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16. Abstract The 2011 <i>Click It or Ticket</i> (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 <i>seat belt messages, special enforcement, and the CIOT slogan</i> . There were significant increases in the perception that a citation was very likely if riding unbuckled. <i>Television</i> was the primary source by which the public was made aware of these issues, followed by <i>billboards</i> and <i>radio</i> . <i>Paid ads</i> , rather than <i>news stories</i> , were the most frequently mentioned type of message. Young males were <i>more aware</i> of seat belt messages, special enforcement efforts, and checkpoints, but <i>less likely</i> to think that they would get a ticket for not buckling up. Very few respondents felt that a traffic stop (day or night) would be likely for a seat belt violation. The National Occupant Protection Use Survey (NOPUS) estimated national belt use to be statistically unchanged from 2010 to 2011. Methods for increasing public perception of enforcement efforts are discussed.					
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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 awareness and seat belt use; however, there is still room to make a difference. In 2010, 51% of those who died in car crashes were not wearing their seat belts (NHTSA, 2012a). 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 2011 CIOT mobilization was conducted to gain a better understanding of how CIOT functions and how it contributes to changes in public awareness and behavior. In addition, trendlines were examined to indicate how CIOT has been changing in recent years.

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 CIOT program. It was a highly structured and 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; funds were provided to States to provide for enhanced enforcement and for paid media advertising; and States were encouraged to adopt a “hard” enforcement message (*Click It or Ticket*) as the slogan for their mobilizations. Since that time, there have continued to be significant increases in awareness and observed seat belt use. Post-mobilization awareness of the *CIOT slogan* increased from 61% in 2003 to 84% in 2011; the perception that a ticket would be very likely for not wearing a seat belt increased from 34% in 2003 to 39% in 2011 CIOT; and the National Occupant Protection Use Survey (NOPUS) showed increases from 75% in 2002 to 84% in 2011.

Objectives

The objective of this research was to conduct a process and outcome evaluation of the 2011 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; and
- Examine changes in observed seat belt use by comparing post-CIOT usage in 2010 to 2011.

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.) expended during the mobilization. Expenditures were also broken down by various media platforms (television, radio, billboards, newsprint, the Internet, etc.). Levels of publicity and enforcement generated in 2011 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 by the States after the mobilization. These data were also found on NHTSA's reporting Web site and in annual reports regarding mobilization activity levels.

Awareness of Publicity and Enforcement. The national CIOT telephone survey was administered before and after the mobilization to examine awareness, attitudes, and perceptions of the 2011 CIOT mobilization. The survey used random digit dial (RDD) and reached a nationally representative sample. 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 2011 relative to earlier years (2003-07) 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.

Usage Among Occupant Killed in Crashes. Although 2011 data from the Fatality Analysis Reporting System (FARS) were not available at the time of this evaluation, usage data among passenger vehicle occupants killed and among drivers involved in fatal crashes through 2010 were examined and implications for 2011 were reported.

Results

Summary of Main Results.

- There has been a near linear decline in per capita media expenditures and in seat belt citations issued since 2005;
- From pre- to post-CIOT in 2011, there were significant increases in awareness of messages to buckle up (+ 7.1 pts); in recognition of the CIOT slogan (+6.3 pts); in awareness of special enforcement (+11 pts); and in the perception that a ticket is "very likely" for not buckling up at night (+4.3 pts).
- There were insignificant increases in awareness of checkpoints (+1.9 pts) and in the overall perception that a ticket is "likely" for being unbuckled (+2.4 pts).

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.

- As in prior years, television was the primary source by which the public became aware of the mobilization in 2011.
- The target population (males 18 to 34) and the general population (all other respondents) differed on several responses, including reported awareness, source of CIOT information, and perceived likelihood of getting a ticket for being unbuckled;
- Generally speaking, gains were smaller than in earlier years; but there was also less inter-year variability than at the start of CIOT mobilizations; and
- NOPUS estimated seat belt use to be statistically unchanged from 2010 to 2011.

Media Activity. There has been a near-linear decline in per capita media expenditures since 2005, leaving 2011 expenditures at about 61% of their 2005 level. Still, the total number of paid ads reported in 2011 remained high, with about 60% more television ads than radio ads. There were many more paid ads than news stories reported in 2011; the median number of paid ads (3,514) was 37 times the median number of news stories (95).

Enforcement Activity. The number of enforcement agencies classified as participating in CIOT and reporting on their activities remained relatively high in 2011, but the number of reported seat belt citations continued to decline. This decline has been near-linear since 2005. A number of high-use, primary law States (90+ usage) also had low reported citation rates in 2011 (Michigan, Texas, Oregon, Washington, Hawaii, Maryland, and the District of Columbia).

Awareness and Perceptions. Telephone survey data collected before and after the 2011 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 (+7.1 pts); recognition of the CIOT slogan (+6.3 pts); awareness of special enforcement efforts (+11 pts); and the perception that a ticket is likely for riding unbuckled at night (+4.3 pts). Two other measures showed statistically insignificant increases: awareness of checkpoints (+1.9 pts) and the (general) perception that a ticket is likely if one rides unbuckled (+2.4 pts).

Television was the primary source telling the public about 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 (nearly 50%), followed by radio (33%), and billboards (6%).

Paid ads (TV and radio 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 earned media stories did. In 2011, the median number of paid ads per earned media story was 21 (television and radio combined).

Although most surveys have found little evidence of awareness associated with the Internet, as many as 15% of respondents may have seen, read, or heard one or more key message on the Internet (i.e., seat belt or enforcement messages), usually from ads or news stories aired on the Internet; much less often from messages associated with gaming sites, social networking sites, or Internet videos.

Comparing the target population (males 18 to 34) to the general population (all other respondents) revealed that the target population:

- was slightly more aware of the seat belt messages, special enforcement efforts, and checkpoints, but less likely to perceive that a ticket was likely for long-term seat belt nonuse;
- received more information from television commercials, radio, and the Internet, but less from newsprint;
- was less affected by CIOT in terms of their perceived likelihood of getting a ticket, in general and at night;
- showed a greater increase in awareness of special enforcement via radio or Internet messages; and
- had a greater increase in awareness of checkpoints associated with television or messages from a friend.
- Awareness of CIOT increased less among the target group than among the general population, but this (younger) group also had a higher baseline awareness level.

Gains in 2011 were generally smaller than in earlier years; however, there was less inter-year variability than in earlier years. In general, there has been some degree of stabilization in awareness and perception levels over time. However, there was a substantial decline in awareness of special seat belt enforcement efforts, which began in 2008 and continued through 2011.

Observed Seat Belt Use. According to NOPUS, observed seat belt use was statistically unchanged from 2010 to 2011 (from 85% to 84%). 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 2011. However, no baseline survey was available to measure observed usage immediately prior to the 2011 mobilization; therefore, only post-program (2010) to post-program (2011) results are available for comparison.

Usage Among Occupants Killed in Crashes. The 2011 FARS data were not available at the time this report was prepared but an evaluation of the 2010 CIOT mobilization did include a time-series of usage among occupants killed in passenger vehicles from 1998 through 2010. It found an effect of the CIOT mobilizations, beginning in 2003 but no additional effect associated with the 2010 mobilization. Additional examination of annual FARS data did show that usage among *passenger vehicle occupants killed* and among *drivers involved in fatal crashes* has been increasing over time, with strong and significant increases in both 2009 and 2010. In fact, there were significant increases among both of these groups in 5 of the past 8 years, during which CIOT mobilizations have been conducted. Based on the significant increases found in 2009 and 2010, it is anticipated that such increases will be found in 2011 as well. If so, this will indicate that CIOT continues to be associated with increases in usage among the most critical drivers and occupants, those involved in potentially fatal crashes.

Conclusions

There was substantial media and enforcement activity associated with the 2011 CIOT mobilization. Compared with earlier years, however, expenditures for paid media and the number of reported seat belt citations issued have declined. Three key changes revealed by this evaluation were declines in: *CIOT publicity*, *reported seat belt citations*, and awareness of *special seat belt enforcement* efforts. In addition, the NOPUS estimate of observed seat belt use appears to have “plateaued” over the past few years. Observed seat belt use was 83%, 84%, 85%, and 84% in 2008, 2009, 2010, and 2011, respectively (NHTSA, 2011). One interpretation of these findings is that the CIOT program has “matured” over time. In spite of any leveling off in activity or in observed seat belt use, usage among occupants killed and among drivers involved in fatal crashes (and likely among all occupants involved in potentially fatal crashes) continues to increase.

One consideration for future mobilizations may be how to increase awareness of seat belt enforcement efforts. As indicated by the most recent 2011 telephone survey, fewer than 3% of respondents perceived a traffic stop (day or night) to be for a seat belt violation and less than 1% of respondents saw messaging on police vehicles that would suggest seat belt enforcement was underway. Generating more on-the-ground visibility of enforcement may help increase awareness. Some possible avenues to create visibility and improve awareness include: conducting more checkpoints, notifying the public of special efforts by frequently airing local news stories, and indicating special enforcement is underway through signage on police vehicles.

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Click It or Ticket Evaluation, 2011

I. Introduction

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 (NCSA) 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, the National Highway Traffic Safety Administration has been working with the States to conduct the national *Click It or Ticket* (CIOT) 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.

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" program. 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 provided AB&SBSC. 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 five years of national enforcement efforts organized and coordinated by AB&SBSC. During this period, thousands of State and local law enforcement agencies (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 just 74% 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 three 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.

This report presents the process and outcome evaluation of the 2011 CIOT mobilization. Earned media, paid media, enforcement, seat belt use estimates, and awareness were measured to indicate CIOT activity and outcome. In addition, trendlines are examined to identify trends in CIOT activity and outcomes over recent years.

II. CIOT 2011 Program Description

Sequence of Events Calendar

The 2011 national mobilization followed a typical selective traffic enforcement program (sSTEP) sequence of events. 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 2 weeks (Figure 1). Just as important, 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.

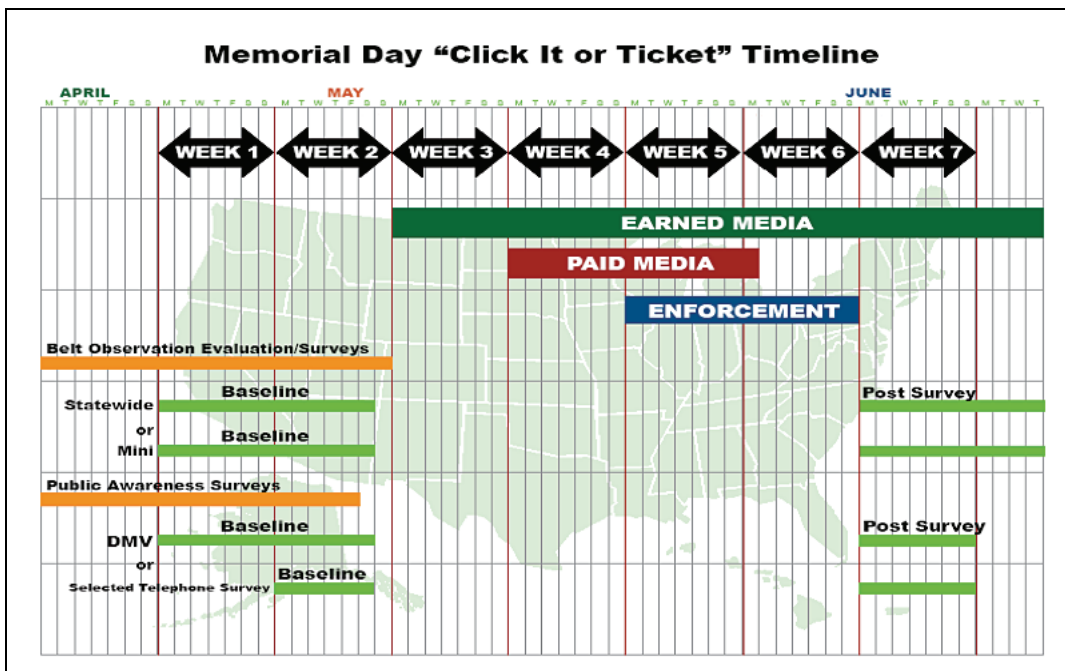


Figure 1. Mobilization Sequence of Events

Table 1. Mobilization Calendar

PROGRAM ELEMENTS	2011
EARNED MEDIA	Monday May 9 through end of the Mobilization
PAID MEDIA FLIGHT DATES	Monday May 16 to Monday May 30
ENFORCEMENT	Monday May 23 to Sunday June 5
EVALUATION	Before, During, and After Publicity/Enforcement

Earned Media

The 2011 mobilization started with an earned media effort beginning on May 5. 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, kick-off 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 Communications 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.

NHTSA's OCCI also contracted with AkinsCrisp Public Strategies 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).

Paid Media

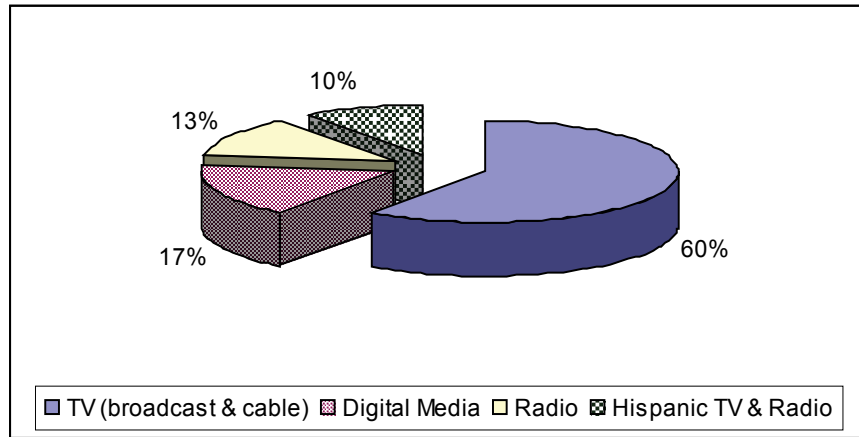


Figure 2. Allocation of Paid Media Funds for the 2011 National CIOT Media Effort

Target Populations. Programs like CIOT are often directed toward certain groups of people who have exhibited lower belt use or who are overrepresented in the unrestrained fatality population. This mobilization focused on four major groups: (1) Males 18 to 34; (2) Teen males 15 to 17; (3) African-American males 18 to 34; and (4) 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 multimedia 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 2011 CIOT mobilization included two weeks of paid media (May 16th – May 30th). Radio and television advertisements aired extensively during these weeks. All television, radio, and Internet creative material were produced for previous mobilizations; no new creative materials were produced for 2011.

Television. The centerpiece of the publicity campaign was a national television media buy featuring a television spot titled “Stuck With a Ticket.” There were four television spots:

- Stuck With a Ticket;
- Out of Nowhere;

- Not Invisible; and
- Forehead Reminder (Hispanic).

The national television commercials were 30 seconds long. (See Appendix A for television advertisement storyboards). 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; ESPNNews; 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 (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; and
- 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 2011 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; Citadel Media; Citadel Media Hispanic; Univision Radio; the Performance Racing Network; and the TargetSpot Online Radio Network. All the radio spots had an enforcement-centered message. (See Appendix A for select radio scripts.)

Enforcement

Program enforcement began on May 23 and continued through June 5. 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.

Evaluation

Process and outcome data were collected before, during, and after the 2011 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 2011 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.

Evaluating Media

Paid media evaluation questions:

- How many dollars were spent in 2011 on the national and State levels?
- How were these funds distributed among various media?
- How did the media funding in 2011 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 2011 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 2011 compare with previous mobilizations?

The number of earned media events and news stories reported by the States to NHTSA following each mobilization were tracked. 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 examined totals for stories and ads to calculate the means and medians for such information. In addition, PRG calculated the ratio of reported paid ads per earned media story.

Evaluating Enforcement

Enforcement evaluation questions:

- How much enforcement occurred during the 2011 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 2011 compare to previous mobilizations?

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

Evaluating Awareness

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

- Did public awareness of the CIOT program increase?
- Did perceived risk of a ticket for not wearing a seat belt increase?
- Were there differential effects on awareness among the primary target group (males 18 to 34)?

A random digit dial (RDD) telephone survey was conducted just before the publicity phase of the 2011 CIOT mobilization (in April 2011) and another just after the enforcement phase of the mobilization ended (in June 2011). 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).

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

² States had somewhat different procedures for reporting on NHTSA's Web site at www.mobilizationsdata.com. For example, some States reported enforcement activity totals only for their grantee locations, while other States reported enforcement activities for all the participating agencies, grantee or not. In addition, from year to year, some States varied what they reported for their mobilization enforcement. Therefore, using these data to compare year-to-year mobilization enforcement activities had some level of unreliability.

attitudes and awareness were significant. The survey included an oversample of approximately 700 males 18 to 34 years old (i.e., 350 pre- and 350 post-survey). In addition, comparisons were made between survey responses from previous CIOT telephone surveys (2003 to 2007) and post-survey responses from this year.

In recent years there has been an increasing amount of CIOT-related media directed on non-traditional channels, particularly the Internet. From the data reported in the past, 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 Websites and gaming sites; banners; contests and incentives for youth placed on State HSO Websites, etc.

To account for this increased focus on the Internet, the telephone survey protocol was revised in 2009 to better track digital sources of messaging. The protocol of past surveys included “the Internet” as one option for response, along with more traditional options, such as television, billboards, and radio. These earlier surveys generally found negligible evidence of respondents being exposed to the program through the Internet. This has been surprising because the Internet is popular and has recently seen more CIOT activity. As a potential remedy, 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 (using the old protocol), 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.

Evaluating Seat Belt Use

The evaluation questions regarding belt use included:

- Did observed seat belt use improve nationwide?
- How much did observed belt 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.)?

This evaluation effort relied on changes in belt use measured by NOPUS, a nationally representative survey of daytime seat belt use that is conducted every year immediately following CIOT.

IV. Results

Media Activity from 2003 to 2011

Paid Media. Expenditures for paid media increased from 2003 through 2005 at a rate of about \$4.5 million per year (accounting for variations in population). Since 2005, however, there has been a linear decline of about \$2.6 million per year ($R^2 = 0.86$), leaving 2011 expenditures at about 61% of their 2005 level. Most of the decline has been in State expenditures, which decreased from \$23 in 2005 to \$12 in 2011 (-48%). National ad purchases were more consistent at about \$9 to \$10 million, from 2004 through 2007, then declining to \$8 million in 2008 through 2011 (a decline of 18% from the average of 2004-07).

Table 2. CIOT Paid Advertising: 2003-2011; State and Federal Funding

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Number of States + DC	45	48	44	50	50	51	51	50	50
State Purchases (million)	\$16	\$20	\$23	\$17	\$17	\$16	\$13	\$13	\$12
Nat'l. Purchase (million)	\$8	\$10	\$10	\$9	\$10	\$8	\$8	\$8	\$8
Total Ad Purchase	\$24	\$30	\$33	\$26	\$27	\$24	\$21	\$21	\$20

Paid and Earned Publicity. Table 3 summarizes the number of television and radio spots/ads (paid media) reported from 2006 through 2011. It also shows the number of press events and the number of television, radio, and print news stories generated by each mobilization (earned media).

With regard to television ads generated by paid media, each mobilization from 2006 through 2011 was associated with an average of 155,347 television ads. The frequency of these ads was greatest from 2008 through 2010, with about 20% more ads during this period than in 2006. Television ads then declined in 2011, but to a level that remained 7% higher than in 2006.

Table 3. State-Reported Paid Ads and Earned Media Events and Stories: 2005–2011¹

Medium	2005	2006	2007	2008	2009	2010	2011	6-yr Avg.
TV Spots	n/a	140,222	130,714	177,527	161,562	172,773	149,281	155,347
Radio Spots	n/a	112,355	127,914	113,186	100,685	105,695	113,088	112,154
Total Paid	n/a	252,577	258,628	290,713	262,247	278,468	262,369	267,500
<i>Press Events</i> ²	0	968	489	355	446	426	410	516
TV Stories	3,873	16,523	8,851	4,633	13,058 ⁴	27,842 ⁴	29,185 ⁴	14,852 ⁴
Radio Stories	12,556	6,218	7,945	5,931	4,934	10,242 ⁴	10,969 ⁴	8,399 ⁴
Print Stories	4,965	4,378	4,030	3,476	2,800	3,579	4,003	3,890
Total Earned	21,394	27,119	20,826	14,040	20,792⁴	41,663⁴	44,157⁴	27,142⁴
Overall Total	n/a	279,696	279,454	304,753	283,039	320,131	306,526	295,600
Other Media ³	n/a	1,464	4,522	298,112	485	37,663	5,058	57,884

¹ Reported by the States and DC to NHTSA 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 includes Internet and cinema ads, as well as other forms of paid advertising.
⁴ Totals and averages for television and radio news stories are likely inflated due to several extreme values.

Radio ads averaged 112,154 per mobilization for years 2006 to 2011. The number of radio ads peaked in 2007 at about 14% above the number of ads in 2006; then declined through 2009 with about 10% fewer ads than in 2006. In 2010 and 2011, combined, the number of radio ads was only 1% higher than in 2006.

There was considerable variability in earned media over time. As a result, medians provide a much better measure of central tendency than averages. The medians for earned media indices for all participating States (and DC) were as follows: 2 events per jurisdiction; 13 television (news) stories, 10 radio stories, and 43 print stories reported for each mobilization. The middle 50% of all jurisdictions (i.e., quartile 1 to quartile 3) reported: 1 to 6 events; 2 to 45 television stories; zero to 56 radio stories; and 4 to 116 print stories.³

- The number of reported *press events* conducted by the States and their partners declined by more than 60% from 2006 through 2008 and then remained at about 55% below the 2006 level through 2011.
- The number of reported *television stories* declined by more than 70% from 2006 through 2008, but then increased from 2009 through 2011. This increase was primarily due to extreme values reported in a few States. For the majority of States, the number of television stories has been declining since 2006.

³ Although these median values provide more accurate indices of central tendency and dispersion for these reported data, they may *underestimate* the number of ads, stories, and events reported by the States. That is because some States reported zero values or no value at all for some indices and it was not always clear what the actual intent was. Omitting 5 jurisdictions that “most likely” were *not reporting* on a particular index, the median values were: 2 media events; 20 TV stories; 14 radio stories; and 49 print stories.

- The number of *radio stories* first increased (in 2007); and then declined through 2009, to a level that was 20% lower than in 2006. As with television stories, radio stories increased in 2010 and 2011 but these recent increases are nearly all accounted for by extreme values reported in just a few States. Totals that include 94% of all reporting States show declines that continued through 2011.
- The number of *newsprint stories* declined by about 40% through 2009 and then increased recently, for a net loss of 8% in 2011, compared with the level in 2006. There was no obvious effect of extreme values in this data set.

It should also be noted that neither outdoor advertising nor Internet ads were reported separately, although “other” ads/stories were often reported. These numbers were not included in the above totals because they were generally based on different metrics (i.e., exposures or impressions, rather than “ads” or “stories”). It is clear from awareness results, however, that there is considerable interest in outdoor advertising and, more recently, on Internet advertising.

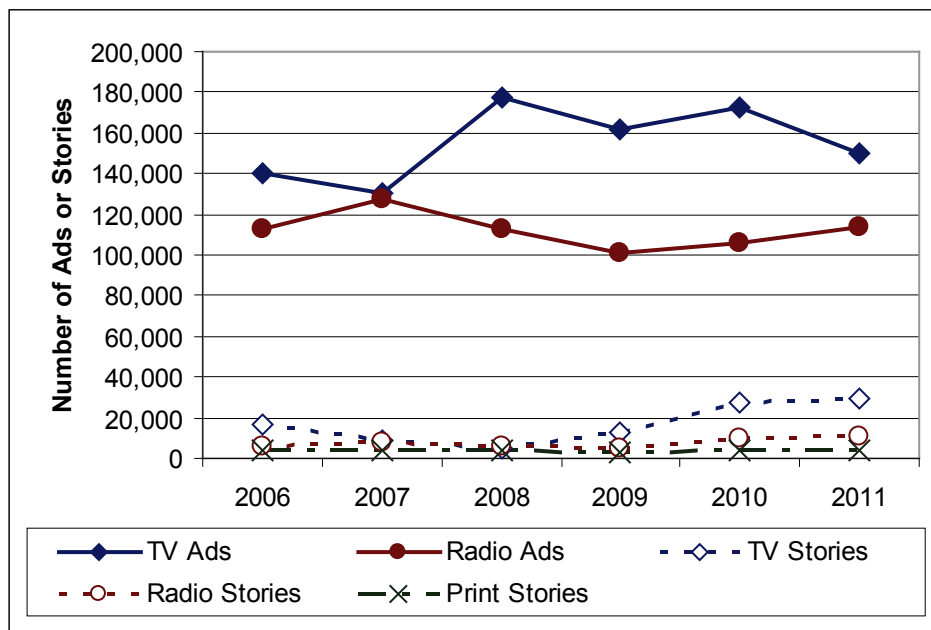


Figure 3. Change in Number of Reported Paid Ads and News Stories: 2006 to 2011

Figure 3 shows change in television, radio, and print ads and news stories over time, relative to their 2006 baseline levels. It shows relatively stable trends for ads or commercials, while reported news stories increased in recent years. In viewing these trends, it should be noted that the median number of ads (television + radio) was about 37 times the median number of stories (television + radio + newsprint). In addition, while the reported number of stories has increased, nearly all of that increase is accounted for by extreme values in just a few States.

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 stories accounted for by television, radio, and print. The bottom two rows show the proportion of total ads and stories (i.e., paid ads + earned stories) accounted for by each component. This table suggests that, from 2003 through 2011:

- Based on numbers, as reported by the States, television accounted for an average of 58% of all paid ads (television + radio) reported since 2006 and about 55% of all news stories (television + radio + print); radio accounted for an average of 42% of paid ads and 29% of news stories.⁴
- Newsprint ads were not reported but newsprint stories were reported as part of earned media efforts; they accounted for 15% of all reported news stories.
- The median number of paid ads (television + radio) was 5,144, about 37 times the median number of stories (television + radio + print), which was 866 in 2010.

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

Media	2005	2006	2007	2008	2009	2010	2011	6-yr Ave
Paid Media Ads/Spots ¹								
TV Spots	n/a	56%	51%	61%	62%	62%	57%	58%
Radio Spots	n/a	44%	49%	39%	38%	38%	43%	42%
Earned Media Stories ²								
TV Stories	18%	61%	42%	33%	63%	67%	66%	55%
Radio Stories	59%	23%	38%	42%	24%	25%	25%	29%
Print Stories	23%	16%	19%	25%	13%	9%	9%	15%
Percentage of all Ads and Stories Accounted for by Paid and Earned Media ³								
Paid %	n/a	90%	93%	95%	93%	87%	86%	91%
Earned %	n/a	10%	7%	5%	7%	13%	14%	9%

¹ Percent of total paid media ads or spots.

² Percent of total earned media stories.

³ Percent of total number of reported ads and stories.

Enforcement Activity from 2003 to 2011

Table 5 shows key enforcement indices, from 2003 through 2011. Typically, between 60% and 70% of all law enforcement agencies (LEAs) in the States participate in the annual CIOT mobilization, although there has been some variation in how States report this number over time. As Table 5 shows, the number of *participating* agencies appears to have peaked in 2004. Still, the reported number of participating LEAs has been relatively stable between 10,000 and 11,000 agencies since 2006 and the percentage of such agencies that have been reporting their activity to the States has actually increased over time.

Reported citations for seat belt violations have been declining steadily since 2005. This decline is taking place in spite of the relatively stable number of participating

⁴ The percentages for 2010 and 2011 would likely be affected by the outlier values discussed previously. Based on historical values, however, the ordering would not change from what is shown in the average column, with television accounting for more than 50% of all stories and ads, followed by radio, and then by print (stories only).

agencies and an increasing proportion of agencies that are reporting their activity. The reported citation *rate* declined from 25 (citations per 10,000 residents) in 2005 to 15 in 2011 (-40%).

Table 5. May Mobilization Enforcement Activity Reported by All Participating Jurisdictions

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Participating LEAs	10,506	13,173	9,761	10,623	10,125	10,908	10,772	10,599	10,115
Reporting LEAs	7,215	7,515	7,763	8,793	8,308	9,214	9,345	9,441	8,999
% Reporting	69%	57%	80%	83%	82%	84%	87%	89%	89%
Total Seat Belt Citations Issued	508,492	657,305	727,271	697,115	672,574	583,372	570,545	567,421	458,451
Belt Citations (per 10K)	18	22	25	23	22	19	19	18	15

LEA refers to Law Enforcement Agencies in the 50 States and the District of Columbia.

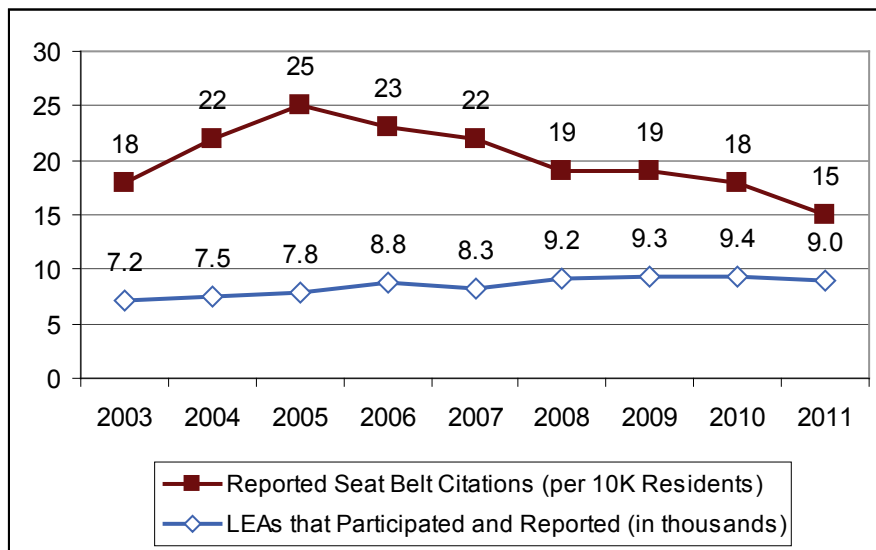


Figure 4. Indices of CIOT Enforcement: Number of Reporting Agencies and Reported Seat Belt Citation Rate

Media and Enforcement Activity in 2011

Table 6 summarizes 2011 CIOT media activity for jurisdictions with primary laws, secondary laws, and for 5 territories (and the Indian Nation) that participated in the most recent mobilization. As indicated by the data presented in Table 6:

- Secondary law States spent modestly more (per capita) on paid media than did primary law States, possibly related to the smaller populations in these States.

- Secondary law States reported more paid ads (per 10K residents) and just slightly more news stories (per 100K residents) than primary law States, again possibly associated with smaller population size.⁵
- The total reported number of media events was 410 in the States and DC with an additional 4 events conducted in the territories. While the average within the States was 8 events, the range was quite large, ranging from 0 to 84. The median was 2 events, with an IQR of 1 to 6 events. The middle 50% of the States conducted between 1 and 6 events.
- The median number of paid ads was just over 3,500, about 37 times the median number of news stories (121). This relationship was similar in primary and secondary law States.⁶

Table 6. Paid Ads and Earned Media Stories Reported by Jurisdictions in 2011

Group	Population	Media \$	\$/capita ¹	# Ads	Ads/10K	# Events	# Stories ³	Stories/10K ³
Primary Law	235,801,919	\$8,711,101	\$0.04	192,894	8.2	264	33,710	1.4
Secondary Law	71,627,149	\$3,396,685	\$0.05	69,475	9.7	146	10,447	1.5
All States + DC	308,745,538	\$12,107,966	\$0.04	262,369	8.5	410	44,157	1.4
Territories and BIA²	9,625,202	\$169,259	\$0.02	1,680	1.7	4	101	0.1
All Participants	318,370,740	\$12,277,225	\$0.04	264,053	8.3	414	44,258	1.4

¹ Per capita media rates are total \$ divided by total population within each group
² In addition to DC, 2011 participants included the Indian Nation (BIA), American Samoa (AS), Guam (GU), the Northern Mariana Islands (NMI), Puerto Rico (PR), and the Virgin Islands (VI); data for the Indian Nation were provided by the Bureau of Indian Affairs (BIA).
³ The values in this Table include all participant jurisdictions in each category. And the numbers are "as reported." The number and rate of stories (per 10K residents) are likely inflated due to extreme numbers reported in a few States.

Table 7 shows the number of paid ads and news stories, on a jurisdiction-by-jurisdiction basis. Some of the “zero” entries likely resulted from data unavailability, rather than from a lack of activity.

⁵ The numbers and rates for stories are likely inflated due to several extreme reported values.

⁶ The greatest contributor to this discrepancy between averages and medians (and the ratio of ads to stories) was the extreme values reported for

Table 7. Paid Ads and Earned Media Stories Reported by Each State in 2011¹

States	Ads	Stories	States	Ads	Stories	States	Ads	Stories
Alabama	15,242	123	Kentucky	3,568	82	North Dakota	1,079	334
Alaska	4,185	1	Louisiana	44,536	27,592	Ohio	9,052	3,110
Arizona	482	37	Maine	533	0	Oklahoma	2,513	181
Arkansas	10,072	61	Maryland ²	0	0	Oregon ²	0	0
California	0	170	Massachusetts	0	8	Pennsylvania	0	97
Colorado	2,675	68	Michigan	4,650	310	Rhode Island	2,340	3
Connecticut	9,630	160	Minnesota	5,320	0	South Carolina	13,940	65
Delaware	462	12	Mississippi	5,404	204	South Dakota	2	383
D.C.	2,726	0	Missouri	1,305	182	Tennessee ²	0	14
Florida	6,690	592	Montana	7,624	13	Texas	19,306	1,466
Georgia	0	165	Nebraska	5,678	223	Utah	2,152	59
Hawaii	6,319	6	Nevada	5,088	44	Vermont	11	15
Idaho	8,045	28	New Hampshire	0	0	Virginia	10,781	507
Illinois	16,353	118	New Jersey	0	40	Washington	0	522
Indiana	3,160	410	New Mexico	3,571	16	West Virginia	4,661	5,241
Iowa	233	548	New York ²	0	0	Wisconsin	3,514	165
Kansas	5,280	542	North Carolina	5,687	145	Wyoming	8,500	95
Am. Samoa	5	8	Indian Nation ²	0	0	Puerto Rico	681	67
Guam	990	14	N. Mariana Is.	8	2	Virgin Is.	0	10

Totals for All States, the District of Columbia, 5 Territories, and the Indian Nation (BIA) were: 264,053 Paid Ads (spots) and 44,258 News Stories (+414 News Events).

¹Source: NHTSA's Web-based reporting (www.mobilizationsdata.com).
²Data not received in time for analysis.

Figure 5 shows the distribution of State expenditures by medium in the 2011 mobilization. As in previous years, the largest proportion of funds (48%) was spent on a combination of broadcast and cable television, followed by radio (33%), and outdoor advertising (6%). Very little was spent on print advertising (< 1%). In the “other” category (12%), it should be noted that there has been increasing focus on Website and Internet advertising, including advertising on Internet gaming sites. The exact percentage expended for such ads is not available due to variations in reporting protocols.

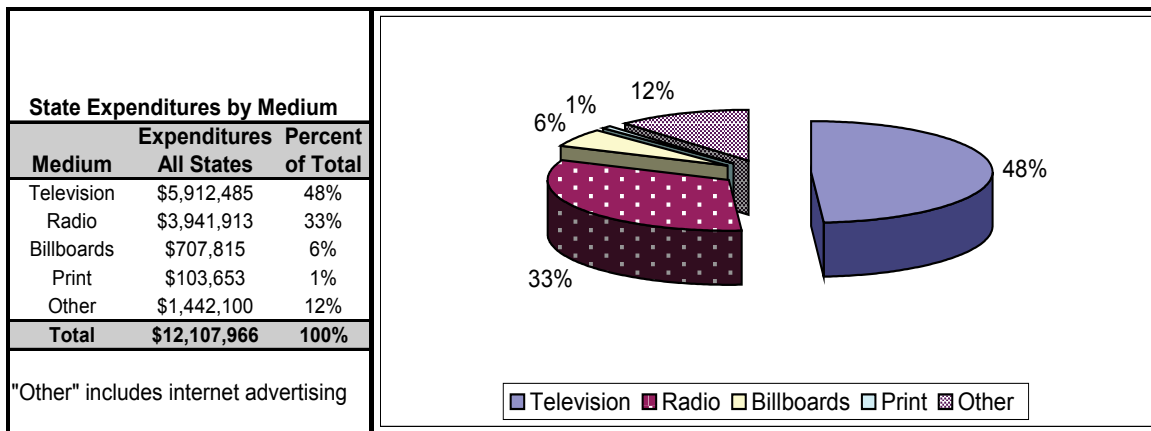


Figure 5. State Paid Media Expenditures for the 2011 CIOT Mobilization

2011 Enforcement Activity: Primary and Secondary States

Table 8 provides a summary of key law enforcement indices for 2011. 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 a summary of activity indices for 5 territories (American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the Virgin Islands) and the Indian Nation, as reported by the Bureau of Indian Affairs (BIA). Following are observations based on the information in this table:

- Nearly 10,000 law enforcement agencies (LEAs) participated in the 2011 CIOT mobilization: 7,000 in primary law States (and DC); 3,000 in secondary law States; and 55 in the Indian Nation and five Territories. These agencies reportedly expended about 1.5 million officer hours on the campaign.
- As would be expected, checkpoints were far more common in primary law States than in secondary law States (8,175 versus 521 reported).
- While 76% of the total population is within primary law States, these States accounted for 85% of all OP citations (seat belt + child restraint) and 94% of all checkpoints.
- Primary law States accounted for proportionately fewer speed citations (64%) and DWI arrests (65%) associated with the mobilization.
- Secondary law States were relatively more focused on the non-seat belt offenses, likely associated with secondary law enforcement strategies.
- Out of the total OP, speed, and DWI citations, in primary law States, OP citations accounted for 62%; followed by speed (35%) and DWI (3%). In secondary law States, speed citations accounted for 62%, followed by OP citations (33%) and DWI arrests (5%).
- Reported citation rates reflect similar ordering. The highest reported citation rate in primary law States was for OP violations (18 per 10,000 residents), followed by citations for speeding (11) and then DWI arrests (1 arrest per 10K residents); the highest reported rate in secondary law States was associated with speeding citations (20), followed by OP citations (10) and then DWI arrests (2).

- The 5 territories and the Indian Nation reported lower citation rates, with about 3 OP citations and 2 speed citations per 10,000 residents. They reported very few DWI arrests associated with CIOT.

Table 8. 2011 CIOT Enforcement Activity: Key Indices, as Reported by Participants

Activity Index	Primary Law States	Secondary Law States	All Law States + DC	Territories And BIA
Number of Jurisdictions	32¹	18	50	6
Participating LEAs	6,910	2,999	9,909	55
Reporting LEAs	6,217	2,569	8,786	55
Hours Worked	728,230	760,731	1,488,961	4,882
# of Checkpoints	8,175	521	8,696	67
Total OP Citations (Rate)²	413,258 (18)	72,086 (10)	485,344 (16)	3,116 (3.2)
CPS % of Total	6%	6%	6%	10%
Seat Belt Citations (Rate)²	381,394 (17)	58,148 (9)	440,542 (15)	2,813 (2.9)
Speed Citations (Rate)²	237,305 (11)	136,660 (20)	373,965 (13)	2,196 (2.3)
DWI Arrests (Rate)²	20,537 (1)	11,172 (2)	31,709 (1)	223 (0.2)
¹ Includes DC, but no data were reported for Maryland.				
² Numbers in parentheses are numbers of citations/arrests per 10K population.				

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 reported seat belt citations and larger proportions of reported speeding and other citations in secondary law States, relative to primary law States. Although small, even the DWI proportion of total reported citations is larger in secondary law States.

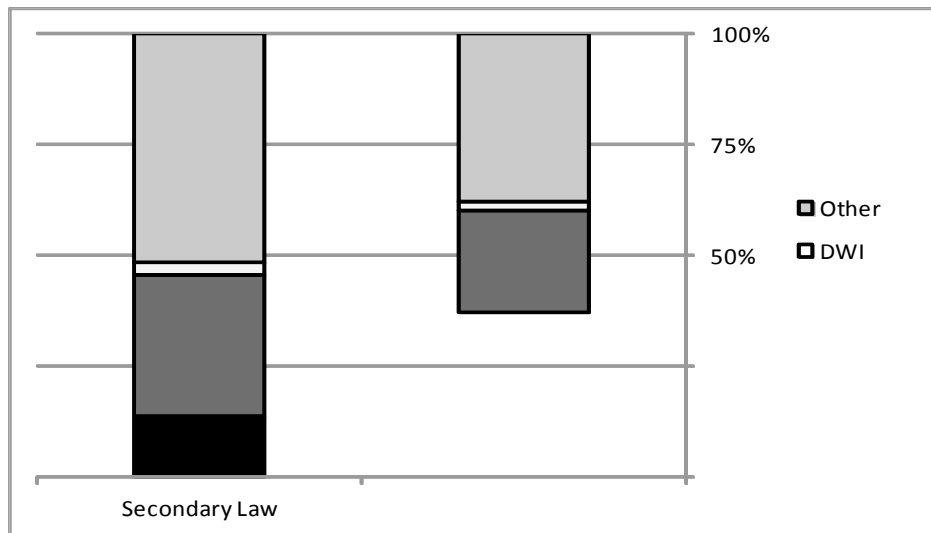


Figure 6. 2011 CIOT – Proportion of Citations Issued by Citation Type and by Law Type

Table 9 summarizes *population, reported citations, and reported citation rate* for all States, the District of Columbia, and the 5 territories plus the Indian Nation (combined). Observations based on these data include the following:

- The average reported citation rate for primary law States was 17.5 citations per 10,000 population (median = 15); the average rate (and the median rate) in secondary law States was 10 citations per 10,000 residents.
- Three primary law States, one secondary law State, and New Hampshire did not report seat belt citations. In at least one State (New Hampshire), no citations were issued. In other cases, it appears that such citations were simply not reported.
- The average reported rate in the Territories and the Indian Nation was low, at 3.2 seat belt citations per 10,000 residents.
- Several high-use, primary law States (90+ percent usage) had low reported citation rates in 2011 (e.g., MI, TX, OR, WA, HI, MD, and DC).

**Table 9. 2011 May Mobilization: Reported Seat Belt Citations and Rates
(Per 10K Residents)¹**

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
KS	2,853,118	18,812	66	AK	710,231	862	12	ID	1,567,582	4,725	30
KY	4,339,367	21,440	49	TN	6,346,105	7,366	12	WY	563,626	1,115	20
MS	2,967,297	12,413	42	NC	9,535,483	11,043	12	ND	672,591	1,230	18
NJ	8,791,894	32,228	37	NM	2,059,179	2,266	11	RI	1,052,567	1,679	16
IL	12,830,632	41,147	32	IA	3,046,355	3,228	11	NV	2,700,551	4,061	15
LA	4,533,372	13,254	29	GA	9,687,653	9,281	10	MO	5,988,927	7,283	12
OK	3,751,351	10,718	29	MI	9,883,640	8,772	9	OH	11,536,504	13,812	12
MN	5,303,925	14,623	28	TX	25,145,561	20,852	8	VT	625,741	688	11
IN	6,483,802	17,847	28	OR	3,831,074	2,025	5	UT	2,763,885	2,852	10
SC	4,625,364	12,270	27	WA	6,724,540	2,557	4	SD	814,180	778	10
CT	3,574,097	9,476	27	CA	37,253,956	8,550	2	VA	8,001,024	6,208	8
ME	1,328,361	3,233	24	HI ²	1,360,301			WV	1,852,994	1,371	7
NY	19,378,102	44,585	23	MD ²	5,773,552			NE	1,826,341	1,260	7
FL	18,801,310	32,506	17	DC ²	601,723			MA	6,547,629	4,395	7
AL	4,779,736	7,213	15	No Law				AZ	6,392,017	3,771	6
AR	2,915,918	4,315	15	NH	1,316,470	0	0	PA	12,702,379	3,728	3
DE	897,934	1,203	13	Five Territories and Indian Nation				MT	989,415	192	2
WI	5,686,986	7,309	13	Total	9,625,202	3,116	3.2	CO ²	5,029,196		

¹ Population Source: U.S. Bureau of the Census, 2009 Population Estimates Program (PEP) at www.census.gov;

Citations Source: reported to NHTSA by participating jurisdictions and entered into www.mobilizationsdata.com;

² Data not received in time for analysis.

Awareness and Attitudes Surrounding CIOT

Awareness Results, 2003 to 2011. Table 10 shows the trends for four key awareness indices from 2003 to 2011. 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, with some slight decline in seat belt message awareness in 2011. Except for the first column, these data represent *post-CIOT* levels. In some cases, awareness rates declined in between mobilizations (inter-year or inter-mobilization decay) and in other cases, the successive mobilization brought these indices up to or above the post-mobilization percentages of the prior year.

Table 10. Trends in Key Awareness Indices: 2003-2011

Key Awareness Indices	2003 Pre	2003 Post	2004 Post	2007 Post	2008 Post	2009 Post	2010 Post	2011 Post
In past 30 days, s/r/h messages to use seat belts ⁷	73%	82%	83%	80%	79%	80%	82%	78%
Recognition of CIOT slogan	35%	61%	70%	79%	74%	77%	79%	84%
In past 30 days, s/r/h about special efforts to ticket seat belt violators	16%	40%	41%	49%	42%	34%	33%	28%
Believe driver is “very likely” to get a ticket for nonuse of seat belts	28%	34%	36%	36%	40%	39%	40%	39%

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, likely due to repeated mobilizations.

⁷ S/r/h stands for “seen, read, or heard.”

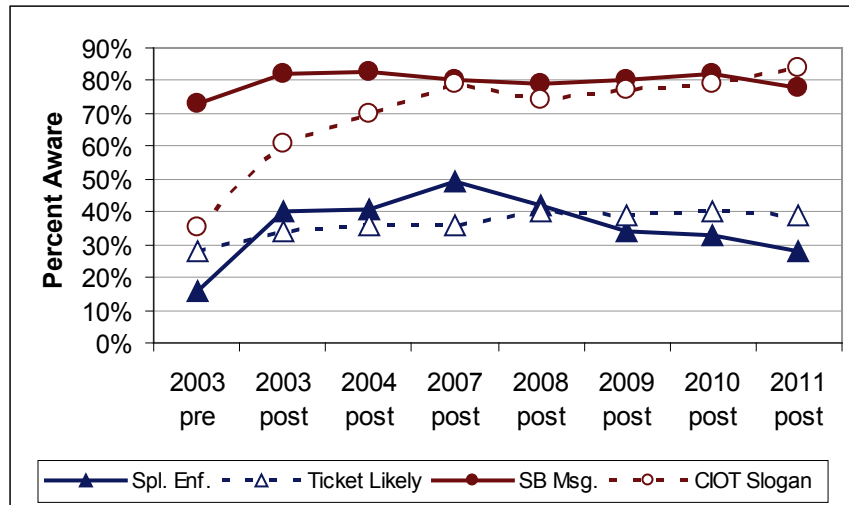


Figure 7. Trends in Key Awareness Indices: 2003-2011

Figure 7 illustrates the awareness trends presented in Table 10. The precipitous decline in post-CIOT awareness of special seat belt enforcement efforts warrants consideration. This decline has been relatively consistent since 2007, with a linear decrease in awareness of about 5 percentage points annually ($R^2 = 0.95$). This decline is very similar to and likely associated with the decline in reported seat belt citations, which began just after 2005 (see activity data).

2011: Changes in Key Awareness Indices in the General Population.

Following is a summary of changes in awareness and perceptions for the general population sample. More complete data are provided in Appendix B. All of the changes described below were associated with the 2011 CIOT mobilization and they include all of the measures described above as part of the examination of trends. These findings provide generally consistent evidence that the 2011 CIOT mobilization was effective in changing key indices of awareness and perceptions. For example:

- Awareness of messages to buckle up increased from 71% to 78% (+7.1 pts, $p < 0.001$).
- Recognition of the CIOT slogan increased from 77.9% to 84.2% (+6.3 pts, $p < 0.001$).
- Awareness of special enforcement efforts increased from 17% to 28% (+11 pts, $p < 0.001$).
- Awareness of checkpoints increased from 12% to 14% (+1.9 pts; n.s.).
- Perception that a ticket is likely if one rides unbuckled increased from 66% to 69% (+2.4 pts; n.s.).
- Perception that a ticket is likely at night increased from 47% to 52% (+4.3 pts; $p < 0.05$).

2011: Changes in Key Awareness Indices in the Target Population (18- to 34-year-old males). The telephone survey also included an over-sample of young males 18 to 24. These individuals represent the primary target group for CIOT media and publicity efforts. The sample size for the target population survey was much smaller than that for the general audience and, as a result, there were somewhat fewer significant findings. Comparison of these two groups begins with demographics and driving characteristics. Compared with the general audience, the target audience was, of course, *younger* and 100% *male*. While most of the demographics were similar for the general and target groups, the target group was slightly more White (88% versus 84%) and less Black (7% versus 11%) or Hispanic (6% versus 8%); they drove pickup trucks more frequently (22% versus 16%); and they were less likely to drive vans or SUVs (19% versus 24%, combined).

Following are some key findings regarding awareness and perceptions among the target group.

- Compared with the general audience, young males were more likely to view a daytime traffic stop as resulting from a speeding violation (86% versus 79%) but (possibly) less likely to view it as a seat belt violation (1.7% versus 3.1%).
- They were also more likely to view a nighttime traffic stop as resulting from a speeding violation (49% versus 42%); few in either group viewed a nighttime stop as a seat belt violation (0.3% target versus 0.6% in the general group).
- Young males were less likely than the general population to think that a ticket was likely if they drove unbuckled (64% versus 66%), but they were slightly more likely to say that police can stop a vehicle for a seat belt violation (86% versus 83%), and they were less supportive of that ability to stop a vehicle for a seat belt violation (73% versus 78%).
- The target group was more likely to have seen, read, or heard about special seat belt enforcement efforts (21% versus 17%); they were more likely than the general group to have received this information from TV (30% versus 27%), radio (21% versus 17%), or a friend (9% versus 4%); they also were more likely to have seen, read, or heard about such enforcement from an ad (30% versus 27%); and more likely to have heard about it from the Internet (16% versus 14%).
- Young males were much more likely to have seen, read, or heard about checkpoints (26% versus 12%) and more likely to have heard about them from television (26% versus 21%) or from radio (23% versus 8%) but (interestingly) less likely to have seen, read, or heard about these police actions from a friend (3% versus 8%) or (expectedly) in a newspaper (0% versus 12%); they also were more likely to have seen, read, or heard about checkpoints from an advertisement (26% versus 15%) or from a news story (19% versus 14%).

- Young males were more likely than the general group to have seen, read, or heard messages to buckle up (75% versus 71%); both groups more often saw, read, or heard such messages from TV (52% and 53%), but young males more frequently mentioned radio (27% versus 18%), billboards (54% versus 50%) and the Internet (14% versus 10%) as sources of such messages. Both groups were more likely to have seen, read, or heard about seat belt messages from a commercial (50% versus 48%) than from a news story (7% versus 10%).

In summary, while there were many similarities between the target group and the general population, there were some differences that suggest the target group was slightly more aware of seat belt messages, special enforcement efforts, and checkpoints. On the other hand, they were less likely to perceive that a ticket was likely for long-term seat belt nonuse (that difference diminished some in 2011). Relative to the general population, more of the young male target group received their information from television, radio, and the Internet. The target group also received more of their information from ads/commercials than from news stories than the general population.

Change in Key Indices in 2011: A Comparison With Changes in Earlier Years. Changes in awareness in 2011 (and 2010) were compared with changes associated with earlier mobilizations (2003-2007), using results from the general population sample. 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 (2003-07 versus 2011). 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 2011 (71%). There was a slightly greater average gain in the early years (+9 points) than the gain in 2011 (+7 points); but there also was slightly more decline between mobilizations in earlier years (-11 points) than in 2011 (-9 points). Thus, there has been some stabilization in message awareness over time.⁸
- The average baseline recognition of the CIOT slogan in earlier years (50%) was much lower than in 2011 (78%), but the average gain in the earlier years (+20 points) was much greater than the gain in 2011 (+6 points). As a result, post-CIOT recognition was higher in 2011 (84%) than in earlier years (70%), in part due to lesser decline between mobilizations in recent years than in earlier years (-9 points). This suggests a stabilization of CIOT slogan recognition over time.
- 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 general decline in overall spending on paid media in recent years.

⁸ 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.

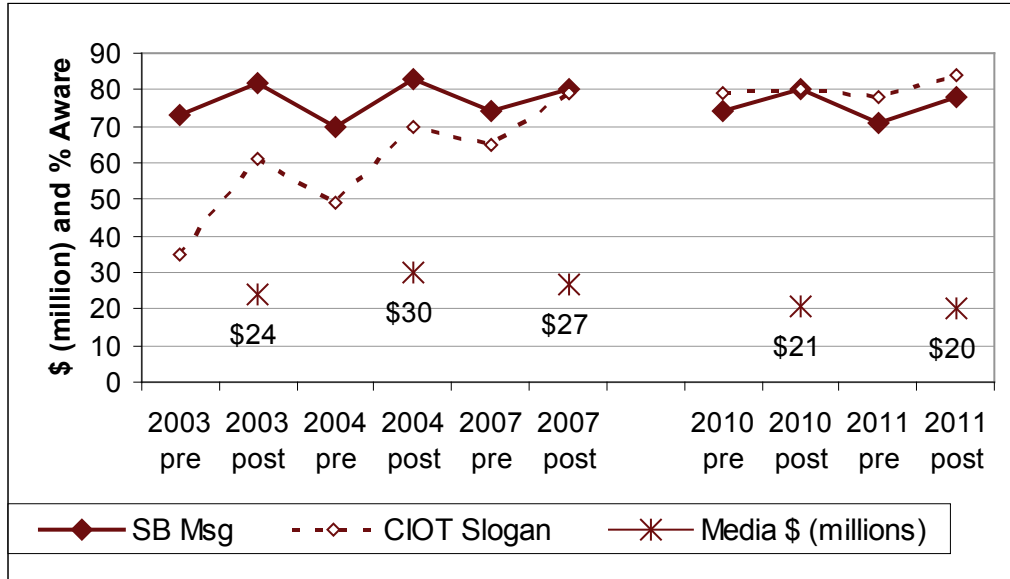


Figure 8. Media Spending, Awareness of SB Messages, and Recognition of The CIOT Slogan: Earlier Years (2003-07) Versus 2011

Figure 9 compares the 2011 reported citation rate and changes in awareness with those of earlier years. It examines awareness of special seat belt enforcement and the perceived likelihood of being ticketed for not buckling up (over an extended period of time). It shows that pre-mobilization awareness of special seat belt enforcement did not change from the earlier years (16%) to 2011 (17%). However, larger gains were made in earlier years (average = 27 points) than in 2011 (11 points). As a result, there was a higher level of post-program awareness of enforcement in the earlier years than in 2011 (43% and 28%, respectively). 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 citations reported (per 10,000 residents) -- although there is some evidence of decline in this perception between the 2010 and 2011 mobilizations.

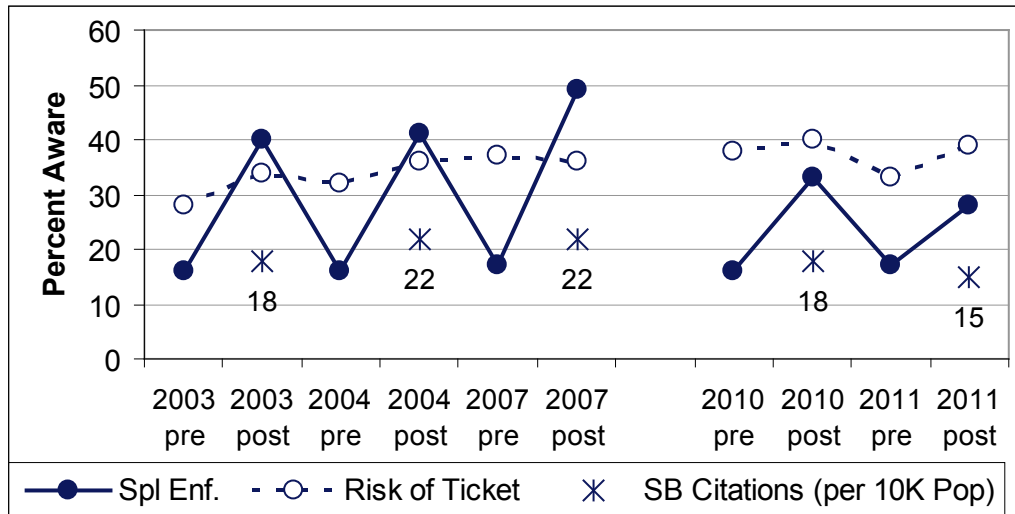


Figure 9. Reported Seat Belt Citations, Awareness of Special Enforcement and the Perceived Likelihood of Getting a Ticket: Early Years Versus 2011

As Figure 9 shows, 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 ...”) 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 may be associated with the decline in seat belt citations from an average of 21 citations per 10,000 residents in the earlier period, to 15 in 2011 (see Figure 9).

The average pre-CIOT rate for perceiving that it is very likely one would get a ticket for not buckling up in the earlier years was 32%, nearly identical to the baseline rate in 2011 (33%). In 2011, however, more respondents thought that a ticket was very likely after the 2011 CIOT (39%) than in earlier years (35%).

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 declined substantially in 2011. In spite of this decline, 2011 was associated with an increase in the proportion of respondents who thought that receiving a ticket would be very likely if they rode unbuckled. *[There was an even greater increase in perceived likelihood of getting at ticket for not buckling up at night].*

Message Sources. 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. With regard to checkpoints, billboards dropped off the list, while newsprint and information from friends were added. Following is an assimilation of the findings on which these statements are based:

- For seat belt messages, the most frequently mentioned sources were television (53% pre; 54% post, n.s.),⁹ billboards (50% pre; 46% post, n.s.), and radio (18% pre; 25% post, p = 0.001).
- For awareness of special enforcement, the most frequently mentioned sources were television (27% pre; 38% post, p = 0.007), billboards (25% pre; 31% post, n.s.), and radio (15% pre; 18% post, n.s.).
- For awareness of checkpoints the most frequently mentioned sources were television (21% to 22%, n.s.); newsprint (12% to 14%, n.s.), radio (8% to 12%, n.s.), and “from a friend” (8% to 15%, p = 0.042).

In part, the dominance of television reflects the fact that television receives the highest proportion of expenditures for paid media (nearly 50%). It follows that the next highest proportions go to radio (33%) and billboards (6%). Television also results in more paid ads than radio (billboard exposure is measured differently). Finally, because television ads are paid ads, they (like radio ads) can be directed more specifically to the targeted media, programs, and times that are thought to have the greatest potential.

Advertisements Versus News Stories. Paid ads (commercials) were the most frequently mentioned sources of awareness of seat belt messages and special enforcement efforts. [Even on the Internet, ads were more frequently mentioned as a source of seat belt messages, but not special enforcement]. Checkpoint awareness was more evenly obtained from ads and news stories. Following are the results on which these statements are based:

- For seat belt message awareness, the type of message most often cited was an ad/commercial (48% pre; 57% post, p< 0.001), followed by a news story (10% pre; 6.5% post; -7 pts, p = 0.002).
- For special enforcement awareness, the type of message most often cited was an ad/commercial (26% pre; 31% post, n.s.), followed by a news story (14% pre; 16% post; n.s.).
- For checkpoint awareness, ads/commercials and news stories were cited nearly equally. By a slight margin, however, commercials were most often cited (15% pre; 16% post, n.s.), followed by a news story (14% pre; 15% post; n.s.).

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 paid advertisements (or commercials) accounted for the majority of “exposures” to mobilization-related messages. Historically (2003-2011), about 91% of all messages

⁹ n.s. stands for “not significant”

came from paid ads; 9% came from news stories. This relationship was an important factor in the above-mentioned results. Although nearly all of these results were statistically insignificant, there was much consistency and uniformity in the pattern of results. Further, it should be noted that when responses are restricted to only those respondents who say they are aware of certain messages or activities, the sample size (and the power of the test) is diminished considerably.

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 directed to “other” medium, most prominently of which is the Internet. In 2011, the “other” media category accounted for about 12% of all advertising dollars. From the data reported, it is not clear exactly how much was spent on the Internet, but it is clear that it is being used in a number of ways including: ads placed on Web sites, online gaming, banners, contests for youth on Web sites, etc.

Using the older protocol for asking about information obtained from the Internet, less than 1% of respondents indicated that it was a source of mobilization-related information. Using a newer, more specific protocol, about 10% of respondents who said that they were aware of seat belt messages or of special enforcement activities said they had seen, read, or heard them on the Internet. With regard to seat belt messages, ads were the predominant source of information. News stories were cited more often for special enforcement efforts. Alternative Internet sources were seldom mentioned.

Following are the individual pre-to-post findings. Based on the old protocol used in previous telephone surveys (i.e., including the Internet only as one option for response), the 2011 survey again provided little evidence of awareness associated with this medium.

- One percent of respondents (or fewer) indicated that they had seen, read, or heard seat belt messages on the Internet (0.6% pre; 1% post, n.s.).
- Less than 1% said that they had heard about special enforcement efforts via the Internet (0.4% pre; 0.8% post, n.s.).

Using the expanded protocol described in the Methods section, respondents were asked specifically if they had seen, read, or heard seat belt and special enforcement messages on the Internet. If they responded affirmatively, they were asked a series of questions regarding the type of Internet message it was, such as a news story, a commercial, a game, a social networking site, or a video. This approach provided additional information regarding how awareness was affected by Internet activity. Some of these findings were as follows:

- With regard to seat belt messages, 10% of 990 (pre) and 12% of 1,121 (post) respondents who were aware of messages to buckle up, reported that they received those messages on the Internet.

- More than half of this relatively small sample (100 pre; 130 post) reported that the seat belt message came from an ad or commercial on the Internet (51% pre; 55% post, n.s.);
- A smaller proportion, about 21%, said that this information came from a news story on the Internet (23% pre; 19% post, n.s.). [Thus, there may have been a pre-to-post decline in exposure to Internet-based news stories; there was no evidence of an increase.]
- Even fewer respondents said that they heard messages to buckle up on a gaming site (0% pre; 0.8% post), from a social network site (28% pre; 16% post; -12.9, $p = 0.017$); or from an Internet video (13% pre; 7% post). Only the decline relative to the social network site was significant.
- With regard to special seat belt enforcement, 14% of 231 (pre) and 17% of 387 (post) respondents said they had learned about special enforcement efforts via the Internet (n.s.).
- In contrast to previously mentioned trends, about 47% of 32 (pre) and 64% of 66 (post) respondents said that they found out about special enforcement as part of a news story (+17 points, n.s.); about 32% (pre) and 19% (post) of the respondents mentioned an ad or commercial (-13 pts, n.s.).
- Even fewer respondents said that they heard about special enforcement on a commercial gaming site (19% pre; 12% post), from a social network site (0% pre; 3% post); or an Internet video (6% pre; 3% post). None of the pre-to-post changes were significant.

In summary, it appears that as many as 10-15% of respondents actually did see one or more key messages on the Internet, most likely as a result of an Internet ad or news story, less likely the result of a message on a gaming site, a networking site, or an Internet video.

One additional observation was that, with regard to special enforcement, the most frequent response for the source of the Internet message was something “other” than the options listed (i.e., other than ads, news, stories, games, social network sites, or videos). It would be interesting to know what those “other” sources were.

Perceptions Regarding Traffic Stops. In spite of the above-mentioned gains, respondent perceptions regarding traffic stops suggest that few believe seat belt enforcement is a frequent activity. Very few respondents thought that a traffic stop would

be for a seat belt violation (3% of daytime stops and 1% of nighttime stops; with essentially no pre-to-post mobilization change). It is difficult to understand why there was no pre-to-post change in this index given, 1) the amount of media law enforcement activity reported as part of the mobilization and, 2) there was an increase in awareness of special enforcement (albeit less than in earlier years).

Nearly 80% said that daytime stops would likely be for speeding and about 45% said that a nighttime stop would likely be for speeding. Both of these percentages increased from pre-to-post CIOT suggesting that the mobilization increased the general public's perception of the intensity of speed enforcement.

Finally, less than 1% of respondents said that a daytime stop would likely be for drunk driving (pre and post), but more than one-third said that a nighttime stop would be for drunk driving. This percentage may have actually declined slightly after the mobilization (-2.0 points; n.s.). The heightened perception that nighttime stops are frequently drunk driving stops likely reflects the fact that most alcohol impaired driving arrests do occur at night.

Messaging on Police Vehicles. With some increasing emphasis being placed on messaging at enforcement sites (in some localities), usually on enforcement vehicles, the surveyors asked respondents whether or not they had seen any key messages posted on police vehicles. The results suggested minimal awareness resulting from this source.

- With regard to awareness of messages to buckle up, less than 1% (0.2% pre; 0.2% post) of respondents who were aware of such messages said that they saw them on police cars.
- With regard to special enforcement efforts, only 1% (at the most) said that their awareness was influenced by messages on police vehicles (1.3% pre; 0.3% post).
- There was no evidence of pre-to-post increases for any of these indices.

Night Enforcement for Seat Belt Use and Perceptions. Because of the high rate of observed daytime seat belt use in some States, there have been suggestions that additional gains will be very difficult. While that is true, it is important to remember that usage among occupants involved in potentially fatal crashes is much lower than observed daytime usage, particularly late at night (midnight to 3 a.m.). As a result, there has been considerable recent emphasis on nighttime enforcement of seat belt laws. Following is a summary of change in various indices related to nighttime enforcement, awareness, and belt use.

- *Nighttime Seat Belt Use* (self-reported). Most respondents (92% pre; 91% post) said that they always buckle up when driving or riding after midnight. Thus, self-reported nighttime usage is very high among respondents (although it is much lower among those involved in potentially fatal crashes).

- *Recent Increases in Nighttime Seat Belt Use* (self-reported). A small percentage of the general sample indicated that their late-night seat belt use had increased recently (3.4% pre; 2.2% post). There was no indication that the mobilization affected this response.
- *Nighttime Traffic Stop*. Most respondents assume that a nighttime traffic stop was either for a speeding violation (42% pre; 47% post) or for an impaired driving incident (37% pre; 35% post). Very few perceived a stop to be related to a seat belt violation (0.6% pre; 1.4% post, n.s.) and there was very little suggestion that the mobilization affected this perception.
- *Perceived Risk of Getting a Ticket at Night*. About half of all respondents thought that it would be very or somewhat likely that they would receive a ticket if they did not buckle up at night (47% pre; 52% post; $p = 0.04$). Although these percentages were lower than those associated with the general (day or night) likelihood of getting a ticket (66% pre; 69% post), the pre-to-post increase was greater for the nighttime scenario than for the general scenario (+4.3 pts versus +2.4 pts), suggesting that the CIOT mobilization may have affected this perception.
- *Perception of Police Writing Seat Belt Tickets at Night*. About one-third of the respondents said that police in their community were writing more tickets for seat belt violations at night (33% pre; 36% post), suggesting that there is at least some awareness of the increasing emphasis on nighttime enforcement in recent years and the mobilization may have contributed to it.
- *Messages that Include Mention of Nighttime Enforcement*. As part of the sequence of questions regarding special seat belt enforcement efforts, one question asked if the recalled message mentioned nighttime enforcement. About 30% of respondents answered affirmatively (31% pre; 27% post), suggesting that while there is an awareness of nighttime enforcement; the CIOT mobilization apparently likely did not enhance that perception.

In summary, there was modest evidence of an awareness of nighttime enforcement. Nearly half of the respondents thought that a ticket was likely at night; about one-third thought that police were writing more tickets at night; and about 30% thought that messages about special enforcement included reference to enforcement at night. This awareness is likely associated with approximately five years of emerging focus on nighttime enforcement across the United States. On the other hand, there was less evidence that the 2011 mobilization had an impact on awareness and perceptions regarding nighttime enforcement. There was a significant increase in the perceived likelihood of getting a ticket for being unbuckled at night (which is very important), and there was an insignificant increase in the percentage of respondents that thought police

were writing more tickets at night. However, very few respondents thought that a nighttime traffic stop would likely be for a seat belt violation and there was no pre-to-post change in this perception.

Observed Seat Belt Use

Figure 10 shows seat belt use for all States and DC, as measured by NOPUS.

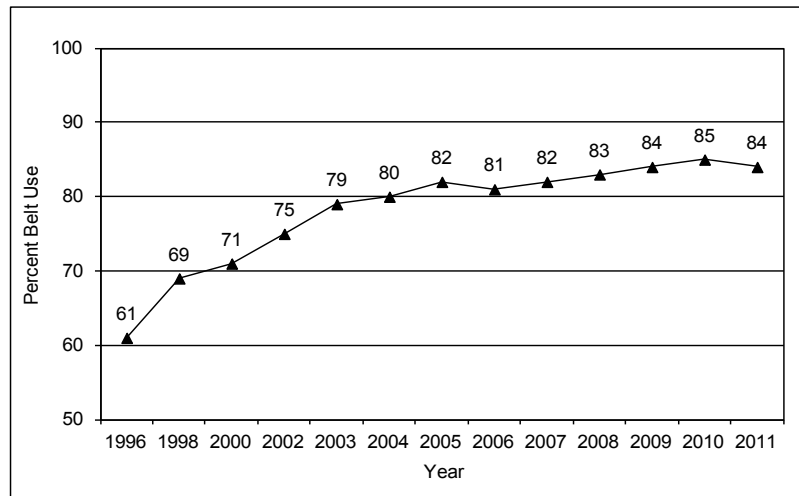


Figure 10. National Seat Belt Usage: NOPUS; 1996 – 2011

As reported by Pickrell and Ye (2011), seat belt use was estimated to be 84% in 2011, which is statistically unchanged from the estimated 85% use in 2010. Pickrell and Ye (2011) estimated belt use for various categories, including seating position, State belt law, roadway of travel, surrounding traffic flow and speed, weather conditions, vehicle type, geographic region, if travel is during rush hour, and day of travel. Out of these categories, three declines reached statistical significance. They were as follows:¹⁰

- There was a 10% decline in usage among occupants traveling in moderately dense traffic (from 92% to 82%; - 10 pts, $p < 0.0001$) and there was a 15% decline among those traveling in light traffic (from 85% to 70%; - 15 pts, $p < 0.0001$). A 3-point decline among occupants traveling in dense traffic (from 90% to 87%) was not significant.
- There was a significant decline in usage in the Western Region of the Nation (from 95% to 93%; -2 pts, $p = 0.02$); the following regional changes did not reach significance:
 - an increase in the Midwest (from 81% to 83%; +2, n.s.);
 - a decline in the Northeast (from 82% to 80%; -2 pts, n.s.); and
 - a large, but non-significant, decline in the South (from 84% to 80%; -4 pts, n.s.).

Two results approached significance and perhaps deserve mention. They were:

- Weekday rush hour usage declined (from 86% to 83%; -3 pts, $p = 0.07$) more so than non-rush hour usage (84% to 83%; -1 pt, n.s.). Overall weekday usage may also have declined (85% to 83%; -2 pts, n.s.). Weekend usage did not change (86% pre and post).
- Usage on expressways declined (from 91% to 89%; -2 pts, $p = 0.06$); possibly more than on surface streets (from 82% to 81%; -1 pt, n.s.).

None of the remaining results reached statistical significance.

- A 1-percent decline was measured in primary law States (from 88% in 2010 to 87% in 2011; -1 pt, n.s.); there was no change in secondary law States (76% in both years).

¹⁰ NOPUS is conducted annually by the National Center for Statistics and Analysis (NCSA), a division of NHTSA. It is a nationwide probability-based survey of observed daytime usage in the United States.

- Driver use declined (from 86% to 84%; -2 pts, n.s.) more than right front-seat passenger use (from 83% to 82%; -1 pt, n.s.).
- Small declines were measured among occupants of all vehicle types: in cars (from 86% to 85%; -1 pt, n.s.); in vans and SUVs (from 88% to 87%; -1 pt, n.s.); and in pickup trucks (from 75% to 74%; -1 pt, n.s.).
- Usage may have increased in urban areas (from 81% to 85%; +4 pts, n.s.), while changing little in suburban areas (from 87% to 86%; -1 pt, n.s.) or rural areas (from 83% to 81%; -2 pts, n.s.).

In summary, most categories of usage examined through NOPUS were associated with measured, but usually non-significant, declines in usage. Of the measured declines, those associated with moderately dense traffic or light traffic and those associated with travel in the Western Region of the United States did reach statistical significance. The relatively large (-4 point) decline in usage in the Southern Region, as well as the declines in usage during weekday rush-hours and on expressways should also be noted, even though they did not reach statistical significance.

Usage Among Drivers and Occupants in Fatal Crashes

Although 2011 FARS data were not available for this report, analyses of such data from 2003 through 2010 have relevance for the current situation. Beginning with a time series analysis (an autoregressive integrated moving average analysis, referred to as ARIMA) conducted for the 2010 CIOT evaluation, there is evidence of increases in usage among passenger vehicle occupants killed that are associated with the series of CIOT mobilizations that have been conducted. This analysis was conducted to determine if there were changes in seat belt use among fatally-injured, front-seat occupants associated with CIOT mobilizations (overall and 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 significant *monthly* increase in seat belt use among fatally-injured, front-seat occupants after the series of mobilizations began, but there was no evidence of an additional effect associated with the 2010 campaign. It was concluded that the 2010 CIOT may have 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.

Following this analysis, usage among passenger vehicle occupants killed and among drivers involved in fatal crashes was examined for each individual year since 1994 to determine which years may have been associated with significant increases in

usage in these two groups. Since mobilizations began in 1998 (Operation ABC), there have been significant increases in usage among occupants killed in 7 of the 13 years and among drivers involved in fatal crashes in 8 of the 13 years. In the 8 years since CIOT mobilizations were implemented, there were significant increases in usage among occupants killed and among drivers involved in fatal crashes in 5 of those years. The largest increases were in 2003, 2009, and 2010, with additional increases in 2004 and 2007. Among drivers involved in fatal crashes, usage increased by one percentage point in 2009 ($X^2 = 7.543$; $p = 0.0006$) and by 1.6 points in 2010 ($X^2 = 53.276$; $p < 0.0001$). In the absence of 2011 data, these findings provide optimism that usage among occupants involved in potentially fatal crashes is continuing to increase.

Summary

Observed Seat Belt Usage. The 2011 CIOT mobilization was not associated with post-program (2010) to post-program 2011 increases in observed seat belt usage -- as measured by annual NOPUS surveys. In fact, the change from 85% in 2010 to 84% in 2011 was reported by Pickrell and Ye (2011) as “statistically unchanged.” That does not necessarily mean that the program was not associated with an increase from pre-to-post program levels. Rather, the 2011 likely was associated with pre-to-post program increases in usage; however, there is no evidence of this because no pre-program NOPUS survey was conducted to measure this change.

Usage in Fatal Crashes. Although 2011 FARS data are not available, data from prior years suggests that usage among passenger vehicle occupants killed and among drivers involved in fatal crashes has increased in 5 of 8 years since the implementation of CIOT mobilizations and that there have been increasing gains in recent years.

Awareness of CIOT Activities and Messages. Telephone surveys conducted before and after the 2011 CIOT mobilization showed that the mobilization was effective in changing key indices of awareness and perception. Evidence for this conclusion included increases in: awareness of messages to buckle up (+7.1 pts); recognition of the CIOT slogan (+6.3 pts); awareness of special enforcement efforts (+11 pts); and the perception that a ticket is likely for riding unbuckled at night (+4.3 pts). Two other measures showed increases that were not statistically significant: awareness of checkpoints (+1.9 pts) and the (general) perception that a ticket is likely if one rides unbuckled (+2.4 pts).

Sources of Awareness. Television was the primary source by which the public was made aware of the mobilization and its component activities. 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 (nearly 50%), followed by radio (33%) and billboards (6%).

Types of Messages. Paid ads (commercials) were the most frequently mentioned types 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. It was to be expected that ads were the dominant source of information regarding seat belt messages and awareness of special enforcement. Paid advertisements accounted for the most of the “exposures” to mobilization-related messages. In 2011, the ratio of ads to news stories was 5.94 to 1.

The Internet as a Source of Awareness. Although most surveys have found negligible evidence of awareness associated with the Internet, a more in-depth examination of this issue suggested that as many as 15% of respondents may have seen, read, or heard one or more key messages (i.e., seat belt or enforcement) on the Internet, usually from ads or news stories, less often from Internet gaming, social networking, or videos.

Levels of Awareness Among Young Males (the primary target population). Compared with the general population sample, young males were slightly more aware of seat belt messages, special enforcement efforts, and checkpoints, but they were less likely to perceive that a ticket was likely for long-term seat belt non-use. Compared with the general sample, more young males received their information from television, radio, and the Internet; fewer received their information from newsprint. The target group also received relatively more of their information from ads than did the general population.

Changes in Awareness Among Young Males. Compared with the general population, young males’ perception of the likelihood of getting a ticket was less affected by CIOT (in general and at night); yet their awareness of special enforcement increased more (pre-to-post) than awareness in the general population; and their increase in awareness was more likely to be associated with messages heard on the radio or seen on the Internet (although the latter was very low); young males had a greater pre-to-post change in hearing messages on the radio; their increase in awareness of checkpoints was greater than among the general population; and awareness of checkpoints was more likely due to messages on television and from a friend compared with the general population. While baseline recognition of the CIOT slogan was significantly higher among young males, their increase in this recognition was less than among the general population.

Changes in Awareness (Earlier Years Versus 2011 (general population sample)). With regard to awareness of messages to buckle up, there were modestly greater gains in earlier years (2003-07) than in 2011 and there was a higher level of post-program awareness in earlier years than in 2011. However, there was also more of a decline in awareness from one year to another in earlier years than from 2010 to 2011. This likely is associated with stabilization in seat belt message awareness over time.

Recognition of the CIOT Slogan. There were much lower baseline rates and greater pre-to-post program gains in earlier years than in 2011. However, recognition of CIOT continued to increase throughout the period and it was higher in 2011 than in earlier years.

Awareness of Special Seat Belt Enforcement. Baseline rates have not changed much from the earlier period to 2011 (16 to 17%). However, there were much greater

gains and higher post-program levels in earlier years than in 2011. The inter-year decline was substantially greater from 2010 to 2011 than in the earlier years. Although there was a significant pre-to-post increase in awareness of enforcement, the post program rate was much lower than in earlier years. This decline in awareness of special enforcement was highly correlated with a decline in reported citations for seat belt violations ($r = 0.94$).

Perceived Risk of a Ticket. Finally, with regard to the perception that a ticket is very likely for not buckling up, there was little difference between earlier and later baselines, but the gain in 2011 (+6 pts) was greater than the average of the earlier years and the 2011 post-CIOT rate was also higher than the average of the earlier years. Here again, there was evidence of a stabilization (in the post-CIOT rate) over time.

Media and Publicity. With regard to paid media, there has been a near linear decline in per capita media expenditures since 2005, leaving 2011 expenditures at about 61% the level in 2005. The reported number of (radio and television) ads has remained relatively steady over time, but there was a modest decline in 2011. The ratio of paid ads to earned news stories was 5.94 to 1 in 2011.

Television accounted for an average of 58% of all paid ads and about 55% of all news stories. Radio accounted for an average of 42% of paid ads and 29% of news stories. Newsprint accounted for 15% of all news stories (number of paid ads in newspapers was not reported).

Enforcement Activity. Most indices of enforcement activity remained relatively high in 2011. The major exception was the reported citation rate. It followed a near-linear decline from 2005 through 2011. Several high-use, primary-law States (90+ usage) had low reported citation rates in 2011 (e.g., MI, TX, OR, WA, HI, and MD).

V. Conclusions

There was substantial media and enforcement activity associated with the 2011 CIOT mobilization. Compared with earlier years, however, expenditures for paid media and the number of reported seat belt citations issued have declined. Three key changes revealed by this evaluation were declines in: *CIOT publicity, reported seat belt citations,* and awareness of *special seat belt enforcement* efforts. In addition, the NOPUS estimate of observed seat belt use appears to have “plateaued” over the past few years. Observed seat belt use was 83%, 84%, 85%, and 84% in 2008, 2009, 2010, and 2011, respectively (NHTSA, 2011). One interpretation of these findings is that the CIOT program has “matured” over time. In spite of any leveling off in activity or in observed seat belt use, usage among occupants killed and among drivers involved in fatal crashes (and likely among all occupants involved in potentially fatal crashes) continues to increase.

One consideration for future mobilizations may be how to increase awareness of seat belt enforcement efforts. As indicated by the most recent 2011 telephone survey, fewer than 3% of respondents perceived a traffic stop (day or night) to be for a seat belt violation and less than 1% of respondents saw messaging on police vehicles that would suggest seat belt enforcement was underway. Generating more on-the-ground visibility of enforcement may help increase awareness. Some possible avenues to create visibility and improve awareness include: conducting more checkpoints, notifying the public of special efforts by frequently airing local news stories, and indicating special enforcement is underway through signage on police vehicles.

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Appendix A. Creative Material

Television Spot – STUCK WITH A TICKET

TITLE: Stuck with a Ticket

CLIENT: NHTSA

LENGTH: :30

JOB NO.: NHSI-26664

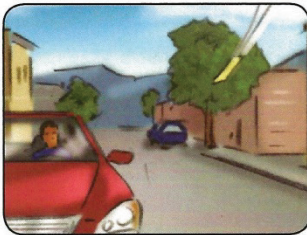
REV: Original

DATE: Jan 20, 2009



video:

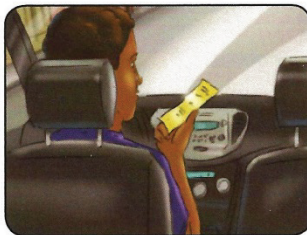
Open on an African-American guy driving down a street, unbuckled.



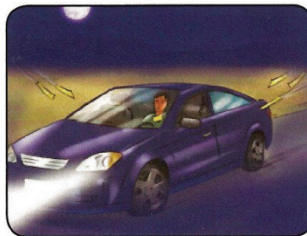
Suddenly, a piece of paper flies through his window ...



... and sticks to his chest.



He peels it off and sees that it is a ticket.



Cut to a Hispanic guy driving unbuckled at night.

audio:

SFX: Car driving, street noise.

SFX: Ticket whirring through the air.

VO: *There's no way to avoid a ticket ...*

VO: *... if you don't use your seatbelt.*

SFX: Tickets whirring through the air.

Television Spot – STUCK WITH A TICKET (Continued)

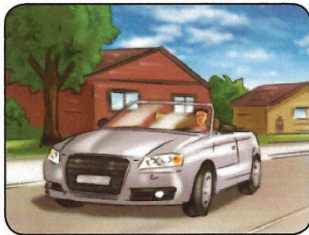
TITLE: Stuck with a Ticket
LENGTH: :30
REV: Original

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

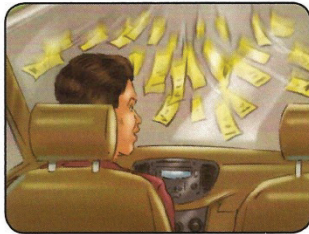


video:

In quick succession, 5 tickets fly in from both windows and stick to him.



Cut to a Caucasian man driving in a convertible.



He drives into a flying swarm of tickets.



They stick all over him, covering him like the Michelin man. Only his eyes and the spot on his chest are uncovered.



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.

audio:

SFX: SMACK! SMACK! SMACK!
Tickets sticking to the driver.

SFX: Tickets whirring through the air making a sound like a swarm of bees.

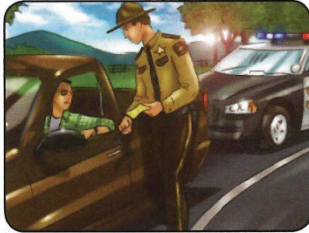
VO: Cops are stepping up enforcement ...

VO: ... looking for unbuckled drivers like never before.

Television Spot – STUCK WITH A TICKET (Continued)

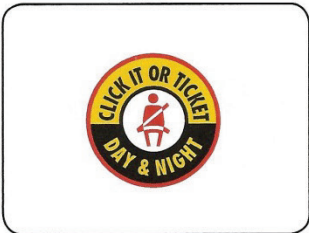
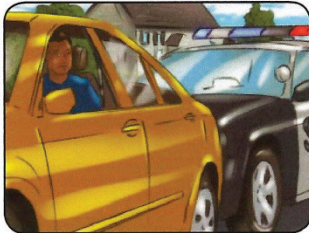
TITLE: Stuck with a Ticket
LENGTH: :30
REV: Original

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



video:

Quick cuts of our other drivers and others getting tickets from cops in the suburbs, city and rural areas.



Cut to Click It logo animation.

audio:

SFX: Siren whoop.

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

VO: *... you will get stuck with a ticket.*

VO: *Click It or Ticket.*

Television Spot – OUT OF NOWHERE

The Tombras Group

CLIENT: NHTSA
Ad-ID code: ZHWY-0047

NOTES: The work is created with the highest quality
(sound, copy, video, etc.) and distributed to all
clients. The work will be in color, not black and white.

Out of nowhere :30TV

Page 1

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

Video:

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



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



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



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



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



Audio:

Music: ominous music.

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

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

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

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

Metro Guy: Yeah, it was crazy.

Television Spot – OUT OF NOWHERE (Continued)

The Thomas Group

Out of nowhere :30TV

Page 2

CLIENT: NHTSA

(S) © The marks contained herein are the registered service marks (trademarks, logos, colors, etc.) and shall not be used in any way. The actual spot will be done in color, not grayscale.

Video:

The scenes intensify until we reveal...



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



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



... given tickets for not buckling up.



Logo(s)



Audio:

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

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

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

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

Annor: Click it or ticket.

Television Spot – NOT INVISIBLE

TITLE: Not Invisible
LENGTH: :30
REV: 3

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

The Tombras Group
STREET SMART ADVERTISING



video:

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

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



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

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



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



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



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

audio:

SFX: FOOTSTEPS.
KEYS JINGLING.

SFX: MAGICAL SOUND

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

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

COPS ARE CRACKING DOWN LIKE NEVER BEFORE.

PAGE 1

Television Spot – NOT INVISIBLE (Continued)

TITLE: Not Invisible
LENGTH: :30
REV: 3

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

THE TOMBRAS GROUP
STREET SMART ADVERTISING



video:

WIDE SHOT OF ROAD BLOCK
(OR TRAFFIC STOP POINT)



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



audio:

BUCKLE UP DAY AND NIGHT...

OR PAY THE PRICE.

CLICK IT OR TICKET.

PAGE 2

Internet Spot – BIG MONSTER

TITLE: Big Monster

CLIENT: NHTSA

LENGTH: :30

JOB NO.: NHTSI-26664

REV: Original

DATE: Jan 20, 2009



video:

Open on a Godzilla type monster stomping through a neighborhood.



He picks up a car and gets ready to eat it. Then, he notices something odd.



He starts talking to the guy in the car.



The monster carries the car around, showing him all the police cars.



audio:

SFX: Loud footstomps.

Monster movie music throughout.

Monster: *Dude, no seatbelt?*

Guy: *I was just going around the corner...*

Monster: *Whatever. Don't you know the cops are stepping up seatbelt enforcement? I mean, they're everywhere.*

Monster: *There's one.*

Monster: *One over here. Even out in the country.*

Internet Spot – BIG MONSTER (Continued)

TITLE: Big Monster

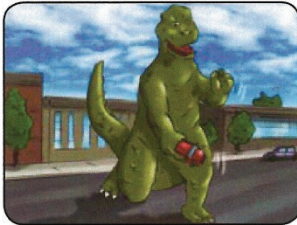
CLIENT: NHTSA

LENGTH: :30

JOB NO.: NHSI-26664

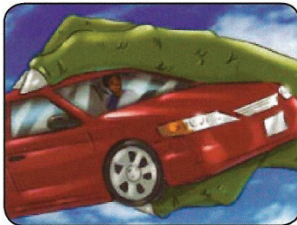
REV: Original

DATE: Jan 20, 2009

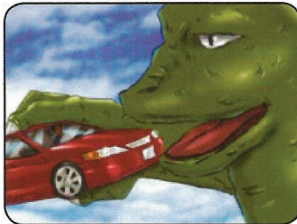


video:

The monster then spots a car with an unbuckled African-American driver and picks it up.



The monster talks to the driver.



The scene changes to night.



The monster bends down to put its enormous face right beside a car with an unbuckled Hispanic driver who is in the middle of getting ticket.

audio:

SFX: Loud footstomps.

Monster: No seatbelt either?

Monster: Don't you know the cops are just waiting to bust you?

SFX: Loud footstomps.

SFX: Ticket rip.

Monster: Ooo, that's gonna hurt.

PAGE 2

Internet Spot – BIG MONSTER (Continued)

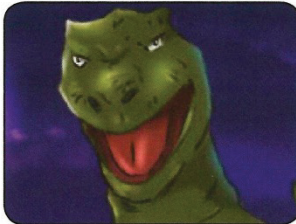
TITLE: Big Monster
LENGTH: :30
REV: Original

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

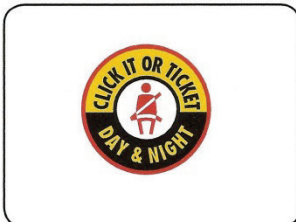


video:

Suddenly, the monster turns as he hears another monster shriek off screen. He looks at his wrist as if he had a watch.



The monster runs off, leaving the car getting a ticket in the foreground of the screen.



Cut to Click It logo animation.

audio:

SFX: Monster shriek.

Monster: *Oh, I got a 9 o'clock showdown with Mothra.*

Monster: *Gotta run.*

SFX: Loud footstomps.

SFX: Loud footstomps.

Monster: *Click It or Ticket.*

Internet Spot – VIDEO GAME

 Tombras
Seatbelts

"Video Game"

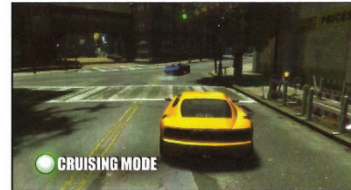
4-1-09



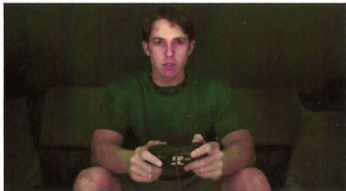
1. Open on a guy in his early 30's playing X-box 360.



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.



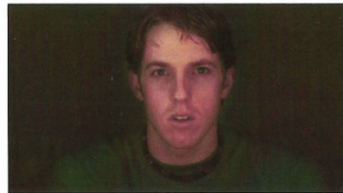
8. He's a little perturbed by this event.



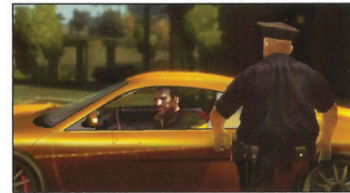
9. The virtual cop gets out of the car, slamming the door.



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)

 **primal screen** Tombras
Seatbelts

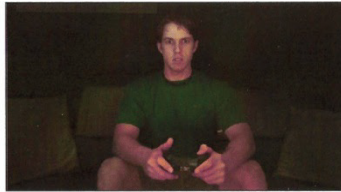
"Video Game"

4-1-09



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

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

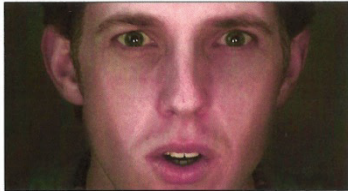


14. The player leans back, shocked.



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

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



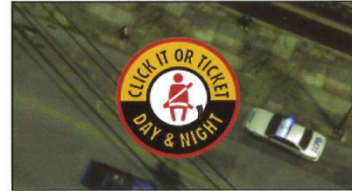
16. The player is dumbfounded by what he's just seen.

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.

p. 3

Radio Spot – CAR TALK



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



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

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



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

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



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

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 6: Police hands a ticket to the driver.

ANCR VO: **Respeto 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 3: As tickets are being given to the driver and passengers.

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



Shot 10: Info Card

ANCR VO: **Abrochado o Multado!**

Hispanic Radio Spot – THE REMINDER



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 ponga, 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 or 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

2011 Nationwide Phone Survey (weighted, includes. males 18-34 oversample)					
		Pre	Post		Post-Pre
Survey Question	Response	Percent		sig	
Q.41. Gender	Male	49.2	49.3		0.1
	Female	50.8	50.7		-0.1
	Total Respondents	1420	1453		
Q.33. Age	Under 21	9.7	8.9	0.04	-0.8
	21-25	8.5	12.3		3.8
	26-39	26.3	25.2		-1.1
	40-49	13.4	13.6		0.2
	50-59	20.5	18.7		-1.8
	60+	21.6	21.3		-0.3
	Total Respondents	1377	1407		
Q.37. Race	Native	1.4	6.1		4.7
	Asian/Asian-American	2.4	3.3		0.9
	Black/African-American.	10.9	7		-3.9
	Pacific Islander	0.3	0.4		0.1
	White/Caucasian	84.1	82.2		-1.9
	Other	0.4	0.1		-0.3
	Multiple	0.6	0.9		0.3
	Total Respondents	1373	1378		
Q.36. Spanish/Hispanic	Yes	7.8	6.2		-1.6
	No	92.2	93.8		1.6
	Total Respondents	1402	1426		24
Q.38. Education level	8th grade	0.9	0.8		-0.1
	9th grade	1.1	1		-0.1
	10th grade	1.1	1.3		0.2
	11th grade	2.2	3		0.8
	12th grade/GED	26.5	24.5		-2
	Some college	25.3	26.4		1.1
	College grad or higher	43	43		0
	Total Respondents	1394	1422		
Q.1. How often do you drive a motor vehicle?	Almost every day	79.4	76.3	p<.0001	-3.1
	Few days a week	10.5	9.5		-1
	Few days a month	2.7	2.6		-0.1
	Few days a year	2.4	0.1		-2.3
	Never	5.1	11.4		6.3
	Total Respondents	1420	1453		

National Sample Telephone Survey – Results Continued

Q.2 Is the vehicle you drive most often a ...	Car	56.4	59.9	cell count	3.5
	Van or Minivan	9.9	7		-2.9
	Motorcycle	0.4	1.2		0.8
	Pickup Truck	15.9	13.1		-2.8
	SUV	14.2	17.7		3.5
	Other	0.3	0.5		0.2
	Other truck	2.8	0.6		-2.2
	Total Respondents	1347	1286		
Q.2b. How much of your driving between Midnight and 4 a.m.?	None/Almost None	85.6	88.9	p<.0001	3.3
	A lot less than half	8.5	7.5		-1
	About half	5.3	1.5		-3.8
	A lot more than half	0.2	0.9		0.7
	All/Almost all	0.4	1.3		0.9
	Total Respondents	1340	1269		
Q.2c. When you pass a vehicle stopped by police in the daytime, what do you think the stop was for?	Speeding	79	82.5		3.5
	Belt Violation	3.1	2.9		-0.2
	Drunk Driving	0.8	0.5		-0.3
	Reckless Driving	1.3	1.3		0
	Registration Violation	0.9	1.1		0.2
	Distracted Driving	2.6	2		-0.6
	Other	12.4	9.8		-2.6
	Total Respondents	1342	1271		
Q.2d. When you pass a vehicle stopped by police in the nighttime, what do you think the stop was for?	Speeding	42.3	46.8	0.037	4.5
	Belt Violation	0.6	1.4		0.8
	Drunk Driving	36.5	34.5		-2
	Reckless Driving	4.8	4.6		-0.2
	Registration Violation	0.7	0.4		-0.3
	Distracted Driving	1	0.7		-0.3
	Other	14	11.6		-2.4
	Total Respondents	1342	1271		
Q.4. How often do you wear your shoulder belt?	All of the time	92.2	91.2		-1
	Most of the time	5.3	4.9		-0.4
	Some of the time	0.8	2.1		1.3
	Rarely	0.8	0.6		-0.2
	Never	0.9	1.2		0.3
	Total Respondents	1329	1264		
Q.6. When was the last time you did NOT wear your seat belt?	Within the past day	5.4	5.9	0.045	0.5
	Within the past week	3.9	6.5		2.6
	Within the past month	4.1	3.7		-0.4
	Within the past year	2.9	2.7		-0.2
	A year or more ago/	83.8	81.2		-2.6

	Total Respondents	1308	1238		
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National Sample Telephone Survey – Results Continued

Q.7. In the past 30 days, has your use of seat belts ...	Increased	4	4.8		0.8
	Decreased	0.5	0.2		-0.3
	Stayed the same	95.5	95		-0.5
	Total Respondents	1339	1270		
Q.8. What caused your use of seat belts to increase?					
Q.8.1. Increased awareness	Yes	48.1	31.7		-16.4
	No	51.9	68.3		16.4
	Total Respondents	54	60		
Q.8.2. Seat belt law	Yes	15.1	9.8		-5.3
	No	84.9	90.2		5.3
	Total Respondents	53	61		
Q.8.3. Don't want ticket	Yes	7.5	21.7	0.036	14.2
	No	92.5	78.3		-14.2
	Total Respondents	53	60		
Q.8.4. Recent crash	Yes	3.8	3.3		-0.5
	No	96.2	96.7		0.5
	Total Respondents	53	61		
Q.8.6. Influence of others	Yes	1.9	1.7		-0.2
	No	98.1	98.3		0.2
	Total Respondents	53	60		
Q.8.7. Driving longer distances	Yes	3.8	3.3		-0.5
	No	96.2	96.7		0.5
	Total Respondents	53	61		
Q.8.8. More in the habit	Yes	0	4.9		4.9
	No	100	95.1		-4.9
	Total Respondents	53	61		
Q.9. Does STATE have a law requiring seat belt use?	Yes	98.8	98.3		-0.5
	No	1.2	1.7		0.5
	Total Respondents	1370	1385		
Q.10. How likely do you think you will be to receive a ticket ...	Very/Somewhat likely	66.2	68.6		2.4
	Very/Somewhat unlikely	33.8	31.4		-2.4
	Total Respondents	1214	1128		

National Sample Telephone Survey – Results Continued

Q.10a. (after midnight) How often do you wear your shoulder belt...	All of the time	92.1	91.2		-0.9
	Most of the time	3.1	3.8		0.7
	Some of the time	0.6	1		0.4
	Rarely	0.6	0.4		-0.2
	Never	3.6	3.6		0
	Total Respondents	1183	1145		
Q.10c. When was the last time you did NOT wear your seat belt AT NIGHT?	Within the past day	2.5	2.7		0.2
	Within the past week	1.8	3.2		1.4
	Within the past month	2.9	4		1.1
	Within the past year	2.7	2.1		-0.6
	A year or more ago/	90	88.1		-1.9
	Total Respondents	1144	1113		
Q.10d. Has your use of seat belts when driving, AT NIGHT...	Increased	3.4	2.2		-1.2
	Decreased	0.5	0.2		-0.3
	Stayed the same	96.1	97.6		1.5
	Total Respondents	1166	1123		
Q10e. What caused your seat belt use to increase?					
Q.10e.1. Increased awareness	Yes	12.5	56	p<.0001	43.5
	No	87.5	44		-43.5
	Total Respondents	40	25		
Q.10e.2. Seat belt law	Yes	17.5	29.2		11.7
	No	82.5	70.8		-11.7
	Total Respondents	40	24		
Q.10e.3. Don't want ticket	Yes	2.5	4		1.5
	No	97.5	96		-1.5
	Total Respondents	40	25		
Q.10e.4. In a crash	Yes	37.5	0	0.001	-37.5
	No	62.5	100		37.5
	Total Respondents	40	24		
Q.10e.5. New car with automatic belt	Yes	4.9	0		-4.9
	No	95.1	100		4.9
	Total Respondents	41	25		
Q.10e.6. Influence of others	Yes	2.5	0		-2.5
	No	97.5	100		2.5
	Total Respondents	40	25		
Q.10e.9. Weather	Yes	2.5	0		-2.5
	No	97.5	100		2.5
	Total Respondents	40	25		

National Sample Telephone Survey – Results Continued

Q.10e.27. Other	Yes	27.5	12.5		-15
	No	72.5	87.5		15
	Total Respondents	40	24		
Q.10f. How likely do you think you will be to receive a ticket AT NIGHT	Very/Somewhat likely	47.3	51.6	0.046	4.3
	Very/Somewhat unlikely	52.7	48.4		-4.3
	Total Respondents	1116	1080		
Q.11. Can police stop for seat belt violation alone	Yes	83.3	84.6		1.3
	No	16.7	15.4		-1.3
	Total Respondents	1171	1186		
Q.12. SHOULD police be allowed to stop for seat belt alone?	Yes	78.1	77.7		-0.4
	No	21.9	22.3		0.4
	Total Respondents	1381	1411		
Q.13a. Seat belts are just as likely to harm you as help you.	Strongly agree	12.9	13.4		0.5
	Somewhat agree	19.1	17.1		-2
	Somewhat disagree	19.4	19		-0.4
	Strongly disagree	48.7	50.4		1.7
	Total Respondents	1385	1402		
Q.13b. If I was in an accident, I would want to have my seat belt on.	Strongly agree	90.7	89.9		-0.8
	Somewhat agree	6.3	6.6		0.3
	Somewhat disagree	1.6	1.5		-0.1
	Strongly disagree	1.4	1.9		0.5
	Total Respondents	1404	1441		
Q.13c. Police in my community generally will not bother...	Strongly agree	9.3	17.3	p<.0001	8
	Somewhat agree	18.7	21.1		2.4
	Somewhat disagree	30.3	25.4		-4.9
	Strongly disagree	41.7	36.2		-5.5
	Total Respondents	1084	1071		
Q.13d. It is important for police to enforce the seat belt laws.	Strongly agree	68.8	66.8		-2
	Somewhat agree	19.6	19.6		0
	Somewhat disagree	5.5	5.7		0.2
	Strongly disagree	6.1	7.9		1.8
	Total Respondents	1406	1440		
Q.13e. Putting on a seat belt makes me worry more about being in an accident	Strongly agree	4.9	6.4	0.02	1.5
	Somewhat agree	3	5.4		2.4
	Somewhat disagree	16.1	14.1		-2
	Strongly disagree	76.1	74.1		-2
	Total Respondents	1400	1423		

National Sample Telephone Survey – Results Continued

Q.13f. Police in my community are writing more seat belt tickets	Strongly agree	29	39.1	p<.0001	10.1
	Somewhat agree	32.4	29.7		-2.7
	Somewhat disagree	23	20.1		-2.9
	Strongly disagree	15.6	11.1		-4.5
	Total Respondents	790	846		
Q.13g. Police writing belt tickets for seatbelt violations they see at night	Strongly agree	32.8	36.2		3.4
	Somewhat agree	35.9	34.7		-1.2
	Somewhat disagree	16.7	14.9		-1.8
	Strongly disagree	14.5	14.2		-0.3
	Total Respondents	807	900		
Q.14. Have you seen or heard of any special efforts	Yes	17.1	28	p<.0001	10.9
	No	82.9	72		-10.9
	Total Respondents	1360	1409		
Q.15. Where did you see or hear about that special effort?					
Q15.1. TV	Yes	27	37.6	0.007	10.6
	No	73	62.4		-10.6
	Total Respondents	233	396		
Q15.2. Radio	Yes	14.7	17.5		2.8
	No	85.3	82.5		-2.8
	Total Respondents	232	395		
Q15.3. Friend	Yes	3.9	3.3		-0.6
	No	96.1	96.7		0.6
	Total Respondents	233	396		
Q15.4. Newspaper	Yes	13.7	16.4		2.7
	No	86.3	83.6		-2.7
	Total Respondents	233	396		
Q15.5. Personal Observation	Yes	16.4	7.6	0.001	-8.8
	No	83.6	92.4		8.8
	Total Respondents	223	395		
Q15.7. Billboard	Yes	25.3	31.3		6
	No	74.7	68.7		-6
	Total Respondents	233	396		
Q15.8. Educational Program	Yes	0.4	0		-0.4
	No	99.6	100		0.4
	Total Respondents	233	395		
Q15.9. I am a police officer/judge	Yes	0	0		0
	No	100	100		0
	Total Respondents	232	395		
Q15.10. Direct contact	Yes	1.3	0.5		-0.8
	No	98.7	99.5		0.8
	Total Respondents	232	395		

National Sample Telephone Survey – Results Continued

Q15.11. Internet	Yes	0.4	0.8		0.4
	No	99.6	99.2		-0.4
	Total Respondents	233	395		
Q15.12. Messaging on police cars	Yes	1.3	0.3		-1
	No	98.7	99.7		1
	Total Respondents	232	396		
Q15.13. Other	Yes	10.7	7.8		-2.9
	No	89.3	92.2		2.9
	Total Respondents	233	395		
Q.15b. Seen or heard of any special effort on the Internet?	Yes	13.9	17.1		3.2
	No	86.1	82.9		-3.2
	Total Respondents	231	387		
Q.15b.b. Was it a(n)...					
Q15b.b1. News Story	Yes	46.9	63.6		16.7
	No	53.1	36.4		-16.7
	Total Respondents	32	66		
Q15b.b2. Internet Ad	Yes	32.3	19.4		-12.9
	No	67.7	80.6		12.9
	Total Respondents	31	67		
Q15b.b3. Internet Game	Yes	18.8	12.1		-6.7
	No	81.3	87.9		6.6
	Total Respondents	32	66		
Q15b.b4. Social Network Site	Yes	0	3		3
	No	100	97		-3
	Total Respondents	32	67		
Q15b.b5. Internet Video	Yes	6.3	3		-3.3
	No	93.8	97		3.2
	Total Respondents	32	66		
Q15b.b17. Other	Yes	46.9	63.6		16.7
	No	53.1	36.4		-16.7
	Total Respondents	32	66		
Q.16. Was the special efforts message a...					
Q16.1.Commercial	Yes	25.9	31.3		5.4
	No	74.1	68.7		-5.4
	Total Respondents	232	396		
Q16.2. News	Yes	13.7	16.2		2.5
	No	86.3	83.8		-2.5
	Total Respondents	233	395		
Q16.3.Something else	Yes	1.3	1		-0.3
	No	98.7	99		0.3
	Total Respondents	233	395		

National Sample Telephone Survey – Results Continued

Q.16b. Did message mention nighttime enforcement?	Yes	30.7	27.2		-3.5
	No	69.3	72.8		3.5
	Total Respondents	75	158		
Q17. Seen or heard of police setting up checkpoints	Yes	11.7	13.6		1.9
	No	88.3	86.4		-1.9
	Total Respondents	1379	1416		
Q.19. Where did you see or hear about checkpoints?					
Q19.1. TV	Yes	21	22.3		1.3
	No	79	77.7		-1.3
	Total Respondents	162	193		
Q19.2. Radio	Yes	8	11.9		3.9
	No	92	88.1		-3.9
	Total Respondents	162	193		
Q19.3. Friend	Yes	8	15	0.042	7
	No	92	85		-7
	Total Respondents	162	193		
Q19.4. Newspaper	Yes	11.7	14.4		2.7
	No	88.3	85.6		-2.7
	Total Respondents	162	194		
Q19.5. Other	Yes	53.1	45.6		-7.5
	No	46.9	54.4		7.5
	Total Respondents	162	193		
Q.20. Was the checkpoint message a...					
Q20.1.Commercial	Yes	14.8	15.5		0.7
	No	85.2	84.5		-0.7
	Total Respondents	162	193		
Q20.2.News	Yes	13.6	14.5		0.9
	No	86.4	85.5		-0.9
	Total Respondents	162	193		
Q20.3.Something else	Yes	0.6	0.5		-0.1
	No	99.4	99.5		0.1
	Total Respondents	162	193		31
Q21. Did you personally see any checkpoints	Yes	7.4	7.2		-0.2
	No	92.6	92.8		0.2
	Total Respondents	1397	1435		
Q23. Were you stopped at a checkpoint?	Yes	29.7	38.8		9.1
	No	70.3	61.2		-9.1
	Total Respondents	101	103		
Q24. Have you seen or heard of car seats or booster seats?	Yes	11.7	12		0.3
	No	88.3	88		-0.3
	Total Respondents	1361	1409		

National Sample Telephone Survey – Results Continued

Q25. Seen or heard messages that encourage people to wear belts?	Yes	70.7	77.8	p<.0001	7.1
	No	29.3	22.2		-7.1
	Total Respondents	1406	1443		
Q.26. Where did you see or hear these messages?					
Q26.1. TV	Yes	52.8	54		1.2
	No	47.2	46		-1.2
	Total Respondents	994	1122		
Q26.2. Radio	Yes	18.3	24.5	0.001	6.2
	No	81.7	75.5		-6.2
	Total Respondents	994	1123		
Q26.3. Friend	Yes	0.4	0.8		0.4
	No	99.6	99.2		-0.4
	Total Respondents	995	1123		
Q26.4. Newspaper	Yes	4.5	2.9	0.053	-1.6
	No	95.5	97.1		1.6
	Total Respondents	994	1123		
Q26.5. Personal Observation	Yes	9.6	7.4		-2.2
	No	90.4	92.6		2.2
	Total Respondents	995	1122		
Q26.7. Billboard	Yes	49.6	46.3		-3.3
	No	50.4	53.7		3.3
	Total Respondents	995	1122		
Q26.8. Educational Program	Yes	0.2	0.1		-0.1
	No	99.8	99.9		0.1
	Total Respondents	994	1122		
q26.9. Police office/judge	Yes	0.1	0		-0.1
	No	99.9	100		0.1
	Total Respondents	995	1122		
Q26.11. Internet	Yes	0.6	1		0.4
	No	99.4	99		-0.4
	Total Respondents	994	1122		
Q26.12. Messaging on police cars	Yes	0.2	0.2		0
	No	99.8	99.8		0
	Total Respondents	94	1122		
Q26.17. Other	Yes	2.4	2.5		0.1
	No	97.6	97.5		-0.1
	Total Respondents	994	1123		

National Sample Telephone Survey – Results Continued

Q.26b. Seen or heard of any belt message on the Internet?	Yes	10.3	11.5		1.2
	No	89.7	88.5		-1.2
	Total Respondents	990	1121		
Q26b.b. Was it a(n)...?					
Q.26bb1. News Story	Yes	22.8	19.2		-3.6
	No	77.2	80.8		3.6
	Total Respondents	101	130		
Q.26bb2. Internet Ad	Yes	51	54.6		3.6
	No	49	45.4		-3.6
	Total Respondents	102	130		
Q.26bb3. Internet game	Yes	0	0.8		0.8
	No	100	99.2		-0.8
	Total Respondents	102	129		
Q.26bb4. Social network site	Yes	28.4	15.5	0.017	-12.9
	No	71.6	84.5		12.9
	Total Respondents	102	129		
Q.26bb5. Internet video	Yes	12.7	6.9		-5.8
	No	87.3	93.1		5.8
	Total Respondents	102	130		
Q.26bb6. Other	Yes	11.8	9.2		-2.6
	No	88.2	90.8		2.6
	Total Respondents	102	130		.
Q 27. Was the message a...					
Q27.1. Commercial	Yes	48.4	56.9	p<.0001	8.5
	No	51.6	43.1		-8.5
	Total Respondents	994	1122		
q27.2. News	Yes	10.3	6.5	0.002	-3.8
	No	89.7	93.5		3.8
	Total Respondents	994	1122		
q27.3. Something else	Yes	3	1.8		-1.2
	No	97	98.2		1.2
	Total Respondents	994	1122		

National Sample Telephone Survey – Results Continued

Q.28. Was the number of these messages ...	More than usual	10.6	18.9	p<.0001	8.3
	Fewer than usual	7.3	3.4		-3.9
	About the same	82.2	77.7		-4.5
	Total Respondents	975	1100		
Q.29. Seen or heard message that encouraged...children in car seats?	Yes	31.1	26	0.003	-5.1
	No	68.9	74		5.1
	Total Respondents	1368	1414		
Q.31. How important is it to enforce seat belt laws more	Very important	53.2	57.2	0.035	4
	Rest of responses	46.8	42.8		-4
	Total Respondents	1409	1429		
Q32. Slogan Recognition					
Friends don't let friends drive drunk	Yes	69.9	63.6	p<.0001	-6.3
	No	30.1	36.4		6.3
	Total Respondents	1420	1454		
<i>Click It or Ticket</i>	Yes	77.9	84.2	p<.0001	6.3
	No	22.1	15.8		-6.3
	Total Respondents	1420	1453		
Buckle Up America	Yes	28.6	28.8		0.2
	No	71.4	71.2		-0.2
	Total Respondents	1420	1453		
Children in Back	Yes	14.7	17.5	0.044	2.8
	No	85.3	82.5		-2.8
	Total Respondents	1420	1453		
You drink you drive you lose	Yes	52	53.4		1.4
	No	48	46.6		-1.4
	Total Respondents	1420	1453		
Didn't see it coming	Yes	13	13.3		0.3
	No	87	86.7		-0.3
	Total Respondents	1420	1453		
Get the keys	Yes	13.5	11.9		-1.6
	No	86.5	88.1		1.6
	Total Respondents	1420	1453		
Over the limit, under arrest	Yes	41.3	39.9		-1.4
	No	58.7	60.1		1.4
	Total Respondents	1420	1453		
<i>Click It or Ticket</i> [State]	Yes	10.7	0	p<.0001	-10.7
	No	89.3	100		10.7
	Total Respondents	1420	1453		

National Sample Telephone Survey – Results Continued

Buckle Up [State]	Yes	44.4	43.9		-0.5
	No	55.6	56.1		0.5
	Total Respondents	1420	1453		
Four steps for kids	Yes	3	4.9	0.011	1.9
	No	97	95.1		-1.9
	Total Respondents	1419	1453		
Buckle up in your truck	Yes	10.3	9.4		-0.9
	No	89.7	90.6		0.9
	Total Respondents	1420	1453		
You wouldn't treat a crash test dummy	Yes	16.2	15.1		-1.1
	No	83.8	84.9		1.1
	Total Respondents	1419	1453		
If they're under 4 ft tall	Yes	36.1	29.2	p<.0001	-6.9
	No	63.9	70.8		6.9
	Total Respondents	1420	1454		
Phone in one hand, ticket in the other	Yes	11.5	14	0.046	2.5
	No	88.5	86		-2.5
	Total Respondents	1420	1453		

National Sample Telephone Survey – Results Males 18-34

2011 Nationwide Phone Survey: Males 18 to 34 (unweighed)					
		Pre	Post		Post-pre
Survey Question	Response	Percent		sig	
Q.41. Gender	Male	100	100		0
	Female				0
	Total Respondents	352	359		
Q.33. Age	Under 21	16.8	22.8	0.043	6
	21-25	15.9	18.7		2.8
	26-39	67.3	58.5		-8.8
	40-49				0
	50-59				0
	60+				0
	Total Respondents	352	359		
Q. 37. Race	Native	0.9	7.3		6.4
	Asian/Asian-American	3.2	3.2		0
	Black/African-American.	6.5	3.8		-2.7
	Pacific Islander	0.9	0.6		-0.3
	White/Caucasian	88	84.5		-3.5
	Other	0.6	0		-0.6
	Multiple	0	0.6		0.6
	Total Respondents	341	342		1
Q.36. Spanish/ Hispanic	Yes	5.5	6.8		1.3
	No	94.5	93.2		-1.3
	Total Respondents	348	355		
Q. 38. Education level	8th grade	0.6	0.3		-0.3
	9th grade	0	0		0
	10th grade	1.1	0.8		-0.3
	11th grade	4.6	2.2		-2.4
	12th grade/GED	21.8	23.2		1.4
	Some college	25.6	28.2		2.6
	College grad or higher	46.3	45.3		-1
	Total Respondents	348	358		
Q.1. How often do you drive a motor vehicle?	Almost every day	86.4	79.4		-7
	Few days a week	9.4	4.7		-4.7
	Few days a month	2	2.5		0.5
	Few days a year	0.3	0.6		0.3
	Never	2	12.8		10.8
	Total Respondents	352	359		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.2. Is the vehicle you drive most often a ...	Car	57.4	57.8		0.4
	Van or Minivan	6.4	3.8		-2.6
	Motorcycle	0.6	2.6		2
	Pickup Truck	22	19.5		-2.5
	SUV	12.5	13.7		1.2
	Other	0.3	0.3		0
	Other truck	0.9	2.2		1.3
	Total Respondents	345	313		
Q.2b. How much of your driving between Midnight and 4 a.m.?	None/Almost None	81.3	77.6		-3.7
	A lot less than half	14.6	18.4		3.8
	About half	2.9	2.6		-0.3
	A lot more than half	0.6	0		-0.6
	All/Almost all	0.6	1.3		0.7
	Total Respondents	342	304		
Q.2c. When you pass a vehicle stopped by police in the daytime, what do you think the stop was for?	Speeding	85.7	87.2		1.5
	Belt Violation	1.7	3		1.3
	Drunk Driving	1.2	0.3		-0.9
	Reckless Driving	0.6	2.6		2
	Registration Violation	2.3	0.7		-1.6
	Distracted Driving	1.5	0.7		-0.8
	Other	7	5.6		-1.4
	Total Respondents	343	305		
Q.2d. When you pass a vehicle stopped by police in the nighttime, what do you think the stop was for?	Speeding	49.3	51.1		1.8
	Belt Violation	0.3	0.7		0.4
	Drunk Driving	34.7	35.4		0.7
	Reckless Driving	5.2	6.6		1.4
	Registration Violation	1.2	0.7		-0.5
	Distracted Driving	0.6	0.7		0.1
	Other	8.7	4.9		-3.8
	Total Respondents	343	305		
Q.4. How often do you wear your shoulder belt?	All of the time	90.4	89.1		-1.3
	Most of the time	4.7	6.9		2.2
	Some of the time	2.6	1		-1.6
	Rarely	1.2	1		-0.2
	Never	1.2	2		0.8
	Total Respondents	343	304		
Q.6. When was the last time you did NOT wear your seat belt?	Within the past day	6.6	7.9		1.3
	Within the past week	5.4	8.9		3.5
	Within the past month	6.3	8.9		2.6
	Within the past year	6	5		-1
	A year or more ago	75.8	69.2		-6.6
	Total Respondents	335	302		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.7. In the past 30 days, has your use of belts...	Increased	5	3.9		-1.1
	Decreased	0	0.3		0.3
	Stayed the same	95	95.7		0.7
	Total Respondents	342	305		
Q.8. What caused your use of seat belts to increase?					
Q.8.1. Increased awareness	Yes	29.4	25		-4.4
	No	70.6	75		4.4
	Total Respondents	17	12		
Q.8.2. Seat belt law	Yes	11.8	0		-11.8
	No	88.2	100		11.8
	Total Respondents	17	12		
Q.8.3. Don't want ticket	Yes	11.8	8.3		-3.5
	No	88.2	91.7		3.5
	Total Respondents	17	12		
Q.8.4. Recent crash	Yes	11.8	0		-11.8
	No	88.2	100		11.8
	Total Respondents	17	12		
Q.8.6. Influence of others	Yes	0	16.7		16.7
	No	100	83.3		-16.7
	Total Respondents	17	12		
Q.8.7. Driving longer distances	Yes	5.9	8.3		2.4
	No	94.1	91.7		-2.4
	Total Respondents	17	12		
Q.8.8. More in the habit	Yes	0	16.7		16.7
	No	100	83.3		-16.7
	Total Respondents	17	12		
Q.9. Does STATE have a law requiring seat belt use	Yes	98.8	99.4		0.6
	No	1.2	0.6		-0.6
	Total Respondents	338	348		
Q.10. How likely do you think you will be to receive a ticket...	Very likely	32.7	34.7		2
	Somewhat likely	31.1	28.2		-2.9
	Somewhat unlikely	16.4	21.3		4.9
	Very unlikely	19.8	15.8		-4
	Total Respondents	318	291		

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	91.1	88.4		-2.7
	Most of the time	4.1	5.6		1.5
	Some of the time	1.7	1.1		-0.6
	Rarely	0.7	1.1		0.4
	Never	2.4	3.9		1.5
	Total Respondents	291	284		
Q.10c. When was the last time you did NOT wear your seat belt AT NIGHT?	Within the past day	2.1	3.9		1.8
	Within the past week	2.8	3.6		0.8
	Within the past month	3.9	5.4		1.5
	Within the past year	4.9	6.1		1.2
	A year or more ago	86.3	81.1		-5.2
	Total Respondents	284	280		
Q.10d. Has your use of seat belts when driving AT NIGHT...	Increased	1.7	1.4		-0.3
	Decreased	0.7	0.4		-0.3
	Stayed the same	97.6	98.2		0.6
	Total Respondents	289	284		
Q10e. What caused your seat belt use to increase?					
Q.10e.1. Increased awareness	Yes	20	75		55
	No	80	25		-55
	Total Respondents	5	4		
Q.10e.2. Seat belt law	Yes	0	0		0
	No	100	100		0
	Total Respondents	5	4		
Q.10e.3. Don't want ticket	Yes	0	0		0
	No	100	100		0
	Total Respondents	5	4		
Q.10e.4. In a crash	Yes	0	25		25
	No	100	75		-25
	Total Respondents	5	4		
Q.10e.6. Influence of others	Yes	0	0		0
	No	100	100		0
	Total Respondents	5	4		-1
Q.10e.9. Weather	Yes	0	0		0
	No	100	100		0
	Total Respondents	5	4		
Q.10e.27. Other	Yes	80	0		-80
	No	20	100		80
	Total Respondents	5	4		

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	25	20.8		-4.2
	Somewhat likely	21.9	22.3		0.4
	Somewhat unlikely	22.6	24.4		1.8
	Very unlikely	30.6	32.5		1.9
	Total Respondents	288	283		
Q.11. Can police stop for seat belt violation alone	Yes	85.5	85.2		-0.3
	No	14.5	14.8		0.3
	Total Respondents	304	318		
Q.12. SHOULD police be allowed to stop for seat belt alone?	Yes	72.7	70.7		-2
	No	27.3	29.3		2
	Total Respondents	351	352		
Q.13a. Seat belts are just as likely to harm you as help you.	Strongly agree	6.9	11.5		4.6
	Somewhat agree	16	15.8		-0.2
	Somewhat disagree	24.6	20.6		-4
	Strongly disagree	52.6	52.1		-0.5
	Total Respondents	350	355		
Q.13b. If I was in an accident, I would want to have my seat belt on.	Strongly agree	91.1	89.3		-1.8
	Somewhat agree	5.7	7.3		1.6
	Somewhat disagree	2	1.7		-0.3
	Strongly disagree	1.1	1.7		0.6
	Total Respondents	349	355		
Q.13c. Police in my community generally will not bother...	Strongly agree	8.2	21.4	p<.0001	13.2
	Somewhat agree	23.3	20.7		-2.6
	Somewhat disagree	33.3	23.9		-9.4
	Strongly disagree	35.1	34		-1.1
	Total Respondents	279	309		
Q.13d. It is important for police to enforce the seat belt laws.	Strongly agree	62.2	59.8		-2.4
	Somewhat agree	18.7	21.5		2.8
	Somewhat disagree	8.4	8.4		0
	Strongly disagree	10.7	10.3		-0.4
	Total Respondents	347	358		
Q.13e. Putting on a seat belt makes me worry more about being in an accident	Strongly agree	2.9	7		4.1
	Somewhat agree	4.3	5.3		1
	Somewhat disagree	12.6	11.5		-1.1
	Strongly disagree	80.2	76.2		-4
	Total Respondents	349	357		
Q.13f. Police in my community are writing more seat belt tickets	Strongly agree	20.1	34.9	0.004	14.8
	Somewhat agree	39.7	34.9		-4.8
	Somewhat disagree	29.7	21.4		-8.3
	Strongly disagree	10.5	8.7		-1.8
	Total Respondents	219	252		33

National Sample Telephone Survey – Results Males 18-34 Continued

Q.13g. Police are writing belt tickets for seatbelt violations they see at night	Strongly agree	24.8	35	0.068	10.2
	Somewhat agree	42	33.9		-8.1
	Somewhat disagree	19	16.1		-2.9
	Strongly disagree	14.2	15		0.8
	Total Respondents	226	274		
Q.14. Seen or heard of any special effort	Yes	21.4	35.3	p<.0001	13.9
	No	78.6	64.7		-13.9
	Total Respondents	346	354		
Q.15. Where did you see or hear about that special effort?					
Q15.1. TV	Yes	29.7	41.6		11.9
	No	70.3	58.4		-11.9
	Total Respondents	74	125		
Q15.2. Radio	Yes	17.6	24.8		7.2
	No	82.4	75.2		-7.2
	Total Respondents	74	125		
Q15.3. Friend	Yes	6.8	5.6		-1.2
	No	93.2	94.4		1.2
	Total Respondents	74	125		
Q15.4. Newspaper	Yes	4.1	8.8		4.7
	No	95.9	91.2		-4.7
	Total Respondents	74	125		
Q15.5. Personal Observation	Yes	4.1	3.2		-0.9
	No	95.9	96.8		0.9
	Total Respondents	74	125		
Q15.7. Billboard	Yes	33.8	31.2		-2.6
	No	66.2	68.8		2.6
	Total Respondents	74	125		
Q15.8. Educational Program	Yes	0	0		0
	No	100	100		0
	Total Respondents	74	125		
Q15.9. I am a police officer/judge	Yes	0	0.8		0.8
	No	100	99.2		-0.8
	Total Respondents	74	125		
Q15.10. Direct contact	Yes	0	0.8		0.8
	No	100	99.2		-0.8
	Total Respondents	74	125		
Q15.11. Internet	Yes	0	3.2		3.2
	No	100	96.8		-3.2
	Total Respondents	74	125		

National Sample Telephone Survey – Results Males 18-34 Continued

Q15.12. Messaging on police cars	Yes	1.4	0		-1.4
	No	98.6	100		1.4
	Total Respondents	74	125		
Q.15b. Seen or heard of any special effort on the Internet?	Yes	16.4	20.2		3.8
	No	83.6	79.8		-3.8
	Total Respondents	73	124		
Q15bb. Was it a(n)...?					
Q.15bb1. News Story	Yes	58.3	44		-14.3
	No	41.7	56		14.3
	Total Respondents	12	25		
Q.15bb2. Internet Ad	Yes	16.7	36		19.3
	No	83.3	64		-19.3
	Total Respondents	12	25		
Q.15bb3. Internet game	Yes	16.7	16		-0.7
	No	83.3	84		0.7
	Total Respondents	12	25		
Q.15bb4. Social network site	Yes	0	0		0
	No	100	100		0
	Total Respondents	12	25		
Q.15bb5. Internet video	Yes	16.7	8		-8.7
	No	83.3	92		8.7
	Total Respondents	12	25		
Q.15bb17. Other	Yes	58.3	44		-14.3
	No	41.7	56		14.3
	Total Respondents	12	25		
Q.16. Was the special efforts message a...					
Q16.1.Commercial	Yes	31.1	50.4	0.008	19.3
	No	68.9	49.6		-19.3
	Total Respondents	74	125		
Q16.2.News	Yes	13.5	8		-5.5
	No	86.5	92		5.5
	Total Respondents	74	125		
Q16.3.Something else	Yes	1.4	0.8		-0.6
	No	98.6	99.2		0.6
	Total Respondents	74	125		
Q.16b. Did message mention nighttime enforcement?	Yes	45.5	36.7		-8.8
	No	54.5	63.3		8.8
	Total Respondents	22	60		
Q17. Seen or heard of anything about police setting up checkpoints?	Yes	8.9	14.3	0.025	5.4
	No	91.1	85.7		-5.4
	Total Respondents	348	356		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.19. Where did you see or hear about checkpoints?					
Q19.1. TV	Yes	25.8	35.3		9.5
	No	74.2	64.7		-9.5
	Total Respondents	31	51		
Q19.2. Radio	Yes	22.6	13.7		-8.9
	No	77.4	86.3		8.9
	Total Respondents	31	51		
Q19.3. Friend	Yes	3.2	17.6		14.4
	No	96.8	82.4		-14.4
	Total Respondents	31	51		
Q19.4. Newspaper	Yes	0	3.9		3.9
	No	100	96.1		-3.9
	Total Respondents	31	51		
Q19.5. Other	Yes	45.2	39.2		-6
	No	54.8	60.8		6
	Total Respondents	31	51		
Q.20. Was the checkpoint message a...					
Q20a.Commercial	Yes	25.8	21.6		-4.2
	No	74.2	78.4		4.2
	Total Respondents	31	51		
Q20b.News	Yes	19.4	23.5		4.1
	No	80.6	76.5		-4.1
	Total Respondents	31	51		
Q20c.Something else	Yes	3.2	0		-3.2
	No	96.8	100		3.2
	Total Respondents	31	51		
Q21. Did you personally see any checkpoints	Yes	6	6.7		0.7
	No	94	93.3		-0.7
	Total Respondents	348	357		
Q23. Were you stopped at a checkpoint?	Yes	33.3	37.5		4.2
	No	66.7	62.5		-4.2
	Total Respondents	21	24		
Q24. Have you seen or heard of car seats or booster seats?	Yes	11.3	9.3		-2
	No	88.7	90.7		2
	Total Respondents	344	355		
Q25. Seen or heard messages that encourage people to wear belts?	Yes	74.7	81	0.044	6.3
	No	25.3	19		-6.3
	Total Respondents	348	358		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.26. Where did you see or hear these messages?					
Q26.1. TV	Yes	48.5	55.5		7
	No	51.5	44.5		-7
	Total Respondents	260	290		
Q26.2. Radio	Yes	27.3	25.5		-1.8
	No	72.7	74.5		1.8
	Total Respondents	260	290		
Q26.3. Friend	Yes	0.8	0.7		-0.1
	No	99.2	99.3		0.1
	Total Respondents	260	290		
Q26.4. Newspaper	Yes	3.1	2.4		-0.7
	No	96.9	97.6		0.7
	Total Respondents	260	290		
Q26.5. Personal Observation	Yes	5	3.8		-1.2
	No	95	96.2		1.2
	Total Respondents	260	290		
Q26.7. Billboard	Yes	54.2	47.9		-6.3
	No	45.8	52.1		6.3
	Total Respondents	260	290		
Q26.8. Educational Program	Yes	0.4	0		-0.4
	No	99.6	100		0.4
	Total Respondents	260	290		
q26.9. Police officer/judge	Yes	0	0		0
	No	100	100		0
	Total Respondents	260	290		
Q26.11. Internet	Yes	1.5	1.4		-0.1
	No	98.5	98.6		0.1
	Total Respondents	260	290		
Q26.12. Messaging on police cars	Yes	0.8	0		-0.8
	No	99.2	100		0.8
	Total Respondents	260	290		
Q26.17. Other	Yes	1.9	2.1		0.2
	No	98.1	97.9		-0.2
	Total Respondents	260	290		

National Sample Telephone Survey – Results Males 18-34 Continued

Q.26b. Seen or heard of any belt message on the Internet?	Yes	14.3	16.9		2.6
	No	85.7	83.1		-2.6
	Total Respondents	258	290		
Q26bb. Was it a(n)...?					
Q.26bb1. News Story	Yes	16.2	26.5		10.3
	No	83.8	73.5		-10.3
	Total Respondents	37	49		
Q.26bb2. Internet Ad	Yes	54.1	57.1		3
	No	45.9	42.9		-3
	Total Respondents	37	49		
Q.26bb3. Internet game	Yes	0	0		0
	No	100	100		0
	Total Respondents	37	49		
Q.26bb4. Social network site	Yes	24.3	12.2		-12.1
	No	75.7	87.8		12.1
	Total Respondents	37	49		
Q.26bb5. Internet video	Yes	18.9	8.2		-10.7
	No	81.1	91.8		10.7
	Total Respondents	37	49		
Q.26bb6. Other	Yes	10.8	0		-10.8
	No	89.2	100		10.8
	Total Respondents	37	49		
Q27. Was the message a...					
Q27.1. Commercial	Yes	50.4	64.5	0.001	14.1
	No	49.6	35.5		-14.1
	Total Respondents	260	290		
q27.2. News	Yes	6.9	2.8	0.022	-4.1
	No	93.1	97.2		4.1
	Total Respondents	260	290		
q27.3. Something else	Yes	4.6	1.7	0.05	-2.9
	No	95.4	98.3		2.9
	Total Respondents	260	290		
Q.28. Number of these messages has been...	More than usual	8.5	20.3	p<.0001	11.8
	Fewer than usual	5.4	3.8		-1.6
	About the same	86	75.9		-10.1
	Total Respondents	258	290		
Q.29. Seen or hear message that encouraged children in car seats	Yes	22.7	17.4		-5.3
	No	77.3	82.6		5.3
	Total Respondents	343	357		

National Sample Telephone Survey – Results Males 18-34 Continued

Q31. How important is it to enforce seat belt laws more strictly?	Very important	40.7	48.2	0.046	7.5
	Rest of responses	59.3	51.8		-7.5
	Total Respondents	351	357		
Q32. Slogan Recognition					
Friends don't let friends drive drunk	Yes	70.2	60.4	0.006	-9.8
	No	29.8	39.6		9.8
	Total Respondents	352	359		
<i>Click It or Ticket</i>	Yes	86.9	88.6		1.7
	No	13.1	11.4		-1.7
	Total Respondents	352	359		
Buckle Up America	Yes	21.3	22.6		1.3
	No	78.7	77.4		-1.3
	Total Respondents	352	359		
Children in Back	Yes	11.6	11.4		-0.2
	No	88.4	88.6		0.2
	Total Respondents	352	359		
You drink you drive you lose	Yes	61.9	53.5	0.023	-8.4
	No	38.1	46.5		8.4
	Total Respondents	352	359		
Didn't see it coming	Yes	13.9	12.5		-1.4
	No	86.1	87.5		1.4
	Total Respondents	352	359		
Get the keys	Yes	9.1	10.9		1.8
	No	90.9	89.1		-1.8
	Total Respondents	352	359		
Over the limit, under arrest	Yes	62.8	55.4	0.046	-7.4
	No	37.2	44.6		7.4
	Total Respondents	352	359		
<i>Click It or Ticket</i> [State]	Yes	1.1	0		-1.1
	No	98.9	100		1.1
	Total Respondents	352	359		
Buckle Up [State]	Yes	45.2	41.8		-3.4
	No	54.8	58.2		3.4
	Total Respondents	352	359		
Four steps for kids	Yes	2.8	2.2		-0.6
	No	97.2	97.8		0.6
	Total Respondents	352	359		
Buckle up in your truck	Yes	7.1	7		-0.1
	No	92.9	93		0.1
	Total Respondents	352	359		

National Sample Telephone Survey – Results Males 18-34 Continued

You wouldn't treat a crash test dummy	Yes	15.3	11.1		-4.2
	No	84.7	88.9		4.2
	Total Respondents	352	359		
If they're under 4 ft tall	Yes	30.4	21.7	0.008	-8.7
	No	69.6	78.3		8.7
	Total Respondents	352	359		
Phone in one hand, ticket in the other	Yes	13.4	13.6	0.028	0.2
	No	86.6	86.4		-0.2
	Total Respondents	352	359		

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