



**May 2006  
Click It Or Ticket  
Seat Belt Mobilization Evaluation:  
Final Report**



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16. Abstract <i>Click It or Ticket</i> (CIOT) mobilizations are intense, short-duration, seat belt publicity and enforcement programs. The 2006 national mobilization involved approximately \$27 million of purchased media. Law enforcement agencies across the nation reported issuing more than 697,000 seat belt use citations during the annual two-week enforcement period beginning on May 22 and ending on June 4. June 2006 observations, as compared with June 2005, indicated increased seat belt use among front-seat occupants of passenger vehicles in 37 of 50 States and Territories where belt use was known. The number of States reporting increases in statewide seat belt use and the amount of increase has been shrinking each succeeding year since national mobilizations began in 2002. The amount of paid publicity in 2006 was less compared to previous years 2002 through 2005; the number of seat belt citations issued by law enforcement agencies decreased in 2006. The National Occupant Protection Usage Survey indicated the nationwide seat belt use rate did not improve between 2005 and 2006. NHTSA demonstration programs reported on in this paper identify some of the ways NHTSA along with a number of States are searching for productive modifications to the typical CIOT process.					
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TECHNICAL SUMMARY

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**BACKGROUND**

Selective Traffic Enforcement Programs (STEPS) are coordinated enforcement blitzes designed to quickly change motorists' behaviors. Occupant protection STEPs can raise seat belt use rates more substantially and more quickly than any other currently available program as they create a perception among motorists that they will be ticketed if they do not buckle up. Nearly every State uses STEPs to improve the seat belt use rate. Most States conduct at least one occupant protection STEP wave per year and most schedule that STEP wave to occur simultaneously with the national mobilization during the month of May. The national mobilization in May is typically associated with substantial national and local belt use publicity.

The 2006 national mobilization was coordinated by the National Highway Traffic Safety Administration, in conjunction with States Highway Safety Offices in all 50 States, the District of Columbia, Puerto Rico, and thousands of State and local law enforcement agencies across the country. The year 2006 was the first year the national mobilization ran under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) authorization. Because more than 43 out of 50 States currently use the *Click It or Ticket* slogan, national mobilizations are often referred to as *Click It or Ticket* campaigns.

**OBJECTIVE**

The objective of this study was to describe and evaluate The National Highway Traffic Safety Administration's 2006 May *Click It or Ticket* Mobilization activities, that is, to describe the use of paid advertisements focusing on seat belt enforcement and ultimately measure change in the seat belt use rate. This report includes case study evaluations for four separate NHTSA Regions where demonstration programs took place.

**METHODS**

The evaluation collected program data, including dollars spent placing paid and earned advertisements and enforcement activity, and results from State reported statewide observational surveys of seat belt use. Case studies of NHTSA regionwide demonstration programs included program data, statewide seat belt observation data, and public awareness survey data.

(Continued on additional pages)

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## RESULTS

### Media Activity

NHTSA's Office of Communications and Consumer Information (OCCI) spent \$9.2 million for a national media buy through its media firm, the Tombras Group, who estimated that the ads delivered 1,294 gross rating points, reaching 93 percent of the target audience (men age 18 to 34) an average of 16 times.

States spent approximately \$17 million in grant funding to purchase local television, radio, print media and billboard advertisements. States spent nearly two-thirds (\$11 million) of that amount on television advertisements; a quarter on radio advertisements (\$4 million) and the remainder went toward billboards, print, and other types of paid media.

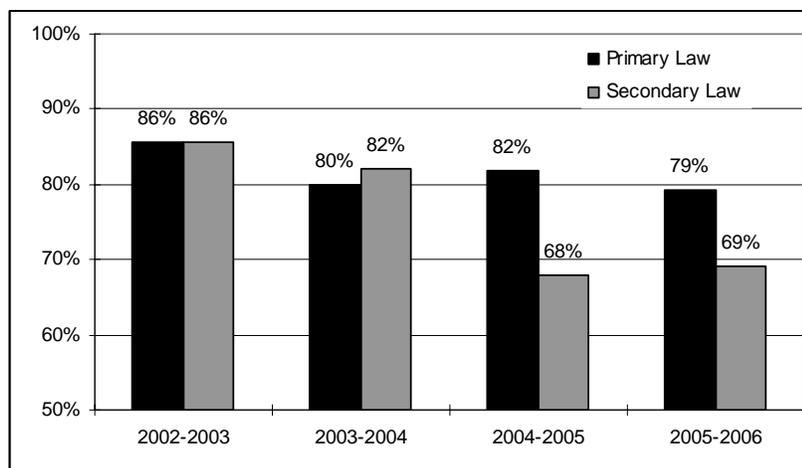
### Enforcement Activity

States reported that 11,623 law enforcement agencies participated in the 2006 mobilization. Forty-six percent of the participating agencies (8,793) reported their activities to NHTSA. Law enforcement issued 697,115 citations to seat belt violators during the two-week enforcement period. Because the States' reports on enforcement activity can vary regarding the consistency of participating agencies that reported their activities, a random sample of law enforcement agencies geographically dispersed across the country were asked to report the number of seat belt tickets issued by month for each of the last five years. Ticketing levels over time has remained relatively level for law enforcement agencies serving populations <100K. Law enforcement agencies serving greater populations indicated a decline in ticketing in 2006. State Police agencies serving States with larger populations (above 6 million) issued statistically fewer tickets in 2006.

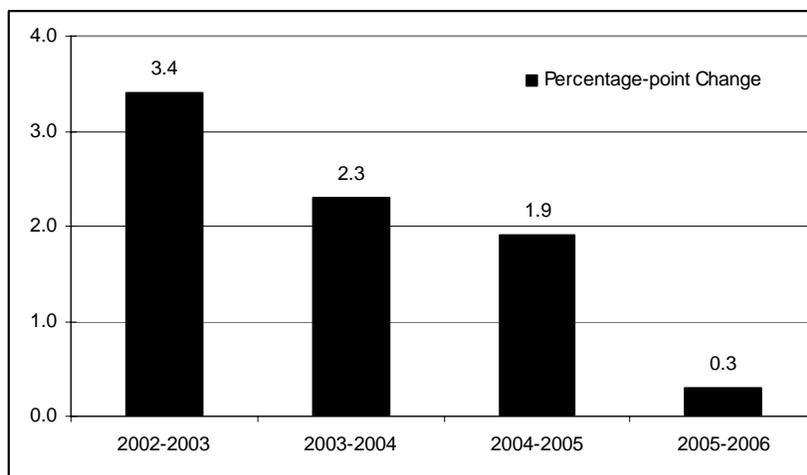
### Changes in Seat Belt Use

Seat Belt use in 37 States increased between 2005 and 2006. That was true in States with primary seat belt laws, where a law enforcement officer can stop a vehicle and issue a citation when the officer simply observes an unbelted driver or passenger, and in States with secondary seat belt laws, where a citation for not wearing a safety belt can only be written after the officer stops the vehicle or cites the offender for another infraction. Increases in seat belt use were more likely in States with primary seat belt laws (79%) than States with secondary seat belt laws (69%). However, the percentage of States reporting improved statewide belt use rates has declined over time.

**Percentage of States Reporting Improved Statewide Belt Use by Type of Law and Year**



### Percentage Point Increase Averaged Across Statewide Belt Use Rates



### SUMMARY NHTSA SEAT BELT DEMONSTRATION PROGRAMS

NHTSA sponsored additional occupant protection demonstration programs in 22 States across four NHTSA Regions. The programs focused additional OP STEP efforts on areas with lower seat belt usage targets, either pickup truck occupants or rural locations. Supplementary evaluation activities also were implemented in these regions. These demonstration programs typically used additional targeted advertisements and an additional week of enforcement.

In 2005, States in NHTSA's Great Lakes Region found that an additional week of enforcement and media in targeted rural locations increased seat belt use in rural areas. That effort continued in 2006 but with less powerful results. Demonstration programs in three other NHTSA Regions targeted low belt use among pickup truck occupants. These efforts have provided mixed results at best. While belt use among pickup truck occupants sometimes increased more than in the general population, most of the increase was typically measured after the CIOT phase, not during the BUIYT phase.

### EVALUATION SUMMARY

Over time, fewer States are reporting an increase in statewide belt use and these gains are becoming smaller. The amount of dollars spent on paid advertisements has remained consistent over time at the national level but the amount spent by States decreased in 2006. Between 2002 and 2005, municipal law enforcement agencies serving populations greater than 100K, reported issuing fewer seat belt citations each year. State police agencies in States with large populations also reported issuing fewer seat belt citations. It is not known if this drop is related to a drop in traffic enforcement in general or solely seat belt enforcement.

NHTSA should continue testing variations of the OP STEP model for differential effects due to targeting low belt use groups, duration of program elements, and timing of program elements, but should keep mindful of the need to fully implement both enforcement and enforcement-centered media when conducting STEPs. The NHTSA demonstration programs reported in this paper identify some of the ways NHTSA in cooperation with States are searching for productive modifications to the typical process.

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## I. INTRODUCTION

Seat belts are the most effective safety device in vehicles. Wearing a seat belt can reduce the chance of death and serious injury by nearly 50 percent for front-seat occupants involved in traffic crashes. If everyone buckled up, thousands more lives could be saved annually. In 2006, nearly half of the 30,521 people killed in traffic crashes were not wearing seat belts. To reduce highway fatalities, the National Highway Traffic Safety Administration has developed and implemented programs to increase seat belt use rate, including Selective Traffic Enforcement Programs (STEPS), which are coordinated policing and enforcement blitzes designed to quickly change motorists' behaviors. The *Click It or Ticket* (CIOT) Mobilization is an occupant protection STEP which has raised seat belt use rates more substantially and more quickly than any other program. Over the years, CIOT has created a perception among motorists that they will be ticketed if they do not buckle up.

The 2006 CIOT national campaign included two weeks of highly visible seat belt enforcement conducted around the Memorial Day weekend. The enforcement was supported by two-week national and State paid media campaigns that started one week before the enforcement, and an earned media campaign that began two weeks prior to enforcement and ended two weeks after enforcement. This was the 5th year that Congress directed NHTSA to provide States grants to conduct well-publicized highly visible seat belt enforcement programs, and the third year that the Federal Government supported the States' media efforts with a national advertisement. By 2006, the *Click it or Ticket* campaign had become a fixed feature on State highway safety calendars.

The year 2006 was the first year the campaign ran under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) authorization, which changed the conditions for States participating in CIOT. Previously, under the Transportation Equity Act for the 21st Century (TEA-21), NHTSA provided S.157-incentive grants to States that agreed to follow the national CIOT schedule and include the following elements in their CIOT campaigns. First, States would conduct press events and other media activities to earn media about CIOT during the entire CIOT period. Second, during a specified two-week period, States would conduct a paid media campaign featuring television and radio broadcast advertisements delivering the strong CIOT enforcement message. Third, for a specified two-week period, States would intensify their seat belt enforcement activities using seat belt checkpoints, enforcement zones, or saturation patrols, and involve the participation of law enforcement agencies serving at least 85 percent of the States' population. Fourth, during specified periods, States would conduct a mini seat belt observational survey before the mobilization and a full statewide seat belt observational survey meeting the national uniform criteria after the mobilization. NHTSA provided assistance for additional evaluation activities such as telephone or department of licensing surveys of public awareness to States that requested additional assistance.

Now, under SAFETEA-LU, States have more autonomy and flexibility in how they participate in the CIOT Mobilization. Instead of a dedicated grant to support CIOT Mobilizations, SAFETEA-LU provides S. 2009 grants to States to administer two high-visibility traffic safety law enforcement campaigns each year to reduce impaired driving and increase seat belt use. States can use these funds to develop, produce, and broadcast media supporting their high-visibility enforcement campaigns. Most States participate in the Memorial Day CIOT campaign to fulfill this requirement. States provide resources for the CIOT campaign using funding available under S.402 State highway safety grants for programs. SAFETEA-LU provides additional funds to States through S.405 occupant protection incentive grants. This grant program encourages States to implement and enforce occupant protection programs. The S.406 safety belt performance grants encourage the enactment and enforcement of laws requiring use of seat belts. Under this grant, a State may use grant funds for any safety purpose under this title or for any project that corrects or improves a hazardous roadway location or feature or proactively addresses

highway safety problems. At least \$1 million of the amounts received by States must be obligated for behavioral highway safety activities.

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

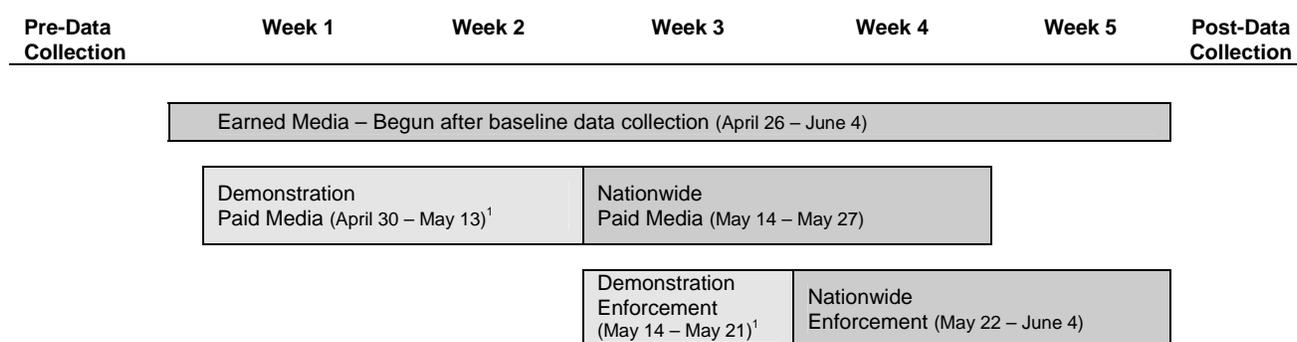
The May 2006 CIOT Mobilization was implemented in similar fashion to previous mobilizations in that funding levels for the purchase of paid advertisements were large and law enforcement participation was extensive. While most States followed NHTSA's CIOT model, other States adjusted the model to fit their own needs. The enforcement effort was supported by a nationally coordinated advertisement campaign and earned media campaign, as well as individual State advertisement campaigns. This report summarizes CIOT Mobilization activities and outcomes reported to NHTSA by individual States. Wherever possible, the information reported to NHTSA was verified by individual States to help ensure that the results presented in this document were as up to date as possible.

## II. PROGRAM DESCRIPTION FOR THE 2006 *CLICK IT OR TICKET* MOBILIZATION

During spring 2006, all 50 States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands organized occupant protection (OP) STEP programs for the May 2006 national CIOT mobilization. In most States, the campaign followed a similar schedule of publicity and enforcement, and lasted five weeks. The premise is that by operating jointly in a national campaign, States convey a unified enforcement presence and stronger message.

The 2006 May Mobilization was a fully implemented STEP. Vigorous enforcement was supported with intensive publicity that focused primarily on enforcement of seat belt laws. The 2006 May Mobilization schedule is presented in Figure 1, and was similar to previous mobilizations, but with modifications for three of four NHTSA nationwide demonstration programs.

**Figure 1. 2006 May Mobilization Schedule**



<sup>1</sup>NHTSA Regions: Central; Southeast; Great Lakes

The 2006 national mobilization kicked off with **earned media** (April 26 – June 4). Statewide mobilizations typically followed the same campaign schedule. Earned media is coverage by broadcast and published news services that provide details on how and when a mobilization will occur. Earned media efforts generated at the local level make motorists aware through the news and similar sources of information that their local authorities are among the May Mobilization’s participants.

NHTSA’s Office of Communication and Consumer Information’s contracted with Akins Crisp Public Strategies, who assisted in the development of two promotional media planners that could be used by the States to organize local CIOT activities per the May Mobilization schedule and to help normalize the national earned media message. The intent of the promotional media planners was to provide States with marketing material, earned media tools, and marketing ideas that the States could distribute to fit their local needs and objectives. One planner carried an enforcement emphasis while the other a social-norming emphasis for the States’ partners.

The planners included messaging and templates to choose from to support specific occupant protection initiatives (e.g., general, pickup occupant, rural occupant, teen occupants, nighttime occupants) surrounding the *Click It or Ticket* Mobilization. The planners were designed to be tailored and distributed by the States in a way that best fit their local situation and objectives. Planners included news releases, sample op-ed editorials, letters to the editor, and fact sheets. Planners also included campaign

advertisement art available in a variety of formats (poster art, billboard art) and radio and television advertisements. All of this material was available online at NHTSA's *Click It or Ticket* Campaign Planner Web site.

The national earned media effort started two weeks before the enforcement effort. It began with a national kick-off press event featuring newsworthy personalities from government and law enforcement, as well as spokespeople for health and highway safety advocacy groups.

The PR firm of Akins Crisp Public Strategies arranged and staffed national media interviews for Secretary of Transportation Norman Y. Mineta during the world premier activities of the Walt Disney movie "*Cars*." Interviews with Secretary Mineta about *Click It or Ticket* were conducted with such national media outlets as Entertainment Tonight, A&E Channel, Access Hollywood, E! Television, CMT – Country Music Television, NASCAR.com, Associated Press Radio, Performance Racing Network, ABC News Radio, Movie Guide, etc. Secretary Mineta was also introduced to and had a number of photo opportunities with Disney executives, stars of the movie, NASCAR drivers, and other celebrities on the red carpet, including Disney CEO Bob Iger; Darrell Waltrip, Kurt Busch, and Richard Petty of NASCAR fame; and Bonnie Hunt and other stars whose voices were featured in *Cars*.

During the pre-movie program in the grandstands of Lowe's Motor Speedway, Secretary Mineta was recognized and thanked in front of the 30,000 premiere attendees by the emcee for the evening, Larry the Cable Guy. At the conclusion of the premiere, Larry the Cable Guy also delivered a special and tailored message thanking everyone for coming and reminding fans to "Click It or Ticket."

States' earned media also typically started off two weeks before the enforcement effort. At the State level 43 out of 50 States used the *Click It or Ticket* slogan. Press releases were distributed to local print news before, during, and after to raise awareness of the campaign. Additional actions continued to bring news coverage to the ongoing enforcement effort. Earned media efforts were sustained throughout the campaign. The intent was that these events would put the motoring public on notice that law enforcement would be cracking down on seat belt violators. The documentation of local news stories provides at least anecdotal evidence that newsworthy messages have been publicized.

Generally, earned media began one week before paid media aired and two weeks before enforcement, and continued throughout all phases of the program. Earned media was generated on the national, State, and local levels. NHTSA's Office of Communication and Consumer Information contracted with Akins Crisp Public Strategies, which assisted in the development of a nationwide earned media effort at all levels.

The CIOT Mobilization also included two weeks of **paid media**, which consisted of targeted television and radio advertisements, newsprint, and billboards. During this period, radio and television advertisements aired extensively and were strategically positioned at times and during shows that attracted target audiences, primarily adult males age 18 to 34. Paying for advertisement placement was necessary to reach the specific target group with sufficient frequency within a short time frame, to ensure message retention.

NHTSA's media contractor, the Tombras Group, a division of Akins Crisp, developed radio and television media and implemented the nationwide placement of television and radio advertisements. States implemented local purchases at their own discretion, unlike previous years' mobilizations where NHTSA had greater oversight in mobilization advertisement purchases.

The 30-second television advertisement that NHTSA used clearly indicated to the viewer that police would issue tickets for not wearing seat belts. The advertisement showed young adult males of

differing races in a variety of settings (e.g., urban, suburban, and rural locations). The advertisement's narrator indicates that all across America police are stepping up seat belt enforcement (for advertisement storyboard, see Appendix E).

The Tombras Group developed a variety of radio spots of differing time lengths (5, 10, 15, and 30 seconds). Some of these radio messages were narrated in English and some in Spanish. All the radio spots provided the listener an enforcement-centered message, and several of the radio scripts are presented in Appendix E.

Tombras also developed a variety of poster and billboard advertisement art. All these carried an enforcement-centered message (see Appendix E).

Mobilization enforcement was scheduled to occur across the dates May 2 through June 4. During this period, zero-tolerance enforcement focused on seat belt violations was expected.

### **STEP Demonstration Modifications**

States in four NHTSA Regions participated in NHTSA demonstration projects. In some cases, these demonstration projects provided for deviations from the typical STEP model presented above.

The typical STEP model was modified for States in three of the four regionwide NHTSA demonstration locations (Central Region, Southeast Region, and Great Lakes Region). States in these NHTSA Regions committed to an additional period of paid advertisements before the nationwide paid media period. The additional advertisements were focused on the specific demonstration area of interest (e.g., pickup truck occupants or rural occupants). In many States, enforcement agencies also committed to additional enforcement prior to the nationwide enforcement period.

### III. EVALUATION METHODS

All States committed resources to evaluate their individual efforts. National coordination facilitated shared data collection procedures among evaluators in every State across the Nation. Preusser Research Group helped to coordinate evaluation processes in some cases and assisted the States on an as-needed basis; that was particularly true among the NHTSA demonstration program States.

Both process and outcomes were evaluated for the 2006 Mobilization. Two processes are at the core of a STEP mobilization; one is **mobilization media** (earned and paid) and the other is **mobilization enforcement**. In theory, these two processes can be used to increase motorists' **awareness** and that can result in an improvement in **belt use**.

#### **Mobilization Media**

The first evaluation objective was to examine the two types of media that were planned and executed for the 2006 Mobilization. The first type was paid media; the second earned media. The general evaluation questions regarding **paid media** included:

- How many dollars were spent on paid advertisements on the national and State levels?
- How did the amount spent in 2006 compare to previous mobilizations?
- What State or regional differences were there in amount of dollars spent?
- How many gross rating points (GRPs) were received?

To address these evaluation questions, PRG tracked the amount of paid media money spent on the national advertisement purchase in 2006 and compared that back to historical information documented for previous CIOT evaluations. Comparisons were made to amounts spent for previous mobilizations. The information was analyzed by State, type of seat belt law, and by NHTSA Region.

Advertisement data were collected directly from NHTSA's national media contractor, the Tombras Group. This data indicated dollar amounts spent for placing nationwide advertisements on television, radio, and other media. GRPs were also collected from Tombras in order to have an indication of the depth of reach that the national purchase achieved.

State Highway Safety Offices reported on their State's television and radio advertisement placement and other types of media. PRG compared the aggregate amount spent by the States to amounts spent on previous mobilization purchases. Attempts were made to compare the amount of GRPs each State purchased. However, GRP data was not readily available from State sources and attempts to collect that data proved useless due to a lack of standardization across the States.

The general evaluation questions regarding **earned media** included:

- How much earned media actually happened?
- How did the amount of earned media in 2006 compare to previous mobilizations?

To address these evaluation questions, PRG collected information from NHTSA's contracted publicity firm, Akins Crisp Public Strategies. Akins Crisp provided information using the *CustomScoop* service. This service reviewed thousands of online news outlets daily to find articles on the *Click It or Ticket* Mobilization, throughout the mobilization period. This method standardized the approach to collecting data on earned media. Akins Crisp also provided PRG with information relevant to kick-off events and press conferences held at the national level.

## **Mobilization Enforcement**

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

- How much enforcement occurred during the 2006 mobilization?
- What proportion of enforcement was directed towards seat belt violators?
- Were there differential amounts of seat belt enforcement by type of seat belt law, or size of population served?
- How did the amount of enforcement in 2006 compare to previous mobilizations?

States used the NHTSA Web-based reporting system to report on enforcement activities during the national mobilization enforcement period. States reported enforcement data including the number of law enforcement agencies participating and number reporting and number of enforcement actions taken during the enforcement period. This evaluation used this data to answer the evaluation questions above. Comparisons were made between primary and secondary law locations and comparisons were made with previous mobilization enforcement data to understand State-reported trends in mobilization enforcement efforts.

This evaluation also drew a random sample of municipal and State law enforcement agencies for the purposes of tracking seat belt enforcement actions between 2002 through 2005. The sample included representation of municipalities of various sizes in all NHTSA Regions. PRG also gathered annual counts of seat belt citations issued from approximately one-third of State Police agencies. Primary- and secondary-law locations were equally included in the samples. Counts of citations were examined for trends in seat belt ticket writing. Dependent variables of population size served and type of law were examined for differences over time.

## **Awareness**

The next evaluation objective was to examine if awareness increased over the course of the mobilization. The general evaluation question regarding **awareness** was:

- Did increased awareness occur over the course of the mobilization activities?
- Were there differential affects on awareness for NHTSA regionwide demonstration program targets?

This evaluation included the collection of awareness survey data from motorists doing business in driver licensing offices. Collection of awareness survey information was limited to the NHTSA demonstration States. In a few cases, States used telephone surveys for the collection of awareness data. Telephone surveys were used in the Great Lakes Region to measure changes in awareness of general seat belt messages and of enforcement-related messages and exposure to campaign activity. A sample telephone survey is located in Appendix C.

Awareness surveys were typically collected from motorists visiting driver licensing offices. Participating NHTSA demonstration States used a one-page questionnaire to assess public knowledge and awareness, changes motorists may have made in their seat belt use behaviors, how vigorously they felt their police agencies enforce the law, and the likelihood police would stop them. The survey form used in each State, by and large, was the same with only minor modifications to names of States, type of law, names of law enforcement agencies, and campaign slogans (see sample questionnaires in Appendix B).

The 2006 demonstration States typically collected awareness surveys before any wave activities began and immediately after all CIOT enforcement and publicity ended. States in NHTSA's Central

Region, collected awareness surveys before, during, and after their combined pickup/CIOT demonstration program because this was the first year of demonstration implementation.

Evaluations of previous May Mobilizations have included analyses of national and regional telephone survey data collected by a NHTSA contractor. Neither nationwide nor regionwide telephone survey data were collected surrounding the 2006 Mobilization, unlike what was typically done for prior CIOT Mobilizations. Change in awareness was examined for all NHTSA regionwide demonstration programs.

### **Belt Use**

The next evaluation objective was to examine what effect CIOT activities had on belt use. The general evaluation questions regarding **belt use** included:

- Did statewide belt use improve among the States?
- How much did belt use improve compared to previous years?
- Were there differential improvements in belt use by type of law?

Nearly every State conducted and reported on statewide surveys of belt use immediately following the period of stepped up enforcement. Most of the surveys were completed within the month of June 2006. These surveys typically followed NHTSA guidelines for conducting statewide surveys.

PRG compiled results from States' 2006 statewide seat belt use surveys. Results from these observational surveys were used to determine the number of States that improved in belt use over time and the average amount of annual improvement over time. Differential change in belt use over time was examined using type of law as the dependent variable. Observational surveys of statewide seat belt use from 2006 were compared with statewide rates reported and averaged for June 2002, June 2003, June 2004, and June 2005.

A number of States collected pre-mobilization survey data just before the inception of mobilization activities. This was particularly true among the NHTSA regionwide demonstration States. Pre-post- change occurring over the course of the mobilization activities was determined among States providing information.

Results published for NHTSA's National Occupant Protection Usage Survey (NOPUS) were also used to examine the nationwide trend in belt use over time.

### **Fatality Analysis Reporting System**

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

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

NHTSA's Fatality Analysis Reporting System is a census of all fatal crashes in the United States. FARS data was used to examine change in the proportion of belted, fatally injured front-seat outboard occupants, 15 and older, in passenger vehicles. Individuals were considered belted if they wore shoulder belts, lap belts, lap-and-shoulder belts, or belts used of unknown type. To do this, FARS data was classified into two equal time periods, "pre-CIOT" (November 1999 through May 2003) and "post-CIOT" (June 2003 through December 2006). ARIMA analyses were used to indicate if there was a significant increase in the proportion of belted fatal occupants in the 43-month period following the first *Click It or*

*Ticket* campaign (June 2003) compared to what would have been expected from the trend of the preceding 43 months.

FARS data was also used to examine impacts of the NHTSA regionwide demonstration programs. Data was examined in targeted counties in the three months surrounding the demonstration, in May, June, and July.

## IV. RESULTS

### National Paid Media Purchase

The *Click It or Ticket* national mobilization combines high-visibility enforcement with an intense period of paid advertisements to alert motorists that if drivers choose not to wear their seat belts, they will be stopped and issued a citation (see Appendix E). The primary target audience of the paid media campaign was white males between the ages of 18 and 34 years because this group is the largest group who do not wear seat belts. Drivers of pickup trucks in this age group have lower observed seat belt use than for other vehicle types. A secondary audience was Hispanic males between the ages of 18 to 34 years because belt use in this high risk group is lower. The third target audience was African American males, aged 18 to 34, who are reached mainly through traditional media. Belt use has been falling for this group in recent years; one in four do not wear their seat belts.

Approximately 45 percent of the national media purchase was directed at broadcast television; 25 percent to cable television, 15 percent to radio, 10 percent to Hispanic media, and 5 percent to alternative media. In 2006, NHTSA also bought video-game advertising and internet advertising on specific sites such as [www.NASCAR.com](http://www.NASCAR.com). NHTSA, Disney-Pixar, NASCAR, and the Lowe's Motor Speedway announced a partnership to encourage more Americans to buckle up. There was a new public service announcement developed for the Click It or Ticket campaign featuring the CARS promotional spot and a social-norming message shown from the FOX Leader Boards during NASCAR broadcasts.

Some examples of television purchases for these target audiences include *the Indy Time Trials and the Indy 500 Race*, *CSI: Miami*, *Comedy Central*, *Two and a Half Men*, *Baseball Tonight*, *ESPN Sports Center*, *Poker*, *Mike & Mike*, *the Simpsons*, *Cops*, *America's Most Wanted*, *NASCAR Prime*, *MTV and MTV2*, *Conan O'Brien*, *Tonight Show*, *Law & Order SVU*, *Movie of the Week*, *Las Vegas*, *NHL Finals*, *ER*, *Noticiero Univision*, *Novelas*, *Veronica Mars*, *Smackdown*, and *UPN Movie Night* among many others.

NHTSA spent approximately \$9.2 million on a national paid media purchase and received an estimated \$10.3 in added advertisements (Table 1). NHTSA's national media contactor estimated the TV and radio purchases delivered 1,294 GRPs. The Tombras Group, NHTSA's media contractor, estimated a 50-percent return in value-added and bonus media weight from the national TV media buy. As such, the estimated nationwide purchase resulted in 93 percent of the target audience (men 18 to 34) viewing the CIOT advertisement 16 times.

**Table 1. 2006 *Click It or Ticket* National Post Buy Report**

<p><b>Total Paid Media:</b> Radio: \$1,904,296 TV (broadcast &amp; cable): \$7,408,310 Alternative (Online—Web sites, video games, etc.): \$260,000</p> <p><b>Gross Rating Points (Men 18 to 34):</b> TV: 508 Radio: 786</p> <p><b>Gross Impressions (Men 18 to 34):</b> TV: 133,216,000 Alternative: 15,137,000 Radio: N/A</p>
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## States Paid Media Purchase

Determining the added exposure provided by the States' media purchases was problematic. Prior to 2006, NHTSA's Office of Communications coordinated national and State media purchase through its media contractor, the Tombras Group. Under the SAFETEA-LU authorization, States began using different media agencies to purchase advertisement placement.

Although attempts were made to standardize advertisement purchase information, reporting on media purchasing varied considerably between the States. The comprehensiveness and reliability of the information States provided was noticeably different. Specific information (i.e., dollars spent and GRPs purchased/received per designated market area) could not be standardized among the various media purchasers. PRG typically received whatever was available in whatever format used by the State/media contractor. It is important to note here that the States were not required to provide the requested information in a specific format.

Dollars spent could be determined based on dollar amounts reported by States on NHTSA's Web-based mobilization reporting system. Forty-five States and the District of Columbia reported on-line dollar amounts spent on advertisements; five States did not. For the five States that did not, amounts spent on paid publicity were obtained directly from State Highway Safety Offices or they were estimated using NHTSA Regional Mobilization Work Plan Summaries.

Approximately \$16.7 million were spent (Table 2). Nearly two-thirds of the State money spent on placing paid publicity went toward television advertisements (\$11.2 million). One-quarter (\$4.3 million) was spent on radio. Four percent (\$620,000) went towards billboards and the remainder went to a lesser extent into print and other types of media. Type of seat belt law did not make noteworthy differences in the type of media used or amount spent on paid publicity.

**Table 2. State Paid Media Purchases for 2006**

	<b>Dollar Amount</b>	<b>Percent</b>	<b>Cents per Capita</b>
<b>Total</b>	\$16,679,896	100%	6
Television	\$11,226,834	67%	4
Radio	\$4,256,440	26%	1
Billboards	\$620,890	4%	<1
Print	\$145,727	<1%	<1
Other	\$426,927	3%	<1

NHTSA's Regional Offices indicated that 43 States used the enforcement-centered slogan, *Click It or Ticket* in their paid media messages.

The total dollars spent on national and State paid advertisements in 2006 decreased due to less State expenditure (Table 3). Dollar amount allotted by Congress remained consistent over time from 2004 through 2006. State spending appeared to have increased from years 2003 through 2005, before decreasing in 2006.

**Table 3. Amount Spent on Paid Advertisements for *Click It or Ticket*, 2003–2006; National and State Funding Combined**

	2003	2004	2005	2006
Number of States/Territories Where Dollar Amount Known	45	48	44	50
Approximate Dollars Spent on Advertisements (State)	\$16M	\$20M	\$23M	\$17M
Approximate Dollars Spent on Advertisements (National) <sup>1</sup>	\$0	\$10M	\$10M	\$10M <sup>2</sup>
Approximate Dollars Spent on Advertisements (National + State)	\$16M	\$30M	\$33M	\$27M

<sup>1</sup> Approximation based on dollar amount allotted by Congress.

<sup>2</sup> \$9.2 million was reported spent on placing CIOT advertisements.

Estimates for the States media purchases are vague at best given that time and place affect the actual value of the dollars spent. For example, a dollar spent in a particular designated media market area (DMA) for a given period of time would not necessarily be as valuable in another DMA. Attempts to obtain more detailed information on State purchases including GRPs purchased per DMA was not possible given the numerous media contractors involved across the States, the varying methods used by contractors to account for media purchasing. Complicating matters is that there was no mandate from NHTSA for States to provide paid media information in a standardized way, if that is even possible. So, beyond total dollars spent on Television, Radio and other media, airtime purchase data are vague.

### **Earned Media**

NHTSA's earned media contractor, Akins Crisp, used an electronic search system to locate local news providing coverage or information related to the May Mobilization (Table 4). The electronic system was programmed to search for relevant key words and terms appearing within a defined time-period. News articles and local news stories with terms like *May Mobilization*, *Click It or Ticket*, and *seat belt enforcement* appeared in at least **855 news stories between April 12 through June 16, 2006.**

The system was apparently more capable at finding relevant stories appearing in more widespread news outlets and less capable of finding them in the minor local news outlets. The fact that any search system is limited in ability to locate all stories suggests the importance for local participants to continue to search for relevant coverage and information related to the May mobilization.

The earned media activity reported in this report came from law enforcement agencies (LEAs) and State Highway Safety Offices that participated and reported on earned media activities at the end of the campaign. Some State Highway Safety Offices hired firms with a capability to search for relevant local news stories. The number of States that used this type of service was not known. Virtually all States asked community participants to report on the number of TV and radio spots, TV news stories, and print stories publicized. Forty-seven States reported earned media activity in 2006 by way of NHTSA's mobilization Web reporting system.

**Table 4. Earned Media Summary 2006; NHTSA Search**

Alabama	20	Kentucky	4	North Dakota	3
Alaska	3	Louisiana	12	Ohio	26
Arizona	8	Maine	9	Oklahoma	6
Arkansas	25	Maryland	10	Oregon	17
California	73	Massachusetts	12	Pennsylvania	12
Colorado	19	Michigan	37	Rhode Island	1
Connecticut	13	Minnesota	14	South Carolina	5
Delaware	7	Mississippi	32	South Dakota	2
District of Columbia	5	Missouri	18	Tennessee	16
Florida	63	Montana	6	Texas	70
Georgia	13	National	8	Utah	15
Hawaii	15	Nebraska	8	Vermont	2
Idaho	2	Nevada	13	Virginia	11
Illinois	30	New Jersey	25	Washington	18
Indiana	27	New Mexico	9	West Virginia	16
Iowa	7	New York	20	Wisconsin	38
Kansas	7	North Carolina	20	Wyoming	1

Table 5 displays the summary of State-reported earned media in 2005 and 2006. Categorical totals should be taken with caution given that a single State can tilt the national picture for what is reported. For example, in 2005, one State reported 8,800 radio news stories and that was the vast majority of what was reported that year; and in 2006, a single State reported 544 press conferences. Table 6 shows State by State earned media totals for 2006.

**Table 5. Earned Media Reported by States for 2005 and 2006**

	2005 (45 States)	2006 (47 States)
Press Conferences	358	966
TV News	3,873	5,567
Radio News	12,556	3,717
Print News	4,965	4,272

**Table 6. Earned Media Summary; Reported by States for 2006**

Alabama	22	Kentucky	47	Ohio	150
Alaska	15	Louisiana	1,911	Oklahoma	2,030
Arizona	11	Maine	57	Oregon	50
Arkansas	125	Maryland	135	Pennsylvania	214
California	206	Massachusetts	1	Rhode Island	9
Colorado	112	Michigan	602	South Carolina	236
Connecticut	54	Minnesota	366	South Dakota	2
Delaware	*	Mississippi	134	Tennessee	249
District of Columbia	*	Missouri	83	Texas	1,554
Florida	1,983	Montana	81	Utah	44
Georgia	1,596	Nebraska	117	Vermont	76
Hawaii	94	Nevada	37	Virginia	343
Idaho	43	New Jersey	136	Washington	193
Illinois	413	New Mexico	4	West Virginia	324
Indiana	74	New York	*	Wisconsin	295
Iowa	401	North Carolina	209	Wyoming	2
Kansas	754	North Dakota	347		

### **Mobilization Enforcement**

States collect enforcement activity data after the mobilization from local participants. All 50 States reported on enforcement activities that took place during the 2006 Mobilization. States summarized local level data and reported it to NHTSA electronically using the mobilization Web reporting system. Enforcement totals are presented in Table 7. All 50 States and the District of Columbia reported that 11,623 law enforcement agencies participated in the 2006 May CIOT Mobilization. Seventy-six percent of the participating agencies (8,793) reported their enforcement activities to NHTSA.

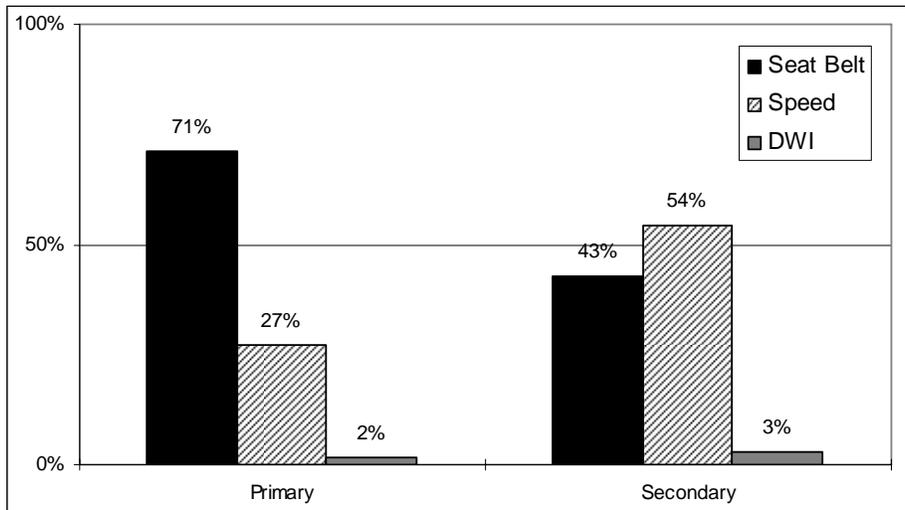
Law enforcement issued 697,115 citations to seat belt violators during 2006 Mobilization. During this time, over 34,000 citations also were issued for child restraint violations. Typically during the mobilization a large number of speeding tickets were issued and this mobilization the same held true (429,738). Other citation reported during the mobilization included suspended licenses (41,821), uninsured motorists (48,399), and DWI arrests (23,000).

**Table 7. 2006 May Mobilization Enforcement Activity Reported by States**

	<b>Total (51)</b>	<b>Primary Law (23 States + DC)</b>	<b>Secondary Law (27 States)</b>
Participating LE Agencies	11,623	6,576	5,047
Reporting LE Agencies	8,793	4,676	4,117
Total Hours Worked	621,736	251,869	369,867
Number of Checkpoints	6,714	3,761	2,953
DWI Arrests	22,939	11,299	11,640
Safety Restraint Citations	697,115	512,626	184,489
Child Passenger Citations	34,501	25,098	9,403
Felonies	12,183	4,297	7,886
Stolen Vehicles	1,626	420	1,206
Fugitives Apprehended	14,038	6,486	7,552
Suspended Licenses	41,821	19,350	22,471
Uninsured Motorists	48,399	27,823	20,576
Speeding	429,738	195,603	234,135
Reckless Driver	12,776	3,079	9,697
Drugs	12,555	5,499	7,056
Other	204,237	69,524	134,713

Officers in primary law enforcement States issue seat belt tickets at a greater proportion of total tickets issued compared to secondary law States. The figure below illustrates the difference in types of tickets issued for primary and secondary law States using three common types of violations. During the 2006 May Mobilization the distribution of speeding tickets was greater in secondary law States compared to primary law States (43% versus 71%). In secondary law locations, the greater proportion of tickets was issued for speeding violators compared to seat belts (54% versus 43%).

**Figure 2. Proportion of Citations Issued by Type and Law Type**



Although NHTSA requests that States report on their enforcement activity for the CIOT mobilization, States interpret what items to report differently. For example, some States report enforcement activity totals only for their grantee locations while other States report the enforcement

activities for all the participating agencies, grantee or not. In addition, from year-to-year, some States have varied their method of reporting on their mobilization enforcement. Therefore, using this data to compare year-to-year mobilization enforcement activities is unreliable. This issue was addressed by collecting enforcement data from an independent random sample of law enforcement agencies.

### Law Enforcement Agency Sample

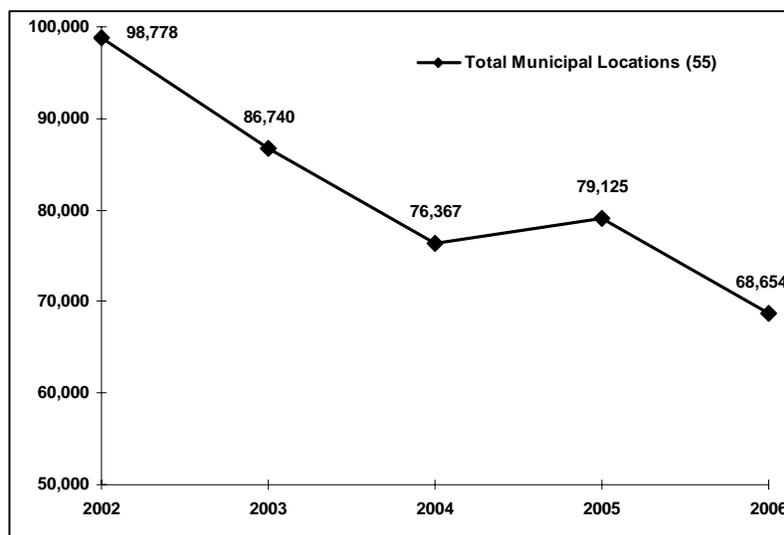
A stratified random sample of municipal and State police enforcement agencies was drawn to track seat belt enforcement citations between 2002 through 2006. The sample included communities of various sizes in primary and secondary law States from all NHTSA Regions.

### Municipal Agency Enforcement

The municipal sampling process included random selection of one primary law and one secondary law location from each of the ten NHTSA Regions (2 cities \* 10 NHTSA Regions = 20) and stratified by four categories of city size: (1) <50K; (2) 50K to 100K; (3) 100K to 250K; (4) >250K. As such, the planned sample was to include 80 sites. Municipal police departments serving the cities randomly chosen for the sample were contacted and a request was made for monthly totals of citations issued in cases of non-compliance with the adult seat belt law, for the period 2002 through 2006. Multiple attempts were made to collect citation data from contacts in the sample cities. Over time, unresponsive sample cities and cities unable to answer requests for data were replaced with other randomly chosen cities. Over 200 municipal agencies were contacted. Eighty-two were able to provide information in response to requests for seat belt citation data. Fifty-five municipal law enforcement agencies provided complete annual information for all five years requested; 38 were able to provide complete month-by-month information for all five years.

The annual seat belt citations issued by the sample of municipal agencies is graphed in Figure 3. From 2002 to 2006, there was a downward trend in the number of seat belt citations issued. The number of tickets dropped 31 percent from 98,778 in 2002 to 68,654 in 2006.

**Figure 3. Number of Seat Belt Citations Issued by Year**



Primary law and secondary law locations contributed to the decline in seat belt citations issued (Figure 4). Primary law locations ticketing decreased 34 percent and secondary law locations decreased 23 percent.

**Figure 4. Number of Seat Belt Citations Issued by Type of Law and Year**

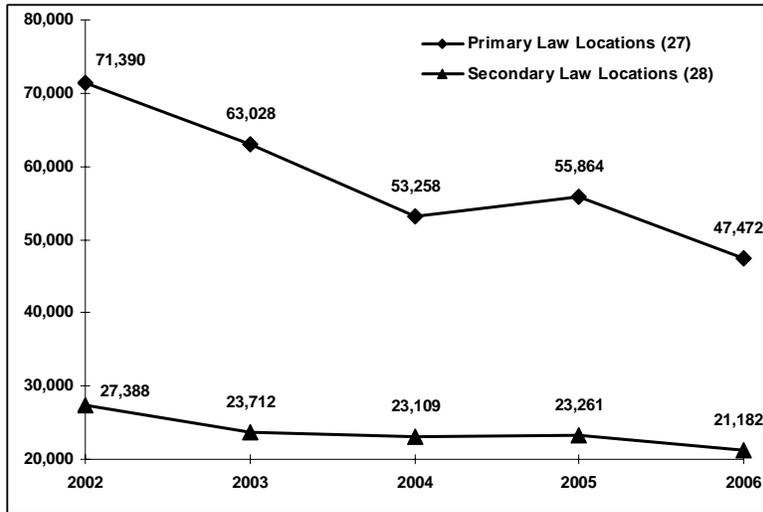
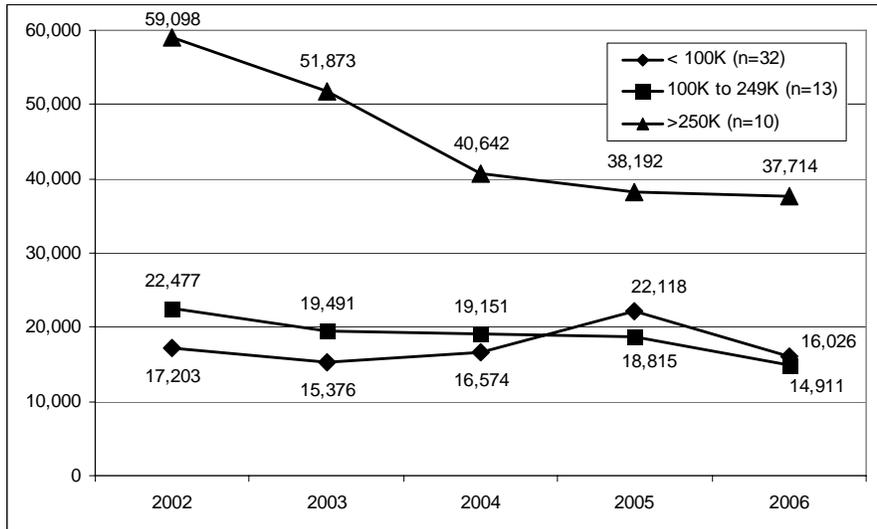


Figure 5 displays the number of tickets issued per year for municipal agencies representing different sized communities. Ticketing levels over time have remained relatively level for law enforcement agencies serving communities less than 100k population. Law enforcement agencies serving larger populations indicated a decline in ticketing from 2002 through 2006. All size categories reported issuing fewer tickets in 2006 than in 2005. This decrease was significant for mid-size departments only (paired t-test,  $p < .05$ ). Moreover, the average number of seat belt tickets issued between 2002 and 2005 was higher than the number of citations in 2006. This decrease was significant ( $p < .05$ ) in both mid-size and large departments. There were no significant changes for small departments.

**Figure 5. Number of Seat Belt Citations Issued per Year; 2002-2006**



Thirty-eight municipal law enforcement agencies provided counts of tickets issued per month. Figure 6 shows the total number of tickets issued per month for the years 2002 through 2006. In General, seat belt ticketing declined over time. Ticketing was most common during May. This is not surprising given the level of planning, coordination, and recruitment put into May Mobilizations. Noticeable spikes

in ticketing also occurred around November and December during years 2003, 2004, and 2005 and around September 2006. These months can also be associated with significant special enforcement efforts organized at the national level by NHTSA, facilitated by the State Highway Safety Offices, and carried out by thousands of local law enforcement agencies like those represented in the graph below. Conversely the number of tickets issued was typically at its lowest level during mid-winter (i.e., February).

**Figure 6. Seat Belt Citations Issued per Month; 2002 - 2006**

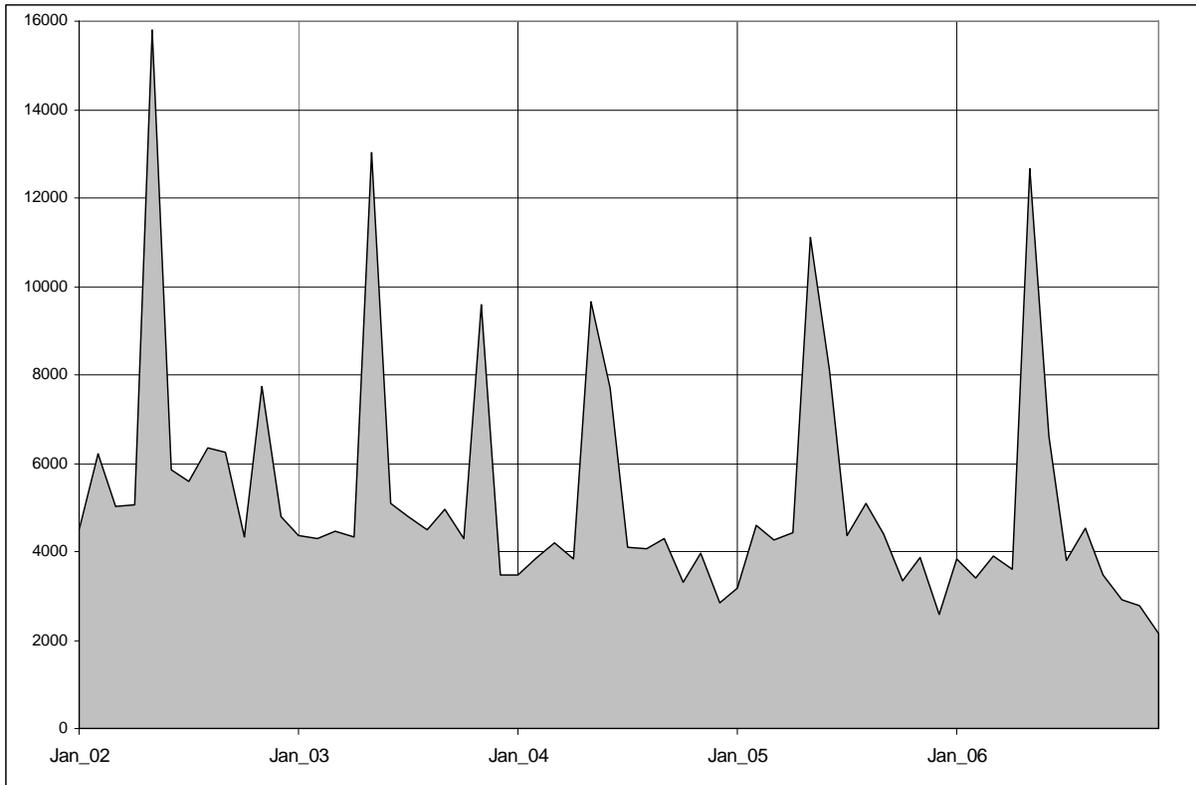
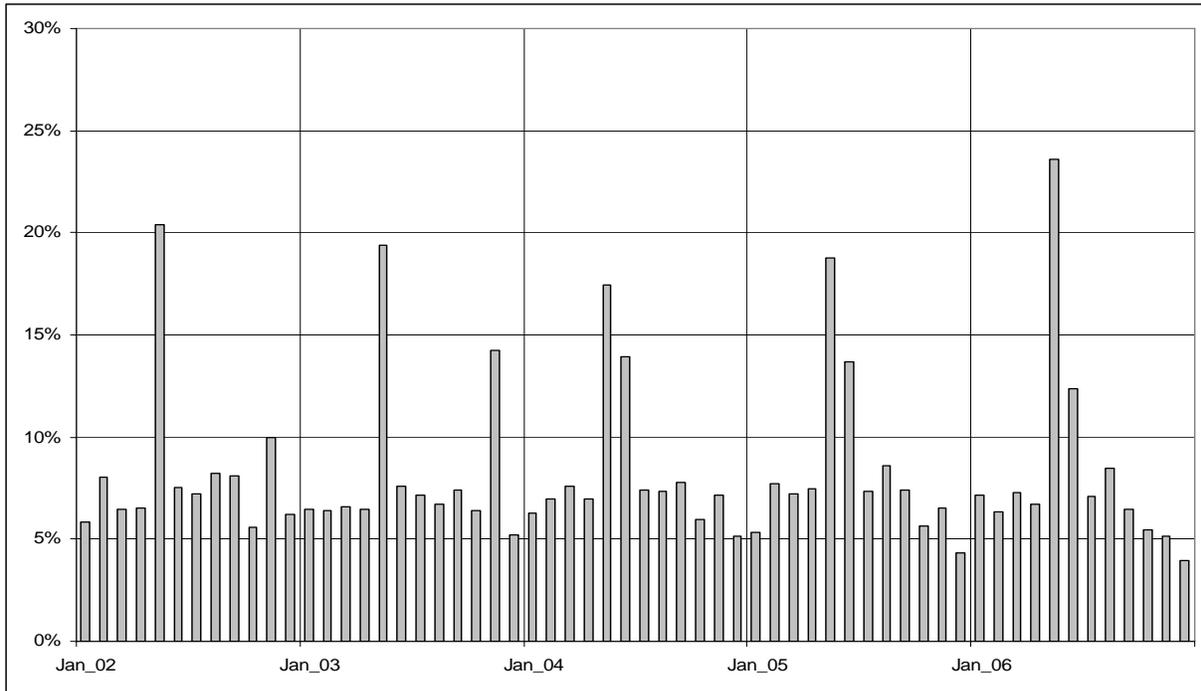


Figure 7 shows the proportional distribution of seat belt tickets issued by month each year 2002 - 2006. Clearly May and June have the highest distribution of seat belt tickets and that is due to Mobilization enforcement. The graph shows that two to three times the normal distribution of ticketing occurs during May.

**Figure 7. Proportion of Seat Belt Ticketing per Month of Year; 2002 - 2006**



### State Police Enforcement

A random sample of 17 State law enforcement agencies provided annual counts of seat belt citations for 2002 through 2006. This included 7 State agencies operating under primary enforcement laws in 2006 and 10 operating under a secondary enforcement law.

The annual seat belt citations issued by the State agencies is shown in Figure 8. From 2002 to 2004 there was a downward trend in the number of seat belt citations issued, representing a 22-percent decrease. After 2004, ticketing did not decrease any further but remained lower compared to 2002 and 2003. The decrease in the number of tickets the State police issued between 2002 and 2004 was much greater in secondary law States compared to primary law States (27% versus 5%) (Figure 9). A decrease in ticketing continued in the primary law States until 2005. Both primary and secondary law States experienced an increase in ticketing between 2005 and 2006.

States with populations under 6 million showed no significant decreases in ticketing over time. Whereas States with populations over 6 million showed a significant decrease (paired t-test,  $p=.014$ ) between the average of 2002-2005 and year 2006; and no difference between 2005 and 2006.

Figure 8. Number of Seat Belt Citations Issued by Year

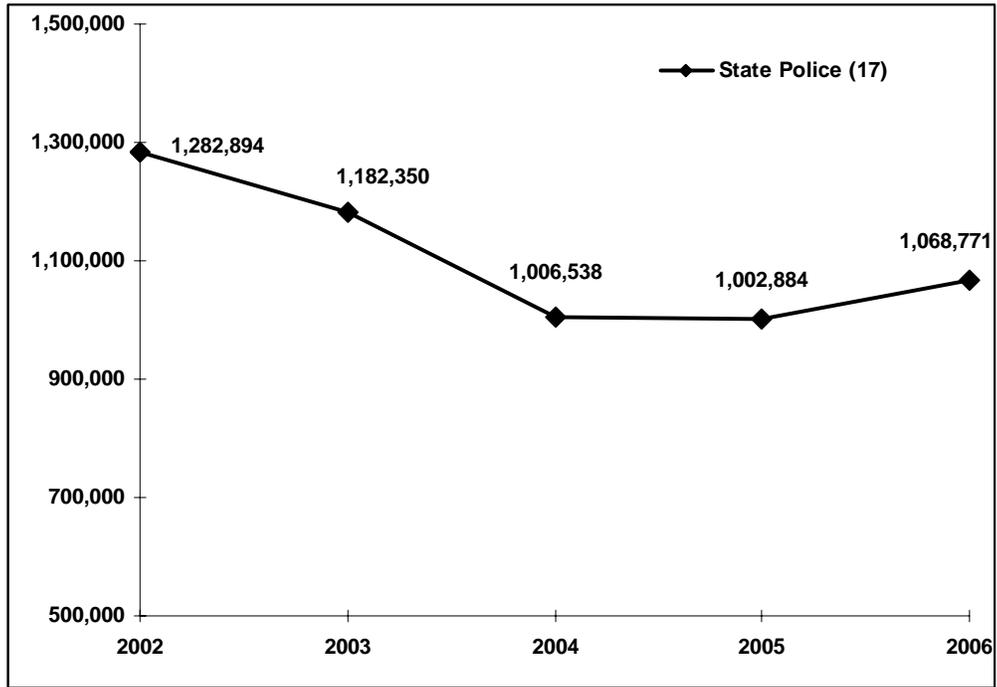
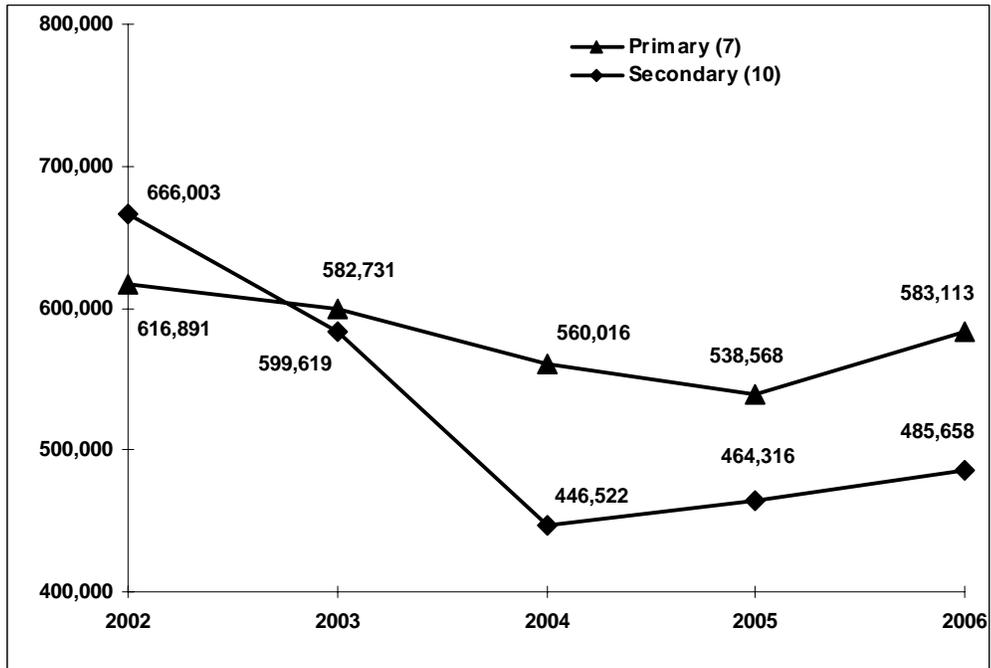


Figure 9. Number of Seat Belt Citations Issued by Type of Law and Year



## Awareness

The intermediate effect of a *Click It or Ticket* campaign is to quickly and effectively increase awareness of efforts to improve seat belt use. Paid and earned publicity are proven elements for an effective campaign. Millions of dollars were used in 2006 to place targeted television commercials expressing the enforcement theme *Click It or Ticket*. Those advertisements were used in conjunction with widespread earned media efforts telling motorists through the news and similar sources that their local authorities were among the May Mobilization's participants. Comprehensive CIOT programs included actual visible enforcement intended to make the presence of the program all-the-more obvious and real.

Most States that participated with NHTSA in demonstration programs collected pre- and post-campaign awareness surveys from motorists doing business in driver licensing offices (Appendix B), by telephone (Appendix C), or both. Few non-demonstration States collected pre- and post-awareness surveys. Awareness surveys can document a campaign's reach and effectiveness, and determine specific attributes and effects of the campaign and that can help in the design and implementation of future campaigns.

Results from pre/post- awareness surveys collected for NHTSA's show the immediate impact a STEP wave. Table 8 reports results from all States that conducted pre- and post- surveys at driver licensing offices (Alabama, Florida, Iowa, Kansas, Mississippi, Nebraska, North Carolina, and Tennessee) and the results for each State are presented in Appendix B. The CIOT approach had an immediate impact on pre/post- awareness of seat belt messages. Exposure to messages increased dramatically over the course of the May campaign.

**Table 8. NHTSA Driver License Awareness Survey Results;  
Pre/Post Results 2006**

	Pre Campaign	Post Campaign	Percentage Point Change
	(n=8,965)	(n=9,375)	
Recent exposure to seat belt messages	59%	80%	+21
TV exposure	35%	57%	+22
Radio exposure	19%	32%	+13
Newspaper exposure	16%	21%	+5
Aware of special efforts to enforce the seat belt law	42%	63%	+27
Perceived risk of receiving a belt ticket as "Very Likely"	23%	26%	+3
Recognizes the <i>Click It or Ticket</i> slogan	73%	83%	+10

In one month, self-reported exposure to seat belt messages increased 21 percentage points and awareness of special efforts to enforce the seat belt law also increased (42% to 63%). However, respondents' perceived likelihood of receiving a ticket for non-compliance with the law increased only slightly from 23 to 26 percent. Exposure to seat belt messages was reported most often through television followed by radio and then newspaper. Television exposure increased the most (22 percentage points) followed by radio (13 points) and then newspaper (5 points). The *Click It or Ticket* slogan was widely recognized in this NHTSA Region even before the Mobilization (73%); likely due to years of *Click It or Ticket* Mobilizations. Recognition of the CIOT slogan measured 10 percentage points higher after the campaign (83%).

## Seat Belt Usage

Observing seat belt use before and after a CIOT campaign is done to measure the effectiveness of the campaign. In 2006, under SAFETEA-LU, States were not required to conduct pre- and post-observational surveys and many did not. All States conducted full statewide surveys beginning the month of June, after the May Mobilization publicity enforcement concluded. Thirty-seven States confirmed that they conducted pre-campaign observational belt use surveys by using statewide surveys, sub-sample surveys, or convenience sample surveys.

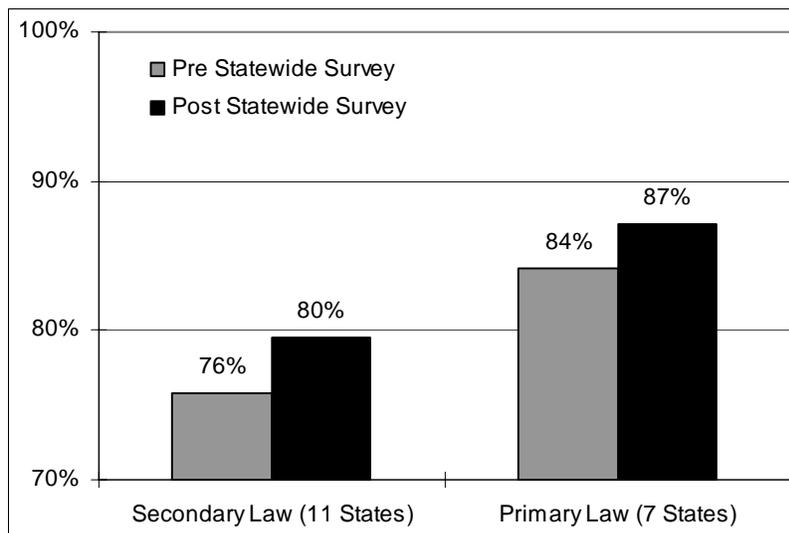
Seven primary law States and 11 secondary law States reported their results for pre- and post-observational seat belt surveys that used statewide samples. Most of these States participated in NHTSA demonstration programs (Table 9).

**Table 9. NHTSA Central Region Awareness Survey Results; 2006**

	<b>Law Type</b>	<b>Pre</b>	<b>Post</b>	<b>Point Difference</b>
CO	Secondary	76.6%	80.3%	3.7
IA	Secondary	88.0%	89.0%	1.0
KS	Secondary	59.0%	69.0%	10.0
KY	Secondary	67.3%	67.2%	-0.1
MN	Secondary	83.0%	84.0%	1.0
NB	Secondary	70.0%	76.0%	6.0
NV	Secondary	88.9%	91.2%	2.3
OH	Secondary	79.6%	81.7%	2.1
SC	Secondary	69.5%	72.5%	3.0
UT	Secondary	82.1%	88.6%	6.5
WI	Secondary	70.0%	76.0%	6.0
AL	Primary	78.6%	82.9%	4.3
IL	Primary	84.6%	87.8%	3.2
IN	Primary	79.7%	84.3%	4.6
MI	Primary	89.9%	94.0%	4.1
NC	Primary	86.9%	88.5%	1.6
OR	Primary	93.6%	94.0%	0.4
TN	Primary	76.1%	78.6%	2.5

As Figure 15 shows, the average pre-survey use rate across primary States measured higher compared to the use rate across secondary law States (80% versus 76%). Post survey measurements indicated that increases occurred in both primary and secondary law locations across the mobilization period. These results suggest that the CIOT mobilizations work quickly to boost seat belt use rates. These results are similar to other years when observed belt use is lower in April than in June, suggesting that belt use drops between national mobilization periods. The pattern of boosting belt use to its highest in June and having it drop back near the pre-survey level is accepted as a normal event from year to year. In previous years, the May Mobilization has proved useful in improving the national belt use rate to new highs, but the National Occupant Protection Usage Survey (NOPUS) indicated that was not the case in 2006 (see subsequent section).

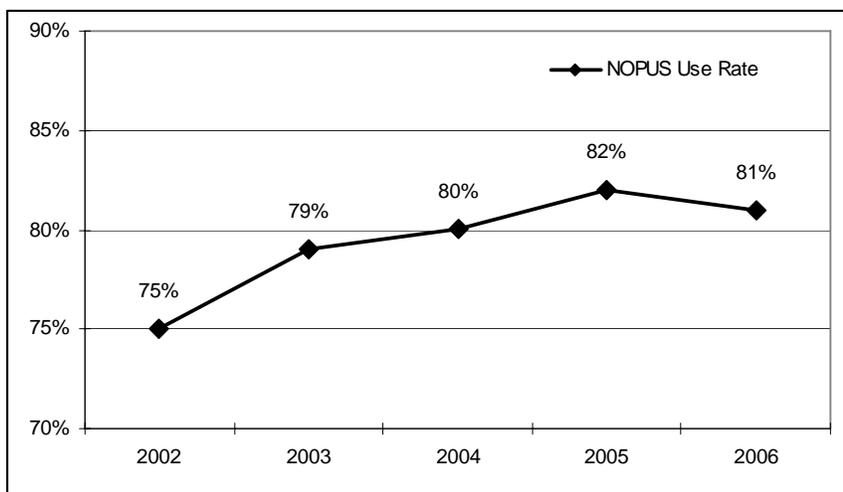
**Figure 10. Pre- and Post-2006 CIOT Statewide Seat Belt Use Observations Averaged by Type of Law; 2006**



**National Occupant Protection Usage Survey**

The National Occupant Protection Usage Survey (NOPUS) is a probability-based observational survey including all roadway types across the United States. NHTSA conducts the survey each year to determine the nationwide seat belt use rate. The 2006 NOPUS included over 1,800 observation sites, in which 126,000 vehicles and 162,000 front seat occupants were observed. According to NOPUS, the national seat belt use rate was 81 percent in 2006, a 1-percent drop from 2005, and the first decrease since national mobilizations began in 2002 (Figure 11). Statistically, however, it is not a significant drop and within the margin of error, which means there was no change.

**Figure 11. Statewide Seat Belt Use Rates; 2002 – 2006**



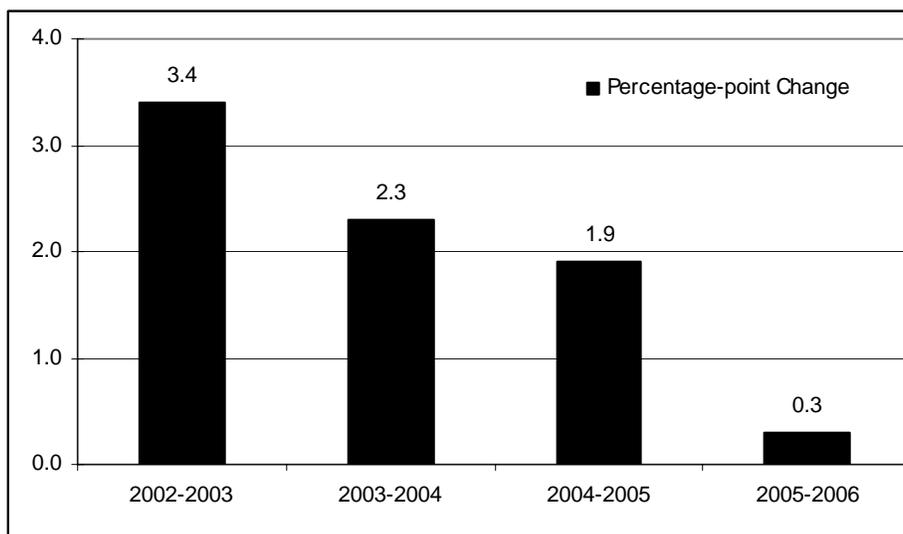
**Statewide Surveys of Seat Belt Use**

Typically, States measure their seat belt user rates immediately following the conclusion of May Mobilization enforcement and paid media activity when seat belt use is likely to be at its highest because of the level of nationwide enforcement and publicity. Within months, the improvements in seat belt use

are likely to decrease to pre-wave levels. Most States designed surveys that can be completed within one to three weeks' time.

Since 2002, the yearly increase in seat belt use as measured by the June statewide surveys has diminished. This might be expected given that the room for annual improvement lessens each year as successive improvements in belt use are made. When all States are weighted equally, Figure 12 shows the amount of annual improvement averaged across statewide surveys for years 2002 through 2006. The average annual improvement was greatest from 2002 to 2003 (3.4 percentage points) but it decreased thereafter. The average annual improvement was lowest from 2005 to 2006 (0.3 percentage points), the first year under SAFETEA-LU requirements.

**Figure 12. Amount of Improvement Across Statewide Use Rates, 2002-2006**



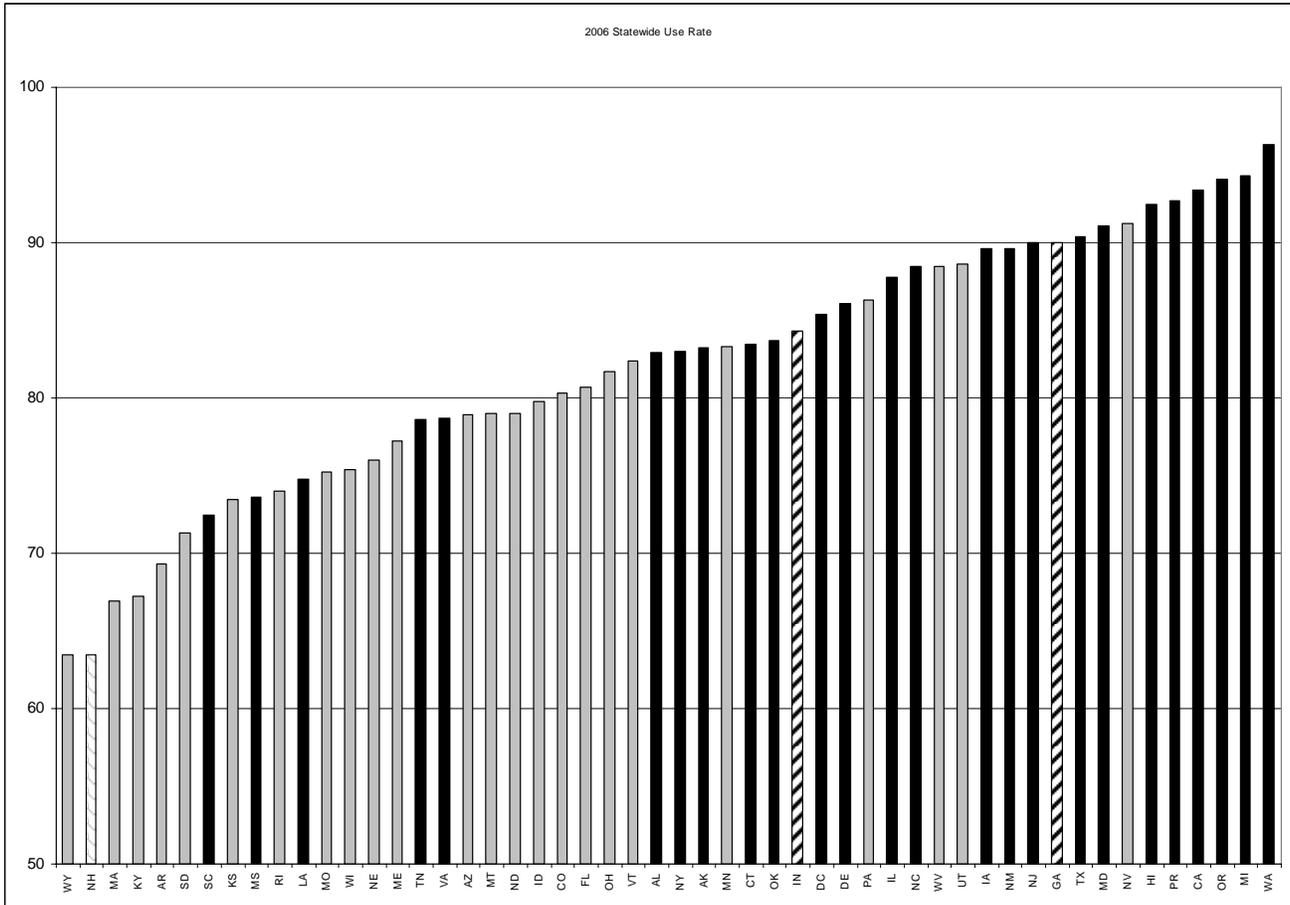
Statewide usage rates ranged widely (Table 10). Statewide belt use rates measured in 2006 ranged from a low of 63.5 percent to a high of 96.3 percent. The median use rate equaled 83.0 percent among the statewide surveys. Seat belt use rates were generally higher in primary enforcement locations compared to locations without full enforcement powers. The median use rate in primary law locations was nine percentage points higher, the same amount of difference in 2005. Belt use rates in primary law locations ranged from 72.5 to 96.3 percent. In locations without full enforcement powers, belt use rates ranged from 63.5 to 91.2 percent. The median use rate was 88.2 percent in primary law locations versus 79.0 percent in locations without full enforcement powers.

**Table 10. 2006 Statewide Seat Belt Use Rate**

	Low	Hi	Median
Primary Enforcement (22 States + DC +PR)	72.5	96.3	88.2
Less than Primary (28 States)	63.5	91.2	79.0

Figure 13 illustrates the distribution of the 2006 seat belt use rates between primary and secondary States. Secondary law States (gray bars) are clustered to the left in the lower percentile range, while primary law States (black bars) are clustered to the right in the higher percentile range.

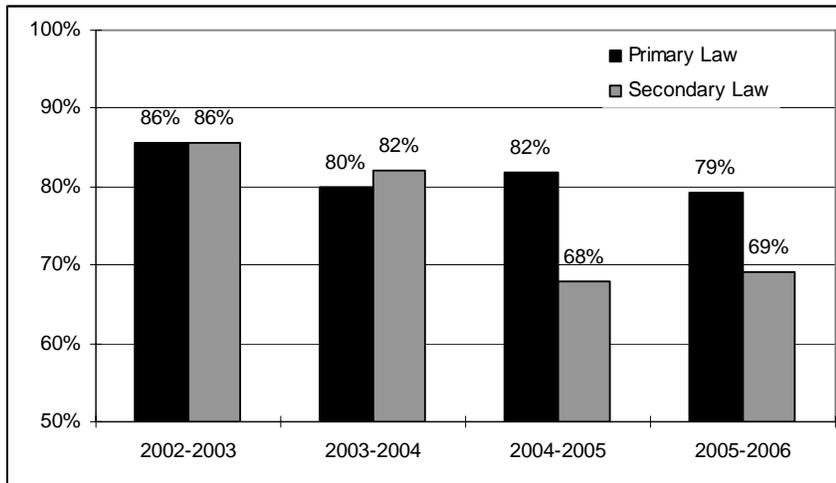
**Figure 13. 2006 Statewide Seat Belt Use Rates<sup>1</sup>**



<sup>1</sup>New Hampshire has no seat belt law. Indiana and Georgia's primary enforcement laws exempt occupants riding in pickup trucks.

Between 2005 and 2006, seat belt use improved in a majority of States/territories. Improvements were more likely to occur in primary States. Figure 14 shows how belt use rates have improved in a majority of States each year mobilizations have been conducted; however, the proportion of States that continue to measure improvements has declined over time.

**Figure 14. Percent of Primary and Secondary Law States That Increased Seat Belt Use: 2002 – 2006**



## National FARS Analyses for November 1999 Through December 2006

NHTSA's Fatality Analysis Reporting System is a census of all fatal crashes in the United States. Figure 15 shows the monthly proportion of belt use for fatalities from November 1999 to December 2006 for front-seat outboard occupants 15 and older. Belt use was defined as lap, shoulder, lap and shoulder, and seat belt used but of unknown type. Unknown belt use was not included in the following analyses. Seat belt use among fatally injured crash victims is consistently lower than observed belt use and has been steadily rising since 2000. ARIMA analyses indicated that there was a significant increase in the proportion of belted fatal occupants in the 43-month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 43 months.

Using the time period of 43 months prior to program implementation (November 1999) and 43 months post-program implementation (ending with the most recent available month, December 2006) provided for maximum data during the follow-up period (Table 11).

**Table 11. FARS Data Used for Analyses**

Time Period	Months of Inclusion
Pre-CIOT Campaign	November 1999 through May 2003
Post-CIOT Campaign	June 2003 through December 2006

Analyses were conducted on the proportion belted in each of the 86 months. Figure 15 graphically depicts proportion belted both before and after the intervention. A simple two-sample T-test was run comparing the 43 months prior to implementation to the 43 months following. The results indicate that there was a significantly higher mean proportion of belted after the CIOT campaign ( $M = 47\%$ ) than before CIOT ( $M = 43\%$ ) ( $t(84) = -11.227, p < 0.001$ ) (see Table 12).

An ARIMA time series analysis was conducted confirming that the results of the t-test were not due simply to a pre-existing increasing trend in belt use. Using the model (1,0,1) (1,0,0) to control for systematic fluctuations in the data series produced a significant effect of the implementation of the CIOT campaign. The ARIMA estimates that there was a 3.8-percentage-point monthly increase in belt use among fatally injured front-seat occupants of passenger vehicles after the CIOT campaign compared to what would have been expected from the existing trend before the campaign (see Appendix D).

**Figure 15. U.S. Proportion Belt Use for Fatalities, November 1999- December 2006**

Date

**Table 12. Group Statistics for t-test**

	<b>US_PRPST Pre- Post- June 2003</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Proportion of Belted fatalities in the United States	<b>Pre</b> ( November 1999 – May 2003)	43	.42574320	.016245766
	<b>Post</b> (June 2003 – December 2006)	43	.46573151	.016780903

The FARS database only contains data for fatal crashes, which are the most serious type of crashes. Fatal crashes may be very different from nonfatal crashes in terms of belt use and other factors.

## **V. EVALUATION OF NHTSA REGIONWIDE DEMONSTRATION PROGRAMS**

### **A. BUCKLE UP IN YOUR TRUCK DEMONSTRATION PROGRAMS**

#### **Background**

National Highway Traffic Safety Administration fatality data indicates that occupants in pickup trucks consistently have lower seat belt usage rates than occupants in automobiles, vans, and sport utility vehicles. While there have been steady increases in seat belt use rates for all types of vehicles over the years, the belt use rate in pickup trucks has continued to lag behind other vehicle types.

The Fatality Analysis Reporting System indicates that three out of four pickup-truck occupants killed in crashes were not wearing a seat belt. In comparison, just about one-half of occupants killed in passenger cars were unbelted (National Center for Statistics & Analysis 2003). Observational surveys indicate belt use among front-seat occupants in pickup trucks typically ranges 5 to 15 percentage points lower than usage in other types of passenger vehicles.

Seat belts are the single most effective tool to reduce fatal and nonfatal injuries in motor vehicle crashes. Seat belts are 45-percent effective in reducing fatalities among occupants in passenger cars. They are 60-percent effective in light trucks (Dinh-Zarr et al., 2001).

Program-specific media and enforcement data reported in the following sections originate from NHTSA's Web site for Reporting Mobilization Activities, posted July 2007, and from information submitted directly to PRG from the States.

#### **1. BUCKLE UP IN YOUR TRUCK - SOUTH CENTRAL**

NHTSA's South Central Region (SCR) includes five States, Arkansas, Louisiana, New Mexico, Oklahoma, and Texas. In 2002, there were 5,048 passenger vehicle occupants killed in car crashes across the region; 1,348 of these occupants were driving or riding inside a pickup truck.

The five States in NHTSA's South Central Region first implemented the Buckle Up in Your Truck (BUIYT) enforcement/media programs in May 2004 (see Evaluation of the May 2004 Mobilization; Programs to Increase Seat Belt Use, NHTSA). This region wide effort included an advertisement campaign focused on the dangers of not wearing a seat belt when in a pickup truck. The campaign's centerpiece was the use of targeted television and radio advertisements to encourage non-belt-users in pickup trucks to buckle up. The advertisements stressed the usefulness of seat belts in a dangerous rollover type crash and were not intended to be enforcement-centered. The two-week advertisement campaign was timed to immediately precede the usual CIOT campaign, which included high-visibility enforcement of seat belt laws.

Beginning with the 2005 BUIYT campaign, the SCR States switched to an enforcement-centered script and committed more effort toward enforcement-centered outreach. Enforcement only took place during the usual CIOT enforcement period. The effectiveness of the 2006 BUIYT campaign and CIOT Mobilization was evaluated by measuring public awareness and examining actual belt usage.

#### **South Central Media and Publicity**

Individual States in this region directed TEA-21 grant funds toward placing paid advertisements that encouraged occupants in pickup trucks to put on seat belts. The level of funding for BUIYT and CIOT media purchases is presented in Table 13. Nearly \$1.1 million was directed toward placement of the BUIYT advertisements in 2005. Most of that amount was spent buying television airtime focused on

males between from 18 to 39. A larger amount, nearly \$2.8 million, was spent on the purchase of enforcement-centered advertisements for the May 2005 CIOT Mobilization. Most of these dollars spent purchased placement for television advertisements. The 2006 BUIYT advertisement purchase was nearly 18 percent greater than the 2005 purchase (\$1.3 million versus \$1.1 million); the CIOT purchase made by these States was \$2.9 million, a 4-percent increase from 2005. Most of the dollars spent again went toward the placement of television advertisements.

**Table 13. May 2006 South Central Region;  
BUIYT and CIOT Media Budgets**

<b>Total Budget</b>	<b>Estimated Dollars BUIYT</b>	<b>Cents Per Capita</b>	<b>Estimated Dollars CIOT</b>	<b>Cents Per Capita</b>
\$4.2 Million /12¢	\$ 1.3 million	4 ¢	\$ 2.9 million	8 ¢

Approximately 12¢ per resident was spent on BUIYT and CIOT advertisements (Table 14). That amount was higher than what was spent on advertisements across the 22 States not participating in any NHTSA region wide demonstration programs in 2006 and the Nation as a whole. Most of the SCR money (6¢) went toward the placement of television advertisements, some went to radio advertisements (3¢), and less (2¢) was spent on other types of message delivery like billboards and other types of signage.

**Table 14. May 2006 South Central Region;  
Media Budget by Media Type**

	<b>SCR</b>	<b>Non-Demo States (22 States/Territories)</b>	<b>Nationwide Average ( 44 States/Territories)</b>
<b>Total</b>	12¢	5¢	6¢
Television	6¢	4¢	4¢
Radio	3¢	1¢	2¢
Other/Unknown	2¢	<1¢	<1¢

Earned media was generated in every State, generally associated with press events, press releases, or outreach activities. Counts of earned media were provided for the CIOT program but not specifically for BUIYT. During CIOT, there were more than 70 media events and over 14,500 TV, print, and radio news stories.

### **South Central Enforcement**

No citations for seat belt and child restraint violations were documented for BUIYT in 2004, 2005, or 2006, given that the design of the program included enforcement only during the usual CIOT enforcement period. All five States intensified enforcement activity during CIOT. During the 2006 CIOT phase, approximately 904 enforcement agencies participated in the mobilization, representing an average of about 28 percent of all relevant agencies across these States. Across the region, law enforcement agencies issued 75,136 seat belt tickets and 59,085 speeding tickets (Table 15).

**Table 15. May 2006 South Central Region;  
Law Enforcement Activity**

<b>Enforcement Action</b>	<b>Number</b>
Seat Belt Citations	75,136
Unrestrained Child Citations	7,835
Speeding Citations	59,085
DWI Arrests	3,129

Level of seat belt ticketing across the five States ranged from 7 to 34 tickets issued per 10,000 residents; two States issued seat belt tickets at a rate of less than 20 per 10,000 residents. Across the entire region, 21 seat belt citations were issued per 10,000 residents (Table 16). That rate was lower than the nationwide average of 24 per 10,000 residents. States in the SCR, on average, issued child restraint citations and speeding tickets at higher rates than the nationwide figure and made DUI arrests at the national rate.

**Table 16. May 2006 South Central Region;  
Law Enforcement Actions per 10k Residents**

	<b>SCR</b>	<b>Non-Demo States</b>	<b>Nationwide Average</b>
Seat Belt	21	25	24
Speeding	16	10	14
DUI	1	<1	1

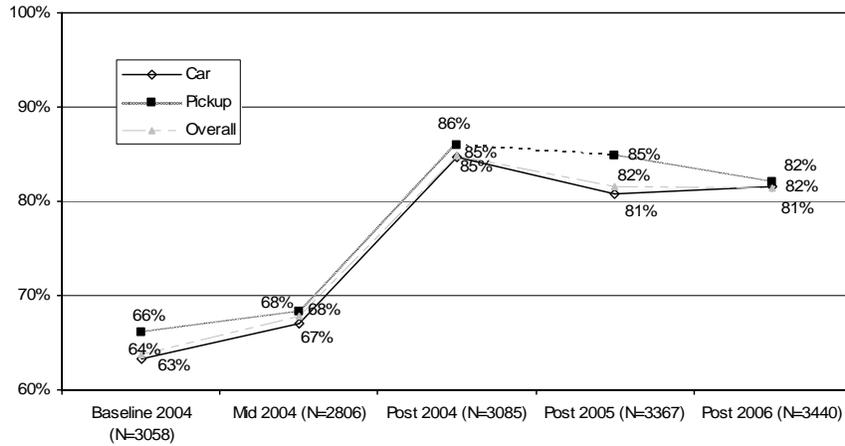
### **South Central BUIYT Awareness**

The SCR *Buckle Up in Your Truck* program was evaluated using knowledge/attitude surveys. A one-page questionnaire was distributed in driver licensing offices throughout the region in order to assess drivers' knowledge of *Buckle Up in Your Truck*, changes in motorists' self-reported seat belt use, perception of police enforcement of seat belt laws, and the perceived likelihood that police would stop them for belt law violations (see awareness survey results in Appendix B).

Surveys collected over five intervals were examined for changes in awareness and perception over time. The first survey was conducted just before the first implementation of BUIYT (baseline 2004). The second survey collection wave was timed to occur toward the end of the BUIYT advertisement period (rollover safety message) but before CIOT enforcement-centered advertisements began. The post-2004 wave occurred just after the May 2004 Mobilization concluded. Approximately one year later a fourth survey collection wave (post-2005) occurred just after the May 2005 Mobilization concluded. Finally, a fifth survey collection wave (post-2006) occurred just after the May 2006 Mobilization concluded.

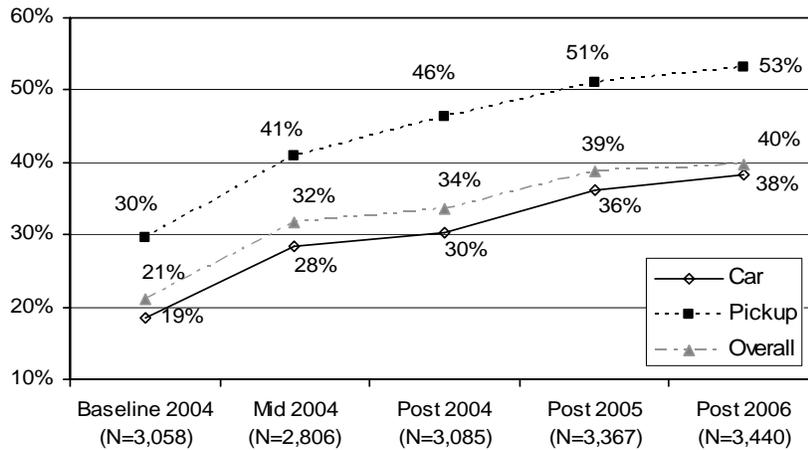
The public awareness of messages promoting seat belt use has remained high. Even before the May 2004 Mobilization began, approximately two-thirds of survey respondents indicated recent exposure to seat belt messages (Figure 16). After the conclusion of the mobilizations, over 80 percent of respondents indicated that they recently had read, seen, or heard messages about seat belt use. Public awareness of seat belt messages increased from mid-2004 to post-2004 and remained high throughout post-2006. Between 2005 and 2006, there was no significant increase in public awareness of seat belt messaging.

**Figure 16. Recently Heard Seat Belt Messages**



Awareness of messages concerning seat belt use and pickup trucks increased over the course of both mobilizations (Figure 17). Over time, awareness increased among drivers of all types of passenger vehicles and was highest among respondents identifying themselves as usually driving a pickup. By the end of the third BUIYT Mobilization, over 50 percent of respondents identified as pickup truck drivers reported recent exposure to messages concerning using seat belts when in a pickup truck. Although there were no significant changes from 2005 to 2006, there was a moderate yet constant increase in awareness of belts in pickup message from baseline 2004 though Post 2006.

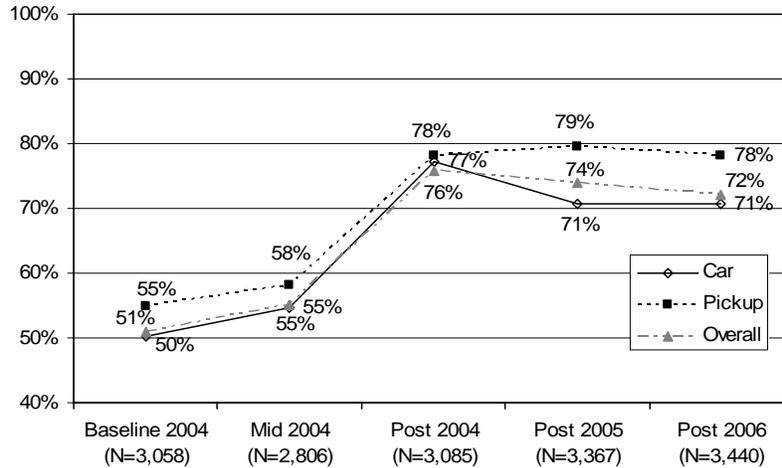
**Figure 17. Recently Read Seen Heard Messages Concerning Belts and Pickups**



The survey results indicated that BUIYT publicity was not necessarily received as an enforcement message when a non-enforcement version of the advertisement was aired in 2004. The post-2004 survey, conducted immediately after the subsequent CIOT enforcement/advertisement campaign found much higher respondent awareness in regard to seat belt use enforcement. Post-2005 survey data indicated that awareness remained elevated among pickup truck respondents, as did the Post-2006 survey. Since surveys were not collected immediately after the 2005 or 2006 BUIYT advertisements, it was

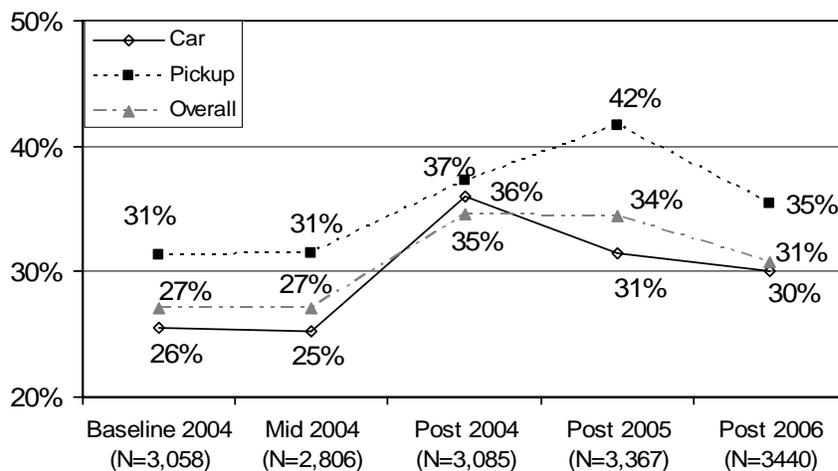
impossible to tell whether the BUIYT advertisement version (more enforcement-centered) contributed to the change.

**Figure 18. Recently Heard Messages Concerning Enforcement**



The proportion of respondents indicating personal experience with enforcement of seat belt use did not change over the course of the first BUIYT advertisement campaign in 2004, which is not surprising given the non-enforcement advertisement content and lack of an enforcement effort at that time. More people reported experience with law enforcement immediately after the May 2004 CIOT enforcement-centered effort. By the end of the second BUIYT/CIOT effort (post-2005) personal experience remained relatively level among overall occupants but it continued to increase among pickup truck drivers. This increase is likely due to the enforcement-centered advertisements that focused on pickup truck occupants and increased enforcement of seat belt laws. Reported personal experience decreased significantly ( $p<.001$ ) from post-2005 to post-2006.

**Figure 19. Personally Experienced Enforcement**



### **South Central Belt Use**

NHTSA's evaluation of the South Central Region's *Buckle Up in Your Truck* program also included observational surveys of belt use. Regional coordination facilitated shared data collection procedures among a number of evaluators in the five study States. Each States' evaluation contractors, which included researchers at local universities and independent evaluation firms, collected and analyzed observational survey data.

Observational surveys of seat belt use tracked the seat belt usage rate before (baseline 2004), and after the first program wave (post-2004). Observational surveys were collected again in June 2005 (post-2005) and June 2006 (post-2006) immediately after the conclusion of the BUIYT/CIOT publicity and enforcement. The baseline 2004 survey wave was completed in the weeks leading up to the BUIYT implementation and included the use of mini-sample surveys. Procedures for conducting mini-sample surveys are identical to statewide observational surveys; however, mini-sample surveys use only a sample of sites from the statewide survey. The advantages to using mini-sample surveys is that they can be completed in a short period of time, using less labor, and costing fewer dollars. All of the States conducted full statewide surveys beginning immediately after the conclusion of CIOT (post-2005 and post-2006).

Results varied across State and wave. From baseline 2004 to post-2004, seat belt use increased in all States except Texas. Two of five States, Arkansas and New Mexico, indicated increased belt use among pickup truck occupants compared to occupants in overall vehicles.<sup>1</sup> From post-2004 to post-2005, seat belt use increased in all States except among occupants of pickup trucks in Arkansas and New Mexico. The increases in seat belt use from baseline to post-2005 were greater for occupants of pickup trucks compared to occupants of cars in all States but Oklahoma. From post-2005 to post-2006 seat belt use increased for all States except Louisiana. Seat belt use in pickup trucks increased in three of the five States (Arkansas, Oklahoma and Texas). From baseline to post-2006 the increase in seat belt use amongst occupants of pickup trucks was greater than the increase in seat belt use among occupants of cars in all States. Belt use in pickup trucks improved in all five States with the greatest gains in the States that started with the lowest rates.

Table 17 and Figure 20 show use rate by vehicle type for Baseline 2004, June 2004, June 2005, and June 2006. The overall occupants use rates in the table are the Section 157 statewide use rates. Pickup occupants use rates are derived from the Section 157 statewide surveys data but rates are based on raw counts of observations and are not weighted. This data indicate that pickup truck occupants did not post- greater gains, over time, compared to overall occupants. Therefore the disparity in use rates between vehicle types did not decrease. Still, States in this region on average posted a 3-point gain from 2004 to 2005, outperforming the average improvement posted nationwide; an additional point was gained in 2006.

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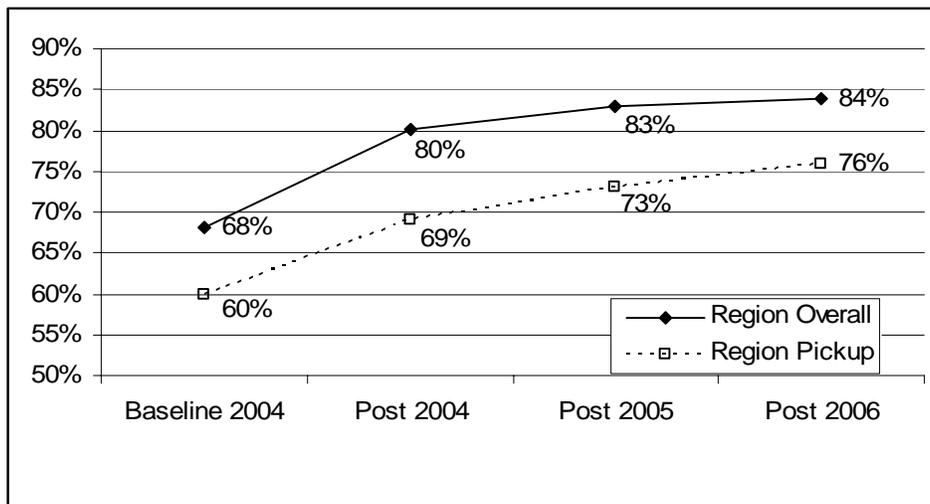
<sup>1</sup> Overall includes all passenger vehicle types.

**Table 17. South Central BUIYT Belt Results**

		Baseline 2004*	Post-2004	Post-2005	Post-2006	Change (Baseline - Post-2004)	Change (Baseline - Post-2005)	Change (Baseline - Post-2006)
<b>Arkansas</b>	Overall	60%	64%	68%	69%	4	8	9
	Pickup	43%	65%	58%	60%	22	15	17
<b>Louisiana</b>	Overall	67%	75%	78%	75%	18	11	8
	Pickup	60%	69%	72%	71%	9	12	11
<b>New Mexico</b>	Overall	87%	90%	90%	90%	3	3	3
	Pickup	76%	88%	86%	85%	12	10	9
<b>Oklahoma</b>	Overall	68%	80%	83%	84%	12	15	16
	Pickup	58%	69%	73%	76%	11	15	18
<b>Texas</b>	Overall	88%	83%	90%	90%	-5	2	2
	Pickup	81%	79%	86%	86%	-2	5	5
<b>Region</b>	Overall	68%	80%	83%	84%	4	8	11
<b>Median</b>	Pickup	60%	69%	73%	76%	11	12	11

\* Overall in 2004 is represented by passenger cars; mini-survey results; post-2004, post-2005, post-2006 pickup rates are from raw counts.

**Figure 20. Regionwide Changes in Seat Belt Usage**



**Analysis of the South Central Region Fatality Analysis Reporting System Data**

The South Central Region BUIYT program was conducted in 2004, 2005, and 2006 and focused advertisement in the period immediately preceding CIOT. The 2004 campaign differed from the 2005 and 2006 campaigns in that the former was not enforcement-centered and the latter two were. However, insufficient N do not allow for the examination of a differential effect for the two types of messages. Thus, the data for all campaign years was combined and compared to data from the three years preceding the start of the BUIYT program.

The proportion of belted fatalities in the months of May, June, and July of 2004, 2005, and 2006 (post-program period) was compared to the proportion of belted fatalities in the corresponding months of years 2001, 2002, and 2003 (pre-program period). The results of a chi-square test showed a significant increase in belted fatalities from pre- to post-campaign period. This was true for both trucks as well as passenger cars. In the case of trucks, proportion belted increased from 31.6 to 39.9 percent (8.3 points),  $\chi^2(1) = 13.2$ ,  $p < .0001$ ; for passenger cars, the proportion belted increased from 52.4 to 57.7 percent (5.3 points),  $\chi^2(1) = 12.5$ ,  $p < .0001$ . Results of a binary logistic regression showed a significant interaction between period and vehicle type, with trucks showing a greater increase from pre- to post- in proportion belted than passenger cars, Wald (1) = 136.17,  $p < .0001$ . That is, while both car and truck belt use increased, trucks increased significantly more than cars.

### **South Central Summary**

A safety-themed pickup truck messages preceded the normal enforcement-centered CIOT for the 2004 Mobilization. That was changed beginning in 2005 when enforcement-centered pickup truck advertisements were coupled with enforcement-centered CIOT advertisements. That may have contributed to a greater amount of change in the region wide belt use rate in 2005 compared to 2004; however, the gap in the seat belt use rate among pickup truck and overall vehicle occupants was not decreased.

## **2. BUCKLE UP IN YOUR TRUCK - SOUTHEAST**

In 2005, NHTSA's Region 4, (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee) participated in the "Buckle Up in your Truck" program and held a two-week television and radio advertisement campaign to encourage pickup truck drivers to buckle up immediately preceding CIOT media and enforcement. In 2006, the BUIYT program added one week of enforcement immediately following their advertising campaign and immediately preceding the CIOT enforcement period. Unlike 2005, when there were two weeks of CIOT enforcement, in 2006, there was one additional week of BUIYT enforcement (concurrent to the first week of CIOT advertisement campaign) and two weeks of CIOT enforcement. Although Georgia participated in 2005, they did not join in the 2006 BUIYT program.

### **Southeast Media/Publicity**

The Tombras Group developed and produced three versions of a television advertisement. One was an enforcement-centered message, and the other two were safety-oriented messages. Each state's choice of BUIYT ads reflected their sensitivity to political and community support for this program. Because Georgia's law exempts seat belt use in pickup trucks, they did not use an enforcement-centered BUIYT message in 2005, and did not partake in the 2006 BUIYT program. Due to pending changes in belt laws, Kentucky and Mississippi opted for the safety-oriented message. Alabama, Florida, North Carolina, South Carolina, and Tennessee used the enforcement versions of the ad. The paid media plans were developed using pickup truck occupant fatality data in conjunction with grant amounts available to States for placing advertisements

Approximately \$3.3 million was spent placing CIOT advertisements and \$3 million placing BUIYT advertisements (Table 18). The dollars spent placing CIOT advertisements in 2006 were comparable to the 2005 figure. The 2006 BUIYT advertisement purchase was greater than the 2005 purchase. Moreover, the 2006 advertisement campaign was more strongly focused on enforcement than was the case in 2005. In 2005, only 2 of 8 States used the enforcement-centered message compared to 5 out of 7 States in 2006. Kentucky and Mississippi opted for the soft version primarily because of pending primary enforcement laws.

**Table 18. May 2006 Southeast Region  
Buckle Up in Your Truck and Click It or Ticket Media Budgets\***

<b>Total budget</b>	<b>Estimated dollars BUIYT</b>	<b>Cents per capita</b>	<b>Estimated dollars CIOT</b>	<b>Cents per capita</b>
\$ 6.6 Million / 11¢	\$3.0 million	6¢	\$3.3 million	5¢

\*Georgia included in CIOT total, but excluded from BUIYT total.

Nearly 11¢ per resident was spent on BUIYT and CIOT advertisements (Table 19). That amount was much higher than what was spent on advertisements in States not conducting NHTSA demonstration programs (5¢) and the Nation as a whole (6¢). Most of the SER money went toward the placement of television and radio advertisements. This was typical of previous mobilizations and of the nation.

**Table 19. May 2006 Southeast Region;  
Media Budget by Media Type**

	<b>SER</b>	<b>Non-Demo States (22 States/Territories)</b>	<b>Nationwide Average (44 States/Territories)</b>
<b>Total</b>	11 ¢	5¢	6¢
Television	8¢	4¢	4¢
Radio	2 ¢	1¢	2¢
Other/Unknown	<1 ¢	<1¢	<1¢

Before kicking off the BUIYT campaign, the Tombras Group developed and disseminated earned media material. Earned media was generated in every State, generally associated with press events, press releases or outreach activities. During the BUIYT program, about 22 media events were held and over 600 TV, radio, and print news stories appeared. The CIOT period had about 666 media events and over 2,700 news stories appeared on TV, radio, and in print.

### **Southeast Enforcement**

Over three-fourths (77%) of the law enforcement agencies in the Southeast Region participated and reported on CIOT. These LEAs reported issuing approximately 38,493 seat belt citations during the BUIYT Mobilizations and 113,255 seat belt citations were issued during the CIOT Mobilization. In 2006, police issued 10 percent more Seat belt citations during CIOT than they did during the 2005 mobilization. The 2006-combined BUIYT and CIOT effort promoted a 47 percent increase in seat belt citations compared to 2005. This dramatic change is probably due to the added week of enforcement during the 2006 BUIYT campaign. A number of States issued more speeding tickets than seat belt tickets (Table 20).

**Table 20. BUIYT and CIOT Law Enforcement Activity in the Southeast Region 2005 and 2006**

<b>Enforcement Action</b>	<b>2005</b>	<b>2006*</b>
Speeding Citations	179,741	298,942
Seat Belt Citations	103,060	151,748
DWI Arrests	11,005	17,846
Unrestrained Child Citations	6,473	11,558

\* Georgia included in CIOT total

During the regional BUIYT enforcement period, 8 seat belt citations were issued per 10,000 residents (GA excluded), while 19 seat belt citations were issued per 10,000 residents during the CIOT enforcement period (GA included). During BUIYT and CIOT, 26 seat belt citations were issued per 10,000 residents (GA included), which was slightly higher than the nationwide average. However, States in the Southeast issued speeding tickets at a far greater rate than the rest of the country.

**Table 21. May 2006 Southeast Region;  
Law Enforcement Actions per 10k Residents\***

	<b>SER</b>	<b>Non-Demo States</b>	<b>Nationwide Average</b>
Seat Belt	26	25	24
Speeding	51	10	14
DUI	3	<1	1

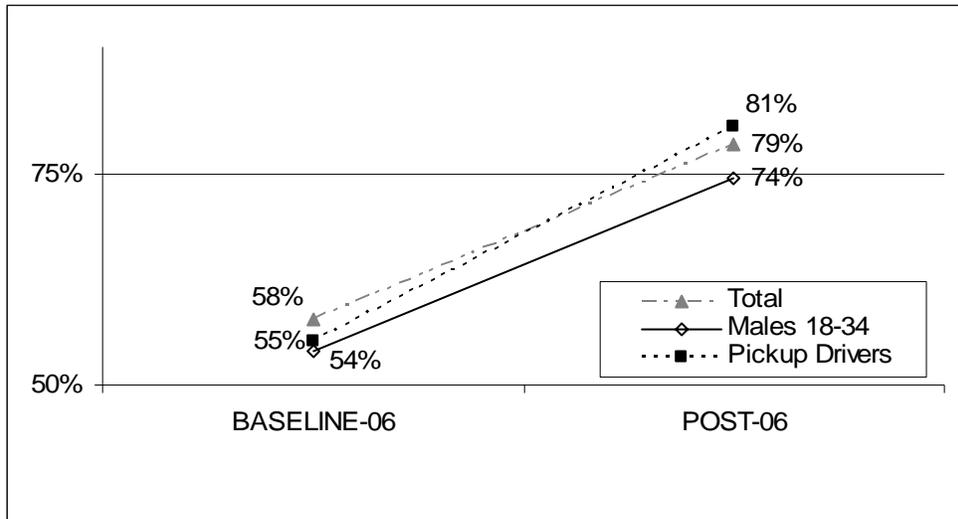
\* Georgia included in CIOT total

### **Southeast BUIYT and CIOT Awareness**

The driver licensing offices administered surveys before the BUIYT publicity began and after the CIOT mobilization to examine changes in motorists' awareness and perception over time. Data was collected in two intervals; before BUIYT publicity began (baseline 2006) and after the CIOT Mobilization (post- 2006). Chi-square tests were used to evaluate the changes from pre- to post-campaign awareness.

Within the Southeast region, awareness of seat belt messages increased over the course of BUIYT and CIOT. By the end of the 2006 May Mobilization, three out of four survey respondents indicated exposure to seat belt messages. All five States (AL, FL, MS, NC, TN) showed an increase in awareness from pre- to post-campaign. Pre-campaign levels of awareness ranged from 44 percent (AL, FL, and NC) to 51 percent (MS); post-campaign levels ranged from a low of 60 percent in Alabama to a high of 78 percent in Mississippi. Pre- to post-campaign increases in awareness ranged from a low of 16 percentage points in Alabama to a high of 28 percentage points in Florida.

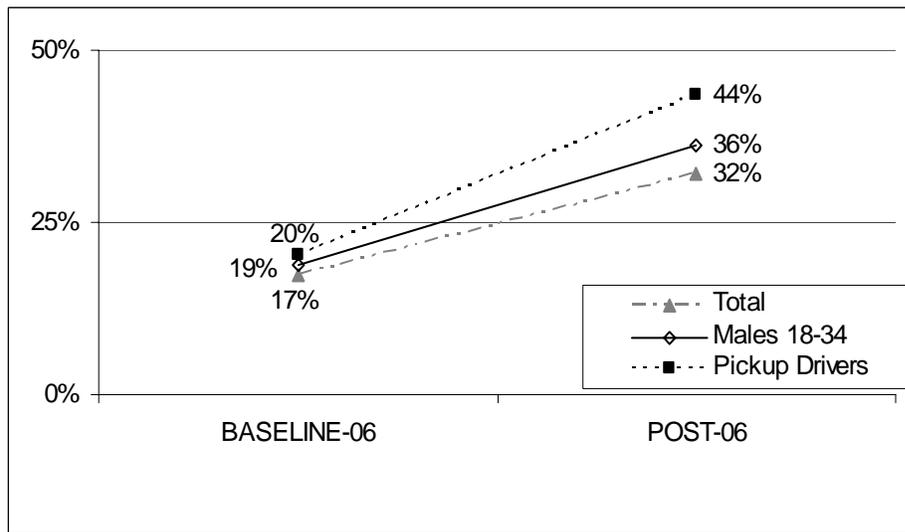
**Figure 21. Recently Read, Seen, or Heard Messages Concerning Seat Belts\***



\*Includes 5 States: AL, FL, MS, NC, and TN.

Awareness of messages concerning seat belt use and riding in a pickup truck increased significantly across the time of BUIYT and CIOT. The message penetrated the intended target and significantly increased awareness among pickup truck drivers. Pre-campaign levels of awareness ranged from 13 percent in Alabama and North Carolina to 23 percent in Tennessee; post-campaign levels of awareness ranged from 21 percent (NC) to 39 percent (Alabama). All five states surveyed showed an increase from pre- to post-, ranging from a low of 8 percentage points in North Carolina to a high of 26 percentage points in Alabama.

**Figure 22. Recently Read, Seen, or Heard About Belts and Riding in a Pickup\***

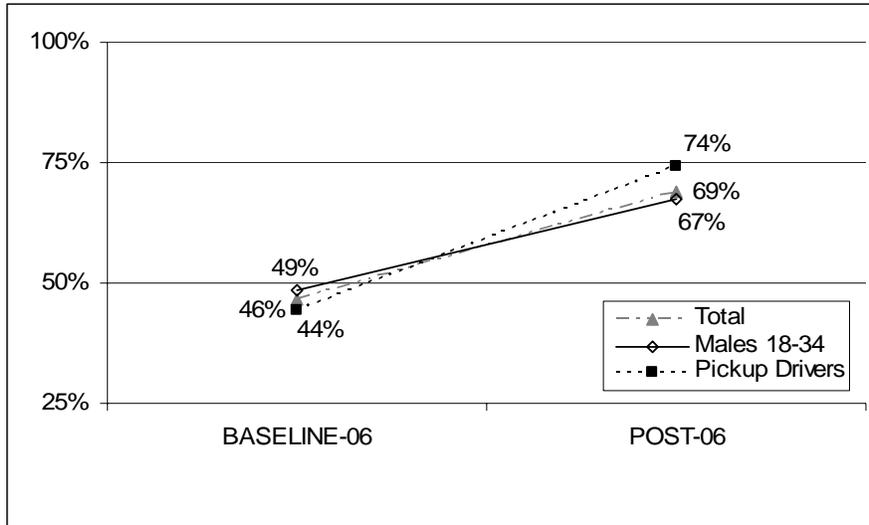


\* Includes 5 States: AL, FL, MS, NC, and TN

During the BUIYT and CIOT campaign, the public awareness of police enforcement of seat belt laws increased significantly. Pickup truck motorists' were more aware of enforcement than passenger car motorists (Figure 23). In addition, the proportion of respondents who had personal experience with seat

belt enforcement increased significantly from 23 percent to 28 percent over the course of BUIYT and CIOT.

**Figure 23. Recently Read, Seen, or Heard about Police Enforcement\***



\* includes 5 States: AL, FL, MS, NC, and TN

During the BUIYT campaign, Mississippi used a “soft” (non-enforcement) message and switched to an enforcement message during CIOT. Overall, the public awareness of seat belts messages and messages about seat belt use in pickup trucks increased significantly. More respondents reported having seen/heard/read about police enforcement and experienced enforcement. Although the BUIYT message was not enforcement-centered, Mississippi motorists were aware of the heightened enforcement, which was likely related to the enforcement centered CIOT messaging that followed BUIYT.

### **Southeast Belt Use**

Before the BUIYT media began, all States conducted observational surveys of seat belt use (Pre). Although some States conducted full statewide surveys just prior to BUIYT, most of the States conducted mini-sample surveys that use only a sample of sites from the statewide survey. All the States conducted full statewide surveys after CIOT (Post).

Between June 2005 and June 2006, seat belt use rates improved in all 7 States (Table 22). Belt usage increased from 0.5 percentage points to 12.8 percentage points. Among these States, four had a primary enforcement law, one (FL) had a secondary law, one (MS) had recently implemented a new primary enforcement law, and one (KY) was set to implement a new law later.

**Table 22. Change in Statewide Belt Use;  
June 2004 – June 2006**

	<b>June 2004</b>	<b>June 2005</b>	<b>June 2006</b>	<b>Difference 2004-2006</b>	<b>Difference 2005-2006</b>
<b>Primary Law</b>					
Mississippi*	63.2	60.8	73.6	10.4	12.8
Tennessee	72.0	74.4	78.6	6.6	4.2
South Carolina	65.7	69.7	72.5	6.8	2.8
North Carolina	86.1	86.7	88.5	2.4	1.8
Alabama	80.0	81.8	82.9	2.9	1.1
Kentucky*	66.0	66.7	67.2	1.2	0.5
<b>Secondary Law</b>					
Florida	76.3	73.9	80.7	4.4	6.8
<b>Other Law</b>					
Georgia	86.7	81.6	-	-	-

\* Kentucky passed primary enforcement seat belt legislation in 2006; Mississippi implemented a new primary enforcement seat belt law in May 2006.

As Table 23 shows, regionwide, the disparity in seat belt usage between cars and pickup trucks lessened over the course of the program (result based on population-weighted data).

**Table 23. Regionwide Change in Seat Belt Usage**

<b>SCR</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Change (2004-06)</b>
<b>Passenger Car*</b>	72.8%	73.4%	77.7%	+4.9
<b>Pickups**</b>	61.7%	64.0%	69.2%	+7.5

(Source: Evaluation Results, Section 157 Belt Surveys 2003-2004-2005-2006, SCR)

\* Weighted statewide use rate; Georgia excluded

\*\* Averages based on raw counts; States weighted 1:1; Georgia excluded

The results from the 2006 BUIYT and CIOT campaign varied across the States. The following table provides individual State use rates from observational surveys conducted in April (pre-) and June (post-) of 2006. All the states that had pre- and post- data showed an increase in belt use in passenger cars. Five of 7 states showed an increase in belt use in pickup trucks. Mississippi showed the largest improvement in belt use from pre- to post- with an increase of 10 percentage points for passenger cars and 11.3 percentage points for pickup trucks. In addition to the combined BUIYT/CIOT campaigns, the implementation of a new primary seatbelt law in May of 2006 in Mississippi surely played an important role in that increase.

**Table 24. Change in Statewide Belt Use;  
Observational Survey Results April 2006 – June 2006**

	April 2006 Passenger Cars	June 2006 Passenger Cars	<i>Diff.</i>	April 2006 Pickup Trucks	June 2006 Pickup Trucks	<i>Diff.</i>
<b>Primary Law</b>						
Mississippi*	66.3%	76.3%	10.0%	58.9%	70.2%	11.3%
South Carolina	73.6%	75.7%	2.1%	57.5%	63.8%	6.3%
Alabama	82.0%	84.6%	2.6%	71.0%	77.0%	6.0%
Tennessee	80.2%	82.1%	1.9%	65.0%	69.4%	4.4%
Kentucky*	n/a	71.1%	n/a	52.9%	52.6%	-0.3%
North Carolina	90.2%	91.2%	1.0%	81.4%	78.9%	-2.5%
<b>Secondary Law</b>						
Florida	77.8%	84.6%	3.6%	64.4%	72.4%	8.0%

\* Kentucky passed primary enforcement seat belt legislation in 2006. Mississippi implemented a new primary enforcement seat belt law in May 2006. Mississippi and Kentucky used a non-enforcement-centered BUIYT advertisement.

### **FARS Analysis Southeast Region**

The proportion of belted fatalities in the months of May, June, and July of 2005 and 2006 was compared across message type (enforcement- or safety-centered). The proportion belted in States carrying the enforcement-centered message (2005: NC and TN; 2006: AL, FL, NC, SC and TN) was compared to the proportion belted in the States carrying the safety-centered message (2005: AL, FL, GA, KY, MS; 2006: KY, MS). Results of a chi-square test showed a significantly higher proportion of belted fatalities in the group carrying the enforcement-centered messages than in the group carrying the safety-centered message (45.0% and 38.67% respectively,  $\chi^2(1) = 14.85, p < .0001$ ). Looking at data from pickup trucks and other passenger vehicles separately revealed no difference for pickup trucks and a significant effect of message in other vehicles. The proportion belted fatalities in pickup trucks was 28.5 percent in the enforcement message groups compared to 24.9 percent in the safety message group,  $\chi^2(1) = 1.24, p > .05$ . In other passenger vehicles, the proportion belted fatalities in the enforcement and safety message group was 49.1 percent and 42.8 percent, respectively,  $\chi^2(1) = 11.01, p = .001$ . The absence of significance in the pickup trucks may have been due to the small number of cases. Overall, the enforcement-centered message was associated with high proportion of belted fatalities than the safety-oriented message.

The proportion of belted fatalities in the months of May, June, and July of 2005 and 2006 (post-program period) was compared to the proportion of belted fatalities in the corresponding months of years 2003 and 2004 (pre-program period). Pickup truck occupants showed 26.4 percent belt use in the pre-period and 26.5 percent in the post- period (0.1 point increase); passenger car occupants showed 45.1 percent belt use in the pre- period and 46.3 percent (1 point increase) in the post-demonstration period. There were no significant differences in the proportion of belted fatalities from pre- to post- period. That is, while there was an increase for both cars and pickup trucks the measured increase did not reach statistical significance.

### **Southeast Summary**

The combined BUIYT and CIOT campaign increased overall belt use in all States. Mississippi showed a particularly large increase in belt use, presumably due to implementation of primary law in May 2006. Increases were achieved in both primary and secondary law States. Awareness of the campaign was high, especially among the target group.

Throughout the Southeast region, more pickup truck occupants increased their seat belt use compared to the increase in seat belt use among all vehicle occupants. The added week of enforcement and the stronger enforcement message seemed to contribute to the increased seat belt use. Enforcement activity such as measured by number of citations was comparable to the rest of the nation, but that was conducted over a longer period of time (three weeks versus two weeks). The combined effort of BUIYT and CIOT likely contributed to the success of this campaign.

### 3. BUCKLE UP IN YOUR TRUCK - CENTRAL

Iowa, Kansas, Missouri, and Nebraska, which comprise NHTSA's Central Region (CR), conducted a region wide BUIYT program to improve seat belt usage among occupants in pickup trucks. Within this region, pickup truck occupants are over-represented in the fatal crashes. In 2004, 74 percent of the 361 fatal pickup truck occupants were not wearing seat belts. Undoubtedly, simply buckling up could have prevented many of those deaths.

Two weeks of BUIYT advertisements, which targeted television and radio advertisements to encourage non-belt-users to buckle up, preceded the national CIOT advertisement campaign. A one-week enforcement period targeting pickup trucks took place concurrently with the second week of BUIYT advertisement. The two-week CIOT ad campaign immediately followed and the corresponding CIOT enforcement period began at the start of the second week of CIOT advertisement. The CIOT enforcement period lasted for two weeks. In total, there were four continuous weeks of belt use advertisement, two for BUIYT and two for CIOT; there were three weeks of intensified seat belt enforcement over a four week period, one week for BUIYT followed by one week with no enforcement and two weeks of CIOT enforcement.

#### Central Media/Publicity

The BUIYT advertisements, which targeted 18- to 34-year-old males in pickup trucks, emphasized wearing a seat belt to avoid the risk of injury from a rollover crashes and a seat belt citation. Media plans, which used regional crash data and available media market information, were designed to work within SHSO budget estimates. States spent about \$648,000 on BUIYT advertisements and \$540,000 on CIOT advertisements.

**Table 25. May 2006 Central Region  
Buckle Up in Your Truck and Click It or Ticket Media Budgets**

<b>Total Budget</b>	<b>Estimated dollars BUIYT</b>	<b>Cents per capita</b>	<b>Estimated dollars CIOT</b>	<b>Cents per capita</b>
\$ 1.2 Million / 9¢	\$648,000	5¢	\$540,000	4¢

Nearly 9¢ per resident was spent on BUIYT and CIOT advertisements, more than what was spent on advertisements in States not conducting NHTSA demonstration programs (5¢) and the Nation as a whole (6¢). Most of these funds (5¢) went toward the placement of television advertisements, with less going to radio advertisements (3¢) and to other types of message delivery like billboards and other types of signage (<1¢). This allocation of funds among the various media was typical of allocations in previous mobilizations and in the Nation as a whole.

**Table 26. May 2006 Central Region;  
Media Budget by Media Type**

	<b>SER</b>	<b>Non-Demo States (22 States/Territories)</b>	<b>Nationwide Average (44 States/Territories)</b>
<b>Total</b>	9¢	5¢	6¢
Television	5¢	4¢	4¢
Radio	3¢	1¢	2¢
Other/Unknown	<1¢	<1¢	<1¢

Every State generated earned media through press events, press releases or outreach activities. State-reported data were available regarding the number of events and the number of earned media news stories. Overall, there were 20 media events and 1,128 news stories across the Central Region during the BUIYT campaign. The CIOT campaign carried an additional 10 media events and 1,345 news stories were disseminated across the region on TV, radio, and in print.

### **Central Region Enforcement**

More than 550 law enforcement agencies (LEAs) that participated in the mobilizations reported issuing 6,000 seat belt citations during the BUIYT Mobilizations and nearly 10,000 citations during the CIOT Mobilization. Iowa is the only State with a primary seat belt law in the region, and most States issued more speeding tickets than seat belt tickets.

**Table 27. May 2006 Central Region;  
Law Enforcement Activity in the Central Region\***

<b>Enforcement Action</b>	<b>BUIYT</b>	<b>CIOT</b>	<b>Total</b>
Seat Belt Citations	6,000	9,879	15,879
Unrestrained Child Citations	379	748	1,127
Speeding Citations	9,361	17,096	26,457
DWI Arrests	462	467	929

Across the region, about four seat belt citations were issued per 10,000 residents during the BUIYT enforcement period; about seven citations per 10,000 residents were issued during the CIOT program. Overall, about 12 citations per 10,000 residents were issued across both phases combined, which was a lower rate than both the nationwide average and the average of the non-demonstration States. However, during the combined BUIYT and CIOT periods, States in the Central Region issued speeding tickets at a higher rate than the average for the rest of the country. The Central Region DUI arrest rate was comparable to the nationwide average.

**Table 28. May 2006 Central Region;  
Law Enforcement Actions per 10,000 Residents**

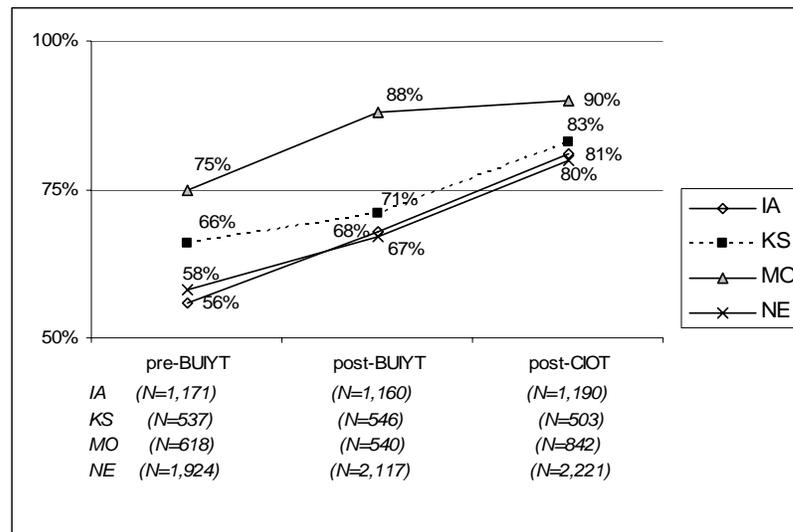
	CR			Non-Demo States	Nationwide Average
	BUIYT	CIOT	Total		
Seat Belt	4	7	12	25	24
Speeding	7	13	20	10	14
DUI	<1	<1	1	<1	1

**Central BUIYT Awareness**

To measure changes in awareness of general seat belt messages and of enforcement-related messages and activities, statewide surveys were collected from motorists doing business in Driver Licensing Offices in Iowa, Kansas and Nebraska and telephone surveys were conducted in Missouri. Survey collection occurred in three intervals. The first survey interval occurred just before BUIYT publicity began (pre-BUIYT). The second wave of surveys (post-BUIYT) occurred during the latter half of the BUIYT publicity enforcement period but before any CIOT advertisement was aired. The third wave (post-CIOT) occurred immediately after the CIOT program. Chi-Square statistics were performed on the data presented in each of the figures below to test the significance level across all three survey waves.

Chi-square analyses indicated that awareness of seat belt messages increased over the course of the BUIYT and CIOT phases. By the end of the 2006 May Mobilization, 80 percent of survey respondents reported exposure to seat belt messages. Three out of four States (IA, NE, MO) showed a significant ( $p < .01$ ) increase from pre-BUIYT to post-BUIYT; KS approached significance with  $p = .051$ . All States in the Region showed significant increases ( $p < .01$ ) in awareness from pre-BUIYT to post-CIOT and three States (IA, KS, NE) had a significant increase ( $p < .01$ ) from post-BUIYT to post-CIOT.

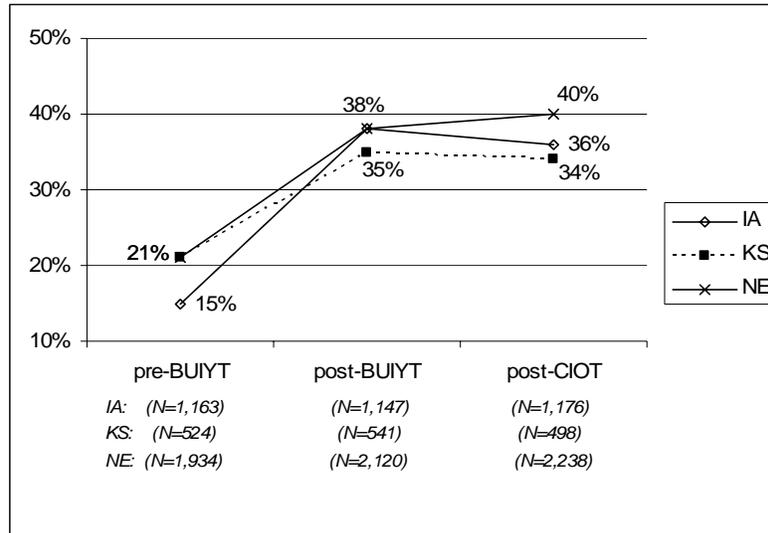
**Figure 24. Recently Read Seen Heard Messages Concerning Seat Belts**



At the end of the BUIYT campaign, about 38 percent of respondents reported seeing or hearing messages targeting pickup trucks. Awareness of messages about seat belt use in pickup trucks increased

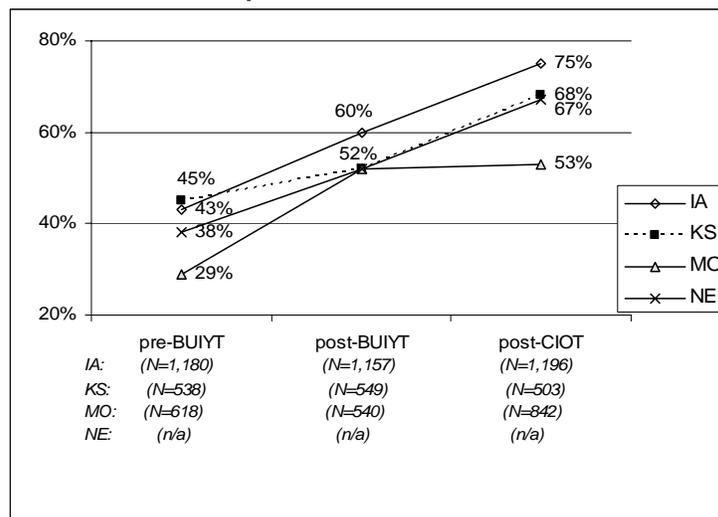
most during the BUIYT phase and leveled off during CIOT. All States except Missouri, which did not ask this question on its survey, showed a significant ( $p < .01$ ) rise from pre-BUIYT to post-BUIYT. All changes were significant at  $p < .01$  from pre-BUIYT to post-CIOT as well. There were no changes from post-BUIYT to post-CIOT, which is not surprising given that the pickup truck messages aired only during the BUIYT phase.

**Figure 25. Recently Read, Seen, or Heard About Seat Belts and Riding in a Pickup**



Awareness of seat belt enforcement efforts increased over both the BUIYT and CIOT phases. By the end of CIOT, about two-thirds of all respondents indicated awareness of special efforts to enforce seat belt laws. During the BUIYT phase, in Iowa, Missouri and Nebraska awareness of special police efforts to enforce seat belt laws significantly increased ( $p < .01$ ) in Iowa, Missouri and Nebraska. Three States had significant increases ( $p < .01$ ) associated with CIOT (all but Missouri); and all four States showed significant ( $p < .01$ ) overall increases (from pre-BUIYT to post-CIOT).

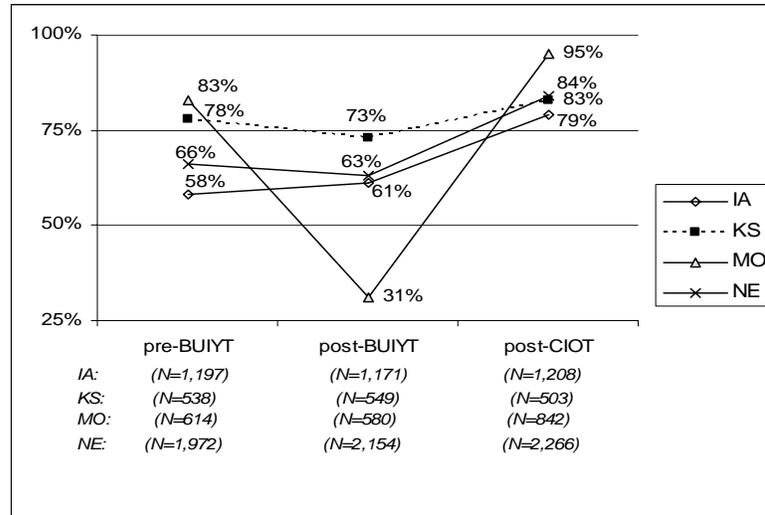
**Figure 26. Awareness of Special Police Efforts to Enforce Seat Belt Laws**



Recognition of the CIOT slogan generally showed an increase over the course of BUIYT and CIOT, with more than 3 out of 4 respondents being familiar with the slogan. All States showed a significant increase from post-BUIYT to post-CIOT; IA, MO, and NE also showed a significant change from pre-BUIYT to post-CIOT.

Trends from pre-BUIYT to post-BUIYT were not as neat. Only one State (MO) showed an inexplicable significant decrease. The other three States showed no significant changes.

**Figure 27. Awareness of Special *Click It or Ticket* Slogan**



### Central Region Belt Use

Changes in seat belt usage were measured by means of observational surveys. These efforts consisted of a combination of statewide mini surveys and full statewide surveys. Full statewide surveys met the requirements established for statewide observational surveys under regulations, 23 C.F.R. Part 1340.<sup>2</sup> Using fewer sites, mini-surveys can be completed in a few days rather than a few weeks, making them more suitable for measuring a use rate at several stages of a one-month program. Mini-survey sites were nearly always selected from sites in the full survey and the same procedures were followed in conducting both types of surveys. Mini-surveys were generally used to measure statewide baseline and post-BUIYT usage. Surveys were conducted in three waves. Pre-BUIYT (or w1) surveys were conducted just prior to the BUIYT (all States). Post-BUIYT (w2) surveys were conducted immediately prior to CIOT publicity and post-CIOT (w3) surveys were conducted immediately after CIOT and media and enforcement concluded.

Table 28 indicates the change in belt use over the course of the BUIYT and CIOT campaigns for each of the States. Overall belt use as well as belt use in pickup trucks is indicated. The average increase for the region from baseline (pre-BUIYT) to post-CIOT was 6 percentage points, from 72 percent to 78 percent belted; the corresponding figure for use in pickup trucks was an increase of 9 percentage points, from 59 percent to 68 percent belted. Results of chi-square tests indicated that the overall change from baseline to post-CIOT was significant at  $p < .05$  in three States (IA, KS, and NE). Baseline data were not available for Missouri. All four States in the Region had a significant increase from post-BUIYT to post-CIOT. At the end of the program, 3 out of 4 States had belt use rates above 75 percent.

<sup>2</sup> These requirements were established as the Uniform Criteria For State Observational Surveys of Seat Belt Use as part of Section 157 of the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21).

As expected, the belt use rates for pickup trucks were lower than the overall rates. The average rate for the Region increased from 59 percent at baseline to 68 percent at the conclusion of the CIOT enforcement campaign. Chi-square tests results indicated a significant increase ( $p < .05$ ) in pickup belt use from baseline to post-CIOT in the three States where measures were available (IA, KS, MO). Only two States showed a significant change from baseline to post-BUIYT: Missouri had a 4.5 percentage point increase and Nebraska had a 7-percentage point decrease. Three States (no data available for Nebraska) reported a significant increase from post-BUIYT to post-CIOT.

**Table 29. Overall Percentage Point Change in Seat Belt Usage (w3-w1)**

		<b>w1</b>	<b>w2</b>	<b>w3</b>	<b>Change</b>	<b>Change</b>	<b>Change</b>
		<b>Pre-</b>	<b>Post-</b>	<b>Post-</b>	<b>w1-w2</b>	<b>w2-w3</b>	<b>w1-w3</b>
		<b>BUIYT</b>	<b>BUIYT</b>	<b>CIOT</b>			
<b>Iowa</b>	Overall	88	88	89	0	1	1
	Pickup	81	79	85	-2	6	4
<b>Kansas</b>	Overall	59	60	69	1	9	10
	Pickup	43	43	52	0	9	9
<b>Missouri</b>	Overall	n/a	70	76	n/a	6	n/a
	Pickup	56	60	66	4	6	10
<b>Nebraska</b>	Overall	70	64	76	-6	12	6
	Pickup	58	51	-	-7	n/a	n/a
<b>Median</b>	Overall	70	67	76	-1	+8	+6
	Pickup	57	56	65	-1	+6	+9

Table 30 shows use rate for June 2003, June 2004, June 2005, and June 2006. Overall occupants use rates in the table are section 157 statewide use rates. The usage rates show a modest, but consistent increase across from 2003 to 2006.

**Table 30. Regionwide Change in Seat Belt Usage**

	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>Change</b>	<b>Change</b>	<b>Change</b>	<b>Change</b>
					<b>(2003-04)</b>	<b>(2004-05)</b>	<b>(2005-06)</b>	<b>(2003-06)</b>
<b>Overall Occupants*</b>	75.7%	77.5%	78.2%	79.3%	+1.8	+0.7	+1.1	+3.6

\*Statewide use rates averaged 1:1

(Source: Evaluation Results, Section 157 Belt Use Surveys 2003-2004-2005-2006)

### Central Region

The Central Region includes the States of Iowa, Kansas, Missouri, and Nebraska. All States in the region participated in the BUIYT demonstration in 2006 by running advertisement in the period immediately preceding the CIOT program. All States ran ads targeting male pickup drivers between 18 and 34 years old. The ads were designed to raise awareness of rollover risk and enforcement.

The proportion of belted fatalities in the months of May, June, and July of 2006 (post-program period) was compared to the proportion of belted fatalities in the corresponding months of years 2004 and 2005 (pre-program period). Trucks showed 24.8 percent belt use in the pre-period and 30.4 percent in the post- period (5.6 point increase); other passenger vehicles showed 40.7 percent belt use in the pre- period and 41.5 percent (0.8 point increase) in the post-demonstration period. There were no significant

differences in the proportion of belted fatalities from pre- to post- period. That is, while there was an increase for both cars and trucks the measured increase did not reach statistical significance (perhaps in part because of the small Ns).

To further verify the specificity of the effect of the campaign on pickup trucks occupants, a binary logistic regression was performed. The result of a binary logistic regression testing the significance of the interaction between pre-post- and vehicle type was found to be significant, Wald (1) = 13.32,  $p < .01$ . Thus, the change in proportion of belted fatalities from pre- to post-campaign was stronger in pickup trucks than it was in other passenger vehicles.

### **Central Summary**

The BUIYT campaign was positive in all States for which measures were available. Iowa's rate showed the smallest increase in belt use, but started very high (88% overall and 81% for pickups). Being the only State in the Region with a primary seat belt law, rates may have hit a plateau. Kansas showed a particularly large increase in belt use, both overall and in pickups. Yet, belt use rates remained lower than in other States in spite of the large increase, with less than 70 percent usage overall and usage in pickup trucks barely over 50 percent at the conclusion of the mobilization. Generally speaking, States with the lowest baseline rates showed the largest increases in belt usage; Increases were achieved in both primary and secondary law States. Awareness of the campaign was high and awareness generally increased over the course of the campaign.

While belt use among pickup truck occupants increased more than in the general population, most of this increase came during the CIOT phase, not during the BUIYT phase. It could be that the pickup truck messages that preceded CIOT facilitated its impact. Finally, it is worth noting that the level of enforcement activity, as measured by number of citations issued, was lower than in the rest of the Nation.

## **B. EVALUATION OF THE GREAT LAKES REGION RURAL DEMONSTRATION PROGRAM**

### **Background**

The six States in the National Highway Traffic Safety Administration's Great Lakes Region (GLR) implemented a rural demonstration program to increase seat belt usage in rural areas. This Region includes six States: Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. In 2005, rural deaths account for nearly 64 percent of total and unrestrained deaths in the GLR. Of the total of 4,484 occupant deaths in 2005, 62 percent occurred in rural areas and 53 percent of those rural fatalities were unrestrained. While passenger cars were more frequently involved in rural deaths than any other vehicle type, pickup trucks were common and over represented among the unrestrained fatalities. As is the case in so many traffic safety problem areas, young occupants, males, and drivers contributed most to unrestrained rural deaths in the GLR. Males accounted for 2.6 times as many unrestrained deaths as females, and drivers accounted for 2.5 times as many unrestrained deaths as passengers.

A 2005 RDP was implemented just prior to the 2005 May CIOT Mobilization (Nichols et al., 2007). In May of 2006, a second RDP was implemented, again just prior to the May CIOT Mobilization. A key component of the RDP was paid advertising designed to alert rural residents that seat belt laws were being enforced. In addition to enforcement-centered advertisement, five of the six States supported additional enforcement activity during the RDP campaign. This was an increase from just three States that intensified enforcement during the May 2005 RDP. Three States (IL, IN, and OH) implemented two weeks of RDP enforcement and two States (MN and WI) implemented one week of RDP enforcement. Michigan implemented the additional week of CIOT enforcement. All six States carried out a second wave of paid media, and implemented additional intensified enforcement during CIOT. In Illinois, Indiana, Minnesota, Ohio, and Wisconsin, there was a one-week break between RDP and CIOT waves of

enforcement, whereas in Michigan, there were three continuous weeks of CIOT enforcement. Awareness surveys (some combination of telephone and DMV surveys) and observational surveys were conducted in all six States to monitor changes in awareness and seat belt usage in statewide and rural areas.

Evaluators in each State designed, implemented, and analyzed the results of both observational and telephone awareness surveys. Summary results and, in some cases, raw survey data were provided to PRG for this regional evaluation. Surveys were conducted prior to the start of the RDP program, immediately at the conclusion of the RDP (in four States) and after the completion of CIOT enforcement.

### Great Lakes Region Media/Publicity

Four States (IL, MI, MN, and WI) targeted large segments of their rural population with paid media, while two States (IN and OH) targeted much smaller segments. States spent an average of about \$200,000 per during the RDP phase (\$1.2 million for the region) and an average of nearly \$540,000 during CIOT (\$3.2 million for the region). Although States spent more for media during CIOT, they spent more per-capita in targeted areas during the RDP. States spent an average of approximately 15¢ per capita (unweighted) in targeted rural areas during the RDP, compared with an average of 7¢ per capita (statewide) during CIOT. States spent about 56 percent of media funds on television during the RDP, and about 74 percent of media funds were spent on television during CIOT. Nearly 70 percent of all media funds were expended on television. Less was spent on radio (43 percent during the RDP and about 23 percent during CIOT) and very small amounts were spent on print, outdoor, and other media. Where reported, gross rating points nearly always exceeded the objective of 300-400 GRPs per target market. Gross rating points indicate the percentage of the target audience reached by the message, noting that each person can see a message more than once. For example, a GRP of 250 could represent 5 percent of the target audience seeing a message 50 times, or 10 percent of the audience seeing a message 25 times, etc.

In comparison to the 2005 Mobilization, when only half of the GLR States intensified enforcement during the RDP, five States increased enforcement during both the RDP and CIOT phases of the mobilization and one added an additional week of CIOT enforcement. There were two versions of an enforcement-centered, “Officer Friendly” television ad. In one version the officer issued a belt citation to the motorist who he was going to see at Friday’s game. In the other, he issued a warning.

The region spent approximately \$4.5 million on paid advertisements, about 27 percent of which was allocated to the rural targeted areas during the RDP (for an average of about 15¢ per capita in RDP target locations) and about 73 percent was allocated statewide during the CIOT phase (about 6¢ per capita Statewide).

**Table 31. May 2006 Great Lakes Region RDP Media Budget**

Total Budget	Estimated Dollars RDP	Cents Per Capita*	Estimated Dollars CIOT	Cents Per Capita
\$4.5 million / 9¢	\$1,226,000	15¢*	\$3,289,000	7¢

\* Table shows the unweighted average per capita rate in RDP target locations and statewide; adding the amount spent on RDP to that spent during CIOT, results in an additional 2¢ to the region wide per capita average, making it 9¢ per capita (unweighted across States).

During the RDP, television accounted for about 56 percent of all media funds; radio had the next highest level of spending, accounting for about 43 percent (Table 32). Very little was spent on other media (i.e., billboards, banners, theatre ads, etc.). During CIOT States spent about 74 percent of their media budgets on television, and 23 percent on radio.

Overall, an average of about 9¢ per resident were spent on RDP and CIOT advertisements. That amount was higher than what was spent on advertisements in States not conducting special NHTSA demonstration programs (5¢) and the nation as a whole (6¢). Most of the GLR money (6¢) went toward the placement of television advertisements, less went to radio advertisements (2¢), and other types of message delivery like billboards and other types of signage (<1¢).

**Table 32. May 2006 Great Lakes Region;  
Media Budget by Media Type**

	GLR	Non-Demo States (22 States/Territories)	Nationwide Average (44 States/Territories)
<b>Total</b>	9¢	5¢	6¢
Television	6¢	4¢	4¢
Radio	2¢	1¢	2¢
Other/Unknown	<1¢	<1¢	<1¢

States generated earned (news) media through press events, press releases, or news related to other outreach activities. For the RDP, there were 26 reported media events held and nearly 1,000 news stories appearing in TV, radio, or print media. For the CIOT phase, there were at least 75 reported media events and 1,825 news stories appearing in television, radio, print, or other media across the region.

#### **Great Lakes Region Enforcement**

Police issued more than 166,000 seat belt citations, an average of 32 citations per 10,000 residents, during the course of the RDP and CIOT campaign (plus just over 4,000 citations for child restraint law violations). Thirteen percent (about 20,000 of the seat belt citations) were issued during the RDP and 87 percent (about 146,000 citations) were issued during CIOT. Enforcement was more intense during the CIOT than during the RDP. Police issued 27 citations per 10,000 residents (statewide) during CIOT and 22 citations per 10,000 residents (in rural targeted areas) during the RDP. During the RDP, the level of ticketing varied from a low of zero per 10,000 residents in Michigan, to a high of 39 per 10,000 in Illinois (Table 33).

**Table 33. May 2006 Great Lakes Region:  
Seat Belt Citations Issued per 10,000 Populations, by State**

State	RDP*	CIOT
Illinois	39	37
Indiana	35	24
Minnesota	21	23
Ohio	8	35
Wisconsin	7	20
Michigan	-	25

\* Per capita rate in RDP target locations only

During the CIOT phase, about 2,800 enforcement agencies participated in the GLR Mobilization, representing a large percentage of agencies in each State. Combined, all six States issued approximately 146,070 seat belt tickets. During the CIOT phase, level of ticketing ranged from 20 citations per 10,000

residents in Wisconsin to 37 tickets per 10,000 residents in Illinois. All States, except Wisconsin, issued seat belt tickets at a rate of 23 (or more) per 10,000 residents, with an average of 27 tickets per 10,000 residents over the entire region. A summary of citations for various offenses during the mobilization is provided in Table 34.

**Table 34. May 2006 Great Lakes Region;  
Law Enforcement Activity**

<b>Enforcement Action</b>	<b>Number</b>
Seat Belt Citations	166,349
Speeding Citations	59,550
DWI Arrests	4,141
Unrestrained Child Citations	4,160

The rate of seat belt tickets issued across the GLR was higher than the nationwide rate (see Table 35). The rate of DUI arrests in the GLR was comparable to the nationwide rate while the rate of speeding citations issued in the Great Lakes Region was slightly lower than the nationwide rate. Over twice as many seat belt tickets than speeding tickets were issued in the GLR.

**Table 35. May 2006 Great Lakes Region;  
Law Enforcement Actions per 10,000 Residents**

	<b>GLR</b>	<b>Non-Demo States</b>	<b>Nationwide Average</b>
Seat Belt	32	25	24
Speeding	12	10	14
DUI	1	<1	1

### **Great Lakes Region Awareness**

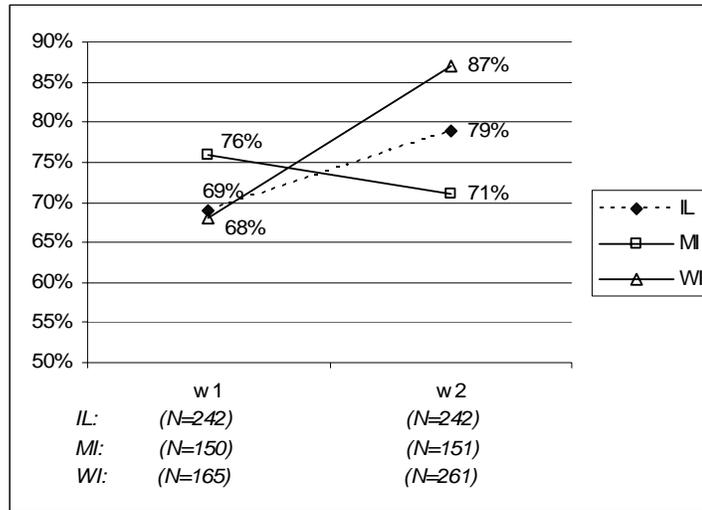
Telephone surveys in each GLR State measured awareness of general seat belt messages, enforcement-related messages, and enforcement activity. In Illinois, Michigan, Minnesota, and Wisconsin, surveys in the targeted rural areas were administered in three waves; prior to the RDP (w1), an optional second wave of surveys (w2) just after the RDP phase (w2), and after CIOT publicity and enforcement concluded (w3). In Indiana and Ohio, only two waves of surveys were administered (w1 and w3).

Statewide, only two waves of telephone surveys were conducted in five States. The first wave of statewide surveys was conducted prior to the RDP (w1) and the second wave began immediately after the CIOT program ended (w3). The only exception to this process was Michigan, which opted to conduct all three waves of surveys: pre-campaign (w1), post-RDP (w2), and post-CIOT (w3).

### **Awareness Results for Rural Targeted Areas**

During the RDP, awareness of seat belt messages increased significantly in Illinois (10 percentage points,  $p < .02$ ) and Wisconsin (18 percentage point increase,  $p < .0001$ ), as indicated by Chi-square analysis. No data were available for Minnesota and there was a 5-point drop in awareness in Michigan, which was not significant (see Figure 28).

**Figure 28. Awareness of Seat Belt Message in Targeted Rural Areas During the RDP**



During the RDP, awareness of *special efforts by police to issue seat belt tickets* increased in three of four States providing such data (see Figure 29). There was a nonsignificant (7-point) increase in Illinois, a significant 11-point increase in Michigan ( $p < .05$ ), and significant increases in both Minnesota (+14 points,  $p < .001$ ) and Wisconsin (+25 points,  $p < .0001$ ).

**Figure 29. Awareness of Special Enforcement Efforts in Targeted Rural Areas During the RDP**

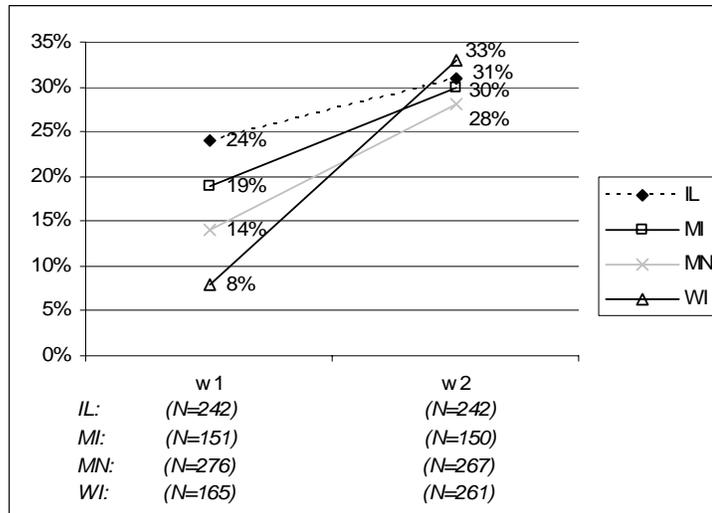
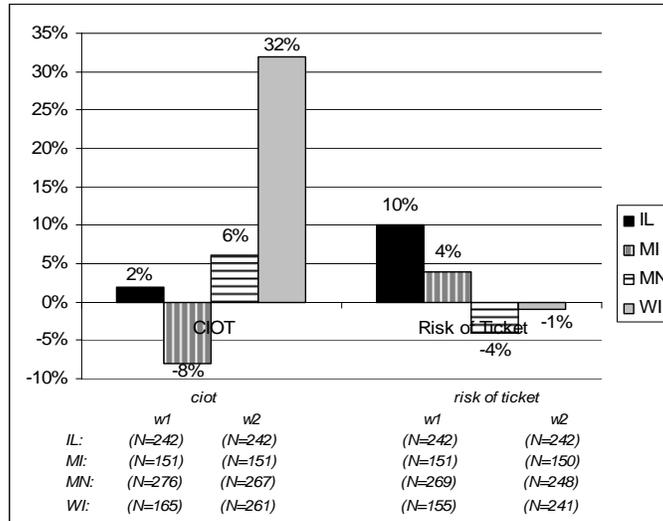


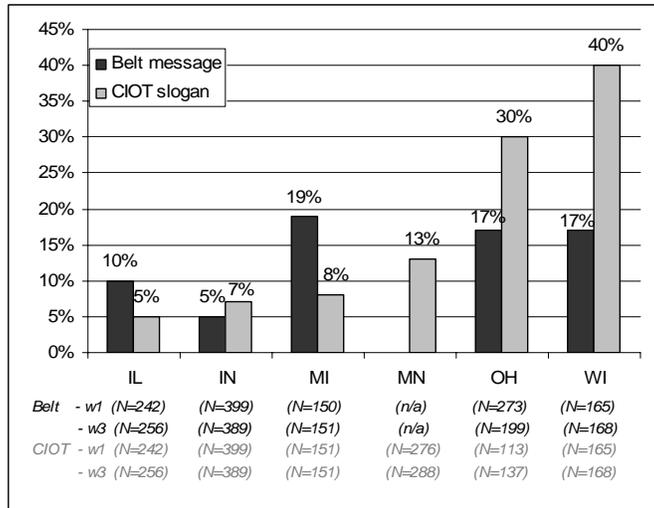
Figure 30 shows RDP-related changes (w2-w1) in two indices: recognition of the *Click It Or Ticket* slogan, and *perceived risk of being ticketed* for non-use (proportion of respondent who indicated “very likely” or “somewhat likely”). The increase in slogan recognition was significant only in Wisconsin (+32 points,  $p < .001$ ), whereas an increase in perceived risk of getting a ticket was significant only in Illinois (+10,  $p < .05$ ).

**Figure 30. Rural Targeted Areas: Changes in Awareness from Wave 1 to Wave 2**

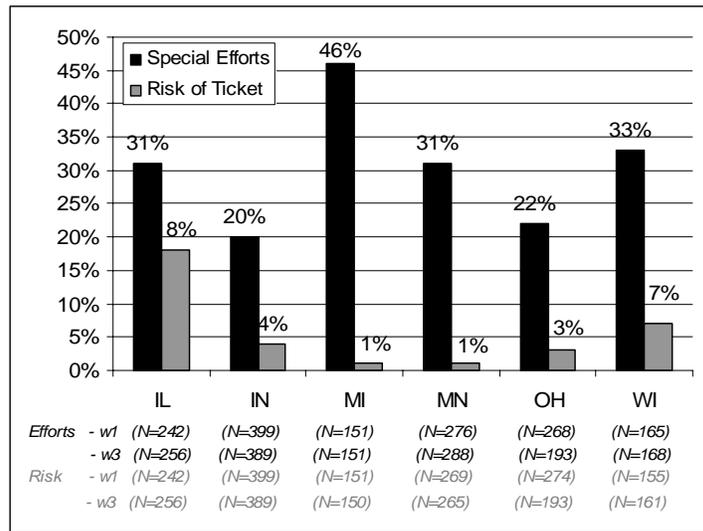


Thus, in rural targeted areas, awareness of seat belt messages during the RDP increased most in Illinois and Wisconsin, while awareness of enforcement-related messages during the RDP generally increased most in Wisconsin and Minnesota. Over the entire mobilization (i.e., w1 to w3), all States reported significant increases in *CIOT Slogan Recognition* in the targeted rural areas. Awareness of seat belt messages also showed a significant increase in the targeted rural areas of 4 of 5 States surveyed (MN did not provide data on this issue). Awareness of special efforts by police also increased significantly in all States. In the rural targeted areas, the largest overall change (+31 points) was in awareness of special efforts by police to ticket. This is consistent with the fact that all States intensified enforcement and implemented paid media efforts over the course of the two phases. Figures 31 and 32 show changes in awareness of general and enforcement-related messages, respectively.

**Figure 31. Rural Targeted Areas: Changes in General Awareness From Pre-RDP to Post-CIOT (w1 to w3)**



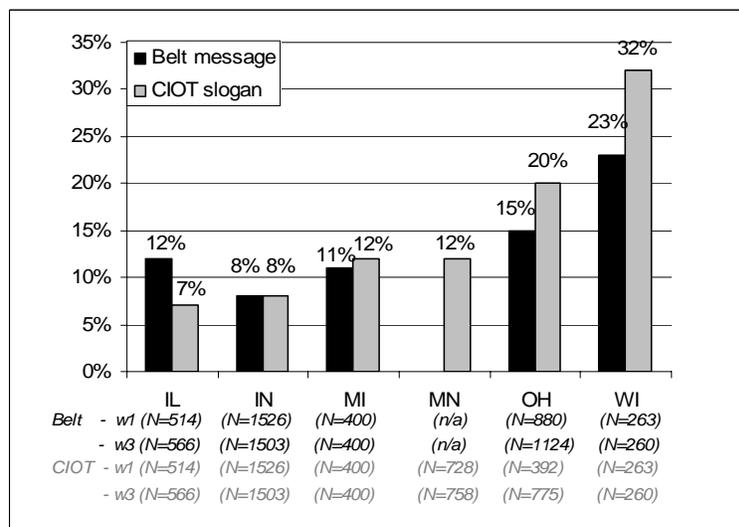
**Figure 32. Rural Targeted Areas: Changes in Awareness of Enforcement-Related Messages and Activities, From Pre-RDP to Post-CIOT (w1 to w3)**



**Awareness Results for Rural Targeted Areas**

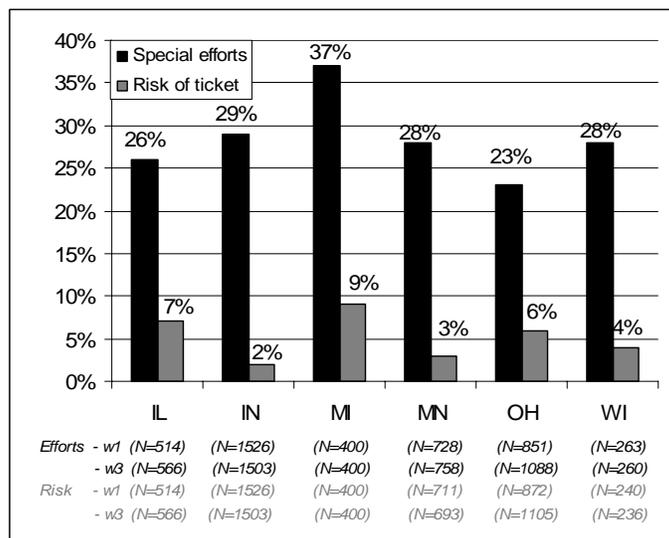
In the statewide surveys, chi-square tests indicated that every State for which data were available experienced significant overall increase in *awareness of seat belt messages* and *recognition of the CIOT slogan* (Figure 33). *Awareness of enforcement-related messages* also showed significant increases in nearly all States. All six States showed a significant increase in awareness of *special efforts by police to issue tickets for seat belt violations*. Three of six States (IL, MI, and OH) reported a significant increase in *perceived risk of being ticketed* for nonuse. *Awareness of special efforts by police to ticket* (Figure 34) showed the largest average increase (+29 points). *Perceived risk of being ticketed* for nonuse showed the smallest change from wave 1 to wave 3 (+5 point).

**Figure 33. Statewide: Changes in General Awareness: Pre-RDP to Post-CIOT (w1 to w3)<sup>3</sup>**



<sup>3</sup> Note that the 20% increase in recognition of the CIOT slogan in Ohio was for “voluntary” recognition; there was a 7-point increase in “prompted” recognition of the slogan.

**Figure 34. Statewide: Changes in Awareness of Enforcement-Related Message from pre-RDP to Post-CIOT (w1 to w3)**



### Great Lakes Region Safety Belt Use

Observational surveys, conducted statewide and in targeted rural areas, measured changes in seat belt use. Statewide surveys were either *full surveys* that met the requirements established for statewide observational surveys under regulations, 23 C.F.R. Part 1340,<sup>4</sup> or mini surveys that used fewer sites and could be completed in a few days. Mini surveys were more suitable for measuring seat belt use at several stages within a brief program (in this case, a month-long program). Sites for the mini-survey were nearly always a subset of sites from the full survey and similar procedures were followed in conducting both types of surveys. In Illinois, Minnesota, and Wisconsin, statewide surveys were administered in three waves; prior to the RDP (w1), an optional second wave of surveys conducted just after the RDP phase (w2), and a third wave conducted after CIOT publicity and enforcement concluded (w3). Two waves of surveys were administered in Indiana and Ohio (w1 and w3) and in Michigan (w2 and w3).

Mini-surveys were used to measure changes in *targeted rural areas* in all six States. All States except Ohio conducted three waves of rural surveys. Thus, data were available in all six States to assess *overall change* in rural targeted areas (pre-RDP to post-CIOT) and data were available in five States to assess *wave-specific change* associated with the RDP and with CIOT.<sup>5</sup>

Table 35 shows the change in seat belt use over the course of the 2006 RDP and CIOT campaigns for each of the GLR States. These data cover *statewide* and rural *RDP-targeted* areas. In Indiana, data were also collected for rural *non-targeted* areas. Over the course of the RDP (i.e. from w2 to w1) all five States that conducted post-RDP (w2) surveys showed an increase in usage in their rural, targeted areas.

<sup>4</sup> These requirements were established as the Uniform Criteria For State Observational Surveys of Seat Belt Use as part of Section 157 of the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21).

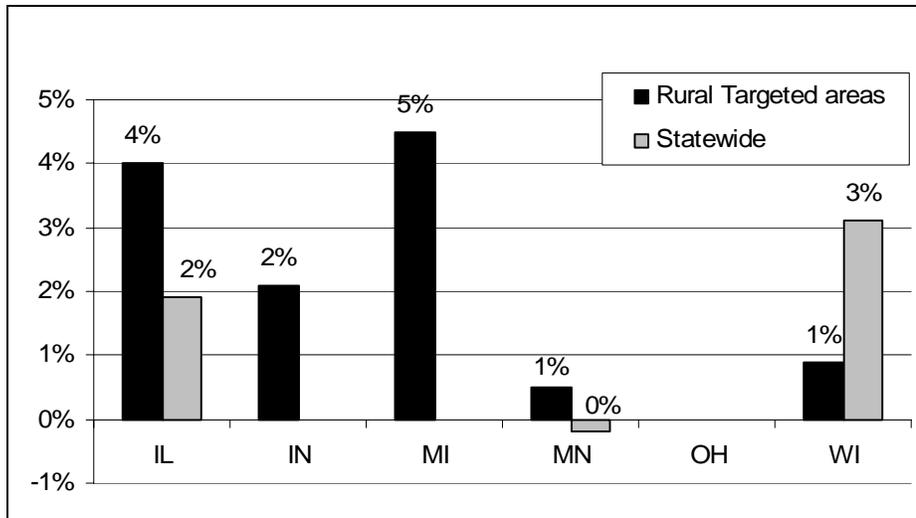
<sup>5</sup> Surveys were conducted in rural areas not intended to be targeted in two States (IN and MI). However, there was evidence of spillover of media and/or enforcement in these areas from contiguous counties. In one case (IN) changes in these “non-targeted” areas were slightly smaller than in the rural targeted areas. In the other case (MI) changes in the non-targeted areas were large than in the targeted areas. Because of the apparent contamination, data from these areas are not included in Table 36.

Two of the three States that conducted statewide observations before and after the RDP (w1 to w2) showed modest statewide increases in belt use during this phase (see Figure 34).

**Table 36. Overall Percentage Point Change in Seat Belt Usage Rural Targeted Areas, Rural Non-Targeted Areas, and Statewide<sup>6</sup>**

		W1 Pre- RDP	W2 Post- RDP	w3 Post- CIOT	Change w1-w2	Change w2-w3	Change w1-w3
<b>Illinois</b>	Statewide	85	87	91	2	4	6
	Rural targeted areas	81	85	86	4	2	6
<b>Indiana</b>	Statewide	80	n/a	84	n/a	n/a	4
	Rural targeted areas	73	75	76	2	1	3
<b>Michigan</b>	Statewide	n/a	90	94	n/a	4	(4)
	Rural targeted areas	81	85	91	4	6	10
<b>Minnesota</b>	Statewide	83	83	84	0	1	1
	Rural targeted areas	81	82	81	1	-1	0
<b>Ohio</b>	Statewide	80	n/a	82	n/a	n/a	2
	Rural targeted areas	76	n/a	79	n/a	n/a	3
<b>Wisconsin</b>	Statewide	69	73	76	4	3	7
	Rural targeted areas	71	72	75	1	3	4
<b>Region (Medians)</b>	statewide	80	78	84	n/a	n/a	4
	Rural-Targeted	78	82	80	2	2	4

**Figure 35. RDP-Related Change in Seat Belt Usage (w2-w1) Rural Targeted Areas (5 States) and Statewide (3 States)**

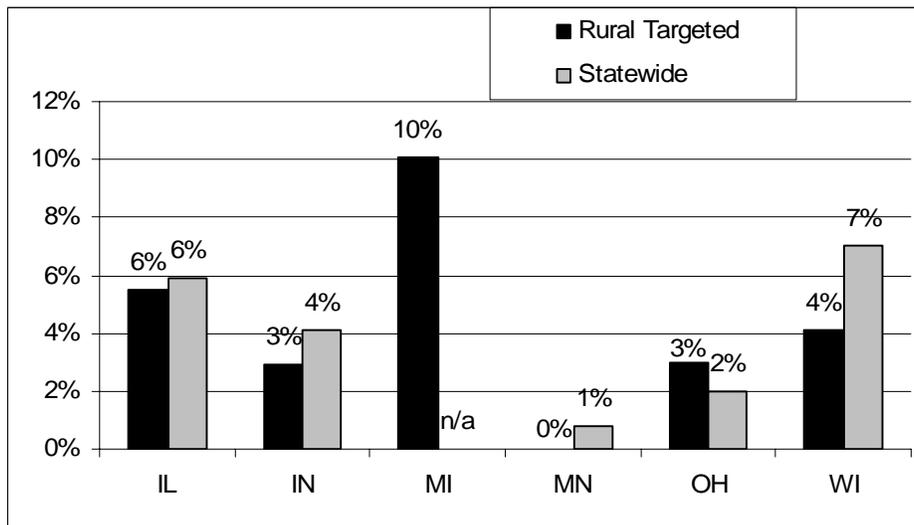


<sup>6</sup> Median changes are calculated, based on the *array of changes for each interval* (i.e., w2-w1, w3-w2, w3-w1) for which data were available. They were not based on the difference between *median usage rates*. Median statewide changes are not listed for w2-w1 or w3-w2 because data for these intervals were available for less than half the States.

The median increase for the region, from pre-RDP to post-CIOT (w1 to w3), was 4 percentage points, statewide and in rural targeted areas. At the end of both phases of the mobilization, the median usage rate in rural targeted areas was 80 percent (range: 75-92 percent) and the median statewide rate was 84 percent (range: 76-94 percent).

Figure 36 shows a comparable median 4-point increase (w1 to w3) in usage in both rural targeted areas (range: 0 to 10 points) and statewide (range: 1 to 7 points). Only in Michigan where there was a 10-point increase in rural usage and (an estimated) 4-point change statewide, was there a substantially greater change in rural usage than in statewide usage.

**Figure 36. Overall Percentage Point Change in Seat Belt Usage (w3-w1) Rural Targeted Areas Versus Statewide**



**Table 37. Regionwide Change in Seat Belt Usage**

	2004	2005	2006	Change (2004-06)
<b>Overall Occupants*</b>	80.9%	82.4%	84.5%	+3.6

\*Statewide use rates averaged 1:1  
(Source: Evaluation Results, Section 157 Belt Use Surveys 2003-2004-2005-2006)

### Great Lakes Region Analysis of Fatal Crashes

The proportion of belted fatalities in the Great Lakes Region during the months of May, June, and July of 2005-2006 (post-program period) was compared to the proportion of belted fatalities in the corresponding months of years 2003 and 2004 (pre-program period). Data was further compared across rural and urban areas (based on roadway functional class).

In the entire region, the results of a chi-square test showed a proportion belted increased significantly from 47.5 percent in the pre-campaign period to 51.5 percent (3.6 points) in the post-campaign period,  $\chi^2(1) = 4.63, p = .03$ . There were no significant changes in the rural areas, although the proportion belted fatalities in the rural areas increased from 48.0 percent in the pre-campaign period to 50.4 percent (2.4 points) in the post-campaign period. In the urban areas, results of a chi-square test revealed a significant

increase from pre- to post-campaign period. The proportion belted increased from 46.5 percent pre-campaign to 52.3 percent (5.8 points) post-campaign,  $\chi^2(1) = 4.24$ ,  $p = .04$ . The significance of the interaction between area and enforcement was further tested with a binary logistic regression and was found to be non-significant. Thus, the difference from pre- to post- was not statistically different in rural versus urban zones.

### **Great Lakes Region Summary**

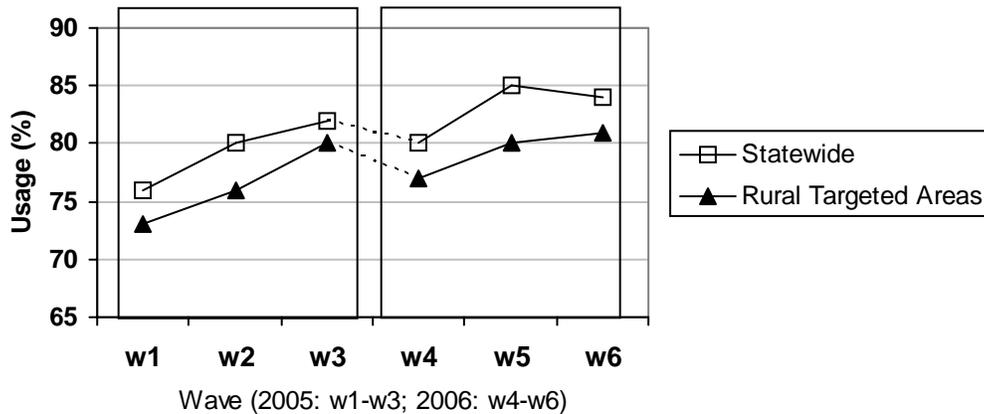
All six GLR States intensified enforcement during the 2006 RDP, with Illinois and Michigan showing the largest rural increases in usage during that phase (4 and 5 percentage points, respectively). At the conclusion of the CIOT campaign, five of six States showed significant increases in rural targeted areas. Similarly, five States (all States for which data were available) showed an increase in statewide usage. In 2006, median increases in rural usage, following the RDP phase and overall, were nearly identical to statewide increases. In contrast, RDP results from the previous year (2005) provided somewhat stronger evidence that overall increases in seat belt use were greater in rural targeted areas (where there was intensified enforcement) than they were statewide.

Statewide, seat belt use increased in the GLR States over the course of the 2006 mobilization, with a median 4-point increase (range: 1 to 7 points). Increases appeared to be slightly greater in the three primary law States (median increase of 4 points) than in the three secondary law States (median increase of 2 points).

The results of the 2005 RDP/CIOT Mobilization have been documented by Nichols, Ledingham, and Preusser (2007) and a more detailed report is being prepared that describes the results of the overall effort (i.e., 2005 and 2006). Highlights of that report suggest that, over the two-year RDP period, usage in the rural areas targeted by the RDP (and by CIOT) increased by a median of nine percentage points (range 3-11 points), while statewide usage (primarily affected by CIOT) increased by a median of seven percentage points (range: 5-10 points).

In 2006, the median increase in the *rural targeted areas* was 4 percentage points (range: 0-10 points), compared with 7 points in 2005 (range: 2-12 points). By comparison, the median *statewide* increase in 2006 was 4 points (range: 1 to 7 points), compared with 5 points in 2005 (range: 3 to 8 points). Thus, while the differences in these medians are modest, they suggest that the 2006 Mobilization (overall) may have been slightly less powerful than the 2005 effort. Also, as Figure 37 shows there was a median 3-point decline in usage in rural areas, from the end of 2005 Mobilization to the beginning of the 2006 Mobilization. Statewide, the decline between programs (i.e., w3 to w4) was measured at 2 points.

**Figure 37. Median Seat Belt Usage Rates in the Great Lakes Region From Six Waves of Observations Conducted in May 2005 and May 2006**



The suggestion of slightly less impact in 2006 is supported by trends in awareness. *Awareness of recent seat safety belt messages* in the *rural targeted areas*, for example, increased by about 21 percentage points in 2005 (from a baseline of 63 percent) and by 16 points in 2006 (from a higher baseline of 71 percent). Rural increases in awareness *during the RDP phase* were more than 60 percent greater in 2005 (+13 points) than in 2006 (+8 points).

As one would expect, there was a significant drop in awareness of *recent* seat belt messages between the end of the 2005 campaign (average awareness of 84%) and the beginning of the 2006 campaign (average awareness of 69%; decline = 16 percentage points). *Statewide* message awareness increased by an average of 16 points in 2005; then declined by 14 points from June 2005 to April 2006); and increased by another 14 points in 2006.

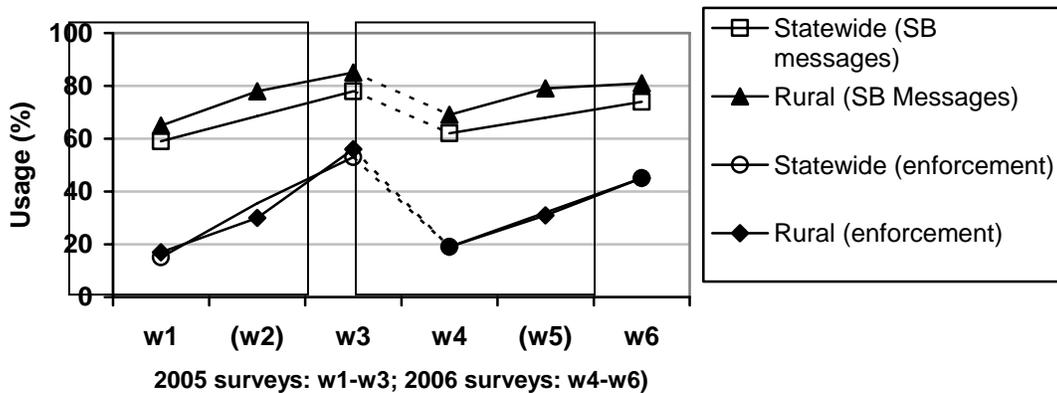
Awareness of *special efforts by police to issue tickets* for seat belt violations increased by an average of 31 points in 2006, compared with 40 points in 2005 (in *rural targeted areas*). During the RDP phase the average increases for 2006 and 2005 were 14 points and 19 points, respectively. During CIOT, average increases were more similar at 21 points and 22 points, respectively.<sup>7</sup>

The largest difference in 2006 and 2005 *awareness of enforcement* occurred *statewide*. There was a 31-point increase in enforcement awareness in 2006 (from an average baseline of 18 percent), compared with a 41-point increase in 2005 (from a baseline of 14 percent). As Figure 37 shows, these smaller increases in statewide awareness of police efforts in 2006 (compared with 2005) were accompanied by smaller increases in statewide belt usage during in 2006 (compared with 2005), suggesting a relationship between awareness of enforcement and change in usage. Figure 38 shows the trends in awareness (seat belt messages and enforcement), rural and statewide, for both years.<sup>8</sup>

<sup>7</sup> These results are based on data from three States in 2006 and four States in 2005.

<sup>8</sup> It should be noted that there was no middle survey (w2 or w5) for the statewide index. Thus, the increase in statewide awareness could have occurred later than w2 (in 2005) or w5 (in 2006).

**Figure 38. Median Awareness of Seat Belt Messages and Enforcement:  
Based on Rural and statewide Telephone Surveys Conducted in May 2005 and 2006**



In general, there were smaller increases in awareness in 2006, compared with 2005, but the baseline levels of awareness in 2006 were generally higher than in 2005. Similarly, there were generally smaller increases in seat belt usage in 2006, compared with 2005, but baseline usage levels were generally higher than in 2005.

## VI. DISCUSSION

The May 2006 Mobilization spent approximately \$28 million nationwide on paid advertisements to advise motorists to *Click It or Ticket*. The threat of enforcement was real. Forty-six percent of law enforcement agencies across the 50 States, the District of Columbia, and Puerto Rico reported some level of participation in the May 2006 Mobilization. Police in both primary and secondary law locations issued over 690,000 seat belt citations during the period of enforcement.

Once again, short term and well-publicized enforcement worked to improve seat belt use. Belt use increased after the public was exposed to the Mobilization's publicity and enforcement. Although belt use improved in both primary and secondary law locations, belt usage has continued to decrease over the last four years. That decrease was more pronounced across the secondary law locations.

Demonstration programs in four NHTSA Regions focused additional OP STEP efforts on lower belt usage targets, either pickup truck occupants or rural locations. In NHTSA's Great Lakes Region, an additional week of enforcement and media in target rural locations improved belt use more among rural populations in 2005. That effort continued into 2006 but with less powerful results in its second year. Low belt use among pickup truck occupants was targeted for the first time by States in the Central region, for a second year by States in the Southeast region, and for a third year by States in the South Central region. These programs had mixed results in closing the gap in seat belt use between occupants in pickup trucks and other vehicle types. While seat belt use among pickup truck occupants sometimes increased more than in the general population, most of the increase was typically measured after the CIOT phase and not during the BUIYT phase.

The purpose behind OP STEPs like *Click It or Ticket* is not necessarily to issue seat belt tickets but to convince motorists that nonuse will result in a ticket. The May 2006 Mobilization succeeded and

consequently belt use increased where OP STEPs were fully implemented. These results were confirmed by analyses conducted with FARS data. Previous CIOT evaluations found an increase in national belt use rates among fatalities of front-seat occupants of passenger vehicles after the CIOT campaign compared to before the CIOT campaign. Specifically, FARS data were associated with the effectiveness of both South Central and RDP programs. A statistically significant effect was not found for Southeast. It is important to note that as with any non-experimental design, the findings do not rule out other influences on belt use. Certainly other factors are involved with the effects reported in this paper.

Over time, the wave to wave increase in seat belt use has decreased. Amount of paid publicity in 2006 was less compared to previous years 2002 through 2005. A representative sample of law enforcement agencies issued fewer seat belt tickets in 2006 compared to previous years 2002 through 2005. The NHTSA demonstration programs, focusing on rural areas and pickup trucks, have identified productive modifications to the typical CIOT model process. More often, success occurs when States fully implement both enforcement and enforcement-centered media when conducting occupant protection STEPs.

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**Appendix A. Statewide Use Rates; 2002 - 2006**  
 (Source: National Center for Statistics & Analysis, NHTSA)

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

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

## Appendix B. Sample Driver License Office Survey

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

---

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

## Appendix B. Driver License Office Survey Results

### South Central Region DMV Survey Results: Arkansas

		Respondents		
		2005	2006	
Survey Question	Response	Percent		sig
Gender	Male	46.3	48.5	
	Female	53.7	51.5	
	Total Respondents	(N=680)	(N=683)	
Age	Under 21	11.6	11.2	
	21-25	9.2	10.9	
	26-39	25.3	26.3	
	40-49	23.4	19.8	
	50-59	18	18	
	60+	12.4	13.7	
	Total Respondents	(N=683)	(N=677)	
Race	White	73.1	73.1	
	Black	20.4	19.8	
	Asian	1.5	1.5	
	Native American	1.9	1.2	
	Other	3.1	4.4	
	Total Respondents	(N=668)	(N=666)	
Spanish/Hispanic	Yes	5.3	5.9	
	No	94.7	94.1	
	Total Respondents	(N=586)	(N=627)	
Miles driven last year	Under 5,000	18.9	16.5	
	5,000-10,000	25.9	25.4	
	10,001-15,000	25	27.1	
	Over 15,000	30.2	31	
	Total Respondents	(N=672)	(N=665)	
Type of vehicle driven most often	Passenger Car	45.4	42.9	
	Pickup	19.5	23.1	
	SUV	20.9	18.8	
	Mini-van	4.1	4.9	
	Full van	1.3	1.6	
	Other	3.7	3.7	
	More than one checked	5	5	
	Total Respondents	(N=676)	(N=676)	
How often belted when in a car?*	Always	65.9	69.8	
	Nearly always/ sometimes/seldom/ never/don't ride in one	34.2	30.2	
	Total Respondents	(N=680)	(N=599)	
How often belted when in a pickup?*	Always		67.2	
	Nearly always/ sometimes/seldom/ never/don't ride in one		32.8	
	Total Respondents	(NA)	(N=458)	

How often belted when in a SUV/Van**	Always		68.1	
	Nearly always/ sometimes/seldom/ never/don't ride in one		31.8	
	Total Respondents	(NA)	(N=386)	
Think important for police to enforce seat belt law?	Yes	80.3	79.4	
	No	19.7	20.6	
	Total Respondents	(N=675)	(N=676)	
Chance of getting ticket?	Always	32.1	27.2	
	Nearly always/ sometimes/seldom/ never	67.9	72.7	
	Total Respondents	(N=679)	(N=684)	
Think seatbelt law is enforced?	Very Strictly	20.4	17.5	
	Somewhat strictly/not very strictly/rarely/not at all	79.6	82.5	
	Total Respondents	(N=671)	(N=681)	
Received ticket for not wearing seat belt?	Yes	15.4	15.6	
	No	84.6	84.4	
	Total Respondents	(N=684)	(N=685)	
Seen/heard about police enforcement of seatbelt use?	Yes	80.9	76.1	
	No	19.1	23.9	
	Total Respondents	(N=681)	(N=689)	
Seen/heard about night enforcement?***	Yes		31.5	
	No		68.5	
	Total Respondents	(N=)	(N=679)	
Experienced this enforcement?	Yes	31.9	27.1	
	No	68.1	72.9	
	Total Respondents	(N=677)	(N=683)	
Read/seen/heard anything about seat belts?	Yes	87.1	88.2	
	No	12.9	11.8	
	Total Respondents	(N=676)	(N=684)	
Newspaper	Yes	25.3	18.1	ab
	No	74.7	81.9	
	Total Respondents	(N=684)	(N=696)	
Radio	Yes	35.4	30.7	
	No	64.6	69.3	
	Total Respondents	(N=684)	(N=696)	
TV	Yes	69.9	71.4	ab,bc,ac
	No	30.1	28.6	
	Total Respondents	(N=684)	(N=696)	
Billboards	Yes	20.6	16.4	ab,bc,ac
	No	79.4	83.6	
	Total Respondents	(N=684)	(N=696)	
Brochure	Yes	3.1	1.6	
	No	96.9	98.4	
	Total Respondents	(N=684)	(N=696)	

Police enforcement	Yes	8.2	7.6	
	No	91.8	92.4	
	Total Respondents	(N=684)	(N=696)	
Other	Yes	3.1	3.9	
	No	96.9	96.1	
	Total Respondents	(N=684)	(N=696)	
Read/seen/heard anything about seat belts and pickup?	Yes	44.4	49.2	
	No	55.6	50.8	
	Total Respondents	(N=671)	(N=658)	
How more likely is pickup to roll in crash than passenger car?***	Not more likely		4.7	
	Twice/three times/four times/don't know		95.4	
	Total Respondents	(NA)	(N=662)	
Name of Belt program is Buckle up "State"	Yes	23.1	15.2	<sup>ab</sup>
	No	76.9	84.8	
	Total Respondents	(N=684)	(N=696)	
Name of belt program is BUIYT?	Yes	10.5	7.2	
	No	89.5	92.8	
	Total Respondents	(N=684)	(N=696)	
Name of belt program is CIOT?	Yes	88	86.1	
	No	12	13.9	
	Total Respondents	(N=684)	(N=696)	
Name of belt program is OSA?	Yes	6.4	5.7	
	No	93.6	94.3	
	Total Respondents	(N=684)	(N=696)	
<sup>ab</sup> $p \leq .01$ 2005 to 2006 * question worded "How often do you wear belts when you drive/ride in vehicle?" in 2005 **question did not appear in 2005 survey				

### South Central DMV Survey Results: Louisiana

		Respondents		
		2005	2006	
Survey Question	Response	Percent		sig
Gender	Male	51.9	49.8	
	Female	48.1	50.2	
	Total Respondents	(N=744)	(N=277)	
Age	Under 21	10.6	7.5	
	21-25	13.9	10.4	
	26-39	29.3	31.1	
	40-49	21.3	23.6	
	50-59	13.9	13.9	
	60+	11	13.6	
	Total Respondents	(N=743)	(N=280)	
Race	White	57.6	66.3	
	Black	40.1	30.4	
	Asian	1.2	1.4	
	Native American	0.5	0.4	
	Other	0.5	1.4	
	Total Respondents	(N=731)	(N=276)	
Spanish/Hispanic	Yes	3.5	1.9	
	No	96.5	98.1	
	Total Respondents	(N=634)	(N=261)	
Miles driven last year	Under 5,000	23.2	19.3	
	5,000-10,000	27.6	27.4	
	10,001-15,000	24.1	20.4	
	Over 15,000	25.1	32.8	
	Total Respondents	(N=725)	(N=274)	
Type of vehicle driven most often	Passenger Car	50.1	43.8	
	Pickup	21.1	18.8	
	SUV	14.7	23.6	
	Mini-van	4.6	3.3	
	Full van	0.8	1.1	
	Other	5	5.1	
	More than one checked	3.7	4.3	
	Total Respondents	(N=721)	(N=276)	
How often belted when in a car?*	Always	75.4	84.6	
	Nearly always/ sometimes/seldom/ never/don't ride in one	24.6	15.4	
	Total Respondents	(N=728)	(N=253)	
How often belted when in a pickup?***	Always		77.3	
	Nearly always/ sometimes/seldom/ never/don't ride in one		22.7	
	Total Respondents	(NA)	(N=181)	

How often belted when in a SUV/Van**	Always		82.3	
	Nearly always/ sometimes/seldom/ never/don't ride in one		17.8	
	Total Respondents	(NA)	(N=181)	
Think important for police to enforce seat belt law?	Yes	83.3	90.6	ab
	No	16.7	9.4	
	Total Respondents	(N=726)	(N=278)	
Chance of getting ticket?	Always	24.3	29.1	
	Nearly always/ sometimes/seldom/ never	75.6	70.8	
	Total Respondents	(N=720)	(N=278)	
Think seatbelt law is enforced?	Very Strictly	24.9	25	
	Somewhat strictly/not very strictly/rarely/not at all	75.2	74.9	
	Total Respondents	(N=716)	(N=276)	
Received ticket for not wearing seat belt?	Yes	22.7	20.3	
	No	77.3	79.7	
	Total Respondents	(N=724)	(N=276)	
Seen/heard about police enforcement of seatbelt use?	Yes	79.2	78	
	No	20.8	22	
	Total Respondents	(N=718)	(N=277)	
Seen/heard about night enforcement?***	Yes		38.8	
	No		61.2	
	Total Respondents	(NA)	(N=276)	
Experienced this enforcement?	Yes	38.5	33.6	
	No	61.5	66.4	
	Total Respondents	(N=719)	(N=274)	
Read/seen/heard anything about seat belts?	Yes	85.3	85.5	
	No	14.7	14.5	
	Total Respondents	(N=714)	(N=275)	
Newspaper	Yes	22	18.5	
	No	78	81.5	
	Total Respondents	(N=746)	(N=281)	
Radio	Yes	28.8	28.8	
	No	71.2	71.2	
	Total Respondents	(N=746)	(N=281)	
TV	Yes	67.2	66.2	
	No	32.8	33.8	
	Total Respondents	(N=746)	(N=281)	
Billboards	Yes	19	13.5	
	No	81	86.5	
	Total Respondents	(N=746)	(N=281)	
Brochure	Yes	1.7	2.1	
	No	98.3	97.9	
	Total Respondents	(N=746)	(N=281)	

Police enforcement	Yes	8.8	8.5	
	No	91.2	91.5	
	Total Respondents	(N=746)	(N=281)	
Other	Yes	4	3.6	
	No	96	96.4	
	Total Respondents	(N=746)	(N=281)	
Read/seen/heard anything about seat belts and pickup?	Yes	44.8	40.7	
	No	55.2	59.3	
	Total Respondents	(N=703)	(N=273)	
How more likely is pickup to roll in crash than passenger car?***	Not more likely		5.5	
	Twice/three times/four times/don't know		94.5	
	Total Respondents	(NA)	(N=271)	
Name of Belt program is Buckle up "State"	Yes	61.8	52.3	ab
	No	38.2	47.7	
	Total Respondents	(N=746)	(N=281)	
Name of belt program is BUIYT?	Yes	5.4	2.8	
	No	94.6	97.2	
	Total Respondents	(N=746)	(N=281)	
Name of belt program is CIOT?	Yes	54	66.2	ab
	No	46	33.8	
	Total Respondents	(N=746)	(N=281)	
Name of belt program is OSA?	Yes	7.1	5.3	
	No	92.9	94.7	
	Total Respondents	(N=746)	(N=281)	
<sup>ab</sup> $p \leq .01$ 2005 to 2006 * question worded "How often do you wear belts when you drive/ride in vehicle?" in 2005 **question did not appear in 2005 survey				

### South Central Region DMV Survey Results: New Mexico

		Respondents		
		2005	2006	
Survey Question	Response	Percent		sig
Gender	Male	49.9	50.5	
	Female	50.1	49.5	
	Total Respondents	(N=585)	(N=592)	
Age	Under 21	8.8	11	
	21-25	13.7	13.2	
	26-39	27.2	27.7	
	40-49	18.6	17.7	
	50-59	15.6	16.6	
	60+	16.1	13.8	
	Total Respondents	(N=591)	(N=589)	
Race	White	48.4	41.2	ab
	Black	3.7	2.7	
	Asian	22.3	1.5	
	Native American	0.5	24.3	
	Other	25.1	30.3	
	Total Respondents	(N=546)	(N=551)	
Spanish/Hispanic	Yes	39	43.4	
	No	61	56.6	
	Total Respondents	(N=567)	(N=557)	
Miles driven last year	Under 5,000	23.3	20	
	5,000-10,000	27.1	29.9	
	10,001-15,000	23.7	26	
	Over 15,000	25.9	24.1	
	Total Respondents	(N=583)	(N=565)	
Type of vehicle driven most often	Passenger Car	44.9	47.2	ab
	Pickup	24.2	25.1	
	SUV	15.6	15	
	Mini-van	4.5	5.1	
	Full van	1.4	2.1	
	Other	5	5.6	
	More than one checked	4.5	0	
	Total Respondents	(N=583)	(N=574)	
How often belted when in a car?*	Always	81.7	81.5	
	Nearly always/ sometimes/seldom/ never/don't ride in one	18.3	18.6	
	Total Respondents	(N=589)	(N=518)	
How often belted when in a pickup?*	Always		80.5	
	Nearly always/ sometimes/seldom/ never/don't ride in one		19.5	
	Total Respondents	(NA)	(N=394)	

How often belted when in a SUV/Van**	Always		81.4	
	Nearly always/ sometimes/seldom/ never/don't ride in one		18.5	
	Total Respondents	(NA)	(N=361)	
Think important for police to enforce seat belt law?	Yes	86.7	89.5	
	No	13.3	10.5	
	Total Respondents	(N=585)	(N=583)	
Chance of getting ticket?	Always	29.4	32.3	
	Nearly always/ sometimes/seldom/ never	70.6	67.7	
	Total Respondents	(N=581)	(N=576)	
Think seatbelt law is enforced?	Very Strictly	24.1	26.2	
	Somewhat strictly/not very strictly/rarely/not at all	75.9	73.8	
	Total Respondents	(N=564)	(N=577)	
Received ticket for not wearing seat belt?	Yes	15.5	16.9	
	No	84.5	83.1	
	Total Respondents	(N=581)	(N=585)	
Seen/heard about police enforcement of seatbelt use?	Yes	71.6	66.9	
	No	28.4	33.1	
	Total Respondents	(N=578)	(N=580)	
Seen/heard about night enforcement?***	Yes		34.7	
	No		65.3	
	Total Respondents	(NA)	(N=580)	
Experienced this enforcement?	Yes	37.7	35.7	
	No	62.3	64.3	
	Total Respondents	(N=576)	(N=580)	
Read/seen/heard anything about seat belts?	Yes	78.7	75.5	
	No	21.3	24.5	
	Total Respondents	(N=577)	(N=579)	
Newspaper	Yes	79.2	77.5	
	No	20.8	22.5	
	Total Respondents	(N=596)	(N=596)	
Radio	Yes	64.1	66.9	
	No	35.9	33.1	
	Total Respondents	(N=596)	(N=596)	
TV	Yes	46.8	50.3	
	No	53.2	49.7	
	Total Respondents	(N=596)	(N=596)	
Poster	Yes	84.1	79.5	
	No	15.9	20.5	
	Total Respondents	(N=596)	(N=596)	
Brochure	Yes	98.3	97.3	
	No	1.7	2.7	
	Total Respondents	(N=596)	(N=596)	

Police enforcement	Yes	93.8	92.4	
	No	6.2	7.6	
	Total Respondents	(N=596)	(N=596)	
Other	Yes	96.6	94.1	
	No	3.4	5.9	
	Total Respondents	(N=596)	(N=596)	
Read/seen/heard anything about seat belts and pickup?	Yes	38.2	31.9	
	No	61.8	68.1	
	Total Respondents	(N=570)	(N=573)	
How more likely is pickup to roll in crash than passenger car?***	Not more likely		9.1	
	Twice/three times/four times/don't know		91	
	Total Respondents	(NA)	(N=572)	
Name of Belt program is Buckle up "State"	Yes	59.4	59.6	
	No	40.6	40.4	
	Total Respondents	(N=596)	(N=596)	
Name of belt program is BUIYT?	Yes	95.5	96.8	
	No	4.5	3.2	
	Total Respondents	(N=596)	(N=596)	
Name of belt program is CIOT?	Yes	33.1	33.6	
	No	66.9	66.4	
	Total Respondents	(N=596)	(N=596)	
Name of belt program is OSA?	Yes	93.8	94.8	
	No	6.2	5.2	
	Total Respondents	(N=596)	(N=596)	
<sup>ab</sup> $p \leq .01$ 2005 to 2006 * question worded "How often do you wear belts when you drive/ride in vehicle?" in 2005 **question did not appear in 2005 survey				

**South Central Region DMV Survey Results: Oklahoma**

		Respondents		
		2005	2006	
Survey Question	Response	Percent		sig
Gender	Male	50.3	58.6	ab
	Female	49.7	41.4	
	Total Respondents	(N=598)	(N=464)	
Age	Under 21	29.3	42.2	ab
	21-25	8.5	9.5	
	26-39	25.3	20.5	
	40-49	20.6	14	
	50-59	10.4	9.1	
	60+	5.9	4.7	
	Total Respondents	(N=597)	(N=464)	
Race	White	61.9	68.8	
	Black	14.6	13.7	
	Asian	2.7	3.3	
	Native American	9	6.8	
	Other	11.9	7.4	
	Total Respondents	(N=590)	(N=459)	
Spanish/Hispanic	Yes	11.8	10.3	
	No	88.2	89.7	
	Total Respondents	(N=557)	(N=436)	
Miles driven last year	Under 5,000	35.1	48.9	ab
	5,000-10,000	18.9	15.5	
	10,001-15,000	18.9	12.9	
	Over 15,000	27.2	22.6	
	Total Respondents	(N=567)	(N=425)	
Type of vehicle driven most often	Passenger Car	44.9	48.2	
	Pickup	19.5	23.8	
	SUV	15.7	12.7	
	Mini-van	6.6	4.5	
	Full van	2.4	1.4	
	Other	6.4	5.6	
	More than one checked	4.5	3.8	
	Total Respondents	(N=579)	(N=425)	
How often belted when in a car?*	Always	72.4	82.8	
	Nearly always/ sometimes/seldom/ never/don't ride in one	27.5	17.2	
	Total Respondents	(N=591)	(N=424)	
How often belted when in a pickup?***	Always		80.2	
	Nearly always/ sometimes/seldom/ never/don't ride in one		19.9	
	Total Respondents	(NA)	(N=358)	

How often belted when in a SUV/Van**	Always		80.5	
	Nearly always/ sometimes/seldom/ never/don't ride in one		19.6	
	Total Respondents	(NA)	(N=348)	
Think important for police to enforce seat belt law?	Yes	82.2	90	ab
	No	17.8	10	
	Total Respondents	(N=590)	(N=460)	
Chance of getting ticket?	Always	27.6	32	
	Nearly always/ sometimes/seldom/ never	72.4	68	
	Total Respondents	(N=587)	(N=463)	
Think seatbelt law is enforced?	Very Strictly	21.7	26.7	
	Somewhat strictly/not very strictly/rarely/not at all	78.3	73.4	
	Total Respondents	(N=576)	(N=461)	
Received ticket for not wearing seat belt?	Yes	16.6	13.6	
	No	83.4	86.4	
	Total Respondents	(N=592)	(N=462)	
Seen/heard about police enforcement of seatbelt use?	Yes	71.9	73.7	
	No	28.1	26.3	
	Total Respondents	(N=584)	(N=460)	
Seen/heard about night enforcement?***	Yes		31.7	
	No		68.3	
	Total Respondents	(NA)	(N=460)	
Experienced this enforcement?	Yes	32.5	28.3	
	No	67.5	71.7	
	Total Respondents	(N=588)	(N=460)	
Read/seen/heard anything about seat belts?	Yes	76.6	81.5	
	No	23.4	18.5	
	Total Respondents	(N=590)	(N=459)	
Newspaper	Yes	16.4	15.7	
	No	83.6	84.3	
	Total Respondents	(N=598)	(N=465)	
Radio	Yes	26.1	33.8	ab
	No	73.9	66.2	
	Total Respondents	(N=598)	(N=465)	
TV	Yes	54.2	62.2	ab
	No	45.8	37.8	
	Total Respondents	(N=598)	(N=465)	
Poster	Yes	23.1	20	
	No	76.9	80	
	Total Respondents	(N=598)	(N=465)	
Brochure	Yes	1.8	2.2	
	No	98.2	97.8	
	Total Respondents	(N=598)	(N=465)	

Police enforcement	Yes	7.4	5.6	
	No	92.6	94.4	
	Total Respondents	(N=598)	(N=465)	
Other	Yes	5.2	6.5	
	No	94.8	93.5	
	Total Respondents	(N=598)	(N=465)	
Read/seen/heard anything about seat belts and pickup?	Yes	38.6	45.4	
	No	61.4	54.6	
	Total Respondents	(N=588)	(N=458)	
How more likely is pickup to roll in crash than passenger car?***	Not more likely		5	
	Twice/three times/four times/don't know		95.1	
	Total Respondents	(NA)	(N=259)	
Name of Belt program is Buckle up "State"	Yes	32.6	21.9	<sup>ab</sup>
	No	67.4	78.1	
	Total Respondents	(N=598)	(N=465)	
Name of belt program is BUIYT?	Yes	9.7	8.8	
	No	90.3	91.2	
	Total Respondents	(N=598)	(N=465)	
Name of belt program is CIOT?	Yes	82.9	87.5	
	No	17.1	12.5	
	Total Respondents	(N=598)	(N=465)	
Name of belt program is OSA?	Yes	6.7	3.2	
	No	93.3	96.8	
	Total Respondents	(N=598)	(N=465)	
<sup>ab</sup> $p \leq .01$ 2005 to 2006 * question worded "How often do you wear belts when you drive/ride in vehicle?" in 2005 **question did not appear in 2005 survey				

**South Central Region DMV Survey Results: Texas**

		Respondents		
		2005	2006	
Survey Question	Response	Percent		sig
Gender	Male	45.6	46.4	
	Female	54.4	53.6	
	Total Respondents	(N=735)	(N=748)	
Age	Under 21	18.5	20	
	21-25	10.5	13.5	
	26-39	30.4	31.4	
	40-49	18.9	18	
	50-59	12.4	11.5	
	60+	9.3	5.6	
	Total Respondents	(N=741)	(N=746)	
Race	White	50.8	44.5	
	Black	20.9	25.7	
	Asian	3.8	4	
	Native American	1	1.4	
	Other	23.5	24.4	
	Total Respondents	(N=707)	(N=717)	
Spanish/Hispanic	Yes	33.1	33.6	
	No	66.9	66.4	
	Total Respondents	(N=694)	(N=717)	
Miles driven last year	Under 5,000	24.5	23.7	
	5,000-10,000	24.7	25.2	
	10,001-15,000	22.3	20.6	
	Over 15,000	28.5	30.5	
	Total Respondents	(N=726)	(N=722)	
Type of vehicle driven most often	Passenger Car	51.2	51.7	
	Pickup	16.8	15.1	
	SUV	19.1	17.9	
	Mini-van	4	5.4	
	Full van	1	1.4	
	Other	4.4	5.6	
	More than one checked	3.4	2.9	
Total Respondents	(N=726)	(N=720)		
How often belted when in a car?*	Always	87.1	82.5	
	Nearly always/ sometimes/seldom/ never/don't ride in one	12.9	17.5	
	Total Respondents	(N=737)	(N=681)	
How often belted when in a pickup?***	Always		77.7	
	Nearly always/ sometimes/seldom/ never/don't ride in one		22.4	
	Total Respondents	(NA)	(N=537)	

How often belted when in a SUV/Van**	Always		82.5	
	Nearly always/ sometimes/seldom/ never/don't ride in one		17.5	
	Total Respondents	(NA)	(N=549)	
Think important for police to enforce seat belt law?	Yes	88.7	89.2	
	No	11.3	10.8	
	Total Respondents	(N=737)	(N=742)	
Chance of getting ticket?	Always	27.7	31.3	
	Nearly always/ sometimes/seldom/ never	72.3	68.7	
	Total Respondents	(N=732)	(N=745)	
Think seatbelt law is enforced?	Very Strictly	29.5	28.8	
	Somewhat strictly/not very strictly/rarely/not at all	70.5	71.1	
	Total Respondents	(N=722)	(N=739)	
Received ticket for not wearing seat belt?	Yes	11.9	14.4	
	No	88.1	85.6	
	Total Respondents	(N=738)	(N=744)	
Seen/heard about police enforcement of seatbelt use?	Yes	66.8	65.8	
	No	33.2	34.2	
	Total Respondents	(N=733)	(N=745)	
Seen/heard about night enforcement?***	Yes		24.7	
	No		75.3	
	Total Respondents	(NA)	(N=744)	
Experienced this enforcement?	Yes	32.1	29.4	
	No	67.9	70.6	
	Total Respondents	(N=731)	(N=741)	
Read/seen/heard anything about seat belts?	Yes	80.2	76.4	
	No	19.8	23.6	
	Total Respondents	(N=739)	(N=746)	
Newspaper	Yes	17.5	12.3	ab
	No	82.5	87.7	
	Total Respondents	(N=743)	(N=748)	
Radio	Yes	29.2	31	
	No	70.8	69	
	Total Respondents	(N=743)	(N=748)	
TV	Yes	54.5	54	
	No	45.5	46	
	Total Respondents	(N=743)	(N=748)	
Billboards	Yes	36.2	39.4	
	No	63.8	60.6	
	Total Respondents	(N=743)	(N=748)	
Brochure	Yes	2	1.5	
	No	98	98.5	
	Total Respondents	(N=743)	(N=748)	

Police enforcement	Yes	6.2	4.8	
	No	93.8	95.2	
	Total Respondents	(N=743)	(N=748)	
Other	Yes	4.4	6.4	
	No	95.6	93.6	
	Total Respondents	(N=743)	(N=748)	
Read/seen/heard anything about seat belts and pickup?	Yes	30.5	31.4	
	No	69.5	68.6	
	Total Respondents	(N=731)	(N=738)	
How more likely is pickup to roll in crash than passenger car?***	Not more likely		5.3	
	Twice/three times/four times/don't know		94.7	
	Total Respondents	(NA)	(N=740)	
Name of Belt program is Buckle up "State"	Yes	29.5	24.9	
	No	70.5	75.1	
	Total Respondents	(N=743)	(N=748)	
Name of belt program is BUIYT?	Yes	2.3	6.8	ab
	No	97.7	93.2	
	Total Respondents	(N=743)	(N=748)	
Name of belt program is CIOT?	Yes	87.1	89.2	
	No	12.9	10.8	
	Total Respondents	(N=743)	(N=748)	
Name of belt program is OSA?	Yes	3.6	3.3	
	No	96.4	96.7	
	Total Respondents	(N=743)	(N=748)	
<sup>ab</sup> $p \leq .01$ 2005 to 2006 * question worded "How often do you wear belts when you drive/ride in vehicle?" in 2005 **question did not appear in 2005 survey				

### Southeast Region DMV Survey Results: Alabama

		Respondents		
		Wave 1	Wave 2	
Survey Question	Response	Percent		sig
Gender	Male	42.8	44.2	
	Female	57.2	55.8	
	Total Respondents	(N=1293)	(N=1254)	
Age	Under 21	17.7	21.8	
	21-25	18.7	18.5	
	26-39	24.7	23.4	
	40-49	19.8	17.2	
	50-59	12.5	13	
	60+	6.6	6.2	
	Total Respondents	(N=1293)	(N=1263)	
Race	White	57	59.6	
	Black	37.3	33.9	
	Asian	1.9	1.8	
	Native	1.6	1.2	
	Other	2.3	3.4	
	Total Respondents	(N=1275)	(N=1255)	
Spanish/Hispanic	Yes	4.8	4	
	No	95.2	96	
	Total Respondents	(N=1179)	(N=1176)	
Miles driven last year	Under 5,000	16.7	20.3	
	5,000-10,000	31.2	29.7	
	10,001-15,000	26.3	24.9	
	Over 15,000	25.9	25.1	
	Total Respondents	(N=1260)	(N=1245)	
Type of vehicle driven most often	Passenger Car	54.3	53.7	
	Pickup	15.3	16.4	
	SUV	20.4	20.4	
	Mini-van	5.1	4.5	
	Full van	2.3	2	
	Other	2.7	2.9	
	Total Respondents	(N=1239)	(N=1241)	
How often belted when in a car?	Always	66.6	70.8	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	33.4	29.1	
	Total Respondents	(N=1214)	(N=1173)	
How often belted when in a pickup?	Always	57.3	60.6	ab
	Nearly Always/ sometimes/seldom/ never/don't ride in one	42.8	39.5	
	Total Respondents	(N=1015)	(N=1052)	

How often belted when in a SUV/Van	Always	59.2	64	ab
	Nearly Always/ sometimes/seldom/ never/don't ride in one	40.8	36.1	
	Total Respondents	(N=1011)	(N=1043)	
Think important for police to enforce seat belt law?	Yes	84.1	87	
	No	15.9	13	
	Total Respondents	(N=1280)	(N=1259)	
Chance of getting ticket?	Always	27.1	32.4	ab
	Nearly always/ sometimes/seldom/never	72.8	67.5	
	Total Respondents	(N=1282)	(N=1258)	
Think seatbelt law is enforced?	Very Strictly	23.8	31.4	ab
	Somewhat Strictly/not very strictly/rarely/not at all	76.3	68.6	
	Total Respondents	(N=1279)	(N=1250)	
Received ticket for not wearing seat belt?	Yes	12.4	14.5	
	No	87.6	85.5	
	Total Respondents	(N=1291)	(N=1258)	
Seen/heard about police enforcement of seatbelt use?	Yes	44.3	59.8	ab
	No	55.7	40.2	
	Total Respondents	(N=1291)	(N=1255)	
Seen/heard about night enforcement?	Yes	25.9	36.8	ab
	No	74.1	63.2	
	Total Respondents	(N=1288)	(N=1259)	
Experienced this enforcement?	Yes	22.6	31.1	ab
	No	77.4	68.9	
	Total Respondents	(N=1286)	(N=1254)	
Read/seen/heard anything about seat belts?	Yes	48.8	68.9	ab
	No	51.2	31.1	
	Total Respondents	(N=1290)	(N=1251)	
Newspaper	Yes	12.2	16.8	ab
	No	87.8	83.2	
	Total Respondents	(N=1298)	(N=1267)	
Radio	Yes	14.5	28.3	ab
	No	85.5	71.7	
	Total Respondents	(N=1298)	(N=1267)	
TV	Yes	29	51.6	ab
	No	71	48.4	
	Total Respondents	(N=1298)	(N=1267)	
Billboards	Yes	15.8	19.8	ab
	No	84.2	80.2	
	Total Respondents	(N=1298)	(N=1267)	
Brochure	Yes	2.6	3.7	
	No	97.4	96.3	
	Total Respondents	(N=1298)	(N=1267)	

Police enforcement	Yes	6.7	9.9	ab
	No	93.3	90.1	
	Total Respondents	(N=1298)	(N=1267)	
Other	Yes	3.1	2.8	
	No	96.9	97.2	
	Total Respondents	(N=1298)	(N=1267)	
Read/seen/heard anything about seat belts and pickup?	Yes	12.7	38.6	ab
	No	87.3	61.4	
	Total Respondents	(N=1281)	(N=1247)	
Name of Belt program is Buckle up "State"	Yes	36.2	33.8	
	No	63.8	66.2	
	Total Respondents	(N=1298)	(N=1267)	
Name of belt program is BUIYT?	Yes	3.2	27.2	ab
	No	96.8	72.8	
	Total Respondents	(N=1298)	(N=1267)	
Name of belt program is CIOT?	Yes	78.7	91.2	ab
	No	21.3	8.8	
	Total Respondents	(N=1298)	(N=1267)	
Name of belt program is OSA?	Yes	8.6	11.8	ab
	No	91.4	88.2	
	Total Respondents	(N=1298)	(N=1267)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2				

### Southeast Region DMV Survey Results: Florida

		Respondents		
		Wave 1	Wave 2	
Survey Question	Response	Percent		sig
Gender	Male	52.7	50	
	Female	47.3	50	
	Total Respondents	(N=1187)	(N=1182)	
Age	Under 21	16.9	20.7	
	21-25	18	15.6	
	26-39	30.9	27.7	
	40-49	17.7	19.1	
	50-59	10.4	10.6	
	60+	6.1	6.3	
	Total Respondents	(N=1184)	(N=1183)	
Race	White	55.4	49	
	Black	27.5	32.5	
	Asian	2.9	4.1	
	Native	0.7	0.7	
	Other	13.5	13.7	
	Total Respondents	(N=1157)	(N=1156)	
Spanish/Hispanic	Yes	22.8	18.1	ab
	No	77.2	81.9	
	Total Respondents	(N=1106)	(N=1111)	
Miles driven last year	Under 5,000	25.1	26.8	
	5,000-10,000	27.3	22.4	
	10,001-15,000	23.1	23.7	
	Over 15,000	24.5	27.1	
	Total Respondents	(N=1129)	(N=1113)	
Type of vehicle driven most often	Passenger Car	54.2	55.1	
	Pickup	10.3	9.7	
	SUV	17.9	17.6	
	Mini-van	4.4	4.7	
	Full van	2.5	2.3	
	Other	7.2	7.7	
	More than one checked	3.5	2.8	
	Total Respondents	(N=1131)	(N=1118)	
How often belted when in a car?	Always	68	70.6	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	31.9	29.4	
	Total Respondents	(N=1054)	(N=1086)	
How often belted when in a pickup?	Always	60.8	65.6	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	39.3	34.4	
	Total Respondents	(N=716)	(N=741)	

How often belted when in a SUV/Van	Always	65.3	70.1	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	34.7	29.9	
	Total Respondents	(N=744)	(N=765)	
Think important for police to enforce seat belt law?	Yes	82.8	84	
	No	17.2	16	
	Total Respondents	(N=1158)	(N=1172)	
Chance of getting ticket?	Always	26.3	25.1	
	Nearly always/ sometimes/seldom/never	73.7	74.9	
	Total Respondents	(N=1150)	(N=1164)	
Think seatbelt law is enforced?	Very Strictly	18	20.2	ab
	Somewhat Strictly/not very strictly/rarely/not at all	82.1	79.7	
	Total Respondents	(N=1135)	(N=1156)	
Received ticket for not wearing seat belt?	Yes	21.3	18.6	
	No	78.7	81.4	
	Total Respondents	(N=1161)	(N=1168)	
Seen/heard about police enforcement of seatbelt use?	Yes	44.6	71.8	ab
	No	55.4	28.2	
	Total Respondents	(N=1156)	(N=1165)	
Seen/heard about night enforcement?	Yes	21.7	35.1	ab
	No	78.3	64.9	
	Total Respondents	(N=1151)	(N=1162)	
Experienced this enforcement?	Yes	20.5	25.8	ab
	No	79.5	74.2	
	Total Respondents	(N=1145)	(N=1165)	
Read/seen/heard anything about seat belts?	Yes	55.6	81.5	ab
	No	44.4	18.5	
	Total Respondents	(N=1149)	(N=1161)	
Newspaper	Yes	13.9	16.7	
	No	86.1	83.3	
	Total Respondents	(N=1190)	(N=1190)	
Radio	Yes	17.8	32.6	ab
	No	82.2	67.4	
	Total Respondents	(N=1190)	(N=1190)	
TV	Yes	37.6	59.9	ab
	No	62.4	40.1	
	Total Respondents	(N=1190)	(N=1190)	
Poster	Yes	13.9	24.4	ab
	No	86.1	75.6	
	Total Respondents	(N=1190)	(N=1190)	
Brochure	Yes	2.9	3.4	
	No	97.1	96.6	
	Total Respondents	(N=1190)	(N=1190)	

Police enforcement	Yes	6.2	7.5	
	No	93.8	92.5	
	Total Respondents	(N=1190)	(N=1190)	
Other	Yes	5.9	7.5	
	No	94.1	92.5	
	Total Respondents	(N=1190)	(N=1190)	
Read/seen/heard anything about seat belts and pickup?	Yes	15.6	28.5	ab
	No	84.4	71.5	
	Total Respondents	(N=1129)	(N=1147)	
Name of Belt program is Buckle up "State"	Yes	38	34.2	
	No	62	65.8	
	Total Respondents	(N=1190)	(N=1190)	
Name of belt program is BUIYT?	Yes	2.4	9.3	ab
	No	97.6	91.7	
	Total Respondents	(N=1190)	(N=1190)	
Name of belt program is CIOT?	Yes	64.7	78	ab
	No	35.3	22	
	Total Respondents	(N=1190)	(N=1190)	
Name of belt program is OSA?	Yes	55.5	62.2	ab
	No	44.6	37.8	
	Total Respondents	(N=1190)	(N=1190)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2				

**Southeast Region DMV Survey Results: Mississippi**

		Respondents		
		Wave 1	Wave 2	
Survey Question	Response	Percent		sig
Gender	Male	45.1	42.4	
	Female	54.9	57.6	
	Total Respondents	(N=1296 )	(N=1230)	
Age	Under 21	18.7	28.7	ab
	21-25	13.7	13.6	
	26-39	27.7	24.3	
	40-49	20.8	16	
	50-59	9.5	10.7	
	60+	9.7	6.7	
	Total Respondents	(N=1291 )	(N=1228)	
Race	White	54.5	54.9	
	Black	42	40.9	
	Asian	0.9	1.1	
	Native	0.6	0.7	
	Other	1.9	2.4	
	Total Respondents	(N=1276 )	(N=1228)	
Spanish/Hispanic	Yes	2	3	
	No	98	97	
	Total Respondents	(N=1177 )	(N=1136)	
Miles driven last year	Under 5,000	23.8	28.3	
	5,000-10,000	24.5	25.7	
	10,001-15,000	20.5	19.8	
	Over 15,000	31.1	26.2	
	Total Respondents	(N=1243)	(N=1185)	
Type of vehicle driven most often	Passenger Car	47	51.6	
	Pickup	18.2	16.7	
	SUV	18.8	18.7	
	Mini-van	4.2	3.4	
	Full van	1.6	1.2	
	Other	6.9	5.1	
	More Than One Checked	3.4	3.3	
	Total Respondents	(N=1253)	(N=1193)	
How often belted when in a car?	Always	60.8	64.8	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	39.2	35.2	
	Total Respondents	(N=1178 )	(N=1150)	
How often belted when in a pickup?	Always	57.8	61.7	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	42.2	38.3	
	Total Respondents	(N=909 )	(N=886)	

How often belted when in a SUV/Van	Always	60.1	61.7	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	39.9	38.3	
	Total Respondents	(N=874 )	(N=885)	
Think important for police to enforce seat belt law?	Yes	83	84.1	
	No	17	15.9	
	Total Respondents	(N=1273 )	(N=1217)	
Chance of getting ticket?	Always	25.4	26.9	
	Nearly always/ sometimes/seldom/never	74.6	73.1	
	Total Respondents	(N=1270 )	(N=1214)	
Think seatbelt law is enforced?	Very Strictly	17.2	22.9	ab
	Somewhat Strictly/not very strictly/rarely/not at all	82.8	77.1	
	Total Respondents	(N=1272 )	(N=1214)	
Received ticket for not wearing seat belt?	Yes	8.9	8.7	
	No	91.1	91.3	
	Total Respondents	(N=1285 )	(N=1224)	
Seen/heard about police enforcement of seatbelt use?	Yes	51.3	77.9	ab
	No	48.8	22.1	
	Total Respondents	(N=1280 )	(N=1223)	
Seen/heard about night enforcement?	Yes	24.2	44.8	ab
	No	75.8	55.2	
	Total Respondents	(N=1282 )	(N=1219)	
Experienced this enforcement?	Yes	26.4	34.2	ab
	No	73.6	65.8	
	Total Respondents	(N=1278 )	(N=1218)	
Read/seen/heard anything about seat belts?	Yes	67.8	89	ab
	No	32.2	11	
	Total Respondents	(N=1279 )	(N=1216)	
Newspaper	Yes	17.4	33.6	ab
	No	82.6	66.4	
	Total Respondents	(N=1300 )	(N=1237)	
Radio	Yes	20.3	38.1	ab
	No	79.7	61.9	
	Total Respondents	(N=1300 )	(N=1237)	
TV	Yes	45.7	66.8	ab
	No	54.3	33.2	
	Total Respondents	(N=1300 )	(N=1237)	
Poster	Yes	15.5	14.9	
	No	84.5	85.1	
	Total Respondents	(N=1300 )	(N=1237)	
Brochure	Yes	2.1	2.4	
	No	97.9	97.6	
	Total Respondents	(N=1300 )	(N=1237)	

Police enforcement	Yes	7.6	11.4	ab
	No	92.4	88.6	
	Total Respondents	(N=1300 )	(N=1237)	
Other	Yes	6.1	7.4	
	No	93.9	92.6	
	Total Respondents	(N=1300 )	(N=1237)	
Read/seen/heard anything about seat belts and pickup?	Yes	22.3	37.1	ab
	No	77.7	62.9	
	Total Respondents	(N=1261 )	(N=1204)	
Name of Belt program is Buckle up "State"	Yes	47.9	42	ab
	No	52.1	58	
	Total Respondents	(N=1300 )	(N=1237)	
Name of belt program is BUIYT?	Yes	3.2	8.9	ab
	No	96.8	91.1	
	Total Respondents	(N=1300 )	(N=1237)	
Name of belt program is CIOT?	Yes	71.7	83.3	ab
	No	28.3	16.7	
	Total Respondents	(N=1300 )	(N=1237)	
Name of belt program is OSA?	Yes	5.8	6	
	No	94.2	94	
	Total Respondents	(N=1300 )	(N=1237)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2 <sup>bc</sup> $p \leq .01$ Wave 2 to 3 <sup>ac</sup> $p \leq .01$ Wave 1 to 3				

### Southeast Region DMV Survey Results: North Carolina

		Respondents		
		Wave 1	Wave 2	
Survey Question	Response	Percent		sig
Gender	Male	50.4	50.1	
	Female	49.6	49.9	
	Total Respondents	(N=1029)	(N=1021)	
Age	Under 21	14.6	15.7	
	21-25	14.2	14	
	26-39	25.6	25	
	40-49	20.7	17.4	
	50-59	13.8	15	
	60+	11.2	12.9	
	Total Respondents	(N=1029)	(N=1019)	
Race	White	76.1	78.6	
	Black	15.8	13.5	
	Asian	2.6	3.7	
	Native	1	0.4	
	Other	4.5	3.9	
	Total Respondents	(N=1018)	(N=1008)	
Spanish/Hispanic	Yes	5.5	4.6	
	No	94.5	95.4	
	Total Respondents	(N=971)	(N=962)	
Miles driven last year	Under 5,000	18.5	21.3	
	5,000-10,000	24.6	25.9	
	10,001-15,000	26.5	26.5	
	Over 15,000	30.4	26.3	
	Total Respondents	(N=1002)	(N=985)	
Type of vehicle driven most often	Passenger Car	51.6	57.02	ab
	Pickup	12.3	12.5	
	SUV	20.7	18.1	
	Mini-van	7.8	5.3	
	Full van	1.8	1.6	
	Other	5.1	3.1	
	More than one checked	0.8	2.1	
	Total Respondents	(N=1002)	(N=987)	
How often belted when in a car?	Always	83.5	85.6	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	16.5	14.4	
	Total Respondents	(N=970)	(N=972)	
How often belted when in a pickup?	Always	79.1	77.5	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	20.9	22.5	
	Total Respondents	(N=779)	(N=766)	

How often belted when in a SUV/Van	Always	79.3	82.2	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	20.7	17.8	
	Total Respondents	(N=803)	(N=781)	
Think important for police to enforce seat belt law?	Yes	86.9	88.1	
	No	13.1	11.9	
	Total Respondents	(N=1023)	(N=1009)	
Chance of getting ticket?	Always	27.7	27.9	
	Nearly always/ sometimes/seldom/never	72.3	72.1	
	Total Respondents	(N=1021)	(N=1012)	
Think seatbelt law is enforced?	Very Strictly	23.5	27.1	
	Somewhat Strictly/not very strictly/rarely/not at all	76.5	72.9	
	Total Respondents	(N=1016)	(N=1002)	
Received ticket for not wearing seat belt?	Yes	15	12.9	
	No	85	87.1	
	Total Respondents	(N=1025)	(N=1017)	
Seen/heard about police enforcement of seatbelt use?	Yes	43.5	62.9	ab
	No	56.5	37.1	
	Total Respondents	(N=1024)	(N=1012)	
Seen/heard about night enforcement?	Yes	24.5	31.2	ab
	No	75.5	68.8	
	Total Respondents	(N=1026)	(N=1014)	
Experienced this enforcement?	Yes	21.3	23.6	
	No	78.7	76.4	
	Total Respondents	(N=1021)	(N=1015)	
Read/seen/heard anything about seat belts?	Yes	55.4	73.6	ab
	No	44.6	26.4	
	Total Respondents	(N=1022)	(N=1009)	
Newspaper	Yes	14	16.9	
	No	86	83.1	
	Total Respondents	(N=1032)	(N=1024)	
Radio	Yes	14.7	26.6	ab
	No	85.3	73.4	
	Total Respondents	(N=1032)	(N=1024)	
TV	Yes	33.3	50.2	ab
	No	66.4	49.8	
	Total Respondents	(N=1032)	(N=1024)	
Billboards	Yes	16.2	17.4	
	No	83.8	82.6	
	Total Respondents	(N=1032)	(N=1024)	
Brochure	Yes	2.3	1.5	
	No	97.7	98.5	
	Total Respondents	(N=1032)	(N=1024)	

Police enforcement	Yes	5.6	5.4	
	No	94.4	94.6	
	Total Respondents	(N=1032)	(N=1024)	
Other	Yes	6.3	5.5	
	No	93.7	94.5	
	Total Respondents	(N=1032)	(N=1024)	
Read/seen/heard anything about seat belts and pickup?	Yes	12.5	21.2	ab
	No	87.5	78.8	
	Total Respondents	(N=1013)	(N=998)	
Name of Belt program is Buckle up "State"	Yes	20.9	22.7	
	No	79.1	77.3	
	Total Respondents	(N=1032)	(N=1024)	
Name of belt program is BUIYT?	Yes	1.9	4	ab
	No	98.1	96	
	Total Respondents	(N=1032)	(N=1024)	
Name of belt program is CIOT?	Yes	85.7	84.2	
	No	14.3	15.8	
	Total Respondents	(N=1032)	(N=1024)	
Name of belt program is OSA?	Yes	6.2	5.7	
	No	93.8	94.3	
	Total Respondents	(N=1032)	(N=1024)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2				

**Southeast Region DMV Survey Results: Tennessee**

		Respondents		
		Wave 1	Wave 2	
Survey Question	Response	Percent		sig
Gender	Male	48.9	47.6	
	Female	51.1	52.4	
	Total Respondents	(N=436)	(N=672)	
Age	Under 21	13.5	18.6	
	21-25	18.1	12.1	
	26-39	29.3	30.6	
	40-49	19.5	19.1	
	50-59	13.7	11.2	
	60+	5.9	8.3	
	Total Respondents	(N=437)	(N=676)	
Race	White	66.3	64	ab
	Black	31.6	27.8	
	Asian	1.4	3.1	
	Native	0.2	0.7	
	Other	0.5	4.3	
	Total Respondents	(N=427)	(N=673)	
Spanish/Hispanic	Yes	0.8	5.1	ab
	No	99.2	94.9	
	Total Respondents	(N=388)	(N=602)	
Miles driven last year	Under 5,000	17.4	23.9	ab
	5,000-10,000	23.1	20.3	
	10,001-15,000	34.1	24.3	
	Over 15,000	25.4	31.5	
	Total Respondents	(N=402)	(N=654)	
Type of vehicle driven most often	Passenger Car	49.5	53.5	
	Pickup	15.8	9.9	
	SUV	18.7	21.1	
	Mini-van	5.4	6.8	
	Full van	3	2	
	Other	4.9	5.7	
	More than one checked	2.7	0.9	
	Total Respondents	(N=406)	(N=645)	
How often belted when in a car?	Always	60.5	71.6	ab
	Nearly Always/ sometimes/seldom/ never/don't ride in one	39.5	28.4	
	Total Respondents	(N=372)	(N=627)	
How often belted when in a pickup?	Always	56.1	63.9	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	43.9	36.1	
	Total Respondents	(N=305)	(N=460)	

How often belted when in a SUV/Van	Always	59.7	71.5	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	40.3	28.5	
	Total Respondents	(N=308)	(N=494)	
Think important for police to enforce seat belt law?	Yes	78.4	86.6	ab
	No	21.6	13.4	
	Total Respondents	(N=408)	(N=672)	
Chance of getting ticket?	Always	16.6	19.4	ab
	Nearly always/ sometimes/seldom/never	83.4	80.6	
	Total Respondents	(N=410)	(N=674)	
Think seatbelt law is enforced?	Very Strictly	14.2	15.7	ab
	Somewhat Strictly/not very strictly/rarely/not at all	85.8	84.3	
	Total Respondents	(N=408 )	(N=669 )	
Received ticket for not wearing seat belt?	Yes	16.4	14.6	
	No	83.6	85.4	
	Total Respondents	(N=409)	(N=672)	
Seen/heard about police enforcement of seatbelt use?	Yes	49	71.7	ab
	No	51	28.3	
	Total Respondents	(N=404)	(N=672)	
Seen/heard about night enforcement?	Yes	20.7	32.3	ab
	No	79.3	67.7	
	Total Respondents	(N=405 )	(N=671 )	
Experienced this enforcement?	Yes	23.7	23.9	
	No	76.3	76.1	
	Total Respondents	(N=405)	(N=670)	
Read/seen/heard anything about seat belts?	Yes	62.6	79.3	ab
	No	37.4	20.7	
	Total Respondents	(N=404)	(N=671)	
Newspaper	Yes	14.1	18.5	
	No	85.9	81.5	
	Total Respondents	(N=439)	(N=680)	
Radio	Yes	21.2	28.1	ab
	No	78.8	71.9	
	Total Respondents	(N=439)	(N=680)	
TV	Yes	40.1	64.1	ab
	No	59.9	35.9	
	Total Respondents	(N=439)	(N=680)	
Billboards	Yes	17.1	19.7	
	No	82.9	80.3	
	Total Respondents	(N=439)	(N=680)	
Brochure	Yes	3	1.9	
	No	97	98.1	
	Total Respondents	(N=439)	(N=680)	

Police enforcement	Yes	6.2	6.8	
	No	93.8	93.2	
	Total Respondents	(N=439)	(N=680)	
Other	Yes	2.5	5.6	
	No	97.5	94.4	
	Total Respondents	(N=439)	(N=680)	
Read/seen/heard anything about seat belts and pickup?	Yes	22.8	34.5	ab
	No	77.2	65.5	
	Total Respondents	(N=403)	(N=661)	
Name of Belt program is Buckle up "State"	Yes	25.3	25.3	
	No	74.7	74.7	
	Total Respondents	(N=439)	(N=680)	
Name of belt program is BUIYT?	Yes	5	13.2	ab
	No	95	86.8	
	Total Respondents	(N=439)	(N=680)	
Name of belt program is CIOT?	Yes	77.7	84	ab
	No	22.3	16	
	Total Respondents	(N=439)	(N=680)	
Name of belt program is OSA?	Yes	6.8	5.1	
	No	93.2	94.9	
	Total Respondents	(N=439)	(N=680)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2				

**Central Region DMV Survey Results: Iowa**

		Respondents			
		Wave 1	Wave 2	Wave 3	
Survey Question	Response	Percent			sig
Gender	Male	49.1	49.3	48.8	
	Female	50.9	50.7	51.2	
	Total Respondents	(N=1195)	(N=1168)	(N=1203)	
Age	Under 21	17.9	14.5	16.6	
	21-25	16.6	16.3	16.1	
	26-39	26.1	25.9	25.2	
	40-49	19.7	20.3	20	
	50-59	8.1	9.2	10.4	
	60+	11.7	13.9	11.7	
	Total Respondents	(N=1193)	(N=1168)	(N=1204)	
Race	White	89	89.6	89.1	
	Black	5	3.7	4.7	
	Asian	2.2	3	2.4	
	Native	0.6	0	0.7	
	Other	3.2	3.6	3.1	
	Total Respondents	(N=1182)	(N=1148)	(N=1184)	
Spanish/Hispanic	Yes	4.4	4.4	3.4	
	No	95.6	95.6	96.6	
	Total Respondents	(N=1099)	(N=1105)	(N=1120)	
Miles driven last year	Under 5,000	22.2	20.6	21.3	
	5,000-10,000	27.8	27.6	27.5	
	10,001-15,000	23.5	26.9	28.1	
	Over 15,000	26.4	24.9	23	
	Total Respondents	(N=1157)	(N=1134)	(N=1181)	
Type of vehicle driven most often	Passenger Car	55.2	55.9	55.2	
	Pickup	14.4	13.2	12.1	
	SUV	12.9	12.1	13.9	
	Mini-van	7.8	8.1	8.9	
	Full van	1.4	1.3	1.7	
	Other	4.1	3.9	3.5	
	more than 1 checked	4.2	5.5	4.7	
	Total Respondents	(N=1159)	(N=1135)	(N=1177)	
How often belted when in a car?	Always	81.1	79.4	81.7	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	18.9	20.6	18.3	
	Total Respondents	(N=1134)	(N=1097)	(N=1146)	

How often belted when in a pickup?	Always Nearly Always/ sometimes/seldom/ never/don't ride in one Total Respondents	72.6 27.4 (N=894)	71.7 28.3 (N=867)	73.4 26.6 (N=919)	
How often belted when in a SUV/Van	Always Nearly Always/ sometimes/ seldom/ never/don't ride in one Total Respondents	76.5 23.5 (N=904)	74.8 25.2 (N=856)	75.2 24.8 (N=904)	
Think important for police to enforce seat belt law?	Yes No Total Respondents	83.8 16.2 (N=1173)	83.1 16.9 (N=1151)	84.3 15.7 (N=1194)	
Chance of getting ticket?	Always Nearly always/ sometimes/seldom/never Total Respondents	19.8 80.2 (N=1179)	18 82 (N=1154)	23 77 (N=1190)	bc
Think seatbelt law is enforced?	Very Strictly Somewhat Strictly/not very strictly/rarely/not at all Total Respondents	18.7 81.3 (N=1160)	18.6 81.4 (N=1148)	19.4 80.6 (N=1184)	
Received ticket for not wearing seat belt?	Yes No Total Respondents	23.1 76.9 (N=1186)	19.6 80.4 (N=1160)	18.9 81.1 (N=1200)	ac p=.012
Seen/heard about police enforcement of seatbelt use?	Yes No Total Respondents	43.1 56.9 (N=1180)	60.3 39.7 (N=1157)	75.2 24.8 (N=1196)	ab,bc,ac
Experienced police enforcement looking at seat belt use?	Yes No Total Respondents	18.8 81.2 (N=1173)	21.2 78.8 (N=1158)	31.9 68.1 (N=1194)	bc,ac
Read/seen/heard anything about seat belts?	Yes No Total Respondents	55.7 44.3 (N=1171)	68.2 31.8 (N=1160)	81.1 18.9 (N=1190)	ab,bc,ac
Newspaper	Yes No Total Respondents	16 84 (N=1197)	18.3 81.7 (N=1171)	21 79 (N=1208)	ac
Radio	Yes No Total Respondents	15.4 84.6 (N=1197)	20.5 79.5 (N=1171)	33.7 66.3 (N=1208)	ab,bc,ac
TV	Yes No Total Respondents	29.7 70.3 (N=1197)	47.2 52.8 (N=1171)	56.3 43.7 (N=1208)	ab,bc,ac

Billboards	Yes	19.1	14.4	27.7	ab,bc,ac
	No	80.9	85.6	72.3	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Brochure	Yes	1.7	1.6	1.5	
	No	98.3	98.4	98.5	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Police enforcement	Yes	3.8	4.2	4.8	
	No	96.2	95.8	95.2	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Other	Yes	5.3	3.7	3.7	
	No	94.7	96.3	96.3	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Read/seen/heard anything about seat belt and pickup?	Yes	14.6	37.8	35.7	ab,ac
	No	85.4	62.2	64.3	
	Total Respondents	(N=1163)	(N=1147)	(N=1176)	
If crash and rolls over, better off if:	belted	96.7	96.9	96.7	
	not belted/not belted and ejected	3.3	3.1	3.3	
	Total Respondents	(N=1147)	(N=1137)	(N=1166)	
Name of Belt program is Buckle up Iowa	Yes	41.9	40	30.2	bc,ac
	No	58.1	60	69.8	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Name of belt program is BUIYT?	Yes	1.6	10.5	5.8	ab,bc,ac
	No	98.4	89.5	94.2	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Name of belt program is CIOT?	Yes	58.4	60.7	78.6	bc,ac
	No	41.6	39.3	21.4	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Name of belt program is Other	Yes	2.3	2.3	1.4	
	No	97.7	97.7	98.6	
	Total Respondents	(N=1197)	(N=1171)	(N=1208)	
Seen/heard about police and night belt enforcement?	Yes	10.9	14.5	20	ab,bc,ac
	No	89.1	85.5	80	
	Total Respondents	(N=1169)	(N=1148)	(N=1174)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2 <sup>bc</sup> $p \leq .01$ Wave 2 to 3 <sup>ac</sup> $p \leq .01$ Wave 1 to 3					

### Central Region DMV Survey Results: Kansas

		Respondents			
		Wave 1	Wave 2	Wave 3	
Survey Question	Response	Percent			sig
Gender	Male	45.9	48.5	44.8	
	Female	54.1	51.5	55.2	
	Total Respondents	(N=536)	(N=549)	(N=500)	
Age	Under 21	11	13.7	16.1	
	21-25	12.6	11.9	13.7	
	26-39	21.7	22.5	24.3	
	40-49	21.7	23.6	22.1	
	50-59	19.9	14.4	15.3	
	60+	13	13.9	8.4	
	Total Respondents	(N=538)	(N=547)	(N=502)	
Race	White	85.6	88.5	88.6	
	Black	5.7	3.7	4.5	
	Asian	1.5	1.3	0.2	
	Native	1.3	1.5	1.2	
	Other	5.9	5	5.5	
	Total Respondents	(N=527)	(N=538)	(N=493)	
Spanish/Hispanic	Yes	7.9	8.2	9.1	
	No	92.1	91.8	90.9	
	Total Respondents	(N=538)	(N=510)	(N=473)	
Miles driven last year	Under 5,000	16.8	20.9	19.5	
	5,000-10,000	26	26.1	30.5	
	10,001-15,000	27.5	23.9	23.6	
	Over 15,000	29.8	29.1	26.4	
	Total Respondents	(N=524)	(N=536)	(N=492)	
Type of vehicle driven most often	Passenger Car	47.7	49.4	48	
	Pickup	20.6	21.2	19.1	
	SUV	15.6	12.4	16.1	
	Mini-van	7.3	8.8	8.9	
	Full van	0.6	1.3	1.4	
	Other	3.8	2.3	3	
	more than 1 checked	4.4	4.5	3.5	
	Total Respondents	(N=524)	(N=532)	(N=492)	
How often belted when in a car?	Always	63.9	67.6	66.8	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	36.1	32.4	33.2	
	Total Respondents	(N=499)	(N=510)	(N=470)	

How often belted when in a pickup?	Always	59.8	61	63.6	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	40.2	39	36.4	
	Total Respondents	(N=423)	(N=438)	(N=404)	
How often belted when in a SUV/Van	Always	62.9	61.2	63.1	
	Nearly Always/ sometimes/seldom/ never/don't ride in one	37.1	38.8	36.9	
	Total Respondents	(N=383)	(N=412)	(N=388)	
Think important for police to enforce seat belt law?	Yes	83.6	84.2	84.8	
	No	16.4	15.8	15.2	
	Total Respondents	(N=529)	(N=539)	(N=493)	
Chance of getting ticket?	Always	24.5	24.3	28	
	Nearly Always/ sometimes/seldom/never	75.5	75.7	72	
	Total Respondents	(N=534)	(N=544)	(N=500)	
Think seatbelt law is enforced?	Very Strictly	14.3	14.6	17.2	
	Somewhat Strictly/not very strictly/rarely/not at all	85.7	85.4	82.8	
	Total Respondents	(N=524)	(N=536)	(N=495)	
Received ticket for not wearing seat belt?	Yes	7.4	9.3	9.9	
	No	92.6	90.7	90.1	
	Total Respondents	(N=537)	(N=547)	(N=503)	
Seen/heard about police enforcement of seatbelt use?	Yes	44.9	52	68.3	bc,ac
	No	55.1	48	31.7	ab p=.019
	Total Respondents	(N=535)	(N=546)	(N=499)	
Experienced police enforcement looking at seat belt use?	Yes	15.9	18.7	22.3	ac
	No	84.1	81.3	77.7	
	Total Respondents	(N=534)	(N=546)	(N=502)	
Read/seen/heard anything about seat belts?	Yes	65.9	71.4	83.1	bc,ac
	No	34.1	28.6	16.9	ab p=.051
	Total Respondents	(N=537)	(N=546)	(N=503)	
Newspaper	Yes	19.9	18.8	20.5	
	No	80.1	81.2	79.5	
	Total Respondents	(N=537)	(N=546)	(N=503)	
Radio	Yes	27.3	24.2	35.2	bc,ac
	No	72.7	75.8	64.8	
	Total Respondents	(N=537)	(N=546)	(N=503)	
TV	Yes	36.4	46.6	54.7	ab,bc,ac
	No	63.6	53.4	45.3	
	Total Respondents	(N=537)	(N=546)	(N=503)	

Billboards	Yes	20.3	14.8	18.7	ab p=.017
	No	79.7	85.2	81.3	
	Total Respondents	(N=537)	(N=546)	(N=503)	
Brochure	Yes	3.7	2.4	3.2	
	No	96.3	97.6	96.8	
	Total Respondents	(N=537)	(N=546)	(N=503)	
Police enforcement	Yes	5.2	3.5	5.6	
	No	94.8	96.5	94.4	
	Total Respondents	(N=537)	(N=546)	(N=503)	
Other	Yes	4.1	2.9	5.2	
	No	95.9	97.1	94.8	
	Total Respondents	(N=537)	(N=546)	(N=503)	
Read/seen/heard anything about seat belt and pickup?	Yes	21.2	35.3	34.1	ab,ac
	No	78.8	64.7	65.9	
	Total Respondents	(N=524)	(N=541)	(N=498)	
If crash and rolls over, better off if:	belted	96.4	96.1	95.7	
	not belted/not belted and ejected	3.6	3.9	4.3	
	Total Respondents	(N=523)	(N=542)	(N=490)	
Name of Belt program is Buckle up Kansas?	Yes	34.4	41.5	31.2	bc ab p=.015
	No	65.6	58.5	68.8	
	Total Respondents	(N=538)	(N=549)	(N=503)	
Name of belt program is BUIYT?	Yes	1.9	8.9	7	ab,ac
	No	98.1	91.1	93	
	Total Respondents	(N=538)	(N=549)	(N=503)	
Name of belt program is CIOT?	Yes	77.5	72.5	82.9	bc ab p=.056 ac p=.029
	No	22.5	27.5	17.1	
	Total Respondents	(N=538)	(N=549)	(N=503)	
Name of belt program is Other	Yes	1.5	1.5	1.2	
	No	98.5	98.5	98.8	
	Total Respondents	(N=538)	(N=549)	(N=503)	
Seen/heard about police and night belt enforcement?	Yes	12.3	13.7	17	ac p=.032
	No	87.7	86.3	83	
	Total Respondents	(N=536)	(N=546)	(N=499)	
<sup>ab</sup> p ≤ .01 Wave 1 to 2 <sup>bc</sup> p ≤ .01 Wave 2 to 3 <sup>ac</sup> p ≤ .01 Wave 1 to 3					

### Central Region DMV Survey Results: Nebraska

		Respondents			
		Wave 1	Wave 2	Wave 3	
Survey Question	Response	Percent			sig
Gender	Male	52.4	52	49.3	
	Female	47.6	48	50.7	
	Total Respondents	(N=1957)	(N=2151)	(N=2262)	
Age	Under 21	20.5	17.8	25.7	
	21-25	10.9	12.6	7.5	
	26-39	22.1	25	19.6	
	40-49	20.3	18.7	20.1	
	50-59	12.5	12.6	12.6	
	60+	13.7	13.3	14.5	
	Total Respondents	(N=1961)	(N=2145)	(N=2260)	
Race	White	91.9	86.1	92.7	
	Black	2.1	7.4	1.9	
	Asian	1.4	1.4	1.9	
	Native	0.8	0.7	0.2	
	Other	3.8	4.3	3.3	
	Total Respondents	(N=1927)	(N=2109)	(N=2241)	
Spanish/Hispanic	Yes	5.8	5.6	4.7	
	No	94.2	94.4	95.3	
	Total Respondents	(N=1841)	(N=2004)	(N=2113)	
Miles driven last year	Under 5,000	24.9	26	28.3	
	5,000-10,000	28.3	30.1	29.1	
	10,001-15,000	24	25.7	22.4	
	Over 15,000	22.8	18.2	20.2	
	Total Respondents	(N=1918)	(N=2098)	(N=2200)	
Type of vehicle driven most often	Passenger Car	48.9	55.6	51.7	
	Pickup	19.9	13.9	19	
	SUV	15.2	17.4	15.5	
	Mini-van	8.6	7.4	8.2	
	Full van	1.4	1.3	1	
	Other	3.7	3.6	2.5	
	More than 1 checked	2.3	0.9	2	
	Total Respondents	(N=1905)	(N=2106)	(N=2200)	
How often belted when in a car?	Always	70.4	77	74.9	ab,ac
	Nearly Always/ sometimes/seldom/ never/don't ride in one	29.6	23	25.1	
	Total Respondents	(N=1846)	(N=2056)	(N=2121)	
How often belted when in a pickup?	Always	65.4	73	69.3	ab bc p=.019 ac p=.016
	Nearly Always/ sometimes/ seldom/ never/don't ride in one	34.6	27	30.7	
	Total Respondents	(N=1537)	(N=1639)	(N=1751)	

How often belted when in a SUV/Van?	Always Nearly Always/ sometimes/seldom/ never/don't ride in one Total Respondents	68.2 31.8 (N=1472)	75.2 24.8 (N=1614)	72 28 (N=1730)	ab ac p=.02
Think important for police to enforce seat belt law?	Yes No Total Respondents	84.1 15.9 (N=1949)	85.9 14.1 (N=2143)	86.9 13.1 (N=2246)	ac p=.011
Chance of getting ticket?	Always Nearly Always/sometimes/ seldom/never Total Respondents	19.7 80.3 (N=1947)	23.3 76.7 (N=2138)	23.1 76.9 (N=2253)	ab,ac
Think seatbelt law is enforced?	Very Strictly Somewhat Strictly/not very strictly/rarely/not at all Total Respondents	11.5 88.5 (N=1911)	13.5 86.5 (N=2111)	11.7 88.3 (N=2236)	
Received ticket for not wearing seat belt?	Yes No Total Respondents	5.4 94.6 (N=1950)	6 94 (N=2149)	4.9 95.1 (N=2255)	
Seen/heard about police enforcement of seatbelt use?	Yes No Total Respondents	37.7 62.3 (N=1948)	51.5 48.5 (N=2137)	66.9 33.1 (N=2255)	ab,bc, ac
Experienced police enforcement looking at seat belt use?	Yes No Total Respondents	13.1 86.9 (N=1944)	16.3 83.7 (N=2135)	18.5 81.5 (N=2255)	ab,ac
Read/seen/heard anything about seat belts?	Yes No Total Respondents	57.9 42.1 (N=1924)	67.2 32.8 (N=2117)	79.5 20.5 (N=2221)	ab, bc, ac
Newspaper	Yes No Total Respondents	19.9 80.1 (N=1972)	19.1 80.9 (N=2154)	23.6 76.4 (N=2266)	bc, ac
Radio	Yes No Total Respondents	19.6 80.4 (N=1972)	22.2 77.8 (N=2154)	36.6 63.4 (N=2266)	bc, ac
TV	Yes No Total Respondents	28.7 71.3 (N=1972)	44.5 55.5 (N=2154)	50.8 49.2 (N=2266)	ab,bc, ac
Billboards	Yes No Total Respondents	12.6 87.4 (N=1972)	13.1 86.9 (N=2154)	16.9 83.1 (N=2266)	bc, ac
Brochure	Yes No Total Respondents	2.5 97.5 (N=1972)	1.7 98.3 (N=2154)	1.7 98.3 (N=2266)	
Police enforcement	Yes No Total Respondents	4.3 95.7 (N=1972)	3.3 96.7 (N=2154)	4 96 (N=2266)	
Other	Yes No Total Respondents	4.4 95.6 (N=1972)	3.4 96.6 (N=2154)	3.7 96.3 (N=2266)	

Read/seen/heard anything about seat belt and pickup?	Yes	21.1	37.9	39.6	ab,ac
	No	78.9	62.1	60.4	
	Total Respondents	(N=1934)	(N=2120)	(N=2238)	
If crash and rolls over, better off if:	belted	96.7	98.2	98.4	ab,ac
	not belted/not belted and ejected	3.3	1.8	1.6	
	Total Respondents	(N=1931)	(N=2118)	(N=2235)	
Name of Belt program is Buckle up Nebraska?	Yes	34.7	35.9	22.7	bc, ac
	No	65.3	64.1	77.3	
	Total Respondents	(N=1972)	(N=2154)	(N=2266)	
Name of belt program is BUIYT?	Yes	2.2	11	7.6	ab,bc, ac
	No	97.8	89	92.4	
	Total Respondents	(N=1972)	(N=2154)	(N=2266)	
Name of belt program is CIOT?	Yes	66.3	62.9	84.1	bc, ac
	No	33.7	37.1	15.9	
	Total Respondents	(N=1972)	(N=2154)	(N=2266)	
Name of belt program is CIDRI	Yes	5.3	4.8	4.6	
	No	94.7	95.2	95.4	
	Total Respondents	(N=1972)	(N=2154)	(N=2266)	
Seen/heard about police and night belt enforcement?	Yes	9.3	15.5	17.3	ab,bc
	No	90.7	84.5	82.7	
	Total Respondents	(N=1972)	(N=2154)	(N=2266)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2 <sup>bc</sup> $p \leq .01$ Wave 2 to 3 <sup>ac</sup> $p \leq .01$ Wave 1 to 3					

**Appendix C. Sample Driver Survey**

**NHTSA COMBINED BELTS AND ALCOHOL SURVEY, 2006  
(as adapted by Minnesota – Occupant Protection portion only)**

State: \_\_\_\_\_ County: \_\_\_\_\_ Metro Status: \_\_\_\_\_

Date: \_\_\_\_\_ CATI ID: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Time Start: \_\_\_\_\_ Time End: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

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**INTRODUCTION**

Hello, I'm \_\_\_\_\_ calling for the Minnesota Department of Public Safety. We are conducting a study of Minnesotans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete.

**DUMMY QUESTION FOR BIRTHDAY QUESTIONS**

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

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

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

1.B. Hello, I'm \_\_\_\_\_ calling for the Minnesota Department of Public Safety. We are conducting a study of Minnesotans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. Could we begin now?

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

Note: Text in brackets is not read, but available if asked.

**\* Contractor may add screening questions here for over sampling.\***

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

- Almost every day.....1
- Few days a week.....2
- Few days a month.....3
- Few days a year.....4
- Never.....5 **SKIP TO Q7**
- Other (SPECIFY) .....6
- (VOL) Don't know.....7
- (VOL) Refused.....8

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

- Car.....1
- Van or minivan.....2
- Motorcycle.....3 **SKIP TO Q7**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....10
- Other truck (SPECIFY)....11
- (VOL) Don't know.....12
- (VOL) Refused.....13

For the next series of questions, please answer only for the vehicle you said you USUALLY drive.

Q.3 When driving this vehicle, how often do you wear your seat belt?... (READ LIST)

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

Q.4 When was the last time you did NOT wear your seat belt when driving?

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

Q.5 In the past 30 days, has your use of seat belts when driving this vehicle increased, decreased, or stayed the same?

- Increased.....1
- Decreased.....2 **SKIP TO Q7**
- Stayed the same.....3 **SKIP TO Q7**
- New driver.....4 **SKIP TO Q7**
- (VOL) Don't know.....5 **SKIP TO Q7**
- (VOL) Refused.....6 **SKIP TO Q7**

Q.6 What caused your use of seat belts to increase?

**(DO NOT READ LIST - MULTIPLE RECORD)**

- Increased awareness of safety.....1
- Seat belt law.....2
- Don't want to get a ticket.....3
- Was in a crash.....4
- New car with automatic belt.....5
- Influence/pressure from others.....6
- More long distance driving.....7
- Remember more/more in the habit.....8
- The weather.....9
- The holidays.....10
- Driving faster.....11
- Know someone who was in a crash 12
- Observed more law enforcement 13
- Other (SPECIFY\_\_\_\_).....27
- (VOL) Don't know.....28
- (VOL) Refused.....29

Q.7 To the best of your knowledge, does Minnesota have a law requiring seat belt use by adults?

- Yes.....1
- No.....2 **SKIP TO Q10**
- (VOL) Don't know.....3 **SKIP TO Q10**
- (VOL) Refused.....4 **SKIP TO Q10**

**IF Q1=5 AND Q7=1, SKIP TO Q9**  
**IF Q2 = 3 AND Q7 = 1, SKIP TO Q9**

Q.8 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

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

Q.9 To the best of your knowledge, according to your State law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

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

Q.10 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

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

Q.11 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following Statements?

**ROTATE**

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

Q.12 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

- Yes.....1
- No.....2 **SKIP TO Q15**
- (Vol) Don't know...3 **SKIP TO Q15**
- (Vol) Refused.....4 **SKIP TO Q15**

Q.13 Where did you read, see, or hear that message?  
**[DO NOT READ--MULTIPLE RESPONSE]**

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP TO Q15**
- Newspaper.....4 **SKIP TO Q15**
- Personal observation/on the road....5 **SKIP TO Q15**
- Billboard/signs.....7 **SKIP TO Q15**
- I'm a police officer/judge.....9 **SKIP TO Q15**
- Other (specify\_\_\_\_\_)..... 17 **SKIP TO Q15**
- Don't know.....18 **SKIP TO Q15**
- Refused.....19 **SKIP TO Q15**

Q.14 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/  
Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): \_\_\_\_\_3
- Don't know.....4
- Refused.....5

Q.15 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats or booster seats?

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

Q.16 Now, I would like to ask you a few questions about educational or other types of activities. In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- Yes.....1
- No.....2 **SKIP TO Q20**
- Don't know.....3 **SKIP TO Q20**
- Refused.....4 **SKIP TO Q20**

Q.17 Where did you see or hear these messages?  
**[DO NOT READ--MULTIPLE RESPONSE]**

- TV.....1
- Radio.....2
- Friend/Relative.....3 **SKIP TO Q19**
- 2. Newspaper.....4 **SKIP TO Q19**
- Personal observation/on the road....5 **SKIP TO Q19**
- Billboard/signs.....7 **SKIP TO Q19**
- I'm a police officer/judge.....9 **SKIP TO Q19**
- Other (specify\_\_\_\_\_)..... 17 **SKIP TO Q19**
- Don't know.....18 **SKIP TO Q19**
- Refused.....19 **SKIP TO Q19**

Q.18 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/  
Public Service Announcement.....1
- News story/news program.....2
- Something else (specify): \_\_\_\_\_3
- Don't know.....4
- Refused.....5

Q.19 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

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

Q.20 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, booster seats, or seat belts? This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.

- Yes.....1
- No.....2 **SKIP TO Q22**
- Don't know.....3 **SKIP TO Q22**
- Refused.....4 **SKIP TO Q22**

Q21 What did you see or hear?

---

Q.22 Thinking about everything you have heard, how important do you think it is for Minnesota to enforce seat belt laws for ADULTS more strictly . . . . very important, fairly important, just somewhat important, or not that important?

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

Q.23 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for speed violations?

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

Q24 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD**

**ROTATE PUNCHES 1-?**

- Friends don't let friends drive drunk.....1
- Click it or ticket.....2
- Buckle Up America.....3
- Children In Back.....4
- You drink and drive, you lose.....5
- Didn't see it coming? No one ever does.....6
- Make a pact, make a plan.....7
- 14 Deadliest Counties (ACE).....8
- Buckle Up or Pay the Price .....9
- None of these.....
- Don't know.....88
- Refused.....99

**Q25.** Do you recall seeing or hearing Traffic Safety messages from any of the following sources? Read list and multiple record.

- Minnesota Twins
- Movie theaters
- Gas stations pumps
- Rest Room Stalls

### Central Region Phone Survey Results: Missouri

		Respondents			
		Wave 1	Wave 2	Wave 3	
Survey Question	Response	Percent			sig
Chance of getting ticket?	Very Likely	12.8	8.9	14.6	bc, ab p=.034
	Somewhat likely/somewhat unlikely/very unlikely	87.2	91.1	85.4	
	Total Respondents	(N=618)	(N=540)	(N=842)	
Seen/heard about police enforcement of seatbelt use?	Yes	28.6	51.5	53.0	ab,ac
	No	71.4	48.5	47.0	
	Total Respondents	(N=618)	(N=540)	(N=842)	
Read/seen/heard anything about seat belts?	Yes	74.9	88.3	89.7	ab, ac
	No	25.1	11.7	10.3	
	Total Respondents	(N=618)	(N=540)	(N=842)	
Name of belt program is CIOT?	Yes	82.8	30.6	94.7	ab, bc, ac
	No	17.2	69.4	5.3	
	Total Respondents	(N=614)	(N=580)	(N=540)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2 <sup>bc</sup> $p \leq .01$ Wave 2 to 3 <sup>ac</sup> $p \leq .01$ Wave 1 to 3					

### Great Lakes Region Phone Survey Results: Illinois

		Respondents		
		Pre	Post	
Survey Question	Response	Percent		sig
Safety Belt Messages	Yes	62	74	<.0001
	No	38	26	
	Total Respondents	(N=514)	(N=566)	
More Messages than Usual?	More	13	38	<.0001
	All Other	87	62	
	Total Respondents	(N=514)	(N=566)	
TV	Yes	57	62	
	No	43	38	
	Total Respondents	(N=321)	(N=419)	
Radio	Yes	37	43	
	No	63	57	
	Total Respondents	(N=321)	(N=419)	
CIOT Slogan	Yes	84	91	<.0001
	No	16	9	
	Total Respondents	(N=514)	(N=566)	
Special Efforts by Police	Yes	20	46	<.0001
	All Other	80	54	
	Total Respondents	(N=514)	(N=566)	
Issuing More Tickets	Strongly Agree/Agree	36	42	
	All Others	64	58	
	Total Respondents	(N=514)	(N=566)	
Ticket Likely	Very Likely/Somewhat Likely	62	69	
	All Others	38	31	
	Total Respondents	(N=514)	(N=566)	

**Great Lakes Region Phone Survey Results: Indiana**

		Respondents		
		Pre	Post	
Survey Question	Response	Percent		sig
Safety Belt Messages	Yes	59	67	<.0001
	No	41	33	
	Total Respondents	(N=1526)	(N=1503)	
More Messages than Usual?	More	15	36	<.0001
	All Other	85	64	
	Total Respondents	(N=893)	(N=1001)	
TV	Yes	63	64	
	No	37	36	
	Total Respondents	(N=900)	(N=1009)	
Radio	Yes	6	9	
	No	94	91	
	Total Respondents	(N=900)	(N=1009)	
CIOT Slogan	Yes	83	91	<.01
	No	17	9	
	Total Respondents	(N=1526)	(N=1503)	
Special Efforts by Police	Yes	23	52	<.0001
	All Other	77	48	
	Total Respondents	(N=1526)	(N=1503)	
Issuing More Tickets	Strongly Agree/Agree	37	51	<.0001
	All Others	63	49	
	Total Respondents	(N=1526)	(N=1503)	
Ticket Likely	Very Likely/Somewhat Likely	71	73	
	All Others	29	27	
	Total Respondents	(N=1526)	(N=1503)	

### Great Lakes Region Phone Survey Results: Michigan

		Respondents			
		w1	w2	w3	
Survey Question	Response	Percent			sig
Safety Belt Messages	Yes	75	67	86	bc,ac
	No	25	33	24	
	Total Respondents	(N=400)	(N=400)	(N=400)	
More Messages than Usual?	More	14	15	48	bc,ac
	All Other	86	85	52	
	Total Respondents	(N=300)	(N=268)	(N=344)	
CIOT Slogan	Yes	81	84	93	bc,ac
	No	19	16	7	
	Total Respondents	(N=400)	(N=400)	(N=344)	
Special Efforts by Police	Yes	19	21	56	bc,ac
	All Other	81	79	44	
	Total Respondents	(N=400)	(N=400)	(N=400)	
Issuing More Tickets	Strongly Agree/Agree	48	44	62	bc,ac
	All Others	52	56	38	
	Total Respondents	(N=400)	(N=400)	(N=400)	
Ticket Likely	Very Likely/Somewhat Likely	66	63	75	bc,ac
	All Others	34	37	25	
	Total Respondents	(N=400)	(N=400)	(N=400)	
<sup>ab</sup> $p \leq .01$ Wave 1 to 2 <sup>bc</sup> $p \leq .01$ Wave 2 to 3 <sup>ac</sup> $p \leq .01$ Wave 1 to 3					

**Great Lakes Region Phone Survey Results: Minnesota**

		Respondents		
		Pre	Post	
Survey Question	Response	Percent		sig
CIOT Slogan	Yes	65	77	<.0001
	No	35	23	
	Total Respondents	(N=728)	(N=758)	
Special Efforts by Police	Yes	13	41	<.0001
	All Other	87	59	
	Total Respondents	(N=728)	(N=758)	
Issuing More Tickets	Strongly Agree/Agree	13	41	<.0001
	All Others	87	59	
	Total Respondents	(N=728)	(N=758)	
Ticket Likely	Very Likely/Somewhat Likely	50	53	
	All Others	50	47	
	Total Respondents	(N=728)	(N=758)	

### Great Lakes Region Phone Survey Results: Ohio

		Respondents		
		Pre	Post	
Survey Question	Response	Percent		sig
Safety Belt Messages	Yes	65	80	<.0001
	No	35	20	
	Total Respondents	(N=880)	(N=1124)	
More Messages than Usual?	More	11	40	<.0001
	All Other	89	60	
	Total Respondents	(N=635)	(N=931)	
CIOT Slogan (voluntary)	Yes	57	77	<.0001
	No	43	33	
	Total Respondents	(N=392)	(N=775)	
Special Efforts by Police	Yes	18	41	<.0001
	All Other	82	59	
	Total Respondents	(N=851)	(N=1088)	
Issuing More Tickets	Strongly Agree/Agree	41	63	<.0001
	All Others	59	37	
	Total Respondents	(N=145)	(N=118)	
Ticket Likely	Very Likely/Somewhat Likely	40	46	<.01
	All Others	60	54	
	Total Respondents	(N=872)	(N=1105)	

### Great Lakes Region Phone Survey Results: Wisconsin

		Respondents		
		Pre	Post	
Survey Question	Response	Percent		sig
Safety Belt Messages	Yes	63	86	<.0001
	No	37	14	
	Total Respondents	(N=263)	(N=250)	
More Messages than Usual?	More	13	40	<.0001
	All Other	87	60	
	Total Respondents	(N=166)	(N=223)	
CIOT Slogan	Yes	45	77	<.0001
	No	55	23	
	Total Respondents	(N=250)	(N=260)	
Special Efforts by Police	Yes	7	35	<.0001
	All Other	93	65	
	Total Respondents	(N=250)	(N=250)	
Issuing More Tickets	Strongly Agree/Agree	26	37	<.02
	All Others	74	63	
	Total Respondents	(N=263)	(N=259)	
Ticket Likely	Very Likely/Somewhat Likely	45	49	<.01
	All Others	55	51	
	Total Respondents	(N=240)	(N=236)	
Ticketing at Night	Very Likely/Somewhat Likely	3	7	<.05
	All Others	97	93	
	Total Respondents	(N=263)	(N=260)	

## Appendix D. ARIMA Analyses

**Table 1. Time Series ARIMA for United States and Fatally Injured: FARS November 1999- December 2006**

(Model: 101 100)	Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags AR1	.775	.150	5.167	<0.001
MA1	.486	.210	2.312	0.023
Seasonal Lags SAR1	.240	.120	1.984	0.051
Regression Coefficient 2003	<b>.038</b>	.007	5.041	<0.001
Constant	.426	.006	71.659	<0.001

An interrupted time series was run on FARS fatality data with equal pre- and post- time periods (43 months before and 43 months after the CIOT campaign). The model for this ARIMA used AR1, MA1, and SAR1, making the final model (1,0,1) (1,0,0). These results show that FARS fatally injured, front seat, outboard occupants of passenger vehicles aged 15 and older have higher restraint use following the implementation of the 2003 CIOT. The time series analysis was conducted with SPSS 11.5 using the Trends module.

**Table 2. Time Series ARIMA for United States and All Injury Levels: FARS November 1999-December 2006**

(Model: 100 100)	Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags AR 1	.642	.082	7.816	<0.001
Seasonal Lags SAR 1	.254	.120	2.120	0.037
Regression Coefficient 2003	.040	.007	5.652	<0.001
Constant	.617	.006	108.223	<0.001

An interrupted time series was run on FARS data with equal pre- and post- time periods (43 months before and 43 months after the CIOT campaign) for all injury levels including uninjured. These results show that FARS injured (at all levels), front seat, outboard occupants of passenger vehicles aged 15 and older have higher restraint use following the implementation of the 2003 CIOT. Stationarity for this interrupted time series analysis was achieved by adding two parameters, AR1 and SAR1. Thus, the final model was (1,0,0) (1,0,0).

**Table 3. Time Series ARIMA for United States Fatally Injured: FARS January 1994 - December 2006**

(Model: 101 100)	Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags AR1	.992	.009	104.570	<0.001
MA1	.788	.054	14.665	<0.001
Seasonal Lags SAR1	.214	.082	2.600	0.010
Regression Coefficient 2003-2005	.070	.021	3.398	<0.001
2006 Effect	.046	.013	3.495	<0.001
Constant	.353	.032	11.140	<0.001

The data used for this analysis were the same fatality data used for the first ARIMA (see Table 1) except the years 1994 to 2006 were used instead of the 43 months before and after CIOT. Interruption series were designed to compare the 2006 effect to the 2003-2005 effect. These results suggest that there was an effect of the 2006 campaign even when accounting for the 2003-2005 campaigns. The model for this ARIMA used AR1, MA1, and SAR1, making the final model (1,0,1) (1,0,0).

## Appendix E. Creative Material

**THE TOMERAS GROUP**

CLIENT: NHTSA

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

### Seamless Action: 30TV

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

1

Video:

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



Audio:

VO: All across America ...

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



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

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



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

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



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

2

**Video:**

**Audio:**

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



VO: Cops write tickets to save lives.

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



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

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



VO: ... expect a ticket.

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



VO: Click it or ticket.



**:30 Radio Spot**

**Client: NHTSA**

**Job No.: NHTS-18729**

**Job Title: :05 CIOT Liner**

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SFX: Music under throughout.

VO: Alright, everybody knows that safety belts save lives. Blah, blah, blah. We've been hearin' that for years. I'm just lettin' you know that your safety belt can save you a whole lot of hassle too.

Because from coast to coast, cops are cracking down. They've got this enforcement effort—Click It or Ticket. Pretty simple, you buckle up... or you get a ticket.

Consider this a friendly warning, because guess what? Cops won't be giving warnings.

Remember, Click It...or Ticket.

Annrc: Paid for by the U.S. Department of Transportation and the National Highway Traffic Safety Administration.



## **:30 Radio Spot**

Client: NHTSA  
Job No.: NHTS-18173  
Job Title: Night & Day

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**VOICE-OVER TALENT: MITCH PHILLIPS**

**SFX: CRICKETS**

**VO: Some of you don't use safety belts at night because it's dark out so you think you can hide. You think you won't get caught.**

**SFX: CRICKET SOUNDS ABRUPTLY STOP TO EMPHASIZE NEXT LINE.**

**VO: You couldn't be more wrong.**

**HARD HITTING MUSIC KICKS IN.**

**VO: Law enforcement is on the lookout 24 hours a day to catch safety belt violators. It doesn't matter when or where you drive, if you're not buckled up you will get a ticket. So, remember. When it comes to safety belt enforcement, there is no difference between night & day. Click it or ticket.**



## **:10 & :15 CIOT Radio Liners**

Client: NHTSA

Job No.: NHTS-18729

Job Title: :10 & :15 CIOT Liners

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### **:10 Radio Liner – Click It or Ticket**

All across America, cops are stepping up safety belt enforcement. If you don't buckle up expect a ticket. Click It or Ticket:

### **:15 Radio Liner – Click It or Ticket**

All across America, cops are stepping up safety belt enforcement. It doesn't matter who you are or where you live, they will be on the lookout. If you don't buckle up expect a ticket. Click It or Ticket:

The tag should be accompanied by either of the following Sponsor IDs:

“Brought to you by the National Highway Traffic Safety Administration” **or** “Brought to you by the US Department of Transportation”



## **:05 CIOT Radio Liner**

Client: NHTSA  
Job No.: NHTS-18729  
JobTitle: :05 CIOT Liner

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### **:05 Liner – Click It or Ticket**

All across America, cops are stepping up safety belt enforcement. Click It or Ticket.

NOTE: The sponsor ID for all billboards should be brought to you by the “National Highway Traffic Safety Administration” or brought to you by the “U.S. Department of Transportation.”

**Radio**

Client: NHTSA

Job No.: NHTS-19551

JobTitle: :10 and :15 Liner Copy –Spanish (FINAL 5.2.06)

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**:10 Radio Liner – Click It or Ticket**

All across America, cops are stepping up safety belt enforcement. If you don't buckle up expect a ticket. Click It or Ticket:

**La policía por todo el país  
está haciendo cumplir las leyes  
sobre el uso de cinturones de seguridad.  
Si no se abrocha el cinturón, prepárese a recibir una multa.  
Abrochado o Multado.**

**:15 Radio Liner – Click It or Ticket**

All across America, cops are stepping up safety belt enforcement. It doesn't matter who you are or where you live, they will be on the lookout. If you don't buckle up expect a ticket. Click It or Ticket:

**La policía por todo el país  
está haciendo cumplir las leyes  
sobre el uso de cinturones de seguridad  
Y las harán cumplir  
sin importar quien sea o en donde viva.  
Si no se abrocha el cinturón, prepárese a recibir una multa.  
Abrochado o Multado.**

Brought to you by the National Highway Traffic Safety Administration:

**Anuncio de la Administración Nacional de Seguridad  
del Tráfico de Carreteras OR**

Brought to you by the US Department of Transportation:

**Anuncio del Departamento de Transporte  
de los Estados Unidos**



2006 "Click It or Ticket" - Creative



2006 CIOT General - Air Freshener Poster



2006 CIOT General - No Exceptions Poster



2006 CIOT General - Buckle Poster



2006 CIOT 247 - TV Billboard

The Tombras Group

nhtsa

2006 "Click It or Ticket" Creative



488 x 60



300 x 250



728 x 90

2006 CICT 24/7 - Day & Nite Banner Ads



160 x 600



2006 CICT 24/7 - Day & Nite Poster

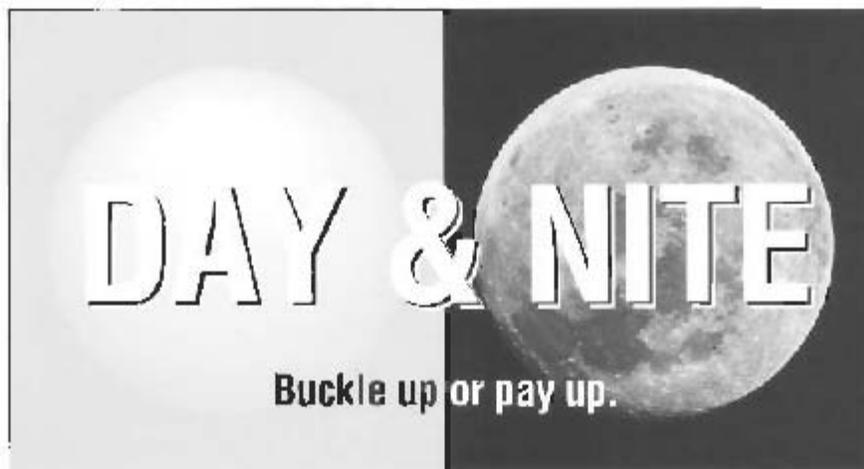


2006 CICT 24/7 - 24 hrs Poster

TheTombrasGroup

nhtsa

2006 "Click It or Ticket" - Creative



2006 CIOI 24/7 Day & Nite Sun/Moon Poster



720 x 80



460 x 80



300 x 250



160 x 600

2006 CIOI Buck-Up Trucks - Buckle Up or Pay Up Banner Ads

THE TOMBRASCIANO GROUP

nhtsa

2006 "Click It or Ticket" - Creative



**BUCKLE UP OR PAY UP.**



This program sponsored in part by the National Highway Traffic Safety Administration's safety belt campaign.



2005 CIOT Pick-up - TV Billboard

**make your truck  
tougher**



Safety belts reduce fatalities in truck rollovers by 80%  
**buckle up in your truck**



2006 CIOT Pick-up - Tough Truck Poster

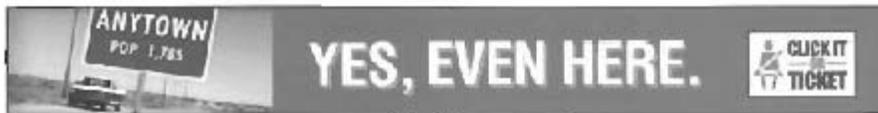
THE TOMBRAS GROUP



2006 "Click It or Ticket" Creative



2006 COT Pick-up Rear View Mirror Poster



723 x 90



458 x 60



300 x 250

2006 COT Rural Anytown Banner Ads



100 x 600

THE TOMBRAS GROUP



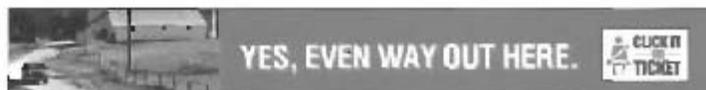
2006 "Click It or Ticket" - Creative



160 x 600



728 x 60

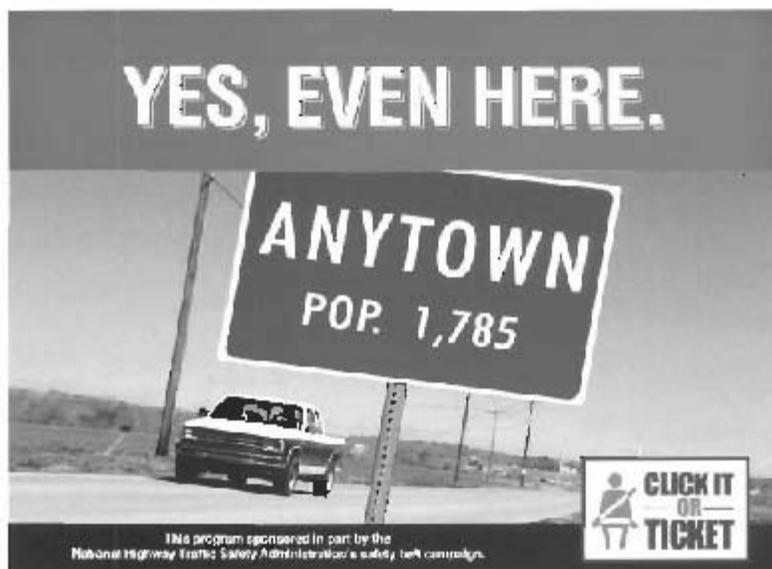


468 x 60



300 x 250

2006 CIOT Rural - Way Out Here Banner Ads



2006 CIOT Rural - Anytown TV Billboard

THE TOMORROW'S GROUP

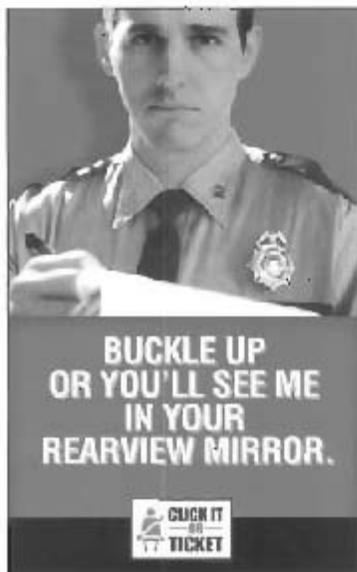
1



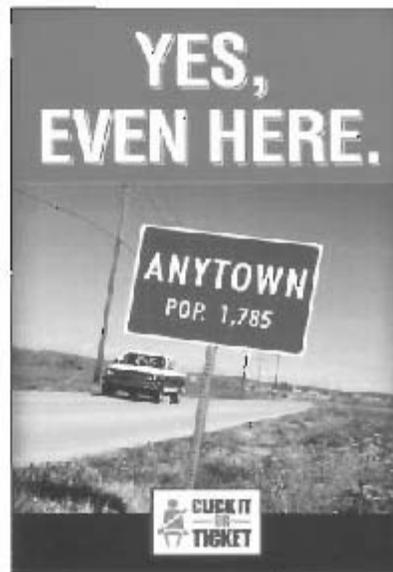
2006 "Click It or Ticket" - Creative



2006 CIOT Rural - Way Out; Herc TV Billboard



2006 CIOT Rural - See Me Poster

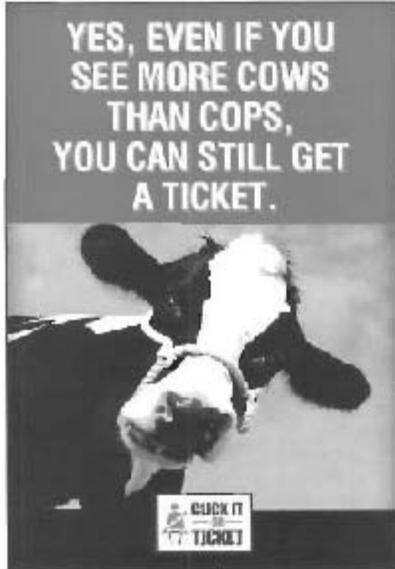


2006 CIOT Rural - Anytown Poster

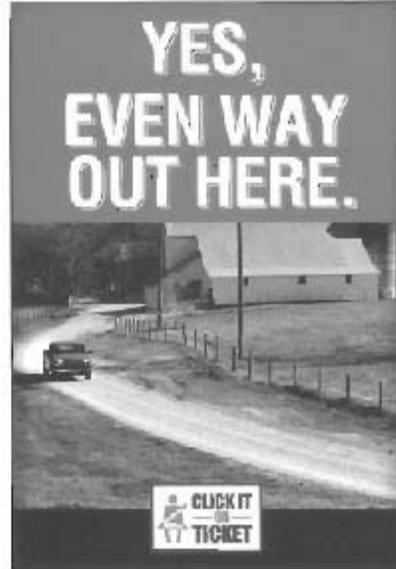
THE TOMBRASGROU



2006 "Click It or Ticket" - Creative



2006 CIOT Rural - More Cows Poster



2006 CIOT Rural - Way Out Here Poster



2006 CIOT Rural - Rearview Poster

THE TOMBRAS GROUP



DOT HS 810 979  
June 2008



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

★★★★★  
**NHTSA**  
[www.nhtsa.gov](http://www.nhtsa.gov)