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

NHTSA
www.nhtsa.gov

DOT HS 811 778

May 2013

Click It or Ticket Evaluation, 2010

DISCLAIMER

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 names, manufacturers' names, or specific 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.

Suggested APA Citation:

Nichols, J. L., & Solomon, M. G. (2013, May). Click It or Ticket *Evaluation, 2010.* (Report No. DOT HS 811 778). Washington, DC: National Highway Traffic Safety Administration.

Technical Report Documentation Page

1. Report No. DOT HS 811 778	2. Government Accession No.	3. Recipient's Catalog No.
4. Title and Subtitle *Click It or Ticket* Evaluation, 2010		5. Report Date May 2013
		6. Performing Organization Code
7. Author(s) James L. Nichols and Mark G. Solomon		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. (TRAIS)
		11. Contract or Grant No. DTNH22-09-D-00133
12. Sponsoring Agency Name and Address U.S. Department of Transportation National Highway Traffic Safety Administration 1200 New Jersey Avenue SE. Washington, DC 20590		13. Type of Report and Period Covered
		14. Sponsoring Agency Code

15. Supplementary Notes
Mary Hinch served as the NHTSA Contracting Officer's Technical Representative for the study.

16. Abstract
The 2010 *Click It or Ticket* (CIOT) mobilization followed a typical Selective Traffic Enforcement Program (sTEP) sequence, involving paid media, earned media, and enforcement. A nationally representative telephone survey indicated that the mobilization was associated with increases in awareness of *seat belt messages and special enforcement* among the general population and among a target group of males 18 to 34 years old. *Television* was the primary source by which the public was made aware of these issues, followed by *billboards* and *radio. Paid ads*, rather than *news stories*, were the most frequently mentioned type of message seen or heard. Compared with the general population, young males were *slightly more aware* of seat belt messages and *more aware* of special enforcement efforts, but *less likely* to have seen or heard about checkpoints, or to think that they would get a ticket for not buckling up. Very few respondents felt that a traffic stop (day or night) would likely be for a seat belt violation. The National Occupant Protection Use Survey (NOPUS) found that usage had increased from 84% in 2009 to 85% in 2010. While this increase was not statistically significant, it was consistent with a steady increase in usage over time. In addition, there was an average 1-percentage-point increase in State survey results from 2009 through 2010, with 31 States reporting increases and 20 jurisdictions reporting either no change or declines. A time-series analysis of usage among occupants killed in passenger vehicles found no *additional* increase in usage associated with the 2010 mobilization, although there was a significant increase in usage associated with the series of CIOT mobilizations that began in 2003. Analyses of passenger vehicle occupant deaths and drivers involved in fatal crashes in 2009 and 2010 found significant increases in usage for both groups.

17. Key Words Seat belt CIOT Enforcement Use Rate Paid media	18. Distribution Statement Document is available to the public from the National Technical Information Service www.ntis.gov	
19. Security Classif.(of this report) Unclassified	20. Security Classif.(of this page) Unclassified	21. No. of Pages 120 / 22. Price

Form DOT F 1700.7 (8-72) Reproduction of completed page authorized

Executive Summary

Background

The National Highway Traffic Safety Administration has been working with the States to conduct the national *Click It or Ticket* (CIOT) mobilization since 2003. NHTSA evaluations suggest CIOT has helped increase seat belt awareness and use; however, there is still room to make a difference. In 2010, for example, 51% of those who died in car crashes were not wearing their seat belts (NHTSA, 2012a) and the National Center for Statistics and Analysis (NCSA) estimated that an additional 3,341 lives could have been saved in 2010 if everyone wore their seat belts. A process and outcome evaluation of the 2010 CIOT mobilization was conducted to gain a better understanding of the characteristics of this recent mobilization in terms of its level of implementation (enforcement and publicity) and in terms of its impact on awareness and behavior.

History. The first nationwide seat belt mobilization was implemented in 1991. The goal of *Operation Buckle Down* was to reach 70% belt use by 1992. The following year, North Carolina implemented the first statewide *Click It or Ticket* (CIOT) program. It was a highly structured, periodic, high-visibility enforcement (HVE) effort involving earned and paid media and intensified enforcement. In 1997, a public-private coalition again initiated nationwide HVE mobilizations (i.e., Operation ABC), but without using the CIOT slogan. Beginning in 2003, these national mobilizations were called *National Click It or Ticket* mobilizations and funds were provided to States to provide for enhanced enforcement and for paid media advertising. In addition, States were encouraged by NHTSA to adopt a "hard" enforcement message (i.e., *Click It or Ticket*) as the slogan for their mobilizations. Associated with these efforts, there have been significant increases in awareness and observed seat belt use over time. Post-mobilization awareness of the *CIOT slogan* increased from 61% in 2003 to 80% in 2010; the perception that a ticket would be very likely for not wearing a seat belt increased from 34% in 2003 to 40% in 2010; and the National Occupant Protection Use Survey (NOPUS) showed increases from 75% in 2002 to 85% in 2010.

Objectives

The objective of this research was to conduct a process and outcome evaluation of the 2010 CIOT mobilization. The evaluation objectives were to:

- Document activity levels, including enforcement, paid media, and earned media activity;
- Measure changes in public awareness and perceptions of seat belt enforcement, publicity, and issues associated with such activity;
- Examine changes in observed seat belt use by comparing post-CIOT usage in 2010 to post-CIOT usage in 2009; and
- Examine changes in usage among front-seat occupants killed in passenger vehicles.

Methods

Media and Enforcement Activity. Media and enforcement reports were examined from States that used NHTSA's Web-based reporting system. NHTSA's media contractor, the Tombras Group, provided a post-campaign report documenting the amount of paid media (dollar amounts spent, ads aired, etc.) that characterized the mobilization. Expenditures were also broken down by various media platforms, such as television, radio, billboards, newsprint, the Internet, etc. Levels of publicity and enforcement generated in 2010 were normalized by population and compared with normalized rates generated in previous mobilizations. To address earned media, PRG used the number of media events and news stories reported to NHTSA by the States after each mobilization. Additional information regarding earned media activity was provided by *CustomScoop*, a program that reviews thousands of online news outlets daily to track news stories and editorials.

Awareness of Publicity and Enforcement. Nationally representative telephone surveys were administered before and after the 2010 mobilization to examine awareness, attitudes, and perceptions associated with CIOT. Key indices included: awareness of messages to buckle up, awareness of special enforcement efforts (and checkpoints), and perceived likelihood of receiving a ticket for not buckling up. Changes in these indices were examined for 2010 relative to earlier years, and for the target group (18- to 34-year-old males) versus the general population.[1]

Observed Seat Belt Use. NOPUS was used to assess changes in observed seat belt use after the CIOT mobilization. Levels and changes in seat belt use were estimated with regard to a variety of factors, including: region, road type, vehicle type, law type, etc. Results of statewide surveys were also examined to determine ongoing trends.

FARS data were examined to determine trends in usage among fatally injured occupants of passenger vehicles from 2003 through 2010 and from 2009 to 2010.

[1] The first three years of CIOT surveys were used as a baseline. They included surveys conducted in 2003, 2004, and 2007. These are the same years chosen by Tison and Williams (2008) in their analysis of the first years of the CIOT program.

Results

Summary of Key Results

- There has been a decline in per capita media expenditures and in reported seat belt citations issued since 2005;
- In the general population, there were significant increases in awareness of *messages to buckle up* (+ 6.2 pts); special enforcement (+17 pts); and checkpoints (+6 points); there were smaller increases in recognition of the CIOT slogan (+1.3 pts) and in the perception that a ticket is "very likely" for not buckling up at night (+2.1 pts).
- In the target group of young males, there also were increases in awareness of *messages to buckle up* (+6 pts); special enforcement (+8.5 pts); and checkpoints (+5 pts); there were smaller increases in recognition of the CIOT slogan (+1.9 pts) and in the perception that a ticket is "very likely" for not buckling up (+2.1pts).
- Smaller gains made in awareness of seat belt enforcement than were made in previous years.
- As in prior years, television was the primary source by which the public became aware of the mobilization in 2010, followed by billboards and radio, in that order.
- NOPUS estimated seat belt use to increase by 1 percentage point from 2009 to 2010.
- State survey results suggested a similar 1-point increase; 31 States reported increases; 10 States reported no change; and 10 jurisdictions (including DC) reported declines.
- A time series analysis conducted on monthly fatality data suggested that there was a significant increase in usage among fatally-injured, front-seat occupants of passenger vehicles associated with the series of CIOT mobilizations, beginning in 2003, but that there was no significant effect specifically associated with the 2010 mobilization.
- There was a significant increase in usage among occupants killed in crashes from 2009 to 2010.

Media Activity. There has been a near-linear decline in per capita media expenditures since 2005, leaving total 2010 expenditures ($21 million) at about 64% of their 2005 level ($33 million). When counting all participating jurisdictions, the ratio of paid ads to earned media stories was 6.70 to 1 in 2010.

Enforcement Activity. The number of enforcement agencies classified as participating in CIOT and reporting on their activities remained high in 2010, but the number of reported seat belt citations continued to decline.

Awareness and Perceptions. Telephone survey data collected before and after the 2010 mobilization suggested CIOT influenced key indices of awareness and perception. Pre- to post-program levels showed significant increases in awareness of messages to buckle up (+6.2 pts); awareness of special enforcement efforts (+17 pts); and awareness of checkpoints (+6 pts). There was a smaller increase in recognition of the CIOT slogan (+1.3 pts). While there was a slight increase in the perception that a ticket is *very likely* if one rides unbuckled (+2.1 pts); there was a

slight decline in the perception that a ticket is *somewhat or very likely* to be ticketed (-1.1 pt), the measure most often reported for this index.

While there was a significant increase in awareness of seat belt enforcement from pre- to post-CIOT, larger gains were made in earlier years than in 2010 (average of 27 points in earlier years versus 9 points in 2010). As a result, there was a higher level of post-program awareness of enforcement in the earlier years (43%) than in 2010 (33%).

Television was the primary source by which the public was made aware of the mobilization. The next two most frequent sources were billboards and radio. In part, the dominance of television and radio reflects the fact that television receives the highest proportion of expenditures (50%), followed by radio (33%), and billboards (6%).

Paid ads (commercials) were the most frequently mentioned media platform contributing to awareness of seat belt messages and special enforcement efforts. As mentioned, paid ads accounted for substantially more "exposures" to mobilization messages than did earned media stories. In 2010, there was a median of 34 paid ads for every story reported by the States (television and radio combined).

Although most surveys have found little evidence of awareness associated with the Internet, an average of 6% of the general population respondents who were aware of seat belt messages, saw or heard them on the Internet; an average of 11% who were aware of special enforcement efforts, saw or heard about them on the Internet. Among the target population, these averages were slightly higher. Generally, seat belt or enforcement messages seen or heard on the Internet involved ads or news stories; much less often did they involve gaming sites, social networking sites, or Internet videos.

Awareness data suggested that young males may have been slightly *more aware* of the seat belt messages and special enforcement efforts than the general population, but they were *less likely* to perceive that a ticket would result from long term failure to buckle up. With regard to media sources, young males were (generally speaking) more likely than the general population to get their information from radio, billboards, and advertisements and less likely than the general population to get their information from television or news stories. This is a very general statement based on trends rather than on highly significant differences.

Observed Seat Belt Use. According to NOPUS, observed seat belt use increased from 84% to 85% in 2010. This increase did not reach statistical significance but the finding of a slight increase was reinforced by State survey findings, the average of which also showed a 1-percentage-point increase from 2009 to 2010, with more States reporting gains (31) than those reporting losses or no change in usage (20). Based upon pre-to-post program changes in awareness and observed seat belt use measured in prior years, it is likely that there was a pre-to-post increase in seat belt use in 2010. However, no baseline survey was available to measure observed usage immediately prior to the 2010 mobilization; therefore, only post-program (2010) to post-program (2009) results are available for comparison.

Usage Among Occupants in Fatal Crashes. A time series analysis of FARS data regarding usage among *front-seat occupants killed* in passenger vehicles found a significant

increase in usage associated with the series of CIOT mobilizations that began in 2003, but no *additional* increase in usage associated with the 2010 mobilization.

A year-to-year examination of FARS data found significant increases in usage among *passenger vehicle occupants killed* and among *drivers involved in fatal crashes* in 2010. There also were significant increases in 2009. These increases (in 2009 and 2010) were the largest since 2003, when the CIOT mobilizations were implemented. These findings suggest that usage among the most important target group (i.e., occupants involved in potentially fatal crashes) is increasing, possibly being maintained, at least in part, by the annual CIOT mobilizations.

Conclusions

This evaluation of the 2010 CIOT mobilization showed a decline in several indices of media and enforcement activity. However, there were significant increases in pre-to-post awareness of seat belt messages and special seat belt enforcement efforts among both the general population and the targeted group (males, ages 18-34). The results from the NOPUS moving traffic survey showed a 1-percentage-point gain in daytime observed usage, from 84% in 2009 to 85% in 2010. While this change did not reach statistical significance, it was reinforced by an average 1-percentage-point change in usage in statewide surveys, from 2009 to 2010. Ten jurisdictions reported declines in usage; 10 reported no change, and 31 reported increases. An analysis of usage among occupants killed in crashes confirmed an effect of the entire CIOT series of mobilizations but did not find an additional effect associated with the 2010 mobilization. However, a simple comparison of restrained and unrestrained proportions of occupant deaths from 2009 to 2010 suggested significant increases in usage among occupants killed (and therefore among occupants involved) in fatal crashes continue from 2009 to 2010.

CIOT HVE mobilizations have been conducted on at least an annual basis for many years and there are signs of slightly diminishing enforcement and media activity, as well as smaller gains in awareness. The awareness survey suggests that the public is seeing less enforcement on the ground than in previous years. One consideration for future mobilizations may be to find additional ways to increase awareness of such efforts. Some possible approaches might include: conducting more checkpoints, notifying the public of special efforts by generating more local news stories, and making special enforcement efforts more visible by using signage on police vehicles or in the enforcement “zone.”

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

Click It or Ticket Evaluation, 2010

I. Introduction

A. BACKGROUND

In 2010, 51% of those who died in fatal car crashes were not wearing their seat belts (NHTSA, 2012a). While the total number of people who died in car crashes in the United States in 2010 was the lowest since 1949, the National Center for Statistics and Analysis estimates that an additional 3,341 lives could have been saved in 2010 if everyone wore their seat belts. Additionally, NCSA estimates that seat belts saved 12,546 lives in 2010 (NHTSA, 2012b).

In one effort to increase seat belt use, NHTSA has been working with the States to conduct the national *Click It or Ticket* mobilization since 2003. Evaluations conducted over these years suggest that CIOT has helped increase awareness and seat belt use with enhanced seat belt enforcement, far-reaching paid media messages, and localized earned media efforts. It is important to measure CIOT activity to gauge how the program currently functions. This report presents the process and outcome evaluation of the 2011 CIOT mobilization and analyzes some trends in CIOT activity over recent years.

B. HISTORY OF HIGH-VISIBILITY SEAT BELT ENFORCEMENT PROGRAMS

The first nationwide high-visibility enforcement (HVE) programs designed to increase seat belt use were conducted in 1991 and 1992 as part of NHTSA's "70 Percent by '92" programs. These programs did not include a uniformly strong enforcement message and did not use paid advertising, partly because no government funds were authorized for such activity at the time. While there was much outreach with State and local law enforcement agencies (LEAs), it is difficult to determine enforcement intensity because per capita citation numbers were not well documented (Nichols, 1993).

Following this initial nationwide effort, a statewide HVE program called *Click It or Ticket* was developed, pilot tested, and implemented in 1993 and 1994 in North Carolina. This program included an unambiguous enforcement message (*Click It or Ticket*) and paid advertising to broadcast this message to the public (expending about $500,000 or about 6¢ per resident) during the 8 weeks of the 1993 campaign). It also included a well-documented and highly organized enforcement effort, involving seat belt checkpoints conducted in 100 counties across the State. Overall, this statewide program resulted in approximately 3,000 checkpoints and 22,000 seat belt citations issued over a 3-week period (about 30 citations per 10,000 residents). The program resulted in a 16% increase in seat belt use, from 64% to 80% (Williams, Reinfurt, &Wells, 1996).

The North Carolina CIOT program became the benchmark for enforcement efforts over the next decade. During this time there were other notable efforts to conduct HVE campaigns with strong enforcement messaging, paid advertising, earned media, and intensified enforcement of seat belt laws. Each of these efforts was strongly influenced by the characteristics and results of the North Carolina CIOT program.

HVE campaigns, other than CIOT, were implemented in about 20 States from 1993 through 1998, with varying degrees of intensity and without paid media. Interest in such programs increased substantially after 1996 when the interaction of passenger-side air bags with children became a national issue and a public-private sector organization was established to address this problem (i.e., the Air Bag & Seat Belt Safety Campaign, or AB&SBSC). One of the primary actions of the Campaign was to launch nationwide Operation ABC (Always Buckle Children) enforcement mobilizations to increase usage among all vehicle occupants and to move children to a rear seating position. These mobilizations included national-level, paid advertising. Pledged enforcement agency participation in these mobilizations increased from about 4,000 agencies in 1998 to just over 11,000 agencies in 2002.

Thus, prior to 2003, there had been 5 years of national enforcement efforts organized and coordinated by AB&SBSC. During this period, thousands of State and local LEAs had participated in annual (or twice-annual) Operation ABC mobilizations and seat belt usage, as measured by NOPUS, had increased by about 13 percentage points, from 62% prior to the May 1998 mobilization to 75% after the May 2002 mobilization. During this period, however, only a handful of States had received Federal funds for paid media, for intensified seat belt enforcement, or for evaluation efforts (under Section 157 of the Transportation Equity Act for the 21st Century, known as TEA-21).

In 2003, NHTSA assumed additional responsibility for these annual mobilizations by providing funds for media, enforcement, and evaluation to States that applied for Section 157 "innovative" enforcement grants. This, in turn, resulted in campaigns that were organized and managed at the State level, rather than at the national level, and it resulted in more accountability and better documentation of activity. From 2003 to 2010, States reported issuing an average of 18 to 25 seat belt citations per 10,000 population, spending an average of 8¢ to 11¢ per capita on advertising, conducting hundreds of media events, and generating thousands of paid ads and earned news stories, as part of these CIOT mobilizations

An evaluation of the early years of the national CIOT program examined trends in seat belt usage associated with media and enforcement activity through 2007 (Tison & Williams, 2010). This evaluation pointed out that there were substantial increases in enforcement, publicity, and usage in the very early part of the decade (from 2000 through 2002) and less change after 2002, reflecting the fact that (as mentioned above) many States were active prior to 2003, often participating in two mobilizations annually. Tison and Williams (2010) suggested that the peak years for media funding and enforcement activity were 2004 and 2005, with a decline in 2006. They also pointed out that, in spite of some declines in funding, enforcement levels remained relatively stable at 21 to 24 citations per 10,000 residents from 2001 through 2006.

Pre-mobilization responses from year to year provide a measure of how well the effects of CIOT endure beyond each mobilization. For example, the proportion of respondents who perceived that a ticket is likely (if one rides unbuckled for six months) increased from 28% before CIOT 2003 to 37% just prior to CIOT 2007. Not as much change was seen with awareness of messages to buckle up or with regard to awareness of special seat belt enforcement

activity: awareness of messages to buckle up (question 25 of the survey) went from 73% before CIOT 2003 to just74% just prior to the CIOT 2007; and awareness of special enforcement activity (question 14) went from 16% before CIOT 2003 to 17% before CIOT 2007.

Examining change and activity levels from 5 years prior to CIOT through the first 3 years of CIOT (1998 through 2006)), Tison and Williams (2010) found a modest positive relationship between media expenditures and change in usage, a stronger relationship between enforcement and change in usage, and the strongest relationship between combined media and enforcement and change in usage. This finding suggests that enforcement is an essential component of change in usage but that publicized enforcement provides a more powerful combination.

II. Program Implementation

A. SEQUENCE OF EVENTS CALENDAR

The 2010 national mobilization followed a typical selective traffic enforcement program (sTEP) sequence of events (Figure 1). Earned media was the first to commence and ran the longest; paid media was the second component to start and ran for two weeks; and enforcement was the third component to begin and also ran for two weeks (Table 1). Media began before enforcement to inform the public of the program and increase the chance the public would connect the enforcement with the program. Nearly all States reportedly adhered to this sequence.

Figure 1. Mobilization Sequence of Events

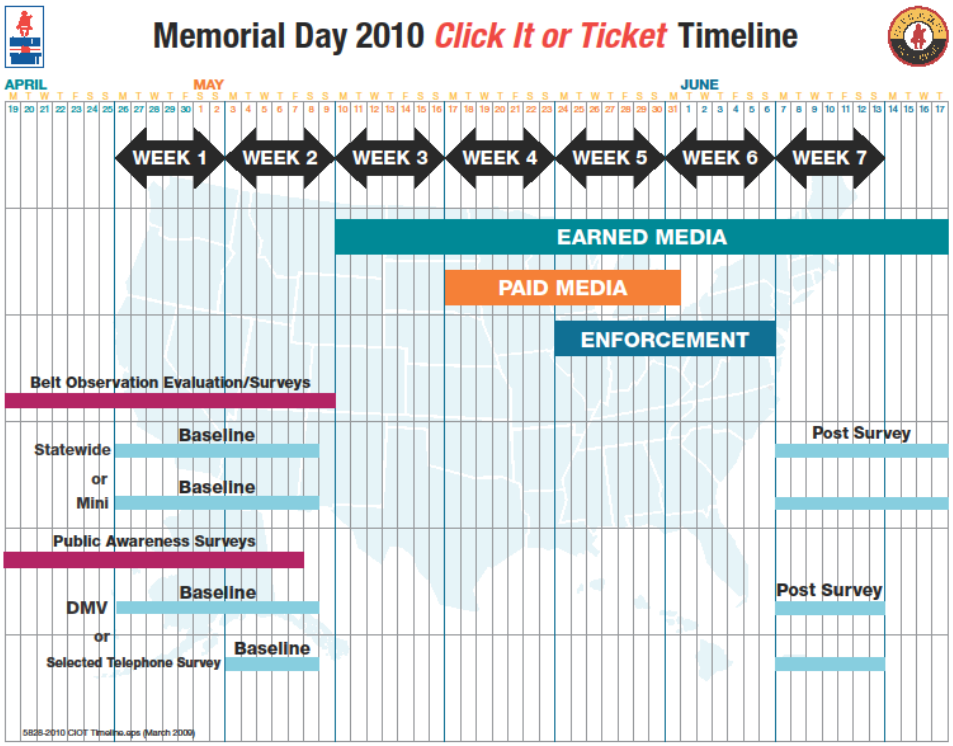


Table 1. Mobilization Calendar

PROGRAM ELEMENTS	2010
EARNED MEDIA	Monday May 10 through end of the Mobilization
PAID MEDIA FLIGHT DATES	Monday May 17 to Monday May 31
ENFORCEMENT	Monday May 24 to Sunday June 6
EVALUATION	Before, During and After Publicity/Enforcement

B. EARNED MEDIA

The 2010 mobilization started with an earned media effort beginning on May 10. It involved locally-generated media (usually news stories) that alerted motorists that their communities were participating in the mobilization. These stories provided local details regarding when, where, and why the program was being implemented.

NHTSA's Office of Communication and Consumer Information (OCCI) contracted with AkinsCrisp Public Strategies to promote the earned media. AkinsCrisp provided the following support:

- Coordinated event logistics and vendors;
- Coordination of Washington, DC, kickoff events (national publicity);
- Production and distribution of B-roll footage; and
- Production of press kits.

AkinsCrisp worked with HomeFront Communications to produce "B-roll" footage - video packaged as news - and distribute it to broadcast news organizations. The B-roll footage (including a Spanish version) included video clips of consumers buckling up, law enforcement checkpoints, press conference footage, and photo images from the NHTSA Web site. *Click It or Ticket* television ads were also incorporated into the B-roll footage and a variety of news stories that aired. News footage often directed viewers to the NHTSA Web site www.nhtsa.gov for additional information. HomeFront tracked use of the B-roll package and determined that it was used by 46 outlets, reaching more than 2.3 million viewers in 36 media markets.

OCCI also contracted with AkinsCrisp to develop and disseminate earned media and outreach planners to assist States with their earned media efforts. The planner included, poster art, fill in the blank news releases, letters to the editor, talking points, and fact sheets. The planners also included messaging and template options for the States to choose from to support their specific occupant protection initiatives (e.g., general, pickup occupant, rural occupant, teen occupants, and nighttime occupants).

C. PAID MEDIA

State Expenditures by Medium

Medium	Expenditures All States	Percent of Total
Television	$6,390,064	50%
Radio	$3,603,787	28%
Billboards	$840,778	7%
Print	$210,444	2%
Other	$1,715,843	13%
Total	**$12,760,916**	**100%**

"Other" includes internet advertising

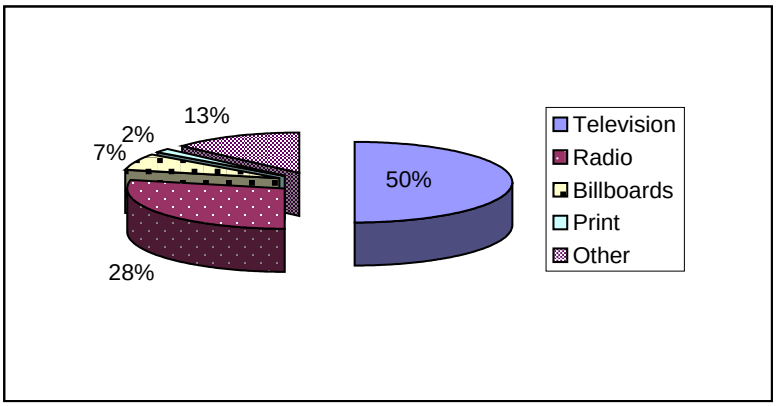


Figure 2. Allocation of Paid Media Funds for the 2010 National CIOT Media Effort

Target Populations

As in past years, this mobilization focused on four major groups: (a) males 18 to 34 years old; (b) teen males 15 to 17; (c) African-American males 18 to 34; and (d) Latino males who have recently immigrated.

NHTSA and the Tombras Group designed a national media strategy to complement State media buys. This national plan was designed to deliver a message to the target populations at a specific frequency. The frequency was based upon the assumption that a message must be seen at least eight times to change behavior. The goal was to reach a minimum of 25% of the target audience at least eight times over a 2-week "flight" period. Timely and targeted dissemination of a message nationwide is best accomplished with paid media when using a multi-media platform. Thus, several media platforms were funded at various levels to reach a young male target audience. The budget allocated 60% of the funds for television, 17% for digital media; 13% for radio, and 10% for Hispanic-related television and radio (see Figure 2).

The 2010 CIOT mobilization included 2 weeks of paid media (May 17 – May 31). Radio and television advertisements aired extensively during these weeks. All television, radio, and Internet creative material were produced for previous mobilizations; no new creative material was produced for 2010.

Television

The centerpiece of the publicity campaign was a national television media buy featuring a television spot titled "Stuck with a Ticket." In total, there were four television spots (See Appendix A for television advertisement storyboards):

- Stuck with a Ticket;
- Out of Nowhere;
- Not Invisible;
- Forehead Reminder (Hispanic).

The national television commercials were 30 seconds long. The content of one advertisement focused on unbelted teenage occupants ("*Out of Nowhere*") and showed images of unbelted teenagers encountering law enforcement officers and receiving tickets. Another ad focused specifically on nighttime enforcement of seat belt laws ("*Not Invisible*") and included images of young adult males receiving tickets for not complying with the seat belt law at night. A television advertisement ("*Forehead Reminder*") was used to reach the young male Hispanic audience.

Ads were purchased for the hours and programs when 18- to 34-year-old males (of all races and ethnicities) would most likely be watching. For example, advertisements purchased for broadcast and cable television tended to air during primetime, late at night, and during sports programming. Programming included the following networks and stations: FOX; NBC; Adult Swim; CMT; Comedy Central; Discovery; ESPN; ESPN 2; ESPNews; FSN Home Town Sports; FX; Fuse; G4; GAC; MTV2; Spike; The Country Network; TNT Sports; NBA TV; VS; ESPN Deportes; Galavision; Telefutura; and Univision.

The Tombras Group coordinated the purchase of air time for the national buy. Most States also purchased and placed paid media ads in their own designated market areas (DMAs). The magnitude of these purchases and their media allocations of the State buys are summarized in the *Results* section of this report.

Digital Media

The CIOT campaign publicity has included increasingly more digital (Internet) media over time. That is because a growing number of people, especially young men, are using the Internet for various activities (e.g., instant messaging, gaming, browsing, etc.). Two creative spots were used to reach people through digital media. These spots are described in Appendix A:

- Big Monster; and
- Video Game.

Media buys for Google and YouTube were also created for the campaign. In addition, NHTSA established three landing pages for portals to view ad spots. One key objective of the Internet campaign was to direct online users to one or more of these landing spots:

- www.stuckwithaticket.com;
- www.bigmonsterattacks.com;
- www.musclecarextreme.com.

Radio

Radio was used to build frequency above and beyond the reach of television. Possibly, one of the best benefits of radio is that it can reach the target audience while they are in a vehicle. Two radio spots were used for the 2010 mobilization:

- Car Talk; and
- Stupid Joey.

These radio advertisements were focused on stations and programming known to attract the target group. These included: The Premiere Radio Network; Westwood One Radio; Dial Global; Citidel Media; Citidel Media Hispanic; Univision Radio; The Performance Racing Network; and The TargetSpot Online Radio Network. All of the radio spots had an enforcement-centered message. (See Appendix A for select radio scripts.)

D. ENFORCEMENT

Program enforcement began on May 24 and continued through June 6. During this 2-week period, thousands of law enforcement agencies conducted traffic enforcement efforts in support of the CIOT mobilization. Some agencies conducted nighttime belt enforcement activities. A summary of the enforcement activities is included in the *Results* section.

E. EVALUATION

Process and outcome data were collected before, during, and after the 2010 mobilization. The following chapter explains the methods of evaluation.

III. Evaluation Methods

The first objective of this evaluation was to document the activity and resources that NHTSA and the States put into the 2010 CIOT mobilization and compare that to the level of effort exerted in previous mobilizations. The second objective was to measure the outcomes associated with the mobilization, specifically changes in public awareness and the estimated national seat belt use rate.

A. EVALUATING MEDIA

Paid media evaluation questions included the following:

- How many dollars were spent in 2010 on the national and State levels?
- How were these funds distributed among various media?
- How did the media funding in 2010 compare to that of previous mobilizations?
- How many paid ads were generated?

NHTSA's media contractor, the Tombras Group, provided a post-campaign report documenting the amount of paid media (dollar amounts spent) associated with NHTSA's nationwide advertisement campaign. Dollar amounts were broken down by the various platforms used, including: television; radio; and other electronic media. State Highway Safety Offices (HSOs) reported similar information for the media placements that they made. HSOs used NHTSA's Web-based reporting system (www.mobilizationsdata.com) to provide such information as they have each year since 2006. NHTSA tallied the aggregate paid media dollars spent by each State and provided PRG with a final published report. The amount of media funding spent by NHTSA and the States in 2010 was compared to that spent in previous CIOT mobilizations.

Earned media evaluation questions:

- How many events and news stories were generated?
- How did the amount of earned media in 2010 compare with previous mobilizations?

PRG examined the number of earned media events and news stories reported by the States to NHTSA following each mobilization. These data were found on NHTSA's reporting Web site and in annual reports generated by NHTSA. Additional information regarding earned media activity was provided by *CustomScoop*, a program that reviews thousands of online news outlets daily to track news stories and editorials.

PRG also examined totals for paid ads in the various media, as reported by the States. In addition to examining the central tendency and dispersion of these distributions, PRG calculated the ratio of reported paid ads per earned media story for each reporting State and provided both the median and the interquartile values. This was done to account for a combination of extreme values and missing values in the data.

B. EVALUATING ENFORCEMENT

Enforcement evaluation questions included:

- How much enforcement occurred during the 2010 CIOT mobilization?
- What proportion of such enforcement was directed toward seat belt violators?
- Were there differential amounts of seat belt enforcement by type of seat belt law?
- How did the amount of enforcement in 2010 compare to previous mobilizations?

States used NHTSA's Web-based reporting system to report their enforcement activity to NHTSA. [2] Reported enforcement data included the number of: law enforcement agencies participating; agencies reporting their activities; hours spent on enforcement; and various enforcement actions taken during the enforcement period (citations, arrests, stolen vehicle recoveries, etc.). Comparisons were made between primary and secondary law States, as well as with previous mobilizations.

C. EVALUATING AWARENESS

NHTSA supported two national telephone surveys to examine if awareness of CIOT increased during the mobilization and what messages and activities the public recalled. Evaluation questions included:

- Did public awareness of the CIOT program increase (seat belt messages, enforcement, checkpoints, etc.)?
- Did perceived risk of a ticket for not wearing a seat belt increase?
- Were there differential effects on awareness among the primary target group (i.e., males 18 to 34) compared to effects on the general population?

A random digit dial (RDD) telephone survey was conducted just before the publicity phase of the 2010 CIOT mobilization (April 2010) and another just after the enforcement phase of the mobilization ended (June 2010). These telephone surveys were designed to measure drivers' knowledge, awareness, and perceptions related to seat belts, laws governing their use, and exposure to seat belt enforcement programs. The survey instrument did not change between survey waves (See Appendix B for a copy of the telephone survey and results for both the general population and the target group).

Changes in attitudes and awareness were assessed by comparing pre and post campaign responses. Chi-square analyses were computed to determine if the changes in attitudes and awareness were significant. For cells with very small numbers, Fishers exact test was used to test for significance. The survey included an oversample of approximately 700 young males, 18 to 34 (n = 350 pre-and 350 post-CIOT). In addition, comparisons were made between survey responses from previous CIOT telephone surveys.

[2] States had somewhat different procedures for reporting on NHTSA's Web site. Some States reported enforcement activity totals only for their grantee locations, while other States reported enforcement activities for all participating agencies, grantee or not.

In recent years there has been an increasing amount of CIOT-related media focused on non-traditional channels, particularly the Internet. It has not been clear exactly how much has been spent on the Internet, but it is clear that this medium is now being used in a number of ways including: ads placed on Web sites and gaming sites; banners; contests and incentives for youth placed on State HSO Web sites, etc.

To account for this increased focus on the Internet, the telephone survey was revised in 2009 to better track Internet sources of messages. The protocol in earlier surveys included "the Internet" as one response option, along with more traditional options, such as television, billboards, and radio. These surveys generally found minimal evidence of respondents being exposed to seat belt or enforcement messages via the Internet. This was surprising because the Internet is popular and has recently seen more CIOT activity.

Recently, more specific questions were added to the survey protocol. After respondents are given the opportunity to choose between various media as the source of their information, they are asked specifically if they saw or heard anything about seat belt messages (or) special enforcement *on the Internet*. If they respond affirmatively, they are asked a series of questions regarding the type of Internet message, such as a news story, ad, game, social networking site, or video. This revised approach was intended to provide a more complete account of the Internet's role in spreading awareness of CIOT.

D. EVALUATING SEAT BELT USE

Evaluation questions regarding belt use included:

- Did observed seat belt use improve nationwide?
- How much did observed use improve compared to previous years?
- Were there different levels of change among different groups (e.g., by type of seat belt law, by targeted groups, etc.)?
- Did usage increase among passenger vehicle occupants killed in crashes?

This evaluation effort relied heavily on changes in seat belt use measured by the National Occupant Use Survey (NOPUS), a nationally representative survey of daytime seat belt use that is conducted every year immediately following CIOT. NOPUS consists of two components: a *Moving Traffic* (MT) survey and a *Controlled Intersection* (CI) survey. Estimates of seat belt use among front seat occupants are made on the basis of data obtained in the MT survey. Estimates of usage in rear seats and among various subgroups (age, gender, race and ethnicity, etc.) are based upon data gathered in the CI survey. The 2010 NOPUS was conducted between 7 a.m. and 6 p.m., from June 7 through June 26, 2010.

In addition to NOPUS, PRG examined changes in statewide observational surveys conducted in 2009 and 2010,

With regard to seat belt usage among occupants killed in crashes, PRG relied on data obtained from FARS regarding seat belt use among passenger vehicle occupants killed in crashes as well as seat belt usage among drivers of passenger vehicles involved in fatal crashes. A time

series analysis (ARIMA) was conducted on historical usage data among front seat occupants killed from 1998 through 2010. In addition, year-to-year changes in seat belt use among passenger vehicle occupants killed and among drivers involved in fatal crashes were examined from 1994 through 2010. Chi-square analyses were used to determine significance of changes in usage during these years.

IV. Results

A. MEDIA ACTIVITY FROM 2003 TO 2010

1) Paid Media

State media expenditures increased from 2003 through 2005 (from $16 million to $23 million). After 2005, however, both State and national spending declined. Across the States, there was a 44% decline (from $23 million to $13 million). Nationally, there was a 20% decline (from $10 million to $8 million). Thus, in 2010, total paid media expenditures were about 64% of their peak in 2005 and about 88% of their level in 2003, which was the first year of widespread funding for paid advertising.

Table 2. CIOT Paid Advertising: 2003-2010; State and Federal Funding

	2003	2004	2005	2006	2007	2008	2009	2010
Number of States + DC	45	48	44	50	50	51	51	50
State Purchases (millions)	$16	$20	$23	$17	$17	$16	$13	$13
Nat'l. Purchase (millions)	$8	$10	$10	$9	$10	$8	$8	$8
Total Ad Purchase	**$24**	**$30**	**$33**	**$26**	**$27**	**$24**	**$21**	**$21**

2) Paid and Earned Publicity

Table 3 summarizes the number of television and radio *advertisements* reported from 2006 through 2010 (i.e., paid media). It also shows the number of *news events* and the number of television, radio, and print *news stories* generated by each mobilization (i.e., earned media).

An average of 135,468 television ads were aired during CIOT in 2006 and 2007.[3] There was a 31% increase to 177,527 in 2008, followed by modest fluctuations in 2009 and 2010. The average number of television ads during these years (2008, 2009, and 2010) was about 170,500; about 26% higher than the average in 2006 and 2007 (see Figure 3).

During this same period, the number of radio ads generally declined. Although there was a slight increase from 2006 to 2007, there were substantial declines through 2009 (-21%); followed by a very modest increase in 2010. The average number of radio ads in 2009 and 2010 (103,190) was about 14% lower than the average in 2006 and 2007 (120,135).

In summary of the *paid media* data provided in Table 3 (and shown in Figure 3), there was a clear shift in ad placement after 2007 that favored television over radio.

[3] These are the first two years for which such data are available in NHTSA's mobilizations and crackdowns database.

Table 3. State-Reported Paid Ads and Earned Media Events and Stories: 2005–2010[1]

Medium	2006	2007	2008	2009	2010	Ave. (2006-10)[5]
TV Spots	140,222	130,714	177,527	161,562	172,773	**156,560**
Radio Spots	112,355	127,914	113,186	100,685	105,695	**111,967**
Total Paid	**252,577**	**258,628**	**290,713**	**262,247**	**278,468**	**268,527**
Press Events [2]	968	489	355	446	426	**537**
TV Stories	16,523	8,851	4,633	13,058	27,842	**12,181**
Radio Stories	6,218	7,945	5,931	4,934	10,242	**7,054**
Print Stories	4,378	4,030	3,476	2,800	3,579	**3,653**
Total Earned [4, 6]	**27,119**	**20,826**	**14,040**	**20,792**	**41,663**	**24,888**
Overall Total	**279,696**	**279,454**	**304,753**	**283,039**	**320,131**	**293,415**
Other Media [3]	1,464	4,522	298,112	485	37,663	**68,449**

Notes:
[1] As reported by the States (and DC) to NHTSA's Mobilizations and Crackdowns database;
[2] Number of press events are not included in the *Earned Media Subtotal* or in the *Overall Total.*
[3] "Other" media include Internet and cinema ads, as well as other forms of paid advertising.
[4] Reporting of "earned media" and "other" media is generally more variable than reporting of "paid" media.
[5] All averages in this table are 5-year averages (2006-2010) for which data are more complete.
[6] Three of 47 States reported extreme values for television and/or radio stories in 2009 and 2010. These numbers inflated the totals relative to the remaining 44 reporting jurisdictions. The numbers remain "as reported" in this table but their likely effect is noted in the text.

There was more variability in earned media reporting than in paid media reporting. On average, there were 537 press events, 12,181 television news stories, 7,054 radio stories, and 3,653 print stories reported for each mobilization. Following are several observations that are based on the *earned media* data reported to NHTSA from 2006 through 2010.

- The number of reported *news events* declined by about 63% from 2006 (968 events) through 2008 (355 events). In the final two years (2009 and 2010), an average of about 435 events were reported, 23% more than in 2008 but 55% fewer than in 2006.
- Beginning in 2009, there was a substantial increase in *reported* television stories, but this increase could be traced to very extreme values in just a few States. [4]
- The number of *radio news stories* also increased beginning in 2009, largely a result of increases in the same States that reported extreme values for television.
- There were 4,378 reported *newsprint stories* in 2006. That number declined to 2,800 in 2009 (- 36%) and then increased to 3,579 in 2010 (+28%). The net decline from 2006 to through 2010 was 18%. There were no obvious extreme values in the reported number of print stories.

It should also be noted that *Internet advertising* was not generally reported separately, although "*other*" ads/stories were often reported and some proportion of these stories were from the Internet. These numbers were not available in any consistent form, although they are being reported much more frequently by States who do post-buy analyses of their media purchases. It

[4] In the 2010 and 2009 reported data, several States reported abnormally high numbers relative to previous years, while data from by far the majority of States showed declines.

has become clear that there has been increasing focus on Internet advertising in recent years. In addition to the recent emergence of Internet advertising, it is clear that outdoor advertising (usually billboards and variable message signs) remains popular in many States.

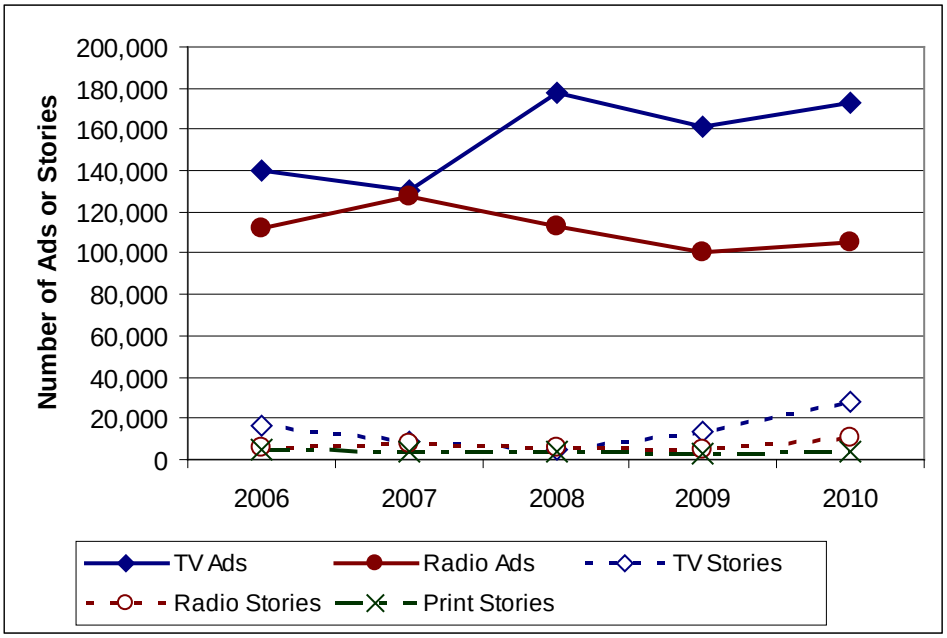


Figure 3. Change in Reported Numbers of Paid Ads and News Stories: 2006-2010

Figure 3 shows change in television and radio *advertisements* (ads), as well as in television, radio, and print *news stories* over time (numbers of stories are as reported). It shows an increased focus on television advertising (and a decreasing focus on radio ads) after 2007. It also shows that there are many more *paid ads* (radio and television) than "earned" *news stories* (radio, television, and print) reportedly associated with CIOT mobilizations.

The first two rows of Table 4 show the proportions of *paid ads by medium* (television and radio); the middle rows show the proportions of *earned media news stories* accounted for by television, radio, and print; and the bottom two rows show the proportion of *total ads and stories* (i.e., paid ads + earned stories) accounted for by each medium. This table suggests that, from 2006 through 2010:

- *Television* accounted for an average of about 58% of all paid ads (television + radio) and about 53% of all news stories (television + radio + print).
- *Radio* accounted for an average of 42% of paid ads and 30% of news stories.
- *Newsprint* ads are not included in *paid media* reporting but they are included in *earned media,* where they accounted for 16% of all news stories.

- Paid ads accounted for about 92% of all *reported* messages (i.e., paid ads + earned media stories) over the six-year period.

Table 4. Percent of Paid Ads and Earned News Stories Accounted for by Various Media

Media	2006	2007	2008	2009	2010 *	5-yr Ave. *
TV Ads	56%	51%	61%	62%	62%	**58%**
Radio Ads	44%	49%	39%	38%	38%	**42%**
TV Stories	61%	42%	33%	63%	67%	**53%**
Radio Stories	23%	38%	42%	24%	25%	**30%**
Print Stories	16%	19%	25%	13%	9%	**16%**
% Paid Ads	90%	93%	95%	93%	87%	**92%**
% Earned Stories	10%	7%	5%	7%	13%	**8%**

* These percentages are based on numbers, as reported; adjusting for extreme values, the 2010 percentages for news stories would be nearly evenly distributed across the three categories.

B. ENFORCEMENT ACTIVITY FROM 2003 TO 2010

Table 5 shows key enforcement indices, from 2003 through 2010.

Table 5. May Mobilization Enforcement Activity, as Reported by Participating Jurisdictions

	2006	2007	2008	2009	2010	Average	Change
Participating LEAs	10,623	10,125	10,908	10,772	10,599	**10,605**	**-0.2%**
Reporting LEAs	8,793	8,308	9,214	9,345	9,441	**9,020**	**+7.4%**
% Reporting	83%	82%	84%	87%	89%	**85%**	**+7.2%**
Total Seat Belt Citations Issued [1]	697,115	672,574	583,372	570,545	567,421	**618,205**	**-18.6%**
Belt Citations (per 10K)	23	22	19	19	18	**20**	**-12.2%**

[1] While NHTSA's reporting system requests reporting of seat belt and child "citations," some States report a combination of citations and warnings, usually written warnings, It is not know what proportion of reported "citations" includes warnings, either written or verbal.

The data in Table 5 indicate that the reported number of LEAs that participate in CIOT mobilizations has been relatively stable since 2006, with an average of about 10,600 LEAs participating each year. In addition, the percentage of participating agencies that have been reporting on their activity has increased over time (+7%).

Reported citations for seat belt violations have been declining. Table 5 shows a decline of nearly 19% in the number of citations issued from 2006 through 2010 (for seat belt and child passenger safety violations, combined). The reported citation *rate* declined from 23 citations (per 10,000 residents) in 2006 to 18 in 2010 (-13%). This decline occurred in spite of a relatively stable number of participating LEAs over time and an increasing proportion of such agencies that are reporting on their activity (Table 5).

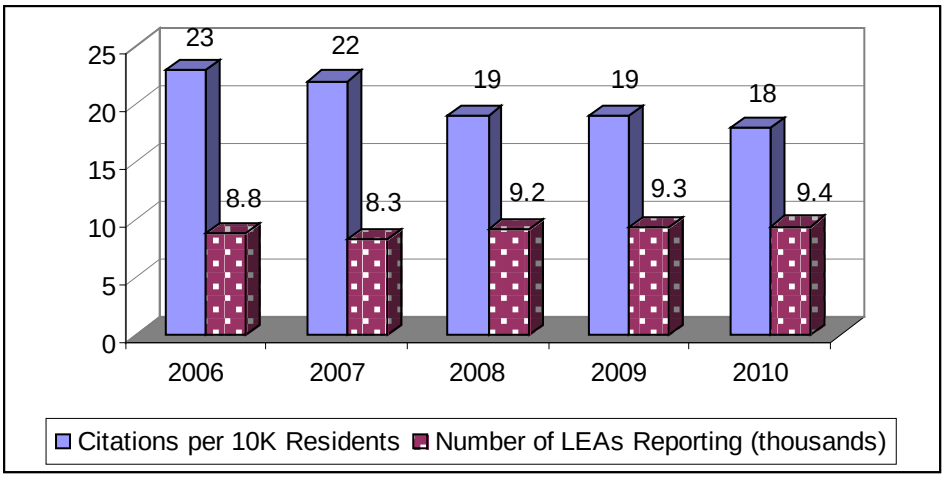


Figure 4. Indices of CIOT Enforcement: Number of Reporting Agencies and Reported Seat Belt Citation Rate

C. MEDIA ACTIVITY IN 2010: EXPENDITURES, EVENTS, ADS, AND STORIES ACHIEVED

Media Expenditures

Figure 5 shows the distribution of State expenditures by medium in the 2010 mobilization. As in previous years, the largest proportion of funds (50%) was spent on a combination of broadcast and cable television, followed by radio (28%), and outdoor advertising (7%). Very little was spent on print advertising (2%). In the "other" category (13%), it should be noted that there has been increasing focus on Web site and Internet advertising, including advertising on Internet gaming sites. The exact percentage expended for such ads is not available due to reporting protocols, as it is not currently incorporated in NHTSA's reporting protocol.

State Expenditures by Medium

Medium	Expenditures All States	Percent of Total
Television	$6,390,064	50%
Radio	$3,603,787	28%
Billboards	$840,778	7%
Print	$210,444	2%
Other	$1,715,843	13%
Total	**$12,760,916**	**100%**

"Other" includes internet advertising

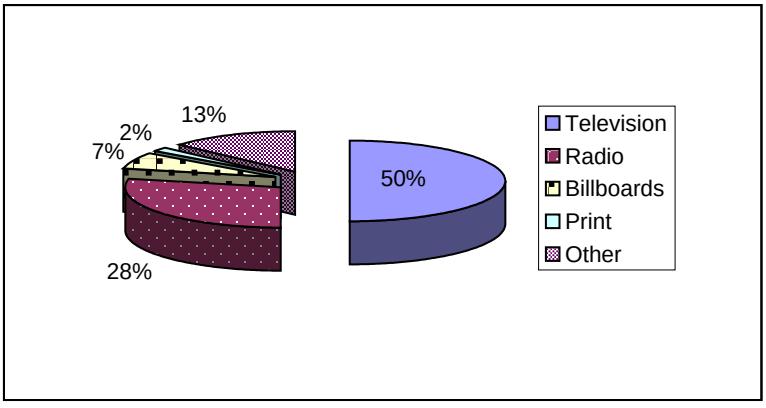


Figure 5. State Paid Media Expenditures for the 2010 CIOT Mobilization

Table 6 summarizes 2010 CIOT media activity in primary and secondary law jurisdictions, as well as in Puerto Rico (PR), the Virgin Islands (VI), and the Indian Nation

(BIA). The latter three jurisdictions are combined and summarized as "Territories plus BIA." Following are some observations based on the data in this table.

Based on total dollars spent on media divided by total population, secondary law States spent modestly more per capita on paid media ($0.05) than did primary law States ($0.04), possibly related to the smaller populations in these States. Based on the average expenditure rate for each State (i.e., dollars spent/population for each State), the average expenditure rate (second row of each category) showed a similar result. Secondary States spent an average of $0.07 per capita, just slightly more than the average spent in primary law States ($0.06 per capita).

Paid Ads and Earned Media Activity

Table 6 also shows that, although primary law States reported more than three times as many paid ads as secondary law States, the number of paid ads per 10,000 residents was similar, with 9.1 and 8.9 ads (per 10,000 residents) in primary and secondary States, respectively.

Primary law States had 19,527 more news stories during the mobilization than secondary States law States, 30,540 compared to 11,013. The ratio of paid ad to news story was about the same in primary and secondary States, with primary States having 6.91 paid ads for every news story and secondary States having 5.97 paid ads for every news story.

When looking at all States (except South Dakota) and the District of Columbia together, there were a total of 276,701 paid ads and 41,553 news stories during the mobilization, this is 6.66 paid ads for every news story.

Table 6. Paid and Earned Media Indices by Type of Participating Jurisdictions in 2010

Group	Population	Media $	$/capita	Ads	Ads/10K	Events	Stories	/10K
Primary Law [1]	**232,948,801**	**$8,997,868**	**$0.04**	**210,979**	**9.1**	**219**	**30,540**	**1.31**
Ave: 30 States + DC [2]	7,514,477	$290,254	$0.06	7,535	20.7	8	n/a	n/a
Secondary Law[1]	73,666,087	$3,763,048	$0.05	65,722	8.9	204	**11,013**	**1.49**
Ave: 18 States (SD not incl.) [2]	4,092,560	$209,058	$0.07	3,866	21.7	11	n/a	n/a
All States + DC (SD not incl.) [1]	**307,931,358**	**$12,760,916**	**$0.04**	**276,701**	**9.0**	**423**	**41,553**	**1.35**
Ave: 50 jurisdictions [2]	6,158,627	$255,218	$0.06	6,149	20.9	9	n/a	n/a
Territories + BIA[3]	**9,288,477**	**$367,753**	**$0.04**	**1,707**	**1.8**	**1**	**27**	0.03
Ave: 3 jurisdictions[2]	3,096,159	$122,584	$0.05	270	n/a	0	n/a	n/a
All Participants[1]	**317,219,835**	**$13,128,669**	**$0.04**	**278,408**	**8.8**	**424**	**41,580**	1.31
Ave: 53 jurisdictions[2]	5,985,280	$247,711	$0.06	5,253	n/a	9	n/a	**n/a**

[1] Per capita media rates (first row of each category) are total $ divided by total population (e.g., total media dollars within primary law States divided by total population within primary law States).
[2] Second row "averages" treat each jurisdiction's rate equally (Average = ∑ Rates in all jurisdictions/number of jurisdictions).
[3] In addition to DC, non-State participants in 2010 include the Indian Nation (BIA), Puerto Rico (PR), and the Virgin Islands (VI); data for the Indian Nation were provided by the Bureau of Indian Affairs (BIA).
[4] As a general note, the values in this Table include all participant jurisdictions in each category. Because of a combination of extreme values and, in some cases, "zero" or "unreported" values, median rates provide better measures of central tendency for some categories of activity. Because of extreme values, the numbers and rates for stories are likely inflated.

1) Paid Media Activity

Advertisements

Table 7 shows the number of paid ads (and news stories) reported by each jurisdiction. Forty-five jurisdictions reported a total of 276,701 total paid ads radio and TV, combined. On *average*, each of these jurisdictions (States and DC) reported 6,149 total ads, with a range from 0 ads to 29,790 ads. *The median value was **4,127** ads,* with an inter-quartile range (IQR) of 4,608. The middle half of these jurisdictions reported between 1,941 and 6,549 total ads. Eight jurisdictions reported more than 10,000 ads, while others reported nearly 30,000. On the lower end of the distribution, 10 States reported fewer than 1,000 ads and two reported 0 paid ads.

Total Ads by Law Type

The *average* number of total paid ads in primary law States (4,766) was more than twice the number in secondary law States (2,266). However, *the median values were nearly identical, with 2,397 ads in primary law States and 2,474 ads in secondary law States.* The middle half of the primary group reported between 1,138 and 6,796 stories (IQR = 5,658); and the middle half of the secondary group reported between 146 and 4,825 stories (IQR = 4,825), generally fewer than in the primary group.

Television Ads

A total of 171,962 paid television ads were reported (62% of the total) in the 45 reporting States (and DC). The average was 3,821 ads per jurisdiction, with numbers ranging from 0 to 23,927. *The median number of TV ads was **2,401** per jurisdiction,* with an IQR of 4,712. The middle 50% of the 45 jurisdictions reported between 229 and 4,941 paid TV ads. Four States reported more than 10,000 TV ads and 6 reported no such ads.

Radio Ads

A total of 104,739 radio ads (38% of all paid ads) were reported by 45 jurisdictions, with an average of 2,328 such ads. The range was very large (0 to 10,280). *The median number of radio ads was **1,591**,* with an IQR of 1,922. Thus, the middle half of these jurisdictions reported between 648 and 2,570 paid radio ads.

Table 7. **Paid Ads and Earned Media Stories Reported by Each State in 2010**

States	Ads	Stories	States	Ads	Stories	States	Ads	Stories
Alabama	5,167	63	Kentucky	17,080	259	North Dakota	5,473	166
Alaska	16,097	0	Louisiana	29,790	25,423	Ohio	6,262	3,529
Arizona	772	5	Maine	856	35	Oklahoma	2,862	250
Arkansas	9,842	69	Maryland	3,965	172	Oregon	0	155
California	31	176	Massachusetts	1,634	11	Pennsylvania	200	121
Colorado	2,022	45	Michigan	5,632	228	Rhode Island	2,847	9
Connecticut	21,904	68	Minnesota	6,375	161	South Carolina	6,785	55
Delaware	2,081	25	Mississippi	3,888	131	South Dakota	n/p	n/p
D.C.	657	9	Missouri	6,549	190	Tennessee	3,344	13
Florida	4,127	721	Montana	2,864	2	Texas	26,614	929
Georgia	n/r	n/r	Nebraska	6,371	184	Utah	868	48
Hawaii	6,145	17	Nevada	7,349	85	Vermont	9	20
Idaho	10,235	22	New Hampshire	0	0	Virginia	n/r	272
Illinois	16,274	138	New Jersey	n/r	90	Washington	12,200	233
Indiana	n/r	244	New Mexico	2,570	9	West Virginia	4,574	5,676
Iowa	466	518	New York	0	32	Wisconsin	1,941	208
Kansas	4,407	548	North Carolina	4,286	109	Wyoming	3,286	80
Am. Samoa	n/p	n/p	Indian Nation	0	0	Puerto Rico	1,319	23
Guam	n/p	n/p	N. Mariana Is.	n/p	n/p	Virgin Is.	388	4

Totals for All States, the District of Columbia, and the three participating territories were: 278,408 paid ads (spots); 41,580 news stories; and 424 news events.

Sources: State reports to NHTSA regarding mobilization activity; all numbers are as reported by the States.
Note: The number of stories reported in Louisiana, Ohio, and West Virginia were high in comparison with other States.
Legend: “n/p” indicates non-participation; “n/r” (or “0”) indicates no reported activity;
.

2) Earned Media Activity

Media Events

Forty-seven jurisdictions reported a total of 424 news events associated with the 2010 mobilization. On *average*, each reporting State (+ DC) reported 9 events in conjunction with the 2010 mobilization, but this number was affected by extreme values in a range from 0 to 142 events. *The median for 47 jurisdictions that provided information on this activity was 2 events*, with and *inter-quartile range* (IQR) of 5. Thus, the middle 50% of all reporting jurisdictions conducted 1 to 6 events; 9 reported 0 events, and 11 reported more than 8 events.

Events by Law Type

Although the *average* number of events was higher for secondary law States (11) than for primary law States (8), both groups had a *median* of 2 events. The middle half of the primary law group reported between 1 and 8 events (IQR = 7); and the middle half of the secondary group reported between 0 and 3 events (IQR = 3). This suggests that slightly more events were conducted in primary law States than in secondary law States. The most extreme value (142) was in the secondary law group and it was more than 4 times the value of the next highest number. The most extreme value in the primary law group was 66, about 2.6 times the value of the next highest value. Five primary law States and 4 secondary law States reported 0 events conducted.

News Stories

Forty-seven jurisdictions reported a total of 41,553 total news stories, including television, radio, and print stories. On *average*, each reporting jurisdiction (confined to States + DC for this analysis) reported 844 (211). Here again, there was a wide range, from 2 stories in one State to 25,423 in another. *The median value was 121 stories*, with an inter-quartile range (IQR) of 197. The middle 50% of these jurisdictions reported between 34 and 231 news stories. Eleven jurisdictions reported more than 231 stories, with the most extreme being 25,423. Eleven States reported fewer than 32 stories, ranging from 2 to 25. Because of extreme values, the median and IQR measures are likely the best measures of central tendency and dispersion for these data.

Total Stories by Law Type

More news stories were reported in primary law States than in secondary law States. *The median values were 147 stories for the primary law group and 83 stories for the secondary law group.* The middle half of the primary law group reported between 55 and 233 stories (IQR = 178); and the middle half of the secondary group reported between 21 and 189 stories (IQR = 168). More stories were generated in primary law States, in part because more primary law States are large and/or populous States.

Television News Stories

In 2010, a total of 27,824 *television news stories* were reported by 47 jurisdictions. The median value per jurisdiction was 18 stories. *The median number of television stories was* 18, with an IQR of 52. Thus, the middle half of the 47 jurisdictions reported between 5 and 56 TV stories. Nine States reported 3 or fewer stories and 8 States each reported 100 or more stories.

Radio News Stories

A total of 41,553 radio news stories were reported. *The median was* 12, with an IQR of 48. One half of these States reported between 5 and 53 radio stories. Five States reported no radio stories and 8 States reported 100 or more such stories.

Print News Stories

A total of 3,526 newsprint stories were reported (35% of all stories), with an average of 75 stories per jurisdiction and a range from 0 to 308 stories. *The median number of print stories was **54***, with an IQR of 98. The middle half of all reporting jurisdictions reported between 9 and 107 newsprint stories. Six reported no such stories and 8 reported more than 150 such stories.

D. ENFORCEMENT ACTIVITY IN 2010

Table 8 provides a summary of key law enforcement indices for 2010. Included in this table are overall totals for the States and the District of Columbia, along with a breakdown for primary and secondary law types. Also included is activity for 2 territories (Puerto Rico, and the Virgin Islands) and the Indian Nation, the latter reported by the BIA. Following are several observations based on the information in this table:

- Based on reports from the States and Territories, approximately 10,600 LEAs participated in the 2010 CIOT mobilization: 7,447 in primary law States (and DC); 3,123 in secondary law States; and 89 in the Indian Nation, Puerto Rico, and the Virgin Islands.
- These agencies reported an expenditure of nearly 1.5 million officer hours on activities associated with this CIOT mobilization.
- As would be expected, checkpoints were far more common in primary law States (about 10,200) than in secondary law States (about 800).
- While 76% of the total population resided within their boundaries, primary law States accounted for 87% of all occupant protection (OP) citations (including citations for seat belt and child restraint violations) and 93% of all checkpoints.
- Primary law States, were also associated with a high proportion of all DWI arrests (82%), but with a smaller proportion of speed citations (68%).
- Enforcement of alcohol-impaired-driving-related laws (designated as DWI), occupant protection laws (OP laws), and speed-related laws are three key activities of LEAs participating in CIOT mobilizations.
    - In *primary law States*, *OP citations* accounted for the greatest proportion of these three categories (63%), followed by speed-related citations (34%); and alcohol-related arrests (3%).[5]
    - In *secondary law States*, *speed-related citations* accounted for the majority of these three enforcement actions (61%), followed by OP citations (36%), and impaired driving-related arrests (3%).

Citation (and arrest) *rates* reflected a similar ordering. The highest reported citation rate in *primary law* States was for OP violations (23 per 10,000 residents), followed by citations for speeding (12 citations per 10,000 residents) and then DWI arrests (1 arrest per 10,000 residents).

In secondary law States, the ordering of citations differed. The highest rate was associated with speeding citations (18 per 10,000 residents), followed by OP citations (10 citations per 10,000) and then DWI arrests (1 arrest per 10,000).

The two territories and the Indian Nation reported about 10 OP citations and 3 speed citations per 10,000 residents); they reported very few DWI arrests associated with CIOT (0.2 arrests per 10,000 residents).

[5] As was suggested earlier, the NHTSA reporting form requested the number of occupant protection and speed-related citations and the number of DWI/OWI arrests. However, some States included warnings (usually written warnings) in their counts of actions taken.

Table 8. 2010 CIOT Enforcement Activity: Key Indices, as Reported by Participants

Activity Index	Primary Law States [1]	Secondary Law States [2]	All States Plus DC [3]	Territories And BIA [4]
Number of Jurisdictions	31	18	50	3
Population	232,948,801	73,666,087	307,931,358	9,288,477
# Participating Agencies	7,447	3,123	10,599	89
# Reporting Agencies (%) [6]	6,784 (91%)	2,635 (84%)	9,448 (89%)	69 (78%)
# Hours Worked	790,188	694,369	1,485,493	15,451
# Checkpoints Reported	10,222	823	11,045	303
Total OP Citations (Rate) [5]	524,241 (23)	77,132 (11)	601,582 (20)	9,126 (10)
CPS % of Total	6% [6]	6% [6]	6% [6]	2%
Seat Belt Citations (Rate) [5]	494,609 (21)	72,812 (10)	567,421 (18)	8,931 (10)
Speed Citations (Rate) [5]	278,074 (12)	130,892 (18)	409,187 (13)	2,893 (3)
DWI Arrests (Rate) [5]	22,547 (1)	5,086 (1)	27,633 (1)	202 (0.2)
OP + DWI + Speed	824,862 (35)	213,110 (29)	1,038,402 (34)	12,221 (13)

[1] Totals for primary law States Include the District of Columbia;
[2] Totals for secondary law States do not include South Dakota, which did not participate.
[3] Totals include New Hampshire, with no adult seat belt law (conducted CPS enforcement)
[4] Totals include data from the Virgin Islands, the Indian Nation (provided by BIA), and Puerto Rico.
[5] Rates (in parentheses) are number of citations or arrests per 10K population
[6] Percentages (in parentheses) are of all participating **L**aw **E**nforcement **A**gencies that reported on their activities.

Figure 6 shows the relative number of reported seat belt, speed, DWI, and "Other" enforcement actions taken by agencies in primary and secondary law States. It shows a smaller proportion of OP citations and a larger proportion of speeding citations in secondary law States, compared with primary law States. The DWI proportion of total reported actions is small among both groups.

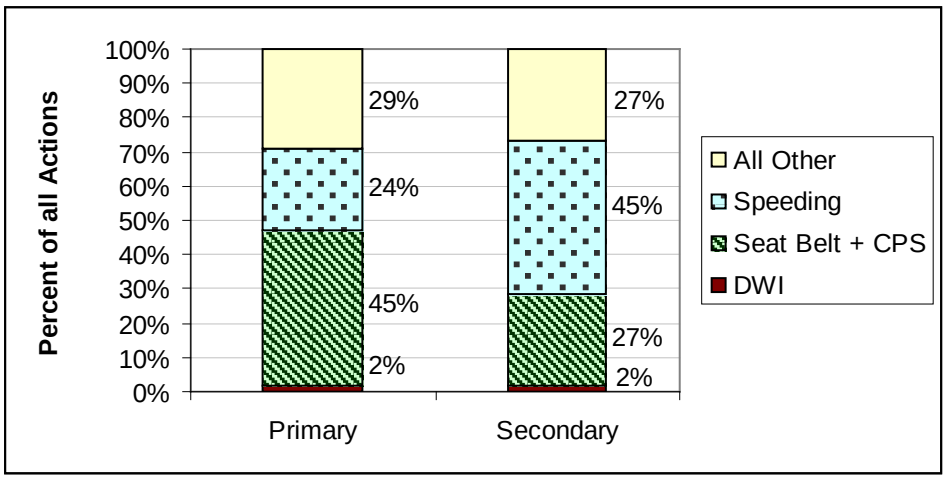


Figure 6. 2010 CIOT – Proportion of Citations Issued by Citation Type and by Law Type

Table 9. 2010 May Mobilization: Occupant Protection (Seat Belt + Child Restraint) Citations: Number of Citations and Rates (number per 10,000 residents)

Primary Law States				Primary Law States (continued)				Secondary Law States			
State	Population	# of Citations	Cite Rate	State	Population	# of Citations	Cite Rate	State	Population	# of Citations	Cite Rate
IL	12,830,632	74,364	58.0	HI	1,360,301	2,564	18.8	ID	1,567,582	5,405	34.5
KY	4,339,367	22,070	50.9	MD	5,773,552	9,729	16.9	VT	625,741	1,574	25.2
MN	5,303,925	23,244	43.8	TX	25,145,561	40,393	16.1	ND	672,591	1,628	24.2
NJ	8,791,894	36,699	41.7	TN	6,346,105	9,620	15.2	CO	5,029,196	10,383	20.6
ME	1,328,361	5,264	39.6	NC	9,535,483	13,254	13.9	KS	2,853,118	5,638	19.8
MS	2,967,297	11,741	39.6	NM	2,059,179	2,853	13.9	RI	1,052,567	1,595	15.2
OK	3,751,351	12,836	34.2	IA	3,046,355	4,169	13.7	OH	11,536,504	13,745	11.9
FL	18,801,310	63,586	33.8	MI	9,883,640	10,760	10.9	UT	2,763,885	3,281	11.9
IN	6,483,802	20,818	32.1	GA	9,687,653	10,222	10.6	WY	563,626	626	11.1
NC	4,625,364	14,537	31.4	WA	6,724,540	6,089	9.1	NV	2,700,551	2,802	10.4
CT	3,574,097	10,663	29.8	OR	3,831,074	3,206	8.4	MO	5,988,927	6,013	10.0
WI	5,686,986	16,405	28.8	AK	710,231	435	6.1	VA	8,001,024	7,577	9.5
NY	19,378,102	55,865	28.8	CA	37,253,956	14,697	3.9	MA	6,547,629	5,612	8.6
AR	2,915,918	6,652	22.8					AZ	6,392,017	5,319	8.3
LA	4,533,372	9,168	20.2	**No Law**				WV	1,852,994	1,489	8.0
AL	4,779,736	9,457	19.8	NH	1,316,470	209	1.6	NE	1,826,341	967	5.3
DC	601,723	1,161	19.3	**Two Territories + The Indian Nation**				PA	12,702,379	3,287	2.6
DE	897,934	1,720	19.2	Total	9,288,477	9,126	9.8	MT	989,415	191	1.9

1 **Population Source**; U.S. Bureau of the Census, 2009 Population Estimates Program at www.census.gov;
2 **Citations Source**: reported to NHTSA by participating jurisdictions and entered into www.mobilizationsdata.com;

Table 9 summarizes *population*, *reported* OP *citations*, and the OP *citation rate* for all States; the District of Columbia; and the two territories and the Indian Nation, combined. The data in this table show that even some high-use, primary law States (with 90% + usage) had low citation rates in 2010 (e.g., Michigan, Oregon, and Washington).

E. AWARENESS AND ATTITUDES SURROUNDING CIOT

1) Awareness Results: 2003 Through 2010

Table 10 shows the trends for four key awareness indices from 2003 through 2010. The data show that awareness of seat belt messages and recognition of the CIOT slogan have increased over time to stable levels of about 80% each. Except for the first column, these data represent *post-CIOT* levels.

Table 10. Trends in Key Awareness Indices: 2003-2010

Key Awareness Indices	2003 Pre	2003 Post	2004 Post	2007 Post	2008 Post	2009 Post	2010 Post
In past 30 days, s/r/h messages to use seat belts[6]	73%	82%	83%	80%	79%	80%	82%
Recognition of CIOT slogan	35%	61%	70%	79%	74%	77%	79%
In past 30 days, s/r/h about special efforts to ticket seat belt violators	16%	40%	41%	49%	42%	34%	33%
Believe driver is "very likely" to get a ticket for nonuse of seat belts	28%	34%	36%	36%	40%	39%	40%

Like awareness of seat belt messages and recognition of the CIOT slogan, the perceived likelihood that a ticket is likely if one rides unbuckled has increased by about 12 percentage points over time and has reached an apparent plateau at about 40%, suggesting some stabilization at this time.

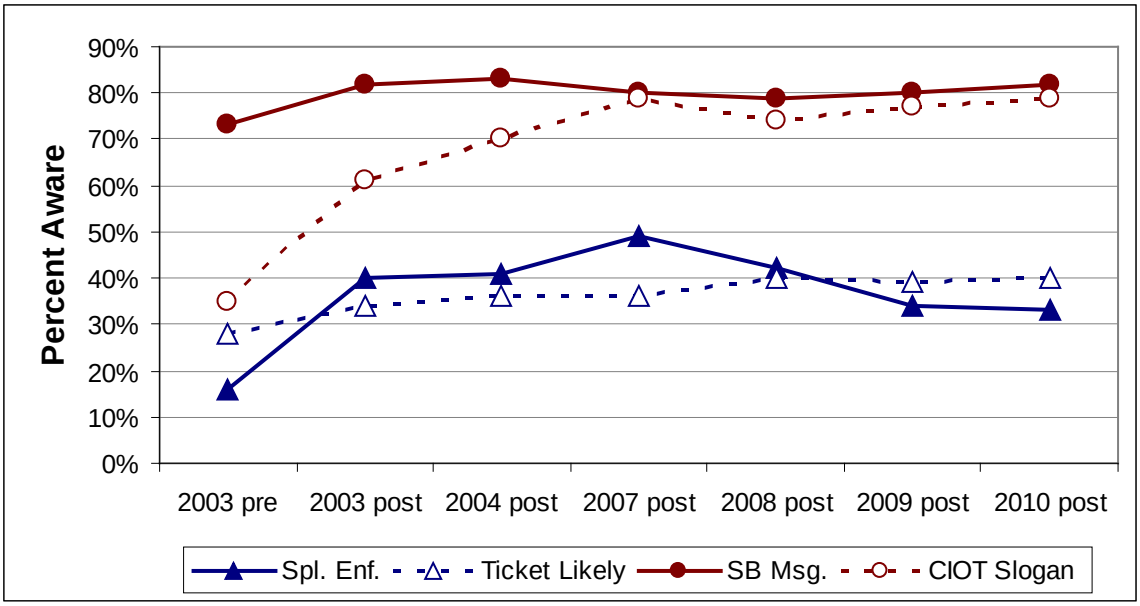


Figure 7. Trends in Key Awareness Indices: 2003-2010

Figure 7 illustrates the awareness trends presented in Table 10. The decline in post-CIOT awareness of *special seat belt enforcement* efforts warrants consideration. This decline has been relatively consistent since 2007. This decline is very similar to and likely associated with the decline in reported seat belt citations (see activity data).

2) Pre-to-Post CIOT Changes in Awareness: 2010 Versus Past Mobilizations

Changes in awareness in 2010 were compared with changes associated with earlier mobilizations (2003-2007), using results from the *general population* sample.

[6] s/r/h stands for "seen, read, or heard."

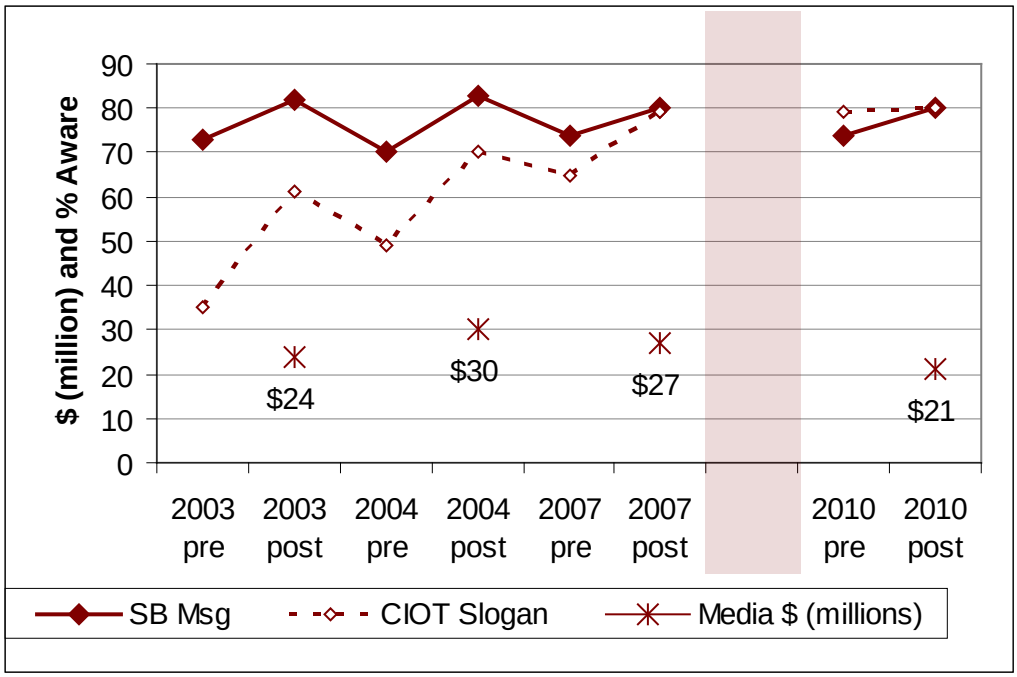


Figure 8. Media Spending, Awareness of SB Messages, and Recognition of the CIOT Slogan: Earlier Years (2003-07) Versus 2010

Figure 8 shows changes in awareness of messages to buckle up and recognition of the CIOT slogan, in addition to total spending for paid media during the two time periods. The following observations are based on this figure and on the media and awareness data already provided:

- The average baseline (pre-CIOT) rate for awareness of messages to buckle up was 72% in 2003-07, about the same as in 2010 (73%). There was a slightly greater average gain in the early years (+ 9 points) than the gain in 2010 (+6.2 points). It does appear that there has been some stabilization in message awareness. [7]
- The average baseline recognition of the CIOT slogan in earlier years (50%) was much lower than in 2010 (79%), but the average gain in the earlier years (+20 points) was much greater than the gain in 2010 (+1.3 points). As a result, post-CIOT recognition was higher in 2010 (79%) than in earlier years (70%), in part due to lesser decline between mobilizations in recent years than in earlier years. This also suggests that there has been some stabilization in slogan recognition.
- These trends (a leveling off in awareness of seat belt messages and a continuing (slight) increase in recognition of the CIOT slogan) have occurred in spite of a decline in overall spending on paid media in recent years.

[7] Awareness of *messages to buckle up* was high prior to the start of CIOT, likely due to the preceding years of Operation ABC; however few States used the CIOT slogan prior to 2003 and the rise in recognition of this slogan likely reflects the increased use of this slogan beginning in 2003.

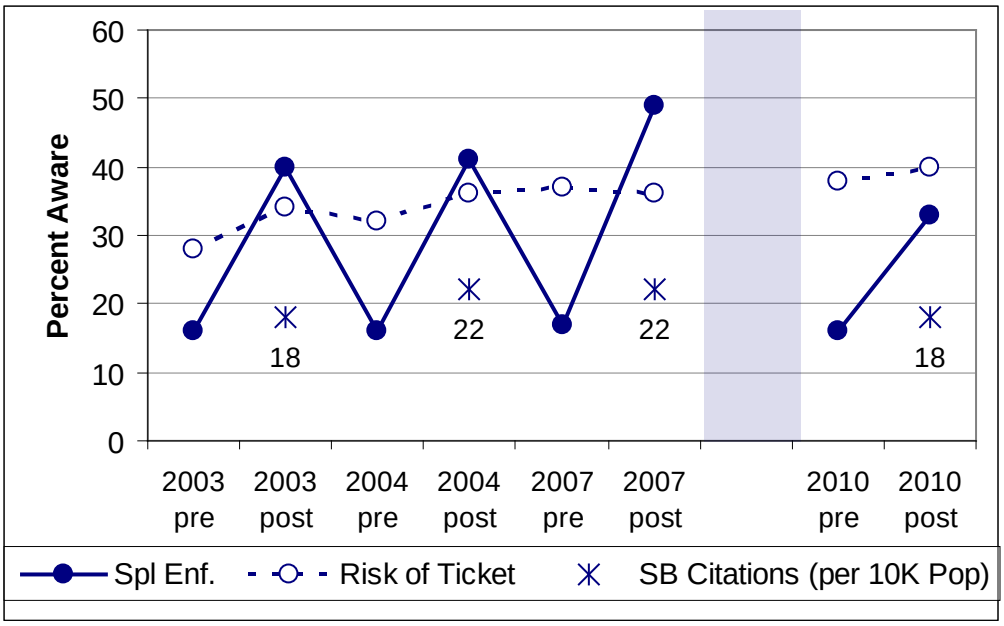


Figure 9. Reported Seat Belt Citations, Awareness of Special Enforcement and the Perceived Likelihood of Getting a Ticket: Early Years Versus 2010

Figure 9 compares reported citation rates and changes in awareness in 2010 with those of earlier years. It shows awareness of *special seat belt enforcement* and the *perceived likelihood of being ticketed* for not buckling up. Pre-mobilization awareness of special seat belt enforcement was no different in 2010 than it was in the earlier years (16%). However, larger gains were made in earlier years than in 2010 (average of 27 points in earlier years versus 9 points in 2010). As a result, there was a higher level of post-program awareness of enforcement in the earlier years (43%) than in 2010 (33%). The perceived *risk of being stopped and ticketed* for not buckling up has generally remained at a high level in spite of a decline in reported citations (per 10,000 residents).

Figure 9 also shows that there was substantial decline in awareness of enforcement between mobilizations. This may be an artifact of the wording of the question (i.e., "In the past 30 days, have you seen or heard about special efforts ….") but that same wording was used for the *seat belt awareness* question shown in Figure 8 and that index did not show the same magnitude of decline between mobilizations. The decline in post-mobilization awareness of special seat belt enforcement in recent years is likely to be associated with the decline in seat belt citations from an average of 21 citations (per 10,000 residents) in the earlier period, to 18 in 2010.

The average pre-CIOT rate for perceiving that it is *very likely* that one would get a ticket for not buckling up was 32% *in the earlier years*, *lower than in 2010* (38%).[8] The post-CIOT rate was also lower in earlier years (35%) than after the most recent mobilization (40%). Thus,

[8] It should be noted that perceived risk of being stopped and ticketed for not buckling up is reported differently from time to time (and among different researchers). Most often the index used is "very likely" plus "somewhat likely" and it is referred to as "likely." Sometimes, however, there is a substantial increase in the more limited "very likely" index that is used, as in this case.

according to this index, the perceived risk of getting stopped and ticketed for not buckling up has increased and may still be increasing as of 2010.

In summary, the above comparisons suggest that *awareness of seat belt messages* and *recognition of CIOT* continues at a high level, possibly with more stability than in earlier years. At the same time, awareness of *special seat belt enforcement* has declined.

3) Levels, Changes, and Sources of Awareness in 2010

General Population Responses

There were 1,429 general population respondents in the pre-CIOT survey and 1,451 in the post survey.[9] The data for this group (and for the target group) are provided in Table 11. Complete results (and the actual questionnaire) are shown in Appendix B.

In general, the results of these surveys provide generally consistent evidence that the 2010 CIOT mobilization did affect key indices of awareness and perceptions. For example:

- Awareness of *messages to buckle up* increased from 74% to 80% **(+6.2** pts, $p < 0.001$).
- Recognition of the *CIOT slogan* increased from 79% to 80%, but this change was not significant **(+1.3** pts; n.s.).
- Awareness of *special enforcement* efforts increased from 16% to 33% (**+11** pts, $p < 0.001$).
- Awareness of *checkpoints* increased from 13% to 19% (**+6** pts; $p < 0.001$).
- *Perception that a ticket is likely* if one rides unbuckled declined from 68% to 67%, but this change was not significant (**-1.1** pt; n.s.).
- *Perception that a ticket is likely at night* increased from 48% to 50%, but this change also was not significant (**+1.3** pts; n.s.).

[9] Note that the number of respondents varies by question, depending upon whether the question is dependent upon a response from a previous question and depending on whether the respondent actually responded to the question.

Table 11. Seat Belt Messages, Special Enforcement, and Checkpoints Levels, Changes, and Sources of Awareness in 2010 for General and Target Groups

Q 25. Saw or Heard Messages that Encourage People to Wear Seat Belts									
Group	**Aware of**	**Message Sources (% of Respondents Mentioning)**						**Message Format**	
General Population	**SB Message**	**TV**	**Radio**	**Billboard**	**Newspaper**	**Friend**	**Internet**	**Ad**	**News**
% Pre-CIOT	73.7	54.0	19.2	50.7	4.7	1.0	0.6	51.3	8.7
% Post CIOT	79.9	58.1	27.1	46.6	6.2	0.8	1.0	55.6	9.7
Pre-to-Post Change	6.2	4.1	7.9	-4.1	1.5	-0.2	0.4	4.3	1.0
Pooled Average	76.8	56.1	23.2	48.7	5.5	0.9	0.8	53.5	9.2
p value of Change	***<0.001***	***0.058***	***<0.001***	***0.057***	*n.s.*	*n.s.*	*n.s.*	***0.045***	*n.s.*
Target Group	**SB Message**	**TV**	**Radio**	**Billboard**	**Newspaper**	**Friend**	**Internet**	**Ad**	**News**
% Pre-CIOT	76.3	47.3	30.0	50.5	3.2	1.4	0.7	54.9	8.3
% Post CIOT	82.3	52.2	32.7	51.2	3.4	1.7	2.0	58.2	5.4
Pre-to-Post Change	6.0	4.9	2.7	0.7		0.3	1.3	3.3	-2.9
Pooled Average	79.3	49.8	31.4	50.9	3.3	1.6	1.4	56.6	6.9
p value of Change	***0.048***	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*
Q 14. Saw or Heard of About Special Seatbelt Enforcement									
Group	**Aware of**	**Message Sources (% of Respondents Mentioning)**						**Message Format**	
General Population	**Spl. Enf.**	**TV**	**Radio**	**Billboard**	**Newspaper**	**Friend**	**Internet**	**Ad**	**News**
% Pre-CIOT	15.8	35.7	19.9	17.3	13.2	2.7	3.2	30.3	17.3
% Post CIOT	32.8	40.1	19.2	24.0	12.0	4.6	1.3	33.8	13.9
Pre-to-Post Change	17.0	4.4	-0.7	6.7	-1.2	1.9	-1.9	3.5	-3.4
Pooled Average	24.3	37.9	19.6	20.7	12.6	3.7	2.3	32.1	15.6
p value of Change	***p < 0.001***	*n.s.*	*n.s.*	***0.048***	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*
Target Group	**Spl. Enf.**	**TV**	**Radio**	**Billboard**	**Newspaper**	**Friend**	**Internet**	**Ad**	**News**
% Pre-CIOT	24.6	37.5	23.9	26.1	10.2	4.5	0.0	44.3	8.0
% Post CIOT	33.1	41.0	29.9	24.8	5.1	6.0	2.6	48.7	14.5
Pre-to-Post Change	8.5	3.5	6.0	-1.3	-5.1	1.5	2.6	4.4	6.5
Pooled Average	28.9	39.3	26.9	25.5	7.7	5.3	1.3	46.5	11.3
p value of Change	***0.013***	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*
Q 17. Saw or Heard of About Checkpoints									
Group	**Aware of**	**Message Sources (% of Respondents Mentioning)**						**Message Format**	
General Population	**Checkpoints**	**TV**	**Radio**	**Billboard**	**Newspaper**	**Friend**	**Internet**	**Ad**	**News**
% Pre-CIOT	13.3	28.1	6.5	-	15.1	15.7	-	9.7	22.2
% Post CIOT	19.3	22.7	12.1	-	13.9	9.2	-	14.3	16.8
Pre-to-Post Change	6.0	-5.4	5.6	-	-1.2	-6.5	-	4.6	-5.4
Pooled Average	16.3	25.4	9.3	-	14.5	12.5	-	12.0	19.5
p value of Change	***< 0.001***	*n.s.*	*0.047*	-	*n.s.*	*0.034*	-	*n.s.*	*n.s.*
Target Group	**Checkpoints**	**TV**	**Radio**	**Billboard**	**Newspaper**	**Friend**	**Internet**	**Ad**	**News**
% Pre-CIOT	10.8	20.5	7.7	-	10.3	17.9	-	23.1	5.1
% Post CIOT	15.8	30.4	21.4	-	8.9	14.3	-	26.8	21.4
Pre-to-Post Change	5.0	9.9	13.7	-	-1.4	-3.6	-	3.7	16.3
Pooled Average	13.3	25.5	14.6	-	9.6	16.1	-	25.0	13.3
p value of Change	***0.048***	*n.s.*	***0.071***	-	*n.s.*	*n.s.*	-	*n.s.*	***0.027***

Comparison of General and Target Group Responses

The telephone survey included an over-sample of the target group for CIOT media and publicity efforts, young males 18 to 34. The sample size for the target group survey (N = 364

pre; 363 post) was much smaller than that for the general audience. As a result, there were fewer significant findings (see Table 11).

Sample Characteristics. Compared with the general population sample, the target group was, of course, *younger* and it was 100% *male*. Most other demographics were similar for the two groups. Compared with the general group, the target group was *equally White* (86% each, pooled pre and post surveys) and *equally Hispanic* (7% each), and possibly *slightly less Black* (6% versus 7%). With regard to types of vehicles driven, however, there were substantial differences. For example, the target group reported *more frequently driving pickup trucks* (26% versus 16%); and they were *less likely to drive vans or SUVs* (18% versus 27%, combined).

Awareness and Perceptions. With regard to seat belt messages, special enforcement efforts, and checkpoints the findings were as follows:

- Young males were *slightly more likely* than the general group to have seen or heard *messages to buckle up* (79% versus 77%, pre/post average).
- Compared with the general population, young males were *more likely* to be aware of *special seat belt enforcement* efforts (29% versus 24%).
- Young males were *less likely* than the general population to have read or heard about *checkpoint*s (13% versus 16%).

Other findings were as follows:

- Compared with the general audience, young males were *slightly more likely* to view a *daytime traffic stop* as resulting from a speeding violation (86%, target versus 83%, general). These were averages of pre and post responses. The target group was about *equally unlikely* to view a daytime stop as resulting from a seat belt violation (1.3% versus 1.6%), both very low percentages.
- Young males were also *more likely* to view a *nighttime traffic stop* as resulting from a speeding violation (50% versus 46%). As with daytime stops, few in either group viewed a nighttime stop as resulting from a seat belt violation (0.6% each).
- Young males were *less likely* than the general population to think that a *ticket was likely* if they drove unbuckled (59% versus 67%). Both groups were *equally likely* to say that *police can stop* a vehicle for a seat belt violation (85% each), but young males were *less supportive* of such ability (68% versus78%).

Message Sources

This section provides a summary of findings regarding sources for awareness of seat belt messages, special enforcement, and checkpoints. More complete data, including sample sizes, can be found in Appendix B. The data used for this summary can be found in Table 11.

- *In general, television was the primary source by which the public was made aware of the mobilization. The next two most consistent sources were billboards and radio.*

- Among the general population, the most frequently mentioned sources for *seat belt messages* were: *television* (54% pre; 58% post; +4.1; p = 0.058); *billboards* (51% pre; 47% post; -4.1; p = 0.057); and *radio (*19% pre; 27% post; +7.9 pts; p < 0.001). The largest pre-to-post gains were in mention of radio and television.
- Among the *target group*, the most frequently mentioned sources for seat belt messages were: *television* (47% pre; 52% post; +4.9 pts; n.s.); *billboards* (50.5% pre; 51% post; +0.7 pts; n.s.); and *radio* (30% pre; 33% post; +2.7; n.s.). The greatest gains were for television, followed by radio. There was essentially no change in mention of billboards. Because of small numbers, none of these changes were significant.
- In the *general population*, the most frequently mentioned sources of information regarding *awareness of special enforcement* were: television (36% pre; 40% post; +4.4 pts; n.s.); radio (20% pre; 19% post; -0.7 pts; n.s.); and billboards (17% pre; 24% post; +6.7 pts; p = 0.05). The greatest gains were in mentions of billboards and television, in that order. There was essentially no change in mention of radio.
- In the *target group*, the most frequently mentioned sources of information regarding *awareness of special enforcement* were: television (38% pre; 41% post; +3.5 pts; n.s); radio (24% pre; 30% post; +6.0 pts; n.s.); and billboards (26% pre; 25% post; +4.4 pts; n.s.). The greatest gains were in mentions of radio and television, in that order. There was little change in mention of billboards.
- In the *general population*, the most frequently mentioned sources of *checkpoint awareness* were: television (28% pre; 23% post; -5.4 pts; n.s.); from a friend (16% pre; 9% post; -6.5 pts; p = 0.034); and from newsprint (15% pre; 14% post; -1.2 pts; n.s.). The only medium that saw a pre-to-post gain was radio.
- In the *target group*, the most frequently mentioned sources of information regarding *checkpoints* were: television (21% pre; 30% post; +9.9 pts; n.s.); a friend (18% pre; 14% post; -3.6 pts; n.s); and radio (8% pre; 21% post; +13.7 pts; n.s.). The largest pre-to-post gains were in mentions of radio and television, in that order. There were declines in mentions of newspapers or friends as sources.

Advertisements Versus News Stories

In part, the dominance of television as a message source reflected the fact that television received the highest proportion of expenditures for paid media (about 50%). The next highest proportions went to radio (33%) and billboards (6%). Television also resulted in more paid ads than radio (billboard exposure is measured differently). It should be noted also that billboards were mentioned nearly as often as television as sources of seat belt messages but the pre-to-post gain for billboards was generally smaller. This *could* be a result of billboard ads being placed prior to the start of the mobilization (and prior to the pre-CIOT survey), but there is no direct evidence of that.

Following are the results from the general population and the target group with regard to the format (ads or news stories) most frequently cited by the general population and the target

group. In general, paid ads (commercials) were the most frequently mentioned sources of awareness of *seat belt messages*, *special enforcement*, and *checkpoints*.

- In the *general population*, the type of message most often cited as a source of *seat belt messages* was an *ad or commercial* (51% pre; 56% post; +4.3 pts; p = 0.05), followed by a *news story* (9% pre; 10% post; +1 pt., n.s.).
  The same relationship held true for the *target population*, where an ad or commercial was most often cited (55% pre; 58% post; +3.3 pts; n.s.), followed far behind by a news story (8% pre; 5% post; -2.9 pts; n.s.)
- The type of message most often cited as a source of information for *special enforcement* efforts was an *ad or commercial* (30% pre; 34% post, +3.5, n.s.), followed by a *news story* (17% pre; 14% post, -3.4, n.s.).
  Again, the same relationship held true for the *target population*, where an ad or commercial was most often cited (44% pre; 49% post; +4.4 pts; n.s.), followed by a news story (8% pre; 15% post; +6.5 pts; n.s.).
- For *checkpoint* awareness, *news stories* were cited more often in the general population sample (22% pre; 17% post, -5.4, n.s.), but there was an increase in the mention of ads (10% pre; 14% post, +4.6, n.s.).

In the *target population*, ads were more often cited as a source of information regarding checkpoints (23% pre; 27% post; +3.7 pts; n.s.), followed by a news story (5% pre; 21% post; +16.3 pts; n.s.) but the greatest pre-to-post gain in mentions was for news stories.

The fact that ads were the dominant sources of information was not surprising. The information provided in the activity portion of this section showed that there were many more paid advertisements (or commercials) than stories reported by the States (median = 34 ads per story). Historically (2003-2010), as well, the majority of all messages have been in the form of paid ads, far more than as news stories.

In summary, while there were many similarities between the target group and the general population, there were some differences. Compared with the general group, the target group was *slightly* more aware of *seat belt messages* and of *special enforcement* efforts. On the other hand, they were less likely to perceive that a *ticket was likely* (in general or at night) and they were *slightly* less aware of *checkpoints.* Relative to the general population, the young male target group more often received their information from radio and from advertisements (rather than from news stories).

The Internet as a Source of Information

In the activity section, it was pointed out that a growing percentage of media/publicity for the mobilizations is being allocated to "other" media, including the Internet. In 2010, the "other" category accounted for about 12% of all advertising dollars. It is not clear how much was spent on the Internet, but there is evidence that this medium is being used in a number of ways including: ads placed on Web sites, online games, banners, etc. Table 12 summarizes the results of questions regarding the Internet as a source of information. More complete information can be found in Appendix B.

Seeing or Hearing About Seat Belts on the Internet. Using the *standard protocol*, which simply listed the Internet as one of several options regarding where messages were seen or heard, fewer than 2% of all respondents indicated that the Internet was a source of *general seat belt messages* and fewer than 3% said that the Internet was a source of *special enforcement* information.

Using a *newer protocol*, respondents who said that they were aware of general seat belt messages or special enforcement messages were then specifically asked if they saw or heard such messages on the Internet. Among the *general population*, nearly 6% of all respondents indicated that they saw or heard seat belt messages on the Internet (average of pre and post surveys) and nearly 11% indicated that they saw or heard about special enforcement on the Internet. In the *target group* of young males, an average of 9% saw or heard seat belt messages on the Internet and 12% saw or heard about special enforcement on the Internet. Thus, in both message categories, *a slightly higher proportion of the target group said that they saw or heard such messages on the Internet.*

Changes in Seeing or Hearing About Seat Belts on the Internet. From *pre- to post-CIOT,* there were increases in awareness of *seat belt messages* in the general population (4.8% to 6.8%; +2 pct. pts.; p = 0.04) and in the target group (7.3% to 10.9%: +3.6 pts.; n.s.). Although though the increase in the target group was larger than in the general group, it was not significant due to a smaller sample size. Neither showed any significant change in terms of seeing or hearing about *special enforcement* on the Internet (0.0 pts in the general group; -3.3 pts in the target group).

Internet Format as a Source of Information. Among the *general population* respondents that said they saw or heard about *seat belt messages* on the Internet, most said that they were informed by a news story (the average of pre- and post- CIOT surveys was 43%), followed by an ad or commercial (22%), a social network site (15%), or an Internet video (11%). About 13% said that their information came from another source; only 1% mentioned a game.

With regard to *special enforcement*, the primary sources were news stories (43%); social networking sites (31%); ads (20%), and videos (5%). About 8% said that their information came from "other" Internet sources; 2% said that it came from a game site.

In the *target group*, the primary Internet sources of seat belt messages were *news stories* and *ads* (each mentioned by 39% of respondents); the next most frequently mentioned sources were *Internet videos* (11%) and social networking sites (8%); about 3% said that games were a source of seat belt messages and about 3% pointed to "other" Internet formats.

Of the respondents in the target group that said that they saw or heard about *special enforcement*, the primary formats mentioned were again *ads* (50%) and *news stories* (42%); all other sources were mentioned much less frequently.

Table 12. Awareness of Seat Belt Messages and Special Enforcement From the Internet Levels, Change, and Sources of Awareness in 2010; General and Target Populations

Q 26b. *Seat Belt Messages on the Internet*								
Group	**Survey Protocol**		**Message Sources (% of Respondents Mentioning)**					
General Population	**Old**	**New**	**news**	**ad**	**game**	**soc ntwrk**	**video**	**other**
% Pre-CIOT	0.6	4.8	51.0	22.4	2.0	16.3	2.0	16.0
% Post CIOT	1.0	6.8	35.1	22.1	0.0	14.3	20.8	9.1
Pre-to-Post Change	0.4	**2.0**	**-15.9**	**-0.3**	**-2.0**	**-2.0**	**18.8**	**-6.9**
Pooled Average	**0.8**	**5.8**	**43.1**	**22.3**	**1.0**	**15.3**	**11.4**	**12.6**
p value of Change	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*0.002*	*n.s.*
Target Group	**Old**	**New**	**news**	**ad**	**game**	**soc ntwrk**	**video**	**other**
% Pre-CIOT	0.7	7.3	35.0	50.0	5.0	10.0	0.0	0.0
% Post CIOT	2.0	10.9	43.8	28.1	0.0	6.3	21.9	6.3
Pre-to-Post Change	1.3	**3.6**	**8.8**	**-21.9**	**-5.0**	**-3.7**	**21.9**	**6.3**
Pooled Average	**1.4**	**9.1**	**39.4**	**39.1**	**2.5**	**8.2**	**11.0**	**3.2**
p value of Change	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*
Q 15b. *Special Enforcement Messages on the Internet*								
Group	**Survey Protocol**		**Message Sources (% of Respondents Mentioning)**					
General Population	**Old**	**New**	**news**	**ad**	**game**	**soc ntwrk**	**video**	**other**
% Pre-CIOT	3.2	11.5	41.7	20.8	4.0	44.0	4.0	4.0
% Post CIOT	1.3	10.3	44.7	19.1	0.0	17.4	6.4	12.8
Pre-to-Post Change	-1.9	**-1.2**	**3.0**	**-1.7**	**-4.0**	**-26.6**	**2.4**	**8.8**
Pooled Average	**2.3**	**10.9**	**43.2**	**20.0**	**2.0**	**30.7**	**5.2**	**8.4**
p value of Change	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*0.016*	*n.s.*	*n.s.*
Target Group	**Old**	**New**	**news**	**ad**	**game**	**soc ntwrk**	**video**	**other**
% Pre-CIOT	0	13.8	50.0	58.3	8.3	8.3	0.0	0.0
% Post CIOT	2.6	10.5	33.3	41.7	0.0	8.3	8.3	8.3
Pre-to-Post Change	2.6	-3.3	-16.7	-16.6	-8.3	0.0	8.3	8.3
Pooled Average	**1.3**	**12.2**	**41.7**	**50.0**	**4.2**	**8.3**	**4.2**	**4.2**
p value of Change	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*	*n.s.*

Pre-to-Post CIOT Changes in Internet Message Sources. The only significant pre-to-post change in seeing or hearing *seat belt messages* on the Internet was an increase in the proportion that said they saw an *Internet video* (2% pre; 21% post; +19 pts; p = 0.002).[10] There was a decline in mentions of an Internet *news story* (-16 pts); and there were little or no changes with regard to mentions of Internet *ads* (0 pts), *games* (-2 pts), or *social networking sites* (-2 pts).

With regard to those who saw or heard about *special enforcement* on the Internet, there was a significant *decline* in the proportion who mentioned a *social networking site* as their source of information (44% pre; 17% post; -27 pts, p = 0.016); there were smaller pre-to-post changes associated with Internet *news stories* (+3 pts), *advertisements* (-2 pts), *Internet games* (-4 pts), and *Internet videos* (+2 pts). None of these changes were statistically significant due in part due to the small sample size.

Among *target group* respondents who were aware of *seat belt messages* on the Internet, there was a significant increase in the proportion that said they were informed by an *Internet video* (0% pre; 22% post; +22 pts; p = 0.025); [11] there was a near-significant *decline* in those who said they were informed by an *ad* (50% pre to 28% post; -22 pts; p = 0.07); there was a modest, but non-significant increase among those who said that they were informed by a *news story* (from 35% to 44% post); and there were smaller changes in responses with regard to seeing or hearing about such messages via *games* (-5 pts), or *social networking sites* (-4 pts).

Within the very small group of respondents that saw or heard about *special enforcement* on the Internet (12 pre-CIOT; 12 post-CIOT), there were no significant pre-to-post changes with regard to the proportions informed via Internet *news stories* (-17 pts), *advertisement* (-17 pts), *Internet games* (-8 pts), social network sites (no change measured) or *Internet videos* (+8 pts).

In comparing the two groups, with regard to sources of seat belt and special enforcement messages, we find the following:

- Six percent of the general population and 9% of the target group said that they saw or heard *seat belt messages* on the Internet (average of pre and post surveys); 11% of the general population and 12% of the target group saw or heard about *special enforcement* on the Internet.
- With regard to *seat belt messages*, there were pre-to-post increases for both groups (+2 pts, general; +3.6 pts, target). However, there was a slight decrease for both groups with regard to *special enforcement* (-1.2 pts, general; -3.3 pts, target).
- In the general population, news stories were the most frequently mentioned sources for Internet *seat belt messages, but there was a substantial pre-to-post decline in such mentions (-15.9 pts);* in the target group, ads were most frequently mentioned but, here again, there was a pre-to-post decline (-21.9 pts). Thus, while the general population received more information via Internet news and the target group received more information via Internet ads, these were not the media that showed increased *seat belt message* awareness during the mobilization.

[10] A Fisher's exact test was used for this comparison because one cell had fewer than 5 responses.
[11] Here again, a Fisher's exact test was used for this comparison because of small cell sizes.

- Very few respondents of either group mentioned Internet videos as a source of *seat belt message* awareness (2%, general; 0%, target). However, there were significant pre-to-post increases in mentions of Internet *videos* as a source of *seat belt messages* in the general population (+19 points; $p = 0.002$) and in the target group (+22 points; $p = 0.03$). These were the only significant increases associated with CIOT found for any Internet format.
- With regard to *special enforcement* efforts, there was the same distribution source mentions, with the general population mentioning *news stories* much more frequently than *ads* (43% news versus 20% ads) and the target group mentioning ads slightly more frequently than news (50% ads versus 42% news). There was little change in the general population and there were pre-to-post declines for both sources (ads and news) in the target group.

Perceptions Regarding Traffic Stops

- Only 1 to 2% of the general population or the target group believed that if they passed a vehicle stopped by police (daytime or nighttime), that the stop would likely have been for a seat belt violation. There, there was no significant change in this perception from before CIOT to after CIOT.
- The majority of respondents (general or target group) thought that a daytime stop would likely be for speeding (82% of the general sample; 86% of the target sample). A plurality thought that a daytime stop would be for a speeding violation (46% in the general sample; 50% in the target sample). Thus, a modestly greater proportion of the target sample perceived that a traffic stop (day or night) would likely be for speeding. Here again, there were no significant pre-to-post changes in these perceptions.
- During the day, less than 1% of all respondents (general or target) thought that a traffic stop would likely be for a "drunk driving" offense; but about one-third of all respondents (general population or target group) thought that a nighttime traffic stop would likely be for a "drunk driving" offense. There were no significant pre-to-post mobilization changes in these perceptions.

Messaging on Police Vehicles

- The survey also asked respondents whether or not they had seen any messages regarding seat belt enforcement posted on police vehicles. Less than 1% of respondents from the general population and 0% in the target group reported seeing any such messages. There were no pre-to-post changes in either group.

Night Enforcement, Seat Belt Use, and Perceptions

There has recently been increased emphasis placed on nighttime enforcement of seat belt laws. Following is a summary of change in various indices related to nighttime enforcement, awareness, and seat belt use.

- *Nighttime Seat Belt Use* (self-reported). More than 90% of all general population respondents (92% pre; 93% post) said that they always buckle up when driving or riding after midnight. Prior to the 2010 CIOT, only 84% of the target group said that they always buckle up when driving or riding after midnight; after the CIOT, 90% said that they always buckle up after midnight (+5.7 points; $p = 0.034$).
- *Recent Increases in Nighttime Seat Belt Use* (self-reported). Only a small percentage of the general sample indicated that their late-night seat belt use had recently increased (4.4% pre; 1.6% post; -2.8 points; n.s.); even fewer in the target group said that their belt use at night had increased (3.1% pre; 1.9% post; -1.2 points; n.s.).
- *Nighttime Traffic Stops.* As indicated previously, most respondents assumed that a nighttime traffic stop was either for a speeding violation (46% in the general population; 50% in the target group) or for a "drunk driving" violation (34% in the general population; 33% in the target group). Very few perceived a stop to be related to a seat belt violation (<1% in both groups) and there were no significant pre-to-post changes in any of these proportions.
- *Perceived Risk of Getting a Ticket at Night*. Significantly more of the general public (49%) than the target group (42%) thought that it was *very likely or somewhat likely* that they would get a ticket if they did not buckle up at night (7 percentage points difference; $p = 0.002$). However, these proportions did not change significantly from pre-CIOT to post-CIOT for either group.
- *Perception of Police Writing Seat Belt Tickets at Night.* About 65% of both the general population and target group respondents said that police in their community were writing tickets for seat belt violations at night. Within the general population, this proportion increased significantly pre-to-post mobilization (63% pre; 68% post; +5 pts.; $p = 0.04$). Within the target group, the pre-to-post increase was smaller (+2 points) and non-significant.
- *Nighttime Enforcement Messages*. As part of the sequence of questions regarding special seat belt enforcement, one question (16b) asked respondents if the enforcement message that they saw or heard mentioned nighttime enforcement. Within the general population, the percentage that said the message did mention nighttime enforcement increased from 26% before CIOT to 34% after CIOT (+8 points). However, due to small numbers, this change did not reach statistical significance. Within the target population, the increase was even greater (from 25% to 39%; +14 pts). Here again, due to very small numbers (40 pre; 61 post) this increase did not reach statistical significance. Still, the trends within both the general population and the target population suggest that the mobilization likely was associated with an increase in awareness of nighttime enforcement messages.

In summary, there was some evidence of an impact on nighttime usage that may have been associated with the recent emphasis on nighttime enforcement. There was a significant increase in reported (all of the time) seat belt use after midnight among the target group; there was a significant increase in the perception of nighttime ticketing among the general population; and there appeared to be a trend suggesting greater awareness of enforcement messages that included reference to nighttime enforcement. Even though these latter increases were substantial, however, they did not reach statistical significance. On the negative side, there were no increases in (self-reported) nighttime use of seat belts; there was no increase in the perception that a nighttime traffic stop might be associated with a seat belt violation; and there was no significant increase in the perception that a ticket would be very likely for not buckling up at night.

F. SEAT BELT USE

1) Observed Seat Belt Use

The results of the 2009 and 2010 NOPUS surveys were used to determine whether or not observed seat belt use increased nationally. NOPUS surveys were conducted immediate following the 2009 and 2010 CIOT mobilizations. Thus, these surveys measure changes from post-CIOT in 2009 to post-CIOT in 2010. They do not provide an index of pre-to-post CIOT change in usage for either year.

Figure 10 shows front-seat, shoulder-belt usage, as measured by the NOPUS moving traffic (MT) survey, across the United States (all States and DC), from 1994 through 2010. From 1994 through 2002, the survey was conducted every 2 years. Beginning in 2003, NOPUS was conducted annually, immediately following each CIOT mobilization.

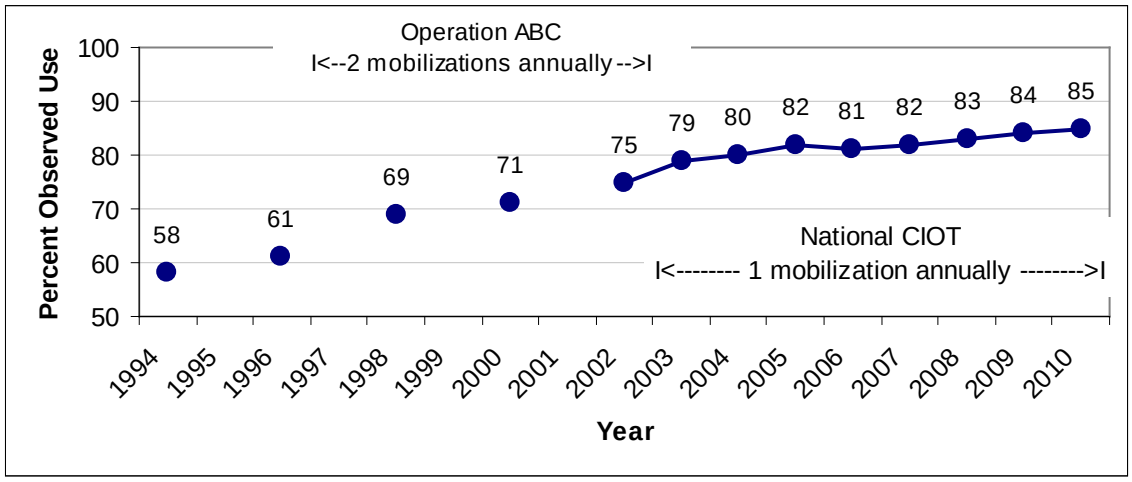


Figure 10. National Seat Belt Usage: NOPUS; 1994 – 2010

2) NOPUS Moving Traffic Survey: Historical Use

The usage rates shown in Figure 10 were provided by the NCSA in a report entitled *Seat Belt Use in 2010 – Overall Results* (Pickrell & Ye, 2010). As Figure 10 shows, seat belt use has increased steadily since 1994, when the first NOPUS was conducted. Usage increased by 19 percentage points from 1994 through 2002 (from 58% to 75%) and by 10 percentage points from 2002 through 2010 (from 75% through 85%). *The rate in 2010 was 85%, up 1 percentage point from 84% in 2009 (p = 0.25).*

In viewing this trend it should be noted that there has been at least one national enforcement mobilization in every year since 1996. There was one such mobilization in 1997; two each year from 1998 through 2002 (Operation ABC); and one each year from 2003 through 2010 (CIOT). On average, there was a 2.3-point annual gain associated with each year from 1997 through 2002 and a 1.3-point annual gain associated with the period from 2003 through 2010.[12] The largest gains were seen in 1998, the first full year of Operation ABC, and in 2003, the first full year of CIOT.

3) Seat Belt Use Rates in 2010, by Subgroup

Based on the NOPUS Moving Traffic Survey, Pickrell and Ye provided the *shoulder belt use rates* for various categories of road users. Following is a summary of their findings for 2010, focusing primarily on groups with the *lowest use* rates:

- *Seating Position*: Right-side; *front seat passengers* had significantly lower usage rates than drivers (82% versus 85%, -3 points, $p \leq 0.005$);
- *Law Type: O*ccupants in States with *secondary* enforcement laws had significantly lower usage rates than occupants in States with primary enforcement laws (76% versus 88%, -12 points, $p \leq 0.005$);
- *Roadway Type: O*ccupants traveling on *surface roads* had significantly lower usage rates than occupants traveling on expressways (82% versus 91%, -9 points, $p \leq 0.005$);
- *Speed of Traffic: O*ccupants traveling in *slow traffic* had significantly lower usage rates than occupants traveling in fast traffic (80% versus 88%, -8 points, $p \leq 0.005$);
- *Density of Traffic: O*ccupants traveling in *light traffic* had significantly lower usage rates than occupants traveling in dense traffic (85% versus 90%, -5 points, $p \leq 0.005$); the highest rate was in moderately dense traffic (92%);
- *Weather Conditions:* Occupants traveling in *light fog* had significantly lower usage rates than occupants traveling in clear weather conditions (82% versus 86%, -4 points, $p \leq 0.04$);

[12] It should be pointed out that the usage rate in 1996 (61%), the last year prior to the start of national *Operation ABC* mobilizations was much lower than the rate in 2002 (75%), the last year prior to the start of national *CIOT* mobilizations. In addition, it is important to note that there were 22 primary law upgrades in the States and DC enacted since 1996 (plus 2 upgrades from 1993 through 1995).

- *Vehicle Type:* Occupants traveling in *pickup trucks* (75%) had significantly lower usage rates than occupants traveling other passenger vehicles: cars (86%) or vans and SUVs (88%);
- *Region of the Country:* Occupants in the Midwest (81%) and Northeast (82%) had lower usage rates than occupants traveling in the West (95%); usage in the South was in between these extremes (84%); the differences between the West (high use) and everyone else and between the Midwest (low use) and everyone else were significant ($p < 0.01$);
- *Level of Urbanization:* Occupants traveling in *urban areas* (81%) and *rural areas* (83%) had lower usage rates than those traveling in suburban areas (87%). The differences between suburban areas (high) and everyone else and the differences between rural areas (low) and everyone else were significant;
- *Days of Week:* The lowest rates were found on *weekdays* (85%), particularly during *non-rush hours* (84%), compared with weekday rush hours (86%) and weekends (86%). The differences between *weekday rush hours* (high use) and everyone else and between *weekday non-rush hours* (low use) and everyone else were significant ($p \leq 0.02$).

In the NOPUS Controlled Intersection (CI) study Pickrell and Ye (2011) examined seat belt use rates among various subgroups, such as rear seat occupants, males versus females, various age groups, and drivers in various passenger combinations. Their report contains a complete description of the methodology and the results of this study. Following are summaries of usage rates in 2010 for these subgroups. Again, the focus is on those groups with the lowest rates.

- *Gender:* Males had significantly lower belt use than females (83% versus 88%, -5 points, $p \leq 0.005$);
- *Age:* People 16 to 24 years old had lower rates (79%) than all other age groups, including 70+ (88%); 25-69 (86%); and 8 to 15 (84%). The difference between the 16-to-24 group and all other age groups was significant ($p \leq 0.005$).
- *Race:* Blacks had lower belt use (78%) than Whites (85%), who had lower belt use rates than other races (92%). The difference between usage among blacks and all other groups was significant ($p \leq 0.005$).
- *Drivers*: Drivers with no passengers had significantly lower belt use than drivers with passengers (85% versus 88%, -3 points; $p \leq 0.005$). The highest rate was recorded for drivers with passengers younger and older than 8 years (90%).
- *Drivers, Age 16 to 24:* The lowest use was recorded among young drivers (16 to 24) when they had passengers of the same age (77%); the highest use for such drivers was when they had at least one passenger not in the 16-to-24 age group (86%).
- *Occupants, Age 16-24:* The lowest use among young occupants was when all occupants were 16 to 24 (78%), compared with usage when at least one occupant was not age 16 to 24 (78% versus 84%; -6 points; ($p \leq 0.005$).

4) Changes in Seat Belt Use From 2009 to 2010, by Subgroup

Pickrell and Ye reported several changes in usage from 2009 to 2010 based on the results of the Moving Traffic Surveys for those two years. None of the reported changes reached 95% confidence levels ($p \leq 0.05$), but several reached 90% confidence levels ($p \leq 0.1$). Following is a summary of these changes:

- *Roadway Type*: Usage increased among occupants traveling on *expressways* (from 89% to 91%; + 2 points; $p = 0.07$);
- *Traffic Density*: Usage increased among occupants traveling in *moderately dense traffic* (from 83% to 92%; +9 points; $p = 0.07$);
- *Urbanization*: Usage increased among occupants traveling in *rural areas* (from 81% to 83%; +2 points; $p = 0.06$); and
- *Day of Week*: Usage increased among occupants traveling on *weekdays* (from 83% to 85%; +2 points; $p = 0.08$), particularly during *non-rush hours* (from 82% to 84%; +2 points; $p = 0.06$).

The NOPUS Controlled Intersection studies conducted in 2009 and 2010 were also examined for changes. Following are observations from these studies:

- There was a measured increase among *males* (+2 points) and among *females* (+1 point), but neither change was significant at the 0.05 (or the 0.10) level.
- There may have been a decline in usage among *occupants 16 to 24* (-2 points) but this change was not significant; there was a 2-point gain measured among each of two older groups (25 to 69 and 70 and older), but neither was significant;
- There was a slight decline in usage among *blacks* (-1) and slight increases among all other groups, but none of these changes was significant;
- The largest increase measured among *drivers* was among those with no passengers (+2 points), but this change was not significant.
- There were measured declines among *drivers 16 to 24 with no passengers* (-4 points) and among such *drivers with passengers, all of which were also 16 to 24* (-3 points). Again, these changes were not significant.
- There was a decline in usage among *occupants 16 to 24* in vehicles where all occupants were 16 to 24 (-3 points), but this result was not significant.

5) Usage Rates and Changes based on Statewide Surveys: 2009 to 2010

Another NCSA report regarding usage rates in the States and Territories (Chen & Ye, 2011) provided a summary of the results of all statewide observational surveys conducted from 2003 through 2010. This report pointed out that jurisdictions with stronger laws (primary enforcement) had higher usage rates than States with weaker laws (secondary enforcement).

Looking at all States, the NCSA report pointed out that usage ranged from 72.2% in New Hampshire (with no adult seat belt law) to 97.6% in Hawaii and Washington State (both with primary enforcement laws). The median rate for primary law States was 90% and the median rate for secondary law States was 82%, a difference of 8 percentage points.

Figure 11 shows the distribution of observed usage rates in 2009 and 2010 in five percentage-point intervals. Generally there was a shift from lower to higher usage categories from 2009 to 2010. Two notable shifts were from 2 States in the lowest use category in 2009 to no States in that category in 2010; and from 9 States in the 91-95% category in 2009 to 12 States in that category in 2010. The number of States in the highest category (96% +) remained unchanged (4 States).

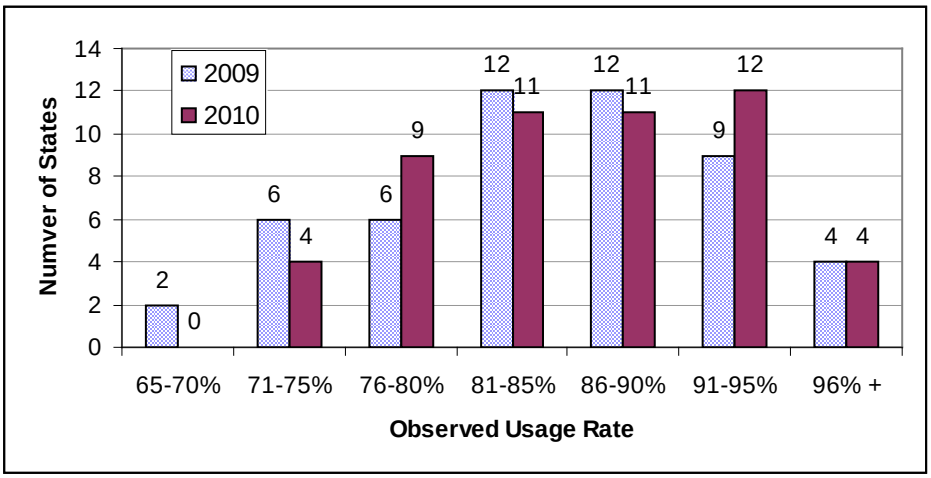


Figure 11. State Usage Rates in 2009 and 2010

Figure 12 shows the distribution of changes in usage from 2009 to 2010, all rounded to the nearest percent. The modal change was 1-percentage-point increase in 12 States, followed by 0% change in 10 States, and a 2% increase in 9 States. Clearly there were more increases (31 States) than declines (10 jurisdictions, including DC); 10 States had less than a 1% change. Over all States, the average change was a 1.1% increase.

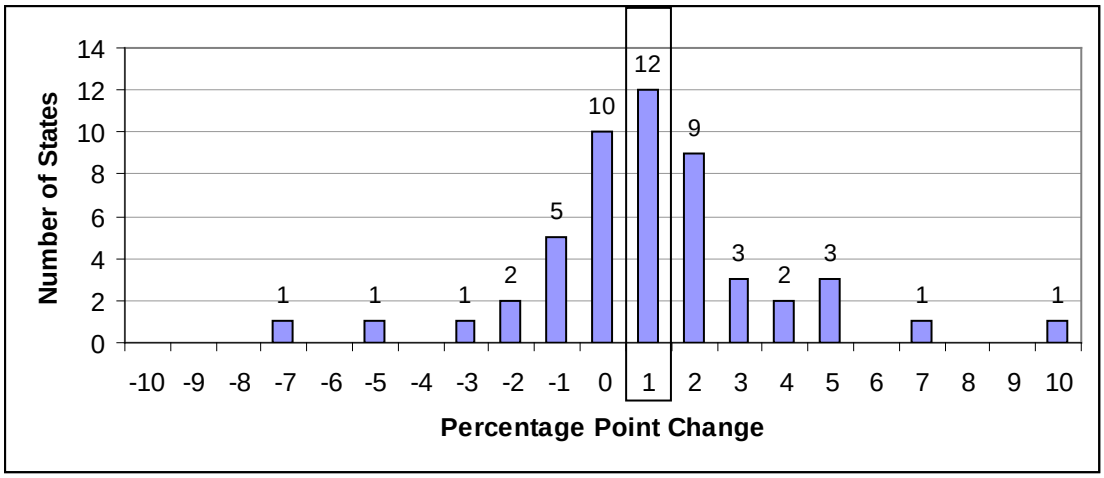


Figure 12. Change in Observed Seat Belt Use in the States (+DC): From 2009 to 2010

6) Usage Among Passenger Vehicle Occupants Killed

An autoregressive integrated moving average (ARIMA) time series analysis was conducted to determine if there were changes in seat belt use among fatally-injured, front-seat occupants (of passenger vehicles) associated with the CIOT mobilizations (overall and specifically in 2010). Interruption series were created to describe a sudden permanent change beginning in May 2003 and continuing to the end of the series in December 2010. A second interruption series was created beginning in May 2010 and lasting until December 2010. These series allowed us to see if there were any additional effects the 2010 CIOT intervention, beyond any longer term effects associated with the start of the national CIOT mobilizations.

The model (1,0,1) (1,0,0), was used to control for systematic fluctuations in the data series. The ARIMA estimated that there was a 2.1-percentage-point *monthly* increase in seat belt use among fatally injured, front-seat occupants after the series of CIOT mobilizations began but there was no *additional* effect associated with the 2010 campaign (see Table and Figure 13). It was suggested that the 2010 CIOT (like prior campaigns) served to maintain effects gained since the 2003 intervention. It is also possible that such effects would have continued with or without the 2010 CIOT.

Table 13. ARIMA Parameter Estimates

		Estimates	Std Error	t	p-value
Non-Seasonal Lags	AR1	.990	.014	70.273	.000
	MA1	.761	.060	12.644	.000
Seasonal Lags	Seasonal AR1	.241	.085	2.854	.005
Regression Coefficients	2010 CIOT	-.290	1.008	-.288	.774
	2003 CIOT - 2010 CIOT	2.128	.985	2.160	.032
Constant		44.122	2.694	16.381	.000

Melard's algorithm was used for estimation.

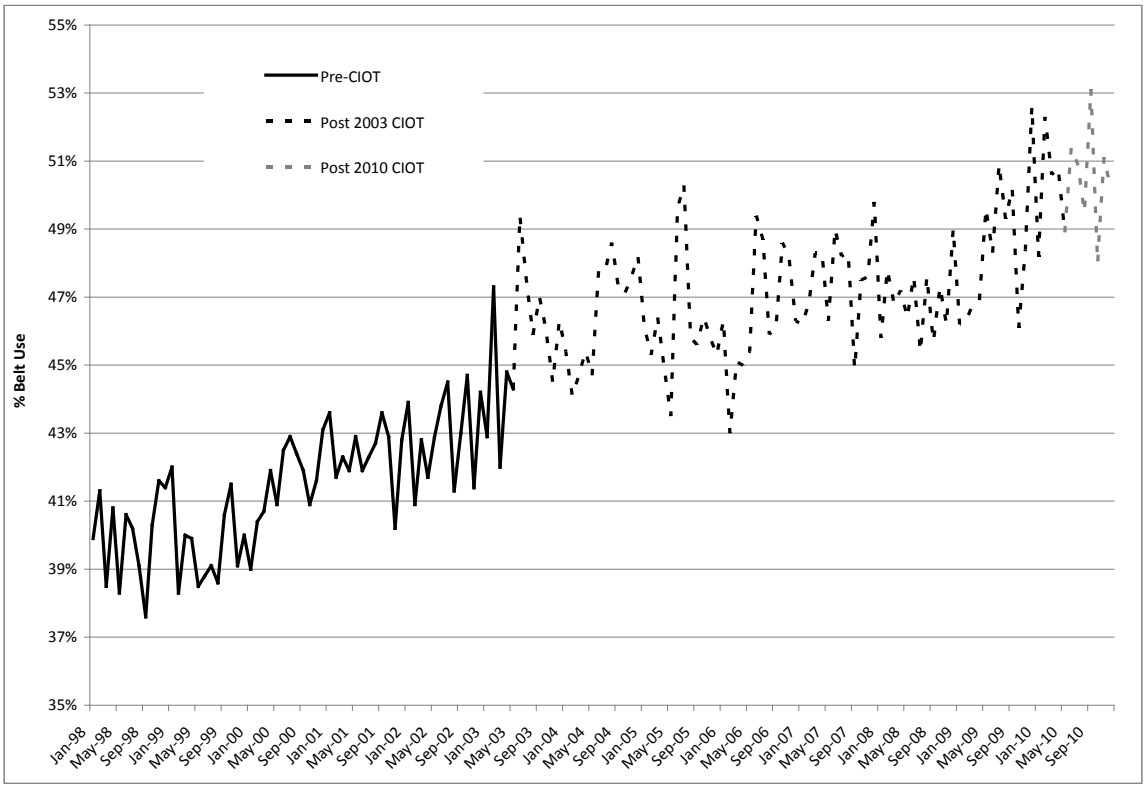


Figure 13. ARIMA Time Series Analysis. Seat Belt Use Among Fatally-Injured, Front-Seat Occupants of Passenger Vehicles: 1998 Through September 2010

The suggestion that the 2010 CIOT may have served to maintain increases in seat belt usage among fatally injured occupants was of interest to us, since it would likely reflect progress in terms of one of the most important objectives: increasing seat belt use among all occupants involved in potentially fatal crashes (UPFC).

Thus, in addition to the ARIMA analysis, we examined annual data for restraint use among all passenger vehicle occupants killed and among all passenger vehicle drivers involved in fatal crashes from 1994 through 2010.[13] The goal was to see if there was a continuing trend towards greater usage (and declining non-usage) in this critical group and if there was a significant difference in the proportions restrained and not restrained from 2009 to 2010.

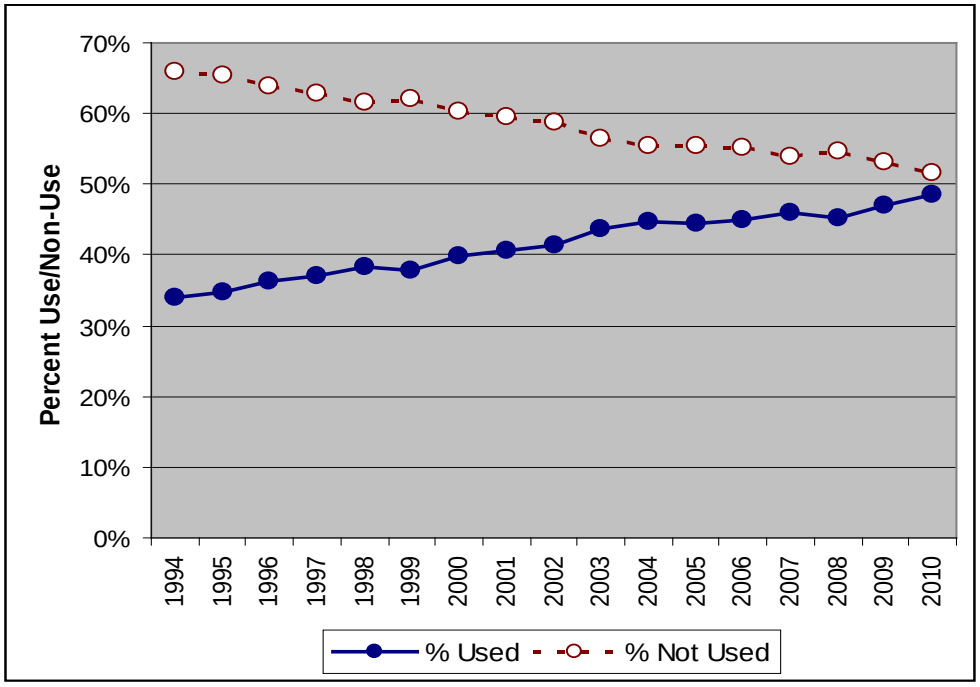


Figure 14. Percent Usage and Non-usage Among Occupants Killed in Crashes

Figure 14 shows the percentage of all *passenger vehicle occupants killed*, restrained and unrestrained, from 1994 through 2010. Clearly, there have been steady increases in usage among occupants killed in motor vehicle crashes and that trend not only continued in 2010, it appears to have increased in 2009 and 2010.

We also examined usage among drivers involved in fatal crashes from 1994 through 2010 and, while this usage rate was higher than among occupants killed (because of many buckled drivers involved in such crashes who were not killed), the results were very similar. Of the 16 year-to-year comparisons, there were 11 with significant increases, including 2003 (the largest increase), 2009, and 2010 (the largest increase since 2003). These results show that usage among *drivers involved in fatal crashes* (a population that is similar to the theoretical population of *occupants involved in potentially fatal crashes*) has been increasing; had the largest increase in

[13] It should be noted that the most important target group for increasing seat belt use would be *all occupants (drivers and passengers) involved in potentially fatal crashes*. Usage in potentially fatal crashes (UPFC) is a theoretical rate that can be calculated, based on estimates of the number of lives saved, which in turn is based on the number of restrained occupants killed and the estimated effectiveness of restraints used. *Usage among drivers involved in fatal crashes* tracks very closely with UPFC and, as such, can be considered as an index of usage that is closely related to UPFC.

2003 (+2.6 percentage points), the start of CIOT; and continues to increase, with significant gains in 2004, 2007, 2009, and 2010.

G. SUMMARY

Observed Seat Belt Usage

The 2010 CIOT mobilization was associated with a 1-percentage-point increase in observed usage from post-CIOT in 2009 to post-CIOT in 2010, as measured by annual NOPUS surveys. Although this increase was not statistically significant, that does not mean that the mobilization was not associated with a pre-to-post CIOT increase in 2010. Both historical changes and awareness changes suggest that their likely was a pre-to-post increase associated with the mobilization.

Statewide surveys also showed an average increase of about 1 percentage point from 2009 to 2010. Nine States (+DC) showed a decline; 10 States reported no change; and 31 States showed an increase in 2010.

Usage Among Occupants Killed

An ARIMA time series analysis found a significant increase in seat belt usage among front-seat occupants of passenger vehicles associated with the start of the CIOT mobilizations but it did not find an additional increase associated with the 2010 mobilization. Year-to-year analyses of usage among passenger vehicle occupants killed and among drivers involved in fatal crashes found evidence of significant increases in usage (both groups) in most years since 2003, including 2009 and 2010. These results are consistent with, at the very least, a maintenance effect of these annual mobilizations on these critical fatal crash populations.

Awareness of CIOT Activities and Messages

The mobilization was effective in changing key indices of awareness and perception. In the *general population* sample, there were increases in awareness of messages to buckle up (+6.2 pts); special enforcement efforts (+11 pts); and checkpoints (+6 pts). Changes with regard to recognition of the CIOT slogan (+1.3 pts) or the perceived likelihood of receiving a ticket for not buckling up (-1.1 pts overall; +1.3 pts. at night) were smaller.

In the *target group*, there also were significant increases in awareness of messages to buckle up (+6.0 pts) and awareness of special enforcement (+8.5 pts). There were smaller non-significant increases in awareness of checkpoints (+1.9 pts) and recognition of the CIOT slogan (+1.3 pts); but there was a significant decline in the perceived likelihood of receiving a ticket for not buckling up (-8.5 pts).

Sources of Awareness

In both the general population and the target group samples, the three primary sources of *seat belt messages*, information regarding *seat belt enforcement* efforts, and awareness of *checkpoints* were television, billboards, and radio, generally in that order. In the target population, billboards were mentioned with about the same (or even greater) frequency as television, particularly with regard to enforcement.

Types of Messages

Paid ads (commercials) were the most frequently mentioned type of messages contributing to awareness of seat belt messages and special enforcement efforts. Awareness of checkpoints was more evenly associated with ads and news stories. Paid advertisements accounted for the most of the "exposures" to mobilization-related messages. When counting all participating jurisdictions, the ratio of paid ads to earned media stories was 6.70 to 1 in 2010.

Media Activity

With regard to paid media, there has been a near linear decline in media expenditures since 2005, leaving 2010 expenditures at about 64% the level in 2005. Most of the decline has been in State expenditures, which were down by about 40%; national expenditures were down by about 20%.

The reported number of (radio and television) ads has remained relatively steady over time, with a slight increase from 2009 to 2010 (+6%). Television ads accounted for about 62% of all paid ads and the majority of news stories. While there appeared to be an increase in news stories beginning in 2009, most of that increase was accounted for by just a few States. Across the majority of States, there was a decline in news stories that continued through 2010.

Enforcement Activity

Most indices of enforcement activity remained relatively high in 2010. The number of participating LEAs was relatively unchanged from 2009 to 2010 and the number of reporting agencies was up by about 7%. The citation rate continued to decline, however, from a high of 23 (citations per 10,000 residents) in 2006 to 19 in 2009 and 18 in 2010.

V. Conclusions

This evaluation of the 2010 CIOT mobilization showed a decline in several indices of media and enforcement activity. However, there were significant increases in pre-to-post awareness of seat belt messages and special seat belt enforcement efforts among both the general population and the targeted group (males, ages 18-34). The results from the NOPUS moving traffic survey showed a 1-percentage-point gain in daytime observed usage, from 84% in 2009 to 85% in 2010. While this change did not reach statistical significance, it was reinforced by an average 1-percentage-point change in usage in statewide surveys, from 2009 to 2010. Ten jurisdictions reported declines in usage; 10 reported no change, and 31 reported increases. An analysis of usage among occupants killed in crashes confirmed an effect of the entire CIOT series of mobilizations but did not find an additional effect associated with the 2010 mobilization. However, a simple comparison of restrained and unrestrained proportions of occupant deaths from 2009 to 2010 suggested significant increases in usage among occupants killed (and therefore among occupants involved) in fatal crashes continue from 2009 to 2010.

CIOT HVE mobilizations have been conducted on at least an annual basis for many years and there are signs of slightly diminishing enforcement and media activity, as well as smaller gains in awareness. The awareness survey suggests that the public is seeing less enforcement on the ground than in previous years. One consideration for future mobilizations may be to find additional ways to increase awareness of such efforts. Some possible approaches might include: conducting more checkpoints, notifying the public of special efforts by generating more local news stories, and making special enforcement efforts more visible by using signage on police vehicles or in the enforcement “zone.”

References

Chen, Y. Y., & Ye, T. J. (2010). Seat Belt Use in 2010 – Use Rates in the States and Territories. (Traffic Safety Facts. Crash Stats. Report No. DOT HS 811 493). Washington, DC: National Highway Traffic Safety Administration. Available at www-nrd.nhtsa.dot.gov/Pubs/811493.pdf

NHTSA. (2012a, February). 2010 motor vehicle crashes: Overview. (Report No. DOT HS 811 552). Washington, DC: Author. Available at www-nrd.nhtsa.dot.gov/Pubs/811552.pdf

NHTSA. (2012b, February). Lives saved in 2010 by restraint use and minimum drinking age laws. (Report No. DOT HS 811 580). Washington, DC: Author. Available at www-nrd.nhtsa.dot.gov/Pubs/811580.pdf

Nichols, J. L. (1993). *Results of the 1991-92 Campaign to Increase Seat belt Usage*. Paper presented at the Second World Conference on Injury Control, Atlanta, GA. May 20-23. Washington, DC: National Highway Traffic Safety Administration.

Nichols, J. L., Tison, J., Solomon, M. G., Ledingham, K. A., & Preusser, D. F. (2009). *Evaluation of a rural demonstration program to increase seat belt use in the Great Lakes region*. (Report No. DOT HS 811 084). Washington, DC: National Highway Traffic Safety Administration. Available at www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811084.pdf

Nichols, J. L., Haire, E., Solomon, M. G., & Cosgrove, L. (2011). *Evaluation of teen seat belt demonstration projects in Colorado and Nevada.* (Report No. DOT HS 811 518). Washington, DC: National Highway Traffic Safety Administration. Available at www.nhtsa.gov/staticfiles/nti/pdf/811518.pdf

Pickrell, T. M., & Ye, T. J. (2010). Seat Belt Use in 2010 – Overall Results. (*Traffic Safety Facts. Research Note.* Report No. DOT HS 811 378). Washington, DC: National Highway Traffic Safety Administration. Available at www-nrd.nhtsa.dot.gov/Pubs/811378.pdf

Pickrell, T. M., & Ye, T. J. (2011). *Occupant Restraint Use in 2010: Results from the National Occupant Protection Use Survey Controlled Intersection Study*. (Report No. DOT HS 811 527). Washington, DC: National Highway Traffic Safety Administration. Available at www-nrd.nhtsa.dot.gov/Pubs/811527.pdf

Thomas, F. D., Blomberg, R. D., & Van Dyk, J. (2010). *Evaluation of the First Year of the Washington Nighttime seat Belt Enforcement Program.*. (Report No. DOT HS 811 295).Washington, DC: National Highway Traffic Safety Administration. Available at www.nhtsa.gov/staticfiles/nti/pdf/811295.pdf

Solomon, M. G., Chaffe, R. H. B., & Preusser, D. F. (2009, August). *Nighttime enforcement of seat belt laws: An evaluation of three community programs.* (Report No. DOT HS 811 189). Washington, DC: National Highway Traffic Safety Administration. Available at www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811189.pdf

Tison, J., & Williams, A. F. (2010, January) *Analyzing the first years of* Click It or Ticket *mobilizations*. (Report No. DOT HS 811 232). Washington, DC: National Highway Traffic Safety Administration. Available at http://www.nhtsa.gov/staticfiles/nti/pdf/811232.pdf

Tison, J., Williams, A. F., & Chaudhary, N. K. (2010, July). *Daytime and nighttime seat belt use by fatally injured passenger vehicle occupants*. (Report No. DOT HS 811 281). Washington, DC: National Highway Traffic Safety Administration.

Williams, A. F., Reinfurt, D. W., & Wells, J. K. (1996). Increasing seat belt use in North Carolina. *Journal of Safety Research*, *27*, 33-41.

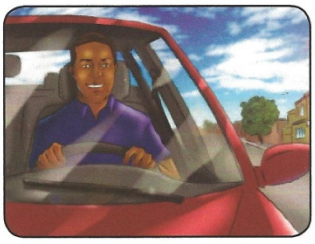
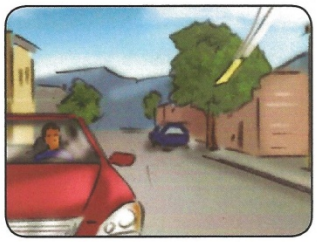
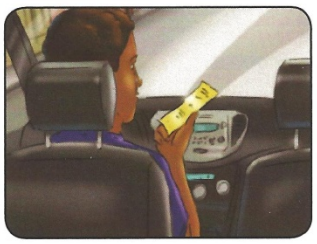
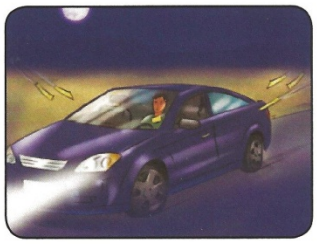
Appendix A. Creative Material

Television Spot – STUCK WITH A TICKET

TITLE: Stuck with a Ticket
LENGTH: :30
REV: Original

CLIENT: NHTSA
JOB NO.: NHS!-26664
DATE: Jan 20, 2009

The Tombras Group
street smart marketing

	video:	audio:
	Open on an African-American guy driving down a street, unbuckled.	SFX: Car driving, street noise.
	Suddenly, a piece of paper flies through his window ...	SFX: Ticket whirring through the air.
	... and sticks to his chest.	***VO: There's no way to avoid a ticket ...***
	He peels it off and sees that it is a ticket.	***VO: ... if you don't use your seatbelt.***
	Cut to an Hispanic guy driving unbuckled at night.	SFX: Tickets whirring through the air.

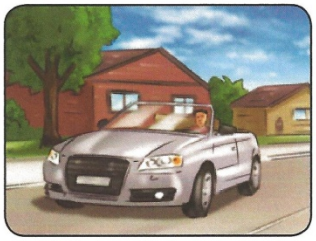
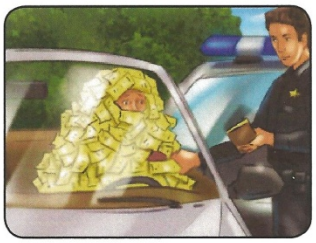
PAGE 1

Television Spot – STUCK WITH A TICKET (Continued)

TITLE: Stuck with a Ticket
LENGTH: :30
REV: Original

CLIENT: NHTSA
JOB NO.: NHS!-26664
DATE: Jan 20, 2009

The Tombras Group
street smart marketing

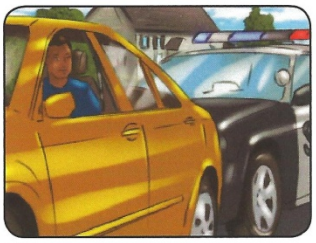
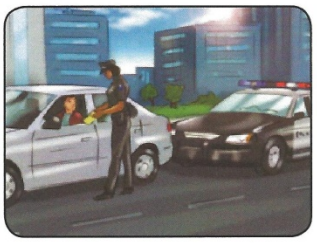
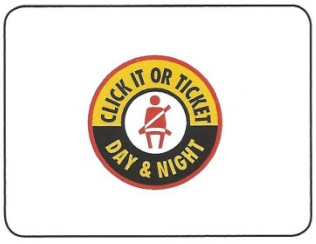
	video:	audio:
	In quick succession, 5 tickets fly in from both windows and stick to him.	SFX: SMACK! SMACK! SMACK! Tickets sticking to the driver.
	Cut to a Caucasian man driving in a convertible.	
	He drives into a flying swarm of tickets.	SFX: Tickets whirring through the air making a sound like a swarm of bees.
	They stick all over him, covering him like the Michelin man. Only his eyes and the spot on his chest are uncovered.	***VO: Cops are stepping up enforcement ...***
	Cut to a cop writing the guy a ticket. Instead of handing it to him he finds the one open spot on the guy's chest and sticks it there.	***VO: ... looking for unbuckled drivers like never before.***

Television Spot – STUCK WITH A TICKET (Continued)

TITLE: Stuck with a Ticket
LENGTH: :30
REV: Original

CLIENT: NHTSA
JOB NO.: NHS!-26664
DATE: Jan 20, 2009

The Tombras Group
street smart marketing

	video:	audio:
	Quick cuts of our other drivers and others getting tickets from cops in the suburbs, city and rural areas.	SFX: Siren whoop.
		***VO: If you don't buckle up ...***
		***VO: ... you will get stuck with a ticket.***
	Cut to Click It logo animation.	***VO: Click It or Ticket.***

Television Spot – OUT OF NOWHERE

CLIENT: NHTSA
Ad-ID code: ZHWY-0047

Out of nowhere :30TV

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

Video:		Audio:
We shoot our 3 guys on the side of a country road next to a pick-up truck....		Music: ominous music. Rural Guy: I was just driving around minding my own business...
... on a suburban street in front of some average houses....		Suburb Guy: When it came out of nowhere...
... and on a city street with the hustle and bustle behind them.		Metro Guy: Suddenly, there were lights all around me...
We see various shots of our 3 guys driving around in their environments as we hear their frightening close encounter stories.		Suburb Guy: I'm like "They're coming for me!"
Interspersed with the driving scenes are obscured shots of police lights, adding to the drama and mystery.		Metro Guy: Yeah, it was crazy.

Television Spot – OUT OF NOWHERE (Continued)

CLIENT: NHTSA

Out of nowhere :30TV

Page 2

Video:		Audio:
The scenes intensify until we reveal....		Rural: I just never thought they would never find me. Not out here.
That our guys are really getting busted for not buckling up ...		Announcer: It doesn't matter where you drive...
We see shots of our 3 guys getting pulled over and ...		Announcer: ...if you don't buckle up, you will get caught.
... given tickets for not buckling up.		Announcer: Cops are cracking down all across (state).
Logo(s)		Announcer: Click it or ticket.

Television Spot – NOT INVISIBLE

TITLE: Not Invisible
LENGTH: :30
REV: 3

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

THE TOMBRAS GROUP
STREET SMART ADVERTISING

	video:	audio:
	OPEN ON FOOTSTEPS TO A CAR PARKED IN A DRIVEWAY AT NIGHT. A KEY OPENS THE CAR DOOR – BUT THERE IS NO ONE HOLDING IT. THE CAR DOOR OPENS AND CLOSES. THE KEY IS INSERTED INTO THE IGNITION.	SFX: FOOTSTEPS. KEYS JINGLING.
	THE CAR SHIFTS INTO DRIVE AND PULLS OUT WITH NO DRIVER. THE CAR IS DRIVING ALONG AND IT COMES ON A TRAFFIC ROAD-BLOCK.	
	A COP APPROACHES THE CAR AND THE DRIVER MATERIALIZES BEFORE OUR EYES.	SFX: MAGICAL SOUND VO: YOU MIGHT THINK IT'S HARD FOR COPS TO SEE YOU AT NIGHT...
	THE DRIVER BUCKLES UP AS THE POLICE OFFICER WRITES A TICKET.	...BUT IF YOU AREN'T BUCKLED UP, WE WILL FIND YOU.
	CAMERA PULLS OUT TO SHOW SEVERAL SHOTS OF A ROAD-BLOCK SCENE.	COPS ARE CRACKING DOWN LIKE NEVER BEFORE.

PAGE 1

Television Spot – NOT INVISIBLE (Continued)

TITLE: Not Invisible
LENGTH: :30
REV: 3

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

THE TOMBRAS GROUP
STREET SMART ADVERTISING

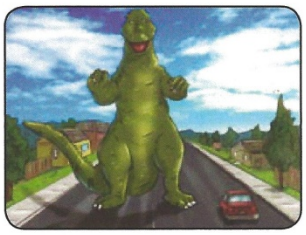
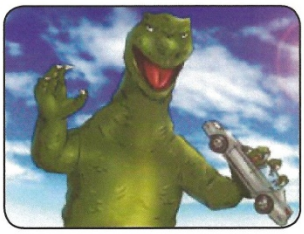
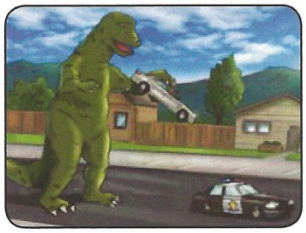
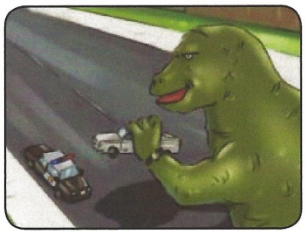
	video:	audio:
	WIDE SHOT OF ROAD BLOCK (OR TRAFFIC STOP POINT)	BUCKLE UP DAY AND NIGHT...
	CUT TO CLICK IT OR TICKET LOGO WITH LIGHT BEAM ACROSS IT AS IF IT WERE NIGHT	OR PAY THE PRICE.
		CLICK IT OR TICKET.

Internet Spot – BIG MONSTER

TITLE: Big Monster
LENGTH: :30
REV: Original

CLIENT: NHTSA
JOB NO.: NHS!-26664
DATE: Jan 20, 2009

The Tombras Group
street smart marketing

	video:	audio:
	Open on a Godzilla type monster stomping through a neighborhood.	SFX: Loud footstomps. Monster movie music throughout.
	He picks up a car and gets ready to eat it. Then, he notices something odd.	***Monster: Dude, no seatbelt?*** ***Guy: I was just going around the corner…***
	He starts talking to the guy in the car.	***Monster: Whatever. Don't you know the cops are stepping up seatbelt enforcement? I mean, they're everywhere.***
	The monster carries the car around, showing him all the police cars.	***Monster: There's one.***
		***Monster: One over here. Even out in the country.***

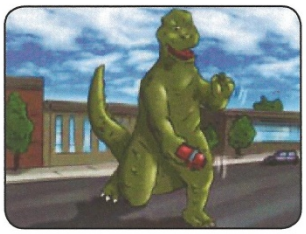
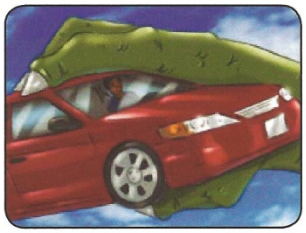
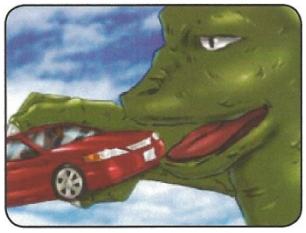
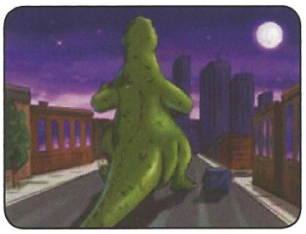
PAGE 1

Internet Spot – BIG MONSTER (Continued)

TITLE: Big Monster
LENGTH: :30
REV: Original

CLIENT: NHTSA
JOB NO.: NHS!-26664
DATE: Jan 20, 2009

The Tombras Group
street smart marketing

	video:	audio:
	The monster then spots a car with an unbuckled Afrcian-American driver and picks it up.	SFX: Loud footstomps.
	The monster talks to the driver.	***Monster: No seatbelt either?***
		***Monster: Don't you know the cops are just waiting to bust you?***
	The scene changes to night.	SFX: Loud footstomps.
	The monster bends down to put it's enormous face right beside a car with an unbuckled Hispanic driver who is in the middle of getting ticket.	SFX: Ticket rip. ***Monster: Ooo, that's gonna hurt.***

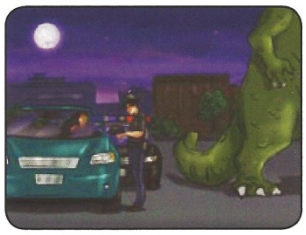
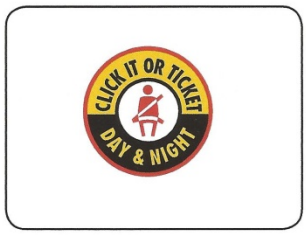
PAGE 2

Internet Spot – BIG MONSTER (Continued)

TITLE: Big Monster
LENGTH: :30
REV: Original

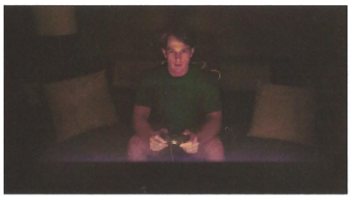
CLIENT: NHTSA
JOB NO.: NHS!-26664
DATE: Jan 20, 2009

The Tombras Group
street smart marketing

	video:	audio:
	Suddenly, the monster turns as he hears another monster shriek off screen. He looks at his wrist as if he had a watch.	SFX: Monster shriek. ***Monster: Oh, I got a 9 o'clock showdown with Mothra.***
		***Monster: Gotta run.***
	The monster runs off, leaving the car getting a ticket in the foreground of the screen.	SFX: Loud footstomps.
		SFX: Loud footstomps.
	Cut to Click It logo animation.	***Monster: Click It or Ticket.***

Internet Spot – VIDEO GAME

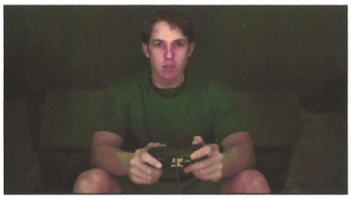
primal screen Tombras Seatbelts "Video Game" 4-1-09



1. Open on a guy in his early 30's playing X-box 360.

2. He's playing a car game that looks like Grand Theft Auto.

3. The screen says "Cruising Mode" (so we know he is not speeding).



4. Suddenly, a police siren wails.

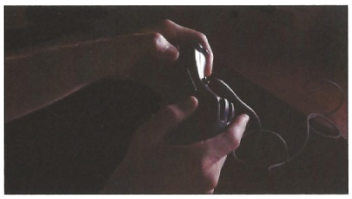
5. A police car appears on the screen.

6. The player's car is pulled over.

p. 1

Internet Spot – VIDEO GAME (Continued)

primal screen Tombras Seatbelts "Video Game" 4-1-09

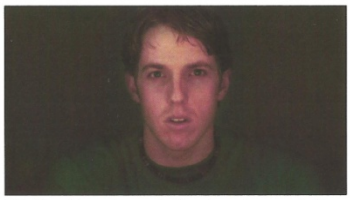


7. The player hits buttons on his remote.

8. He's a little perturbed by this event.

9. The virtual cop gets out of the car, slamming the door.

10. He approaches the player's car.



11. The player is now just curious to see what will happen.

12. The virtual cop reaches the driver's window, and they begin to talk.

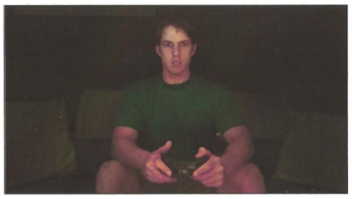
Virtual Driver: I'm not speeding! Why did you pull me over?
Virtual Cop: You don't have your seatbelt on.

p. 2

Internet Spot – VIDEO GAME (Continued)

13. The Virtual Driver points at the screen (at the player).

Virtual Driver: He never uses one! Why should I?



14. The player leans back, shocked.

15. The Virtual Cop turns and looks at the screen.

Virtual Cop: Don't sweat it. We'll get him, too.

16. The player is dumbfounded by what he's just seen.

VO: Cops are cracking down like never before.

17. The virtual cop goes back to writing the virtual driver a ticket.

VO: Buckle up day and night, or you will get caught.

18. The Click It Or Ticket logo appears.

VO: Click It or Ticket.

Radio Spot – CAR TALK

The Tombras Group
street smart marketing

CIOT
:30 Radio
"Car Talk"

SFX:	Car door opens, dinging "door open" indicator
SFX:	Door closes, ding goes off.
SFX:	Car starts
ELECTRONIC VOICE:	(Calm. Matter of fact) "Seat belt … On."
SFX:	Car pulls out. Road Sounds.
	A few seconds pass.
ELECTRONIC VOICE:	(Agitated) "Seat belt … ON"
SFX:	Driving sounds continue
ELECTRONIC VOICE:	(exasperated) Look … I can't put it on for you. And you know the cops are out there, right? If you don't wear your seat belt, you get a ticket. Don't be an idiot.
	pause
SFX:	* click *
ELECTRONIC VOICE:	who's a smart driver?
SFX:	horn **_beep beep_**
ANNCR:	All across the country, cops are cracking down. Click it, or ticket. Day and night.
	Paid for by the National Highway Traffic Administration.

Radio Spot – STUPID JOEY

The Tombras Group
street smart marketing

CIOT
:30 Radio
"Stupid Joey"

Music (over and under): Alt rock

Teen boy: Get this: Joey and me were supposed to go to this concert next week, right?

But then something terrible happened.

Music stops

(remorsefully) Joey was driving without a seat belt.

PAUSE

Music starts again

But he didn't wreck. No, he got pulled over.

Now Joey has to pay for a seat belt ticket instead of a concert ticket.

And I have to go by myself! How lame is that?

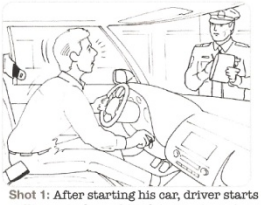
So Joey, if you're out there, you're an idiot. Wear your seat belt or you'll get a ticket.

ANNCR: All across the country, cops are cracking down. Click it, or ticket. Day and night.

Paid for by the National Highway Traffic Administration.

Hispanic Television Spot – FOREHEAD REMINDER

HISPANIC TV	Client	NHTSA CIOT / Tombras Group	Title	Forehead Reminder
CIOT 2009	Media	Spanish Language TV	TRT	30 seconds



Shot 1: After starting his car, driver starts pulling out of a parking lot or up to an intersection.

SFX: Street sound throughout the spot with music background.

Shot 2: Man throws his hand to his forehead and says something, but what he says is halfway muted by a beeep

Talent Voice: **Ayyy... beep... el cinturón!**

Shot 3: Police hands a ticket to the driver.

ANCR VO: **La policía en todo el país esta buscando a conductores ...**

Shot 4: City street at night. Police lights indicating the car to pull over.

ANCR VO: **...que no lleven puesto el cinturón de seguridad.**

Shot 5: Man throws his hand to his forehead and says something, but what he says is halfway muted by a beeep

Talent Voice: **Ayyy... beep... el cinturón!**

Shot 6: Police hands a ticket to the driver.

ANCR VO: **Respeta la ley...**

Shot 7: Rural road during the day. Car driving and a group of friends is laughing.

ANCR VO: **... Usa el cinturón.**

Shot 2: Police siren surprises them, they all look scared and the driver grabs his head and says...

Talent Voice: **Ayyy... beep... los cinturones!**

Shot 9: As tickets are being given to the driver and passengers.

ANCR VO: **...o paga las consequencias.**

Shot 10: Info Card

ANCR VO: **Abrochado o Multado!**

Hispanic Radio Spot – THE REMINDER

HISPANIC COMMUNICATIONS NETWORK

National Highway Traffic Safety Administration	
Client: NHTSA **CIOT**- TOMBRAS GROUP	**Client Approval By:** 5-4-09
Title: El Recordatorio – The Reminder	**Production Due Date:** 4-29-09
Theme: Click-it or Tick-it	**Airdate: TBD**
Due Date: 5-4-09	**Length:** 30 seconds
Help Line: N/A	**Priority:** **(1)** 2 3 (circle one)

SFX: Thoughts of a man as he's driving (with an echo effect)…

MAN 1: Ay, para que me lo pongo, sólo voy a la vuelta.

SFX: A police siren pops in to the audio.

MAN 1: **Ayyyy… beep… ¡el cinturón!**

ANNR: De día y de noche, la policía en todo el país está buscando a conductores que no lleven puesto el cinturón de seguridad. Respeta la ley o paga las consecuencias.

ANNR: **¡Abrochado o Multado!**

Mensaje de La Administración Nacional de Seguridad del Tráfico en las Carreteras.

Appendix B. National Sample Telephone Survey

National Sample Telephone Survey - Questionnaire

OMB #2127-0646
Expiration Date: August 31, 2011

National Click It or Ticket Mobilization

Hello, I'm _____ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and the information you provide us will be used for statistical purposes only. We will not collect any personal information that would allow anyone to identify you. It only takes about 10 minutes to complete.

[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0646].

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?

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

Q.2
Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck?

NOTE:IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:

"What kind of vehicle did you LAST drive?"

01	Car
02	Van or minivan
03	Motorcycle (SKIPTO Q9)
04	Pickup truck
05	SUV (Sport Utility Vehicle)
10	Other (specify)
11	Other truck (SPECIFY)
12	(VOL) Don't know
13	(VOL) Refused

Q.2b
How much of your driving is done between Midnight and 4:00AM?

1 None/Almost None
2 A lot less than half
3 About half
4 A lot more than half
5 All/Almost all
6 (DO NOT READ) Don't know
7 (DO NOT READ) Refused

Q.2c
When you pass a driver stopped by the police in the daytime, what do you think the stop was for?

1 Speeding
2 Seat belt violation
3 Drunk driving
4 Reckless driving
5 Registration Violation
6 Distracted driving, cell phone/ texting etc
7 Other (Specify)

Q.2d
When you pass a driver stopped by the police at night, what do you think the stop was for?

1 Speeding
2 Seat belt violation
3 Drunk driving
4 Reckless driving
5 Registration Violation
6 Distracted driving cell phone/ texting etc
7 Other (Specify)

Q.3
For the next series of questions, please answer only for the [Vehicle] you said you usually drive. Do the seat belts in the front seat of the [Vehicle] go across your shoulder only, across your lap only, or across both your shoulder and lap?

INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.

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

Q.4
When driving this [Vehicle], how often do you wear your shoulder belt...

(READ LIST)

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

GO TO Q6

IF: (Q3 is Across shoulder)

Q.5
When driving this [Vehicle], how often do you wear your lap belt...

(READ LIST)

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

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

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

Q.7
In the past 30 days, has your use of seat belts when driving a [Vehicle] increased, decreased, or stayed the same?

1 Increased
2 Decreased (SKIPTO Q9)
3 Stayed the same (SKIPTO Q9)
4 New driver (SKIPTO Q9)
5 (VOL) Don't know (SKIPTO Q9)
6 (VOL) Refused (SKIPTO Q9)

Q.8
What caused your use of seat belts to increase?

DO NOT READ LIST - MULTIPLE RECORD

01		Increased awareness of safety
02		Seat belt law
03		Don't want to get a ticket
04		Was in a crash
05		New car with automatic belt
06		Influence/pressure from others
07		More long distance driving
08		Remember more/more in the habit
09		The weather
10		The holidays
11		Driving faster
27		Other (SPECIFY)
28	-	(VOL) Don't know
29	-	(VOL) Refused

Q.9
Does [State] have a law requiring seat belt use by adults?

1	Yes
2	No (SKIPTO Q12)
3	(VOL) Don't know (SKIPTO Q12)
4	(VOL) Refused (SKIPTO Q12)

GOTO Q11

IF: (Q1 is Never AND Q9 is Yes)
IF: (Q2 is Motorcycle AND Q9 is Yes)

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

READ LIST

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

Q.10a
When driving this [Vehicle] AT NIGHT (after midnight) how often do you wear your shoulder belt...

(READ LIST)

1	All of the time
2	Most of the time
3	Some of the time
4	Rarely or
5	Never
6	(DO NOT READ) Don't know
7	(DO NOT READ) Refused

GOTO Q10C
IF: (Q3 is Across shoulder)

Q.10b
When driving this [Vehicle] AT NIGHT (after midnight) how often do you wear your lap belt...

(READ LIST)

1		All of the time
2		Most of the time
3		Some of the time
4		Rarely or
5		Never
6		(DO NOT READ) Don't know
7		(DO NOT READ) Refused

Q.10c
When was the last time you did NOT wear your seat belt when driving AT NIGHT (after midnight)?

1		Within the past day
2		Within the past week
3		Within the past month
4		Within the past year
5		A year of more ago/I always wear it
6		(DO NOT READ) Don't know
7		(DO NOT READ) Refused

Q.10d
In the past 30 days, has your use of seat belts when driving, AT NIGHT (after midnight), your [Vehicle] increased, decreased or stayed the same?

1		Increased
2		Decreased (SKIPTO B4_Q10F)
3		Stayed the same (SKIPTO B4_Q10F)
4		New driver (SKIPTO B4_Q10F)
5		(DO NOT READ) Don't know (SKIPTO B4_Q10F)
6		(DO NOT READ) Refused (SKIPTO B4_Q10F)

Q.10e
What caused your use of seat belts to increase?
(DO NOT READ LIST)
(ENTER ALL RESPONSES THAT APPLY)

01		Increased awareness of safety
02		Seat belt law
03		Don't want to get a ticket
04		Was in a crash
05		New car with automatic belt
06		Influence/pressure from others
07		More long distance driving
08		Remember more/more in the habit
09		The weather
10		The holidays
11		Drive faster
27		Other (specify)
28	-	Don't know
29	-	Refused

GOTO Q11

IF: (Q1 is Never AND Q9 is Yes)

GOTO Q11

IF: (Q2 is Motorcycle AND Q9 is Yes)

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

(READ LIST)

1 Very likely
2 Somewhat likely
3 Somewhat unlikely
4 Very unlikely
5 (DO NOT READ) Don't know

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?

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

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?

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

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

Seat belts are just as likely to harm you as help you.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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

If I was in an accident, I would want to have my seat belt on.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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

Police in my community generally will not bother to write tickets for seat belt violations.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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

It is important for police to enforce the seat belt laws.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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

Putting on a seat belt makes me worry more about being in an accident.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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

Police in my community are writing more seat belt tickets now than they were a few months ago.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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

Police in my community are writing seat belt tickets for seatbelt violations they see at night.

1 Strongly Agree
2 Somewhat Agree
3 Somewhat Disagree
4 Strongly Disagree
5 (VOL) Don't know
6 (VOL) Refused

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?

1 Yes
2 No (SKIPTO Q17)
3 (Vol) Don't know (SKIPTO Q17)
4 (Vol) Refused (SKIPTO Q17)

Q.15
Where did you see or hear about that special effort?

[DO NOT READ--MULTIPLE RESPONSE]

01 TV
02 Radio
03 Friend/Relative
04 Newspaper
05 Personal observation/on the road
07 Billboard/signs
08 Educational Program
09 I'm a police officer/judge
10 Direct contact by police officer
11 Internet/online/computer game/email (not from friend)/social network/mobile phone internet/web etc
<DEL old 12>
12 Messaging on police cars
17 Other (specify)
18 - (DO NOT READ) Don't know (SKIPTO Q17)
19 - (DO NOT READ) Refused (SKIPTO Q17)

Q15b.
Have you read or seen anything on the internet or your phone about special effort by police to ticket drivers for seat belt violations?

1 Yes
2 No

IF: (Q15B is Yes)

Was it an...

(READ LIST ---Multiple responses allowed)

01 News story
02 Internet ad
03 Internet game
04 Social Network message like FaceBook or Twitter
05 Internet video from something like You Tube
17 Other (SPECIFY)

IF: (Q15 is TV or Radio)

Q.16
Was the [Q15 message] a commercial (or advertisement), was it part of a news program, or was it something else?

MULTIPLE RECORD

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

IF: (Q15 is TV or Radio)

Q.16B
Did the [Q15 message] mention nighttime enforcement?

1 Yes
2 No
3 (DO NOT READ) Don't know
4 (DO NOT READ) Refused

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

1 Yes
2 No (SKIPTO Q21)
3 (DO NOT READ) Don't know (SKIPTO Q21)
4 (DO NOT READ) Refused (SKIPTO Q21)

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

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

1		Yes
2		No (SKIPTO Q21)
3		(DO NOT READ) Don't know (SKIPTO Q21)
4		(DO NOT READ) Refused (SKIPTO Q21)

Q19
Where did you see or hear about the police checkpoints for seat belts?

[DO NOT READ--MULTIPLE RESPONSE]

1		TV
2		Radio
3		Friend/Relative
4		Newspaper
5		Other
6	-	(DO NOT READ) Don't know (SKIPTO Q21)
7	-	(DO NOT READ) Refused (SKIPTO Q21)

IF: (Q19 is TV or Radio)

Q20
Was the [Q19 message] a commercial (or advertisement), was it part of a news program, or was it something else?

MULTIPLE RECORD

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

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

1		Yes
2		No (SKIPTO Q24)
3		(DO NOT READ) Don't know (SKIPTO Q24)
4		(DO NOT READ) Refused (SKIPTO Q24)

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

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

1 Yes
2 No (SKIPTO Q24)
3 (DO NOT READ) Don't know (SKIPTO Q24)
4 (DO NOT READ) Refused (SKIPTO Q24)

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

1 Yes
2 No
3 (DO NOT READ) Don't know
4 (DO NOT READ) Refused

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

1 Yes
2 No
3 (DO NOT READ) Don't know
4 (DO NOT READ) Refused

Q25
Now, I would like to ask you a few questions about educational or other types of activities?

In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be public service announcements on TV, messages on the radio or your phone, signs on the road, news stories, or something else.

1 Yes
2 No (SKIPTO Q29)
3 (DO NOT READ) Don't know (SKIPTO Q29)
4 (DO NOT READ) Refused (SKIPTO Q29)

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

[DO NOT READ--MULTIPLE RESPONSE]

01		TV
02		Radio
03		Friend/Relative
04		Newspaper
05		Personal observation/on the road
07		Billboard/signs
08		Educational Program
09		I'm a police officer/judge
10		Direct contact by police officer
11		Internet/online/computer Game/email (not from friend)/social network/mobile phone internet/web etc
<DEL old 12>		
12		Messaging on police cars
17		Other (specify)
18	-	(DO NOT READ) Don't know (SKIPTO Q28)
19	-	(DO NOT READ) Refused (SKIPTO Q28)

IF: (Q26 is Other (specify))

(3855.1) PLEASE SPECIFY OTHER

(ENTER VERBATIM RESPONSE AND PRESS <ESC> TO CONTINUE)

GOTO Q28

IF: (Q26 is Other (specify))

Q26b.
Have you read or seen anything on the internet or your phone that encourages people to wear their seat belts?

1	Yes
2	No

IF: (Q26B is Yes)

Was it an...

(READ LIST ---Multiple responses allowed)

01	News story
02	Internet ad
03	Internet game
04	Social Network message like FaceBook or Twitter
05	Internet video from something like You Tube
17	Other (SPECIFY)

IF: (Q26 is TV or Radio)

Q 27
Was the \:Q26 message a commercial (or advertisement), was it part of a news program, or was it something else?

MULTIPLE RECORD

1 Commercial/Advertisement/Public Service Announcement
2 News story/news program
3 Something else (specify)
4 (DO NOT READ) Don't know
5 (DO NOT READ) Refused

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?

1 More than usual
2 Fewer than usual
3 About the same
4 (DO NOT READ) Don't know
5 (DO NOT READ) Refused

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

1 Yes
2 No (SKIPTO Q31)
3 (DO NOT READ) Don't know (SKIPTO Q31)
4 (DO NOT READ) Refused (SKIPTO Q31)

(3857.1) Q30
What did you see or hear?

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...
very important, fairly important, just somewhat important, or not that important?

1 Very important
2 Fairly important
3 Just somewhat important
4 Not that important
5 (DO NOT READ) Don't know
6 (DO NOT READ) Refused

Q32
Do you recall hearing or seeing the following slogans in the past 30 days?

READ LIST AND MULTIPLE RECORD YESES

01		Friends don't let friends drive drunk
02		Click it or ticket
03		Buckle Up America
04		Children In Back
05		You Drink and Drive. You Lose.
06		Didn't see it coming? No one ever does
07		Get the keys
08		Over the Limit under arrest
13		Click it or ticket
14		Buckle Up
36		Four Steps for Kids
37		BUCKLE UP IN YOUR TRUCK
38		Phone in one Hand, Ticket in the Other
41		You wouldn't treat a crash test dummy like a child
42		If they're under FOUR FEET, NINE INCHES, they need a booster seat
71	-	(VOL) None of these
72	-	(VOL) Don't know
73	-	(VOL) Refused

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

Q.33
What is your age?

REFUSED=99

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

REFUSED=99

IF: (Q34 >= 2)

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?

NONE=0 REFUSED=99

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

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

Q.37
Which of the following racial categories describes you? You may select more than one.

[READ LIST--MULTIPLE RECORD]

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

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

09 8th grade or less
10 9th grade
11 10th grade
12 11th grade
13 12th grade/GED
14 Some college
15 College graduate or higher
16 (VOL) Refused

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

1 Yes
2 No (SKIPTO Q41)
3 (VOL) Don't know (SKIPTO Q41)
4 (VOL) Refused (SKIPTO Q41)

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

10 OR MORE=10 DON'T KNOW=11 REFUSED=12

Q.41
FROM OBSERVATION, ENTER SEX OF RESPONDENT

1 Male
2 Female

National Sample Telephone Survey – Results

2009 Nationwide Phone Survey (weighted. Incl. cell and males 18-34 oversample)					
		Pre	Post		Post-Pre
Survey Question	Response	Percent		sig	
Gender	Male	46.3	52.4	0.001	6.1
	Female	53.7	47.6		-6.1
	Total Respondents	**N=1429**	**N=1451**		
Age	Under 21	10.7	15.4	p<.0001	4.7
	21-25	6.1	8.3		2.2
	26-39	30	23		-7
	40-49	13.7	13.4		-0.3
	50-59	19.9	18.9		-1
	60+	19.6	21		1.4
	Total Respondents	**N=1376**	**N=1412**		
Race	Native	0.7	0.8	0.001	0.1
	Asian/Asian-American	1.9	2.3		0.4
	Black/African-American.	8.2	5.7		-2.5
	Pacific Islander	0.5	0.3		-0.2
	White/Caucasian	85	86.1		1.1
	Other	2.6	1.9		-0.7
	Multiple	1.1	3		1.9
	Total Respondents	**N=1364**	**N=1398**		
Spanish/Hispanic	Yes	7.2	6.8		-0.4
	No	92.8	93.2		0.4
	Total Respondents	**N=1402**	**N=1432**		
Education level	8th grade	1.1	0.7	0.005	-0.4
	9th grade	0.6	0.3		-0.3
	10th grade	0.6	1.5		0.9
	11th grade	3.1	1.3		-1.8
	12th grade/GED	28	30.6		2.6
	Some college	24.6	24.2		-0.4
	College grad or higher	41.9	41.3		-0.6
	Total Respondents	**N=1394**	**N=1430**		
Q.1 How often do you drive a motor vehicle?	Almost every day	82.6	77.6		-5
	Few days a week	8.5	11.9		3.4
	Few days a month	2.1	2		-0.1
	Few days a year	0.2	0.3		0.1
	Never	6.6	8.2		1.6
	Total Respondents	**N=1428**	**N=1452**		

National Sample Telephone Survey – Results Continued

Q.2 Is the vehicle you drive most often a …	Car	57.9	53.5		-4.4
	Van or Minivan	9.1	8.9		-0.2
	Motorcycle	0.2	0.6		0.4
	Pickup Truck	14.6	18		3.4
	SUV	17.1	18		0.9
	Other	0.3	0.1		-0.2
	Other truck	0.8	0.8		0
	Total Respondents	**N=1333**	**N=1332**		
Q.2b How much of your driving between Midnight and 4:00AM?	None/Almost None	88.4	85.4		-3
	A lot less than half	8.7	10.4		1.7
	About half	1.8	2.3		0.5
	A lot more than half	0.8	1.4		0.6
	All/Almost all	0.4	0.5		0.1
	Total Respondents	**N=1328**	**N=1321**		
Q.2d When you pass a vehicle stopped by police in the daytime , what do you think the stop was for?	Speeding	82.9	82.8		-0.1
	Belt Violation	1.2	2		0.8
	Drunk Driving	0.7	0.6		-0.1
	Reckless Driving	2	1.9		-0.1
	Registration Violation	0.9	0.9		0
	Distracted Driving	1	1.9		0.9
	Other	11.4	9.9		-1.5
	Total Respondents	**N=1331**	**N=1326**		
Q.2d When you pass a vehicle stopped by police in the nighttime, what do you think the stop was for?	Speeding	43.7	47.3	p<.0001	3.6
	Belt Violation	0.5	0.7		0.2
	Drunk Driving	36.6	32		-4.6
	Reckless Driving	4.4	4.2		-0.2
	Registration Violation	0.9	1		0.1
	Distracted Driving	0.3	2.6		2.3
	Other	13.7	12.3		-1.4
	Total Respondents	**N=1332**	**N=1324**		
Q.4 How often do you wear your shoulder belt?	All of the time	91	92.3		1.3
	Most of the time	6	4.5		-1.5
	Some of the time	1.6	1.7		0.1
	Rarely	0.7	1.1		0.4
	Never	0.8	0.5		-0.3
	Total Respondents	**N=1319**	**N=1322**		
Q.6 When was the last time you did NOT wear your seat belt?	Within the past day	6.5	4.8		-1.7
	Within the past week	5.9	5.8		-0.1
	Within the past month	4.3	3		-1.3
	Within the past year	2.9	3.4		0.5
	A year or more ago/	80.4	83		2.6
	Total Respondents	**N=1222**	**N=1254**		

National Sample Telephone Survey – Results Continued

Q.7. In the past 30 days, has your use of seat belts …	Increased	6.3	3.9	0.015	-2.4
	Decreased	0.4	0.5		0.1
	Stayed the same	93.3	95.6		2.3
	Total Respondents	**N=1323**	**N=1308**		
Q.8 What caused your use of seat belts to increase?					
Q.8.1. Increased awareness	Yes	19	31.4		12.4
	No	81	68.6		-12.4
	Total Respondents	**N=84**	**N=51**		
Q.8.2. Seat belt law	Yes	3.6	13.7		10.1
	No	96.4	86.3		-10.1
	Total Respondents	**N=84**	**N=51**		
Q.8.3. Don't want ticket	Yes	27.4	19.6		-7.8
	No	72.6	80.4		7.8
	Total Respondents	**N=84**	**N=51**		
Q.8.4. Recent crash	Yes	1.2	0		-1.2
	No	98.8	100		1.2
	Total Respondents	**N=83**	**N=51**		
Q.8.6. Influence of others	Yes	3.6	0		-3.6
	No	96.4	100		3.6
	Total Respondents	**N=84**	**N=51**		
Q.8.7. Driving longer distances	Yes	0	2		2
	No	100	98		-2
	Total Respondents	**N=84**	**N=51**		
Q.8.8. More in the habit	Yes	2.4	3.9		1.5
	No	97.6	96.1		-1.5
	Total Respondents	**N=83**	**N=51**		
Q.8.10. Holidays	Yes	0	2		2
	No	100	98		-2
	Total Respondents	**N=84**	**N=51**		
Q.8.11. Driving Faster	Yes	0	0		0
	No	100	100		0
	Total Respondents	**N=83**	**N=51**		
Q.9 Does STATE have a law requiring seat belt use?	Yes	98.1	97.5		-0.6
	No	1.9	2.5		0.6
	Total Respondents	**N=1395**	**N=1374**		
Q.10 How likely do you think you will be to receive a ticket …	Very likely	37.7	39.8		2.1
	Somewhat likely	30.2	27		-3.2
	Somewhat unlikely	16.3	17.7		1.4
	Very unlikely	15.8	15.5		-0.3
	Total Respondents	**N=1234**	**N=1209**		

National Sample Telephone Survey – Results Continued

Q.10a (after midnight) How often do you wear your shoulder belt...	All of the time	91.8	93.1		1.3
	Most of the time	4.4	3.5		-0.9
	Some of the time	1.2	1.4		0.2
	Rarely	0.7	1		0.3
	Never	1.9	1		-0.9
	Total Respondents	**N=1217**	**N=1178**		
Q.10c. When was the last time you did NOT wear your seat belt AT NIGHT?	Within the past day	2.3	2.4		0.1
	Within the past week	2.9	3.7		0.8
	Within the past month	3.8	2.4		-1.4
	Within the past year	2.5	2.5		0
	A year or more ago/	88.5	89		0.5
	Total Respondents	**N=1120**	**N=1132**		
Q.10d Has your use of seat belts when driving, AT NIGHT…	Increased	4.4	1.6		-2.8
	Decreased	0.2	0.5		0.3
	Stayed the same	95.5	97.9		2.4
	Total Respondents	**N=1216**	**N=1181**		
Q10e. What caused your seat belt use to increase?					
Q.10e.1. Increased awareness	Yes	35.8	21.1		-14.7
	No	64.2	78.9		14.7
	Total Respondents	**N=53**	**N=19**		
Q.10e.2. Seat belt law	Yes	1.9	10.5		8.6
	No	98.1	89.5		-8.6
	Total Respondents	**N=53**	**N=19**		
Q.10e.3. Don't want ticket	Yes	32.1	21.1		-11
	No	67.9	78.9		11
	Total Respondents	**N=53**	**N=19**		
Q.10e.6. Influence of others	Yes	5.7	5.3		-0.4
	No	94.3	94.7		0.4
	Total Respondents	**N=53**	**N=19**		
Q.10e.8. More in the habit	Yes	0	5.3		5.3
	No	100	94.7		-5.3
	Total Respondents	**N=53**	**N=19**		

National Sample Telephone Survey – Results Continued

Q.10e.10. Holidays	Yes	0	5.3		5.3
	No	100	94.7		-5.3
	Total Respondents	**N=53**	**N=19**		
Q.10f How likely do you think you will be to receive a ticket AT NIGHT	Very likely	25.8	27.1		1.3
	Somewhat likely	22.1	23.2		1.1
	Somewhat unlikely	23.5	20		-3.5
	Very unlikely	28.5	29.7		1.2
	Total Respondents	**N=1184**	**N=1123**		
Q.11 Can police stop for seat belt violation alone	Yes	84.7	85.2		0.5
	No	15.3	14.8		-0.5
	Total Respondents	**N=1226**	**N=1220**		
Q.12 SHOULD police be allowed to stop for seat belt alone?	Yes	78.8	77.5		-1.3
	No	21.2	22.5		1.3
	Total Respondents	**N=1384**	**N=1394**		
Q.13A Seat belts are just as likely to harm you as help you.	Strongly agree	9.3	10		0.7
	Somewhat agree	19.5	19.6		0.1
	Somewhat disagree	18.1	16.5		-1.6
	Strongly disagree	53	53.9		0.9
	Total Respondents	**N=1397**	**N=1396**		
Q.13B If I was in an accident, I would want to have my seat belt on.	Strongly agree	91.1	93	0.006	1.9
	Somewhat agree	5.1	5.3		0.2
	Somewhat disagree	1.3	0.7		-0.6
	Strongly disagree	2.5	1		-1.5
	Total Respondents	**N=1413**	**N=1435**		
Q.13C Police in my community generally will not bother...	Strongly agree	15.7	12.9	0.004	-2.8
	Somewhat agree	19.7	24.3		4.6
	Somewhat disagree	28	23.4		-4.6
	Strongly disagree	36.6	39.4		2.8
	Total Respondents	**N=1048**	**N=1092**		
Q.13D It is important for police to enforce the seat belt laws.	Strongly/Somewhat agree	88.5	89.1		0.6
	Strongly/Somewhat disagree	11.5	10.9		-0.6
	Total Respondents	**N=1405**	**N=1434**		
Q.13E Putting on a seat belt makes me worry more about being in an accident	Strongly disagree	77.9	82.2	0.004	4.3
	Rest of responses	22.1	17.8		-4.3
	Total Respondents	**N=1418**	**N=1436**		

National Sample Telephone Survey – Results Continued

Q.13F Police in my community are writing more seat belt tickets	Strongly/somewhat agree	65	71.8	0.003	6.8
	Strongly/somewhat disagree	35	28.2		-6.8
	Total Respondents	**N=806**	**N=831**		
Q.13G Police writing belt tickets for seatbelt violations they see at night	Strongly/somewhat agree	62.9	67.6	0.038	4.7
	Strongly/somewhat disagree	37.1	32.4		-4.7
	Total Respondents	**N=897**	**N=858**		
Q.14 seen or heard of any special effort	Yes	15.8	32.8	p<.0001	17
	No	84.2	67.2		-17
	Total Respondents	**N=1391**	**N=1398**		
Q.15 Where did you see or hear about that special effort?					
Q15a. TV	Yes	35.7	40.1		4.4
	No	64.3	59.9		-4.4
	Total Respondents	**N=221**	**N=459**		
Q15b. Radio	Yes	19.9	19.2		-0.7
	No	80.1	80.8		0.7
	Total Respondents	**N=221**	**N=459**		
Q15c. Friend	Yes	2.7	4.6		1.9
	No	97.3	95.4		-1.9
	Total Respondents	**N=220**	**N=459**		
Q15d. Newspaper	Yes	13.2	12		-1.2
	No	86.8	88		1.2
	Total Respondents	**N=220**	**N=459**		
Q15e. Personal Observation	Yes	12.2	10.5		-1.7
	No	87.8	89.5		1.7
	Total Respondents	**N=221**	**N=459**		
Q15f. Billboard	Yes	17.3	24	0.048	6.7
	No	82.7	76		-6.7
	Total Respondents	**N=220**	**N=459**		
Q15g. Educational Program	Yes	0	1.3		1.3
	No	100	98.7		-1.3
	Total Respondents	**N=220**	**N=459**		
Q15h.I am a police officer/judge	Yes	0.5	1.7		1.2
	No	99.5	98.3		-1.2
	Total Respondents	**N=220**	**N=459**		
Q15i. Direct contact	Yes	1.8	2.8		1
	No	98.2	97.2		-1
	Total Respondents	**N=221**	**N=459**		

National Sample Telephone Survey – Results Continued

Q15j. Internet	Yes	3.2	1.3		-1.9
	No	96.8	98.7		1.9
	Total Respondents	**N=220**	**N=458**		
Q15k. Messaging on police cars	Yes	0	0.7		0.7
	No	100	99.3		-0.7
	Total Respondents	**N=220**	**N=459**		
Q15l. Other	Yes	13.2	14.8		1.6
	No	86.8	85.2		-1.6
	Total Respondents	**N=220**	**N=459**		
Q.15b. Seen or heard of any special effort on the internet?	Yes	11.5	10.3		-1.2
	No	88.5	89.7		1.2
	Total Respondents	**N=217**	**N=455**		
Q.15b.b. Was it a(n)…					
Q15b.b1. News Story	Yes	41.7	44.7		3
	No	58.3	55.3		-3
	Total Respondents	**N=24**	**N=47**		
Q15b.b2. Internet Ad	Yes	20.8	19.1		-1.7
	No	79.2	80.9		1.7
	Total Respondents	**N=24**	**N=47**		
Q15b.b3. Internet Game	Yes	4	0		-4
	No	96	100		4
	Total Respondents	**N=25**	**N=47**		
Q15b.b4. Social Network Site	Yes	44	17.4	0.016	-26.6
	No	56	82.6		26.6
	Total Respondents	**N=25**	**N=46**		
Q15b.b5. Internet Video	Yes	4	6.4		2.4
	No	96	93.6		-2.4
	Total Respondents	**N=25**	**N=47**		
Q15b.b6. Other	Yes	4	12.8		8.8
	No	96	87.2		-8.8
	Total Respondents	**N=25**	**N=47**		
Q.16 Was the special efforts message a…					
Q16.Commercial	Yes	30.3	33.8		3.5
	No	69.7	66.2		-3.5
	Total Respondents	**N=221**	**N=459**		
Q16.News	Yes	17.3	13.9		-3.4
	No	82.7	86.1		3.4
	Total Respondents	**N=220**	**N=459**		
Q16.Something else	Yes	1.4	3.3		1.9
	No	98.6	96.7		-1.9
	Total Respondents	**N=221**	**N=459**		

National Sample Telephone Survey – Results Continued

Q.16B Did message mention nighttime enforcement?	Yes	25.8	33.7		7.9
	No	74.2	66.3		-7.9
	Total Respondents	**N=89**	**N=193**		
Q17 Seen or heard of anything checkpoints	Yes	13.3	19.3	p<.0001	6
	No	86.7	80.7		-6
	Total Respondents	**N=1394**	**N=1418**		
Q.19 Where did you see or hear about checkpoints?					
Q19a. TV	Yes	28.1	22.7		-5.4
	No	71.9	77.3		5.4
	Total Respondents	**N=185**	**N=273**		
Q19b. Radio	Yes	6.5	12.1	0.047	5.6
	No	93.5	87.9		-5.6
	Total Respondents	**N=185**	**N=272**		
Q19c. Friend	Yes	15.7	9.2	0.034	-6.5
	No	84.3	90.8		6.5
	Total Respondents	**N=185**	**N=273**		
Q19d. Newspaper	Yes	15.1	13.9		-1.2
	No	84.9	86.1		1.2
	Total Respondents	**N=185**	**N=273**		
Q19e. Other	Yes	37.3	49.1	0.013	11.8
	No	62.7	50.9		-11.8
	Total Respondents	**N=185**	**N=273**		
Q.20 Was the checkpoint message a…					
Q20.Commercial	Yes	9.7	14.3		4.6
	No	90.3	85.7		-4.6
	Total Respondents	**N=185**	**N=273**		
Q20.News	Yes	22.2	16.8		-5.4
	No	77.8	83.2		5.4
	Total Respondents	**N=185**	**N=273**		
Q20.Something else	Yes	0.5	0		-0.5
	No	99.5	100		0.5
	Total Respondents	**N=185**	**N=273**		
Q21 Did you personally see any checkpoints	Yes	9.7	10.4		0.7
	No	90.3	89.6		-0.7
	Total Respondents	**N=1411**	**N=1433**		
Q23. Were you stopped at a checkpoint?	Yes	36.8	34		-2.8
	No	63.2	66		2.8
	Total Respondents	**N=136**	**N=150**		
Q24 Have you seen or heard of car seats or booster seats?	Yes	11.9	16.5	0.001	4.6
	No	88.1	83.5		-4.6
	Total Respondents	**N=1372**	**N=1395**		

National Sample Telephone Survey – Results Continued

Q25 Seen or hear messages that encourage people to wear belts?	Yes	73.7	79.9	p<.0001	6.2
	No	26.3	20.1		-6.2
	Total Respondents	**N=1411**	**N=1435**		
Q.26 Where did you see or hear these messages?					
Q26a. TV	Yes	54	58.1	0.058	4.1
	No	46	41.9		-4.1
	Total Respondents	**N=1040**	**N=1147**		
Q26b. Radio	Yes	19.2	27.1	p<.0001	7.9
	No	80.8	72.9		-7.9
	Total Respondents	**N=1040**	**N=1147**		
Q26c. Friend	Yes	1	0.8		-0.2
	No	99	99.2		0.2
	Total Respondents	**N=1040**	**N=1146**		
Q26d. Newspaper	Yes	4.7	6.2		1.5
	No	95.3	93.8		-1.5
	Total Respondents	**N=1039**	**N=1147**		
Q26e. Personal Observation	Yes	6.1	6.1		0
	No	93.9	93.9		0
	Total Respondents	**N=1040**	**N=1147**		
Q26f. Billboard	Yes	50.7	46.6	0.057	-4.1
	No	49.3	53.4		4.1
	Total Respondents	**N=1039**	**N=1147**		
Q26g. Educational Program	Yes	0.3	1.4	0.005	1.1
	No	99.7	98.6		-1.1
	Total Respondents	**N=1040**	**N=1147**		
q26i. Police office/judge	Yes	0	1	0.002	1
	No	100	99		-1
	Total Respondents	**N=1040**	**N=1147**		
q26j. Direct contact	Yes	0.2	0.6		0.4
	No	99.8	99.4		-0.4
	Total Respondents	**N=1040**	**N=1147**		
Q26k. Internet	Yes	0.6	1		0.4
	No	99.4	99		-0.4
	Total Respondents	**N=1040**	**N=1147**		
Q26l. Messaging on police cars	Yes	0	1	0.001	1
	No	100	99		-1
	Total Respondents	**N=1040**	**N=1147**		
Q26m. Other	Yes	2.5	2.3		-0.2
	No	97.5	97.7		0.2
	Total Respondents	**N=1040**	**N=1147**		

National Sample Telephone Survey – Results Continued

Q.26b. Seen or heard of any belt mesage on the internet?	Yes	4.8	6.8	0.04	2
	No	95.2	93.2		-2
	Total Respondents	**N=1029**	**N=1125**		
Q26b.b. Was it a(n)…?					
Q.26bb1. News Story	Yes	51	35.1		-15.9
	No	49	64.9		15.9
	Total Respondents	**N=49**	**N=77**		
Q.26bb2. Internet Ad	Yes	22.4	22.1		-0.3
	No	77.6	77.9		0.3
	Total Respondents	**N=49**	**N=77**		
Q.26bb3. Internet game	Yes	2	0		-2
	No	98	100		2
	Total Respondents	**N=49**	**N=77**		
Q.26bb4. Social network site	Yes	16.3	14.3		-2
	No	83.7	85.7		2
	Total Respondents	**N=49**	**N=77**		
Q.26bb5. Internet video	Yes	2	20.8	0.002	18.8
	No	98	79.2		-18.8
	Total Respondents	**N=50**	**N=77**		
Q.26bb6. Other	Yes	16	9.1		-6.9
	No	84	90.9		6.9
	Total Respondents	**N=50**	**N=77**		
Q 27 Was the message a...					
Q27a. Commercial	Yes	51.3	55.6	0.045	4.3
	No	48.7	44.4		-4.3
	Total Respondents	**N=1040**	**N=1147**		
q27b. News	Yes	8.7	9.7		1
	No	91.3	90.3		-1
	Total Respondents	**N=1040**	**N=1147**		
q27b. Something else	Yes	2.6	3.6		1
	No	97.4	96.4		-1
	Total Respondents	**N=1039**	**N=1147**		

National Sample Telephone Survey – Results Continued

Q.28 Was the number of these messages …	More than usual	10	21.7	p<.0001	11.7
	Fewer than usual	5.6	3.8		-1.8
	About the same	84.4	74.5		-9.9
	Total Respondents	**N=997**	**N=1094**		
Q.29. Seen or heard message that encouraged…children in car seats?	Yes	29.2	31.5		2.3
	No	70.8	68.5		-2.3
	Total Respondents	**N=1384**	**N=1395**		
Q31. how important to enforce seat belt laws for more strictly	Very important	59.5	55.7	p<.0001	-3.8
	Fairly important	20	17.2		-2.8
	Just somewhat import	11.2	16		4.8
	Not that important	9.2	11.2		2
	Total Respondents	**N=1419**	**N=1439**		
Q32. Slogan Recognition					
Friends don't let friends drive drunk	Yes	69.6	72.2		2.6
	No	30.4	27.8		-2.6
	Total Respondents	**N=1429**	**N=1452**		
Click It or Ticket	Yes	78.6	79.9		1.3
	No	21.4	20.1		-1.3
	Total Respondents	**N=1429**	**N=1451**		
Buckle Up America	Yes	32.2	28.8	0.047	-3.4
	No	67.8	71.2		3.4
	Total Respondents	**N=1428**	**N=1451**		
Children in Back	Yes	14.8	15.9		1.1
	No	85.2	84.1		-1.1
	Total Respondents	**N=1428**	**N=1451**		
You drink you drive you lose	Yes	57.1	58.8		1.7
	No	42.9	41.2		-1.7
	Total Respondents	**N=1429**	**N=1452**		
Didn't see it coming	Yes	14.8	15.2		0.4
	No	85.2	84.8		-0.4
	Total Respondents	**N=1429**	**N=1452**		
Get the keys	Yes	16.5	11.6	p<.0001	-4.9
	No	83.5	88.4		4.9
	Total Respondents	**N=1429**	**N=1452**		
Over the limit, under arrest	Yes	42.5	40.2		-2.3
	No	57.5	59.8		2.3
	Total Respondents	**N=1429**	**N=1452**		
Click It or Ticket [State]	Yes	65.3	67.1		1.8
	No	34.7	32.9		-1.8
	Total Respondents	**N=1428**	**N=1451**		

National Sample Telephone Survey – Results Continued

Buckle Up [State]	Yes	48.4	48.1		-0.3
	No	51.6	51.9		0.3
	Total Respondents	**N=1429**	**N=1452**		
Four steps for kids	Yes	4.3	2.5	0.011	-1.8
	No	95.7	97.5		1.8
	Total Respondents	**N=1429**	**N=1451**		
Buckle up in your truck	Yes	9.6	10.9		1.3
	No	90.4	89.1		-1.3
	Total Respondents	**N=1429**	**N=1451**		
You wouldn't treat a crash test dummy	Yes	21.2	15.8	p<.0001	-5.4
	No	78.8	84.2		5.4
	Total Respondents	**N=1429**	**N=1451**		
If they're under 4 ft tall	Yes	29.3	30.4		1.1
	No	70.7	69.6		-1.1
	Total Respondents	**N=1429**	**N=1451**		

National Sample Telephone Survey – Results Males 18-34

2010 Nationwide Phone Survey: Males 18 to 34 (unweighed)					
		Pre	Post		Post-pre
Survey Question	Response	Percent		sig	
Gender	Male	100	100		0
	Female				0
	Total Respondents	**364**	**363**		0
Age	Under 21	8.8	18.5	p<.0001	9.7
	21-25	14.6	21.2		6.6
	26-39	76.6	60.3		-16.3
	40-49				0
	50-59				0
	60+				0
	Total Respondents	**364**	**363**		
Race	Native	1.7	0.6		-1.1
	Asian/Asian-American	1.4	4.2		2.8
	Black/African-American.	6.8	4.5		-2.3
	Pacific Islander	0.3	0.8		0.5
	White/Caucasian	87.3	85.6		-1.7
	Other	0.8	1.7		0.9
	Multiple	1.7	2.5		0.8
	Total Respondents	**354**	**353**		
Spanish/Hispanic	Yes	6.1	8.3		2.2
	No	93.9	91.7		-2.2
	Total Respondents	**362**	**361**		
Education level	8th grade	0.3	0		-0.3
	9th grade	0.6	0.3		-0.3
	10th grade	0.8	1.7		0.9
	11th grade	5.3	2.2		-3.1
	12th grade/GED	26	24.2		-1.8
	Some college	24.9	27.2		2.3
	College grad or higher	42.2	44.4		2.2
	Total Respondents	**358**	**360**		
Q.1 How often do you drive a motor vehicle?	Almost every day	89.6	90.1		0.5
	Few days a week	5.2	5		-0.2
	Few days a month	1.4	1.4		0
	Few days a year	0	0.6		0.6
	Never	3.8	3		-0.8
	Total Respondents	**364**	**363**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.2 Is the vehicle you drive most often a …	Car	51.9	55.1		3.2
	Van or Minivan	4.3	4.3		0
	Motorcycle	1.1	1.1		0
	Pickup Truck	27.2	24.4		-2.8
	SUV	13.2	13.6		0.4
	Other	0.3	0		-0.3
	Other truck	2	1.4		-0.6
	Total Respondents	**349**	**352**		
Q.2b How much of your driving between Midnight and 4:00AM?	None/Almost None	83.5	76.9		-6.6
	A lot less than half	11.6	17.9		6.3
	About half	3.5	3.2		-0.3
	A lot more than half	0.6	0.6		0
	All/Almost all	0.9	1.4		0.5
	Total Respondents	**345**	**347**		
Q.2d When you pass a vehicle stopped by police in the daytime, what do you think the stop was for?	Speeding	86.1	86.2		0.1
	Belt Violation	1.2	1.4		0.2
	Drunk Driving	0.3	0.9		0.6
	Reckless Driving	1.7	1.4		-0.3
	Registration Violation	0.6	0		-0.6
	Distracted Driving	1.4	1.4		0
	Other	8.7	8.6		-0.1
	Total Respondents	**346**	**348**		
Q.2d When you pass a vehicle stopped by police in the nighttime, what do you think the stop was for?	Speeding	51.4	47.7		-3.7
	Belt Violation	0	1.1		1.1
	Drunk Driving	32.7	32.8		0.1
	Reckless Driving	4.3	4.9		0.6
	Registration Violation	0.9	0		-0.9
	Distracted Driving	0.6	2.6		2
	Other	10.1	10.9		0.8
	Total Respondents	**346**	**348**		
Q.4 How often do you wear your shoulder belt?	All of the time	85.7	90.8	0.039	5.1
	Rest of responses	14.3	9.2		-5.1
	Total Respondents	**343**	**347**		
Q.6 When was the last time you did NOT wear your seat belt?	Within the past week	13.7	6.9	0.005	-6.8
	Within the past month or more	86.3	93.1		6.8
	Total Respondents	**322**	**332**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.7. In the past 30 days, has your use of belts…	Increased	5.2	4		-1.2
	Decreased	1.2	0.6		-0.6
	Stayed the same	93.6	95.4		1.8
	Total Respondents	**345**	**348**		
Q.8 What caused your use of seat belts to increase?					
Q.8.1. Increased awareness	Yes	27.8	21.4		-6.4
	No	72.2	78.6		6.4
	Total Respondents	**18**	**14**		
Q.8.2. Seat belt law	Yes	11.1	28.6		17.5
	No	88.9	71.4		-17.5
	Total Respondents	**18**	**14**		
Q.8.3. Don't want ticket	Yes	16.7	14.3		-2.4
	No	83.3	85.7		2.4
	Total Respondents	**18**	**14**		
Q.8.4. Recent crash	Yes	5.6	0		-5.6
	No	94.4	100		5.6
	Total Respondents	**18**	**14**		
Q.8.6. Influence of others	Yes	0	0		0
	No	100	100		0
	Total Respondents	**18**	**14**		
Q.8.7. Driving longer distances	Yes	0	0		0
	No	100	100		0
	Total Respondents	**18**	**14**		
Q.8.8. More in the habit	Yes	5.6	14.3		8.7
	No	94.4	85.7		-8.7
	Total Respondents	**18**	**14**		
Q.8.10. Holidays	Yes	0	0		0
	No	100	100		0
	Total Respondents	**18**	**14**		
Q.8.11. Driving faster	Yes	0	0		0
	No	100	100		0
	Total Respondents	**18**	**14**		
Q.9 Does STATE have a law requiring seat belt use	Yes	97.5	97.5		0
	No	2.5	2.5		0
	Total Respondents	**355**	**354**		
Q.10 How likely do you think you will be to receive a ticket…	Very likely	29.1	31.2	0.004	2.1
	Somewhat likely	34.1	23.5		-10.6
	Somewhat unlikely	17.3	26.9		9.6
	Very unlikely	19.5	18.5		-1
	Total Respondents	**323**	**324**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.10a (after midnight) How often do you wear your shoulder belt?	All of the time	84.3	90	0.034	5.7
	Rest of responses	15.7	10		-5.7
	Total Respondents	**319**	**310**		
Q.10c. When was the last time you did NOT wear your seat belt AT NIGHT?	Within the past month	16.7	13.8		-2.9
	Within the past year or more	83.3	86.2		2.9
	Total Respondents	**293**	**297**		
Q.10d Has your use of seat belts when driving AT NIGHT…	Increased	3.1	1.9		-1.2
	Decreased	0.6	0.6		0
	Stayed the same	96.3	97.4		1.1
	Total Respondents	**322**	**311**		
Q10e. What caused your seat belt use to increase?					
Q.10e.1. Increased awareness	Yes	70	16.7		-53.3
	No	30	83.3		53.3
	Total Respondents	**10**	**6**		
Q.10e.2. Seat belt law	Yes	10	0		-10
	No	90	100		10
	Total Respondents	**10**	**6**		
Q.10e.3. Don't want ticket	Yes	20	16.7		-3.3
	No	80	83.3		3.3
	Total Respondents	**10**	**6**		
Q.10e.6. Influence of others	Yes	0	16.7		16.7
	No	100	83.3		-16.7
	Total Respondents	**10**	**6**		
Q.10e.8. More in the habit	Yes	0	0		0
	No	100	100		0
	Total Respondents	**10**	**6**		
Q.10e.10. Holidays	Yes	0	0		0
	No	100	100		0
	Total Respondents	**10**	**6**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.10f How likely do you think you will be to receive a ticket AT NIGHT	Very likely	22	21.1		-0.9
	Somewhat likely	19.5	21.7		2.2
	Somewhat unlikely	23	26.3		3.3
	Very unlikely	35.5	30.9		-4.6
	Total Respondents	**318**	**304**		
Q.11 Can police stop for seat belt violation alone	Yes	85.5	85.3		-0.2
	No	14.5	14.7		0.2
	Total Respondents	**317**	**313**		
Q.12 SHOULD be allowed to stop for seat belt alone?	Yes	65.4	69.7		4.3
	No	34.6	30.3		-4.3
	Total Respondents	**358**	**353**		
Q.13A Seat belts are just as likely to harm you as help you.	Strongly disagree	54	63	0.015	9
	Rest of responses	46	37		-9
	Total Respondents	**359**	**354**		
Q.13B If I was in an accident, I would want to have my seat belt on.	Strongly agree	86.4	92.2	0.013	5.8
	Rest of responses	13.6	7.8		-5.8
	Total Respondents	**361**	**358**		
Q.13C Police in my community generally will not bother…	Strongly/somewhat agree	38.6	32.7		-5.9
	Strongly/somewhat disagree	61.4	67.3		5.9
	Total Respondents	**290**	**284**		
Q.13D It is important for police to enforce the seat belt laws.	Strongly agree	58.5	59.7		1.2
	Somewhat agree	22.6	23.3		0.7
	Somewhat disagree	7.5	6.9		-0.6
	Strongly disagree	11.4	10		-1.4
	Total Respondents	**359**	**360**		
Q.13E Putting on a seat belt makes me worry more about being in an accident	Strongly agree	4.4	4.4		0
	Somewhat agree	5.5	3.6		-1.9
	Somewhat disagree	11.6	8.6		-3
	Strongly disagree	78.4	83.4		5
	Total Respondents	**361**	**361**		
Q.13F Police in my community are writing more seat belt tickets	Strongly/somewhat agree	59	66.5		7.5
	Strongly/somewhat disagree	41	33.5		-7.5
	Total Respondents	**222**	**224**		
Q.13g Police are writing belt tickets for seatbelt violations they see at night	Strongly/somewhat agree	63.7	66.1		2.4
	Strongly/somewhat disagree	36.3	33.9		-2.4
	Total Respondents	**256**	**242**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.14 Seen or heard of any special effort	Yes	24.6	33.1	0.013	8.5
	No	75.4	66.9		-8.5
	Total Respondents	**357**	**353**		
Q.15 Where did you see or hear about that special effort?					
Q15a. TV	Yes	37.5	41		3.5
	No	62.5	59		-3.5
	Total Respondents	**88**	**117**		
Q15b. Radio	Yes	23.9	29.9		6
	No	76.1	70.1		-6
	Total Respondents	**88**	**117**		
Q15c. Friend	Yes	4.5	6		1.5
	No	95.5	94		-1.5
	Total Respondents	**88**	**117**		
Q15d. Newspaper	Yes	10.2	5.1		-5.1
	No	89.8	94.9		5.1
	Total Respondents	**88**	**117**		
Q15e. Personal Observation	Yes	8	8.5		0.5
	No	92	91.5		-0.5
	Total Respondents	**88**	**117**		
Q15f. Billboard	Yes	26.1	24.8		-1.3
	No	73.9	75.2		1.3
	Total Respondents	**88**	**117**		
Q15g. Educational Program	Yes	0	1.7		1.7
	No	100	98.3		-1.7
	Total Respondents	**88**	**117**		
Q15h.I am a police officer/judge	Yes	2.3	2.6		0.3
	No	97.7	97.4		-0.3
	Total Respondents	**88**	**117**		
Q15i. Direct contact	Yes	1.1	0		-1.1
	No	98.9	100		1.1
	Total Respondents	**88**	**117**		
Q15j. Internet	Yes	0	2.6		2.6
	No	100	97.4		-2.6
	Total Respondents	**88**	**117**		
Q15k. Messaging on police cars	Yes	0	0		0
	No	100	100		0
	Total Respondents	**88**	**117**		
Q15l. Other	Yes	11.4	6		-5.4
	No	88.6	94		5.4
	Total Respondents	**88**	**117**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.15b. Seen or heard of any special effort on the internet?	Yes	13.8	10.5		-3.3
	No	86.2	89.5		3.3
	Total Respondents	**87**	**114**		
Q15bb. Was it a(n)…?					
Q.15bb1. News Story	Yes	50	33.3		-16.7
	No	50	66.7		16.7
	Total Respondents	**12**	**12**		
Q.15bb2. Internet Ad	Yes	58.3	41.7		-16.6
	No	41.7	58.3		16.6
	Total Respondents	**12**	**12**		
Q.15bb3. Internet game	Yes	8.3	0		-8.3
	No	91.7	100		8.3
	Total Respondents	**12**	**12**		
Q.15bb4. Social network site	Yes	8.3	8.3		0
	No	91.7	91.7		0
	Total Respondents	**12**	**12**		
Q.15bb5. Internet video	Yes	0	8.3		8.3
	No	100	91.7		-8.3
	Total Respondents	**12**	**12**		
Q.15bb6. Other	Yes	0	8.3		8.3
	No	100	91.7		-8.3
	Total Respondents	**12**	**12**		
Q.16 Was the special efforts message a…					
Q16.Commercial	Yes	44.3	48.7		4.4
	No	55.7	51.3		-4.4
	Total Respondents	**88**	**117**		
Q16.News	Yes	8	14.5		6.5
	No	92	85.5		-6.5
	Total Respondents	**88**	**117**		
Q16.Something else	Yes	2.3	2.6		0.3
	No	97.7	97.4		-0.3
	Total Respondents	**88**	**117**		
Q.16B Did message mention nighttime enforcement?	Yes	25	39.3		14.3
	No	75	60.7		-14.3
	Total Respondents	**40**	**61**		
Q17 Seen or heard of anything checkpoints?	Yes	10.8	15.8	0.048	5
	No	89.2	84.2		-5
	Total Respondents	**361**	**354**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.19 Where did you see or hear about checkpoints?					
Q19a. TV	Yes	20.5	30.4		9.9
	No	79.5	69.6		-9.9
	Total Respondents	**39**	**56**		
Q19b. Radio	Yes	7.7	21.4	0.071	13.7
	No	92.3	78.6		-13.7
	Total Respondents	**39**	**56**		
Q19c. Friend	Yes	17.9	14.3		-3.6
	No	82.1	85.7		3.6
	Total Respondents	**39**	**56**		
Q19d. Newspaper	Yes	10.3	8.9		-1.4
	No	87.7	91.1		3.4
	Total Respondents	**39**	**56**		
Q19e. Other	Yes	46.2	33.9		-12.3
	No	53.8	66.1		12.3
	Total Respondents	**39**	**56**		
Q.20 Was the checkpoint message a…					
Q20.Commercial	Yes	23.1	26.8		3.7
	No	76.9	73.2		-3.7
	Total Respondents	**39**	**56**		
Q20.News	Yes	5.1	21.4	0.027	16.3
	No	94.9	78.6		-16.3
	Total Respondents	**39**	**56**		
Q20.Something else	Yes	0	0		0
	No	100	100		0
	Total Respondents	**39**	**56**		
Q21. Did you personally see any checkpoints	Yes	9.1	10.2		1.1
	No	90.9	89.8		-1.1
	Total Respondents	**361**	**361**		
Q23. Were you stopped at a checkpoint?	Yes	45.5	40.5		-5
	No	54.5	59.5		5
	Total Respondents	**33**	**37**		
Q24 Have you seen or heard of car seats or booster seats?	Yes	12.3	10.9		-1.4
	No	87.7	89.1		1.4
	Total Respondents	**359**	**359**		
Q25 Seen or heard messages that encourage people to wear belts?	Yes	76.3	82.3	0.048	6
	No	23.7	17.7		-6
	Total Respondents	**363**	**361**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.26 Where did you see or hear these messages?					
Q26a. TV	Yes	47.3	52.2		4.9
	No	52.7	47.8		-4.9
	Total Respondents	**277**	**297**		
Q26b. Radio	Yes	30	32.7		2.7
	No	70	67.3		-2.7
	Total Respondents	**277**	**297**		
Q26c. Friend	Yes	1.4	1.7		0.3
	No	98.6	98.3		-0.3
	Total Respondents	**277**	**297**		
Q26d. Newspaper	Yes	3.2	3.4		0.2
	No	96.8	96.6		-0.2
	Total Respondents	**277**	**297**		
Q26e. Personal Observation	Yes	5.4	5.1		-0.3
	No	94.6	94.9		0.3
	Total Respondents	**277**	**297**		
Q26f. Billboard	Yes	50.5	51.2		0.7
	No	49.5	48.8		-0.7
	Total Respondents	**277**	**297**		
Q26g. Educational Program	Yes	0	1.3		1.3
	No	100	98.7		-1.3
	Total Respondents	**277**	**297**		
q26i. Police office/judge	Yes	0	1.7		1.7
	No	100	98.3		-1.7
	Total Respondents	**277**	**297**		
q26j. Direct contact	Yes	0.4	0.7		0.3
	No	99.6	99.3		-0.3
	Total Respondents	**277**	**297**		
Q26k. Internet	Yes	0.7	2		1.3
	No	99.3	98		-1.3
	Total Respondents	**277**	**297**		
Q26l. Messaging on police cars	Yes	0	0.3		0.3
	No	100	99.7		-0.3
	Total Respondents	**277**	**297**		
Q26m. Other	Yes	3.2	2.4		-0.8
	No	96.8	97.6		0.8
	Total Respondents	**277**	**297**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.26b. Seen or heard of any belt message on the internet?	Yes	7.3	10.9		3.6
	No	92.7	89.1		-3.6
	Total Respondents	**274**	**294**		
Q26bb. Was it a(n)…?					
Q.26bb1. News Story	Yes	35	43.8		8.8
	No	65	56.3		-8.7
	Total Respondents	**20**	**32**		
Q.26bb2. Internet Ad	Yes	50	28.1		-21.9
	No	50	71.9		21.9
	Total Respondents	**20**	**32**		
Q.26bb3. Internet game	Yes	5	0		-5
	No	95	100		5
	Total Respondents	**20**	**32**		
Q.26bb4. Social network site	Yes	10	6.3		-3.7
	No	90	93.8		3.8
	Total Respondents	**20**	**32**		
Q.26bb5. Internet video	Yes	0	21.9		21.9
	No	100	78.1		-21.9
	Total Respondents	**20**	**32**		
Q.26bb6. Other	Yes	0	6.3		6.3
	No	100	93.8		-6.2
	Total Respondents	**20**	**32**		
Q27. Was the message a...					
Q27a. Commercial	Yes	54.9	58.2		3.3
	No	45.1	41.8		-3.3
	Total Respondents	**277**	**297**		
q27b. News	Yes	8.3	5.4		-2.9
	No	91.7	94.6		2.9
	Total Respondents	**277**	**297**		
q27b. Something else	Yes	2.2	4		1.8
	No	97.8	96		-1.8
	Total Respondents	**277**	**297**		
Q.28 Number of these messages has been…	More than usual	11.1	20.5	0.004	9.4
	Fewer than usual	5.6	2.7		-2.9
	About the same	83.3	76.7		-6.6
	Total Respondents	**270**	**292**		
Q.29. Seen or hear message that encouraged children in car seats	Yes	24.4	26.7		2.3
	No	75.6	73.3		-2.3
	Total Respondents	**357**	**352**		

National Sample Telephone Survey – Results Males 18-34 Continued

Q31 How important is it to enforce seat belt laws more strictly?	Very important	47.9	45.6		-2.3
	Fairly important	20.1	21.1		1
	Just somewhat import	13.5	15.8		2.3
	Not that important	18.8	17.5		-1.3
	Total Respondents	**363**	**360**		
Q32. Slogan Recognition					
Friends don't let friends drive drunk	Yes	67.3	68.3		1
	No	32.7	31.7		-1
	Total Respondents	**364**	**363**		
Click It or Ticket	Yes	83.5	85.4		1.9
	No	16.5	14.6		-1.9
	Total Respondents	**364**	**363**		
Buckle Up America	Yes	22.5	21.8		-0.7
	No	77.5	78.2		0.7
	Total Respondents	**364**	**363**		
Children in Back	Yes	13.7	13.2		-0.5
	No	86.3	86.8		0.5
	Total Respondents	**364**	**363**		
You drink you drive you lose	Yes	64	63.6		-0.4
	No	36	36.4		0.4
	Total Respondents	**364**	**363**		
Didn't see it coming	Yes	16.8	16		-0.8
	No	83.2	84		0.8
	Total Respondents	**364**	**363**		
Get the keys	Yes	11.3	10.7		-0.6
	No	88.7	89.3		0.6
	Total Respondents	**364**	**363**		
Over the limit, under arrest	Yes	62.4	58.7		-3.7
	No	37.6	41.3		3.7
	Total Respondents	**364**	**363**		
Click It or Ticket [State]	Yes	69.8	71.6		1.8
	No	30.2	28.4		-1.8
	Total Respondents	**364**	**363**		
Buckle Up [State]	Yes	48.4	44.6		-3.8
	No	51.6	55.4		3.8
	Total Respondents	**364**	**363**		
Four steps for kids	Yes	3.8	4.4		0.6
	No	96.2	95.6		-0.6
	Total Respondents	**364**	**363**		
Buckle up in your truck	Yes	8.2	7.7		-0.5
	No	91.8	92.3		0.5
	Total Respondents	**364**	**363**		

National Sample Telephone Survey – Results Males 18-34 Continued

You wouldn't treat a crash test dummy	Yes	17.3	13.5		-3.8
	No	82.7	86.5		3.8
	Total Respondents	**364**	**363**		
If they're under 4 ft tall	Yes	30.2	28.4		-1.8
	No	69.8	71.6		1.8
	Total Respondents	**364**	**363**		

DOT HS 811 778
May 2013

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

9668-051713-v3a