



KENTUCKY TRANSPORTATION CENTER

**EVALUATION OF KENTUCKY'S
"CLICK IT OR TICKET"
2008 CAMPAIGN**





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Delivering the highest quality
products and services.

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In all that we do.

**Research Report
KTC-08-22/KSP1-08-11**

**EVALUATION OF KENTUCKY'S
"CLICK IT OR TICKET"
2008 CAMPAIGN**

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July 2008

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EXECUTIVE SUMMARY

The objective of this report was to document the results of the “Click It or Ticket” 2008 campaign in Kentucky. The campaign involved a combination of earned media, paid media, and enforcement. The earned media started about three weeks prior to Memorial Day 2008 and continued through the enforcement period. The paid media campaign was for the two weeks prior to Memorial Day while the enforcement period was a two-week period including the week before and the week of Memorial Day.

The evaluation of the campaign included documenting the activities associated with the program (publicity and enforcement) and evaluating the results. The evaluation also involved conducting observations of safety belt usage at a sample of locations across the state, conducting telephone surveys before and after the campaign, and comparing the number of fatal and injury crashes during the enforcement period with previous years.

Safety belt usage was obtained at a mini-sample set of 21 locations across the state (compared to 200 sites for a full statewide survey). Usage for all vehicles at the 21 sites increased from 74.6 percent for the baseline period (April 2008) to 75.7 percent during the 2008 enforcement campaign (May 19-June 1, 2008).

Enforcement was conducted by both state and local police through saturated enforcement and checkpoints. A total of 20,538 safety belt citations and 484 child restraint citations were given during the two-week enforcement period around Memorial Day in 2008. This compares to 22,846 safety belt citations in 2007.

The telephone survey showed that drivers had heard publicity about the campaign (most often on television) with an increase in the perceived likelihood of receiving a ticket for not wearing a seat belt. The most common slogans drivers had heard were “Click it or Ticket.” or “Buckle up Kentucky. It’s the Law and it’s Enforced.”

The numbers of total, fatal, and injury crashes (as well as the number of fatalities and injuries) in 2008 were lower than the average of the previous three years.

The observational surveys showed that the publicity and associated enforcement of the primary enforcement law did result in an increase in usage.

1.0 BACKGROUND

The use of safety belts has been shown to be an effective method to reduce the severity of injuries to occupants of motor vehicles involved in traffic crashes. Methods used to increase usage rates have included public information campaigns, legislation, and enforcement of the legislation. Kentucky first enacted statewide legislation requiring the use of safety belts for all vehicle occupants in 1994. The law allowed secondary enforcement which meant that a citation could only be written after an officer stopped a driver for another violation. The law was changed in 2006 to allow primary enforcement where a driver can be stopped for failure to wear a safety belt. After a warning citation period, enforcement with a fine was started in January 2007.

The first statewide observational surveys in Kentucky in 1982 showed a driver usage rate of only about four percent. Usage increased dramatically over the past years to a level of approximately 72 percent for all front seat occupants in 2007. This level is about 14 percentage points above the 58 percent rate found in 1994 after enactment of the original statewide legislation. However, the statewide level is substantially below the national usage rate in 2007 of 82 percent.

Selective traffic enforcement programs (STEPs) have been used to modify motorist behavior (especially related to speeding). The use of STEPs to increase safety belt usage rates was first done in Elmira, NY in 1985. Canada was the first country to use this technique. The first national efforts in the United States, using STEPs, included Operation Buckle Down in 1991 and 1992, Safe and Sober in 1996 and 1997, and Operation ABC in 1998 through 2000. The first statewide STEP, named Click It or Ticket, was in North Carolina in 1993.

The Click It or Ticket campaign was first used in Kentucky in 2001 as part of a coordinated effort for states in the southeastern United States (in response to the high fatality rate in the southeast compared to the remainder of the nation). Increasing safety belt usage was seen as an effective means to decrease this high fatality rate. The use of a STEP enforcement effort (named Click It or Ticket) was selected as a method to increase usage. A coordinated effort was made with the eight states in Region IV of the National Highway Traffic Safety Association (NHTSA) with the enforcement occurring in a two-week period around Memorial Day in 2001. Similar campaigns have been conducted through 2008 with the name changed in Kentucky to "Buckle Up Kentucky: It's the Law & It's Enforced" before enactment of the primary law. The 2008 campaign again used the Click It or Ticket name.

The objective of this report was to document the results of the 2008 campaign conducted around Memorial Day. Previous campaigns included an emphasis on pickup truck drivers because of their lower usage but this was not part of the 2008 campaign. The campaign involved a combination of earned media, paid media, and enforcement. The enforcement period for the general campaign was a two-week period including the week before and the week of Memorial Day.

2.0 PROCEDURE

The evaluation of the campaign included documenting the activities associated with the program (publicity and enforcement) and evaluating the results. The evaluation involved conducting observations of safety belt usage at a sample of locations across the state, conducting telephone surveys before and after the campaign, and comparing the number of fatal and injury crashes during the enforcement period with previous years. Following is a description of the procedures used in the evaluation.

2.1 Observations

Statewide surveys have been conducted in Kentucky since 1982. The last modification in the procedure was made in 1999. The statewide survey involves collecting two hours of data at 200 sites across the state. Seat belt data are collected for the driver and front-seat passenger in the outboard position. Four categories of vehicles are used (passenger car, pickup, van, and sport utility vehicle). The sampling design plan divides the state into three geographical regions and seven roadway functional classification groups resulting in 21 stratum. The statewide rate is determined using the usage rate and total vehicle miles for each stratum.

Data have been collected to provide a baseline statewide usage rate to compare with data collected during the enforcement portion of the campaign. Two sets of data could not be reasonably collected at all 200 sites during the available time frame. Therefore, a site was selected from each of the 21 stratum to represent the usage rate for the stratum. A list of these sites is given in Appendix A. Using data from these 21 sites has been shown to result in very similar statewide usage rates as obtained from the 200 sites. This shows that the sample of sites can effectively represent the statewide sample sites. For this report, two sets of data were obtained. The baseline data were collected during April with the enforcement data collected during the two-week enforcement campaign period.

2.2 Publicity

The types of media publicity could be classified into two broad categories. One was earned media which was provided at no charge. The second type was the paid media which was purchased. The paid media involved radio and cable television. The type and amount of publicity were documented.

2.3 Enforcement

Enforcement was achieved through the Kentucky State Police (KSP), Kentucky Vehicle Enforcement (KVE) and local agencies. Enforcement involved both saturated patrols and checkpoints. In addition to seat belt citations, other citations and arrests were made. The numbers of various types of citations given over the enforcement periods were summarized.

2.4 Telephone Survey

Two sets of telephone surveys were conducted by the University of Kentucky Survey Research Center. The first set was conducted from April 18 to May 9, 2008 before the start of the campaign. The second set was from June 2 to July 13, 2008 after completion of the enforcement campaign. A target of 500 completed interviews was set for the pre- and post-media and enforcement campaign surveys.

The questions on the survey obtained information about the drivers': type and amount of driving, use of safety belts and any change in usage, knowledge about Kentucky's safety belt law and its enforcement, opinion about the effectiveness of safety belts, knowledge of increased enforcement or checkpoints, awareness of any related advertisements or activities, and general characteristics.

Respondents were contacted using a modified, list-assisted Waksberg-Mitofsky Random-Digit Dialing method (RDD) giving every household with a telephone in Kentucky an equal probability of being contacted. Up to 15 attempts were made to each number in the sample. In addition, up to 10 scheduled call-backs were made to those reached at an inconvenient time, and one refusal conversion was attempted. The Survey Research Center also provided a statistical analysis of the results of the telephone surveys.

2.5 Fatal/Injury Crashes

The statewide crash data file was searched to determine the numbers of fatal and injury crashes which occurred during the enforcement dates of the "Click It or Ticket" campaign (May 19 through June 1, 2008). The data in 2008 were then compared to crashes which occurred during the two-week enforcement dates for the previous three years. The numbers of fatalities and injuries were summarized during each of these time periods.

3.0 RESULTS

3.1 Observations

Two sets of mini-surveys were conducted at the 21 sample locations since the 2007 statewide data were collected from June through August 2007. The data for the individual sites are given in Appendix A.

Data were collected in April 2008 before the start of the earned media to compare with data collected during the enforcement phase of the general campaign (May 19 through June 1, 2008). The following usage rates (all front seat occupants) were obtained during the listed dates.

<u>Time Period</u>	<u>Percent Usage</u>
Baseline (April 2008)	74.6
Enforcement (May 19-June 1, 2008)	75.7

The 2007 statewide survey found a statewide usage rate of 71.8 percent. The mini-survey sites portion of the 2007 statewide survey had a rate of 74.0 percent. Data from this and previous years showed that the sites selected for the mini-surveys were representative of all the statewide sites.

This was the sixth year for the “Buckle Up Kentucky: It’s the Law and It’s Enforced” and “Click It or Ticket” campaigns. Following is a summary of the baseline and enforcement phase usage rates for 2003 through 2008.

	<u>All Vehicles</u>	<u>Pickup Trucks</u>
2003 Baseline	61.6 percent	45.7 percent
2003 Enforcement	72.5 percent	60.4 percent
2004 Baseline	64.5 percent	49.0 percent
2004 Enforcement	70.5 percent	56.0 percent
2005 Baseline	66.1 percent	52.2 percent
2005 Enforcement	68.6 percent	56.0 percent
2006 Baseline	67.3 percent	52.9 percent
2006 Enforcement	67.9 percent	54.8 percent
2007 Baseline	73.0 percent	59.3 percent
2007 Enforcement	76.2 percent	63.6 percent
2008 Baseline	74.6 percent	60.9 percent
2008 Enforcement	75.7 percent	64.3 percent

The increase during the enforcement campaign compared to the baseline has decreased since the 10.9 percent increase from the original 2001 “Click It or Ticket” campaign. The overall increase from baseline to enforcement decreased to 6.0 percent in 2004, 2.5 percent in 2005, and 0.6 percent in 2006 before increasing to 3.2 percent in 2007 after enactment of primary enforcement legislation. The increase in 2008 was 1.1 percent which was less than for 2007.

The increase in usage related to enactment of the primary enforcement legislation in 2007 is shown in the 2007 and 2008 data. Usage during the enforcement period in 2008 was 7.8 percent higher than 2006 and 3.2 percent above the previous high before the primary law (during enforcement) in the original campaign in 2003. The 2007 statewide survey of 200 locations found a usage of 71.8 percent with a rate of 74.0 percent for the 21 mini-survey sites. The 74.6

percent usage during the baseline was 1.6 percent higher than in 2007 showing the continued effect of the primary seat belt law. The slight decrease in usage in May 2008 compared to the May 2007 enforcement data show that enforcement and education must be continued or usage will not continue to increase.

3.2 Publicity

The publicity consisted of a combination of earned and paid media. The baseline usage data collection was completed before the earned media started . The earned media continued through the enforcement period which ended on June 1. The paid media for the enforcement campaign started on May 12 and ended on May 26.

There were several news releases about events connected with the Click It or Ticket campaign. A event was held in conjunction with the opening day of the Kentucky Speedway on May 10 to note the beginning of the three-week information and enforcement campaign. The Kentucky Office of Highway Safety sponsored the “Drive Smart Buckle Up Kentucky 150” race with a Kentucky Transportation Cabinet official starting the race and presenting a trophy to the winner with in-venue advertising also part of the event. A press conference was held at the Capitol in Frankfort on May 16 describing the checkpoints conducted during the two-week mobilization (prior to the start of the increased enforcement on May 19). Drivers who were found to be wearing their safety belt at the checkpoints were registered in an online contest for tickets to a NASCAR or IndyCar series race at the Kentucky Speedway race. This contest resulted in six individuals winning tickets to three races. A promotional event occurred on the first day of the enforcement mobilization (May 19) primarily in eastern Kentucky where police and emergency response personnel distributed thousands of coupons to customers in McDonald’s restaurants drive-thru lanes who were wearing their seat belt. Customers not wearing their seat belt were given educational material and reminded of Kentucky’s seat belt law. Press releases were provided at the prior to the start of the campaign and after the campaign giving the results of the enforcement activities.

New West LLC from Louisville (who is Kentucky’s media contractor) handled all media placement. A summary of the number and cost of the cable television and radio spots for the campaigns is given in Table 1. The total cost was \$327,656.

Table 1. Summary of Media Activity (Click It or Ticket)

Funds Spent on Paid Media:

TV Advertisements	\$231,200
Radio Advertisements	96,456
Total	\$327,656

Number of Paid Advertisements:

TV (cable)	13,616
Radio	2,444

Cable Markets:

<u>City</u>	<u>Number of Counties Covered</u>
Nashville, TN	9
Knoxville, TN	10
Evansville, IN	9
Paducah	13
Bowling Green	4
Charleston/Huntington/WV	32
Cincinnati/OH	7
Louisville	17
Lexington	22

Distribution of Radio Advertisements:

	<u>Cost</u>	<u>Spots</u>	<u>Stations</u>
Not covered by Louisville/Lexington/ Bowling Green media	\$32,315	816	35
Louisville media	20,427	368	9
Lexington media	14,671	332	6
Bowling Green media	9,503	274	6
Other counties	17,737	550	11
Hispanic radio	1,803	104	2

Earned Media:

Press conferences:	1
TV news stories:	7
Radio news stories:	18
Print news stories:	80

There was no placement on network television. Advertisements were aired in nine cable markets with five of the originating cities located in adjacent states. There were 13,616 paid advertisements on cable television with a cost of \$231,200. A total of 2,444 spots were placed on 69 radio stations with a cost of \$96,456. The primary demographic was listed as males between 18 and 34 years of age with a secondary demographic for people between 12 and 17 years of age.

There was no print media or billboards included in the 2008 campaign.

3.3 Enforcement

The enforcement period for the campaign was May 19 through June 1. There are approximately 366 police agencies in Kentucky that participate in traffic enforcement. Contact was made with each agency with an agreement of participation obtained from 327 of these agencies. The extent of participation varied by local agency with reports of activity obtained from 294 of the agencies. Summaries of the results of the enforcement for the enforcement period are given in Table 2.

The total number of officer hours worked by all the officers was about 126,000 with about 17 percent overtime hours. There were 883 checkpoints with about three percent of the hours related to checkpoints.

There were a total of 20,538 safety belt citations given along with 478 child restraint citations. This is a similar number of citations as compared to 2007 which was the first year after enforcement of the primary law.

There were other citations and arrests which occurred as a result of this enforcement. The largest numbers of other citations were speeding with 15,460 and 6,574 for uninsured motorists. There were 1,594 DUI arrests and 1,581 drug related arrests.

**Table 2. SUMMARY OF ENFORCEMENT DATA
(Click It or Ticket) (May 19-June 1, 2008)**

	TOTAL
Total Officer Hours	126,332
Overtime Hours	21,476*
Total Checkpoint Hours	3,800**
Number of Checkpoints	883
Seatbelt Citations	20,538
Child Restraint Citations	484
Speeding Citations	15,460
Reckless Driving	578
Operating on Suspended License	1,985
Uninsured Motorist	6,574
Other Traffic Violations	18,561
DUI Arrests	1,594
Drug Arrests	1,581
Other Felony Arrests	1,246
Fugitive Apprehensions	1,312
Stolen Vehicles Recovered	76

* 17 percent of all hours

** 3 percent of all hours

3.4 Telephone Survey

The University of Kentucky Survey Research Center conducted these surveys. Calls for the pre-campaign survey were made from April 18 through May 9, 2008. Calls for the post-campaign survey were made from June 2 through July 13, 2008. The disposition results of the survey were as follows:

Pre-campaign survey:

Interviews completed	512
Refused	861
Not Eligible	150
Total	1,523
Response rate (eligible driver)	37.3 percent

Post-campaign survey

Interviews completed	510
Refused	849
Not Eligible	178
Total	1,537
Response rate (eligible driver)	37.5 percent

The margin of error for samples of these sizes is plus or minus 4.3 percent at the 95 percent confidence level. The results of the surveys are given in Appendix B. The Survey Research Center provided a detailed summary of the responses to each question. They also provided results of a t-test for Independent Samples analysis which was used to determine if changes in the responses for the pre- and post-surveys were statistically significant. Questions that had a p-value of less than or equal to 0.05 were considered as showing a “statistically significant” change.

Summaries of some of the results of the telephone surveys are given in Table 3. A notation is given if the difference between the before and after data is statistically significant.

The surveys showed that the publicity was effective in informing drivers of the campaign. Specifically, there was a statistically significant increase in drivers who stated they had seen or heard about activities related to seat belt usage in the last 30 days with the number of these activities and messages increasing.

The slogans for which drivers had the largest recognition were “Click it or Ticket” and “Buckle up Kentucky: It’s the Law and It’s Enforced.” Drivers indicated that they had seen or heard the publicity most often on television followed by radio. For those who saw or heard about the campaign on television or the radio, the most common form was a commercial advertisement or public service announcement.

The percentage of drivers who stated they wore their safety belt either all or most of the time was substantially higher than what has been found in observational surveys. There was a slight increase in this percentage after the campaign.

Almost all drivers (over 99 percent) were aware that Kentucky has a law requiring seat belt use. Slightly over 70 percent of drivers thought police should be able to stop a driver for just a safety belt violation (primary enforcement). Only about five percent of the drivers

TABLE 3. SUMMARY OF TELEPHONE SURVEY RESULTS

Question	Choices	Percent	
		Before	After
Frequency of driving	Almost everyday	78.5	72.0
Frequency wearing seat belt	All of the time	82.7	83.3
Change of seat belt usage in the last 30 days	Increased	6.6	7.1
Likelihood for receiving ticket while not wearing seat belt for six months	Somewhat likely	51.5	62.1 *
Seat belt offense level	Police can stop for just for seatbelt violation	83.0	90.5 *
Should police be able to ticket for not wearing seat belt when no other traffic laws are being broken (primary law)?	Yes	70.5	73.6
Have you received a ticket for not wearing a seat belt?	Yes	4.5	5.1
Police generally do not write tickets for seat belt violations	Strongly agree	23.8	19.4
Police enforcement of belt laws are important	Strongly agree	66.9	70.1
Police are ticketing more often than a few months ago*	Strongly agree	33.0	45.2
Aware of special efforts regarding seatbelt ticketing in the last 30 days	Yes	16.3	39.4 *
If yes, where did you see or hear of this?	TV	24.7	51.0 *
Have you seen or heard about any activities related to seat belt usage in the last 30 days?	Yes	75.0	85.3 *
How has the number of these activities changed in the past 30 days?	More than usual	11.5	40.0 *
Have you heard or seen these slogans in the past 30 days?***	Click it or ticket*	27.7	77.2 *
	Buckle up for Those You Love	22.5	40.8
	What's holding you back	9.4	13.9
	Buckle up Kentucky. It's the Law and it's Enforced*	28.7	69.0

*A t-test was conducted comparing the means of the before and after samples. Questions that had a p-value of less than or equal to 0.05 were considered as showing a "statistically significant" change. The test applied to all responses, even those not listed.

***Multiple responses were accepted for these questions.

reported receiving a ticket for not wearing a safety belt. The majority of drivers (about 70 percent) felt police enforcement of belt laws was important.

About 85 percent of the drivers strongly agreed with the statement that they would want to be wearing a safety belt if they were involved in a crash. Also, about 65 percent of the drivers disagreed with a statement that safety belts are just as likely to harm as they are to help. About 95 percent of the drivers felt it would be best to be wearing a safety belt if their vehicle rolled during a crash.

3.5 Fatal/Injury Crashes

The numbers of fatal crashes, fatalities, injury crashes, and injuries occurring in Kentucky during the enforcement period of the Click It or Ticket campaign (May 19 through June 1, 2008) were compared to those occurring during the 14-day enforcement period for the previous three years around the Memorial Day holiday. The numbers of all, fatal and injury crashes as well as the number of fatalities and injuries in 2008 were lower than the average of the previous three years.

There were 27 fatal crashes with 27 fatalities during the two-week enforcement period in 2008. This compares to an average of about 35 fatal crashes with 36 fatalities over the 14 days of enforcement in 2005 through 2007.

There were 953 injury crashes with 1,387 injuries in the two-week enforcement period in 2008. This compares to an average of about 1,160 injury crashes and 1,745 injuries in 2005 through 2007.

There were 5,065 total crashes during the 14 days of enforcement in 2008. This compares to an average of about 5,941 in the previous three years.

4.0 CONCLUSIONS

The observational surveys showed that enactment of the primary enforcement law, along with publicity and associated enforcement, can result in an increase in safety belt usage. However, the increase in the rate during the enforcement campaign, compared to the base period, was only about two percent. The telephone surveys show that the campaign effectively informed drivers of the increased enforcement. The crash data show a reduction in crashes during the campaign compared to previous years.

The data show that knowledge of an increased possibility of receiving a ticket for failing to wear a safety belt is required for a certain segment of the driving population to increase their use of safety belts. The first step in obtaining a meaningful increase in safety belt usage was achieved by changing the law from secondary to primary enforcement. The next step is to provide sustained enforcement with the necessary publicity to provide an awareness to the public that the law is being enforced. The opinion survey shows that the majority of drivers are in favor of primary enforcement.

APPENDIX A. SAFETY BELT OBSERVATIONS

Table A-1. SUMMARY OF SEAT BELT OBSERVATIONS AT INDIVIDUAL SITES

LOCATION		PERCENT USAGE (ALL FRONT SEAT)			
COUNTY	INTERSECTION	Baseline All	Enforcement All	Baseline Pickups	Enforcement Pickups
Barren	I-65 at Exit 53	82	86	64	66
Meade	US 31W at KY 1638	81	81	72	72
Grayson	KY 259 at US 62	66	63	47	53
Logan	US 68 at US 79	70	68	52	55
Hopkins	Pennyrile Parkway (Exit 44)	82	81	74	70
Henderson	US 41A at 5th St.	77	79	57	60
Calloway	KY 1637 at 16th	70	72	47	53
Shelby	I-64 at Exit 28	80	79	57	71
Woodford	US 60 at US 62	79	79	55	61
Oldham	KY 146 at KY 1817	80	82	65	68
Franklin	KY 2820 at US 127	67	70	55	55
Kenton	I-75 at Exit 186	88	86	82	74
Jefferson	US 31W at KY 841	69	72	57	67
Boone	US 42 at US 25	72	77	58	66
Boyd	I-64 at Exit 185	78	77	70	67
Lincoln	US 27 at US 150	67	71	53	61
Carter	US 60 at KY 7	57	62	46	55
Floyd	KY 680 at KY 122	53	56	43	40
Rowan	I-64 at Exit 137	70	75	51	63
Laurel	US 25E at US 25	62	72	49	61
Pulaski	KY 80 at KY 2296	77	75	66	60
		74.6	75.7	60.9	64.3

APPENDIX B. RESULTS OF TELEPHONE SURVEYS

TABLE B-1. RESULTS OF TELEPHONE SURVEY

Question	Choices	Percent		t-test Statistic*
		Before	After	
Gender	Male	49.6	40.0	
	Female	50.4	60.0	
Frequency of driving	Almost everyday	78.5	72.0	
	Few days a week	15.5	20.6	
	Few days a month	2.3	2.7	
	Few days a year	0.8	1.0	
	Never	2.7	3.7	
Type of vehicle driven most often	Car	56.3	56.4	
	Van or minivan	8.9	8.8	
	Motorcycle	0.2	1.0	
	Pickup truck	18.7	16.5	
	Sport Utility Vehicle	15.1	16.7	
	Other non-truck	0.2	0.4	
	Other truck	0.6	0.2	
Frequency wearing seat belt	All of the time	82.7	83.3	
	Most of the time	11.5	9.1	
	Some of the time	2.6	2.9	
	Rarely	2.2	2.9	
	Never	1.0	1.9	
Frequency wearing seat belt - riding in car	All of the time	79.4	76.4	
	Most of the time	12.0	7.7	
	Some of the time	3.4	3.9	
	Rarely	0.9	3.0	
	Never	1.7	3.0	
	Don't drive or ride in car	2.6	6.0	
Frequency wearing seat belt - riding in pickup	All of the time	68.3	67.2	
	Most of the time	6.9	6.0	
	Some of the time	1.2	1.6	
	Rarely	2.6	1.6	
	Never	1.9	1.9	
	Don't drive or ride in pickup	18.9	21.6	
Frequency wearing seat belt - riding in SUV	All of the time	68.0	65.1	
	Most of the time	6.4	5.6	
	Some of the time	1.4	2.6	
	Rarely	1.8	1.4	
	Never	1.6	1.9	
	Don't drive or ride in SUV	20.8	23.5	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Frequency wearing seat belt - riding in van	All of the time	70.1	70.0	
	Most of the time	5.1	6.0	
	Some of the time	1.9	1.7	
	Rarely	2.8	0.9	
	Never	1.7	2.4	
	Don't drive or ride in van	18.4	19.1	
Last time not wearing seat belt	Within the past day	7.9	13.9	p < 0.05
	Within the past week	9.8	5.4	
	Within the past month	4.9	4.1	
	Within the past year	5.5	4.1	
	A year or more ago	72.0	72.5	
Change of seat belt usage in the last 30 days	Increased	6.6	7.1	
	Stayed the same	92.6	91.2	
	Decreased	0.8	0.4	
Of those who said "increase", what caused your seat belt usage to increase?***	Increased Enforcement	9.1		
	Increased awareness	33.7	40.7	
	Influence/pressure	15.2	18.5	
	Seatbelt law	24.2	48.2	
	Was in a crash	6.1	3.7	
	Don't want to get a ticket	12.1	18.5	
	Got ticket for not wearing a seat belt	3.1		
	New car with automatic Belt	9.1		
Does Kentucky have a law requiring seat belt use for adults?	Yes	99.2	99.2	
	No	0.8	0.8	
Likelihood for receiving ticket while not wearing seat belt for six months	Somewhat likely	51.5	62.1	p < 0.05
	Somewhat unlikely	17.7	14.1	
	Very unlikely	26.4	22.3	
Seat belt offense level	Police can stop for just for seatbelt violation	83.0	90.5	p < 0.05
	Police must observe another violation	13.0	9.5	
Should police be able to ticket for not wearing seat belt when no other traffic laws are being broken (primary law)?	Yes	70.5	73.6	
	No	29.5	26.4	
Have you received a ticket for not wearing a seat belt?	Yes	4.5	5.1	
	No	95.5	94.9	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
If yes, how many months ago did you get the ticket?	Within last month	8.7	2.7	
	1 to 3 months ago	4.3	2.7	
	4 to 6 months ago	4.3	2.7	
	6 to 12 months ago	13.0	3.8	
	More than 12 months ago	69.6	23.1	
Have you received a warning ticket for not wearing a seat belt?	Yes	2.9	2.0	
	No	97.1	98.0	
Are seat belts just as likely to harm as they are to help?	Strongly agree	13.9	13.3	
	Somewhat agree	17.7	21.8	
	Somewhat disagree	20.7	16.8	
	Strongly disagree	47.7	48.1	
If in a crash, do you want to wear seat belt?	Strongly agree	87.5	86.2	
	Somewhat agree	7.1	9.4	
	Somewhat disagree	3.0	1.2	
	Strongly disagree	2.4	3.1	
Police generally do not write tickets for seat belt	Strongly agree	23.8	19.4	
	Somewhat agree	26.3	28.6	
	Somewhat disagree	23.8	19.9	
	Strongly disagree	26.0	32.1	
Police enforcement of belt laws are important	Strongly agree	66.9	70.1	
	Somewhat agree	18.8	16.6	
	Somewhat disagree	6.9	5.1	
	Strongly disagree	7.3	8.1	
Wearing belt makes me worry about getting into an accident	Strongly agree	5.6	7.7	
	Somewhat agree	6.6	6.5	
	Somewhat disagree	16.6	13.7	
	Strongly disagree	71.2	72.2	
Police are ticketing more often than a few months ago	Strongly agree	33.0	45.2	p < 0.05
	Somewhat agree	35.6	35.5	
	Somewhat disagree	18.1	11.4	
	Strongly disagree	13.3	7.8	
Aware of special efforts regarding seatbelt ticketing in the last 30 days	Yes	16.3	39.4	p < 0.05
	No	83.7	60.6	
If yes, where did you see or hear of this?*	TV	24.7	51.0	p < 0.05
	Radio	21.0	27.3	
	Friend-Relative	22.2	10.3	
	Newspaper	16.0	10.8	
	Witnessed checkpoint/road block	11.1	4.6	
	Road signs	6.2	16.0	
If you said TV or radio, in what form did you see or hear of this?	News story	43.2	31.6	
	Commercial advertisement, PSA	35.1	55.3	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Have you seen or heard about any activities related to seat belt usage in the last 30 days?	Yes	75.0	85.3	p < 0.05
	No	25.0	14.7	
How has the number of these activities changed in the past 30 days?	More than usual	11.5	40.0	p < 0.05
	About the same	82.1	59.0	
	Fewer than usual	6.4	0.9	
What would be best if you were in a crash and your vehicle rolled over?	You are wearing a belt	94.5	96.1	
	You are not wearing a belt	4.9	3.1	
	You are not wearing a belt and are ejected	0.6	0.8	
Importance of seat belt enforcement	Very important	65.4	68.9	
	Fairly important	14.0	13.0	
	Just somewhat important	11.8	9.6	
	Not that important	8.9	8.4	
Have you heard or seen these slogans in the past 30 days?*	Click it or ticket	27.7	77.2	p < 0.05
	Buckle up for Those You Love	22.5	40.8	
	What's Holding you Back	9.4	13.9	p < 0.05
	Buckle up Kentucky. It's the Law and it's Enforced	28.7	69.0	
Age	16-19	1.8	1.2	
	20-29	5.2	6.7	
	30-39	11.6	11.9	
	40-49	16.8	13.3	
	50-59	20.8	27.0	
	60-69	25.7	17.9	
	70-79	15.2	16.3	
	80 or older	3.2	3.2	
Number of persons 16 years or older in household?	1	30.0	29.9	
	2	54.3	52.7	
	3	8.5	11.8	
	4 or more	7.2	5.6	
Consider yourself Hispanic Latino	Yes	1.8	1.4	
	No	98.2	98.6	
Racial categories that describe you	American Indian or Alaskan Native	2.4	3.2	
	Black or African American	4.0	3.2	
	White	91.3	92.6	
	Other	2.4	1.0	

TABLE B-1. RESULTS OF TELEPHONE SURVEY (continued)

Question	Choices	Percent		t-test Statistic*
		Before	After	
Highest year of school completed	8th grade or lower	3.8	3.8	
	9th grade	1.6	2.2	
	10th grade	2.0	1.8	
	11th grade	1.0	1.2	
	12th grade-GED	34.8	33.0	
	Some college-post secondary education	26.5	26.0	
	College graduate or higher	30.4	32.0	

*A t-test was conducted comparing the means of the before and after samples. Questions that had a p-value of less than or equal to 0.05 were considered as showing a "statistically significant" change. The test applied to all responses, even those not listed.

**Multiple responses were accepted for these questions.

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