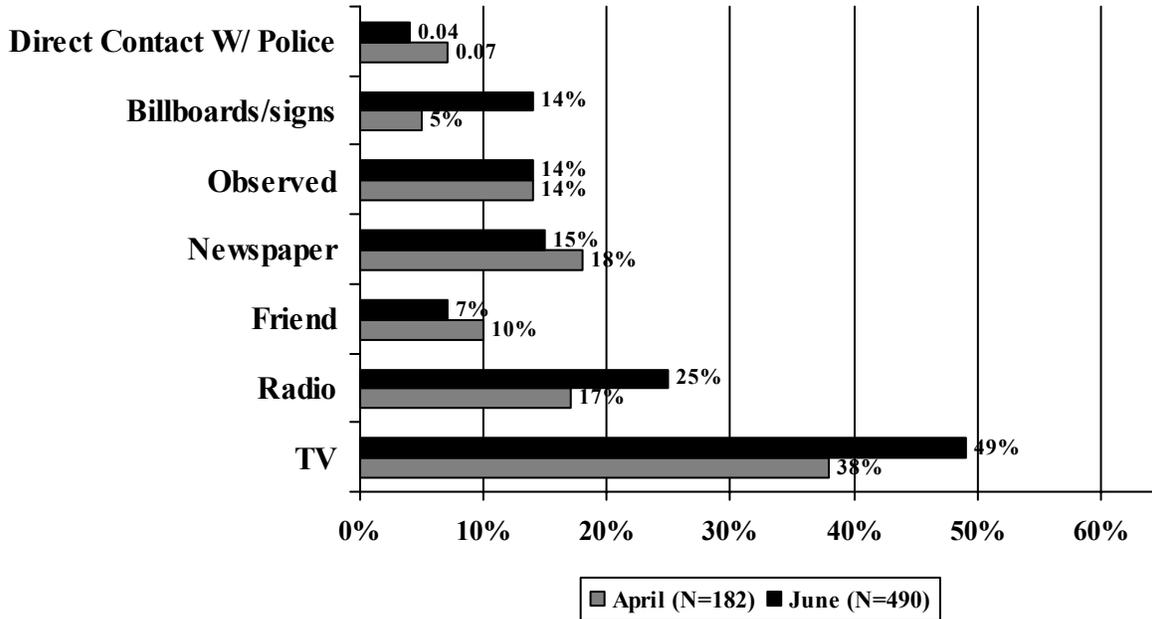
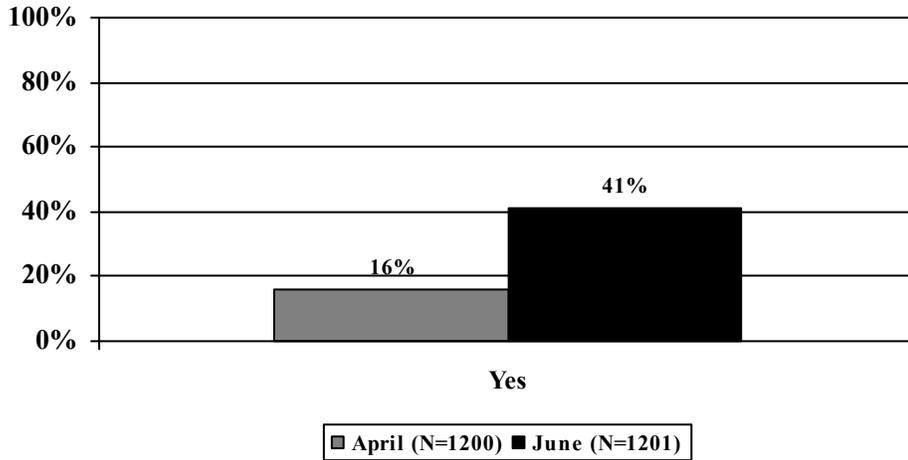


Q13f. Police in my community are writing more seat belt tickets now than they were a few months ago. Base: Total adults



**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

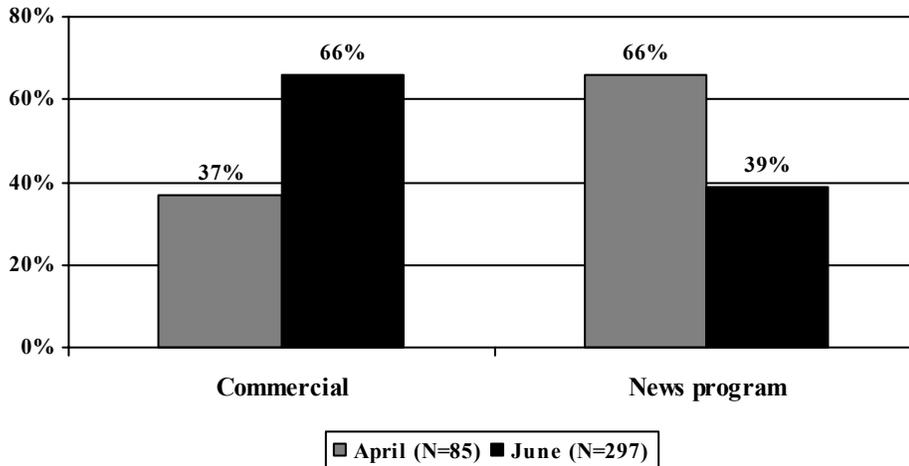
Q14. In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations? Base: Total adults



Q15. Where did you see or hear about that special effort? Base: Have seen or heard about special efforts to ticket for seat belts

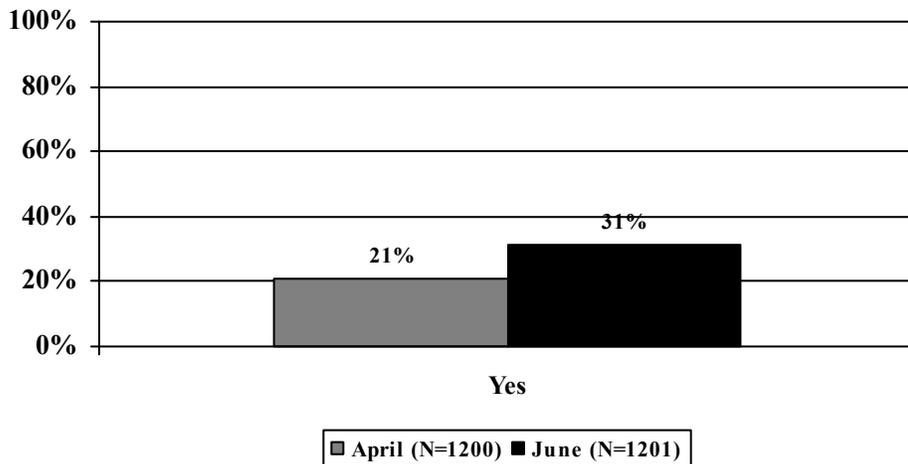
**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q16. Was the TV/radio message a commercial/advertisement, part of a news program, or something else? Base: Have seen or heard message in the past 30 days on radio or television



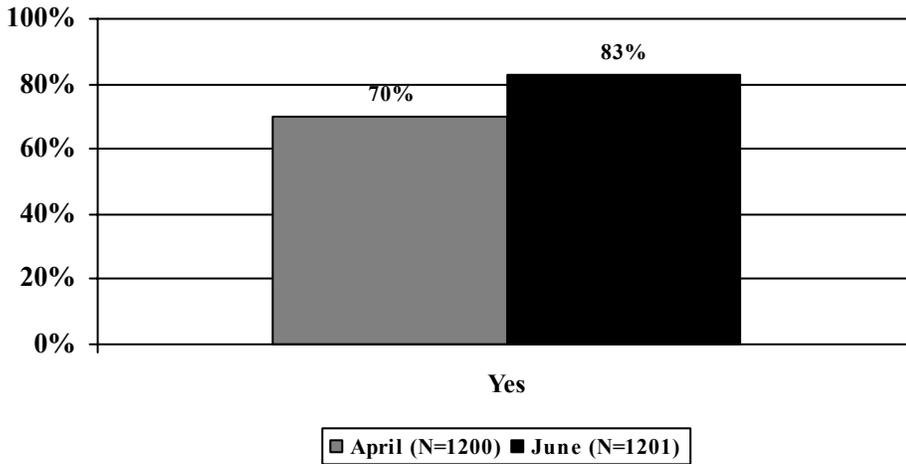
Q17-Q23 not asked in April 2004 or June 2004.

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? Base: Total adults

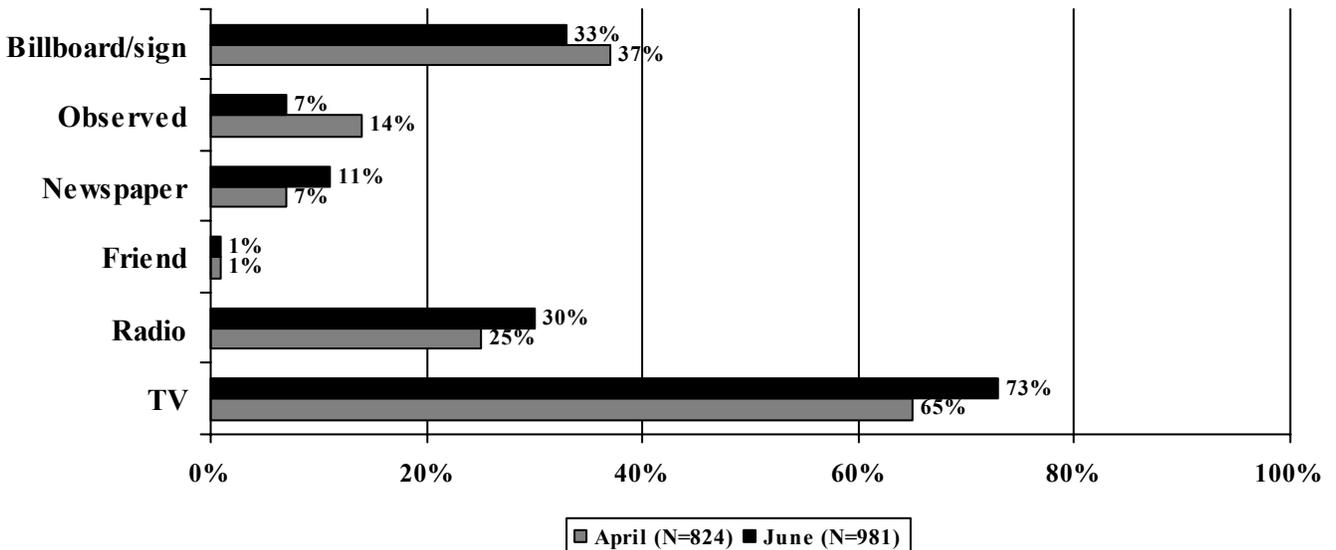


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q25. In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts? Base: Total adults

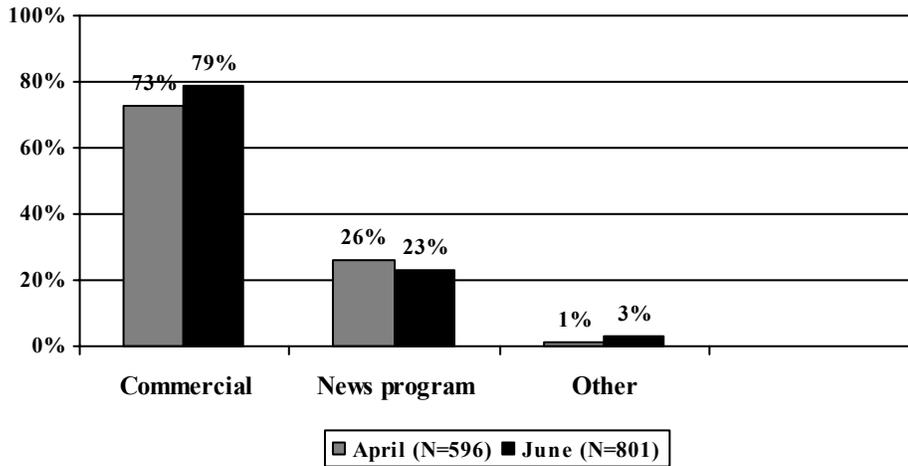


Q26. Where did you see or hear these messages? Base: Have seen/heard messages encouraging people to wear seat belts

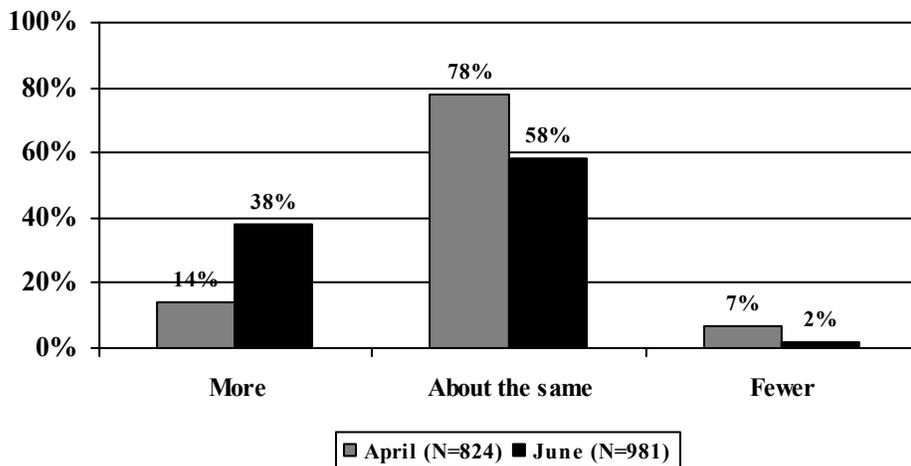


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q27. Was the TV/radio message a commercial/advertisement, part of a news program, or something else? Base: Have seen/heard messages encouraging people to wear seat belts on TV/radio

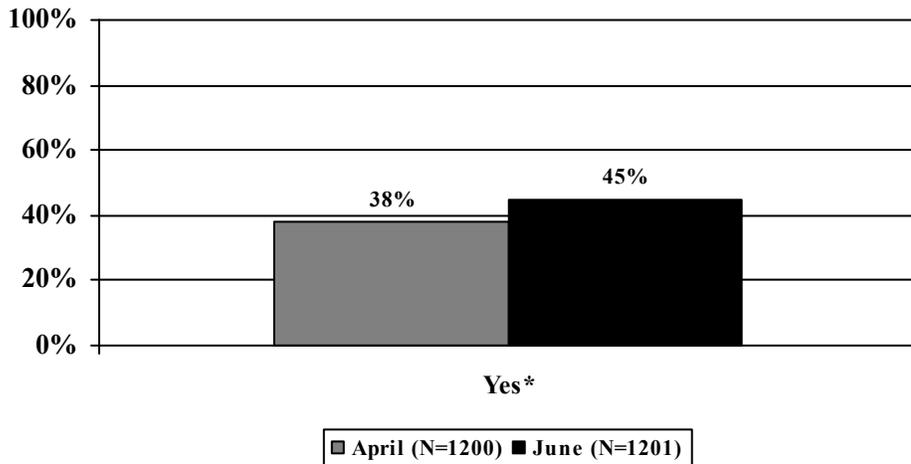


Q28. Would you say that the number of messages you have seen or heard in the past 30 days is more than usual, fewer than usual or about the same as usual? Base: Have seen/heard messages encouraging people to wear seat belts

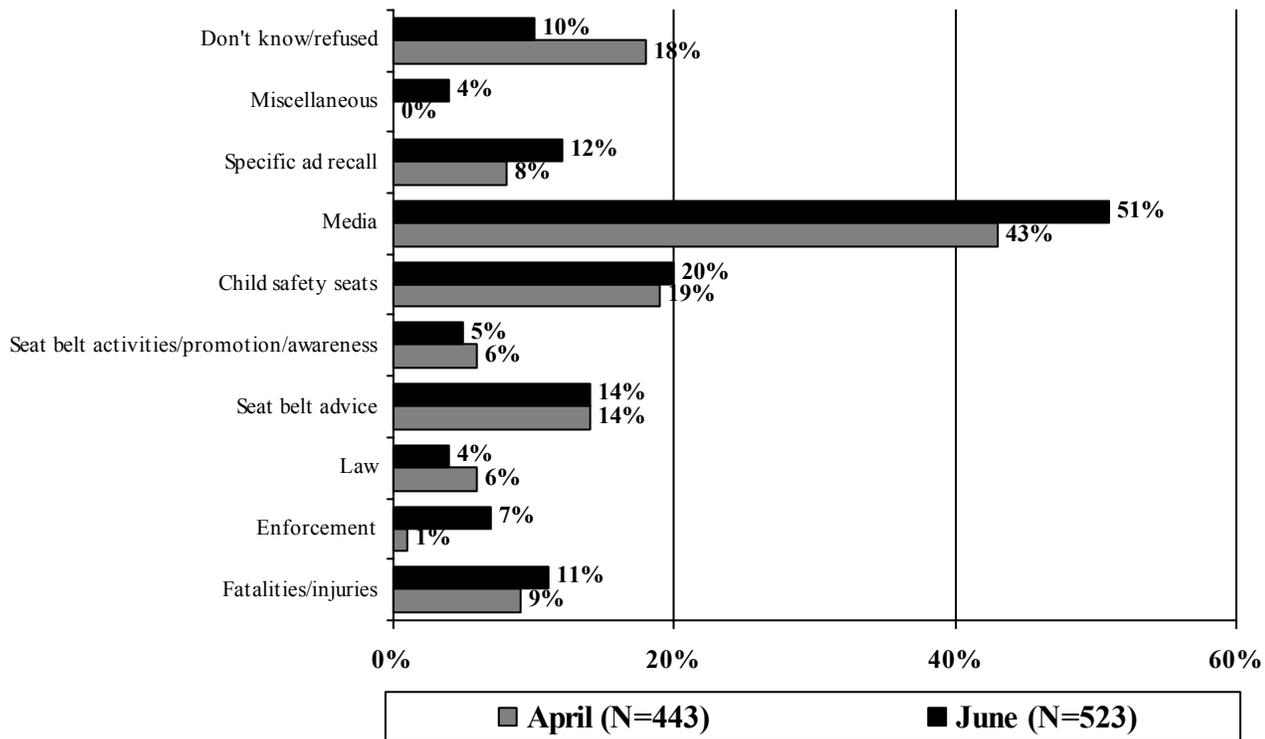


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q29. Are there any advertisements or activities you have seen or heard in the past 30 days that encouraged adults to make sure their children use car seats or seat belts? Base: Total adults

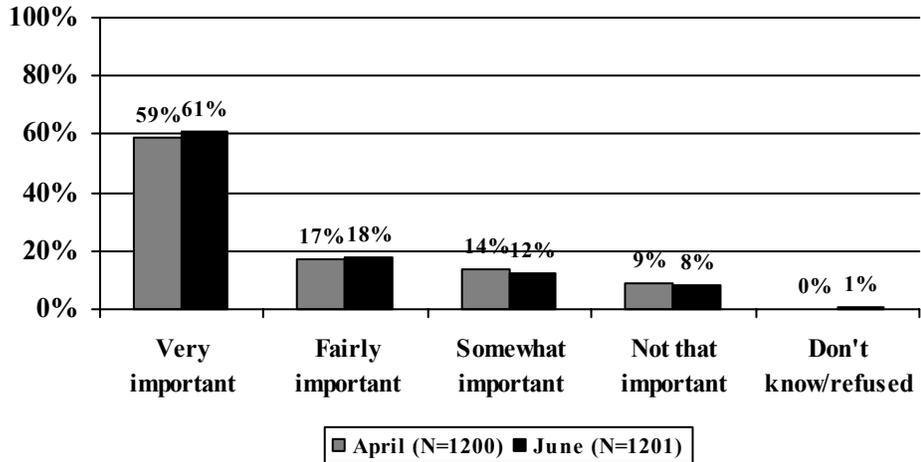


Q30. What did you see or hear? Base: Have seen/heard ads/activities in past 30 days encouraging adults to make children use car seats/seat belts

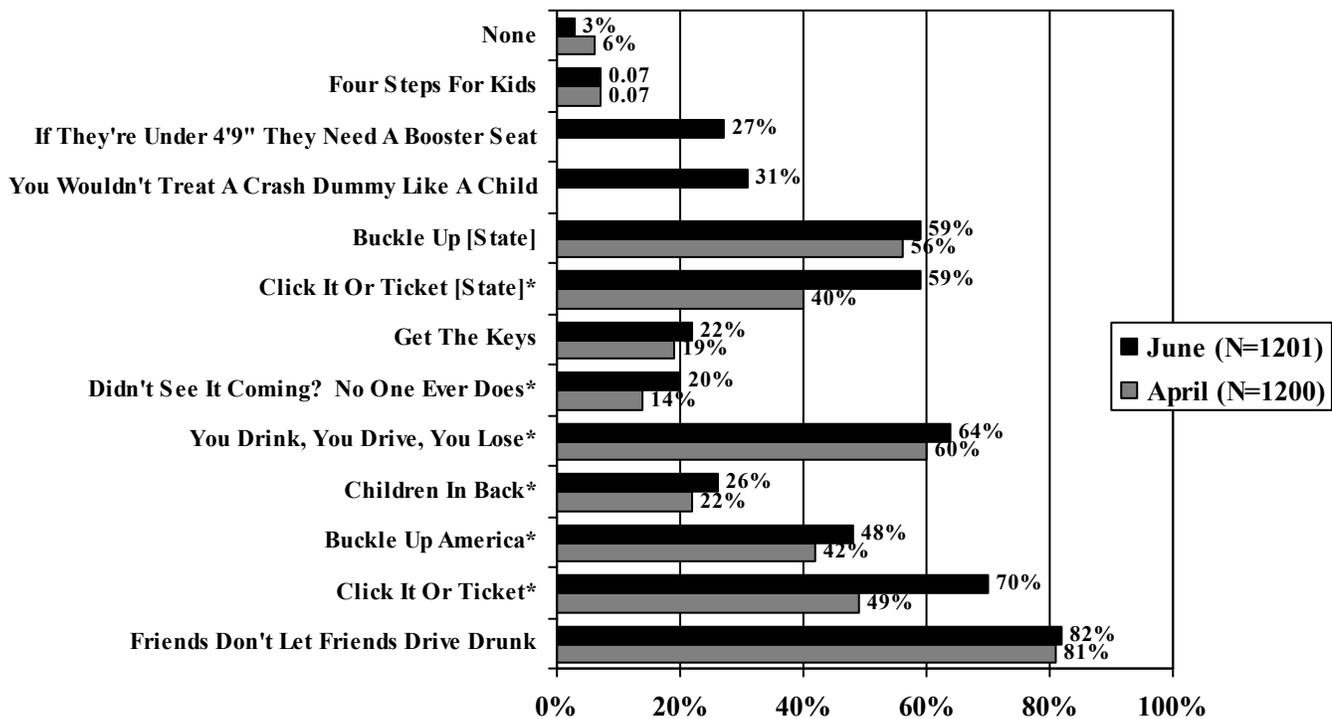


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q31. Thinking about everything you have heard, how important do you think it is for [State] to enforce seat belt laws for adults more strictly? Base: Total adults

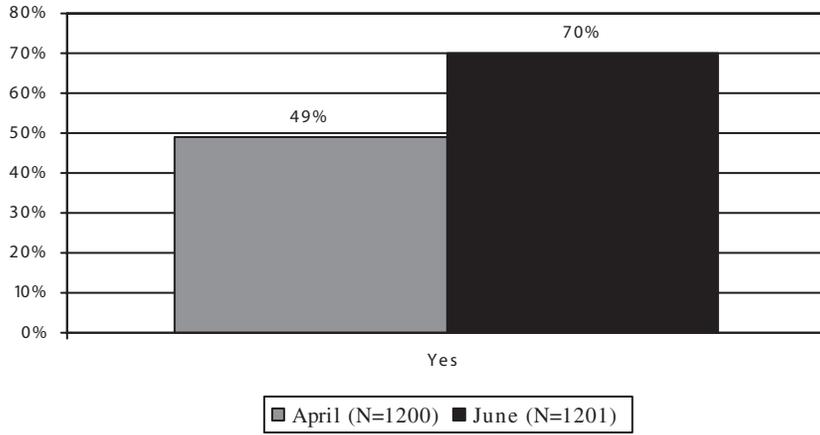


Q32. Do you recall hearing or seeing the following slogans in the past 30 days? Base: Total adults

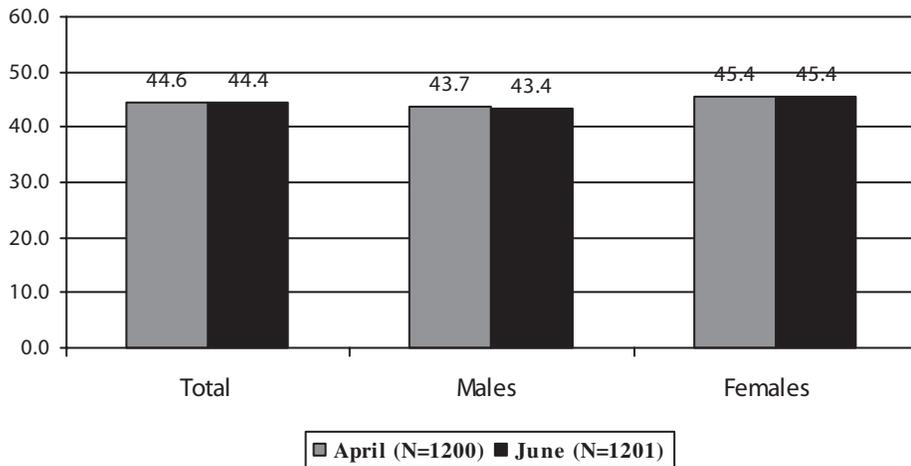


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q32. Do you recall hearing or seeing slogans in the past 30 days? (*Click It or Ticket* only)  
Base: Total adults

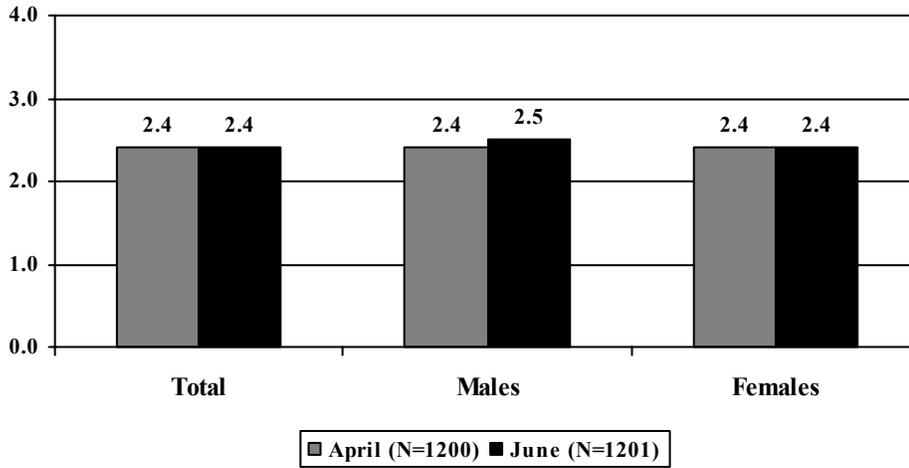


Q33. What is your age? Base: Total adults

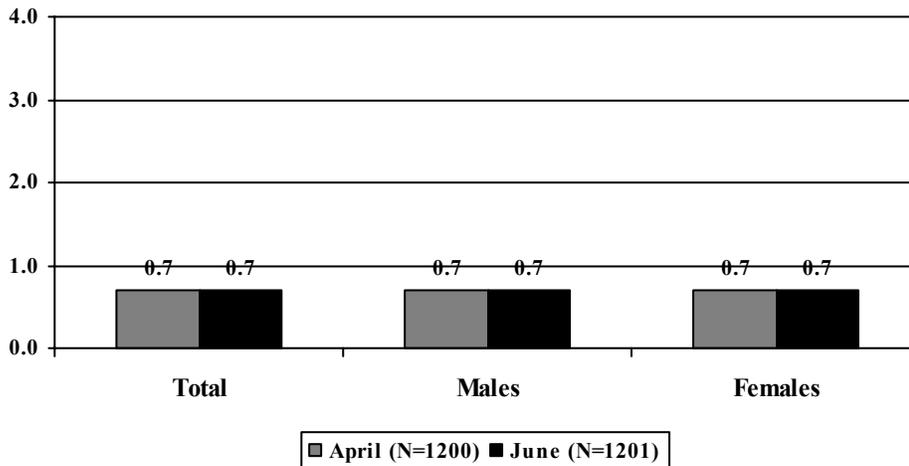


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q34. Including yourself, how many people age 16 or older are living in your household at least half of the time or consider it their primary residence? Base: Total adults



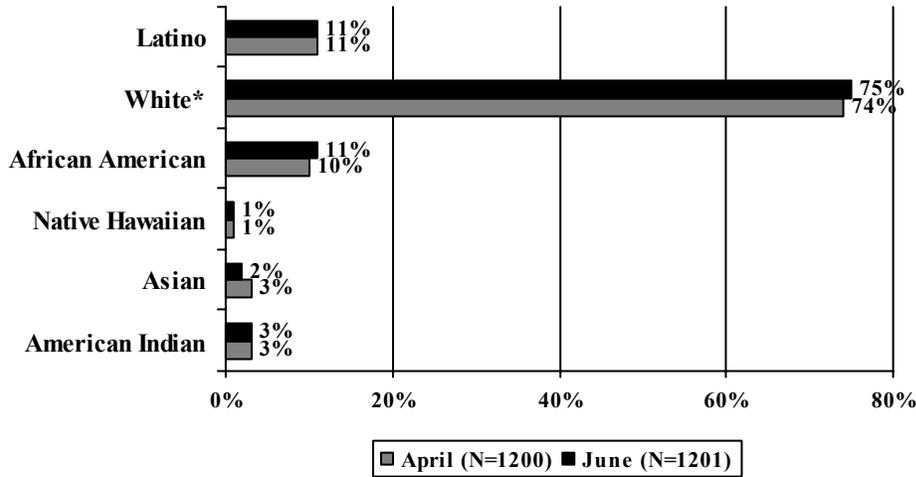
Q35. How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence? Base: Total adults



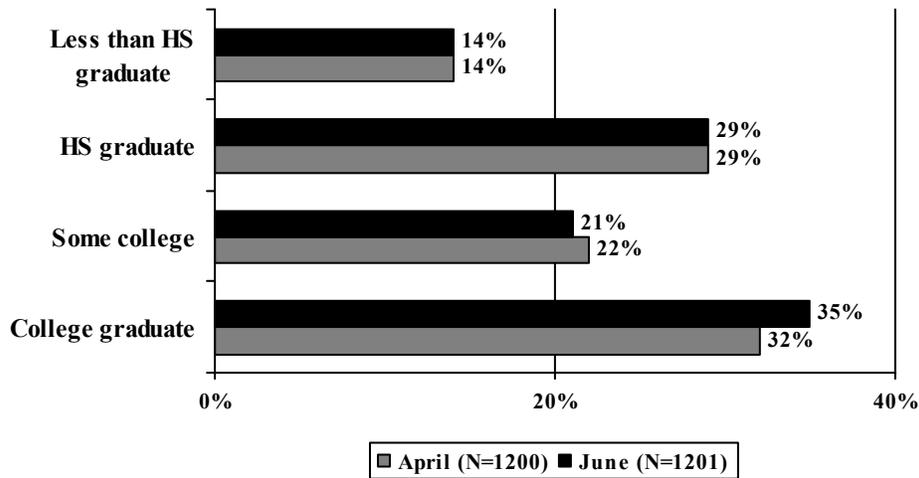
**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

Q36. Do you consider yourself to be Hispanic or Latino?

Q37. Which of the following racial categories describes you? Base: Total adults

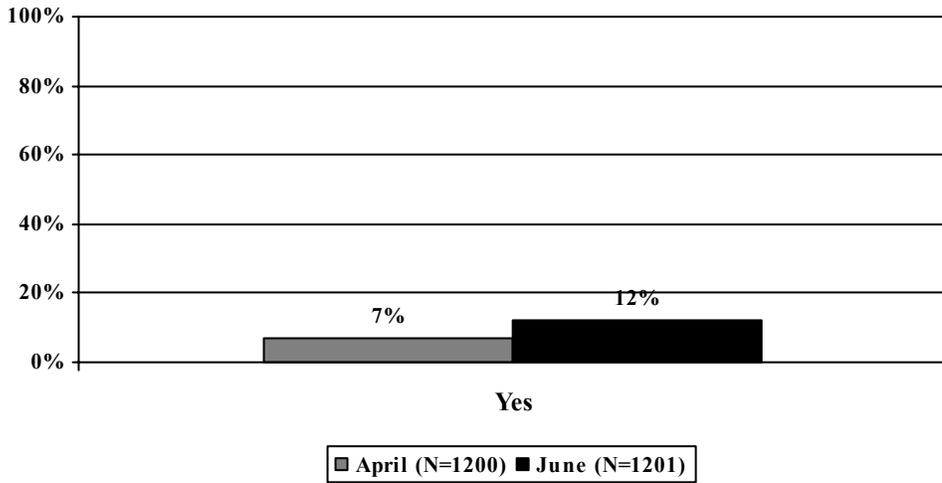


Q38. What is the highest grade or year of school you completed? Base: Total adults

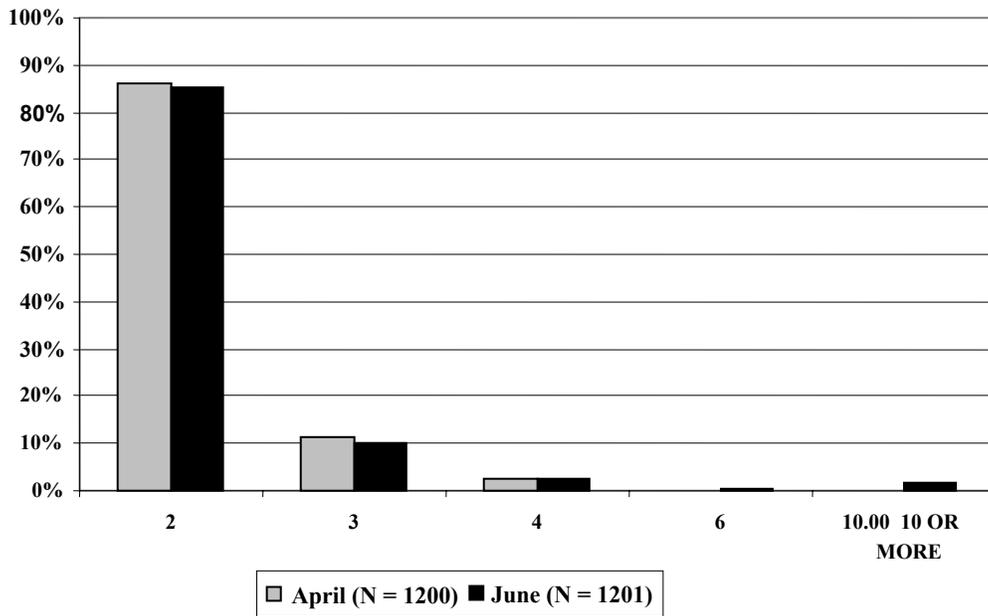


**NATIONAL TELEPHONE SURVEY – RESULTS  
APRIL/JUNE 2004 SEAT BELT TRACKING STUDY**

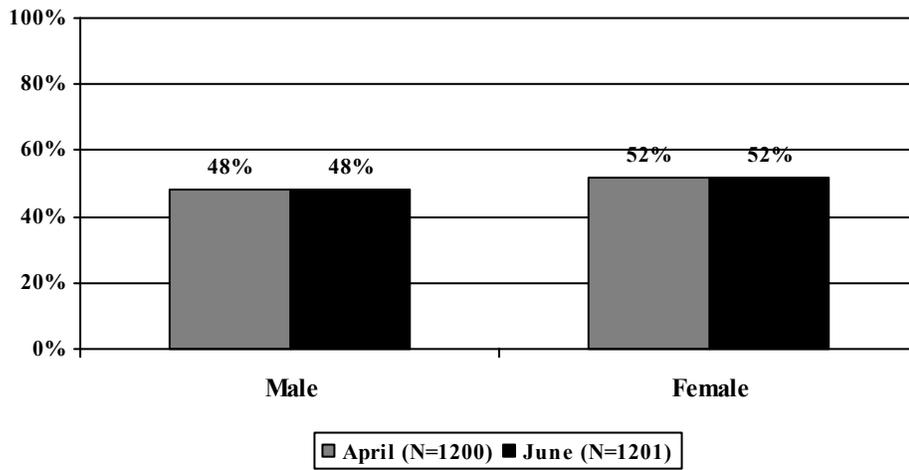
Q39. Do you have more than one telephone number in your household? Base: Total adults



Q40. Not including cell phones, and numbers used primarily for fax or computer lines, how many different telephone numbers do you have in your household?



Q41. Sex of respondent? Base: Total adults



## SAMPLE - DRIVER LICENSING OFFICE SURVEY

**Several Driver Licensing Offices in the state are participating in a study about seat belts in Arkansas. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.**

---

1. Your sex:     Male             Female
  
2. Your age:     Under 21     21-25     26-39     40-49     50-59     60 Plus
  
3. Your race:  White  Black             Asian     Native American     Other
  
4. Are you of Spanish/Hispanic origin?  Yes     No
  
5. Your Zip Code: \_\_\_\_\_
  
6. About how many miles did you drive last year?  
 Less than 5,000     5,000 to 10,000     10,001 to 15,000     More than 15,000
  
7. What type of vehicle do you drive most often?  
 Passenger car     Pickup truck     Sport utility vehicle     Mini-van     Full-van     Other
  
8. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pickup?  
 Always     Nearly always     Sometimes     Seldom     Never
  
9. Do you think that it is important for police to enforce the seat belt law?  
 Yes     No
  
10. What do you think the chances are of getting a ticket if you don't wear your seat belt?  
 Always     Nearly Always     Sometimes     Seldom     Never
  
11. Do you think the seat belt law in Arkansas is enforced:  
 Very strictly     Somewhat strictly     Not very strictly     Rarely     Not at all
  
12. Have you ever received a ticket for not wearing your seat belt?  
 Yes     No
  
13. In the past month, have you seen or heard about police enforcement focused on seat belt use?  
 Yes     No
  
14. In the past month, have you experienced police enforcement activities looking at seat belt use?  
 Yes     No
  
15. Have you recently read, seen or heard anything about seat belts in Arkansas?  
 Yes     No  
  
    If **yes**, where did you see or hear about it? (Check **all** that apply):  
     Newspaper     Radio     TV     Billboards     Brochure     Police Enforcement     Other  
    If **yes**, what did it say? \_\_\_\_\_
  
16. Have you recently read, seen or heard anything about wearing a seat belt and riding in a pickup truck?  
 Yes     No
  
17. Do you know the name of any seat belt program(s) in Arkansas? (check **all** that apply):  
 Buckle Up Arkansas     Buckle Up in Your Truck     Click It or Ticket     Operation Stay Alive

## Seat Belt Use in States, 2000-2004

State	2000	2001	2002	2003	2004
AK	61.0	62.6	65.8	78.9	76.7
AL	70.6	79.4	78.7	77.4	80.0
AR	52.4	54.5	63.7	62.8	64.2
AZ	75.2	74.4	73.7	86.2	95.3
CA	88.9	91.1	91.1	91.2	90.4
CO	65.1	72.1	73.2	77.7	79.3
CT	76.3	78.0	78.0	78.0	82.9
DC	82.6	83.6	84.6	84.9	87.1
DE	66.1	67.3	71.2	74.9	82.3
FL	64.8	69.5	75.1	72.6	76.3
GA	73.6	79.0	77.0	84.5	86.7
HI	80.4	82.5	90.4	91.8	95.1
IA	78.0	80.9	82.4	86.8	86.4
ID	58.6	60.4	62.9	71.7	74.0
IL	70.2	71.4	73.8	80.1	83.0
IN	62.1	67.4	72.2	82.3	83.4
KS	61.6	60.8	61.3	63.6	68.3
KY	60.0	61.9	62.0	65.5	66.0
LA	68.2	68.1	68.6	73.8	75.0
MA	50.0	56.0	51.0	61.7	63.3
MD	85.0	82.9	85.8	87.9	89.0
ME	*	*	*	*	72.3
MI	83.5	82.3	82.9	84.8	90.5
MN	73.4	73.9	80.1	79.4	82.1
MO	67.7	67.9	69.4	72.9	75.9
MS	50.4	61.6	62.0	62.2	63.2
MT	75.6	76.3	78.4	79.5	80.9
NC	80.5	82.7	84.1	86.1	86.1
ND	47.7	57.9	63.4	63.7	67.4
NE	70.5	70.2	69.7	76.1	79.2
NH	*	*	*	49.6	*
NJ	74.2	77.6	80.5	81.2	82.0
NM	86.6	87.8	87.6	87.2	89.7
NV	78.5	74.5	74.9	78.7	86.6
NY	77.3	80.3	82.8	84.6	85.0
OH	65.3	66.9	70.3	74.7	74.1
OK	67.5	67.9	70.1	76.7	80.3
OR	83.6	87.5	88.2	90.4	92.6
PA	70.7	70.5	75.7	79.0	81.8
RI	64.4	63.2	70.8	74.2	76.2
SC	73.9	69.6	66.3	72.8	65.7
SD	53.4	63.3	64.0	69.9	69.4
TN	59.0	68.3	66.7	68.5	72.0
TX	76.6	76.1	81.1	84.3	83.2
UT	75.7	77.8	80.1	85.2	85.7
VA	69.9	72.3	70.4	74.6	79.9
VT	61.6	67.4	84.9	82.4	79.9
WA	81.6	82.6	92.6	94.8	94.2
WI	65.4	68.7	66.1	69.8	72.4
WV	49.8	52.3	71.6	73.6	75.8
WY	66.8	*	66.6	*	70.1

Source: Rates in States are from surveys conducted in accordance with Section 157, Title 23, U.S. Code.

# BUCKLE UP IN YOUR TRUCK

## "Wedding Bells" Storyboard



SETUP: The scene is breath taking. Footage is of a truck rolling in slow-motion.

VIDEO: We open with the truck in mid-air.

SFX: Man's voice: To have and to hold

(1)



VIDEO: Truck hits the ground, as dust flies.

SFX: Man's voice: from this day forward,

(2)



VIDEO: The truck rolls on to the cab. Debris is flying out of the truck, dirt and grass are flying.

SFX: Man's voice: for better, for worse,

(3)



VIDEO: Truck continues to roll.

SFX: Man's voice: for richer, for poorer,

(4)



VIDEO: Truck continues to roll.

SFX: Man's voice: in sickness and in health.

(5)



VIDEO: Truck continues to roll.

SFX: Man's voice: to love and to cherish.

(6)



VIDEO: Truck stops rolling as it rocks back and forth on the cab.

SFX: Man's voice: till death us do part.

(7)



VIDEO: Truck stops moving, while the dust and debris continue to fall. The scene goes out of focus.

CG: Pickups are two times more likely to roll over than cars.

SFX: A slight crying sound of a woman.

(8)



VIDEO: Truck out of focus.  
VO: And without your seatbelt, there's a very good chance...  
SFX: A slight crying sound of a woman.

(9)



VIDEO: Truck out of focus.  
VO: ... it's death.  
SFX: Ambient noise

(10)



VIDEO: Fade to black Flash of red behind logo.  
CG: Buckle up in your Truck Logo

(11)



VIDEO: Black  
CG: Individual state localization tag goes here.

(12)

# BUCKLE UP IN YOUR TRUCK

"Enforcement"  
Storyboard



SETUP: The scene is breath taking. Footage is of a truck rolling in slow-motion.

VIDEO: We open with the truck in mid-air.

SFX: Sound design of outdoor elements and crash.

(1)



VIDEO: Truck hits the ground, as dust flies.

V/O: Pickups are twice as likely as cars to rollover.

(2)



VIDEO: The truck rolls on to the cab. Debris is flying out of the truck, dirt and grass are flying.

V/O: And hundreds die or are seriously injured...

(3)



VIDEO: Truck continues to roll.

V/O: ...because they aren't buckled up.

(4)



VIDEO: Truck continues to roll. SUPER: Safety belts can save your life in a rollover.  
VIO: Not only can wearing your safety belt...

(5)



VIDEO: Truck continues to roll. SUPER: Safety belts can save your life in a rollover.  
VIO: ...reduce your risk of dying in a rollover by up to 80%...

(6)



VIDEO: Truck stops rolling as it rocks back and forth on the cab  
VIO: ...it can save you from getting a ticket.

(7)



VIO: Buckle up in your truck. It's the law. And it's enforced.  
OO: Buckle up in your Truck. Logo

(8)

**STATE LOCALIZATION TAG**

VIDEO: Black

CG: Individual state localization tag goes here.

(9)





