



DOT HS 812 238

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The *Click It or Ticket* Evaluation, 2013

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The *Click It or Ticket* (CIOT) high-visibility enforcement (HVE) program has been a primary component of national, State, and local efforts to increase seat belt use, being conducted at least annually since 2003. The 2013 CIOT mobilization included 48 States, the District of Columbia, Guam, Puerto Rico, the Northern Mariana Islands, and the Indian Nations.

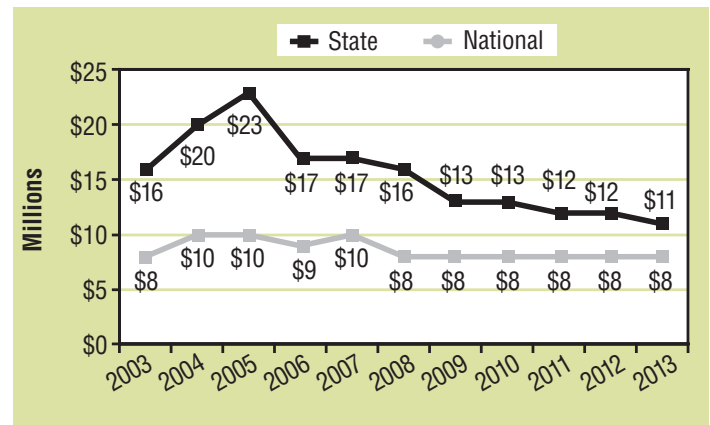
Publicity

The mobilization involved both earned and paid media. States tailored NHTSA-provided material to best suit their local press events and news coverage. This material included fill-in-the-blank news releases, op-ed articles, letters-to-the-editor, talking points, poster art, and fact sheets.

The television, radio, and Internet paid advertisements focused on day and night seat belt enforcement and targeted 18- to 34-year-old males. NHTSA fatality data show that this group is disproportionately represented among those killed in traffic crashes while unrestrained (NCSA, 2015). The goal was to reach 33 percent of this audience at least 8 times over the 2-week publicity period.

Some \$19 million was spent on paid media for the 2013 mobilization (Figure 1). This included about \$11 million spent by the participating jurisdictions and \$8 million spent on national advertisements.

Figure 1
May Mobilization Advertisement Budget: 2003-2013

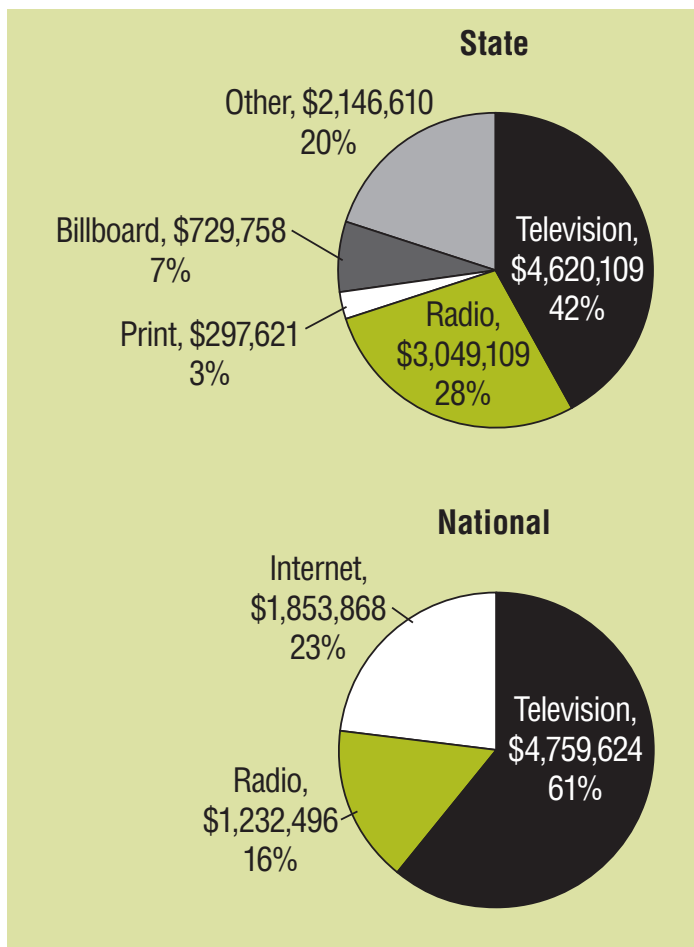


Television was used extensively for both the national and State purchases (Figure 2). National cable television partners included FOX, ESPN, VIACOM, and Turner Network Television. Many States used local broadcast affiliates to highlight participation of local law enforcement.

The national publicity budget focused television on select cable networks such as ESPN, Comedy Central, and MTV2 in order to reach the target population. It focused radio advertisements on country, rock, sports, urban, and Spanish-language radio stations. Internet advertisements were placed on gaming sites and major sport sites such as ESPN.com, FOXSports.com, and MLB.com. The CIOT message was also featured on web television sites including Blip.tv and Revision3.

Approximately 10 percent of the national budget went toward Hispanic media, including television (e.g., Galavision, TeleFutura, and Univision) and radio (e.g., Cumulus Media and Univision Radio).

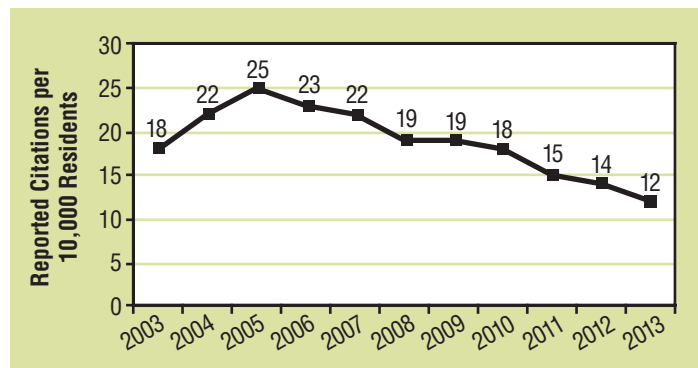
Figure 2
2013 Advertisement Budget by Media Type



Enforcement Activity

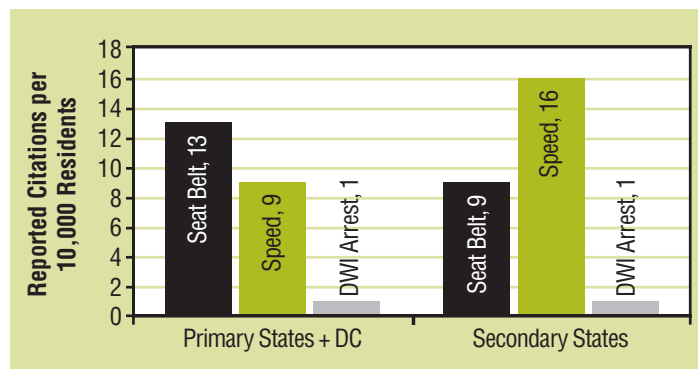
More than 9,600 law enforcement agencies participated in the 2013 CIOT mobilization. Of these agencies, about 8,800 provided data on their activity during that period. Among the 48 States and DC, nearly 375,000 citations were issued for non-use of seat belts during the 2-week mobilization. This represented 12 citations per 10,000 residents, a decrease from 14 in 2012, when about 9,000 agencies reported. This index has declined by almost 50 percent since the peak of CIOT program activity in 2005 when it was 25 per 10,000 residents (Figure 3).

Figure 3
Rate of Reported Seat Belt Citations per 10,000 Residents: 2003-2013



The CIOT seat belt citation rate was higher in primary enforcement law States than in secondary law States in 2013 (Figure 4). By contrast, the rate of speed citations was higher in secondary law States than in primary law States.

Figure 4
2013 Reported Citations by Seat Belt Law Type

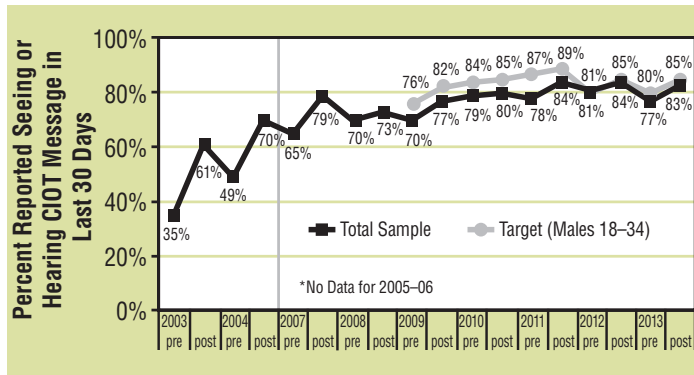


Awareness Survey

A nationally representative telephone survey was administered before and after the 2013 mobilization to measure changes in awareness. A random-digit-dialing procedure was used to sample 2,945 respondents (i.e., 1,467 pre and 1,478 post). About 588 males 18 to 34 years old were oversampled to analyze changes within this group separately from the total sample (i.e., 276 pre and 282 post). For several indices, statistically significant changes were not found for the target sample; however, the small sample size for this group may have contributed to these findings. The sampling methodology was unchanged from 2012.

Awareness of the CIOT Slogan. The 2013 survey showed a statistically significant 6-point increase in recognition of *Click It or Ticket* in the total sample (χ^2 (1, N = 2,702) = 15.41, $p < 0.0001$). The survey found a statistically non-significant 5-point increase in this index among the target group (χ^2 (1, N = 558) = 2.11, 1, $p > 0.05$). Overall, there has been a substantial gain in CIOT slogan recognition since the first national survey, with about 8 in 10 respondents recognizing the slogan in 2013 (Figure 5).

Figure 5
CIOT Slogan Recognition: 2003-2013



Awareness of Messages to Buckle Up. The survey also asked about awareness of seat belt messages that encourage people to buckle up, such as public service announcements on TV, messages on the radio, signs on the road, and news stories. The total sample showed a statistically significant 8-point increase for this index (χ^2 (1, N = 2,682) = 19.14, $p < 0.0001$). The target sample showed a statistically non-significant 6-point increase (χ^2 (1, N = 556) = 15.33, $p > 0.05$).

Sources of Messages to Buckle Up. Respondents who reported seeing or hearing messages that encourage seat belt use were asked where they saw the messages through free-recall (i.e., answer choices not provided). Most notably, the total sample showed statistically significant 7- and 5-point increases for TV (χ^2 (1, N = 1,960) = 9.56, $p < 0.01$) and personal observation (χ^2 (1, N = 1,959) = 16.73, $p < 0.0001$), respectively. The target sample did not show a statistically significant change in free-recalled sources from pre- to post-CIOT. For both the total and target sample, the top free-recalled sources of information were TV, billboards, and radio. Internet ranked 5th and 7th for the target and total samples.

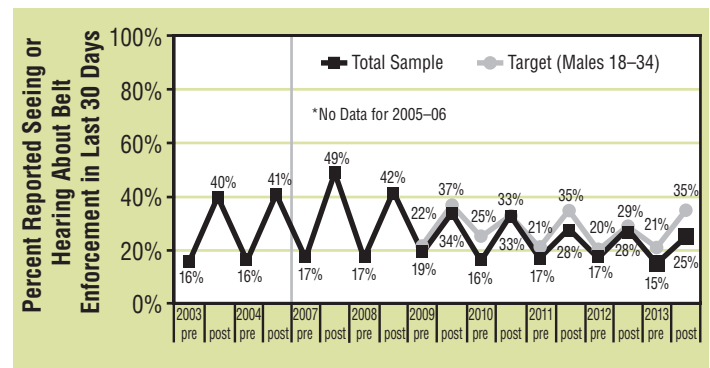
Respondents were asked specifically about being exposed to messages on the Internet that encourage belt use. There was no statistically significant change in reported exposure to these types of messages on

the Internet from pre- to post-CIOT. While there was no change, about a quarter of the target group reported seeing messages on the Internet (i.e., 28% pre- and 27% post-), and a slightly smaller proportion for the total sample (i.e., 18% pre- and 16% post-).

Those who reported Internet exposure were asked if they were exposed to the seat belt messages on the Internet through advertisements, news stories, social network sites, videos, games, or other sources. Among the post-CIOT total sample, the most Internet exposure was reported for advertisements (51%), followed by stories (23%), social network (14%), other sources (8%), videos (6%), and games (2%). The greatest percentage of the target sample reported exposure through advertisements (55%), followed by news stories (23%), social networks (13%), videos (7%), and other sources (5%). No target group respondents reported exposure through Internet games.

Awareness of Special Seat Belt Enforcement. There were statistically significant increases in both the total (χ^2 (1, N = 2,610) = 41.68, $p < 0.0001$) and target (χ^2 (1, N = 546) = 12.30, $p < 0.0001$) samples for those reporting seeing or hearing about special seat belt enforcement in the past 30 days (10- and 14-point increases, respectively) (Figure 6).

Figure 6
Saw or Heard about Special Belt Enforcement Effort: 2003-2013



There has been a decline over time in pre-to-post program change in the awareness of special seat belt enforcement. Figure 6 shows much greater pre-to-post mobilization gains in earlier years than in later years, resulting in a steady decline in post-program levels among the total sample. There has been no change in pre-CIOT awareness since the first survey administration, which is likely associated with the question wording specifying enforcement activity "in the past 30 days."

Regarding awareness of nighttime seat belt enforcement activity, there was no statistically significant change in the total or target samples for the respondents reporting that they agreed or disagreed that police were writing seat belt tickets at night.

Sources of Seat Belt Enforcement Awareness. Respondents who reported seeing or hearing of special seat belt enforcement in their community in the past 30 days were asked to free-recall where they saw or heard the activity. The total sample showed statistically significant increases in free-recalled reporting of radio and billboard sources, with 7- and 11-point changes from 15 to 22 and 17 to 28 percent, respectively (χ^2 (1, N = 530) = 4.12, $p < 0.05$; χ^2 (1, N = 532) = 7.91, $p < .01$). The target sample showed no statistically significant change in free-recalled sources.

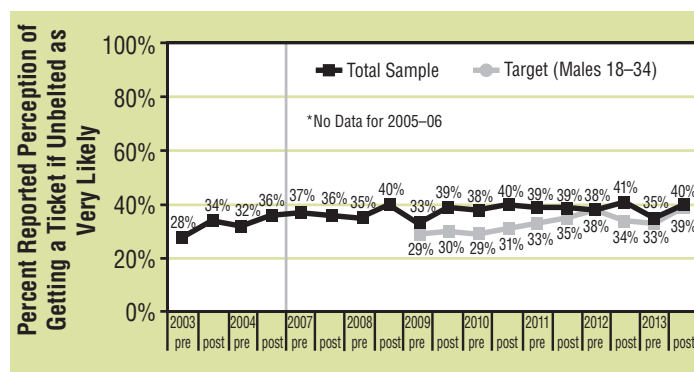
There were no statistically significant changes from pre-to-post CIOT in either group for free-recalled reporting of TV, newspapers, the Internet, messaging on police cars, personal observation, word from a friend, or educational programming as sources of seat belt enforcement activity information. However, TV, radio, and billboards ranked as the top three free-recalled sources of this information for both groups, with Internet ranking 9th for the total sample and 8th for the target.

Respondents were asked specifically about seeing or hearing anything about seat belt enforcement activity on the Internet. Neither group showed a statistically significant change in this index from pre-to-post CIOT. However, about a quarter of the target sample reported seeing messages on the Internet (30% pre- and 27% post-) and a smaller proportion of the total sample (15% pre- and 13% post-).

Of those who reported seeing these messages on the Internet, the post CIOT total sample reported exposure to advertisements (37%), followed by stories (33%), social network (21%), videos (14), other sources (10%), and games (2%). The target sample reported seeing or hearing about seat belt enforcement activity on the Internet through news stories (42%), followed by advertisements (39%), social networks (27%), videos (8%), and other sources (4%). No target group respondents reported exposure through Internet games.

Awareness of Seat Belt Checkpoint Activity. There was a statistically significant increase from pre-to-post CIOT in respondents reporting seeing or hearing about seat belt checkpoints in the past 30 days, with a 7-point increase for the total sample from 9 to 16 percent (χ^2 (1, N = 2,620) = 27.38, $p < 0.0001$) and a 10-point increase for the target sample from 9 to 19 percent (χ^2 (1, N = 540) = 11.66, $p < 0.001$). There was also a statistically significant 3-point increase from 6 to 9 percent for the total sample in those reporting personally seeing a seat belt checkpoint in the past 30 days (χ^2 (1, N = 2,650) = 9.52, $p < 0.01$). The target group showed a statistically non-significant 3-point increase from 8 to 11 percent for this index (χ^2 (1, N = 549) = 1.73, $p > 0.05$). Respondents were also asked if they had been personally stopped at a seat belt checkpoint in the past 30 days. There was no statistically significant change in respondents reporting being stopped at a seat belt checkpoint for either group.

Figure 7
Perception that a Seat Belt Ticket would be “Very Likely”: 2003-2013



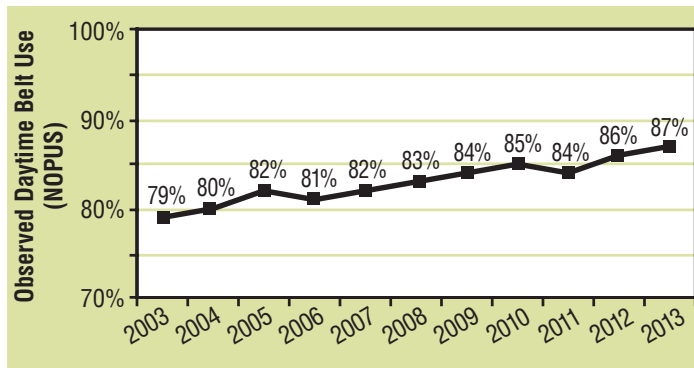
Perceived Risk of Getting a Ticket. The perception that a person would be very likely to get a ticket for a seat belt violation showed a statistically significant increase from 35 to 40 percent in the total sample (χ^2 (1, N = 2,236) = 7.75, $p < 0.01$); however, the change from 33 to 39 percent in the target sample was not statistically significant (χ^2 (1, N = 465) = 1.87, $p > 0.05$). Males 18 to 34 years old were first oversampled for the survey in 2009. As seen in Figure 7, since that time, reported perceived risk of being very likely to get a ticket for not buckling up changed from 30 percent (post-2009) to 39 (post-2013) among this group.

Belt Use

The National Occupant Protection Use Survey (NOPUS) is an annual survey of seat belt use. Nationally representative observations of shoulder belt use are made during daytime hours, immediately following CIOT mobilizations. Seat belt use reached 87 percent in 2013, statistically unchanged from 86 percent in 2012 (NCSA, 2014b).

While it is beyond the scope of this evaluation to isolate the effect of CIOT on observed belt use from the effect of other factors (e.g., primary law upgrades, changes in fines, education programs, and other enforcement and media activities), Figure 8 shows that observed belt use increased from 79 to 87 percent over the 11 years of CIOT.

Figure 8
National Occupant Protection Use Survey, Daytime Observed Seat Belt: 2003-2013



Lives Saved and Fatalities

According to estimates by the National Center for Statistics and Analysis (NCSA), in 2013, seat belts saved an estimated 12,584 lives among passenger vehicle occupants 5 and older. NCSA also estimates that if everyone buckled up in 2013, seat belts could have saved 2,800 more people (NCSA, 2015).



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Looking only at occupants where restraint use was known, 49 percent of people who died in passenger vehicle crashes in 2013 were unrestrained (NCSA, 2015). Of the fatalities that occurred at night (6 p.m. to 5:59 a.m.), 59 percent were unrestrained, while 40 percent of the fatalities that occurred during the day were unrestrained (NCSA, 2014a). CIOT focuses media and enforcement activity on day and night belt use to address this unrestrained fatality problem. The ultimate goal is for everyone to buckle up and for no one to die unrestrained in a crash, day or night.

References

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This Research Note and other general information on highway traffic safety may be found at www.nhtsa.gov/BehavioralResearchNotes