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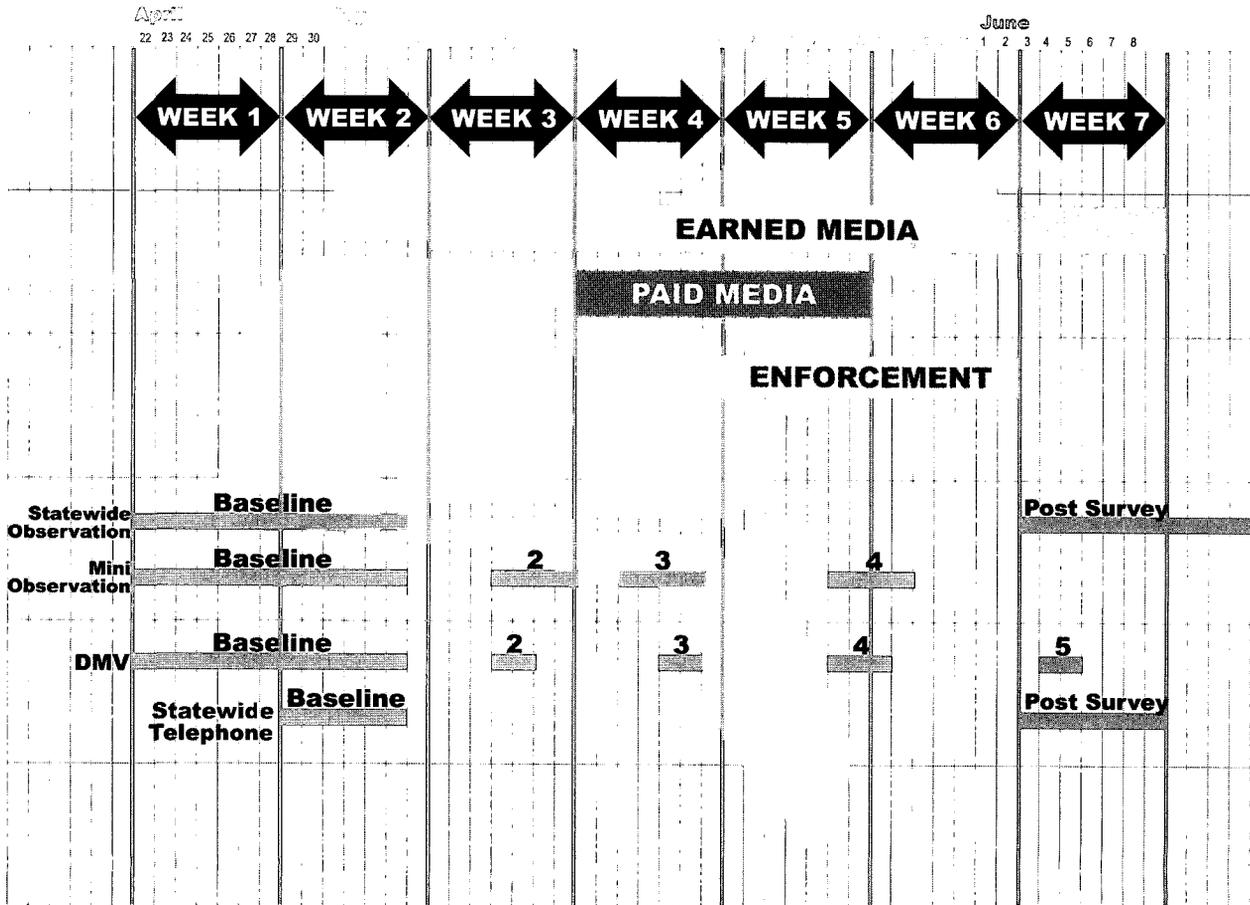


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Evaluation of NHTSA's Region IV Click It or Ticket Campaign, May 2001

"Click It or Ticket" Program and Evaluation Time Line



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16. Abstract During May 2001, all eight southeastern states in NHTSA Region IV conducted <i>Click It or Ticket</i> , an intensive belt use enforcement program. The objective of the present study was to evaluate the results of this first ever region-wide implementation. Enforcement summary statistics indicated that State and local police issued nearly 119,805 seat belt citations during a two-week period of enforcement. Motorist survey results indicated that 59 percent of motorists reported knowing <i>Click It or Ticket</i> , 63 percent had heard about belt enforcement, and 25 percent had actually gone through a checkpoint by the end of the enforcement period. Survey results also indicated that paid advertisements made a substantial impression. Observational surveys indicated that belt use increased nine percentage points across the Region. Increases were equal for white and non-white occupants and equal in urban and rural locations. Male and pick up truck occupant belt use increased slightly more compared to female and passenger car occupants. The nine percentage point increase in front seat occupant belt use across eight states with a population of more than fifty million people is expected to result in a substantial reduction in highway fatalities and serious injuries.					
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TECHNICAL SUMMARY

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Background

Occupant Protection Selective Traffic Enforcement Programs (sTEPs) are a proven method to change motorists' seat belt use behavior and do it quickly. Successful Occupant Protection sTEPs have been documented in Canada, Europe, and the United States (Jonah et al., 1982; Williams et al., 1987; Solomon et al., 1999; Williams et al., 2000).

North Carolina was the first state to embark on a long-term statewide sTEP program to increase belt use. In 1993, the belt use rate in North Carolina was measured at 65 percent. Then, in 1994, Highway Safety Officials in North Carolina decided to conduct a statewide sTEP wave program to improve that rate. They chose to do a sTEP wave program of unprecedented intensity. They named the program *Click It or Ticket*. With the strength of their standard enforcement law, high levels of seat belt and child restraint use were achieved using stepped up enforcement, increased publicity and widespread public information and education. The program had an immediate impact on the seat belt use rate and rapidly changed the perception among motorists that they would be ticketed if they did not buckle up. By July 1994, North Carolina had achieved an 81 percent seat belt use rate (Insurance Institute for Highway Safety, 1994). Currently, North Carolina is one of only a handful of states to maintain a belt use rate of 80 percent or higher.

In November 2000, the *Click It or Ticket* program was adopted by South Carolina. This sTEP wave program was preceded with both an earned and paid media effort supported by a grant (\$500,000) from the Air Bag and Seat Belt Safety Campaign. During a two-week enforcement period, the South Carolina Highway Patrol in association with local law enforcement conducted 3,303 checkpoints and wrote 19,815 belt use citations. By the end of the two-week enforcement period, 80 percent of motorists surveyed at DMV offices reported knowing of *Click It or Ticket*; 82 percent heard about checkpoints; and 40 percent had actually gone through a checkpoint. Observed front seat occupant belt use increased by 14 percentage points, from 65 percent before enforcement to 79 percent during the second enforcement week (Solomon and Preusser, in process).

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Click It or Ticket in North Carolina and later in South Carolina proved that widespread and adequate support from law enforcement agencies and thorough media campaigns focused solely on occupant restraint enforcement can improve a statewide seat belt use rate quickly and substantially.

Following these successes, a *Click It or Ticket* program encompassing the entire Southeast U.S. was planned and implemented by all eight states in NHTSA Region IV. The program, conducted during May 2001, was designed to maintain an enforcement theme in the media throughout the program period and provided zero tolerance enforcement to law violators.

Objective

The objective of this study was to evaluate the Region IV *Click It or Ticket* program in terms of observed seat belt use, motorist attitudes and knowledge and recall of program themes. Data were collected in all eight Region IV states, week by week, before, during and at the height of the enforcement campaign and just after the enforcement campaign ceased.

Methods

All eight states in NHTSA Region IV committed resources to evaluate their individual effort. Each state conducted observational surveys of seat belt use and knowledge/attitude surveys of residents. Participating law enforcement agencies reported enforcement activity totals for the two-week period of stepped up enforcement. Earned and paid media efforts were tracked by individual states, in so far as possible.

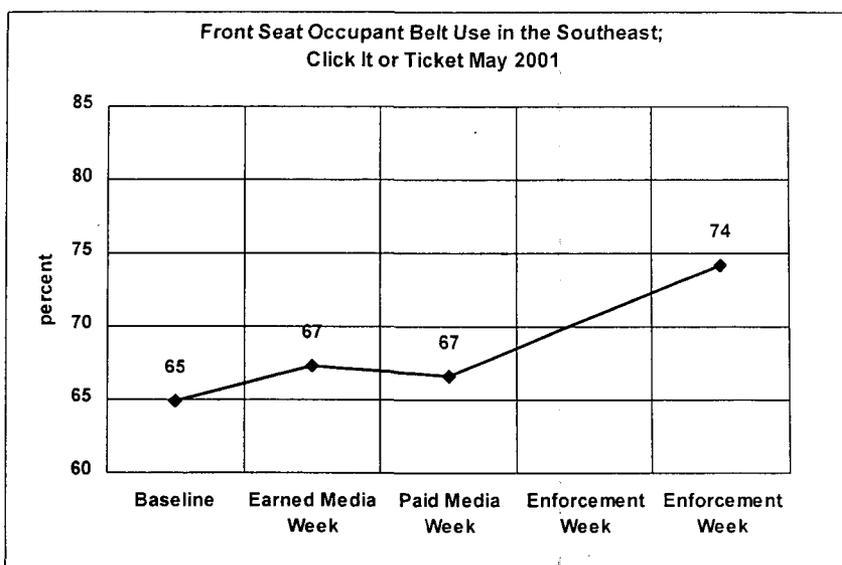
Observational surveys of seat belt use and knowledge/attitude surveys at Driver Licensing Offices were collected in five intervals to track progress. Data collection was timed to occur at five specific phases of *Click It or Ticket*: 1) baseline data collection occurred before the program was announced to the public; 2) data collection occurred again at the end of the first week of program activity, a week used to disseminate program information via earned media; 3) at the end of the second week of program activity, a week used to broadcast paid commercials concerning the upcoming enforcement campaign; 4) at the height of two-week intense enforcement period; and 5) just days after ending *Click It or Ticket* enforcement and publicity.

Two random resident telephone surveys were conducted by *Schulman, Ronca and Bucuvalas, Inc.* The first was completed before announcing *Click It or Ticket* to the public. The second was conducted immediately after the conclusion of the two-weeks of enforcement and publicity. Comparisons were made between respondents in Region IV and respondents across the Nation.

Results

Observations of Belt Use

The overall front seat occupant belt use rate was measured just prior to and three times during *Click It or Ticket*. Individual state results were population weighted to represent all of Region IV (see figure below). The baseline belt use rate, measured just before announcing *Click It or Ticket* to the public, indicated that 65 percent of Region IV front seat occupants were using a shoulder belt. One week into the program, when most states were ending a week of earned media coverage, the use rate measured 67 percent. The measured use rate, following a week of paid media coverage, but prior to enforcement, remained unchanged at 67 percent. The use rate was again measured just days before ending the two-week enforcement period. At that point in time, the use rate measured highest at 74 percent across the Region, an increase of nine percentage points from baseline.



The table below shows the belt use rate for the eight states in Region IV. Baseline measurements indicated that each of the standard law states had a higher belt use rate compared to the secondary law states. Increases in the belt use rate for the standard states were not necessarily as large as the gains made in some of the secondary states, yet at the height of enforcement belt use rates were still highest in the standard law states. Among the three standard law states, Georgia's belt use rate increased most (10 percentage points from baseline to height of enforcement), followed by Alabama (8 points) and North Carolina (4 points). North Carolina's belt use rate (84 percent) was the highest recorded for any state. Among all states, Tennessee stands out for the largest increase in belt use (20 points); this State began the program with the second lowest belt use rate (53 percent). Similarly, Mississippi began *Click It or Ticket* with the lowest belt use rate (49 percent) and had the second largest improvement (13 points). All of the other secondary law states also experienced increases in the belt use rate. Post-campaign observational surveys indicated that increases in belt use were already beginning to diminish in some states, as expected after ending a period of stepped up occupant protection enforcement and publicity. Generally, increases diminished more in states conducting post surveys over a longer time-period.

Front Seat Occupant Seat Belt Use Rate (N=1,081,624)

Type of Law	(N)	Baseline %	Earned Media Week %	Paid Media Week %	Height of Enforcement %	Point Change	Post Survey	
							< 4 Weeks %	> 4 Weeks %
Standard								
Georgia	(60,491)	72	79	76	82	+10	79	
Alabama	(137,077)	68	70	69	76	+8	76	
North Carolina	(134,366)	80	--	80	84	+4	83	
Secondary								
Tennessee	(118,161)	53	54	55	73	+20	69	
Mississippi	(177,967)	49	54	54	62	+13	62	
Kentucky	(182,901)	60	60	61	70	+10		62
Florida	(90,497)	61	64	64	70	+9	69	
South Carolina	(180,164)	65	64	62	70	+5	70	

Further analyses showed that both non-white and white front seat occupants had nearly the same level of increase on a region wide basis, although the rate increases for non-white occupants were greater than the increases for white occupants in four states (Florida, Mississippi, North Carolina, and Tennessee). Front seat occupants observed in urban and rural locations also had nearly the same level of increase. Male and pick up truck occupants' belt use increased slightly more compared to female occupants and passenger car occupants.

Enforcement Summary

A total of 119,805 seat belt citations and 9,495 child restraint citations were issued during the two-week enforcement period. The stepped up enforcement effort also resulted in a number of other enforcement accomplishments including: 8,478 DUI arrests; recovery of 254 stolen vehicles; and 1,471 fugitive arrests.

Region IV *Click It or Ticket* Enforcement Summary

	Seat Belt Checkpoints	Seat Belt Citations	Child Restrain Citations	DUI	Stolen Cars	Fugitive Arrests
Alabama	1,071	12,257	317	319	--	112
Florida	--	29,724	1,668	1,744	--	--
Georgia	7,763	33,208	2,905	1,720	166	786
Kentucky	1,522	5,806	691	1,199	25	179
Mississippi	2,500	2,450	633	368	--	102
North Carolina	5,291	20,055	1,841	2,714	59	168
South Carolina	1,556	7,115	688	34	3	124
Tennessee	1,805	9,190	752	380	1	--
Total	21,508	119,805	9,495	8,478	254	1,471

Driver Licensing Office Survey

The table below shows the results from a Driver Survey conducted by an average of seven Driver Licensing Offices in each state (58 total offices). Results indicated that a majority of Region IV drivers became aware of *Click It or Ticket* and were aware of the stepped up enforcement by the end of the enforcement period. The intensive public information campaign was an obvious reason for heightened awareness. The proportion of respondents to indicate they had recently read/seen/heard a seat belt message increased dramatically over time, as did those who indicated they had recently heard about seat belt enforcement and checkpoints in particular. Newspapers, radio and television were indicated by respondents as the most common sources of seat belt information. Exposure to seat belt messages on television increased most, from 37 percent at the time of baseline, to 60 percent at the height of enforcement and to 58 percent at the end of the program.

Actual stepped up enforcement was also evident given that over the course of the campaign respondents were more likely to report going through a checkpoint where police were looking for seat belt violators. At the time of the baseline, 19 percent reported having gone through a checkpoint, compared to 25 percent at the end of *Click It or Ticket*. Specific recall of the program name, *Click It or Ticket*, increased for each subsequent survey period, nearly tripling from baseline (21 percent) to just after the campaign (59 percent).

Driver Licensing Office Survey, Weighted Results (N=30,352)

	Baseline	Earned Media Week	Paid Media Week	Height of Enforcement	Post
	%	%	%	%	%
Reported "Always" uses a seat belt	72	73	72	75	74
Reported "Always" a high likelihood of a belt ticket	27	27	26	28	30
Reported recently hearing a belt message	69	69	78	86	84
Reported recently hearing about belt enforcement	37	37	46	62	63
Reported reading about belts in the paper	24	23	24	29	30
Reported hearing about belts on the radio	18	20	26	33	31
Reported seeing about belts on the television	37	39	49	60	58
Reported going through a belt checkpoint in past month	19	19	19	23	25
Has received a belt ticket	13	12	12	12	12
Reported knowing of <i>Click It or Ticket</i>	21	24	40	58	59

Pre/Post Telephone Surveys

Results from the pre/post resident telephone surveys were similar to patterns of results from the Driver Licensing Office surveys. Region IV respondents became more aware of *Click It or Ticket* over the course of the campaign and there were large increases in the proportion of respondents that indicated seeing and hearing advertisements on television and radio.

Pre/Post Telephone Survey Results (N=3,087)

	Location	Baseline	Post Survey	Dif.
		%	%	
Saw or heard seat belt messages	Region IV	77	86	+9
	Nation	70	76	+6
Saw or heard about seat belt checkpoints	Region IV*	26	62	+36
	Nation	NA	NA	
Reported <i>ad</i> as source of special belt enforcement information	Region IV	16	51	+35
	Nation	28	38	+10
Reported <i>news</i> as source of special belt enforcement information	Region IV	64	64	0
	Nation	72	69	-3
Agreed it is important for police to enforce the seat belt law	Region IV	81	85	+4
	Nation	84	83	-1
Agreed it is important for police to enforce the seat belt law strictly	Region IV	74	79	+5
	Nation	73	75	+2
Agreed police should have standard enforcement powers to enforce the belt law	Region IV	63	66	+3
	Nation	61	65	+4

*Florida not included

Source: SRBI

In comparison with survey respondents in other locations, Region IV respondents exhibited a heightened awareness of seat belt publicity and enforcement after *Click It or Ticket*. Additionally, after *Click It or Ticket*, Region IV respondents were more in agreement with seat belt enforcement and standard enforcement powers.

Discussion

The seat belt use rate increased nine percentage points across the eight states of Region IV. Belt use increased in both standard and secondary law states. The belt use rate started higher and remained higher in the standard law states compared to secondary law states.

All eight states showed increases in belt use. Increases in the regional belt use rate were relatively equal for white and non-white occupants and in urban and rural locations. Male and pick up truck occupant belt use increased slightly more compared to female and passenger car occupants.

Survey results indicated that *Click It or Ticket* was a memorable theme across all eight states. Residents across the entire southeast region became aware of *Click it or Ticket*, mostly through advertisements on the television and radio. The program's inherent focus on enforcement was reported by respondents. By the end of *Click It or Ticket*, respondents were more likely to agree that it is important for police to enforce the seat belt law. Support for a standard enforcement law was also measured higher.

For the first time, a fully coordinated *Click It or Ticket* sTEP enforcement program was vigorously implemented and evaluated across a multi-state region. The observed nine-percentage point increase in belt use, across eight states with a population in excess of fifty million, is expected to result in a substantial reduction in highway fatalities and serious injuries.

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I. PROGRAM DESCRIPTION

This Final Report presents findings from the evaluation of the *Click It or Ticket* occupant protection selective traffic enforcement program (sTEP), conducted May 2001, across the eight southeastern most states in the United States. The program was the first time ever that a *Click It or Ticket*, or occupant protection STEP, has been implemented across such a wide region of the country.

Selective Traffic Enforcement Programs are a proven method to change motorists' behavior and do it quickly. 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.

Canada was the first country in North America to demonstrate that highly publicized occupant protection enforcement increases compliance with occupant protection laws. In the mid-1970s, mandatory seat belt laws were passed in the Canadian provinces. Within months, the seat belt use rate surged as high as 71 percent. However, shortly thereafter, the use rate declined. Years later occupant protection sTEPs used in several provinces led to sharp increases in seat belt use, and continued use of sTEPs contributed to Canada's achievement of an 87 percent use rate by the 1990s (Jonah et al., 1982; NHTSA, 2000).

New York State experienced a similar rise and fall in its seat belt use rate following passage of the first statewide seat belt law in the U.S. in 1984. In 1985, the community of Elmira in Chemung County, NY conducted a three-week publicity and enforcement program based on the Canadian sTEP model. The Elmira sTEP effort, the first in the U.S., successfully reversed a falling seat belt use rate. The use rate improved from 49 to 77 percent in just three weeks time (Williams, et al., 1987).

North Carolina enacted a seat belt law in 1986. Shortly thereafter, police officers began issuing tickets and seat belt use rose to 78 percent, higher than anywhere else in the country. By the middle of 1993, the rate had dropped to 65 percent. Then in 1994, North Carolina decided to embark on a long-term program to increase its seat belt use rate. Their program was named *Click It or Ticket* and it was the first statewide occupant protection sTEP attempted in the U.S.

North Carolina used a sTEP model resembling the Canadian and Elmira programs. With the strength of a standard enforcement law, high levels of seat belt and child restraint use were achieved using stepped up enforcement. Paid media that predominantly focused on the stepped up enforcement effort blanketed the airways with the *Click It or Ticket* message. By July 1994, *Click It or Ticket* had achieved an 81 percent driver seat belt use rate in North Carolina (Insurance Institute for Highway Safety, 1994).

Between 1995 and 1997, NHTSA funded statewide occupant protection sTEPs in over two-dozen states under the auspices of the *Campaign Safe and Sober* program. These states conducted an average of four sTEP waves for each year of funding. Following the North Carolina demonstration, most of these programs attained political backing and most garnered widespread law enforcement support. But unlike *Click It or Ticket* in North Carolina, none of these programs extensively used paid media. Instead, these states relied heavily on earned media and public service announcements to get their message to the public. Furthermore, program publicity was not always focused on stepped up enforcement, but rather on health and safety themes. All of these sTEP states experienced measurable increases in belt use over time, though the wave-to-wave increases were usually small (Solomon, et al., 1999).

In November 2000, South Carolina adopted the *Click It or Ticket* program. This sTEP program was preceded with both an earned effort and a paid media effort supported by a grant (\$500,000) from the Air Bag and Seat Belt Safety Campaign. Both the paid and earned media efforts focused exclusively on

occupant restraint enforcement. During a two-week enforcement period, the South Carolina Highway Patrol in association with local law enforcement conducted 3,303 checkpoints and wrote 19,815 belt use citations. By the end of the two-week enforcement period, 80 percent of motorists surveyed at DMV offices reported knowing of *Click It or Ticket*; 82 percent heard about checkpoints; and 40 percent had actually gone through a checkpoint. Observed front seat occupant belt use increased by 14 percentage points, from 65 percent before enforcement to 79 percent during the second enforcement week (Solomon and Preusser, in process).

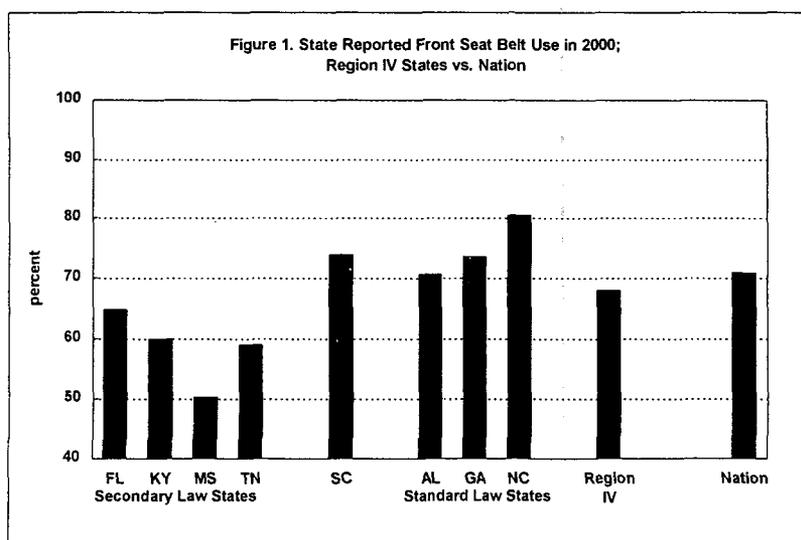
Click It or Ticket in North Carolina and later in South Carolina proved that widespread and adequate support from law enforcement agencies and thorough media campaigns focused solely on occupant restraint enforcement can improve a statewide seat belt use rate quickly and substantially. Following these successes, a *Click It or Ticket* program encompassing the entire Southeast U.S. was planned and implemented by all eight states in NHTSA Region IV. The program, conducted during May 2001, was designed to maintain an enforcement theme in the media throughout the program period and provide zero tolerance enforcement to law violators.

NHTSA Region IV

NHTSA Region IV includes eight states in the Southeastern most U.S. Three of the eight states have a standard enforcement law (AL, GA and NC), four have a secondary law (FL, KY, MS and TN) and one has a secondary law but allows standard enforcement if police are conducting checkpoint enforcement (SC). Minimum fine levels in these states range from a low of \$10 to a high of \$30. Statewide belt use rates in 2000 ranged from a low of 50 percent in Mississippi to a high of 81 percent in North Carolina (Table 1).

Table 1. NHTSA Region IV Belt Use Laws by State

State	Type of Enforcement Law	Minimum Fine	Belt Use Rate 2000
Alabama	Standard	25	71
Florida	Secondary	30	65
Georgia	Standard	15	74
Kentucky	Secondary	25	60
Mississippi	Secondary	25	50
North Carolina	Standard	25	81
South Carolina	Secondary/ Standard	10	74
Tennessee	Secondary	10	59

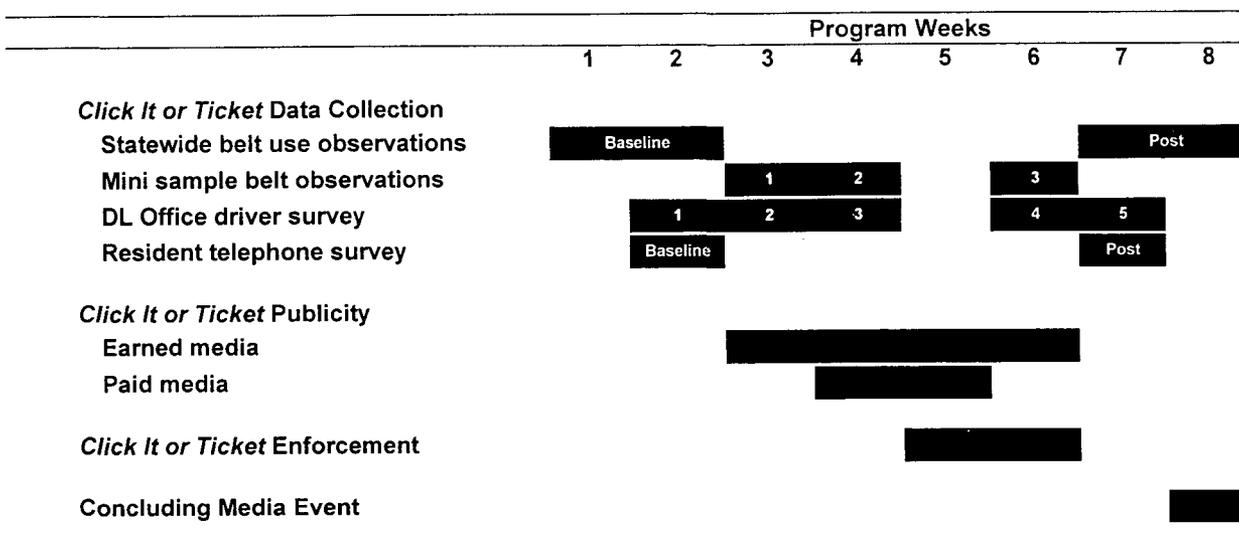


Collectively, states in Region IV have had a history of lower than average belt use compared to the national belt use rate. The population weighted use rate for the eight states in NHTSA Region IV was 68 percent in 2000 (Figure 1). In comparison, the national rate in 2000 was estimated three points higher at 71 percent (NOPUS, 2000).

Click It or Ticket

Region IV's *Click It or Ticket* campaign was the full implementation of a Selective Traffic Enforcement Program. Vigorous enforcement was at its core and the enforcement was fully supported with intensive publicity that focused primarily on enforcement of occupant restraint laws. The Region IV *Click It or Ticket* model includes: 1) data collection, before, during and immediately after media and enforcement phases; 2) earned and paid publicity announcing strict enforcement; 3) highly visible enforcement each day of the two-week enforcement period; and 4) a media event announcing program results and thanking all the participants in the community (Figure 2).

Figure 2. Region IV Click It or Ticket Model



Click It or Ticket Planning and Implementation

Regional leadership was crucial to planning and implementing necessary elements to insure a successful *Click It or Ticket* campaign. Although *Click It or Ticket* publicity and enforcement lasted over a four-week period, organizing the campaign took approximately thirteen-weeks (February 5th through May 7th). During that time, a variety of committees and subcommittees were developed, official and enforcement support had to be garnered, a publicity and enforcement plan needed structuring, along with an evaluation plan. The detailed timeline for the planning activities is located in Appendix A.

Implementation of *Click It or Ticket* publicity and enforcement lasted four-weeks. During that period, all eight states followed a similar schedule for conducting the enforcement and publicity campaign. In theory, operating jointly conveys a unified enforcement presence and strengthens the message. The detailed timeline for *Click It or Ticket* publicity and enforcement is located in Appendix A.

Click It or Ticket Publicity

In all eight states, the slogan, *Click It or Ticket*, was repeated over and over during the publicity and enforcement periods. Both earned and paid media carried this slogan presenting a zero tolerance theme to the public that the State's occupant restraint laws would be enforced.

Earned Media

Earned media is where program details and results are developed into newsworthy events that are circulated into the public by broadcasters and newspapers. Earned media generally began one-week before paid media began and two-weeks before enforcement and then continued during subsequent phases of *Click It or Ticket*. All but one state (NC) had a period of earned media.

All of the states, with one exception (NC), utilized kickoff events to publicize *Click It or Ticket*. Governors appeared at these events in five of the states. Appearing with the Governor were numerous members of law enforcement, State and Federal Representatives and representatives of various safety organizations. These events were intended to attract public attention to the overall program intent, show statewide support for *Click It or Ticket* and announce how and when the campaign would occur. States provided evidence that these events were successful in attracting both print and electronic media.

All eight states reported they had numerous interviews with a variety of radio and television stations around the state. Whenever possible, dignitaries (i.e. Governors) participated in the interviews. Interviews were scheduled in advance, mostly at prime times, in order to reach the largest audiences. For radio broadcasts, morning, mid-day and afternoon drive time shows were targeted, and for television, morning and evening local news broadcasts were used. Regular news broadcasts picked up the stories as well. Over 1,000 known *Click It or Ticket* stories were aired on television.

All eight states reported using statewide press releases and media advisories extensively. Local agencies used these too, in attempts to keep community newspapers and local electronic media stations interested throughout the campaign. At least 1,500 newspaper stories pertaining to *Click It or Ticket* were identified.

Paid Media

A paid ad campaign ran for two-weeks in most states. Radio and television ads were developed and aired extensively. The paid media effort were funded for the most part with Federal Grant dollars.

Ads generally began one week before enforcement and continued airing during the first week of enforcement. The dollar figure spent to buy airtime was approximately \$3.6 million. Media outlets provided additional airings without charge in some cases. Table 2 shows the amount spent on paid advertisements and the amount received per state. The lowest amount spent was \$250,000 (NC, SC) and the highest amount spent was \$708,000 (FL). Alabama and Kentucky spent the most per resident (11.4 cents and 10.1 cents, respectively) and North Carolina spent the least (3.3 cents).

Table 2. Dollars Spent Placing Paid Advertisements

State	Amount Spent on Paid Advertisements	Amount (Cents) Spent per Resident
Alabama	500,000	11.4
Florida	708,000	4.7
Georgia	500,000	6.4
Kentucky	600,000	10.1
Mississippi	250,000	9.0
North Carolina	250,000	3.3
South Carolina	250,000	6.4
Tennessee	500,000	7.3
Total	3,558,000	

Both radio and television ads aired at pre-selected air times that maximized exposure. Radio ads, timed to run during drive times, attempted to reach motorists when they most likely were in their vehicles.

Television ad spots ran at times when most viewers were present. Additionally, some of the television and radio airtime was strategically placed to reach low belt use target groups (i.e. youth, pickup drivers, rural populations, etc.). Special efforts within the overall publicity plan tried to reach minority groups in all eight states. What is known about those efforts is summarized in the following section of this paper.

Diversity Outreach

Approval and understanding from minority leadership were believed pre-requisite before undertaking the enforcement campaign. A number of states modeled minority outreach efforts on the South Carolina *Click It or Ticket* program in November 2000. In that state, efforts were undertaken to ensure that no segment of the population received unfair treatment. Diversity outreach committees developed relationships with elected officials and leaders from the African-American and Hispanic communities. These committees worked to build trust and understanding for the campaign, all-the-while sharing ideas and brainstorming with minority leaders on how to make the enforcement campaign successful while providing fair treatment to all groups (Jackson and Amos, 2001).

In most of the Region IV states, minority leaders were integral to ensuring that *Click It or Ticket* information was dispersed to all groups, entities and interested parties and that the campaign's goals were understood and acceptable. Governor's letters were sent to minority organizations, offering assurance that great care would be taken for equal treatment of all people during the vigorous enforcement campaign and requesting active participation in respective communities. Then meetings with minority organizations were arranged. These organizations included groups representing large minority communities including Black Legislative Caucuses and leaders of religious organizations. Meetings with minority law enforcement organizations were also organized.

A number of states requested participation from faith-based organizations during planning sessions for *Click It or Ticket*. Some leaders from various churches attended these sessions. During these sessions the leaders were made aware of reasons for the upcoming campaign and how it would proceed.

Some states targeted awareness efforts extensively using churches as well as schools to reach minority members in the community. Numerous presentations were made to community forums, in schools and to church assemblies.

During *Click It or Ticket*, within the overall media scheme, minority media markets across the southeast region were targeted with paid ads usually featuring a peer to the community. In a number of states, minority media firms were selected for the development and placement of these ad spots.

Click It or Ticket Enforcement

Click It or Ticket consisted of a two-week period of highly publicized enforcement activity. The enforcement plan called for a comprehensive, region-wide enforcement presence reaching every corner of the Southeast for the period May 21st through June 3rd.

Checkpoints were the most common enforcement tactic, but not the sole tactic. Enforcement tactics also included saturation patrols, roving patrols and routine patrols focusing on seat belt law violators. In Florida, checkpoints are illegal, so law enforcement conducted saturation patrols in addition to regular patrols focusing on seat belt law violators.

In states using checkpoints, law enforcement agencies plotted out checkpoint locations based on collision patterns, locations with low belt use, and in some cases, in places where joint operations among adjoining departments could be conducted.

States were mindful to publicize when and where checkpoints would occur. Some states went as far as publicizing the checkpoint locations to the media before hand and even listing the sites on the internet.

Evaluation

The Region IV *Click It or Ticket* campaign was evaluated a number of ways. Observed seat belt use, motorist attitudes and knowledge and police activity were tracked. Data were collected in all eight Region IV states, week by week, before, during and at the height of the enforcement effort, and just after the conclusion of special enforcement and media activities. Evaluation activities are explained in detail in the next chapter.

II. EVALUATION METHOD

All eight states in NHTSA Region IV committed resources to evaluate their individual effort. Regional coordination facilitated shared data collection procedures among the eight states.

Observational Survey

Pre/Post Statewide Surveys

All eight states conducted observational surveys of seat belt use. Typically, each state conducted statewide surveys of belt use just before and immediately following *Click It or Ticket's* publicity and stepped up enforcement. Five states (SC, NC, FL, MS, AL) followed Federal Register Guidelines for conducting both their pre and post statewide surveys. Two states (KY, GA) observed at a sample of sites from their most recent statewide survey to compute a statewide pre-program use rate (*see mini-surveys*), and then, immediately after the program, conducted a statewide survey according to Federal Register Guidelines. One state (TN) observed at sample sites to compute both the pre and post use rates.

In most cases, pre and post surveys included front seat occupants whether driver or outboard passenger. Only drivers were observed in one state (TN). Some pre and post surveys of belt use included occupant information such as race, gender, and age, and some identified belt use by vehicle type. However, there wasn't a standard among the states.

Mini-Surveys

All eight states conducted mini-surveys of belt use during specific phases of *Click It or Ticket*. A mini-survey works like a typical statewide survey, but uses a subset of observation sites from the broader statewide survey and is completed in a few days' time. Statewide surveys normally take weeks and in some cases months to complete. The amount of time it takes to complete a statewide survey is most dependent upon the number of observation sites that are in the survey, the schedule by which these sites are visited, the number of trained observers used to collect data, systems used for entering observation data and methods for analyzing that data, and then there is weather. No state believed itself capable of conducting a statewide survey within a few days' time. As was the case, states used mini-surveys to track the use rate over the course of the program.

States conducted mini-surveys at the "height" of *Click It or Ticket* phases (e.g. *earned media*, *paid media*, *enforcement*) in order to measure program impact towards the end of that phase. The height of a phase was generally considered the last three days before a subsequent phase began.

In theory, the greatest impact of *Click It or Ticket* could be measured during the last days of the stepped up enforcement period, and after that, belt use would begin to lose some of the increase achieved, but not all. With that in mind, states considered mini-surveys their best option for measuring the height of *Click It or Ticket's* impact.

Mini-survey sites were sampled based on accurately representing the overall statewide use rate. Most states clustered observation sites among six to seven geographically dispersed counties. One state (FL) observed in 13 counties and another (KY) in 21. The number of counties used was more or less dependent on the average number of individual observation sites within a county and whether or not the collective of sites would provide enough data for analyses. Sampling had to provide that the mini-survey could be accomplished in a few days and in adherence to normal statewide observational survey procedures.

A benefit of geographically dispersed counties was that occupants in different media markets could be observed. Sampling also considered, but to a lesser extent, representing urban and rural areas as well as racial differences across the state.

Seven states conducted three mini-surveys. Each of these states timed mini-surveys to occur in stages in order to track the specific phases of the *Click It or Ticket* program. The first mini-survey was conducted towards the end of the earned media phase; the second was conducted during the paid media phase but before enforcement; and the third just before the end of the enforcement period, at the height of program activity. One state (NC) conducted only two mini-surveys. Since this state did not have a formal earned media phase, their first mini-survey came during the paid media phase, just before the stepped up enforcement began; their second mini-survey was completed just before the end of the enforcement period, at the height of program activity.

Mini-surveys in most cases, included the collection of data associated with the observed occupant characteristics, including race, gender, type of vehicle, and if the observation was conducted in an urban or rural location (see sample data collection form in Appendix B).

Enforcement Activity Summary

Participating law enforcement agencies reported enforcement activity totals for the two-week period of stepped up enforcement. The information they reported included, but was not limited to, the total number of enforcement events conducted during the report period, type of enforcement and the total numbers of seat belt and child restraint citations issued. A sample enforcement activity report form can be found in Appendix C. Reported enforcement activity totals were summarized for each state and the entire region.

Driver Licensing Office Survey

Fifty-eight Driver Licensing Offices (DL), an average of seven per state, conducted weekly surveys of motorists coming in for license services. These DL Offices were located within counties where mini-surveys occurred.

Each state used a one-page questionnaire to assess public knowledge of the *Click It or Ticket* campaign, 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 and names of law enforcement agencies as they appear on the questionnaire (see English and Spanish version questionnaires in Appendix D). Florida, because, checkpoints are outlawed in that state, used the terminology "enforcement" wherever the word "checkpoint" appeared. Some states tracked motorists recognition of particular program names in their state and one state added "internet" in the list of possible sources of seat belt information.

Driver Licensing Offices conducted five waves of surveying over a six-week period. The one page questionnaire remained unaltered between waves to measure change as the campaign progressed. The first wave of surveys provided baseline information for the *Click It or Ticket* campaign. DL Offices conducted that wave over the two-week period leading up to the announcement of *Click It or Ticket* to the public. Subsequent weekly survey waves provided information on the different stages of the program as they unfolded. DL Offices conducted second and third waves at the end of the earned media and paid media weeks and conducted the fourth wave at the end of the second enforcement week, considered the height of program activity. The fifth wave measured program effects immediately after the enforcement period.

Pre/Post Telephone Survey

Two national random dial telephone surveys were conducted. The first was completed just before announcing *Click It or Ticket* to the public. The second was completed just after the period of enforcement ended. Respondents residing in Region IV were compared with those outside of the Region. These surveys addressed respondents knowledge and exposure to *Click It or Ticket* publicity and enforcement, sources of seat belt information, and asked about attitudes towards seat belt laws and their enforcement.

III. RESULTS

Observational Survey

Front seat occupant belt use rate was measured prior to, during and immediately after *Click It or Ticket*.

All eight states in Region IV conducted baseline observational surveys to measure the statewide use rate just before announcing *Click It or Ticket* to the public. Five of eight Region IV states completed the baseline survey in accordance with Federal Register Guidelines for conducting statewide observational surveys (AL, FL, MS, NC, SC); three states did not, instead estimating their baseline use rate using sample sites (GA, KY, TN). Mini-surveys of belt use were conducted three times at specific phases of *Click It or Ticket*, namely: towards the end of the earned-media phase; during the paid media phase but before enforcement; and just before the end of the two-week enforcement period, at the height of program activity. North Carolina did not have a formal earned media phase and conducted only two mini-surveys. The first was completed at the end of the paid media phase just before the stepped up enforcement began and the second just before the end of the enforcement period, at the height of program activity.

State rates were population weighted to represent the region-wide use rate (Figure 3). Baseline measurements indicated that 65 percent of Region IV front seat occupants were using a shoulder belt. Mini-surveys, one week into *Click It or Ticket*, measured the use rate slightly higher than the baseline rate (67 versus 65 percent). The observed rate remained relatively unchanged during the rest of the pre-enforcement period. The observed rate then increased dramatically over the next two-weeks to 74 percent at the height of enforcement, nine percentage points higher than the baseline rate.

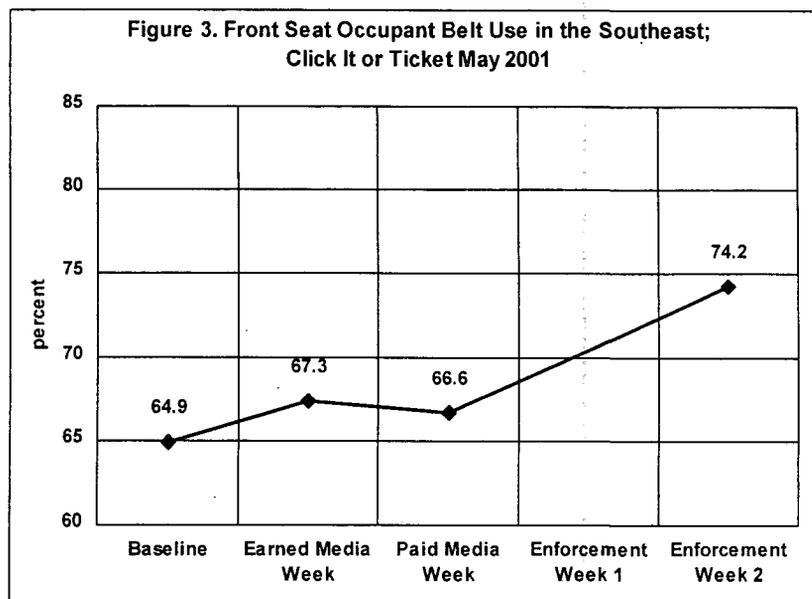


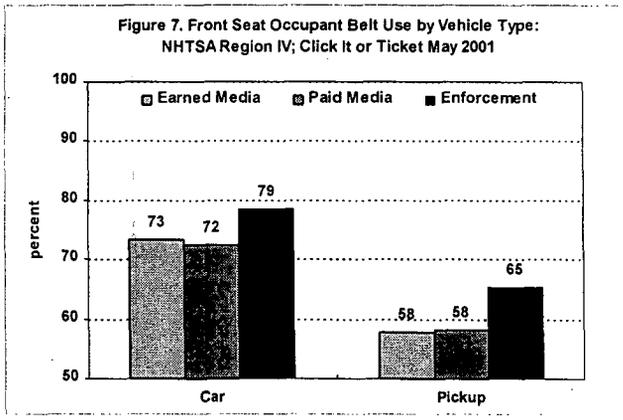
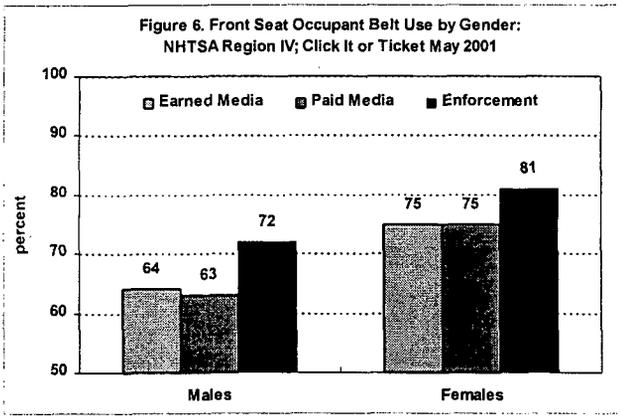
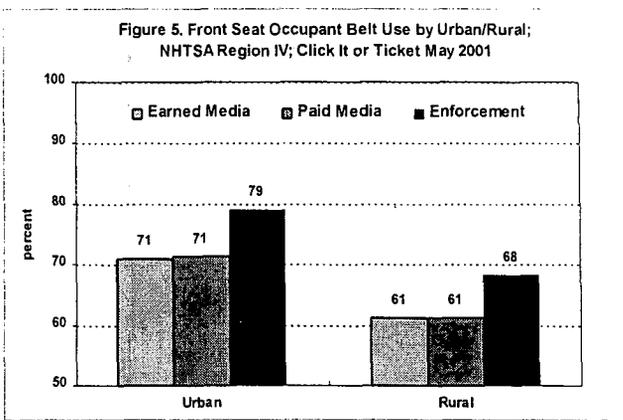
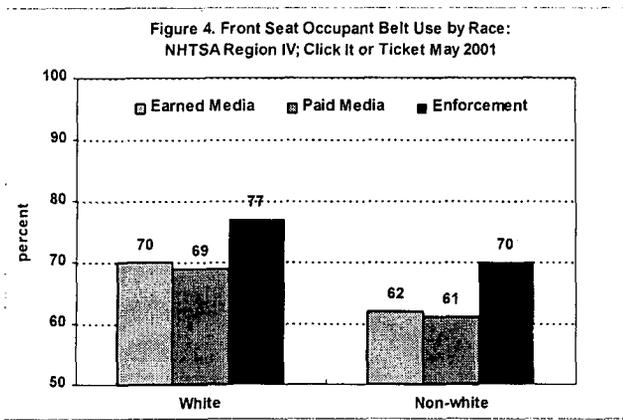
Table 3 shows the belt use rate, over time, for each of the eight states in Region IV. Baseline measurements indicated that each of the standard law states had a higher belt use rate compared to the secondary law states. Increases in the belt use rate for the standard states were not necessarily as large as the gains made in some of the secondary states, yet at the height of enforcement belt use rates remained higher in the standard law states. Among the three standard law states, Georgia's belt use rate increased most (10 percentage points from baseline to height of enforcement), followed by Alabama (8 points) and North Carolina (4 points). North Carolina's belt use rate (84 percent) was the highest recorded for any state. Among all states, Tennessee stands out for the largest increase in belt use (20 points); this State began the program with the second lowest belt use rate (53 percent). Similarly, Mississippi began *Click It or Ticket* with the lowest belt use rate (49 percent) and had the second largest improvement (13 points). All of the other secondary law states also experienced increases in the belt use rate.

Increases in the belt use rate from occupant protection sSTEP programs begin to diminish immediately after ending stepped up enforcement. As such, post surveys completed more quickly are more likely to show less of a diminishing rate and that was generally the case among the Region IV states. Seven of the states were able to complete and report a statewide post-campaign use rate within four weeks or less. One state (KY) took nearly two months. Post-campaign survey results indicated belt use had decreased none in Alabama, Mississippi and South Carolina, only slightly in Florida and North Carolina, and slightly more in Georgia and Tennessee. Kentucky's post result comes from their statewide survey that took nearly two months to complete; consequently, the increase measured in the use rate dropped substantially but remained higher than at the time of baseline.

Table 3. Front Seat Occupant Seat Belt Use Rate (N=1,081,624)

Type of Law	(N)	Baseline %	Earned Media Week %	Paid Media Week %	Height of Enforcement %	Point Change	Post Survey	
							< 4 Weeks %	> 4 Weeks %
Standard								
Georgia	(60,491)	72	79	76	82	+10	79	
Alabama	(137,077)	68	70	69	76	+8	76	
North Carolina	(134,366)	80	--	80	84	+4	83	
Secondary								
Tennessee	(118,161)	53	54	55	73	+20	69	
Mississippi	(177,967)	49	54	54	62	+13	62	
Kentucky	(182,901)	60	60	61	70	+10		62
Florida	(90,497)	61	64	64	70	+9	69	
South Carolina	(180,164)	65	64	62	70	+5	70	

Some baseline and post surveys of belt use included occupant information such as race, gender, and age, and some identified belt use by vehicle type but there wasn't standardization among the states. There was more consistency in what was reported among states' mini-surveys. Further analyses of the mini-survey data indicated that both non-white and white front seat occupants had nearly the same level of increase on a region wide basis (Figure 4), although the rate increases for non-white occupants were greater than the increases for white occupants in four states (FL, MS, NC, TN) (Figures 8-15). Front seat occupants observed in urban and rural locations also had nearly the same level of increase (Figure 5). Male and pick up truck occupants' belt use increased slightly more compared to female and passenger car occupants (Figures 6 and 7).



Although both non-white and white front seat occupants had nearly the same level of increase on a region-wide basis, rate increases for non-white occupants were greater than increases for white occupants in four states (FL, MS, NC, TN). In each of the Region IV states, the belt use rate for white occupants began higher and ended higher than the rate for non-white occupants. That gap in belt use decreased most in North Carolina (4 percentage points to 1), followed by Tennessee (5 to 2), Mississippi (14 to 8) and Florida (15 to 11).

Florida and North Carolina were the only two states to code Hispanic occupants during their observations. In both states, the Hispanic occupant belt use rate improved most compared to white and non-white occupants. The use rate for Hispanic occupants increased 20 percentage points in Florida and six points in North Carolina. In both states, the Hispanic use rate was lower compared to white occupants at the beginning of *Click It or Ticket*, but by the height of enforcement, the Hispanic use rate equaled that of white occupants in Florida (72) and was one point greater in North Carolina (85 versus 84).

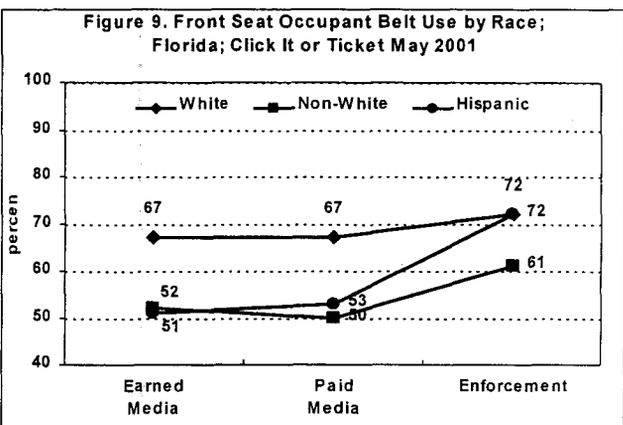
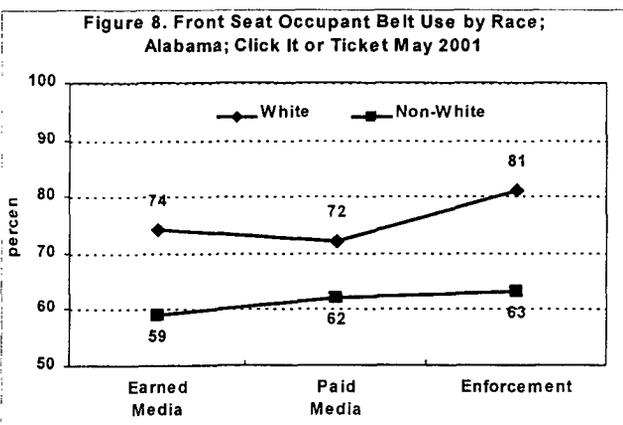


Figure 10. Front Seat Occupant Belt Use by Race; Georgia; Click It or Ticket May 2001

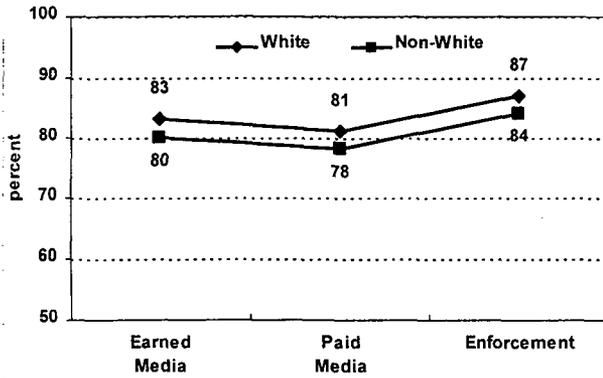


Figure 11. Front Seat Occupant Belt Use by Race; Kentucky; Click It or Ticket May 2001

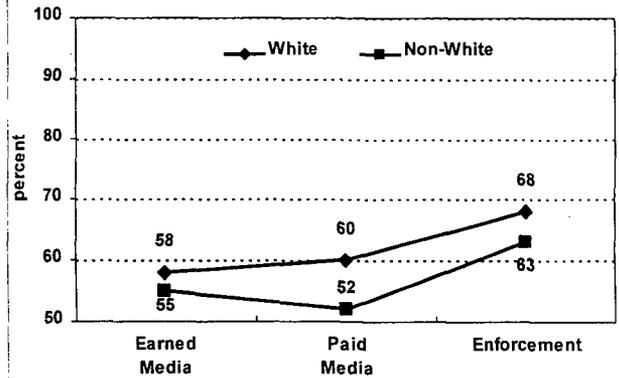


Figure 12. Front Seat Occupant Belt Use by Race; Mississippi; Click It or Ticket May 2001

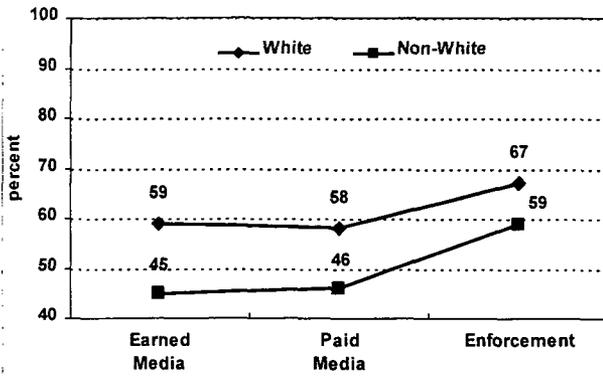


Figure 13. Front Seat Occupant Belt Use by Race; North Carolina; Click It or Ticket May 2001

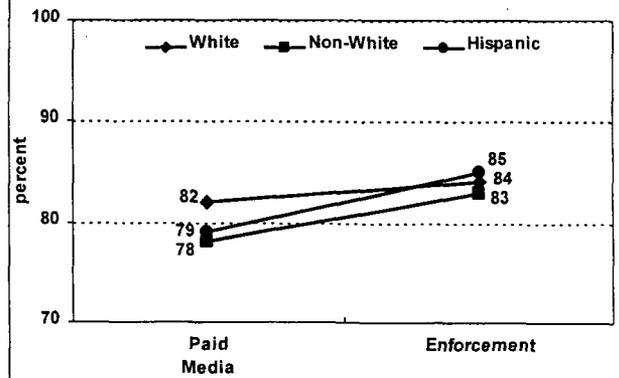


Figure 14. Front Seat Occupant Belt Use by Race; South Carolina; Click It or Ticket May 2001

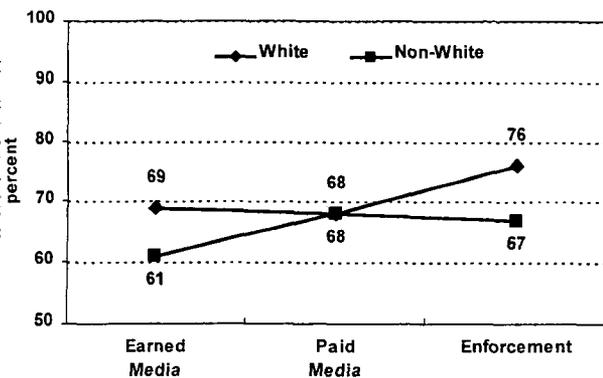
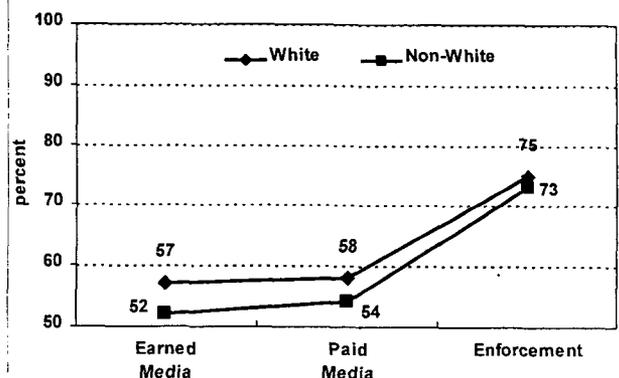


Figure 15. Front Seat Occupant Belt Use by Race; Tennessee; Click It or Ticket May 2001



Enforcement Activity

All eight states in the Region reported that 100 percent of their Law Enforcement Agencies (LEAs) signed up to participate in *Click It or Ticket*. The total number of LEAs across the eight states equaled 3,250 departments. The total number of LEAs that actually did something during the campaign was not documented, but in all likelihood, the effort was one of the largest mobilizations of law enforcement ever in the Southeast. What is known comes from LEAs that participated and reported on enforcement activities at the end of the campaign. Known enforcement activity results are summarized below (Table 4).

Seven of the eight states in the Region used checkpoints as their principal enforcement tactic (Table 4). These states reported 21,508 checkpoint events resulting in 90,081 seat belt citations being issued. In Florida, where checkpoints are not permitted, saturation patrols and regular traffic patrols were primarily used during which 29,724 seat belt citations were issued.

Law enforcement events, including checkpoints and saturation patrols, numbered more than 25,000. A total of 119,805 seat belt citations and 9,495 child restraint citations were issued across the Region during the two-week enforcement period. The stepped up enforcement effort also resulted in a number of other enforcement accomplishments including: 8,478 DUI arrests; recovery of 254 stolen vehicles; and 1,471 fugitive arrests.

Table 4. *Click It or Ticket* Enforcement Summary

	Seat Belt Checkpoints	Seat Belt Citations	Child Restraint Citations	DUI	Stolen Cars	Fugitive Arrests
Alabama	1,071	12,257	317	319	--	112
Florida	--	29,724	1,668	1,744	--	--
Georgia	7,763	33,208	2,905	1,720	166	786
Kentucky	1,522	5,806	691	1,199	25	179
Mississippi	2,500	2,450	633	368	--	102
North Carolina	5,291	20,055	1,841	2,714	59	168
South Carolina	1,556	7,115	688	34	3	124
Tennessee	1,805	9,190	752	380	1	--
Total	21,508	119,805	9,495	8,478	254	1,471

Driver License Office Survey

Table 5 shows the results of the driver survey conducted by an average of seven Driver Licensing Offices in each state (58 total offices). Results were population weighted to represent the entire Region.

Characteristics of Respondents

A total of 30,352 respondents completed surveys. Across the five survey waves, 51 percent were males and 49 percent were females. The region-wide distribution of males and females did not differ significantly among the five waves and the same held true within each of the states.

Overall, sixty-eight percent of respondents described themselves as being white; 23 percent reported being black; and 8 percent described themselves by other characterizations. Region-wide the race distribution differed significantly among waves. The proportion of respondents describing themselves as being white decreased over time as those describing themselves by other characterizations increased. Seventy percent of respondents indicated being white at the time of baseline. That proportion

dropped to 66 percent by the time the post-survey occurred. Significant differences in the distribution were identified within three individual states, Kentucky, North Carolina and Tennessee.

Florida (13 percent) and North Carolina (7 percent) were the only states with reportable numbers of respondents describing themselves as being Spanish/Hispanic (greater than 5 percent of total).

The distribution of respondent age differed significantly over time. The proportion of respondents ages less than 21 years increased each subsequent wave, from 15 percent at baseline to 20 percent at post survey, and during that time, the proportion of respondents ages 26 through 49 decreased from 50 to 47 percent. Other age categories did not differ: 21 through 25 (14 percent); 50 through 59 (11 percent); and 60+ (8 percent). The increase in respondents ages less than 21 was found in every state but Mississippi, and is likely associated with an end of school-year boom in licensing activities.

Overall, 58 percent of the respondents reported that they primarily drove a passenger car, 17 percent a pickup truck, 12 percent a sport utility vehicle, seven percent a van, and six percent some other vehicle type. The region-wide distribution of vehicle type did not differ significantly among the five waves and the distribution of vehicle type did not differ within individual states.

Overall, 24 percent of respondents indicated they drove less than 5,000 miles last year; 25 percent reported they drove 5,001 to 10,000 miles; 22 percent reported they drove 10,001 to 15,000 miles; and 26 percent reported they drove over 15,000 miles. Region-wide, respondent-reported mileage driven differed significantly among the waves. The proportion of drivers that drove less than 5,000 miles increased each subsequent wave, similar to incremental increase in survey respondents ages less than 21, a group that tends to be lower mileage drivers.

Self-Reported Belt Use

In regards to the question, "How often do you wear your seat belt when you drive or ride in a car, van, sport utility vehicle or pick up," 72 percent of respondents reported "Always" prior to the campaign. The proportion indicating "Always" changed little during the media weeks but did increase after enforcement began. Respondents reporting "Always" increased to 75 percent at the height of enforcement. After the enforcement period ended, 74 percent indicated "Always."

Table 5. Driver Licensing Office Survey Results (N=30,352)

	Baseline	Earned Media Week	Paid Media Week	Height of Enforcement	Post	Chi- square
	%	%	%	%	%	
Reported "Always" uses a seat belt	72	73	72	75	74	<i>p</i> < .01
Reported chances are "Always" for a belt ticket if not using one	27	27	26	28	30	<i>p</i> < .01
Reported recently hearing a belt message	69	69	78	86	84	<i>p</i> < .01
Reported recently hearing about belt enforcement	37	37	46	62	63	<i>p</i> < .01
Reported reading about belts in the paper	24	23	24	29	30	<i>p</i> < .01
Reported hearing about belts on the radio	18	20	26	33	31	<i>p</i> < .01
Reported seeing about belts on the television	37	39	49	60	58	<i>p</i> < .01
Reported going through/experience belt checkpoint/enforcement in past month	19	19	19	23	25	<i>p</i> < .01
Has received a belt ticket	13	12	12	12	12	
Reported knowing of <i>Click It or Ticket</i>	21	24	40	58	59	<i>p</i> < .01

Perceived Enforcement

Respondents reported their perceived likelihood of a ticket for not using a seat belt. Prior to the campaign, 27 percent reported chances of a ticket as "Always." The percent reporting "Always" remained relatively even during the media weeks before slightly increasing to 28 percent at the height of enforcement and again to 30 percent just after the enforcement period.

Enforcement Experience

Respondents were asked to report if they had gone through a belt checkpoint or experienced belt enforcement in the past month. Nineteen percent of respondents indicated they had prior to the campaign. That percentage remained unchanged until the enforcement period. Just before enforcement ended 23 percent of respondents indicated having gone through a checkpoint. After enforcement, the percentage measured higher (25 percent), six percentage points above the baseline measurement.

In regards to the question, "Have you ever received a ticket for not wearing your seat belt," 13 percent of respondents indicated they had and that proportion did not change over the course of *Click It or Ticket*.

Exposure to *Click It or Ticket* Publicity

A majority of respondents reported that they recently heard something about seat belts, even before *Click It or Ticket* (69 percent). That percentage remained unchanged by the end of the first earned media week but increased to 78 percent by the end of the first paid media week. The proportion measured even higher (86 percent) by the end of the enforcement period. After the enforcement period ended, 84 percent reported that they recently heard something about seat belts, 15 percentage points higher than the baseline measurement.

Respondents were asked to report if they had recently heard about belt checkpoints or belt enforcement. Prior to the campaign, 37 percent of respondents indicated they had heard about special enforcement. That proportion remained unchanged by the end of the first earned media week. The proportion increased to 46 percent by the end of the paid media week, before the enforcement phase had begun and increased to 62 percent by the end of the enforcement period. Immediately after the enforcement campaign, 63 percent of the respondents reported recently hearing about seat belt enforcement.

Respondents were asked to identify their sources of recent seat belt information. Respondents reported television, radio and newspapers most often. All three sources of information increased over the course of *Click It or Ticket*. Results indicated that television exposure increased the most over time, followed by radio and then newspaper.

Results indicated that a majority of Region IV respondents became aware of *Click It or Ticket* by the end of the enforcement period. Before the campaign, 21 percent of the respondents named *Click It or Ticket* as a seat belt enforcement program. Most of these respondents were located in North Carolina and in South Carolina, states with a history of *Click It or Ticket*. Name recognition was measured higher each consecutive survey period. Name recognition reached 58 percent by the height of enforcement and measured highest (59 percent) just after the enforcement period. Recognition was measured highest in North Carolina (82 percent), where *Click It or Ticket* has existed the longest, followed by South Carolina (81 percent) who were conducting a second *Click It or Ticket* program in less than a year's time. Results indicated Tennessee respondents also exhibited much higher than average recognition (75 percent). In this state, an extensive effort was made to promote *Click It or Ticket* statewide using numerous highly visible media events along with paid advertisements (Cotton and Middlebrooks, in process). Recognition was measured lowest in Florida (36 percent), a state with the most media markets and the most culturally diverse population. Consequently, only half the money needed to cover the entire state was available.

Pre/Post Telephone Survey

Characteristics of Respondents

A total 1,086 respondents completed pre/post telephone surveys in Region IV. Forty-eight percent of the respondents were male and 52 percent were female. Twelve percent were ages 16 through 24; 26 percent were ages 25 through 39; and 60 percent were ages 40 or older. A total 2,001 respondents completed pre/post telephone surveys in the national survey. Forty-eight percent of the respondents were male and 52 percent were female. Thirteen percent were ages 16 through 24; 26 percent were ages 25 through 39; and 59 percent were ages 40 or older.

Exposure to Publicity

Table 6 shows results of the pre/post telephone surveys. Selected graphed results from the telephone surveys appear in Appendix F. Baseline results indicated that even before *Click It or Ticket*, Region IV respondents were more likely to report having seen or heard seat belt messages compared to national respondents (77 versus 70 percent). That margin grew even larger by the time of the post survey (86 versus 76 percent). Survey results (excluding Florida respondents) also indicated a substantial increase in the proportion of Region IV respondents that reported seeing or hearing about seat belt checkpoints (+36 percentage points).

Respondents were asked where they saw or heard seat belt enforcement messages. Comparing baseline and post survey results indicated increases in the proportion of Region IV respondents hearing enforcement messages on the radio (+11 points) and even more so on the television (+19). This is not surprising given the unprecedented amount spent on paid publicity. National respondents also had increases but not nearly as large (radio, +6; television, +2). Region IV respondents indicated little change in exposure from newspapers and national respondents reported a large decrease (-11).

Prior to *Click It or Ticket*, Region IV respondents were less likely compared to national respondents to indicate radio as a source of seat belt enforcement messages (14 versus 19 percent). After *Click It or Ticket*, the proportions were equal (25 percent). Prior to *Click It or Ticket*, Region IV respondents were less likely compared to national respondents to indicate television as a source of seat belt enforcement messages (33 versus 40 percent). After *Click It or Ticket*, Region IV respondents were more likely to indicate television as a source (52 versus 42 percent). There was no change in the proportion of Region IV respondents who reported "news" the source of special belt enforcement information (64 percent) and there was a negative change for the national respondents (72 to 69 percent). Despite the decrease, even after *Click It or Ticket*, national respondents remained more likely to indicate exposure to news.

Comparing pre and post telephone survey results, there was a large increase in the proportion of Region IV respondents reporting "ads" the source of special belt enforcement information (+35 points). There was an increase in national respondents too, but not as large (+10). Prior to *Click It or Ticket*, Region IV respondents were less likely compared to national respondents to indicate ads as the source of seat belt enforcement messages (16 versus 28 percent). After *Click It or Ticket*, Region IV respondents were far more likely than national respondents to identify ads as the source (51 versus 38 percent).

Over two-thirds (68 percent) of respondents in Region IV recalled the *Click It or Ticket* slogan in the post survey, a +45 point increase compared to the baseline measurement.

Table 6. Pre/Post Telephone Survey Results (N=3,087)

	Location	Baseline	Post Survey	Difference
Region IV (N=1,086)		%	%	
National (N=2,001)				
Saw or heard seat belt messages	Region IV Nation	77 70	86 76	+9 +6
Saw or heard about seat belt checkpoints	Region IV* Nation	26 NA	62 NA	+36
Recalled <i>Click It or Ticket</i> slogan	Region IV Nation	23 NA	68 NA	+45
Reported radio as source of belt enforcement message	Region IV Nation	14 19	25 25	+11 +6
Reported TV as source of belt enforcement message	Region IV Nation	33 40	52 42	+19 +2
Reported newspaper as source of belt enforcement message	Region IV Nation	16 32	17 21	+1 -11
Reported <i>ad</i> as source of special belt enforcement information	Region IV Nation	16 28	51 38	+35 +10
Reported <i>news</i> as source of special belt enforcement information	Region IV Nation	64 72	64 69	0 -3
Reported "very/somewhat" likely to get a ticket for non-use	Region IV Nation	58 55	63 54	+5 -1
"Strongly/somewhat" agreed police are writing more tickets	Region IV Nation	42 32	59 39	+17 +7
Was personally stopped at a checkpoint	Region IV* Nation	6 NA	11 NA	+5
Agreed it is important for police to enforce the seat belt law	Region IV Nation	81 84	85 83	+4 -1
Agreed it is important for police to enforce the seat belt law strictly	Region IV Nation	74 73	79 75	+5 +2
Agreed police should have standard enforcement powers to enforce the belt law	Region IV Nation	63 61	66 65	+3 +4

*Florida not included

Source; SRBI

Perceived Enforcement

Respondents were asked, "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." Baseline results indicated that over half of the respondents in Region IV (58 percent) and the nation (55 percent) reported they would be "Very/Somewhat" likely to get a ticket for non-use. In comparison, post results indicated the proportion of respondents in Region IV increased (+5 points) and the proportion of national respondents decreased (-1 point), widening the margin of difference (63 versus 54 percent).

Before *Click It or Ticket*, respondents in Region IV more likely to "Strongly/Somewhat Agree" than national respondents with the following statement, "Police in my community are writing more seat belt tickets now than they were a few months ago" (42 versus 32 percent). In comparison, post results indicated that the proportion of agreeing respondents increased dramatically in Region IV (+17 points) and increased, but less, across the nation (+7). After *Click It or Ticket*, Region IV respondents were even more likely to "Strongly/Somewhat Agree" compared to national respondents (59 versus 39 percent).

Comparing baseline and post survey results, there was a five percentage point increase in the proportion of Region IV residents who were personally stopped at a checkpoint (6 to 11 percent). Respondents in Florida were not asked about checkpoint experience because checkpoints are not legal in that state. The national survey did not ask this question because checkpoints are not legal in all of the states.

Attitude Regarding Enforcement

Before *Click It or Ticket*, respondents in Region IV were less likely to "Very/Somewhat Agree" than respondents across the nation with the following statement, "It is important for police to enforce the seat belt law" (81 versus 84 percent). In comparison, post results indicated that the proportion of agreeing respondents increased in Region IV (+4 points) and decreased nationally (-1 point) so that by the end of *Click It or Ticket*, the inverse was true (85 versus 83 percent).

Prior to *Click It or Ticket*, most respondents in both Region IV and across the nation agreed with the statement, "It is important for the police to enforce the seat belt law strictly" (74 and 73 percent respectively). The post survey indicated agreement increased across both Region IV and the nation (+5 and +2 percentage points).

Respondents were asked "Should police have standard enforcement powers to enforce the belt law." Prior to *Click It or Ticket* and afterwards, the Region IV respondents were about equally likely to indicate agreement compared to national respondents (baseline, 63 versus 62 percent; post, 66 versus 65 percent).

IV. DISCUSSION

For the first time, a fully coordinated *Click It or Ticket* sTEP enforcement program was planned, vigorously implemented and evaluated across a multi-state region. The program's enforcement campaign was the largest mobilization of law enforcement ever in the Southeast and the single most publicized occupant protection sTEP ever in the U.S.

The eight states in NHTSA Region IV achieved a nine-percentage point increase in the seat belt use rate by the height of the enforcement campaign (65 to 74 percent). The nine point increase equated to 4.5 million more belted front seat occupants compared to one month earlier. That observed difference is expected to result in a substantial reduction in highway fatalities and serious injuries.

Regional leadership was crucial to planning and implementing the program across the multi-state region. Regional leadership facilitated a joint operation among the states that presented a widespread and unified *Click It or Ticket* presence. Organizing the campaign took nearly 13 weeks. During that time, political and law enforcement support were garnered at all levels, every state developed publicity and enforcement plans and an evaluation plan was structured for the entire region. Regional leadership was determined to lead all eight states to follow similar schedules for carrying out publicity and enforcement and leadership prompted all eight states to promote the *Click It or Ticket* slogan in unison.

Alerting the public that police would be issuing seat belt citations sent the important message that belt use is important enough that non-use would not be tolerated. Awareness of *Click It or Ticket* increased each week. By the end of *Click It or Ticket*, a majority of respondents reported encountering seat belt publicity that focused on seat belt enforcement. Survey results indicated that motorists became aware of the enforcement campaign through newspaper, radio and television. Respondents reported news and ads as principal conduits for information. Pre/post measurements indicated a tremendous increase (+35 percentage points) in the proportion of respondents identifying ads as the source of special belt enforcement information. That increase was not surprising considering the amount of funds (\$3.6 million) spent to broadcast paid ads, plus the number of earned media news stories generated.

Click It or Ticket enforcement was real. The enforcement campaign brought unprecedented levels of traffic enforcement to the Region. Over 21,500 checkpoints were conducted in the seven states where they are legal. Across all eight states, state and local police issued nearly 120,000 seat belt citations, over 9,000 child restraint citations and made over 8,000 DUI arrests. In addition, over 250 stolen cars were recovered and nearly 1,500 fugitives were apprehended.

Two things known to boost seat belt use rates quickly are 1) adoption of stronger comprehensive laws governing seat belt use and 2) highly publicized vigorous enforcement. Motorists wear a seat belt for two reasons. Either they fear for their safety, or they'd rather not face consequences for breaking the law. Passage of comprehensive occupant restraint laws does not come easy or often but efforts should continue to be directed towards improving legislation that makes failure to wear a seat belt a standard offense. The passage of stronger seat belt laws and associated improvements to use rates are well documented (Ulmer, et al., 1995; Preusser and Preusser, 1997; Solomon, et al., 2001).

The benefit of an occupant protection sTEP like *Click It or Ticket* is that it works in both standard and secondary law states. Both enforcement and publicity are fundamental components necessary for the success of the program. In secondary law states, intensive and direct publicity about enforcement is even more critical in increasing the perception of risk of a ticket. That was the case across Region IV. Paid advertisement was a successful strategy to get the occupant restraint enforcement message out to a multi-state region. The idea has always been to *give one ticket and tell a thousand people about that ticket*.

In summary, Region IV Click It or Ticket produced a nine percentage point increase in front seat occupant belt use across eight states with a population of more than fifty million people. Success of the program was apparently linked to strong regional coordination, substantial funding and administrative and law enforcement commitment in each state. This project was the first to demonstrate that a *Click It or Ticket*, or sTEP, belt use program can be implemented across such a wide area of the country.

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APPENDICES

PLANNING TIMELINE FOR REGION IV *CLICK IT OR TICKET*, MAY 2001

<p>Weeks 1-4</p>	<p>February 5 through March 5</p> <p>Building Support of Political and Law Enforcement Leadership</p> <ul style="list-style-type: none"> • Schedule initial meetings with key political leaders: Governor; Attorney General; Colonel for Highway Patrol/State Police; Black Caucus; Police Chiefs and Sheriff's Associations • Obtain letters of support from Executive Directors and Presidents of major law enforcement associations; place campaign announcements in association newsletters • Create subcommittees, including: 1) Enforcement; 2) Diversity Outreach; 3) Media/PI&E; 4) Evaluation • Send Governor's letter to all law enforcement agencies, political leaders, judiciary and minority leaders • Develop <i>Click It or Ticket</i> brochure with state logo • Develop and contract for publicity and education materials
<p>Weeks 5-6</p>	<p>March 5 through March 19</p> <p>Obtain Law Enforcement Agency Commitments and Host First Statewide <i>Click It or Ticket</i> Meeting</p> <ul style="list-style-type: none"> • Law enforcement liaisons (LEL) begin visits in field to garner local law enforcement agency support • Host first statewide <i>Click It or Ticket</i> Committee Meeting with subcommittees (Enforcement, Diversity Outreach, Media and Evaluation) • Conduct Region-wide LEL Conference with focus on <i>Click It or Ticket</i> <p>Prepare for Diversity Outreach</p> <ul style="list-style-type: none"> • Identification of key minority spokespersons • Obtain mailing addresses for minority weekly newspapers • Compile crash data and fact sheets for dissemination • Conduct pre-meetings with key minority organizations (e.g. NAACP, Black Caucus, La Roze, COSMOS) • Coordinate with minority organizations to send newsletters to constituents about the need for the campaign <p>Work with Greer, Margolis, Mitchell, Burns and Associates (GMMB&A) to Produce TV and Radio Ads</p> <ul style="list-style-type: none"> • Select appropriate law enforcement personnel for the ads • Coordinate production sites for the ads <p>Evaluation Subcommittee Leadership Attends Training Session on <i>Click It or Ticket</i> Evaluation Methods</p>
<p>Weeks 7-8</p>	<p>March 19 through April 2</p> <p>Develop Media Strategy</p> <ul style="list-style-type: none"> • Media Subcommittee outlines plans for earned media and begins to schedule events • Media planners identify special markets for targeted paid ads; reviews paid ad buy plan developed by the paid media contractor • Establish <i>Click It or Ticket</i> checkpoint locations • Continue to work with GMMB&A to produce radio and TV ads <p>Finalize the Enforcement Plan & Host Statewide <i>Click It or Ticket</i> Committee Meeting</p> <ul style="list-style-type: none"> • Establish checkpoint locations and plan for enforcement data collection • Host statewide <i>Click It or Ticket</i> Committee Meeting - subcommittees develop action plans
<p>Weeks 9-13</p>	<p>April 2 through May 7</p> <p>Structure Evaluation Plan</p> <p>Conduct Law Enforcement Briefings</p> <ul style="list-style-type: none"> • Conduct statewide law enforcement briefing and kick off • Hold regional law enforcement briefings in Highway Patrol/State Police Districts • Host statewide <i>Click It or Ticket</i> committee and subcommittee meetings <p>Finish filming and producing the radio and television ads</p>

PROGRAM TIMELINE FOR REGION IV *CLICK IT OR TICKET*, MAY 2001

<p>Weeks 11-13</p>	<p>April 16 through May 7</p> <p>Conduct Baseline Data Collection</p> <ul style="list-style-type: none"> • Conduct statewide belt use survey • Conduct Driver Licensing Office survey • Conduct resident telephone survey
<p>Week 14</p>	<p>May 7 through May 14</p> <p>Begin Earned Media Phase</p> <ul style="list-style-type: none"> • Governor's announcement of Media Campaign (media event) • Bring websites online and provide listing of all checkpoint locations; make media and public aware of the website or other sources for information • Establish <i>Click It or Ticket</i> 1-800 Hotline and advertise the number <p>Conduct Mini Observational Belt Use Survey and Driver Licensing Office Survey (towards end of week)</p>
<p>Weeks 15-16</p>	<p>May 14 through May 28</p> <p>Begin Paid Media Phase</p> <ul style="list-style-type: none"> • Air radio and television paid ads (beginning May 14th) <p>Conduct Mini Observational Belt Use Survey and Driver Licensing Office Survey (towards end of week)</p>
<p>Weeks 16-17</p>	<p>May 21 through June 3</p> <p>Continue Paid Media Phase</p> <p>Begin Enforcement Phase</p> <ul style="list-style-type: none"> • Conduct statewide Kick-Off Event for Strict Enforcement (May 21st) • Begin two-weeks of checkpoint enforcement • Conclude radio and television paid ads (ending May 28th) <p>Conduct Mini Observational Belt Use Survey and Driver Licensing Office Survey (end of second week)</p>
<p>Week 18</p>	<p>June 4 through June 8</p> <p>Conduct Post Campaign Data Collection</p> <ul style="list-style-type: none"> • Conduct statewide belt use survey • Conduct Driver Licensing Office survey • Conduct resident telephone survey <p>Disseminate preliminary campaign results</p>
<p>Weeks 19-21</p>	<p>June 10 through June 30</p> <p>Post Campaign Media Briefing and Appreciation Luncheon</p> <p>Disseminate final campaign results</p>

SAMPLE - SEAT BELT SURVEY - DATA COLLECTION FORM

SITE NUMBER: _____ STATE: _____ COUNTY: _____

DATE: _____ DAY OF WEEK: _____ START TIME: _____

	DRIVER				FRONT OUTBOARD PASSENGER		
	VEHICLE TYPE C-Pass Car T-Pick Up S-SUV V-Van	RACE W-White B-Black U-Unknown	SEX M-Male F-Female U-Unknown	SEAT BELTED Y-Yes N-No	RACE W-White B-Black U-Unknown	SEX M-Male F-Female U-Unknown	SEAT BELTED Y-Yes N-No
1							
2							
3							
4							
5							
6							
7							
8							
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24							
25							

SAMPLE - ENFORCEMENT ACTIVITY REPORT FORM

Host Agency: _____

Contact Person: _____ Phone: _____

Enforcement Information

Type of Enforcement: _____
(e.g., Checkpoint, Saturation, Other)

Date of Activity: _____ Start Time: _____ End Time: _____

Location: _____

Participating Agencies:	Number of Officers/Officer Hours
_____	_____/_____
_____	_____/_____
_____	_____/_____

Violations	Number of Tickets	Number of Arrests
Seat Belt		
Child Restraint		
Speed		
Other Moving Violations		
Non-Moving Violations		
DWI/DUI		
Non-Traffic Misdemeanor		
Non-Traffic Felony		

Please describe significant incidents, including any non-traffic arrests, resulting from enforcement efforts:

SAMPLE - DRIVER LICENSING OFFICE SURVEY

This driver licensing office is assisting in a study about seat belts in North Carolina. 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 seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?
 Always Nearly always Sometimes Seldom Never

9. What do you think the chances are of getting a ticket if you don't wear your seat belt?
 Always Nearly Always Sometimes Seldom Never

10. Do you think the North Carolina Highway Patrol enforce the seat belt law:
 Very strictly Somewhat strictly Not very strictly Rarely Not at all

11. Do you think local police enforce the seat belt law:
 Very strictly Somewhat strictly Not very strictly Rarely Not at all

12. Have you ever received a ticket for not wearing your seat belt?
 Yes No

13. In the past month, have you seen or heard about a checkpoint where police were looking at seat belt use?
 Yes No

14. In the past month, have you gone through a checkpoint where police were looking at seat belt use?
 Yes No

15. Have you recently read, seen or heard anything about seat belts in North Carolina?
 Yes No
 If yes, where did you see or hear about it? (Check all that apply):
 Newspaper Radio TV Poster Brochure Police checkpoint Other
 If yes, what did it say? _____

16. Do you know the name of any seat belt enforcement program(s) in North Carolina? (check all that apply):
 No Excuses, Buckle Up Buckle Up North Carolina Click It or Ticket Operation Stay Alive

SAMPLE - DRIVER LICENSING OFFICE SURVEY

DMV está ayudando en un estudio sobre cinturones de seguridad en Carolina del Norte. Sus respuestas a las siguientes preguntas son voluntarias y anónimas. Porfavor completar este formulario y coloquelo en la caja indicada.

1. Su sexo: Masculino Femenino
2. Su edad: Menor de 21 años 21-25 26-39 40-49 50-59 60 +
3. Su Raza: Blanco Negro Asiático Indígena (US) Otro
4. ¿Es usted de origen Español/Hispano? Si No
5. Su codigo postal (Zip): _____
6. ¿Aproximadamente cuántas millas maneja usted el año pasado?
 Menos de 5,000 5,000 a 10,000 10,001 a 15,000 Más de 15,000
7. ¿Que tipo de automovil maneja usted frecuentemente?
 Automovil de pasajeros Camioneta(pickup) Automovil de recreo(SUV) Mini-vagoneta(van) Vagoneta(van) Otro
8. ¿Que tan frecuentemente usa usted el cinturón de seguridad cuando maneja ó es pasajero dentro de un coche, vagone automovil de recreo ó camioneta?
 Siempre Casi siempre Algunas veces Rara vez Nunca
9. ¿Qué cree que son las probabilidades de que le den una multa por no usar el cinturón de seguridad?
 Siempre Casi siempre Algunas veces Rara vez Nunca
10. ¿Cree usted que la Patrulla de Carreteras de Carolina del Norte exige que la ley del cinturón de seguridad se cumpla?
 Muy estrictamente Un poco estrictamente No muy estrictamente Rara vez Nunca
11. ¿Cree usted que la policia local exige que la ley del cinturón de seguridad se cumpla?
 Muy estrictamente Un poco estrictamente No muy estrictamente Rara vez Nunca
12. ¿Ha recibido usted alguna vez una multa por no usar su cinturón de seguridad?
 Si No
13. ¿En el mes pasado ha usted visto ó oído sobre un punto de inspección donde la policia estaba chequeando el uso de cinturones de seguridad?
 Si No
14. ¿En el mes anterior ha usted pasado atravez de un punto de inspección donde la policia estaba chequeando el uso de cinturones de seguridad?
 Si No
15. ¿Ha leído, visto ó oído usted recientemente algo sobre cinturones de seguridad en Carolina del Norte?
 Si No
Si contesto si, ¿Donde lo vió ó oyó? (Marque todas las casillas que correspondan)
 Periodico Radio Television Carteles Folleto Punto de Inspección Policial Otro
Si contesto si, ¿Qué decía? _____
16. ¿Conoce usted el nombre de algun programa(s) de la ley de cinturones de seguridad en Carolina del Norte?
 No hay excusas, Abrochese Abrochese Carolina del Norte Abrochese ó multa Operación Abrochate y Mantente Viv

Click It or Ticket:
National/Statewide Telephone Surveys:
May and June 2001

BANNERS

Conducted by
Schulman, Ronca and Bucuvalas, Inc.

**CLICK IT OR TICKET: NATIONAL/STATEWIDE TELEPHONE SURVEYS
2001 SEAT BELT TRACKING STUDY: MAY/JUNE (NATIONAL)**

CONDUCTED BY SCHULMAN, RONCA & BUCUVALAS, INC.

Q.1 HOW OFTEN DO YOU DRIVE A MOTOR VEHICLE?

Q.2 IS THE VEHICLE YOU DRIVE MOST OFTEN A CAR, VAN, MOTORCYCLE, SPORT UTILITY VEHICLE, PICKUP TRUCK, OR OTHER TYPE OF TRUCK?

Q.3 FOR THE NEXT SERIES OF QUESTIONS, PLEASE ANSWER ONLY FOR THE [TYPE OF VEHICLE] YOU SAID YOU USUALLY DRIVE. DO THE SEAT BELTS IN THE FRONT SEAT OF THE [TYPE OF VEHICLE] GO ACROSS YOUR SHOULDER ONLY, ACROSS YOUR LAP ONLY, OR ACROSS BOTH YOUR SHOULDER AND LAP? ** MOTORCYCLE IS NOT VEHICLE DRIVEN MOST OFTEN **

Q.4 WHEN DRIVING THIS [TYPE OF VEHICLE] HOW OFTEN DO YOU WEAR YOUR SHOULDER BELT? ** SEAT BELT GOES ACROSS SHOULDER OR BOTH SHOULDER AND LAP **

Q.5 WHEN DRIVING THIS [TYPE OF VEHICLE] HOW OFTEN DO YOU WEAR YOU LAP BELT? ** SEAT BELT GOES ACROSS LAP OR BOTH SHOULDER AND LAP **

Q. 4/5 NET SEAT BELT USAGE ** MOTORCYCLE IS NOT VEHICLE DRIVEN MOST OFTEN **

Q.6 WHEN WAS THE LAST TIME YOU DID NOT WEAR YOUR SEAT BELT WHEN DRIVING? ** MOTORCYCLE IS NOT VEHICLE DRIVEN MOST OFTEN **

Q.7 IN THE PAST 30 DAYS, HAS YOUR USE OF SEAT BELTS WHEN DRIVING (VEHICLE DRIVEN MOST OFTEN) INCREASED, DECREASED, OR STAYED THE SAME? ** MOTORCYCLE IS NOT VEHICLE DRIVEN MOST OFTEN **

Q.8 WHAT CAUSED YOUR USE OF SEAT BELTS TO INCREASE? ** SEAT BELT USE INCREASED IN PAST 30 DAYS**

Q.9 DOES [STATE] HAVE A LAW REQUIRING SEAT BELT USE BY ADULTS?

Q.10 ASSUME THAT YOU DO NOT USE YOUR SEAT BELT AT ALL WHILE DRIVING OVER THE NEXT SIX MONTHS. HOW LIKELY DO YOU THINK YOU WILL BE TO RECEIVE A TICKET FOR NOT WEARING A SEAT BELT? ** DRIVE VEHICLE OTHER THAN A MOTORCYCLE **

Q.10B 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?

Q.11 HAVE YOU EVER RECEIVED A TICKET FOR NOT WEARING SEAT BELTS?

Q.12 HOW LONG AGO DID YOU RECEIVE A TICKET FOR NOT WEARING SEAT BELTS? ** RECEIVED A TICKET FOR NOT WEARING A SEAT BELT **

Q.12A ENTER NUMBER OF WEEKS (RANGE 0-52: LESS THAN 1 WEEK AGO=0) ** RECEIVED A TICKET FOR NOT WEARING A SEAT BELT **

Q.12B ENTER NUMBER OF MONTHS (RANGE 1-12) ** RECEIVED A TICKET FOR NOT WEARING A SEAT BELT **

Q.12C ENTER NUMBER OF YEARS ** RECEIVED A TICKET FOR NOT WEARING A SEAT BELT **

Q.13 PLEASE TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE OR STRONGLY DISAGREE WITH THE STATEMENT? (A) SEAT BELTS ARE JUST AS LIKELY TO HARM YOU AS HELP YOU

Q.13 PLEASE TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE OR STRONGLY DISAGREE WITH THE STATEMENT? (B) IF I WAS IN AN ACCIDENT, I WOULD WANT TO HAVE MY SEAT BELT ON

Q.13 PLEASE TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE OR STRONGLY DISAGREE WITH THE STATEMENT? (C) POLICE IN MY COMMUNITY GENERALLY WILL NOT BOTHER TO WRITE TICKETS FOR SEAT BELT VIOLATIONS

Q.13 PLEASE TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE OR STRONGLY DISAGREE WITH THE STATEMENT? (D) IT IS IMPORTANT FOR POLICE TO ENFORCE THE SEAT BELT LAWS

**CLICK IT OR TICKET: NATIONAL/STATEWIDE TELEPHONE SURVEYS
2001 SEAT BELT TRACKING STUDY: MAY/JUNE (NATIONAL)**

CONDUCTED BY SCHULMAN, RONCA & BUCUVALAS, INC.

Q.13 PLEASE TELL ME WHETHER YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS? (F) POLICE IN MY COMMUNITY ARE WRITING MORE SEAT BELT TICKETS NOW THAN THEY WERE A FEW MONTHS AGO

Q.14 YES OR NO -- IN THE PAST 30 DAYS, HAVE YOU SEEN OR HEARD OF ANY SPECIAL EFFORT BY POLICE TO TICKET DRIVERS IN YOUR COMMUNITY FOR SEAT BELT VIOLATIONS?

Q.14A WHERE DID YOU SEE OR HEAR THAT MESSAGE? ** HEARD OF SPECIAL EFFORT BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS **

Q.14A1 WAS THE MESSAGE A COMMERCIAL (OR ADVERTISEMENT), WAS IT PART OF A NEWS PROGRAM, OR WAS IT SOMETHING ELSE? ** HEARD OF SPECIAL EFFORT BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS ON TV/RADIO **

Q.14B YES OR NO -- IN THE PAST 30 DAYS, HAVE YOU SEEN OR HEARD ANYTHING ABOUT THE POLICE SETTING UP SEAT BELT CHECKPOINTS WHERE THEY WILL STOP MOTOR VEHICLES TO CHECK WHETHER DRIVERS AND PASSENGERS ARE WEARING SEAT BELTS? ** ALABAMA/GEORGIA/KENTUCKY/MISSISSIPPI/NORTH CAROLINA/SOUTH CAROLINA/TENNESSEE **

Q.14B1 BY CHECKPOINT, WE MEAN A SYSTEMATIC EFFORT BY POLICE TO STOP VEHICLES FOR THE PURPOSE OF CHECKING FOR COMPLIANCE WITH EXISTING SEAT BELT LAWS. LET ME CONFIRM, IS THIS THE TYPE OF CHECKPOINT THAT YOU HAVE SEEN OR HEARD ABOUT IN THE PAST 30 DAYS? ** ALABAMA/GEORGIA/KENTUCKY /MISSISSIPPI/NORTH CAROLINA/SOUTH CAROLINA/TENNESSEE **

Q.14C WHERE DID YOU SEE OR HEAR ABOUT THE POLICE CHECKPOINTS FOR SEAT BELTS? ** CONFIRMATION ABOUT CHECKPOINTS IN PAST 30 DAYS **

Q.14C1 WAS THE MESSAGE A COMMERCIAL (OR ADVERTISEMENT), WAS IT PART OF A NEWS PROGRAM, OR WAS IT SOMETHING ELSE? ** HEARD OF SPECIAL EFFORT BY POLICE TO TICKET DRIVERS FOR SEAT BELT VIOLATIONS ON TV/RADIO **

Q.14D IN THE PAST 30 DAYS, DID YOU PERSONALLY SEE ANY CHECKPOINTS WHERE POLICE WERE STOPPING MOTOR VEHICLES TO SEE IF DRIVERS AND PASSENGERS WERE WEARING SEAT BELTS? ** ALABAMA/GEORGIA /KENTUCKY/MISSISSIPPI/NORTH CAROLINA/SOUTH CAROLINA/TENNESSEE **

Q.14D1 [AGAIN] BY CHECKPOINT. WE MEAN A SYSTEMATIC EFFORT BY POLICE TO STOP VEHICLES FOR THE PURPOSE OF CHECKING FOR COMPLIANCE WITH EXISTING SEAT BELT LAWS. LET ME JUST CONFIRM, IS THIS THE TYPE OF CHECKPOINT THAT YOU PERSONALLY SAW IN THE PAST 30 DAYS? ** ALABAMA/GEORGIA /KENTUCKY/MISSISSIPPI/NORTH CAROLINA/SOUTH CAROLINA/TENNESSEE **

Q.14E WERE YOU PERSONALLY STOPPED BY POLICE AT A SEAT BELT CHECKPOINT IN THE PAST 30 DAYS? ** ALABAMA/GEORGIA /KENTUCKY/MISSISSIPPI/NORTH CAROLINA/SOUTH CAROLINA/TENNESSEE **

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?

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.

Q.17 WOULD YOU SAY THAT THE NUMBER OF MESSAGES YOU HAVE SEEN OR HEARD IN THE PAST 30 DAYS IS MORE THAN USUAL, FEWER THAN USUAL, OR ABOUT THE SAME AS USUAL? ** SAW/HEARD MESSAGES IN PAST 30 DAYS ENCOURAGING SEAT BELT USE **

Q.18 ARE THERE ANY OTHER TYPES OF ACTIVITIES THAT YOU HAVE SEEN OR HEARD IN THE PAST 30 DAYS THAT ENCOURAGE PEOPLE TO WEAR SEAT BELTS?

Q.19 WHAT OTHER TYPES OF ACTIVITIES HAVE YOU SEEN OR HEARD IN THE PAST 30 DAYS? ** SAW/HEARD OTHER TYPES OF ACTIVITIES IN PAST 30 DAYS ENCOURAGING SEAT BELT USE **

**CLICK IT OR TICKET: NATIONAL/STATEWIDE TELEPHONE SURVEYS
2001 SEAT BELT TRACKING STUDY: MAY/JUNE (NATIONAL)**

CONDUCTED BY SCHULMAN, RONCA & BUCUVALAS, INC.

Q.19A THINKING ABOUT EVERYTHING YOU HAVE HEARD, HOW IMPORTANT DO YOU THINK IT IS FOR [STATE] TO ENFORCE SEAT BELT LAWS FOR ADULTS MORE STRICTLY?

Q.20 DO YOU HAVE ANY CHILDREN AGE 12 OR YOUNGER LIVING IN YOUR HOUSEHOLD?

Q.20A WHAT ARE THEIR AGES? ** CHILDREN 12 OR YOUNGER IN HOUSEHOLD **

Q.21 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 SEAT OR SEAT BELTS?

Q.22 WHAT DID YOU SEE OR HEAR? ** SAW/HEARD ADS/ACTIVITIES IN PAST 30 DAYS ENCOURAGING SEAT BELT USE FOR CHILDREN **

Q.22A DO YOU RECALL HEARING OR SEEING THE FOLLOWING SLOGANS IN THE PAST 30 DAYS?

Q.22C IS THERE ANY PARTICULAR TYPE OF INFORMATION YOU WOULD FIND HELPFUL ON HOW TO PROTECT A CHILD IN A MOTOR VEHICLE?

Q.22C1 WHAT INFORMATION WOULD YOU FIND HELPFUL? **WOULD FIND SOME TYPE OF INFORMATION HELPFUL ON HOW TO PROTECT A CHILD IN A MOTOR VEHICLE **

Q.22D IF YOU WANTED TO RECEIVE INFORMATION ON HOW TO PROTECT CHILDREN IN A MOTOR VEHICLE, WHERE WOULD YOU LIKE TO BE ABLE TO GET THAT INFORMATION?

Q.23 PLEASE TELL ME WHETHER YOU WOULD LIKE THE FOLLOWING ACTIVITIES TO BE CONDUCTED IN YOUR COMMUNITY ON A REGULAR BASIS. WOULD YOU LIKE YOUR COMMUNITY TO HAVE (A) PUBLIC EDUCATION PROGRAMS TO INCREASE SEAT BELT USE?

Q.23 PLEASE TELL ME WHETHER YOU WOULD LIKE THE FOLLOWING ACTIVITIES TO BE CONDUCTED IN YOUR COMMUNITY ON A REGULAR BASIS. WOULD YOU LIKE YOUR COMMUNITY TO HAVE (B) PUBLIC EDUCATION PROGRAMS TO INCREASE CHILD SAFETY SEAT USE?

Q.23 PLEASE TELL ME WHETHER YOU WOULD LIKE THE FOLLOWING ACTIVITIES TO BE CONDUCTED IN YOUR COMMUNITY ON A REGULAR BASIS. WOULD YOU LIKE YOUR COMMUNITY TO HAVE (C) INCENTIVE PROGRAMS THAT GIVE PEOPLE MONEY, COUPONS, OR OTHER ITEMS TO ENCOURAGE THEM TO BUCKLE UP?

Q.23 PLEASE TELL ME WHETHER YOU WOULD LIKE THE FOLLOWING ACTIVITIES TO BE CONDUCTED IN YOUR COMMUNITY ON A REGULAR BASIS. WOULD YOU LIKE YOUR COMMUNITY TO HAVE (D) SCHOOL ACTIVITIES THAT ENCOURAGE CHILDREN TO USE SEAT BELTS?

Q.23 PLEASE TELL ME WHETHER YOU WOULD LIKE THE FOLLOWING ACTIVITIES TO BE CONDUCTED IN YOUR COMMUNITY ON A REGULAR BASIS. WOULD YOU LIKE YOUR COMMUNITY TO HAVE (E) PLACES WHERE PARENTS CAN GO TO SEE WHETHER OR NOT THEY ARE USING CHILD SAFETY SEATS CORRECTLY?

Q.24 WHAT IS YOUR AGE?

Q.25 INCLUDING YOURSELF, HOW MANY PERSONS, AGE 16 OR OLDER, ARE LIVING IN YOUR HOUSEHOLD AT LEAST HALF OF THE TIME OR CONSIDER IT THEIR PRIMARY RESIDENTS?

Q.26 HOW MANY CHILDREN AGE 15 OR YOUNGER ARE LIVING IN YOUR HOUSEHOLD AT LEAST HALF OF THE TIME OR CONSIDER IT THEIR PRIMARY RESIDENCE?

Q.27 DO YOU CONSIDER YOURSELF TO BE HISPANIC OR LATINO?

Q.28 WHICH OF THE FOLLOWING RACIAL CATEGORIES DESCRIBES YOU? YOU MAY SELECT MORE THAN ONE

Q.29 WHAT IS THE HIGHEST GRADE OR YEAR OF SCHOOL YOU COMPLETED?

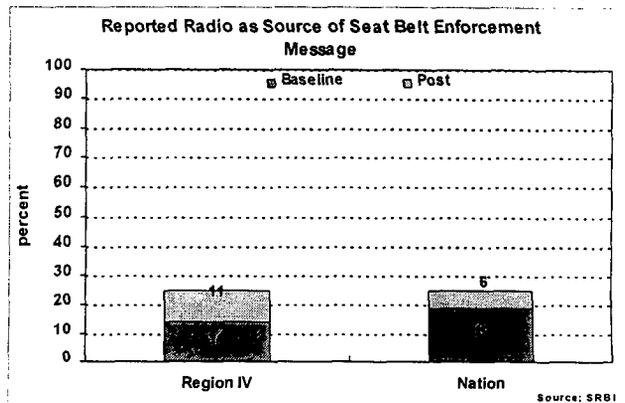
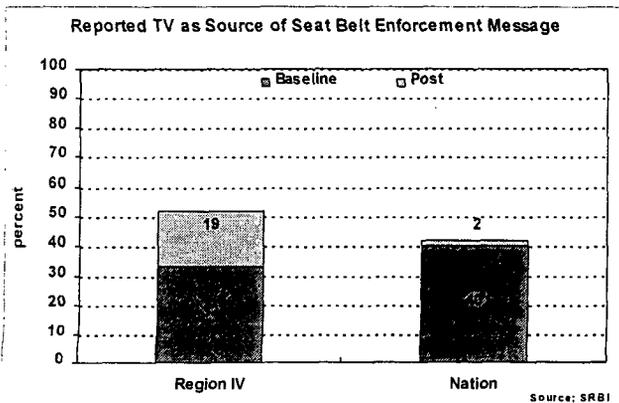
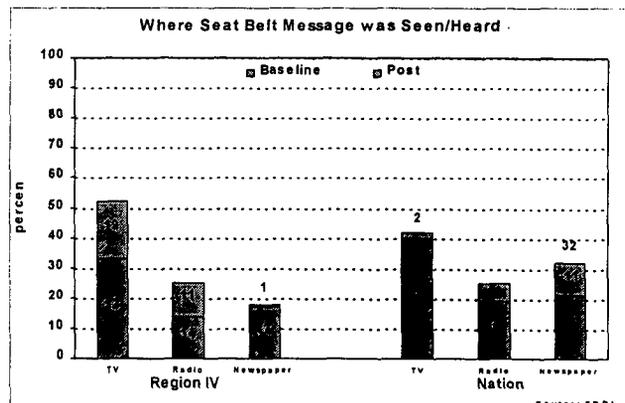
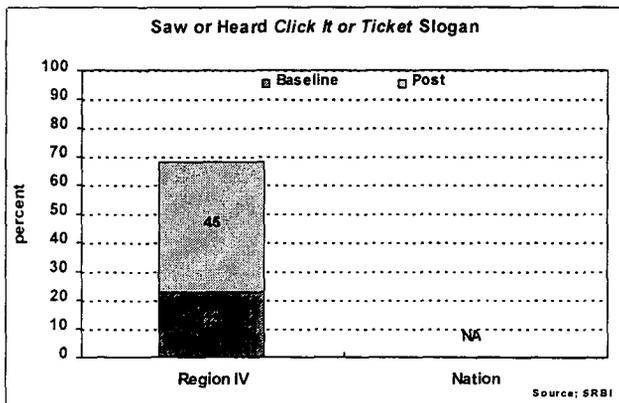
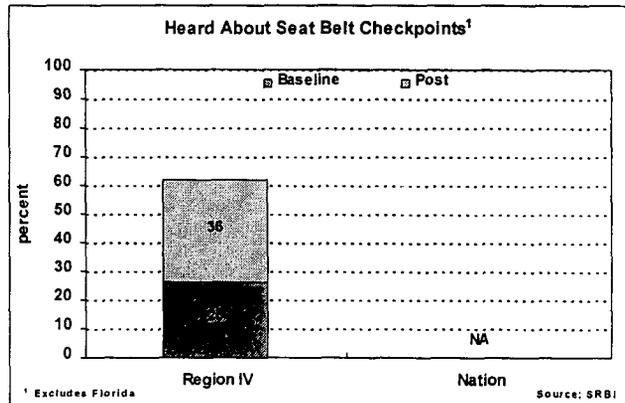
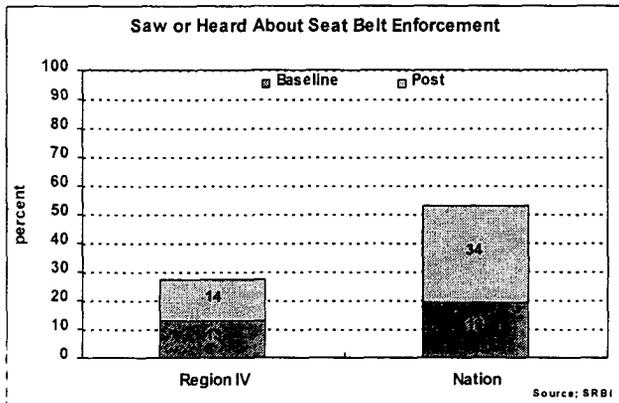
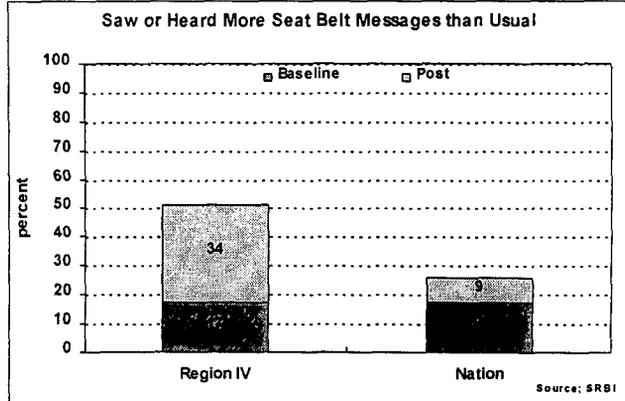
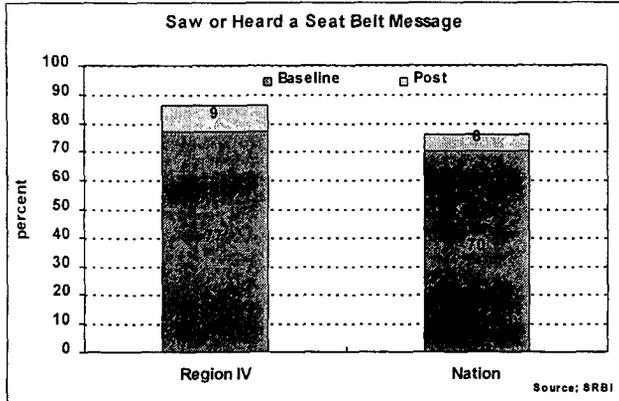
Q.30 DO YOU HAVE MORE THAN ONE TELEPHONE NUMBER IN YOUR HOUSEHOLD?

Q.31 HOW MANY DIFFERENT TELEPHONE NUMBERS DO YOU HAVE? ** MORE THAN ONE TELEPHONE LINE **

Q.32 SEX OF RESPONDENT

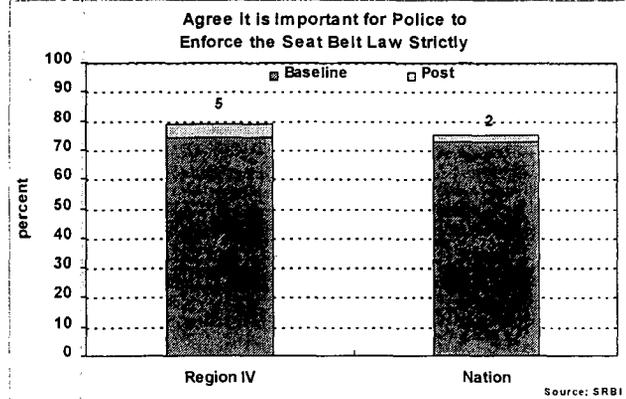
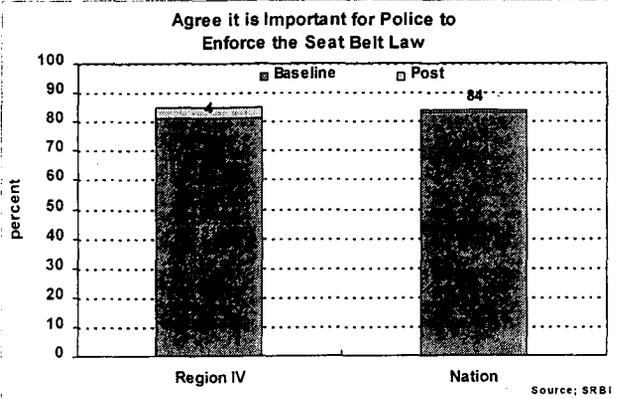
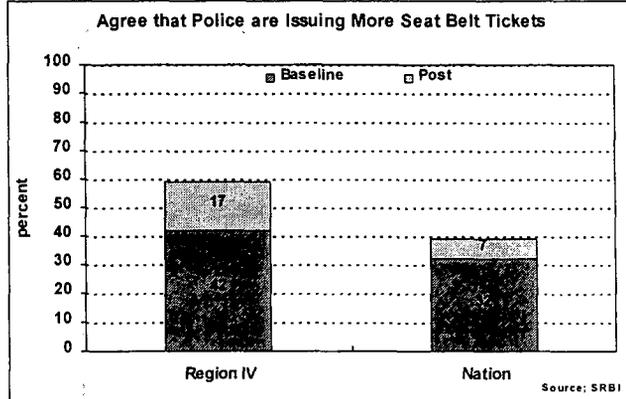
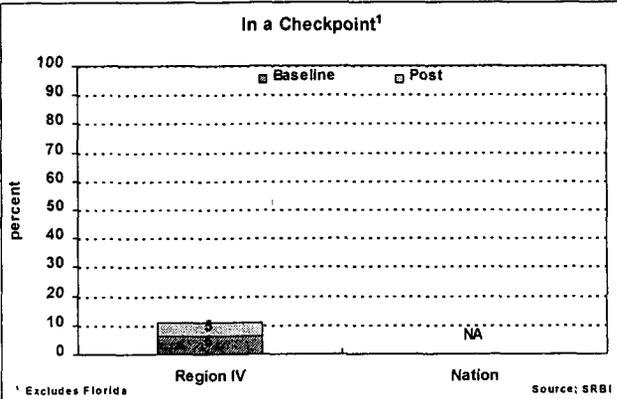
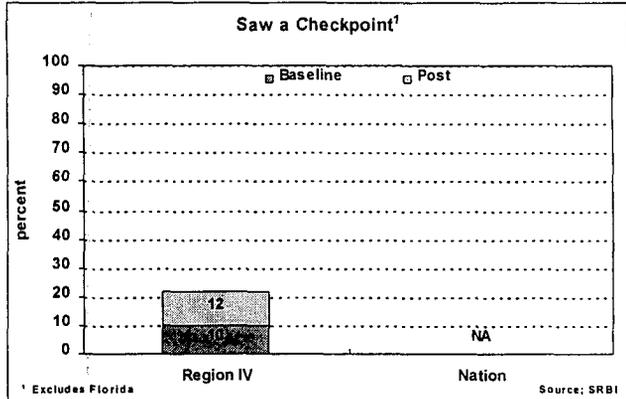
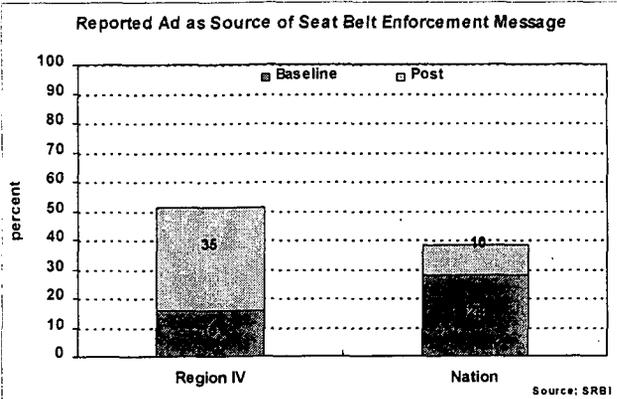
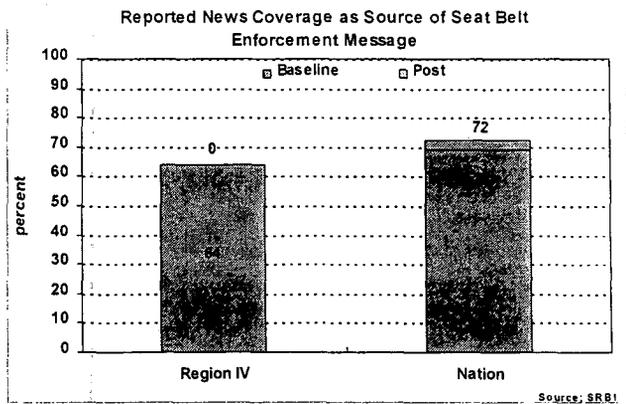
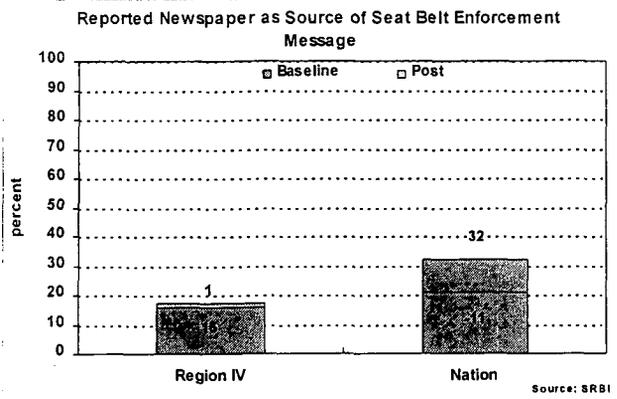
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2001 SEAT BELT TRACKING STUDY: MAY/JUNE (NATIONAL)**

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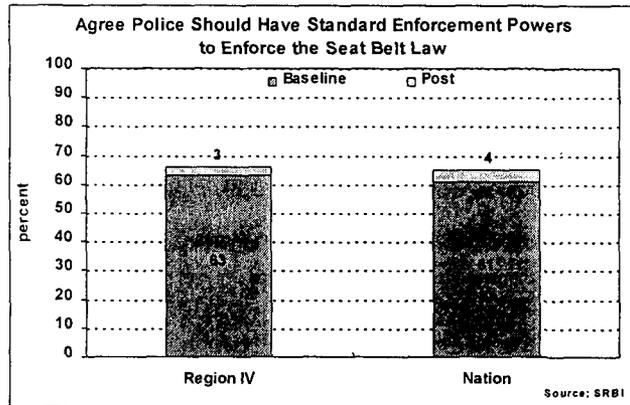
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**National Highway Traffic Safety
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