



**Research Report
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**EVALUATION OF KENTUCKY'S
CLICK IT OR TICKET CAMPAIGN**

by

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EXECUTIVE SUMMARY

The objective of this report was to document the results of the Click It or Ticket campaign in Kentucky. The campaign involved a combination of earned media, paid media, and enforcement. The earned media started about three weeks prior to Memorial Day 2001 and continued through the enforcement period. The paid media started about two weeks prior to Memorial Day. The enforcement period was a two-week period including the week before and the week of Memorial Day.

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

Seat belt usage at a mini-sample set of 21 locations across the state found that usage increased from a baseline level of 60 percent to a high of 70 percent during the enforcement phase of the campaign. No difference in usage rates could be associated with only the media portion of the campaign.

Results of the surveys of drivers found that the publicity was effective in making drivers aware of the increase in enforcement and checkpoints associated with the campaign. The post-campaign telephone survey showed a significant increase in drivers who stated they had recently increased their use of seat belts with the cause of the increase related to the seat belt law and not wanting to receive a ticket. The telephone survey showed that about two-thirds of the drivers had heard of the Click It or Ticket campaign.

The extent of the publicity was documented. The effectiveness of the television and radio spots was confirmed with the driver surveys which showed that their knowledge about the campaign was most often from television or radio.

Enforcement was conducted by both state and local police through saturated enforcement and checkpoints. A total of 5,806 seat belt citations and 691 child restraint citations were given during the two-week enforcement period.

The numbers of fatal crashes, fatalities, injury crashes, and injuries during the two-week enforcement period of the campaign were lower than in any of the previous five years. The number of fatalities during this period was 7 less than the average of the previous five years with 253 fewer injuries.

A review of the data results in the opinion that the current law in Kentucky must be changed from secondary to primary enforcement to obtain a long-term high seat belt use percentage. There must also be an awareness by the public that the law is being enforced.

1.0 BACKGROUND

The use of safety belts has been shown to be an effective method to reduce the severity of injuries to occupants of motor vehicles involved in traffic crashes. Methods used to increase usage rates have included public information campaigns, legislation, and enforcement of the legislation. Kentucky enacted statewide legislation, requiring the use of safety belts for all vehicle occupants, in 1994. Kentucky's law allows secondary enforcement which means a citation can be written only after an officer stops a vehicle for another violation.

Statewide observational surveys were first conducted in Kentucky in 1982 with a driver usage rate of only 4 percent. The usage rate has increased dramatically to a level of 60 percent for drivers in 2000. However, this level is only two percentage points above the 58 percent rate found in 1994 immediately after enactment of the statewide legislation.

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

The southeastern United States has had a high fatality rate compared to the remainder of the nation. Increasing safety belt usage was seen as an effective means to decrease this high fatality rate. The use of a STEP enforcement effort (named Click It or Ticket) was selected as a method to increase the usage rate. A coordinated effort was made with the eight states in Region IV of the National Highway Traffic Safety Association (NHTSA) with the enforcement occurring in a two-week period around Memorial Day in 2001. These states are Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

The campaign involved a combination of earned media, paid media, and enforcement. The earned media started about three weeks prior to Memorial Day and continued through the enforcement period. The paid media started about two weeks prior to Memorial Day. The enforcement period was a two-week period including the week before and the week of Memorial Day.

A goal of the regional program was to increase belt use 10 percentage points (from 67 to 77 percent for the region). The goal in Kentucky was to increase belt use from 60 to 70 percent. There were also regional goals to reduce fatalities and injuries.

The objective of this report was to document the results of the Click It or Ticket campaign in Kentucky.

2.0 PROCEDURE

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

2.1 Observations

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

Data had to be collected to provide a baseline statewide usage rate to compare with data collected during the earned media, paid media, and enforcement portions of the campaign. Four sets of data could not be collected at all 200 sites. Therefore, a site was selected from each of the 21 stratum to represent the usage rate for the stratum. A list of these sites is given in Appendix A. Using data from these 21 sites for 1999 and 2000 resulted in the same statewide usage rates as obtained from the 200 sites which showed that the sample of sites effectively represented the statewide sample sites.

Four sets of the mini-surveys were collected in 2001 during the campaign. The baseline data were collected in March and April before the start of the earned media. The data for the earned media were collected between May 8 and 11. The paid media data were collected between May 14 and 18. The data during the enforcement period were collected between May 23 and June 1.

2.2 Motorist Survey

The data from this survey were used to assess: a) public knowledge of the Click It or Ticket program, b) changes motorists may have made in their seat belt use behaviors, c) how vigorously they felt state and local police agencies enforce the law, and d) the likelihood police would stop them for a seat belt violation. They were also asked whether they had heard about or gone through a checkpoint and if they had heard about seat belt enforcement programs.

Other states obtained surveys at their Division of Motor Vehicle (DMV) licensing offices. However, Kentucky does not have a DMV with the responsibilities divided among various

agencies. The surveys in Kentucky were obtained from a sample of counties when drivers went to the county clerk office to renew their license. The form given in Appendix B was given to the drivers as they were waiting in the licensing office.

Data were obtained in six counties (Boyd, Fayette, Franklin, Hopkins, Pulaski, and Woodford) which represented the geographical regions across the state and various populations. Five sets of surveys were collected (baseline, end of earned media week, end of paid media week, end of enforcement weeks, and during the first days following the campaign). These data were collected and analyzed by Preusser Research Group, Inc.

2.3 Telephone Survey

Two sets of telephone surveys were conducted by the University of Kentucky Survey Research Center. The first set was conducted from April 25 to May 5 before the start of the campaign. The second set was from June 5 to June 26 after completion of the enforcement.

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

Respondents were contacted using a modified, list-assisted Waksberg Random-Digit Dialing method giving every household with a telephone in Kentucky an equal probability of being contacted. Up to 15 attempts were made to each number in the sample. In addition, up to 7 scheduled call-backs were made to those reached at an inconvenient time, and one refusal conversion was attempted. A sample size of 500 was desired for each survey. The Survey Research Center also provided a statistical analysis of the results.

2.4 Publicity

The media publicity could be classified in two broad categories. One was earned media which was provided at no charge. The second was the paid media which was purchased. The paid media involved radio, network television, and cable television as well as the placement of information on gas pump handles. The type and amount of publicity during each phase of the campaign were summarized.

2.5 Enforcement

Enforcement was achieved through both the Kentucky State Police (KSP) and local agencies. Enforcement involved both checkpoints and saturated patrols. There are approximately 390 police agencies in Kentucky and contact was made with each agency with an agreement of participation obtained. The extent of participation varied by local agency. In

addition to seat belt citations, other citations and arrests were made. The numbers of various types of citations given over the enforcement period were summarized.

2.6 Fatal/Injury Crashes

The statewide crash data file was searched to determine the numbers of fatal and injury crashes which occurred during the enforcement dates of the Click It or Ticket campaign. This data were then compared to previous years. The numbers of fatalities and injuries were also obtained during each of these time periods.

3.0 RESULTS

3.1 Observations

Four sets of mini-surveys were conducted at the 21 sample locations as part of the campaign and compared to data from 1999 and 2000. The data for the individual sites are given in Appendix A.

Data were collected during the various phases of the campaign with the following usage rates obtained.

Baseline	March 14 - April 3	60 percent
Earned Media	May 8 - May 12	60 percent
Paid Media	May 14 - May 18	61 percent
Enforcement	May 23 - June 1	70 percent

The baseline data agree with the 2000 statewide survey which had found a statewide usage rate of 60 percent. The baseline data showed that the sites selected for the mini-surveys were representative of all the statewide sites.

The data show no difference in usage rates could be associated with the media portion of the campaign; however, there was a dramatic increase during the enforcement phase of the campaign. The goal of increasing seat belt usage 10 points to 70 percent was achieved. Observations found that the usage rate increased more near the end of the two-week enforcement period.

3.2 Motorist Survey

A copy of the one-page survey form is given in Appendix B. The surveys were completed in the county clerk's office in six counties (Boyd, Fayette, Franklin, Hopkins, Pulaski, and Woodford). These counties are from different geographical regions of Kentucky and have varying populations. The analysis of this results of the survey was performed by Preusser Research Group, Inc.

The following five sets of data were collected: 1) baseline, 2) at end of earned media week, 3) at end of paid media week, 4) at end of enforcement weeks, and 5) during the first days following the campaign. However, since the number of completed surveys decreased for the last surveys, the results were summarized in the three categories of: 1) baseline (sample of 961), 2) media weeks (sample of 712), and 3) end of enforcement/end of program (sample of 562).

A summary of the characteristics of the driver's completing the survey is given in Appendix B. Slightly over one-half of those responding were female with about 85 percent white. About one-half were between 26 and 49 years of age. Almost one-half drove under 10,000 miles per year with about 25 percent driving over 15,000 miles per year. Almost 60 percent drove a passenger car followed by almost 20 percent driving a pickup.

A summary of the results of the surveys taken during various phases of the campaign is given in Table 1. There were no statistical differences in the reporting of always wearing a safety belt, having a high likelihood of receiving a ticket for non-use, the strictness of enforcement, or receiving a ticket. However, there were major differences, which were statistically significant, in the reporting of: a) learning about or going through seat belt checkpoints within the past month and b) reading/seeing/hearing a seat belt message. For example, the percentage aware of checkpoints increased from 18.8 percent in the baseline to 59.6 percent during and immediately after enforcement with the percentage going through a checkpoint increasing from 5.4 to 16.2 percent.

The percentage of drivers who recently had read/seen/heard a seat belt message increased from 63.2 to 88.8 percent. The most common sources of hearing about seat belts were television (55.0 percent), newspaper (42.7 percent), and radio (42.0 percent). The percentage of drivers who had heard of the Click It or Ticket program increased from 5.1 to 55.3 percent.

3.3 Telephone Survey

The University of Kentucky Survey Research Center conducted these surveys. The disposition results of the survey were as follows:

Pre-campaign survey:

Interviews completed	506
Refused	455
Total	961
Response rate	52.7 percent

Post-campaign survey

Interviews completed	500
Refused	559
Total	1,059
Response rate	47.2 percent

The margin of error for samples of this size is approximately plus or minus 4.37 percent at the 95 percent confidence level. The results of the surveys are given in Appendix C. The Survey Research Center provided a detailed summary of the responses to each question. They also provided results of a t-test for Independent Samples analysis and Lavene's Test for Equality which were used to determine if changes in the responses for the pre- and post-surveys were statistically significant.

A summary of some of the results of the telephone surveys is given in Table 2. There was a statistically significant increase in drivers who stated they had recently increased their use of seat belts after the campaign. The cause of this increase was related to the seat belt law and not wanting to receive a ticket. There were several questions with statistically significant increases which showed drivers were aware of the increase in enforcement and checkpoints associated with the campaign. This knowledge was obtained most often on television or radio with news stories being the most common form of obtaining the information. The data showed the extent the publicity had reached drivers with the post-survey showing that about two-thirds had heard of the Click It or Ticket campaign.

3.4 Publicity

The paid media was administered by a private company (One Alliance Communications). It consisted of radio and television (network and cable) spots as well as information placed on gas pump handles. Following is a list of the costs for each type of publicity and the time period it was provided.

Radio	May 4 - June 3	\$121,106
Network television	May 4 - May 27	97,915
Cable television	May 7 - May 27	39,008
Gas pump handles	May 15 - August 31	65,000
Total Paid Media		\$323,029

The numbers of radio and television spots which were part of the paid media were documented. There was also a large amount of undocumented publicity as part of the earned media. There were numerous new reports on both radio and television announcing the campaign and reporting interim results.

There were 3,591 paid radio spots provided at 55 stations in 22 cities. The radio spot was 60 seconds in length and was recorded specifically for the Click It or Ticket campaign. The radio stations were spread across the state and had various types of format. The largest number of spots and highest costs were in the Louisville and Lexington markets.

There were 346 paid television spots shown on 11 network television stations in four cities (Bowling Green, Hazard, Lexington, and Louisville). The affiliates included NBC, CBS, ABC, FOX, and WB. Approximately 64 percent of the spots and 84 percent of the costs were in

the Louisville and Lexington markets. The television spot was 30 seconds in length and was recorded specifically for the Click It or Ticket campaign.

There were 3,085 television spots shown on cable television stations in seven markets (Central Kentucky, Lexington metro, Louisville area, Nelson County, Northern Kentucky, Warren County, and Western Kentucky). The networks included ESPN, ESPN2, USA, TNT, TNN, BET, MTV, FX, and TBS.

The same radio and television spots were used in all markets. The only change was a minor change in wording which occurred when the enforcement phase started on May 21. The length of the spots did not change.

Information concerning the Click It or Ticket campaign was placed on gas pump handles. This information was placed on a total of 1,750 gas pump handles (1,500 paid and 250 bonus) with the pumps rotated monthly at a specific gas station. The paid advertisements were placed at 154 gas stations primarily in central and eastern Kentucky.

Articles were placed into newspapers across the state during the various phases of the campaign. A review of newspapers showed articles in approximately one-half of Kentucky's 120 counties. Articles were contained in all of the state's largest newspapers.

3.5 Enforcement

The enforcement period was a two-week period from May 21 through June 3, 2001. A summary of the results of the enforcement is given in Table 3. The enforcement involved both saturated enforcement and checkpoints and involved both Kentucky State Police (KSP) and local police.

There were a total of 5,806 seat belt citations given along with 691 child restraint citations during the two-week enforcement period. Approximately two-thirds of the seat belt citations were given as a result of the saturated enforcement. Slightly over one-half of the seat belt citations were from KSP. The seat belt citations from KSP were distributed almost equally between saturated enforcement and checkpoints while the large majority of the citations from local police were the result of saturated enforcement.

There were 1,522 checkpoints with 84 percent by KSP. There was almost twice as many officers involved in saturated enforcement than checkpoints and almost six times as many hours spent on saturated enforcement as compared to checkpoints.

There were other citations and arrests which occurred as a result of this enforcement. The largest number was speeding citations resulting from the saturated enforcement. There were 1,199 DUI arrests and 416 drug related arrests.

3.6 Fatal/Injury Crashes

The numbers of fatal crashes, fatalities, injury crashes, and injuries occurring in Kentucky during the enforcement period of the Click It or Ticket campaign (May 21 through June 3, 2001) were compared to those occurring during the same time period for the previous five years. The numbers in each category in 2001 were lower than in any of the previous five years.

There were 24 fatalities during this two-week period in 2001. This compares to an average of 31 fatalities over the years of 1996 through 2000. A reduction of 7 fatalities would result in an economic cost savings of about \$6.8 million and a comprehensive cost savings of about \$21.7 million using National Safety Council cost data.

The number of injury crashes also decreased during the enforcement time period. There was an average of 1,435 injury crashes between May 21 and June 3 for 1996 through 2000 compared to 1,344 in 2001. There was an average of 2,254 injuries between May 21 and June 3 for 1996 through 2000 compared to 2,001 in 2001. A reduction of 253 injuries would result an economic cost savings of about \$8.9 million using National Safety Council cost data. The total economic cost savings for the reduction in fatalities and injuries during the enforcement period was about \$15.7 million.

4.0 CONCLUSION

The observational surveys showed that seat belt usage can be increased using a combination of publicity and enforcement. Publicity alone had a minimal effect on usage. The substantial increase did not occur until after the start of the increased enforcement. The data shows that an increased possibility of receiving a ticket for failing to wear a seat belt is required for a certain segment of the driving population to increase their use of seat belts.

A review of the data results in the opinion that the current law in Kentucky must be changed from secondary to primary enforcement to obtain a long-term high seat belt use percentage. There must also be an awareness by the public that the law is being enforced.

TABLE 1. MOTORIST SURVEY RESULTS

	Percent			Chi-Square Statistic
	Baseline	Earned/Paid Media	Enforcement/ Post	
(Sample Size)	(961)	(712)	(562)	
Reported "Always" uses a seat belt	65.8	62.4	66.4	
Reported "Always" a high-likelihood of a seat belt ticket for non-use	22.1	21.1	21.5	
Reported strictness of State Police as "Very"	24.6	26.3	29.2	
Reported strictness of Local Police as "Very"	22.5	24.6	27	
Reported ever receiving a seat belt ticket	9.3	11.2	11.6	
Reported having read/seen/heard about seat belt checkpoints in the past month	18.8	34.3	59.6	p < .01
Reported going through a seat belt checkpoint in the past month	5.4	8.7	16.2	p < .01
Reported recently read/seen/heard seat belt message	63.2	75.4	88.8	p < .01
Read about seat belts in the paper	29	31.2	42.7	p < .01
Heard about seat belts on the radio	13.4	25.6	42	p < .01
Saw seat belt message on TV	29	43.7	55	p < .01
Saw seat belt message poster	11.3	9.3	10.1	
Read about seat belts in a brochure	1.9	2.2	2.5	
Heard about seat belts at a checkpoint	2.8	1.8	5.5	p < .01
Read/seen about seat belts on the internet	2	2.4	3.9	
Heard about seat belts by other means	7.9	4.6	4.6	p < .01
Heard of Click it or Ticket Program	5.1	29.6	55.3	p < .01
Heard of No Excuses Buckle Up Program	14.9	16.6	14.2	
Heard of Buckle Up Kentucky Program	55.2	46.3	38.8	
Heard of Operation 35 Program	4.3	3.2	3.9	

TABLE 2. TELEPHONE SURVEY RESULTS

Question	Response	Percent		t-test Statistic*
		Before	After	
Frequency wearing shoulder belt**	All of the time	79.8	82.3	
Change of seat belt usage in the last 30 days	Increased	5.2	12.6	p < 0.05
Likelihood for receiving ticket while not wearing seat belt for six months**	Very likely	24.9	30.8	
Should seat belt usage be a primary violation?	Yes	63.6	60.5	
Ever received ticket for not wearing seat belt**	Yes	4	3.8	
Police generally do not write tickets for seat belt violations**	Strongly agree	28.0	23.2	
Police enforcement belt laws are important**	Strongly agree	62.9	63.9	
Police are ticketing more often than a few months ago**	Strongly agree	26.0	43.1	
Aware of special efforts regarding seat belt ticketing in the last 30 days	Yes	12.0	65.4	p < 0.05
If yes, where did you see or hear of this?***	TV	33.3	59.9	
	Radio	20.0	31.5	
	Friend-Relative	16.7	10.7	
	Newspaper	20.0	19.2	
	Witnessed checkpoint	6.7	14.8	
	Road signs	0.0	4.4	
Have you heard about seat belt checkpoints in the last 30 days?	Yes	10.9	69.9	p < 0.05
If yes, where did you see or hear of this?***	TV	24.1	45.4	
	Radio	13.0	20.1	
	Friend-Relative	14.8	17.7	
	Newspaper	3.7	14.7	
	Witnessed checkpoint	16.7	11.8	
	Road signs	0.0	0.3	
	Internet	0.0	0.9	
In the last 30 days have you seen a checkpoint?	Yes	3.8	18.8	p < 0.05
In the last 30 days have you been aware of increased safety seat enforcement?	Yes	19.6	49.5	p < 0.05
In the last 30 days have you been aware of increased seat belt enforcement?	Yes	78.6	86.7	p < 0.05
Number of messages in the last 30 days	More than usual	17.1	56.5	p < 0.05
Have you seen or heard about any activities related to seat belt usage in the last 30 days?	Yes	16.9	21.8	p < 0.05
Importance of seat belt enforcement**	Very important	59.5	56.5	
Have you heard or seen these slogans in the past 30 days?****	Click it or Ticket	13.6	64.8	

* A t-test for equality was conducted on the questions that passed Levene's Test for Equality of Variances. Questions that had a p-value less than 0.05 were considered as showing a "statistically significant" change. Both of these tests apply to all possible responses for each question, including those not listed here.

** Questions that failed Lavene's Test for Equality of Variances and, therefore, a t-test could not be performed

*** Multiple responses were received for these questions and, therefore, a statistical test could not be performed.

TABLE 3. CLICK IT OR TICKET CAMPAIGN ENFORCEMENT ACTIVITY BY KSP AND LOCAL AGENCIES

Saturated Enforcement Activity															
	Number of Officers	Hours Worked	Seat Belt Citations			Child Restraint Citations		Speeding Citations	DUI Arrests	Other Citations	Drug Related Arrests	Fugitive Apprehensions	Stolen Vehicles Received	Other Arrests	
			Citations	Citations	Citations	Citations	Citations								Arrests
KSP	3,668	27,707	1,479	162	5,504	389	6,237	71	22	12	281				
Local Police	1,523	20,156	2,550	194	7,735	489	7,020	212	110	11	853				
Total	5,191	47,863	4,029	356	13,239	878	13,257	283	132	23	1,134				
Checkpoint Activity															
	Number of Checkpoints	Number of Officers	Hours Worked	Seat Belt Citations			Child Restraint Citations		Speeding Citations	DUI Arrests	Other Citations	Drug Related Arrests	Fugitive Apprehensions	Stolen Vehicles Received	Other Arrests
				Citations	Citations	Citations	Citations	Arrests							
KSP	1,274	2,318	6,704	1,285	227	N/A	215	5,288	73	17	1	125			
Local Police	248	521	1,376	492	108	N/A	106	1,586	60	30	1	122			
Total	1,522	2,839	8,080	1,777	335	N/A	321	6,874	133	47	2	247			
Grand Total	1,522	8,030	55,943	5,806	691	13,239	1,199	20,131	416	179	25	1,381			

APPENDIX A. SAFETY BELT OBSERVATIONS

Table A-1. Summary of Seat Belt Observations at Individual Sites.

LOCATION		PERCENT USAGE (ALL FRONT SEAT)			
COUNTY	INTERSECTION	BASELINE	EARNED MEDIA	PAID MEDIA	ENFORCEMENT
Barren	I 65 at Exit 53	77	78	79	81
Meade	US 31W at KY 1638	62	63	63	81
Grayson	KY 259 at US 62	49	51	50	62
Logan	US 68 at US 79	48	51	54	60
Hopkins	Pennyrile Pkwy. at Exit 44	69	67	66	69
Henderson	US 41A at 5 th Street	55	57	59	59
Calloway	KY 1637 at 16 th Street	51	52	52	59
Shelby	I 64 at Exit 28	67	68	68	75
Woodford	US 60 at US 62	62	67	68	75
Oldham	KY 146 at KY 1817	61	62	56	69
Franklin	KY 2820 at US 127	55	50	50	65
Kenton	I 75 at Exit 186	69	70	68	78
Jefferson	US 31W at KY 841	59	56	60	70
Boone	US 42 at US 25	57	60	64	75
Boyd	I 64 at Exit 185	65	66	68	71
Lincoln	US 27 at US 150	53	52	57	53
Carter	US 60 at KY 7	49	46	48	56
Floyd	KY 680 at KY 122	46	43	41	51
Rowan	I 64 at Exit 137	58	59	64	73
Laurel	US 25E at US 25	56	52	56	72
Pulaski	KY 80 at KY 2296	50	50	56	61
All		60	60	61	70

APPENDIX B. MOTORIST SURVEY

The Circuit Clerk is assisting in a study about seat belts in Kentucky. 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 Kentucky State Police 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 Kentucky?**
 Yes
If yes, where did you see or hear about it? (Check all that apply):
 Newspaper Internet Radio TV Poster Brochure
 Police checkpoint Other
If yes, what did it say? _____
 No
16. **Do you know the name of any seat belt enforcement program(s) in Kentucky? (check all that apply):**
 No Excuses, Buckle Up Buckle Up Kentucky Click It or Ticket Operation 35, Buckle Up Stay Alive
-

TABLE B-1. MOTORIST SURVEY DRIVER CHARACTERISTICS

		Percent		
		Baseline	Earned/Paid Media	Enforcement/ Post
(Sample Size)		(961)	(712)	(562)
Gender	Male	47.3	49.9	48.6
	Female	52.4	49.7	51.1
Race	White	92.6	80.9	85.8
	Non-White	7	18.1	14.1
Age	<26	20	29.4	30.1
	26 - 49	53.7	52.4	52.1
	50+	25.9	17.7	17.3
Miles	<10,001	45.7	46.9	44.7
	10,001 - 15,000	23.3	25.8	28.5
	>15,000	29	26.3	25.4
Vehicle Type	Passenger Car	60.4	56.7	57.1
	Pick-up Truck	18.1	18	19.4
	SUV	12.2	15.6	12.6
	Van	5.7	5.3	8.7

APPENDIX C. TELEPHONE SURVEY

TABLE C-1. RESULTS OF TELEPHONE SURVEY

Question	Choices	Percent		t-test Statistic*
		Before	After	
Gender**	Male	41.7	44.2	
	Female	58.3	55.8	
Frequency of driving	Almost everyday	77.7	80.6	
	Few days a week	10.9	10.4	
	Few days a month	2.4	1.4	
	Few days a year	0.4	0.4	
	Never	8.5	7.2	
	Other	0.2	0	
Type of vehicle driven most often***	Car	60.9	62.3	
	Van or minivan	8.6	6.9	
	Motorcycle	0.2	0.6	
	Pickup truck	17.3	19.4	
	Sport Utility Vehicle	10.6	8.8	
	Other non-truck	0.6	0.9	
	Other truck	1.7	1.1	
Seat belt configuration	Across shoulder	7.4	4.6	
	Across lap	0.9	0.9	
	Across both	91.6	94.6	
	Vehicle has no belts	0.2	0	
Frequency wearing shoulder belt**	All of the time	79.8	82.3	
	Most of the time	9.7	8.1	
	Some of the time	3.7	4.4	
	Rarely	3.3	2.6	
	Never	3.5	2.6	
Frequency wearing lap belt	All of the time	78.2	81.4	
	Most of the time	9.6	8.4	
	Some of the time	4.7	5.2	
	Rarely	2.8	3.2	
	Never	4.7	1.8	
Last time not wearing seat belt	Within the past day	18.9	14.9	
	Within the past week	8.4	9.5	
	Within the past month	7.3	6.8	
	Within the past year	6.8	3.1	
	A year or more ago	58.6	62.8	
Change of seat belt usage in the last 30 days	Increased	5.2	12.6	p < 0.05
	Decreased	0.7	0	
	Stayed the same	94.1	87.4	
Of those who said "increase", what caused your seat belt usage to increase?***	Increased awareness	66.7	32.8	
	Influence/pressure	16.7	17.2	
	Seatbelt law	12.5	34.5	
	Was in a crash	8.3	5.2	
	Don't want to get another ticket	0.0	12.1	
Does Kentucky have a law requiring seat belt use for adults?	Yes	99.4	98.4	
	No	0.6	1.6	
Likelihood for receiving ticket while not wearing seat belt for six months**	Very likely	24.9	30.8	
	Somewhat likely	20.5	26.6	
	Somewhat unlikely	20.7	15	
	Very unlikely	34	27.5	
Seat belt offense level**	Police can stop for just for seatbelt violation	46.2	47.9	
	Police must observe another violation	53.8	52.1	

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

Question	Choices	Percent		t-test Statistic*
		Before	After	
Should seat belt usage be a primary violation?	Yes	63.6	60.5	
	No	36.4	39.5	
Have you received a ticket for not wearing a seat belt?*	Yes	4	3.8	
	No	96	96.2	
If yes, how long ago was it received?***	Weeks ago	0.0	5.3	
	Months ago	15.0	21.1	
	Years ago	85.0	73.7	
Are seat belts just as likely to harm as they are to hurt?*	Strongly agree	16.0	12.6	
	Somewhat agree	18.7	20.0	
	Somewhat disagree	24.5	18.1	
	Strongly disagree	40.7	49.3	
If in a crash, do you want to wear seat belt?	Strongly agree	83.4	87.0	
	Somewhat agree	8.2	7.1	
	Somewhat disagree	4.0	2.8	
	Strongly disagree	4.4	3.0	
Police generally do not write tickets for seat belt violations**	Strongly agree	28.0	23.2	
	Somewhat agree	28.2	26.4	
	Somewhat disagree	23.1	21.9	
	Strongly disagree	20.7	28.6	
Police enforcement belt laws are important**	Strongly agree	62.9	63.9	
	Somewhat agree	22.0	21.8	
	Somewhat disagree	7.1	4.8	
	Strongly disagree	8.1	9.5	
Wearing belt makes me worry about getting into an accident**	Strongly agree	7.8	6.1	
	Somewhat agree	5.2	6.1	
	Somewhat disagree	19.9	16.0	
	Strongly disagree	67.1	71.8	
Police are ticketing more often than a few months ago**	Strongly agree	26.0	43.1	
	Somewhat agree	31.0	30.5	
	Somewhat disagree	25.7	12.5	
	Strongly disagree	17.3	13.9	
Aware of special efforts regarding seat belt ticketing in the last 30 days	Yes	12.0	65.4	p < 0.05
	No	88.0	34.6	
If yes, where did you see or hear of this?***	TV	33.3	59.9	
	Radio	20.0	31.5	
	Friend-Relative	16.7	10.7	
	Newspaper	20.0	19.2	
	Witnessed checkpoint	6.7	14.8	
	Road signs	0.0	4.4	
If you said TV or radio, in what form did you see or hear of this?***	News story	68.8	50.0	
	Commercial advertise	21.9	37.2	
	Something else	0.0	3.1	

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

Question	Choices	Percent		t-test Statistic*
		Before	After	
Have you heard about seat belt checkpoints in the last 30 days?	Yes	10.9	69.9	p < 0.05
	No	89.1	30.1	
If yes, where did you see or hear of this?***	TV	24.1	45.4	
	Radio	13.0	20.1	
	Friend-Relative	14.8	17.7	
	Newspaper	3.7	14.7	
	Witnessed checkpoint	16.7	11.8	
	Road signs	0.0	0.3	
	Internet	0.0	0.9	
If you said TV or radio, in what form did you see or hear of this?***	News story	90.0	67.6	
	Comercial advertise	10.0	23.9	
	Something else	0.0	4.1	
In the last 30 days have you seen a checkpoint?	Yes	3.8	18.8	p < 0.05
	No	96.2	81.2	
In the last 30 days have you been aware of increased safety seat enforcement?	Yes	19.6	49.5	p < 0.05
	No	80.4	50.5	
In the last 30 days have you been aware of increased seat belt enforcement?	Yes	78.6	86.7	p < 0.05
	No	21.4	13.3	
Number of messages in the last 30 days	More than usual	17.1	56.5	p < 0.05
	Fewer than usual	3.6	1.6	
	About the same	79.3	41.9	
Have you seen or heard about any activities related to seat belt usage in the last 30 days?	Yes	16.9	21.8	p < 0.05
	No	83.1	78.2	
If yes, then what kind of activities?***	Seatbelt/child safety seat information	20.0	13.0	
	TV	12.9	8.3	
	Injuries and fatalities due to not wearing seat belt	11.8	7.4	
	Road signs	11.8	18.5	
	Commercials	10.6	15.7	
	News items	5.9	7.4	
	Increased police enforcement	3.5	0.9	
	Brochures, mailers	2.4	0.0	
	Roadblocks-checkpoint	2.4	12.0	
	Billboards	2.4	8.3	
	Radio	2.4	4.6	
	Newspaper	2.4	6.5	
	Word of mouth	2.4	0.9	
	Buckle Up	1.2	0.0	
	Public service announcements	0.0	2.8	
	Click It Or Ticket	0.0	4.6	
Shown crash dummies	0.0	0.9		
Importance of seat belt enforcement**	Very important	59.5	56.5	
	Fairly important	17.4	15.3	
	Just somewhat important	12.4	15.9	
	Not that important	10.8	12.3	
Children under 12 in houshold	Yes	24.1	34.4	p < 0.05
	No	75.9	65.6	

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

Question	Choices	Percent		t-test Statistic*
		Before	After	
Have you seen or heard about any advertisements that encourage adults to use car seats and seat belts on their children in the last 30 days?	Yes	52.9	64.1	p < 0.05
	No	47.1	35.9	
If yes, then what did you see or hear?***	TV	33.7	19.1	
	Commercials	23.9	29.0	
	Seatbelt/child safety seat information	22.0	24.8	
	News items	8.7	14.3	
	Radio	8.0	6.4	
	Newspaper	5.7	5.1	
	Roadblocks-checkpoint	3.8	8.0	
	Road signs	3.4	3.2	
	Magazines	2.3	0.3	
	Public service announcements	2.3	9.2	
	Injuries and fatalities due to not wearing seat belt	1.1	2.2	
	Billboards	1.1	2.2	
	Meetings	0.8	0.0	
	Brochures, mailers	0.4	1.6	
	Word of mouth	0.4	0.0	
	Buckle Up	0.4	0.0	
Other media source	0.4	0.6		
Flashing electric signs	0.0	0.6		
Click It Or Ticket	0.0	5.1		
Have you heard or seen these slogans in the past 30 days?****	Friends don't let friends drive drunk	83.6	81.2	
	Click it or ticket	13.6	64.8	
	Buckle up America	56.5	53.8	
	Children in back	23.7	25.6	
	You drink, you drive, you lose	45.1	48.2	
	Leave the racin' to the horses- Whoa, Baby, Whoa!	38.7	45.6	
	None of these	6.1	2.8	
Would you be interested in seeing programs on (on a scale from 1 to 5):	Increase seat belt use**	1 (Don't want them at all)	4.8	5.6
		2	3.6	4.8
		3	16.5	17.5
		4	14.3	16.5
		5 (Want them very much)	60.8	55.6
	Increase child safety seat use**	1	2.8	3.6
		2	1.8	1.8
		3	10.2	11.3
		4	12.0	13.5
		5	73.3	69.7
	Incentives to buckle up**	1	27.6	27.5
		2	7.0	8.2
		3	15.9	16.5
		4	10.7	10.2
		5	38.8	37.6
	School activities**	1	2.8	3.2
		2	1.0	2.0
		3	5.4	4.2
		4	9.2	9.6
		5	81.7	80.9
	Proper child safety seat usage information**	1	4.4	4.6
		2	2.6	2.8
		3	11.1	7.8
		4	9.9	11.3
		5	71.9	73.4

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

Question	Choices	Percent		t-test Statistic*
		Before	After	
Is there any particular information that you would find helpful on how to protect a child in a motor vehicle?	Yes	29.5	36.7	p < 0.05
	No	70.5	63.3	
Consider yourself Hispanic Latino**	Yes	3.2	3.4	
	No	96.8	96.6	
Racial categories that describe you***	American Indian or Alaskan Native	6.7	6.2	
	Asian	0.6	0.0	
	Black or African American	7.5	5.8	
	White	89.3	87.8	
	Some other race	1.2	3.2	
Highest year of school completed**	8th grade or lower	7.7	5.0	
	9th grade	2.6	2.2	
	10th grade	2.6	3.2	
	11th grade	4.6	3.4	
	12th grade-GED	34.5	33.5	
	Some college-post secondary education	25.5	26.6	
College graduate or higher		22.4	26.0	
More than one telephone number in your household	Yes	23.8	20.4	
	No	76.2	79.6	
Respondent understanding	Excellent	58.3	69.8	p < 0.05
	Good	34.2	26.0	
	Fair	6.1	3.0	
	Poor	1.4	1.2	

* A t-test for equality was conducted on the questions that passed Levene's Test for Equality of Variances. Questions that had a p-value less than 0.05 were considered as showing a "statistically significant" change. Both of these tests apply to all possible responses for each question, including those not listed here.

** Questions that failed Levene's Test for Equality of Variances and, therefore, a t-test could not be performed

*** Multiple responses were received for these questions and, therefore, a statistical test could not be performed.