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Click It or Ticket Evaluation, 2008 – 2009

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16. Abstract <i>Click It or Ticket</i> (CIOT) mobilizations are intense, short-duration, widely publicized enforcement efforts used to improve seat belt use. Annual national mobilizations have been conducted in May every year since 2003. National and State expenditures for publicizing the 2008 and 2009 CIOT mobilizations were at their lowest level since 2003 (\$23.7 million in 2008 and \$20.9 million in 2009) and the number of seat belt citations decreased each of the last three years. Telephone surveys administered before and after each CIOT campaign indicated increased awareness of police efforts to enforce the seat belt law and increased perceived risk of receiving a ticket if not wearing a seat belt, especially among males 18 to 34 years old. Statewide usage rates increased in 33 States (District of Columbia and Puerto Rico included) in 2008 and increased in 29 in 2009. The number of States increasing statewide belt use has decreased over time and the amount of annual increase was less than 1 percentage point for three of the last four years. It seems likely that more needs to be done to keep or extend gains made in seat belt awareness and belt use.					
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TECHNICAL SUMMARY

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BACKGROUND

Nationwide *Click It or Ticket* (CIOT) mobilizations have occurred every May since 2003 and have clearly contributed to increased seat belt use in the United States. The 2008 and 2009 mobilizations were similar in structure to the previous nationwide efforts. That is, national and local publicity announced that a seat belt enforcement campaign was going to take place, then local and State enforcement agencies implemented stepped-up traffic enforcement over a two-week period.

OBJECTIVE

The overall objective of this study was to describe and evaluate the nationwide *Click It or Ticket* mobilizations in 2008 and 2009. Evaluation questions included:

- Were media and enforcement as substantial as previous mobilizations?
- What public information and education activities did the public recall?
- Did the campaign change the public's perception of the risk of receiving a citation for a seat belt violation?
- Did seat belt usage increase after each mobilization?

METHODS

The evaluation included the collection of program data, including amount of paid advertisements, amount of earned media, and amount of law enforcement activities. Outcome measures included pre- and post- telephone surveys to measure the public's awareness of publicity/enforcement efforts and observation surveys to estimate changes in statewide seat belt use rates. Data from the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) were analyzed to indicate effects of CIOT on changes in front-seat occupant seat belt usage.

RESULTS

Media Activity

NHTSA and the States spent \$23.7 million and \$20.9 million on the 2-week advertisement campaigns in support of 2008 and 2009 mobilizations. Although less was spent on publicizing the 2008 and 2009 May mobilizations compared to any previous mobilization efforts since 2003, those amounts (7 to 8¢ per person) were in line with NHTSA's current benchmark (6 to 8¢ per person) believed necessary for a successful CIOT program (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002).

Approximate Dollars Spent on Paid Advertisements for *Click It or Ticket* 2003–2009; National and State Funding Combined

	2003	2004	2005	2006	2007	2008	2009
Number of States + DC	45	48	44	50	50	51	51
National Advertisements	\$8.0M	\$10.0M	\$9.7M	\$9.2M	\$9.7M	\$7.5M	\$8.0M
State Advertisements	\$15.7M	\$20.0M	\$22.9M	\$16.7M	\$17.4M	\$16.2M	\$12.9M
Total	\$23.7M	\$30.0M	\$32.6M	\$25.9M	\$27.1M	\$23.7M	\$20.9M

NHTSA's expenditures on national advertisements to support *Click It or Ticket* increased 6% from \$7,485,655 in 2008, to \$7,964,539 in 2009. In 2008, NHTSA spent \$4.6 million (62%) on television advertisements, \$1.6 million (21%) on radio advertisements, and \$1.2 million (17%) on alternative media. In 2009, NHTSA spent \$5.2 million (64.8%) on television, \$1.4 million (17.6%) on Internet, and \$1.4 million (17.6%) on radio.

In 2008, the national media purchase achieved 1,112 gross rating points (GRPs) and 1,107 GRPs in 2009. The television ads achieved 365 GRPs in 2008 and 392 in 2009; radio achieved 526 GRPs in 2008 and 427 GRPs in 2009, and alternative media, which includes Internet, achieved 221 GRPs in 2008 and 288 GRPs in 2009. The total GRPs in 2009 were lower than the previous four years.

In 2009, the States spent less on CIOT advertisements than in previous years. States spent \$12,927,014 in 2009, down 20% from the \$16,185,361 that the States spent in 2008. The States spent over half on television advertisements (\$9.2 million in 2008 and \$7.4 million in 2009) and close to one-quarter on radio advertisements (\$3.9 million in 2008 and \$3.5 million in 2009). States spent the remainder on billboards (\$1.1 million in 2008 and \$644,000 in 2009), print advertisements (\$426,000 in 2008 and \$175,000 in 2009), and other media such as posters, banners, and signs (\$1.5 million in 2008 and 1.2 million in 2009). States with primary and secondary seat belt enforcement purchased similar types and amount of media.

Enforcement Activity

The total number of law enforcement agencies that reported on CIOT was greater in 2008 and 2009 in comparison to any previous year. However, the number of seat belt citations issued decreased each of the last four years. During the 2008 and 2009 mobilizations, law enforcement issued 19 seat belt citations per 10,000 residents, 3 points lower than 2007 (22 per 10,000), 4 points lower than 2006 (23 per 10,000), and 6 points lower than the high of 25 per 10,000 in 2005.

May Mobilization Enforcement Activity Reported by States + DC; 2003 – 2009

	2003	2004	2005	2006	2007	2008	2009
Law Enforcement Agencies Participating	10,506	13,173	9,761	10,623	10,125	10,908	10,772
Total Agencies Participating and Reporting	7,125	7,515	7,763	8,793	8,308	9,214	9,345
Seat Belt Citations Issued	508,492	657,305	727,271	697,115	672,574	583,372	570,545
Belt Citations per 10,000	18	22	25	23	22	19	19

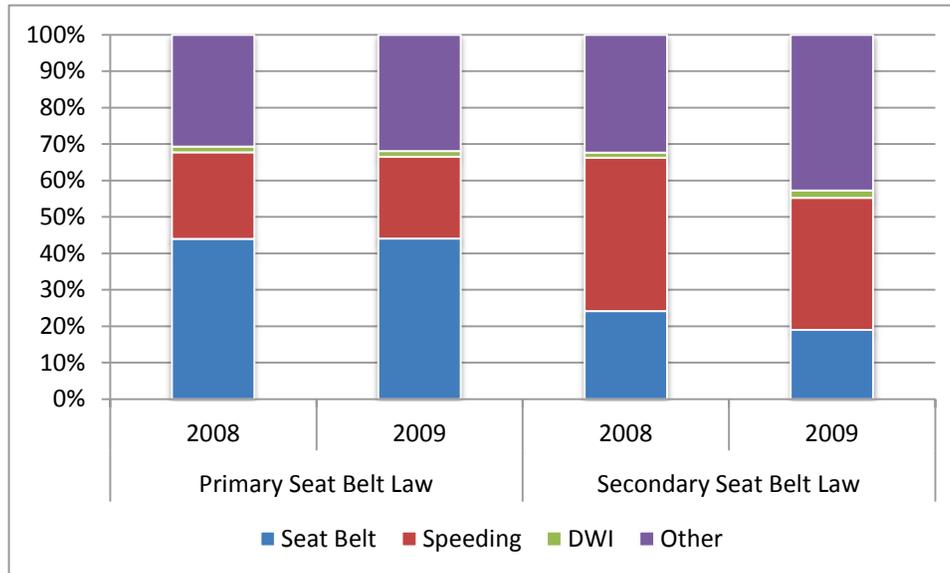
Law enforcement issued 583,372 seat belt citations in 2008, approximately 19 citations per 10,000 residents each year, which is in line with the current benchmark level (20 citations per 10,000 residents) believed necessary for the successful reach of a CIOT type program (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002). Primary law States issued seat belt citations at a disproportionately higher rate than secondary law States. In primary law States, the median citation rate was 25 in 2008 and 23 in 2009; in secondary law States, the comparable figures were 10 in 2008 and 13 in 2009.

2008 and 2009 CIOT Mobilization Enforcement Activity Reported by States

	Total States (N=50 + DC)		Primary States		Less Than Full Primary Enforcement	
	2008	2009	2008	2009	2008	2009
Participating Agencies	10,908	10,772	6,410	5,715	4,498	5,057
Reporting Agencies	9,214	9,345	5,239	5,094	3,975	4,251
Total Hours Worked	1,320,443	1,197,227	457,451	403,387	862,992	793,840
Number of Checkpoints	7,992	9,964	7,736	9,049	256	915
	Number of Citations (Per 10,000 pop.)		Number of Citations (Per 10,000 pop.)		Number of Citations (Per 10,000 pop.)	
Seat Belt	583,372 (19)	570,545 (19)	463,361 (25)	437,727 (23)	120,011 (10)	132,818 (11)
Speeding	458,519 (15)	475,353 (15)	250,132 (13)	223,173 (12)	208,387 (18)	252,180 (21)
DWI	24,022 (1)	29,653 (1)	16,887 (1)	16,045 (1)	7,135 (1)	13,608 (1)

Primary and secondary law States differed in regard to the types of citations issued during CIOT. Primary law States issued a greater proportion of seat belt citations, while secondary law States issued more speeding citations. This difference was observed every year.

2008 and 2009 CIOT — Proportion of Citations Issued by Citation Type and Law Type



Awareness Surveys

Public awareness of police efforts to ticket drivers for not using their seat belts increased significantly from pre- to post-CIOT mobilizations (from 17% to 42%, $p < .0001$, in 2008 and from 19% to 34%, $p < .0001$, in 2009). Respondents indicated that television was the most popular source of information about the mobilizations (from 40% before CIOT to 43% after in 2008, and from 37% before CIOT to 46% after in 2009). In 2008, the second most popular source of information about special seat belt enforcement was billboards, which increased slightly from 18% before CIOT to 20% afterward. In 2009, radio was the second most popular source of information increasing from 18% before CIOT to 25% afterward.

For both CIOT mobilizations, there was a significant increase in the number of people who strongly agreed that police in their community were writing more tickets now than they were a few months ago — from 65% to 73% ($p < .0001$) in 2008, and from 62% to 71% ($p < .0001$) in 2009. The proportion of respondents who indicated they would be very likely to receive a citation for not wearing a seat belt, increased significantly in both 2008 and 2009 — from 35% to 40% ($p < .05$) in 2008 and from 33% to 39% ($p < .0001$) in 2009.

Some States like Washington and some local jurisdictions scheduled occupant protection enforcement activities during nighttime hours. Before the 2008 CIOT mobilization, 57% of the nationwide survey respondents agreed that police were writing more tickets at night. This increased significantly to 65% ($p < .01$) after the 2008 mobilization, and to 70% ($p < .0001$) after the 2009 CIOT.

Since 2003, when the nationwide CIOT campaign began, increasingly more people recognize the *Click It or Ticket* slogan. Before the first national campaign in 2003, 35% of respondents were familiar with the slogan. A year later, recognition increased to 49%. Recognition of the CIOT slogan increased significantly to 74% during the 2008 campaign and increased to 77% in 2009.

SEAT BELT USE

Statewide use rates ranged from a low of 67% in Massachusetts to a high of 97% in Michigan in 2008 and ranged from a low of 68% in Wyoming to a high of 98% in Michigan in 2009. The median statewide seat belt use rate for all States was 85% in 2008 and 86% in 2009. Seat belt use rates were generally higher in primary enforcement States compared to States without full enforcement powers. In 2008, seat belt use rates ranged from 72% to 97% in States with primary enforcement and from 68% to 91% in secondary law States. The median use rate in primary law States was 10 percentage points higher compared to the secondary law locations. In 2009, seat belt use rates ranged from 74% to 98% in States with primary enforcement compared to 68% to 91% in States with less than primary, and the median use rate in primary law States was 9 points higher compared to the secondary law States (90% versus 81%).

Statewide Seat Belt Use Rates: 2008 and 2009

	2008			2009		
	Low	Hi	Median	Low	Hi	Median
Total (50 States + DC + PR)	66.8%	97.2%	85.0%	67.6%	98.0%	85.6%
Primary Enforcement	71.3%	97.2%	90.5%	74.5%	98%	90.1%
Less Than Full Primary Enforcement ¹	66.8%	90.9%	80.6%	67.6%	91.0%	80.9%

¹ Georgia's adult seat belt laws exclude occupants traveling in pickup trucks and New Hampshire has no adult seat belt law; both are included in the "not full primary enforcement" column.

Seat belt use rates increased in 33 States including the District of Columbia and Puerto Rico in 2008 and increased in 29 States in 2009. In 2008, 85% of primary law States reported an increase in seat belt use compared to 40% of States without full primary enforcement powers. In 2009, just over half (56%) the States showed improved statewide belt use rates from 2008 to 2009 and that was true for both primary and secondary law locations.

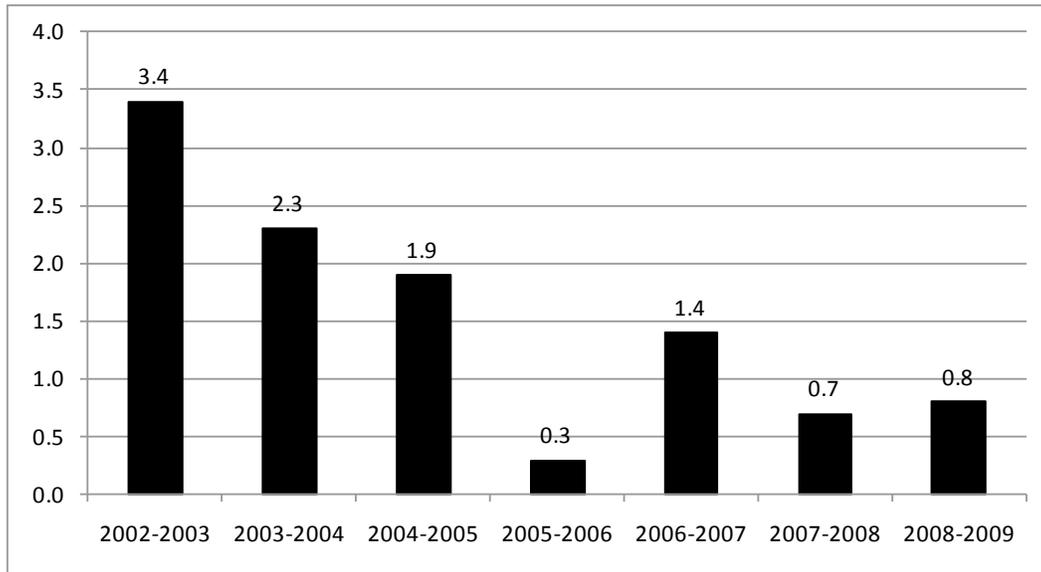
Number of Statewide Belt Use Rates That Increased or Decreased: 2007-2009

	2007 to 2008			2008 to 2009		
	Total	Number Increased	Number Decreased	Total	Number Increased	Number Decreased
Total	52	33	19	52	29	23
Primary ¹	27	23	4	27	15	12
Less Than Full Primary	25	10	15	25	14	11

¹ Georgia is included in the "Less Than Full Primary" group due to exclusion of pickup trucks. Florida and Kentucky's primary laws went into effect on June 30, 2009, and as such these two are considered secondary during the 2008 and 2009 CIOTs.

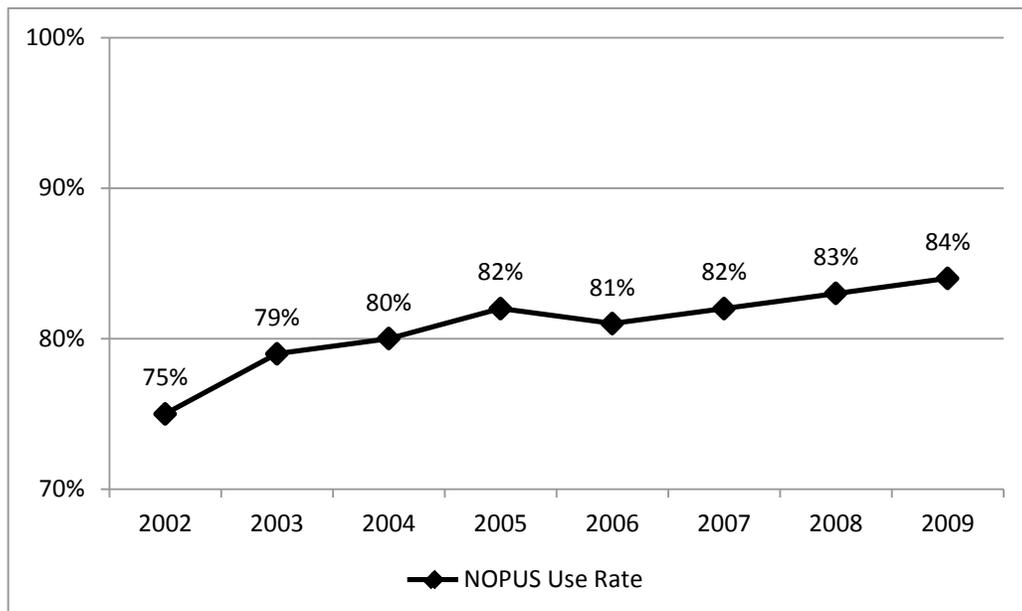
Over the years, the improvements in seat belt use rates have declined. The average annual improvement was greatest in the early years of *Click It or Ticket*, from 2002 to 2003 (+3.4 percentage points), followed by the next two years (+2.3 and +1.9 points). Three of the last four years increases have been less than 1 point.

Average Percentage-Point Improvement Across Statewide Use Rates, 2002-2009



The National Occupant Protection Usage Survey (NOPUS) is the only probability-based, daytime, observational survey including all roadway types across the United States. In 2009, the NOPUS measured the nationwide seat belt use at 84% — the highest national seat belt use rate to date. The national use rate has increased about 1 percentage point each of the last three years.

Statewide Seat Belt Use Rates; 2002 – 2009



FARS

Autoregressive integrated moving average (ARIMA) analyses indicated that there was a significant increase in the proportion of belted fatally injured occupants in the 79-month period following the 2003 *Click It or Ticket* mobilization compared to what would have been expected from the trend of the preceding 65 months. There was no “additional” effect of the 2008 *Click It or Ticket* mobilization, but there was an added effect starting at the 2009 CIOT through the end of that year.

Conclusion

The *Click It or Ticket* mobilizations in 2008 and 2009 were less intense than previous national mobilization efforts. Both campaigns included fewer dollars spent on paid media and fewer seat belt citations. Many States, especially the secondary law States, did not maintain, or improve, their seat belt use rates in 2008. Just over one-half of the States, including both primary and secondary law locations, improved statewide seat belt use in 2009 (56%) and that was less than any previous year in which there was a national mobilization.

There is a year-to-year downward trend in the amount of money devoted to paid media and in the number of belt use citations issued. Gains in daytime seat belt usage have similarly been declining. It appears likely that States must do more to hold usage at the current levels and see further improvements. The marked decline in seat belt citations beginning in 2006 and continuing to 2009 is of particular concern. Recent research has shown that a higher level of enforcement intensity maximizes the effectiveness of a CIOT program (Tison & Williams, 2010).

CIOT typically works better for States with primary enforcement laws compared to those with secondary laws. Passage of primary laws in States and local jurisdictions without them would likely help with declining citation rates. Passage of primary laws does not happen often, so until then, NHTSA and the States need to implement effective strategies that increase incentives for police agencies and officers to continue to issue seat belt citations in support of *high-visibility* enforcement efforts.

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I. INTRODUCTION

Although seat belts are available on most passenger vehicles, a little more than 1 in 10 occupants still do not wear them. Proven useful methods for increasing seat belt use are intensive, short-term, high-visibility seat belt enforcement mobilizations, like *Click It or Ticket* (CIOT). National CIOT mobilizations have been an important factor for increasing seat belt use. Since 2003, CIOT mobilizations have occurred every May with most States participating. Each year, many States post an increased statewide seat belt use rate after participating in the CIOT the mobilization.

In 2006, for the first time, the CIOT campaign ran under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) authorization, which changed how States participated in CIOT. Previously, under the Transportation Equity Act for the 21st Century (TEA-21), NHTSA provided §157 incentive grants to States that agreed to follow the national CIOT campaign schedule and adhere to specific evaluation activities, including observational surveys timed just before and just after mobilization activities.

SAFETEA-LU gave States more autonomy and flexibility in how they participate in the CIOT mobilization. Specifically, many of the CIOT reporting requirements under TEA-21, which were designed to evaluate the impact of the program, are now optional under SAFETEA-LU. For example, States are no longer required to measure seat belt use before and after the CIOT mobilization. Instead, States are required to report their annual seat belt use survey results by March of the next year — almost a year after the CIOT campaign. Although many States continue to conduct their observation surveys each June, as they did under the §157 grants, some States conduct their surveys at different times of the year. As a result, NHTSA's evaluations of the CIOT mobilizations are limited by the data available. Because States are not required to submit full data sets (e.g., advertisement, enforcement, evaluation), data are inconsistently reported and/or not comprehensive. The reliability and consistency of how States report their paid media data to NHTSA from year-to-year has also been variable.

The good news is that seat belt use rates improved across the Nation. There are some indications, however, that participation in CIOT is somewhat lower now than when CIOT efforts first began under §157 of TEA-21. In addition, not all drivers and passengers have been equally affected by HVE efforts. Young males, occupants of pickup trucks, and rural occupants continue to have lower seat belt use rates, and these groups comprise proportionately more of the non-user population than they did five years ago. NHTSA Demonstration projects are exploring this issue and evaluating intervention approaches.

The purpose of this study was to conduct a process and outcome evaluation of the 2008 and 2009 *Click It or Ticket* mobilizations. The general approach was to document the CIOT mobilization program activities (including enforcement and publicity) and then measure changes in public awareness of the program and changes in seat belt use over the course of the mobilizations. This study compares the 2008 and 2009 mobilizations with previous mobilizations.

II. PROGRAM DESCRIPTION FOR THE 2008 and 2009 CLICK IT OR TICKET MOBILIZATIONS

The 2008 and 2009 national mobilizations followed a typical CIOT program model. That is, earned and paid media publicized upcoming seat belt enforcement (Figure 1). Paid media began one week before the scheduled two-week enforcement campaign. The second week of paid media ran concurrently with enforcement for one week. Enforcement then ran for one week, after which paid media phased out of the program. Most States followed this program model according to the calendars presented in Table 1.

Figure 1. Mobilization Timeline

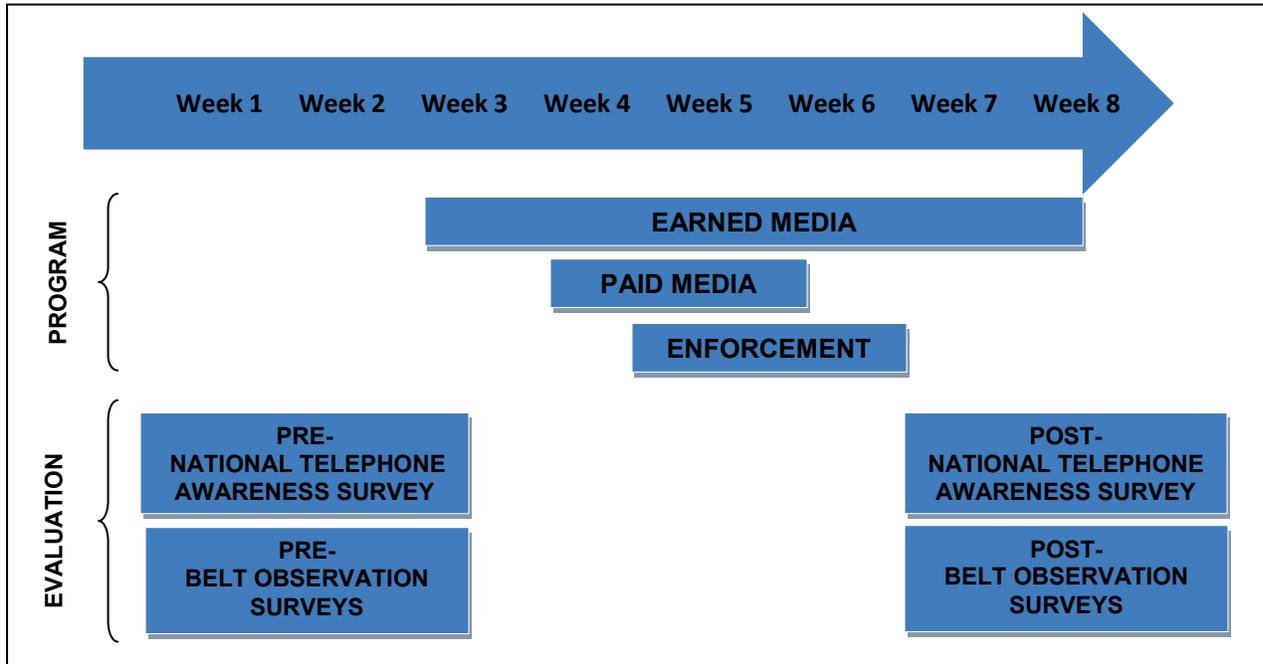


Table 1. 2008 and 2009 *Click It or Ticket* Mobilization Calendar

<i>Click It or Ticket</i> Program Elements	2008	2009
Paid Media	May 12-May 26	May 11-May 24
Earned Media	May 5-June 12	May 4-May 31
Enforcement	May 19-June 1	May 18-May 31

Both mobilizations started with earned media. Earned media is coverage by broadcast and published news services that provide details on how and when a mobilization will occur. Locally generated earned media efforts alert motorists that their communities are participating in the mobilization and that law enforcement will be focusing on unbelted drivers in the coming weeks.

NHTSA’s Office of Communication and Consumer Information (OCCI) developed and disseminated earned media/outreach planners to assist States with their earned media efforts. The

planners included poster art, fill-in-the-blank news releases, “op-ed” articles, letters to the editor, talking points and fact sheets. The planners included messaging and templates to support specific occupant protection initiatives (e.g., general, pickup occupants, rural occupants, teen occupants, and nighttime occupants) in conjunction with the *Click It or Ticket* mobilization. States tailored planners to fit their local objectives. Sample materials from the media planners are displayed in Appendix A.

OCCI oversaw the production of “B-roll” footage — video packaged as news — and distributed it to broadcast news organizations. The B-roll footage included video clips of consumers buckling up, law enforcement checkpoints, press conference footage, and photo images from the NHTSA Web site. *Click It or Ticket* television ads were incorporated into the B-roll footage and into a variety of news stories that aired. News footage often directed viewers to the Web site www.nhtsa.gov for additional mobilization information. NHTSA distributed English-language and Spanish-language versions of the B-roll video and *Click it or Ticket* news stories to the top 20 national media markets. The 2008 *Click It or Ticket* news stories and B-roll video feed generated airings on 254 stations in 139 media markets, reaching more than 19 million viewers. Similarly, in 2009, the *Click It or Ticket* news stories and B-roll video feed generated airings in 153 media markets, again reaching over 19 million viewers.

Click It or Ticket advertisements focused on day or night enforcement. The advertisements targeted teenage drivers with the importance of buckling up at both day and night. Radio and television advertisements were enforcement centered and they aired extensively during the two weeks of paid media. NHTSA developed a number of radio and television spots and then purchased advertisement placements for nationwide coverage.

In 2008, the primary television spot was a re-scripted version of the 2006 CIOT ad (“*Seamless Night and Day*”), which indicated that all across America police would work both day and night to ticket violators not using their seat belts. The advertisement showed young adult males of differing races in a variety of settings (urban, suburban, and rural locations). (See Appendix A for all television advertisement storyboards). In 2009, NHTSA created a new television commercial “*Stuck with a Ticket*,” that showed repeated ticketing for drivers who chose not to buckle up.

NHTSA developed other television advertisements to target specific audiences. One advertisement focused on unbelted teenage occupants (“*Out of Nowhere*”) and showed images of unbelted teenagers encountering law enforcement officers and receiving tickets. Another ad focused on nighttime enforcement of seat belt laws (“*Not Visible*”) and included images of young adult males receiving tickets for non-compliance with the seat belt law at nighttime. A third ad (“*Friendly Cop*”) focused on rural locations, and a fourth (“*We’re Finished*”) focused on occupants in pickup trucks.

Paid media also included radio messages of differing time lengths (5, 10, 15, and 30 seconds) narrated in English, Spanish, Haitian Creole, and Navajo. An additional radio spot focused on urban occupants. All of the radio spots had an enforcement-centered message. (See Appendix A for select radio scripts.). In 2009, NHTSA created three Internet spots (*Big Monster – CIOT*, *Big Monster BUA*, and *Video Game*) <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Seat+Belts/Click+It+or+Ticket/National+Mobilization>.

States purchased their own local media. Each year, during the two-week enforcement period, the State and local law enforcement agencies stressed zero-tolerance enforcement of seat belt violations.

NHTSA oversaw a thorough evaluation of the 2008 and 2009 CIOT mobilizations. Chapter III explains the methods used to evaluate these two mobilizations. Chapter IV presents results of the evaluation.

III. EVALUATION METHODS

The first objective of this study was to collect program information on what NHTSA and the States put into the 2008 and 2009 CIOT mobilizations. The second objective was to evaluate the outcomes of the mobilization efforts, specifically the public awareness of the program and changes in seat belt use rates.

Mobilization Media

Data on paid media included the dollar amounts spent for placing nationwide advertisements on television, radio, and other media and estimated gross rating points. GRPs are a standard unit of purchase power that estimates the percentage of individuals or households who will be exposed to a television or radio commercial. Each TV or radio day delivers a specified number of rating points and GRPs are the sum total of all ratings delivered by a given media buy or schedule. GRPs indicate the depth of reach that the national purchase achieved and provide a basis for comparison with previous mobilization efforts.

State Highway Safety Offices (HSOs) reported the media placements to NHTSA using a Web-based reporting system. NHTSA tallied the aggregate paid media dollars spent by each State.

Data on earned media included information produced by *CustomScoop*, a program that reviewed thousands of online news outlets daily to track the number of news stories and opinion and editorial articles about *Click It or Ticket* mobilizations. States also reported information on kick-off events, press conferences, and other forms of publicity.

Mobilization Enforcement

States reported the number of law enforcement agencies participating, the number of agencies reporting their activities, and number of enforcement actions taken during the enforcement periods. To understand trends in State enforcement mobilizations, data from primary and secondary enforcement States and data from previous mobilizations were compared.

This evaluation also drew a random sample of municipal law enforcement agencies for tracking seat belt enforcement actions. The sample included agencies from four categories of city size: (1) <50,000; (2) 50,000 to 100,000; (3) 100,000 to 250,000; (4) >250,000. Counts of monthly seat belt citations were collected for years 2008-2009. The evaluation also included monthly counts of seat belt citations issued from a sample of State Police agencies for years 2008-2009. Primary and secondary law locations were included in both the municipal and State Police samples.

Telephone Awareness Surveys

NHTSA conducted national sample telephone surveys before and after the 2008 and 2009 mobilizations (Evaluation Surveys for Impaired Driving and Safety Belt Interventions, OMB Control Number: 2127-0646). The telephone surveys were administered to 2,312 drivers in 2008 and 2,763 drivers in 2009 using random digit dial before CIOT Mobilization publicity and just after the enforcement campaign ended. The survey-measured drivers' knowledge and awareness related to seat belts, laws governing their use, and exposure to seat belt enforcement programs. The survey instrument did not change between survey waves (see survey questions in Appendix B).

Changes in attitudes and awareness were assessed by comparing pre- and post-campaign responses. Chi-square analyses were computed to assess the magnitude of those changes; the significance level was set a $p < .05$. Binary logistic regressions were computed to explore the differential effect of the media campaign on the target audience of men 18 to 34. These analyses helped identify whether or not

the changes in awareness from pre- to post-campaign were greater in males 18 to 34 than in the rest of the population (i.e. all females and males younger than 18 or older than 34). In addition, data from key questions from the telephone surveys conducted during the 2003 (baseline) were compared with post-mobilization surveys.

Observation Surveys of Belt Use

Nearly every State conducts their annual statewide surveys of belt use immediately following national mobilizations. This evaluation used the statewide survey data to examine changes in statewide belt use among the States.

Fatality Analysis Reporting System

NHTSA's Fatality Analysis Reporting System is a census of all fatal crashes in the United States. FARS data were used to examine change in the proportion of belted, fatally injured front-seat outboard occupants, 15 and older, in passenger vehicles. Individuals were considered belted if they wore shoulder belt, lap belt, lap and shoulder belt, or belt use of unknown type. FARS data were classified into four time periods, "pre-CIOT" (January 1998 through May 2003) and "post-CIOT" (June 2003 through December 2008; June 2003 through December 2009; and June 2009 through December 2009). ARIMA analyses were used to indicate if there was a significant increase in the proportion of belted fatal occupants over the period following the first *Click It or Ticket* campaign (June 2003) compared to what would have been expected during post-CIOT.

IV. RESULTS

National Paid Media Purchase

NHTSA spent \$7,485,655 (approximately 2¢ per resident) on the two week advertisement campaign in 2008. The majority of that amount was spent on television advertisements (62%), followed by radio advertisements (21%) and digital/alternative media (17%). NHTSA spent a greater amount on advertisements in 2009 (\$7,964,539) and the majority of that was spent on television (65%), radio (18%), and digital/alternative media (17%). Approximately 12% of television and 3% of radio purchases went to Spanish language media outlets.

For 2008, the national advertisement effort resulted in 1,112 GRPs, including 365 GRPs for television, 526 GRPs for radio, and 221 GRPs for alternative media. The 2009 advertisement effort resulted in 1,107 GRPs, including 392 for television, 427 for radio, and 288 for digital media. Fewer GRPs were achieved in 2008 and 2009 compared to three prior years (1,295 in 2007; 1,294 in 2006; 1,353 in 2005).

Across the two-week media campaign in 2008 and 2009, the national media spots reached 74% of the intended target group (men 18 to 34) 11 times. In comparison, the national media spots were estimated to have reached 85% of the intended target group 13 times in 2007 and 93% of the target audience an average of 16 times in 2006.

The amount of dollars spent on the national advertisements decreased in 2008 and the amount spent on 2008/2009 was less compared to previous mobilizations. Consequently, the estimated frequency and reach of the advertisements declined. Despite these declines, media professionals believe the level of GRPs received coupled with State purchases were adequate for the two week publicity period.

Table 2. National Advertisement Purchases¹

	2008				2009			
	Cost	%	GRPs	%	Cost	%	GRPs	%
Total	\$7,485,655	100%	1,112	100%	\$7,964,539	100%	1,107	100%
<i>(Hispanic Total)</i>	<i>\$936,864</i>	<i>13%</i>	<i>n/a</i>	<i>n/a</i>	<i>\$897,585</i>	<i>11%</i>	<i>n/a</i>	<i>n/a</i>
Television	\$4,644,545	62%	365	33%	\$5,161,915	65%	392	35%
<i>(Hispanic television)</i>	<i>\$809,974</i>	<i>11%</i>	<i>n/a</i>	<i>n/a</i>	<i>\$595,000</i>	<i>7%</i>	<i>n/a</i>	<i>n/a</i>
Radio:	\$1,597,551	21%	526	47%	\$1,397,648	18%	427	39%
<i>(Hispanic radio)</i>	<i>\$126,890</i>	<i>2%</i>	<i>n/a</i>	<i>n/a</i>	<i>\$302,585</i>	<i>4%</i>	<i>n/a</i>	<i>n/a</i>
Digital:	\$1,243,559	17%	221	20%	\$1,404,976	17%	288	26%

¹ Source: The Tombras Group; GRPs based on converting impressions.

States Paid Media Purchase

The States spent \$16,185,361 or about 5¢ per person on May mobilization publicity in 2008. States spent considerable less in 2009 (\$12,927,014 or about 4¢ per person). States spent similar proportions on the various media types, approximately 57% on television, 25% on radio, 6% on billboards, 2% on print, and 9% on other media, including posters and banners.

States with primary enforcement laws include many of the States with the largest populations. These States spent more dollars compared to the secondary law States, but the secondary law States spent slightly more on a per population basis (5¢ versus 6¢). Another difference is that secondary law States spent a greater proportion of dollars on television than the primary law States.

Table 3. State Advertisement Purchases

	2008			2009		
	Amount	%	Cents ¹	Amount	%	Cents
Total	\$16,185,361	100%	5¢	\$12,927,014	100%	4¢
<u>Total States and DC¹</u>						
Television	\$9,235,334	57%	3¢	\$7,389,666	57%	2¢
Radio	\$3,887,090	24%	1¢	\$3,494,764	27%	1¢
Billboards	\$1,125,088	7%	<1¢	\$644,229	5%	<1¢
Print	\$426,144	3%	<1¢	\$175,069	1%	<1¢
Other ²	\$1,511,705	9%	<1¢	\$1,223,286	9%	<1¢
Total	\$9,461,919	100%	5¢	\$7,201,371	100%	4¢
<u>Primary Law States and DC</u>						
Television	\$5,203,201	55%	3¢	\$3,906,062	54%	2¢
Radio	\$2,276,239	24%	1¢	\$1,938,076	27%	1¢
Billboards	\$718,851	8%	<1¢	\$452,387	6%	<1¢
Print	\$223,384	2%	<1¢	\$141,047	2%	<1¢
Other ²	\$1,040,244	11%	<1¢	\$763,799	11%	<1¢
Total	\$6,434,998	100%	6¢	\$5,214,384	100%	5¢
<u>Secondary Law States</u>						
Television	\$3,879,299	60%	4¢	\$3,185,419	61%	3¢
Radio	\$1,488,402	23%	1¢	\$1,350,114	26%	1¢
Billboards	\$393,076	6%	<1¢	\$191,842	4%	<1¢
Print	\$202,760	3%	<1¢	\$34,022	1%	<1¢
Other ²	\$471,461	7%	<1¢	\$452,987	9%	<1¢

¹ Cents per capita. (Source of population information www.census.gov).

² Includes posters, banners, signs, other promotional material.

Estimates of the frequency and reach of the States' media purchases are imprecise because the value of media purchases differs by designated media market area (DMA). Before 2006, determining the exposure provided by the States' media purchases was less problematic. At that time NHTSA's Office of Communications coordinated national and State media purchases through a single media contractor, the Tombras Group. Under the SAFETEA-LU authorization, a majority of States began using their own

media agencies to purchase advertisement placements. Some States remained with the Tombras Group, but many did not. Beyond total dollars spent on television, radio and other media, airtime purchase data (e.g., GRPs, reach, and frequency) are unclear due to the variety of ways that the various of media firms report media purchase information.

National and State Paid Media Purchase Years 2003-2009

NHTSA and the States spent \$23.7 million and \$20.9 million on the 2-week advertisement campaigns in support of 2008/09 mobilizations (Table 4). Those amounts were the least spent on May mobilizations since 2003. One lesson learned over the years of CIOT is the amount of media needed to reach drivers. Although NHTSA spent less in 2008 and 2009 compared to any previous nationwide May mobilization effort, those amounts (7 to 8¢) are in line with NHTSA’s current benchmark (6 to 8¢) believed necessary for a successful CIOT program (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002).

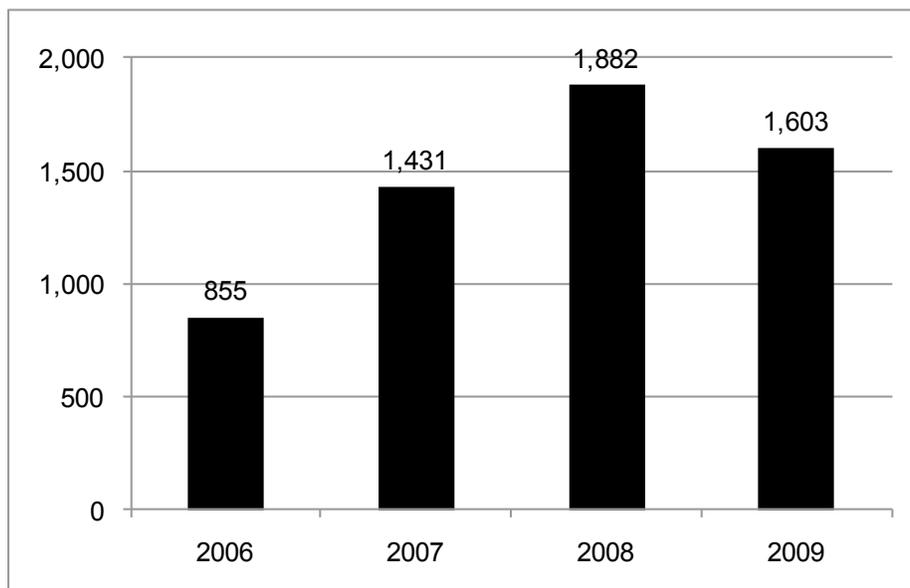
Table 4. Approximate Dollars Spent on Paid Advertisements

	2003	2004	2005	2006	2007	2008	2009
Number of States + DC	45	48	44	50	50	51	51
National Advertisements	\$8.0M	\$10.0M	\$9.7M	\$9.2M	\$9.7M	\$7.5M	\$8.0M
State Advertisements	\$15.7M	\$20.0M	\$22.9M	\$16.7M	\$17.4M	\$16.2M	\$12.9M
Total	\$23.7M	\$30.0M	\$32.6M	\$25.9M	\$27.1M	\$23.7M	\$20.9M

Earned Media

CustomScoop identified and counted local news stories related to the CIOT mobilizations (Figure 3 and Table 5). CustomScoop searched for relevant key words and terms appearing within defined time-periods. News articles and local news stories with terms like *May Mobilization*, *Click It or Ticket*, and *seat belt enforcement* appeared in at least 1,882 news stories during the 2008 CIOT and 1,603 news stories during the 2009 CIOT, more than the 1,431 news stories in 2007, and 855 news stories in 2006 (Figure 2). Table 5 shows CustomScoop counts of earned media per State for years 2008 and 2009.

Figure 2. CustomScoop Counts of Earned Media; 2006-2009



CustomScoop is capable of finding relevant stories appearing in larger news outlets, but it is less capable of finding stories appearing in smaller local news outlets. State Highway Safety Offices track local stories by asking community level participants to count and report the number of local TV and radio news stories and print stories. HSO's reported these counts. Table 6 summarizes the types of earned media the States reported for years 2005 through 2009. Because the States did not have a standardized method for capturing earned media data, the totals in Table 5 should be interpreted as an estimate only.

Table 6 shows the totals of earned media (television, radio, news, etc.) as reported by the combined States for years 2005 through 2009. Table 7 shows State reported earned media by the individual States for years 2008 and 2009. Total earned media was higher in 2008 and 2009 compared to previous years. States reported television and radio overwhelmingly as the carrier for earned media.

Table 5. CustomScoop Counts by State, 2008-2009¹

	2008	2009		2008	2009		2008	2009
Alabama	52	32	Kentucky	50	49	North Dakota	10	21
Alaska	9	6	Louisiana	31	17	Ohio	76	74
Arizona	19	19	Maine	18	12	Oklahoma	40	28
Arkansas	27	23	Maryland	18	28	Oregon	17	19
California	202	69	Massachusetts	25	25	Pennsylvania	35	44
Colorado	21	20	Michigan	54	54	Rhode Island	6	6
Connecticut	18	29	Minnesota	44	62	South Carolina	3	8
Delaware	13	21	Mississippi	38	22	South Dakota	9	1
District of Columbia	21	5	Missouri	67	42	Tennessee	30	35
Florida	98	88	Montana	7	7	Texas	190	180
Georgia	24	24	Nebraska	24	33	Utah	7	10
Hawaii	24	8	Nevada	15	9	Vermont	20	12
Idaho	6	7	New Hampshire	4	6	Virginia	68	53
Illinois	104	60	New Jersey	49	41	Washington	35	19
Indiana	59	42	New Mexico	10	4	West Virginia	19	15
Iowa	20	22	New York	48	53	Wisconsin	60	63
Kansas	16	37	North Carolina	22	36	Wyoming	-	3
						Total	1,882	1,603

¹Source: CustomScoop search reported by NHTSA's earned media contractor AkinsCrisp.

Table 6. State Reported Earned Media (Counts) by Type, 2005–2009¹

	2005	2006	2007	2008	2009
Television Spots	Not Reported	127,376	130,510	177,191	161,222
Radio Spots	Not Reported	109,495	126,275	111,280	98,306
Press Conferences	358	966	486	353	444
TV News	3,873	5,567	8,802	4,618	13,047
Radio News	12,556	3,717	7,838	5,890	4,902
Print News	4,965	4,272	3,965	3,464	2,770
TOTAL	--	251,393	277,876	302,796	281,176

¹Source: NHTSA's Web-based reporting.

Table 7. State Reported Earned Media (Counts) by State, 2008 and 2009¹

	2008	2009		2008	2009		2008	2009
Alabama	14,338	12,007	Kentucky	16,166	18,868	North Dakota	4,349	4,121
Alaska	6,127	3,623	Louisiana	31,993	37,268	Ohio	5,618	10,350
Arizona	26	44	Maine	2,740	20	Oklahoma	3,132	300
Arkansas	5,562	7,960	Maryland	13,581	3,789	Oregon	0	65
California	884	2,623	Massachusetts	2,918	3,188	Pennsylvania	330	143
Colorado	2,003	3,545	Michigan	12,143	6,161	Rhode Island	2,606	7,957
Connecticut	1	13,002	Minnesota	5,416	5,598	South Carolina	4,969	6,616
Delaware	35	2,205	Mississippi	9,632	8,033	South Dakota	2,871	103
D.C.	0	0	Missouri	8,841	6,686	Tennessee	7,335	3,530
Florida	5,681	4,243	Montana	9,717	7,167	Texas	45,485	24,154
Georgia	11	169	Nebraska	5,548	4,764	Utah	801	1,402
Hawaii	5,808	4,777	Nevada	1,704	2,061	Vermont	422	53
Idaho	1,161	4,667	New Hampshire	1,286	1	Virginia	5,970	0
Illinois	24,914	35,141	New Jersey	164	114	Washington	1,035	8,749
Indiana	6,637	207	New Mexico	4,284	2,699	West Virginia	4,870	3,300
Iowa	373	396	New York	65	54	Wisconsin	2,232	3,308
Kansas	7,392	3,085	North Carolina	76	0	Wyoming	3,544	2,860
						TOTAL	302,796	281,176

¹Source: NHTSA's Web-based reporting.

Mobilization Enforcement

State Highway Safety Offices collected local enforcement information and then forwarded it to NHTSA (Table 8). In 2008, 10,908 law enforcement agencies participated in CIOT and 84% of these agencies (9,214) reported their enforcement activities. In 2009, law enforcement participation decreased to 10,772 participating agencies, however, the percentage of these agencies that reported their activities increased to 87% (9,345). Law enforcement agencies issued 583,372 seat belt citations in 2008 and 570,545 seat belt citations in 2009, approximately 19 citations per 10,000 residents, which is in-line with the current benchmark believed necessary for the successful reach of a CIOT type program (Nichols & Ledingham, 2008; Solomon, Ulmer, & Preusser, 2002).

There was a large difference in the seat belt citation rates of primary and secondary seat belt enforcement States. In States with primary enforcement, law officers may issue a citation to a non-belt user when they see a violation of the seat belt law. With secondary enforcement laws, officers may issue a citation only after stopping the vehicle for another traffic infraction. During the 2008 CIOT, the primary law States issued 463,361 seat belt citations or 25 citations per 10,000 residents, which is much higher than the benchmark rate. In contrast, secondary law locations issued 120,011 citations or 10 citations per 10,000 population, far short of the benchmark rate. Similarly, during the 2009 CIOT mobilization, primary law States issued 437,727 seat belt citations (23 citations per 10,000) and secondary law locations issued 132,818 (11 citations per 10,000).

During the 2008 and 2009 CIOT mobilizations, law enforcement issued other traffic safety citations, Speeding (458,519 citations in 2008 and 475,353 citations in 2009), suspended licenses (59,564 citations in 2008 and 61,576 citations in 2009), uninsured motorists (78,329 citations in 2008 and 82,229 citations in 2009), DWI (24,022 arrests in 2008 and 29,653 arrests in 2009), and child restraint violations (32,834 citations in 2008 and 33,086 in 2009). Officers in States with primary seat belt laws issued a greater proportion of seat belt citations (58% in 2008 and 44% in 2009) than did officers in States with secondary seat belt laws (24% in 2008 and 19% in 2009). This has been consistent with every seat belt mobilization that tracked enforcement data.

Table 8. CIOT Mobilization Enforcement Activity Reported by States 2008 and 2009

	Total States (N=50 + DC)		Primary States		Less Than Full Primary Enforcement ¹	
	2008	2009	2008	2009	2008	2009
Participating Agencies	10,908	10,772	6,410	5,715	4,498	5,057
Reporting Agencies	9,214	9,345	5,239	5,094	3,975	4,251
Total Hours Worked	1,320,443	1,197,227	457,451	403,387	862,992	793,840
Number of Checkpoints	7,992	9,964	7,736	9,049	256	915
	Number of Citations (Per 10K pop.) ²		Number of Citations (Per 10,000 pop.)		Number of Citations (Per 10,000 pop.)	
Seat Belt	583,372 (19)	570,545 (19)	463,361 (25)	437,727 (23)	120,011 (10)	132,818 (11)
Speeding	458,519 (15)	475,353 (15)	250,132 (13)	223,173 (12)	208,387 (18)	252,180 (21)
DWI	24,022 (1)	29,653 (1)	16,887 (1)	16,045 (1)	7,135 (1)	13,608 (1)
Child Passenger	32,834 (1)	33,086 (1)	24,651 (1)	24,017 (1)	8,183 (1)	9,069 (1)
Felonies	13,190 (0)	18,112 (1)	6,913 (0)	7,339 (0)	6,277 (1)	10,773 (1)
Stolen Vehicles	1,648 (0)	1,368 (0)	793 (0)	593 (0)	855 (0)	775 (0)
Fugitives Apprehended	10,962 (0)	16,322 (1)	8,784 (0)	7,784 (0)	2,178 (0)	8,538 (1)
Suspended Licenses	59,564 (2)	61,576 (2)	34,080 (2)	27,589 (1)	25,484 (2)	33,987 (3)
Uninsured Motorists	78,329 (3)	82,229 (3)	64,214 (3)	59,237 (3)	14,115 (1)	22,992 (2)
Reckless Driver	11,322 (0)	14,521 (0)	4,382 (0)	4,549 (0)	6,940 (1)	9,972 (1)
Drugs	14,821 (0)	16,583 (1)	8,905 (0)	8,636 (0)	5,916 (1)	7,947 (1)
Other	261,009 (9)	370,590 (12)	170,642 (9)	176,867 (9)	90,367 (8)	193,723 (16)

¹Georgia's law excludes occupants in pickups; New Hampshire has no adult law.

²Citations per 10,000 population; source of population information www.census.gov.

Figure 4 shows the difference in the common types of citations issued in primary and secondary law States. More citations issued in primary States were for seat belt violations. Conversely, secondary law locations issued speeding citations in greater proportion compared to primary law locations.

Seat Belt Enforcement Intensity

The total number of law enforcement agencies that reported on CIOT was greater in 2008 and 2009 compared to any previous mobilization year. The number of seat belt citations issued during recent CIOT mobilizations has decreased from a peak of 727,271 in 2005 (Table 9). During the 2008 and 2009 mobilizations, law enforcement issued 19 seat belt citations per 10,000 residents, 3 points lower compared to year 2007 (22 per 10,000), 4 points lower compared to year 2006 (23 per 10,000), and 6

points lower than the high of 25 per 10,000 in 2005. In 2008, more law enforcement agencies participated in CIOT than any year since 2004.

Figure 4. Proportion of Citations Issued by Type and Law Type during the 2008 and 2009 Click It or Ticket Mobilization

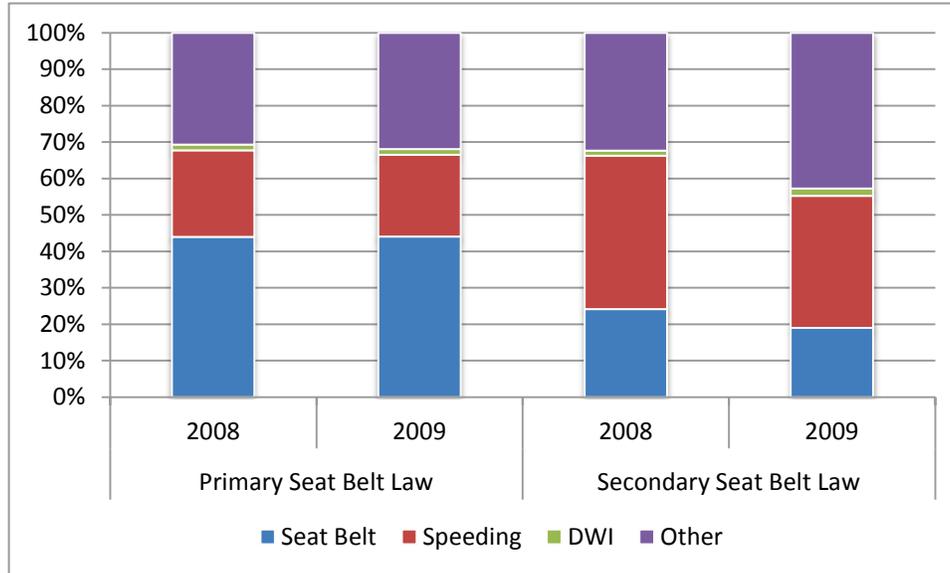


Table 9. Mobilization Seat Belt Enforcement, 2003-2009

	2003	2004	2005	2006	2007	2008	2009
Participating Law Enforcement Agencies	10,506	13,173	9,761	10,623	10,125	10,908	10,772
Agencies Reporting	7,125	7,515	7,763	8,793	8,308	9,214	9,345
Seat Belt Citations	508,492	657,305	727,271	697,115	672,574	583,372	570,545
Citations per 10K	18	22	25	23	22	19	19
U.S. Population	290,210,914	292,892,127	295,560,549	298,362,973	301,290,332	304,059,724	307,006,550

Tables 10 and 11 present the number of seat belt citations issued per 10,000 residents in States with primary and secondary seat belt enforcement for the CIOT mobilizations in 2008 and 2009. In 2008, seat belt citation rates ranged from as high as 53 per 10,000 in New Jersey to 0 per 10,000 in New Hampshire. In 2009, the citation rates ranged from 54 per 10,000 in Kentucky to a low of 2 per 10,000 in Arizona. The median rate for individual States was 15 per 10,000 for both 2008 and 2009. Primary law States exceeded previous strong benchmark rates for the two-week CIOT enforcement period while secondary law States were below the benchmark level. In primary law States the median citation rate was 25 in 2008 and 23 in 2009 compared to 10 in 2008 and 13 in 2009 in States with a secondary law. Figure 5 displays seat belt citation rates State-by-State for years 2008 and 2009 and shows how secondary law States typically did not write seat belt citations at as high a rate as most primary law locations.

Table 10. 2008 May Mobilization: Seat Belt Citations Issued per 10,000 Population and Statewide Use Rate by State

	2008 Population ¹	Seat Belt Citations CIOT 2008 ²	Seat Belt Citations per 10K	2008 Statewide Use Rate ³		2008 Population	Seat Belt Citations CIOT 2008	Seat Belt Citations per 10K	2008 Statewide Use Rate
Primary Seat Belt Law States					Secondary Seat Belt Law States				
				%					%
MI	10,003,422	10,503	10	97.2	NV	2,600,167	599	2	90.9
HI	1,288,198	4,387	34	97	WV	1,814,468	2,657	15	89.5
WA	6,549,224	5,069	8	96.5	VT	621,270	1,455	23	87.3
OR	3,790,060	3,061	8	96.3	MN	5,220,393	7,628	15	86.7
CA	36,756,666	59,043	16	95.7	UT	2,736,424	3,595	13	86
MD	5,633,597	7,330	13	93.3	PA	12,448,279	5,667	5	85.1
IA	3,002,555	4,097	14	92.9	OH	11,485,910	2,063	2	82.7
NJ	8,682,661	46,026	53	91.8	NE	1,783,432	1,039	6	82.6
DE	873,092	2,347	27	91.3	CO	4,939,456	9,604	19	81.7
IN	6,376,792	24,052	38	91.2	FL	18,328,340	34,643	19	81.7
TX	24,326,974	45,196	19	91.2	ND	641,481	1,133	18	81.6
NM	1,984,356	4,398	22	91.1	VA	7,769,089	5,948	8	80.6
IL	12,901,563	63,618	49	90.5	AZ	6,500,180	1,479	2	79.9
DC	591,833	928	16	90	MT	967,440	433	4	79.3
NC	9,222,414	13,910	15	89.8	KS	2,802,134	5,280	19	77.4
NY	19,490,297	52,684	27	89.1	ID	1,523,816	2,293	15	76.9
CT	3,501,252	14,703	42	88	MO	5,911,605	5,796	10	75.8
AL	4,661,900	13,501	29	86.1	WI	5,627,967	6,688	12	74.2
AK	686,293	572	8	84.9	RI	1,050,788	2,336	22	72
OK	3,642,361	15,776	43	84.3	SD	804,194	68	1	71.8
ME	1,316,456	3,471	26	83	AR	2,855,390	2,866	10	70.4
TN	6,214,888	15,648	25	81.5	WY	532,668	51	1	68.6
SC	4,479,800	13,358	30	79	MA	6,497,967	4,428	7	66.8
LA	4,410,796	7,358	17	75.5					
KY	4,269,245	20,538	48	73.3					
MS	2,938,618	11,787	40	71.3					
Pickup Truck Exemption					No Adult Seat Belt Law				
GA	9,685,744	12,262	13	89.6	NH	1,315,809	0	0	69.2

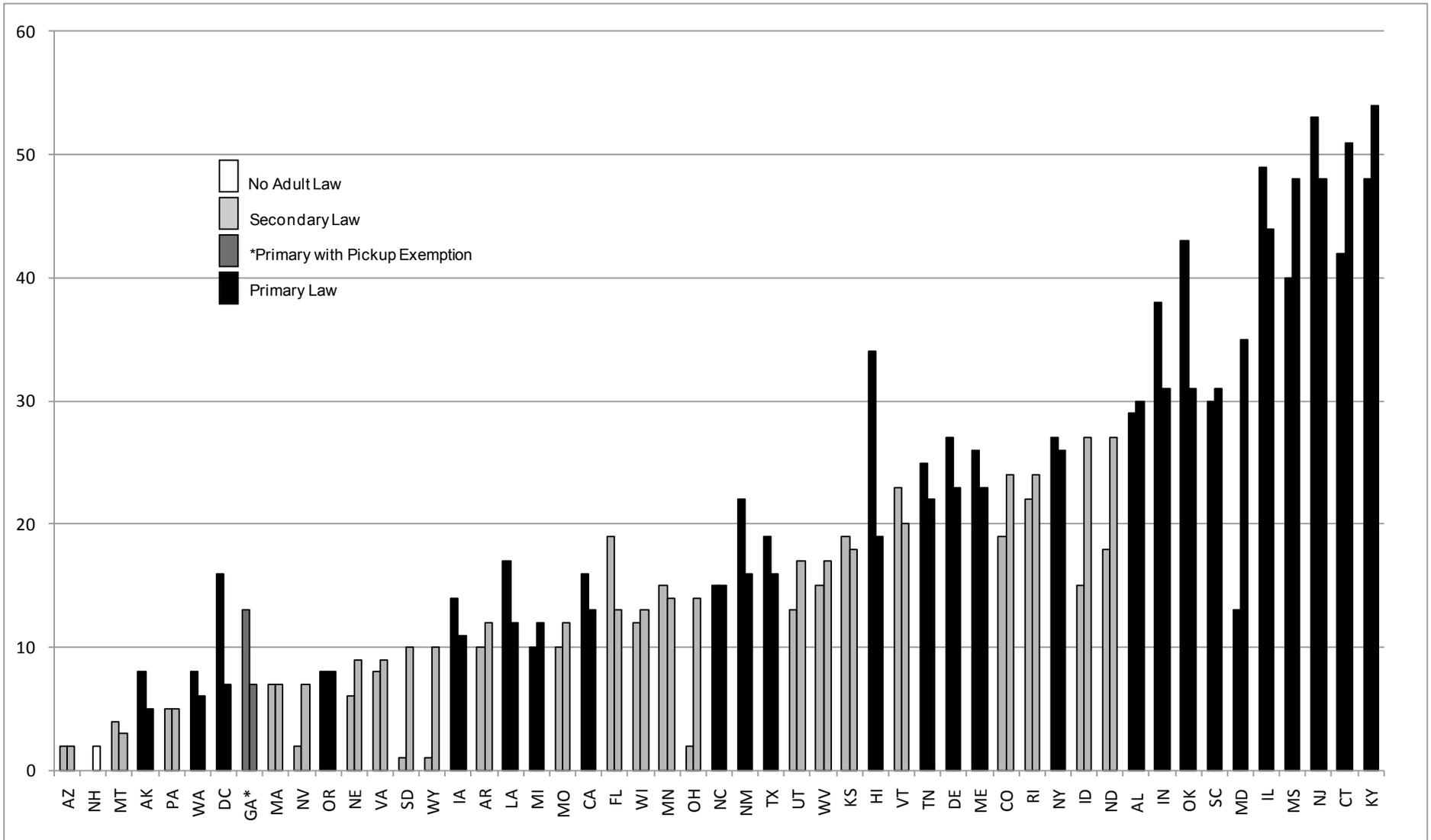
¹ Source: U.S. Bureau of the Census, 2008 Population Estimates Program (PEP) at www.census.gov. ² Source: Citation information reported by States to NHTSA. ³ Source: Official statewide seat belt use rate compliant with Federal Register Guidelines.

Table 11. 2009 May Mobilization: Seat Belt Citations Issued per 10K Population and Statewide Use Rate by State

	2009 Population ¹	Seat Belt Citations CIOT 2009 ²	Seat Belt Citations per 10K	2009 Statewide Use Rate ³		2009 Population	Seat Belt Citations CIOT 2009	Seat Belt Citations per 10K	2009 Statewide Use Rate
Primary Seat Belt Law States					Secondary Seat Belt Law States				
				%					%
MI	9,969,727	11,765	12	98	NV	2,643,085	1,923	7	91
HI	1,295,178	2,456	19	97.9	MN	5,266,214	7,320	14	90.2
OR	3,825,657	3,079	8	96.6	PA	12,604,767	6,697	5	87.9
WA	6,664,195	3,925	6	96.4	WV	1,819,777	3,156	17	87
CA	36,961,664	46,822	13	95.3	UT	2,784,572	4,619	17	86.1
MD	5,699,478	19,700	35	94	VT	621,760	1,218	20	85.3
IA	3,007,856	3,436	11	93.1	NE	1,796,619	1,582	9	84.8
DC	599,657	427	7	93	OH	11,542,645	15,982	14	83.6
TX	24,782,302	39,398	16	92.9	VA	7,882,590	6,982	9	82.3
NJ	8,707,739	41,422	48	92.7	ND	646,844	1,736	27	81.5
IN	6,423,113	20,094	31	92.6	CO	5,024,748	12,173	24	81.1
IL	12,910,409	57,306	44	91.7	FL	18,537,969	24,764	13	80.95
NM	2,009,671	3,233	16	90.1	AZ	6,595,778	1,057	2	80.8
AL	4,708,708	14,247	30	90	ID	1,545,801	4,101	27	79.2
NC	9,380,884	13,654	15	89.5	MT	974,989	269	3	79.2
DE	885,122	2,012	23	88.4	MO	5,987,580	7,242	12	77.2
NY	19,541,453	50,942	26	88	KS	2,818,747	5,014	18	77
AK	698,473	335	5	86.1	RI	1,053,209	2,553	24	74.7
CT	3,518,288	18,000	51	85.9	AR	2,889,450	3,347	12	74.46
OK	3,687,050	11,337	31	84.2	WI	5,654,774	7,582	13	73.8
ME	1,318,301	2,983	23	82.6	MA	6,593,587	4,702	7	73.6
SC	4,561,242	14,198	31	81.5	SD	812,383	798	10	72.1
TN	6,296,254	13,910	22	80.6	WY	544,270	536	10	67.6
KY	4,314,113	23,265	54	79.7					
MS	2,951,996	14,174	48	76					
LA	4,492,076	5,607	12	74.5					
Pickup Truck Exemption					No Adult Seat Belt Law				
GA	9,829,211	7,178	7	88.9	NH	1,324,575	287	2	68.9

¹ Source: U.S. Bureau of the Census, 2009 Population Estimates Program (PEP) at www.census.gov. ² Source: Citation information reported by States. ³ Source: Official statewide seat belt use rate compliant with Federal Register Guidelines.

Figure 5. CIOT Seat Belt Citations Issued per 10K Population by State and Seat Belt Enforcement Law Type: 2008 and 2009



Law Enforcement Agency Sample

A random sample of State Police agencies (n=9; total resident population=92,778,280) were used to track number of monthly seat belt citations issued for years 2002-2009. A separate random sample of municipal police enforcement agencies (n=17; total resident population=3,497,151) was used to look at seat belt citations issued from 2007 through 2009.

State Police Sample

Figures 6 through 8 show the number of seat belt citations issued by State Police. The graph in Figure 6 displays citations issued for all 9 State Police agencies in the sample. May stands out every year due to the large volume of seat belt citations issued during the national mobilization. The number of seat belt citations issued in May decreased from 2005 through 2008, and although more citations were issued in May 2009, the number of citations issued in May the last two years were lower than any previous mobilization year.

Figure 6. Seat Belt Citations Issued per Month by State Police Agencies (n=9)

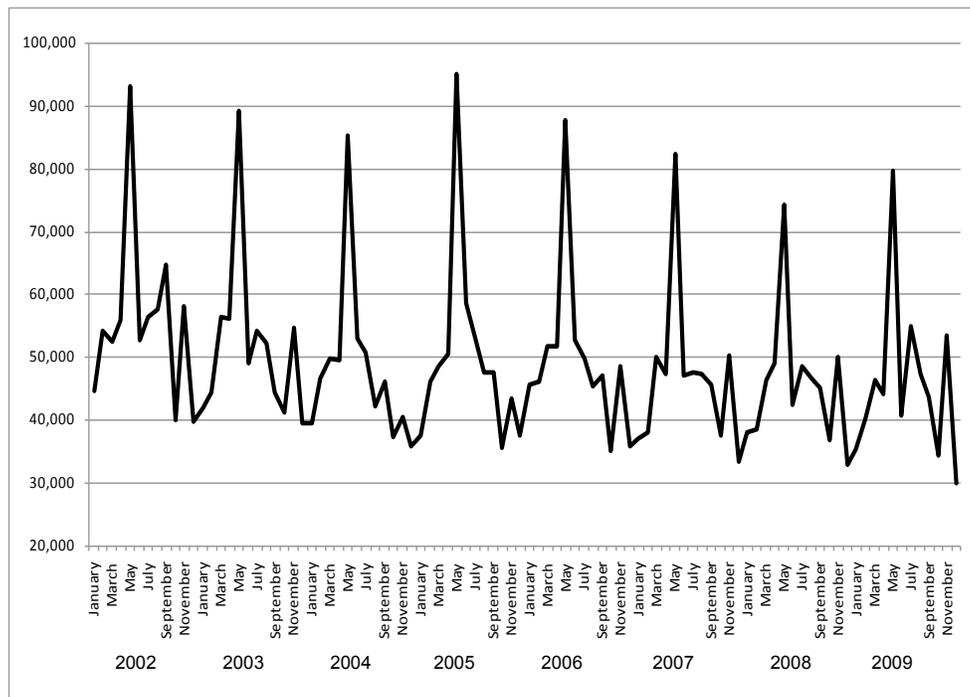


Figure 7 shows citations issued for State Police agencies operating under a primary law. The month of May stands out again due to the national mobilization, and again there was a decline in citations issued after year 2005. Figure 8 shows citations issued for the State Police agencies operating under a secondary law, and once again the month of May is the busiest month regarding seat belt citations. The number of seat belt citations issued in 2008 and 2009 by State Police in secondary law locations was lower than any previous mobilization year with the exception of year 2004.

Figure 7. Seat Belt Citations Issued per Month by State Police With a Primary Law

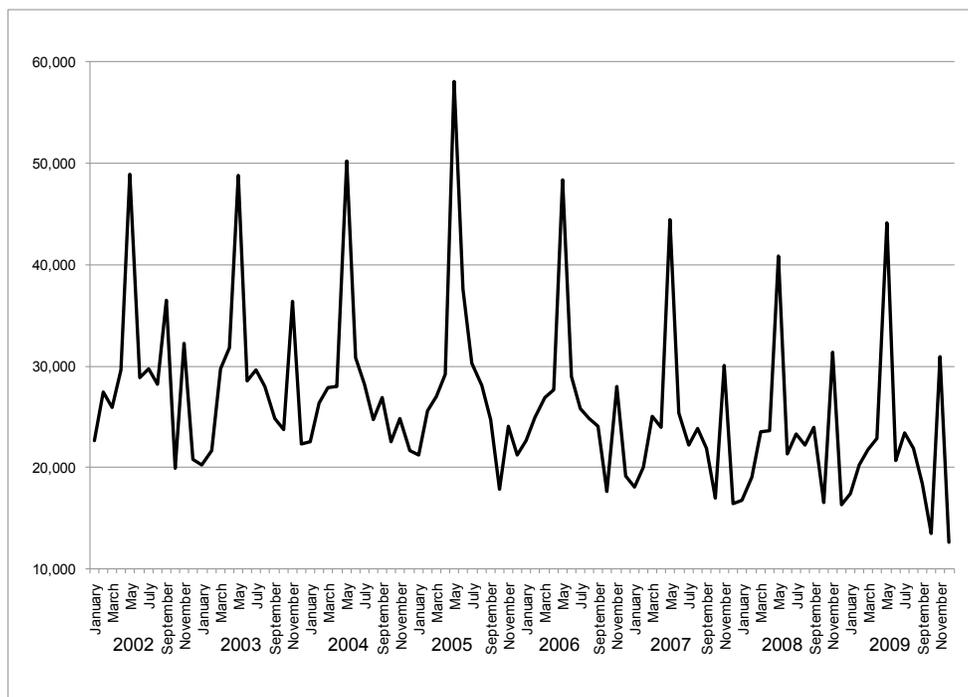
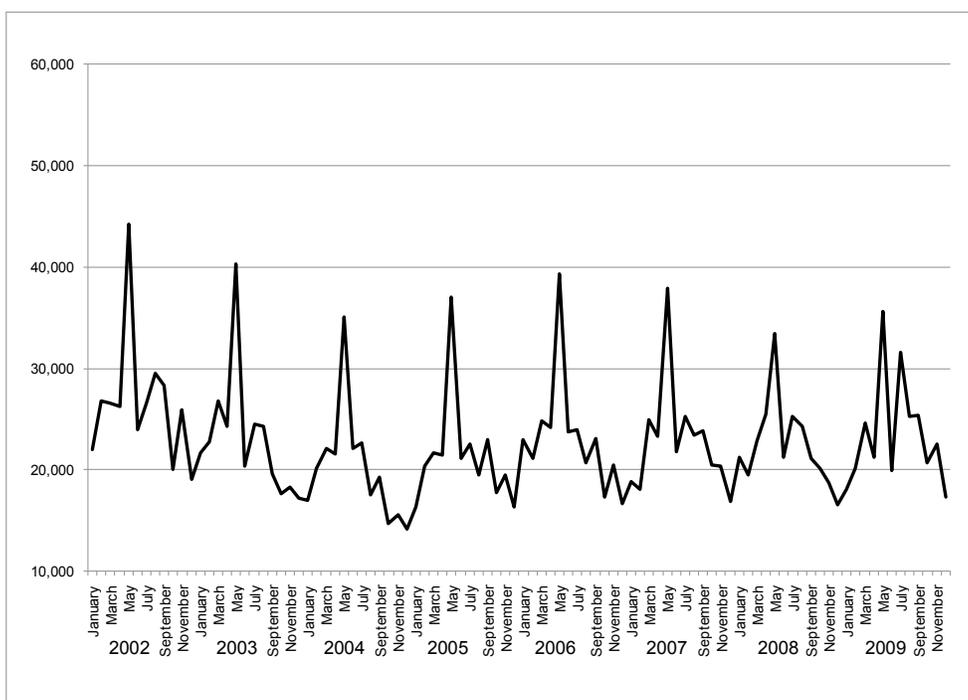


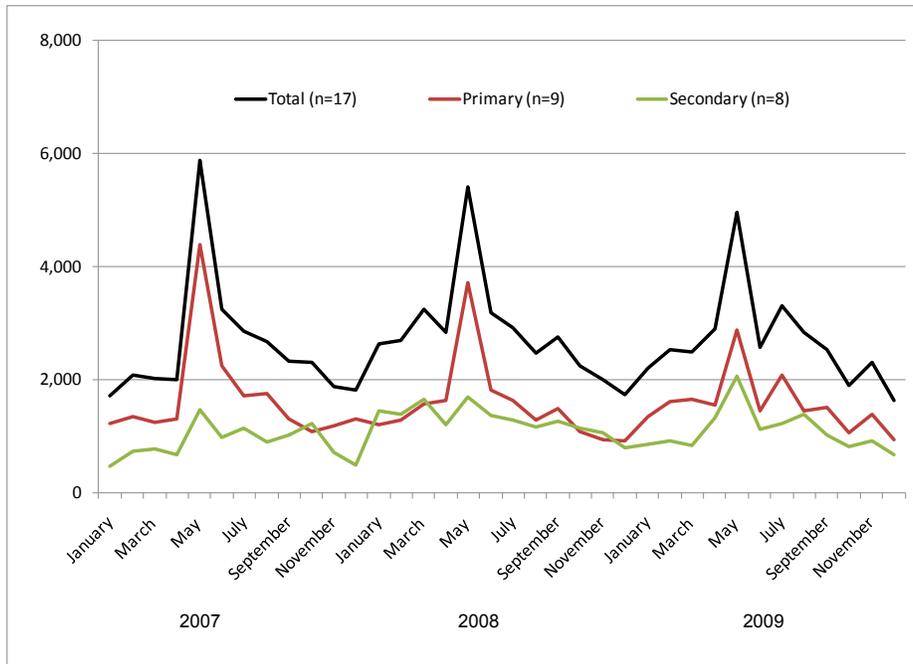
Figure 8. Seat Belt Citations Issued per Month by State Police With a Secondary Law



Municipal Agency Sample

The distribution of seat belt citations by Municipal agencies was clearly different for the month of May in primary law locations (Figure 9). More seat belt citations were issued in May compared to all other months of year, however the number of seat belt citations issued in May declined in 2008 and again 2009 in these primary law locations. In secondary law locations, stepped up seat belt enforcement in May was not as pronounced as in the primary law locations and the number of seat belt citations issued during the month of May appeared to have increased in 2008 and again in 2009.

Figure 9. Number of Seat Belt Citations Issued by Month 2007-2009; Sample of Municipal Law Enforcement Agencies



Attitude/Awareness of Seat Belt Use and Enforcement Surrounding *Click It or Ticket*

National telephone surveys conducted before and after the May Mobilization provided data to examine changes in attitudes toward and awareness of seat belt use and seat belt enforcement. In 2008, the telephone surveys included 2,400 respondents: 1,200 in the pre and 1,200 in the post. The 2009 survey was administered to 1,431 in the pre and 1,427 in the post, including an oversample of 455 males between the of 18 and 34 (228 in the pre, 227 in the post) and a sample of 401 cell phone users (201 in the pre-wave, 200 in the post-wave). Data were weighted based on sex, age, and number of phone lines to reduce sampling error. Each survey sample had an equal proportion of respondent by sex and age, but varied significantly by race ($p < .01$) and education level ($p < .0001$). In 2008, the pre-mobilization sample had fewer Spanish/Hispanic respondents than the post-mobilization sample (7% in the pre-versus 11% in the post, $p < .01$). In 2009, the pre-mobilization sample had nearly the same proportion of Spanish/Hispanic respondents as in the post-mobilization sample (8% versus 7% post). See Appendix B for a complete set of results.

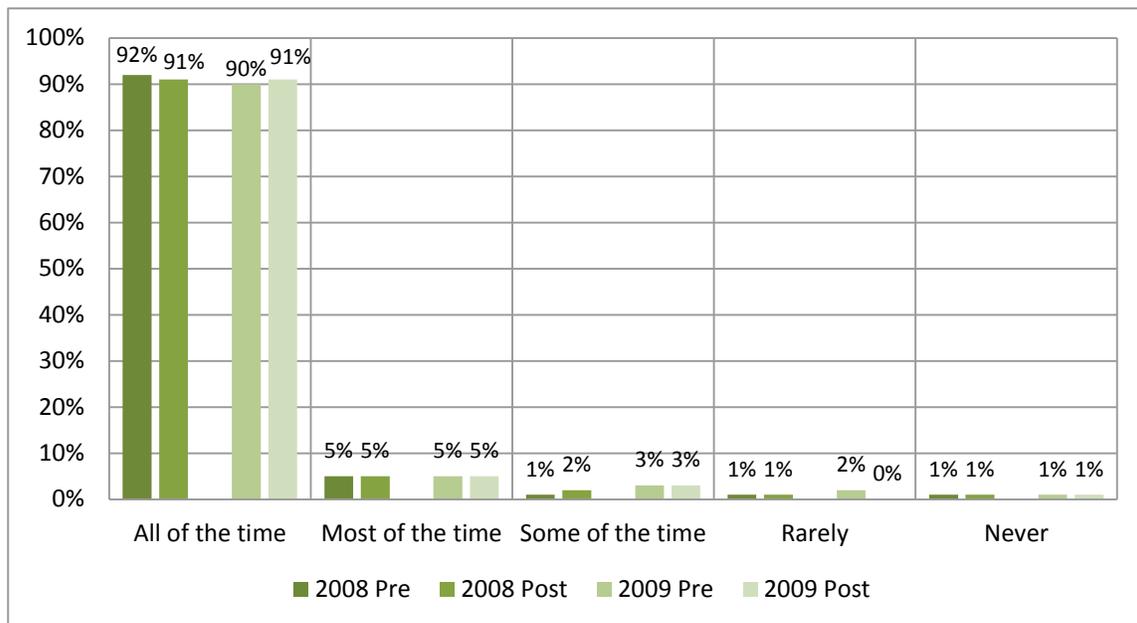
Telephone survey results are presented by three categories of questions: (1) attitude toward belt use, (2) media and enforcement awareness, and (3) perception of enforcement severity. Chi-square analyses were computed with significance level set at $p < .05$. Since the media campaign targeted men 18

to 34 years old, chi-square analyses were conducted on select items relevant to the impact of the media campaign on that target group.

Attitude toward Belt Use

Individuals whose primary vehicle had a shoulder belt were asked how frequently they wore their seat belt. The responses were similar in 2008 and 2009. In 2008, 92% indicated *always* wearing their shoulder belt before the CIOT mobilization as did 91% afterward. Similarly, 90% admitted to wearing a seat belt before CIOT and 91% afterward in 2009 (Figure 10). A follow-up question asked respondents to indicate when was *the last time they did not wear their seat belt* (Figure 11) most people in 2008 (77%) and 2009 (78%) said the last time they did not wear their belt was a year or more ago.

Figure 10. Self-Reported Belt Use



Most respondents indicated that their seat belt use had *stayed the same in the past 30 days* (95% before the 2008 CIOT to 92% afterward, and 94% before and after the 2009 CIOT). In 2008, more respondents indicated their seat belt use increased after CIOT (from 4% to 8%, $p < .0001$), whereas that proportion remained at 5% both before and after the 2009 CIOT. A follow up question asked respondents what caused the increase in seat belt use (Table 12). Reasons given differed in 2008 compared to 2009. Respondents in 2008 indicated *increased awareness* (from 33% to 59%, $p < .05$), and *driving faster* (from 0% to 21%, $p < .05$) most often as reasons why their belt use increased. Respondents in 2009 indicated *don't want a ticket* (from 16% to 24%, $p < .05$), and *recent crash* (declining from 22% to 8%, $p < .05$), most often as reasons why their belt use changed.

Figure 11. Last Time Did Not Wear a Seat Belt

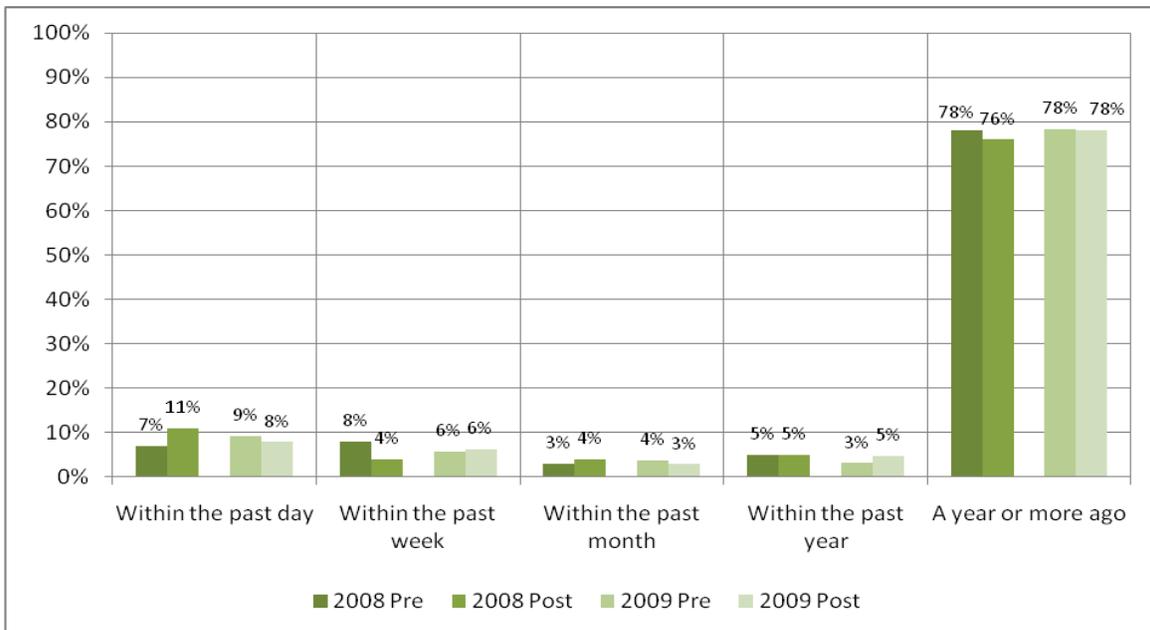


Table 12. Causes of Increase in Seat Belt Use

Cause	2008			2009		
	Pre %	Post %	Difference	Pre %	Post %	Difference
Increased Awareness	32.6	59.0	+26.4*	18.8	25.0	+6.2
Seat Belt Law	23.3	25.3	+2	12.5	11.1	-1.4
Don't Want Ticket	4.5	6.0	+1.5	15.9	23.8	+7.9*
Recent Crash	4.5	1.2	-3.3	21.9	7.9	-14.0*
Influence of Others	4.5	4.9	+0.4	10.9	1.6	-9.3
Driving Longer Distances	0.0	1.2	+1.2	3.1	0.0	-3.1
More in the Habit	2.3	0.0	-2.3	1.6	0.0	-1.6
Driving Faster	0.0	20.5	+20.5*	1.6	0.0	-1.6

* $p < .05$

The percentage of respondents indicating never wearing their seat belt at night (after midnight) decreased significantly from 5% to 3% ($p < .0001$) during the 2008 CIOT and from 3% to 2% during the 2009 CIOT (see Figure 12). The proportion of respondents who did not wear their seat belt in the past day increased significantly during the 2008 CIOT from 4% to 9% ($p < .0001$), but remained stable during the 2009 CIOT at 3% before and 4% after the CIOT mobilization (Figure 13). The percentage of respondents who admitted the last time they had not worn their seat belt after midnight was over a year ago decreased from 89% before CIOT to 81% afterward in 2008 and decreased from 85% to 84% during the 2009 CIOT. In 2008 the proportion of respondents who indicated that they had increased their

nighttime seat belt use during the last 30 days increased significantly from 3% before CIOT to 5% afterward ($p < .01$), whereas, in 2009, this decreased from 4% to 3%.

Figure 12. Self-Reported Belt Use After Midnight

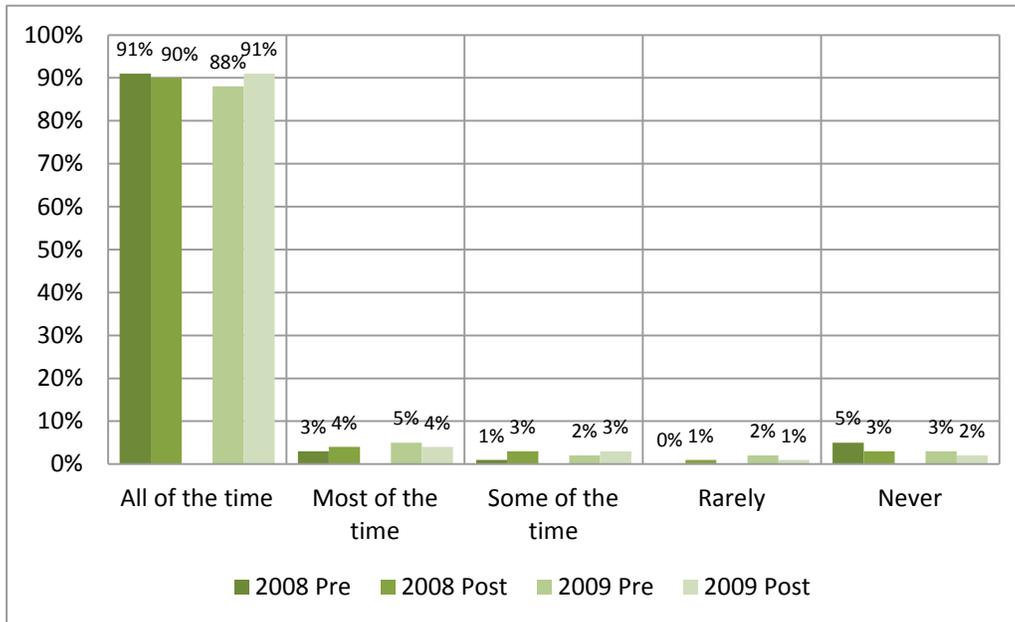
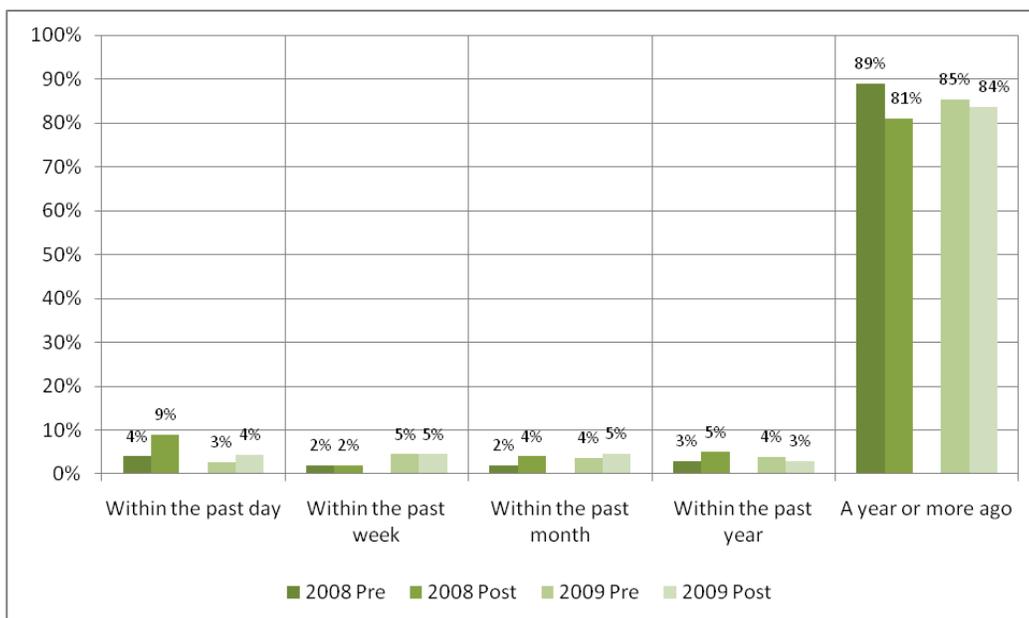


Figure 13. Most Recent Time Driving Without a Seat Belt After Midnight



Overall, most people believe that seat belts are important for their safety. However, the proportion of people who strongly/somewhat agreed with the statement *Seat belts are just as likely to harm you as help you* increased significantly during the 2008 CIOT from 26% before to 34% afterward ($p < .0001$); the proportion remained stable at 29% before and after the 2009 CIOT campaign. Figure 14

illustrates, although most people strongly disagree that *Putting on a seat belt makes me worry more about being in an accident*, the proportion of respondents who *strongly agree* increased during the 2008 CIOT from 3% to 7%, ($p < .001$), and decreased significantly from 7% to 3% ($p < .001$) during the 2009 CIOT campaign. The proportion of respondents who would *want their seat belts on* in case of accident remained high before and after the CIOT campaigns.

Figure 14. Putting on a Seat Belt Makes Me Worry

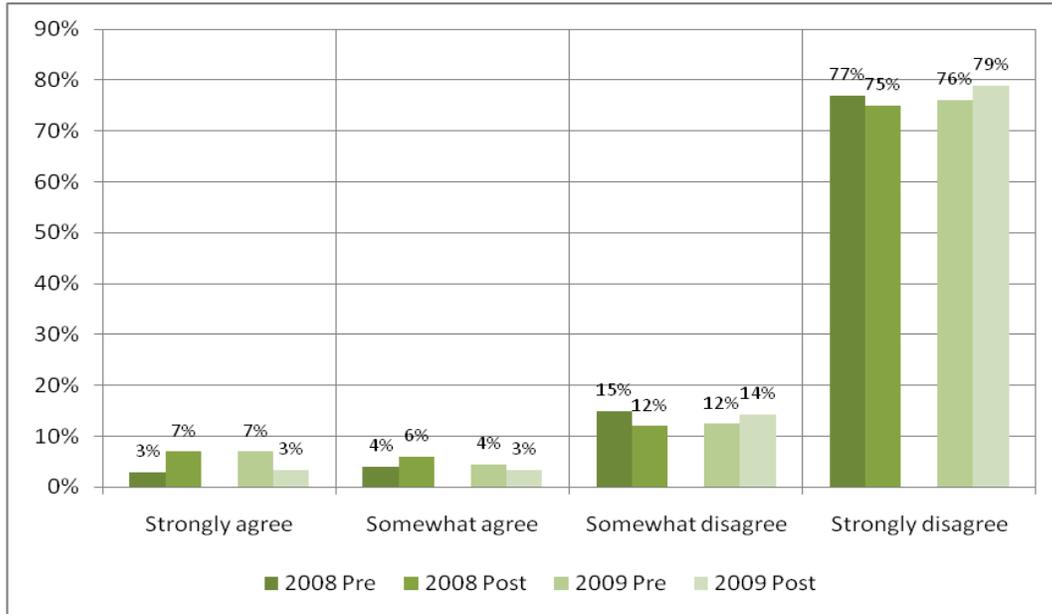
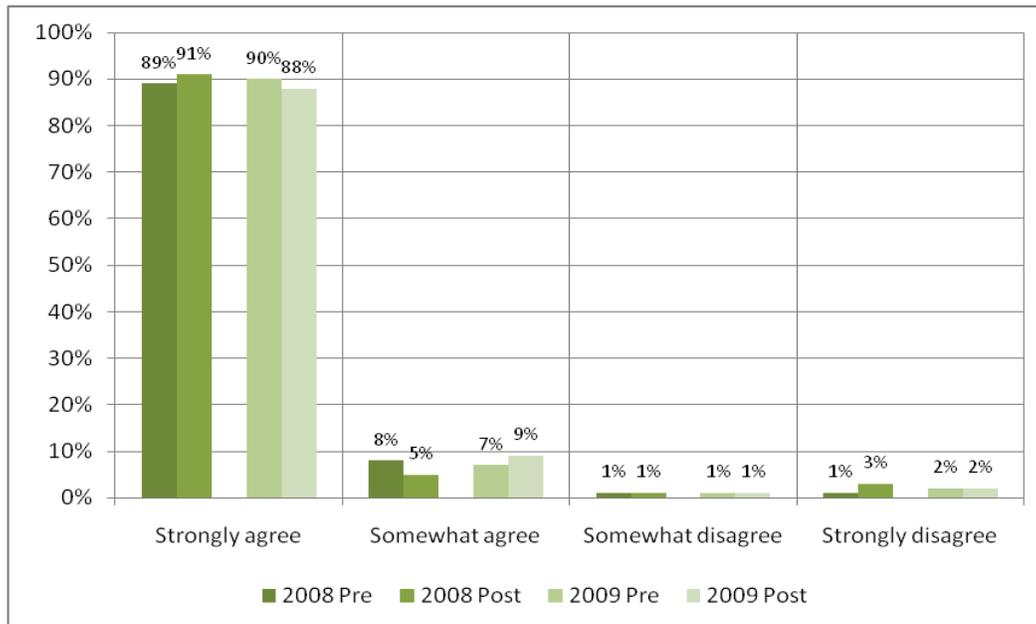


Figure 15. Would Want Seat Belt on in an Accident



Media and Enforcement Awareness

Telephone surveys explored the respondents' awareness of seat belt enforcement and the media supporting seat belt enforcement. In particular, survey questions addressed awareness of seat belt messages and the special efforts directed at seat belt enforcement, the source and nature of those messages, and familiarity with a variety of traffic safety oriented slogans, specifically *Click It or Ticket*.

More respondents reported seeing and hearing messages encouraging the use of seat belts comparing before-to-after the 2008 CIOT mobilization. Awareness of messages increased significantly from 71% before CIOT to 79% afterward ($p < .0001$). Table 13 shows that more than half (54% both pre and post) of these respondents saw messages on *television* and close to half (43% pre, 45% post) recalled seeing seat belt messages on *billboards*. Close to 1 in 5 reported hearing messages on the *radio*. The percentage of people who came across messages by other means was small.

There was also a statistically significant improvement in the proportion of respondents seeing and hearing messages over the course of the 2009 CIOT mobilization. The proportion increased from 72% before the mobilization up to 80% after the mobilization ($p < .0001$). Again, over half of these respondents saw messages on *television* (54% pre, 58% post) and just under half saw messages on *billboards* (47% pre and post). About one-quarter heard messages on the *radio* (23% pre, 24% post). In 2009, there was a statistically significant increase in the small proportion of respondents that found messages in the *newspaper* (from 5% to 8%, $p < .05$).

Table 13. Source of Belt Message Information

Source	2008			2009		
	Pre %	Post %	Difference	Pre %	Post %	Difference
TV	53.7	53.7	0.0	54.5	57.7	+3.3
Radio	18.7	20.8	+2.1	22.4	24.7	+2.3
Newspaper	6.9	5.9	-1.0	4.7	8.3	+3.6*
Personal Observation	7.6	6.1	-1.5	5.5	3.7	-1.8
Billboard	43.4	45.4	+2.0	47.6	46.8	-.08
Other	2.8	1.4	-1.4*	2.6	2.4	-.02

* $p < .05$

In the target group, the percentage of respondents reporting having heard of *messages encouraging people to wear seat belts* was high and rose from 76% to 80% in 2008 and from 74% to 81% ($p < .05$) in 2009. As was the case with all respondents, the two most popular sources of the belt message were *television* (from 52% to 51% in 2008 and from 49% to 60% ($p < .01$) in 2009) and *billboard* (from 48% to 51% in 2008 and from 48% to 43% in 2009). The proportion of the media target group that heard their belt messages on *radio* changed from 24% to 27% in 2008 and from 28% to 33% in 2009.

Overall, more than half the respondents reported a *commercial or advertisement* as the source of the seat belt message. This increased significantly from 50% to 56% ($p < .05$) in 2008 and from 51% to 54% in 2009. The proportion responding *news program* stayed relatively stable, from 9% to 8% in 2008 and from 12% to 10% in 2009 (see Figure 16). The proportion of the respondents who indicated that the number of messages they had seen or heard in the past 30 was *more than usual increased* from 16% to 32% ($p < .0001$) in 2008 and from 10% to 31% ($p < .0001$) in 2009 (Figure 17).

Figure 16. Source of Belt Message (% Yes)

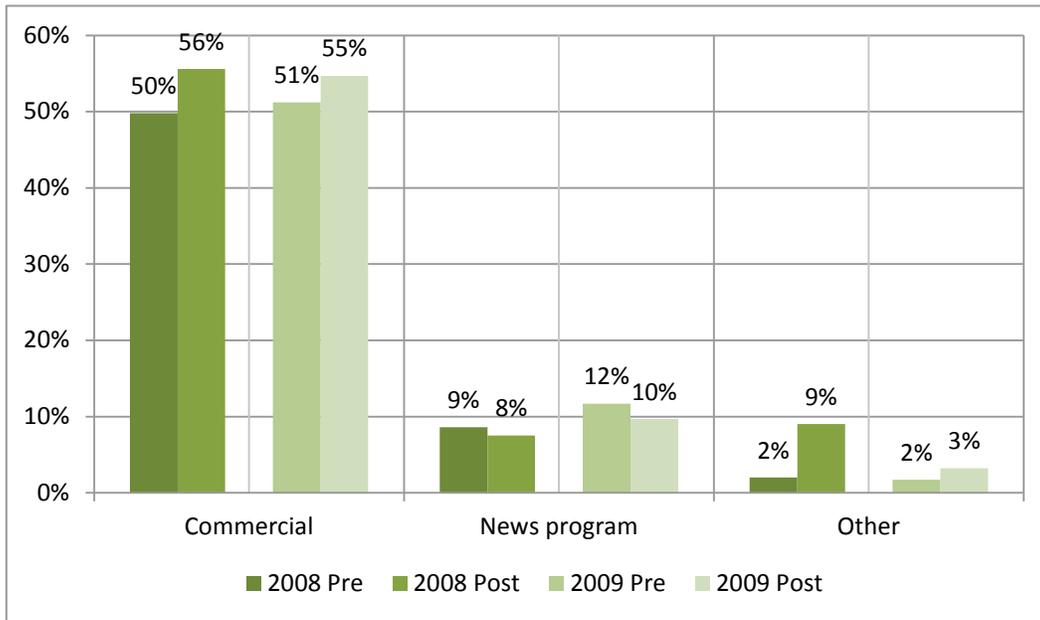
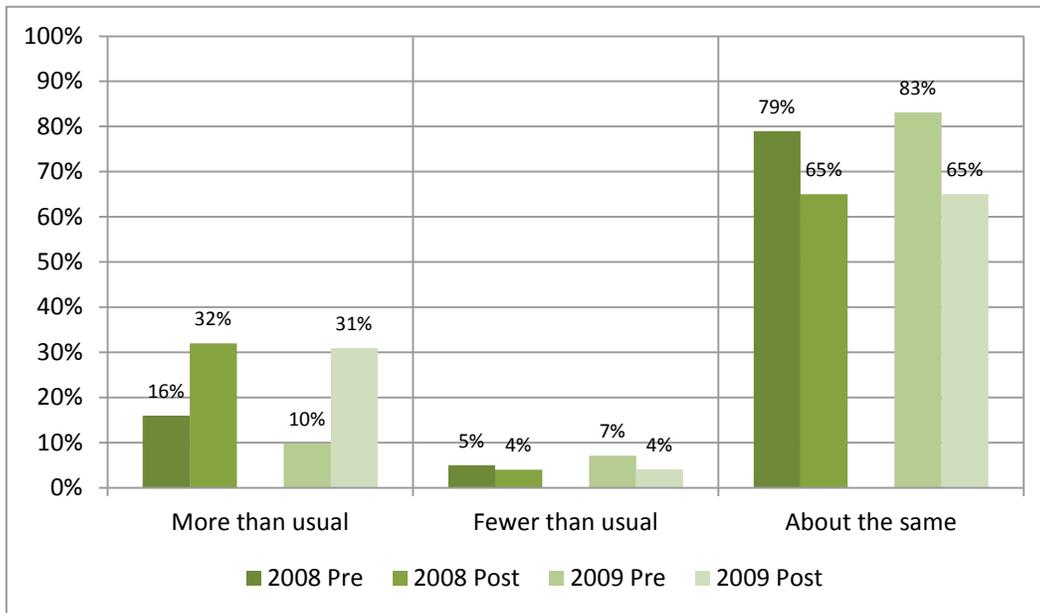


Figure 17. Number of Messages Seen/Hear in the Past 30 Days



The percentage of men 18 to 34 who indicated that the belt message they heard was a *commercial or advertisement* increased slightly from 54% to 56% in 2008 and from 55% to 62% in 2009; whereas, the proportion who indicated they heard a belt message in the *news* dropped from 9% to 4% in 2008 and rose from 5% to 7% in 2009. The proportion of men 18 to 34 who said there were *more messages than usual*, increased from 19% to 49% ($p < .01$) in 2008 and from 12% to 30% ($p < .0001$) in 2009. The

percentage who heard of *messages encouraging the use of car/booster seats for children* decreased from 44% to 36% in 2008 and from 27% to 26% in 2009.

Respondents were asked a series of questions specific to the awareness of seat belt enforcement efforts. Awareness of police efforts to ticket drivers for not using seat belts during CIOT increased significantly from 17% to 42% in 2008 ($p<.0001$) and 19% to 34% ($p<.0001$) in 2009. The most popular sources of information were *television, billboard, and radio*. This was consistent with the media buy for both years.

The media target group of men 18 to 34 years old also became more aware of *special* police efforts to target belt violations, increasing from 27% to 45% ($p<.05$) in 2008, and from 22% to 37% ($p<.0001$) in 2009. These respondents reported similarly to the overall sample regarding sources of information about special police efforts to enforce seat belt laws.

Table 14. Source of Special Effort Information

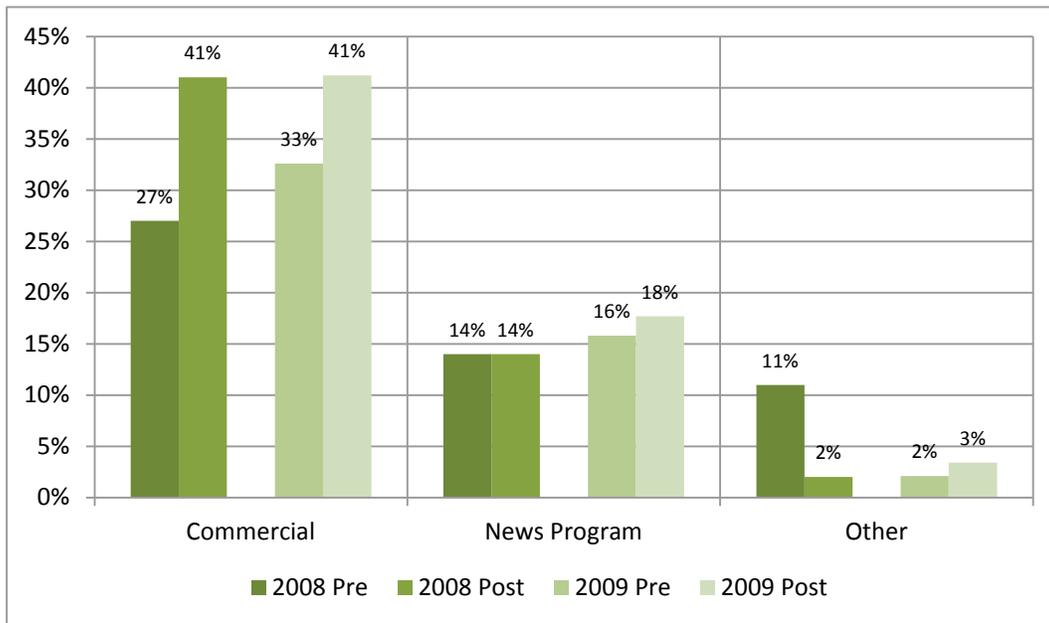
Source	2008				2009			
	All Responses		Males 18-34		All Responses		Males 18-34	
	Pre %	Post %	Pre %	Post %	Pre %	Post %	Pre %	Post %
TV	39.6	43.1	38.9	48.3	37.2	45.5*	44.9	46.6
Radio	15.0	18.9	38.9	31.0	18.0	24.6*	27.5	29.7
Billboard	18.2	19.7	27.8	17.2	21.8	23.9	27.5	28.8
Newspaper	13.5	10.6	11.1	3.4	14.2	15.1	5.8	11.0
Personal Obsrv.	8.3	15.4*	11.1	3.4	11.3	6.3*	15.9	3.4**
Ed. Program	7.8	0.9**	5.6	3.4	0.1	0.0	0.0	0.0
Other	6.8	3.3*	11.1	3.4	7.9	5.4	5.8	5.9
Internet Game	n/a	n/a	n/a	n/a	0.0	0.4	0.0	0.0
Internet Banner	n/a	n/a	n/a	n/a	1.3	0.4	1.4	0.0

* $p<.05$

** $p<.01$

Respondents who had heard about special seat belt enforcement efforts were also asked about *where they heard it* (Figure 18). The proportion of respondents who had heard about seat belt enforcement from *commercials or advertisements* increased significantly both years from 27% to 41% ($p<.001$) in 2008 and from 33% to 41% ($p<.028$) in 2009. Respondents who heard about seat belt enforcement on a *news program* remained at 14% in 2008 and then increased from 16% to 18% in 2009. Those who heard about the increased seat belt enforcement from *other* sources decreased significantly from 11% to 2% ($p<.0001$) in 2008 and increased from 2% to 3% in 2009. The proportion of males 18 to 34 who saw a *commercial or advertisement* increased, from 39% to 55% in 2008 and from 41% to 46% in 2009.

Figure 18. Nature of Special Efforts Message (% Yes)



NHTSA’s national ad spots specifically made mention of seat belt enforcement at day and at night. The proportion of respondents indicating that the seat belt enforcement message mentioned nighttime enforcement increased significantly after CIOT in 2008 (from 35% to 49%, $p < .05$) and remained relatively steady across CIOT 2009 (from 32% to 31%). During this same time, the target group (men 18 to 34) reported a nighttime seat belt enforcement messages increase from 25% to 29% before and after CIOT 2008, but decreased from 42% to 22% across CIOT 2009 ($p < .05$).

Respondents were asked specifically about their awareness of checkpoint enforcement. The proportion of respondents who had seen or heard something about checkpoints increased from 11% to 23% ($p < .0001$) in 2008 and from 13% to 21% ($p < .0001$) in 2009. Over the course of the 2008 CIOT campaign there were increases in reported sources of information but these lacked statistical significance due to the small subset of respondents who answered these questions. One statistically significant change was in 2009 where there was an increase the proportion of respondents who had heard about checkpoints from a friend (6% to 16%, $p < .0001$).

Awareness of checkpoints among the media target group increased significantly over the course of the CIOT mobilization. The proportion of these respondents who had seen or heard anything about checkpoints increased from 8% to 27% ($p < .01$) in 2008 and from 13% to 19% ($p < .05$) in 2009. The proportion of men 18 to 34 who identified *television* as the source of the message increased from 20% to 22% in 2008 and from 17% to 27% in 2009. The most popular source of information was *other*, which decreased from 60% to 56% in 2008 and from 43% to 32% in 2009. Approximately 18% of the media target group identified *friend* as a source of information. *Radio* and *newspaper* were unlikely choices, each averaging 3%. The proportion of these respondents indicating that the checkpoint message was a *commercial or advertisement* showed a large increase, going from 0% to 22%, but it failed to reach significance due to the small number of respondents. Target respondents were further asked if they had *personally seen any checkpoints* and there was an increase in the proportion that did (9% to 22% ($p < .05$) in 2008 and 7% to 10% in 2009). In 2008, 24% of those that reported they had personally seen a checkpoint also reported they had been stopped at a checkpoint (20% to 27%, not a significant change), compared to 29% in 2009.

Table 15 summarizes the changes in recognition of various slogans during the CIOT campaign for all respondents and the male target group. Respondents recognized the *Click It or Ticket* most and recognition of the slogan increased (not significant) from 70% to 74% in 2008 and from 70% to 77% in 2009. Recognition of *CIOT [State]* was also high and it increased from 53% to 62% ($p < .0001$) in 2008 and from 51% to 62% in 2009. *Buckle Up [State]* and *Buckle Up America* were relatively popular choices too. Respondents recognized other slogans related to drinking and driving campaigns as well (*Friends Don't Let Friends Drive Drunk* from 69% to 65% in 2008 and from 71% to 72% in 2009; *You Drink, You Drive, You Lose* from 55% to 58% in 2008 and from 56% to 53% in 2009). Males 18 to 34 also recognized the *Click It or Ticket* seat belt slogan the most (76% on average in 2008 and rising significantly from 76% to 82% in 2009).

Table 15. Slogan Recognition

Slogans	2008				2009			
	All Respondents		Males 18-34		All Respondents		Males 18-34	
	Pre %	Post %	Pre %	Post %	Pre %	Post %	Pre %	Post %
Belt Slogans								
<i>Click It or Ticket</i>	70	74	73	78	70	77	76	82
<i>Click It or Ticket [State]</i>	53	62	49	59	51	62	58	62
<i>Buckle Up [State]</i>	43	46	44	42	43	44	22	19
<i>Buckle Up America</i>	33	35	35	30	27	30	46	38
Impaired Driving Slogans								
Over the Limit Under Arrest	n/a	n/a	n/a	n/a	34	33	45	48
Friends Don't Let Friends Drive Drunk	69	65	68	58	71	72	69	67
You Drink, You Drive, You Lose	55	58	58	62	56	53	62	60
Get the Keys	12	15	13	13	14	12	12	11
Child Restraint Slogans								
If Under 4 Feet 9 Inches, They Need a Booster Seat	32	30	31	23	27	27	23	21
Children in Back	17	16	11	10	16	13	14	9
You Wouldn't Treat a Crash Test Dummy Like a Child	21	21	20	25	18	17	15	15
Four Steps for Kids	3	3	3	1	4	3	5	2
Other								
Didn't See It Coming? No One Ever Does	15	15	10	16	15	16	14	13

* $p < .05$

** $p < .0001$

Perception of Enforcement Severity

The proportion of respondents that perceived the risk of receiving a ticket for not wearing a seat belt as *very likely* increased significantly from 35% to 40% ($p < .05$) in 2008 and from 33% to 39% in 2009. The perceived severity of enforcement *at night* also increased significantly from 28% to 33% ($p < .05$) in 2008 and from 31% to 33% ($p < .05$) in 2009. The proportion of respondents who *strongly agreed* with the statement *Police in my community generally will not bother to write tickets for seat belt violations* decreased, from 18% to 14% ($p < .05$) in 2008 and from 39% to 34% ($p < .02$) in 2009.

Among men 18 to 34, the perception that they were *very/somewhat likely* to get a ticket for belt violation increased from 54% to 57% in 2008 and from 53% to 60% in 2009. The proportion who reported that it is *very/somewhat likely* to get a ticket at night increased from 36% to 52% in 2008 and from 51% to 53% in 2009.

During CIOT the proportion of respondents who *agreed* that police in their community were writing more tickets now than a few months ago increased from 64% to 73%, ($p < .0001$) in 2008 and from 62% to 71% in 2009 (Figure 19). The proportion who agreed that the police were writing more seat belt tickets at night increased from 57% to 65% ($p < .0001$) in 2008 and from 60% to 70% ($p < .0001$) in 2009 (Figure 20).

Figure 19. Police Are Writing More Seat Belt Tickets

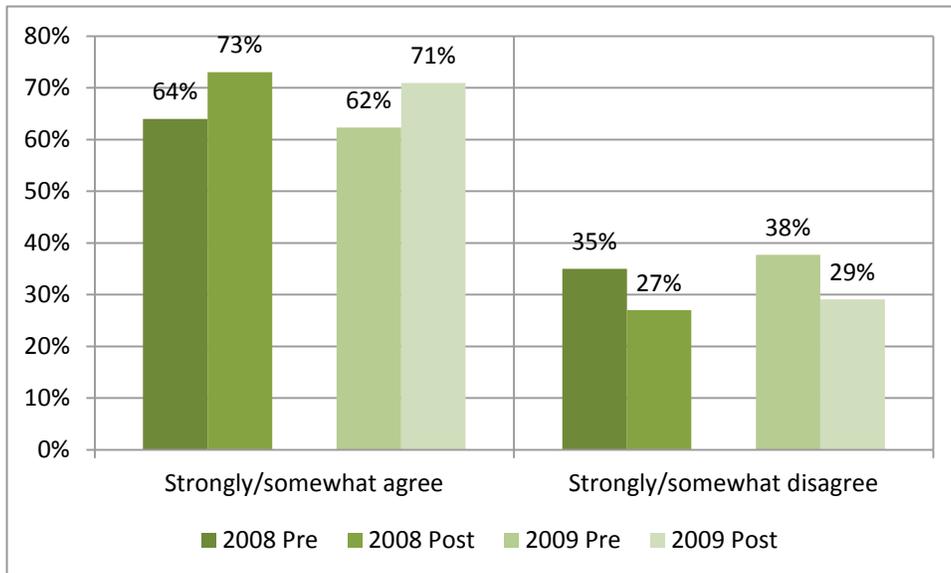
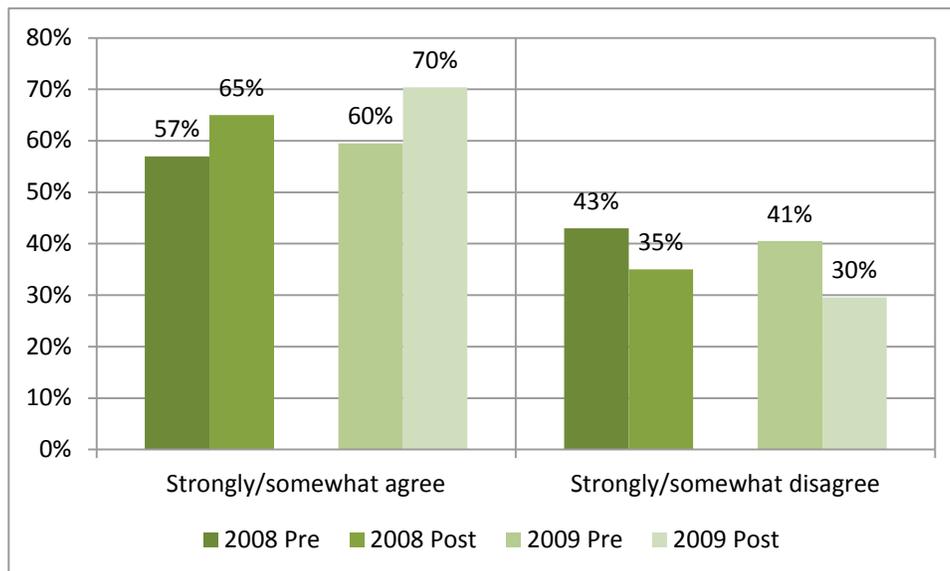


Figure 20. Police Are Writing More Seat Belt Tickets at Night



Support for belt use laws and enforcement of belt use laws remained relatively strong. Support for a primary law changed from 75% to 72% in 2008 and remained at 75% during the 2009 CIOT campaign. The proportion that strongly believed it was *important for police to enforce seat belt laws* increased from 65% to 71% ($p < .05$) in 2008 and from 67% to 68% in 2009.

Summary of Telephone Surveys 2003-2009

NHTSA administered national telephone surveys before and after the 2003, 2004, 2007, 2008, and 2009 national CIOT mobilizations. Results for a number of questions from the 2003 pre-post surveys and post-CIOT surveys administered thereafter are presented in Table 16.

The proportion of respondents who saw or heard messages encouraging seat belts during the past 30 days increased from 73% before the 2003 CIOT campaign to 83% after the 2004 campaign. Awareness of messages encouraging seat belt use decreased to 80% in 2007 where it remained relatively stable. Before the 2003 CIOT campaign, only 16% had heard about special police efforts to ticket seat belt violators in the past 30 days. This increased to 40% after the 2003 CIOT campaign, 41% after the 2004 campaign and 49% after the 2007 campaign. However, this decreased significantly to 42% ($p < .001$) after the 2008 campaign, and decreased again to 34% after the 2009 campaign.

Before the 2003 CIOT campaign, 28% of respondents thought it would be very likely to get a ticket for not wearing a belt if they would not use a seat belt for 6 months. After the 2008 CIOT campaign, this increased to 40%, and then decreased to 39% after the 2009 campaign. The proportion of respondents who strongly agreed with the statement ‘It is important for police to enforce the seat belt laws’ increased from 60% before the 2003 CIOT campaign to 71% after the 2008 campaign and 68% after the 2009 Campaign.

Recognition of the *Click It or Ticket* slogan has increased dramatically from 35% before the 2003 CIOT mobilization to a high of 79% after the 2007 mobilization. However, the public’s recognition of the slogan significantly decreased to 74% after the 2008 CIOT ($p < .01$) and rose again to 77% after the 2009 campaign.

Table 16. Comparison of Key Questions for Telephone Surveys 2003 – 2009

Enforcement Questions	Baseline 2003 %	Post- 2003 %	Post- 2004 %	Post- 2007 %	Post- 2008 %	Post- 2009 %
“Strongly agree” that It is important for police to enforce the seat belt laws	60%	66%	65%	69%	71%	68%
In the past 30 days, has seen or heard messages encouraging seat belts	73%	82%	83%	80%	79%	80%
In past 30 days, has seen or heard about special police efforts to ticket seat belt violators	16%	40%	41%	49%	42%	34%
Believe a driver is “very likely” to receive a ticket for not wearing a seat belt	28%	34%	36%	36%	40%	39%
Recognition of CIOT Slogan	35%	61%	70%	79%	74%	77%

Statewide Surveys of Seat Belt Use

States typically complete annual statewide seat belt observation surveys within three weeks after the May Mobilization when seat belt use is likely to be highest because of the increased enforcement and publicity (see Appendix C for Individual Statewide Belt Use Rates for years 2002 – 2009). Figures 21 and 22 illustrate the seat belt use rates reported by the States in 2008 and 2009. The columns in the graph show States from lowest to highest belt use (left to right). In general, the States with secondary seat belt enforcement law (gray bars) are clustered to the left in the lower percentile range, while States with primary seat belt enforcement (black bars) are clustered to the right in the higher percentile range.

Statewide use rates for 2007-2008 and 2008-2009 are displayed in Figures 23 and 24. In 2008, statewide use rates increased in 23 of 27 States with primary seat belt enforcement laws and in 10 of 25 of the States with less than full enforcement powers. In 2009, seat belt use rates increased in about half of the primary States (15 of 27) and secondary States (14 of 25).

In 2008, seat belt use varied widely by State, from a low of 66.8% in Massachusetts to a high of 97.2% in Michigan, and from a low of 67.6% in Wyoming to a high of 98.0% in Michigan in 2009 (Table 17). The median statewide seat belt use rate for all States increased from 84.9% in 2008 to 85.9% in 2009. Seat belt use rates were generally higher in primary enforcement States, which ranged from 71.8% to 97.2% in 2008 and from 68.9% to 98.0% in 2009, compared to States without full enforcement powers, which ranged from 66.8% to 90.9% in 2008 and from 67.6% to 91.0% in 2009. The median seat belt use rate in primary law States was 8.9 percentage points higher than secondary law States in 2008 (90.0% versus 81.1%), and 7.8 percentage points higher in 2009 (88.9% versus 81.1%).

Figure 21. 2008 Statewide Seat Belt Use Rates by Law Type

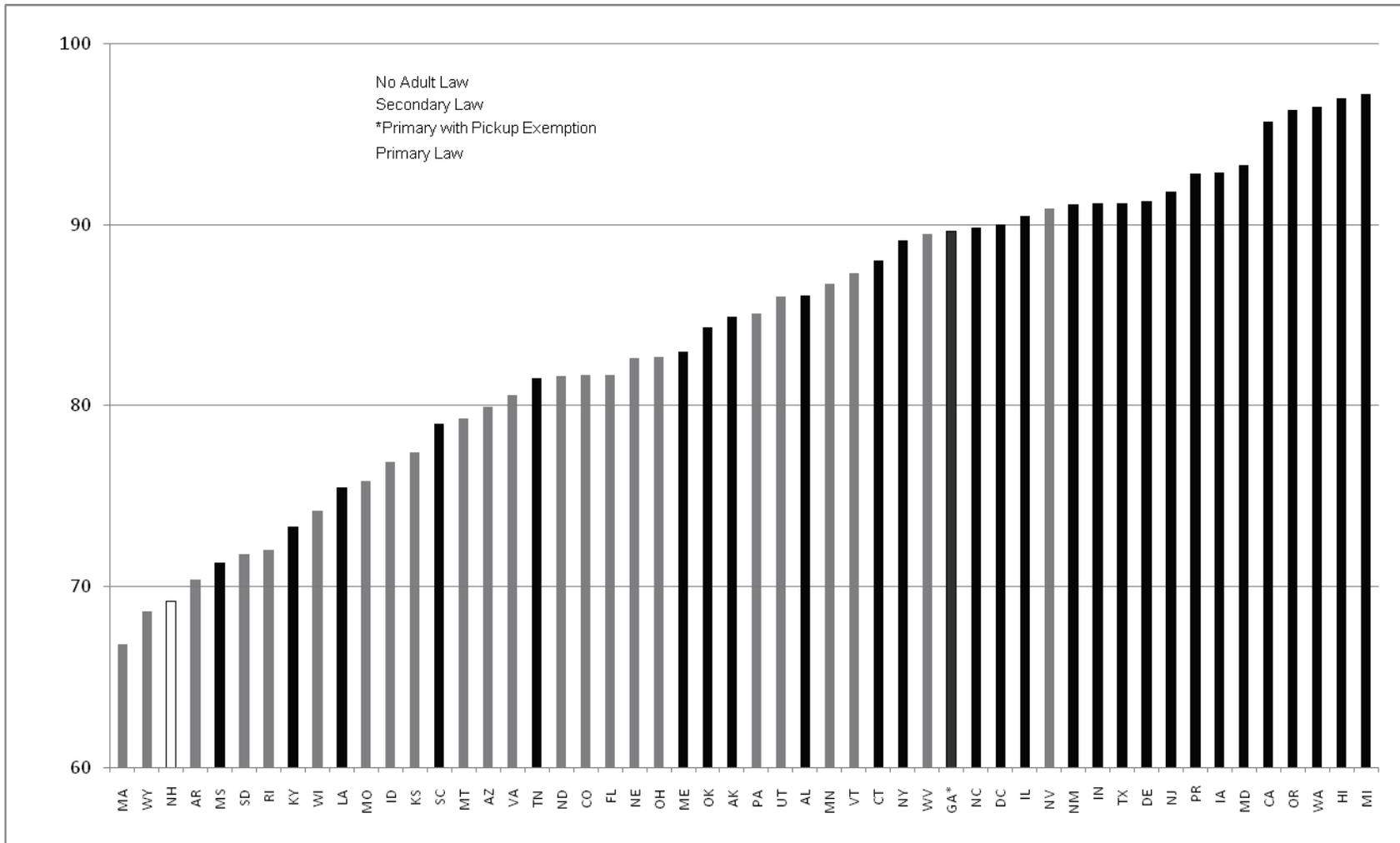
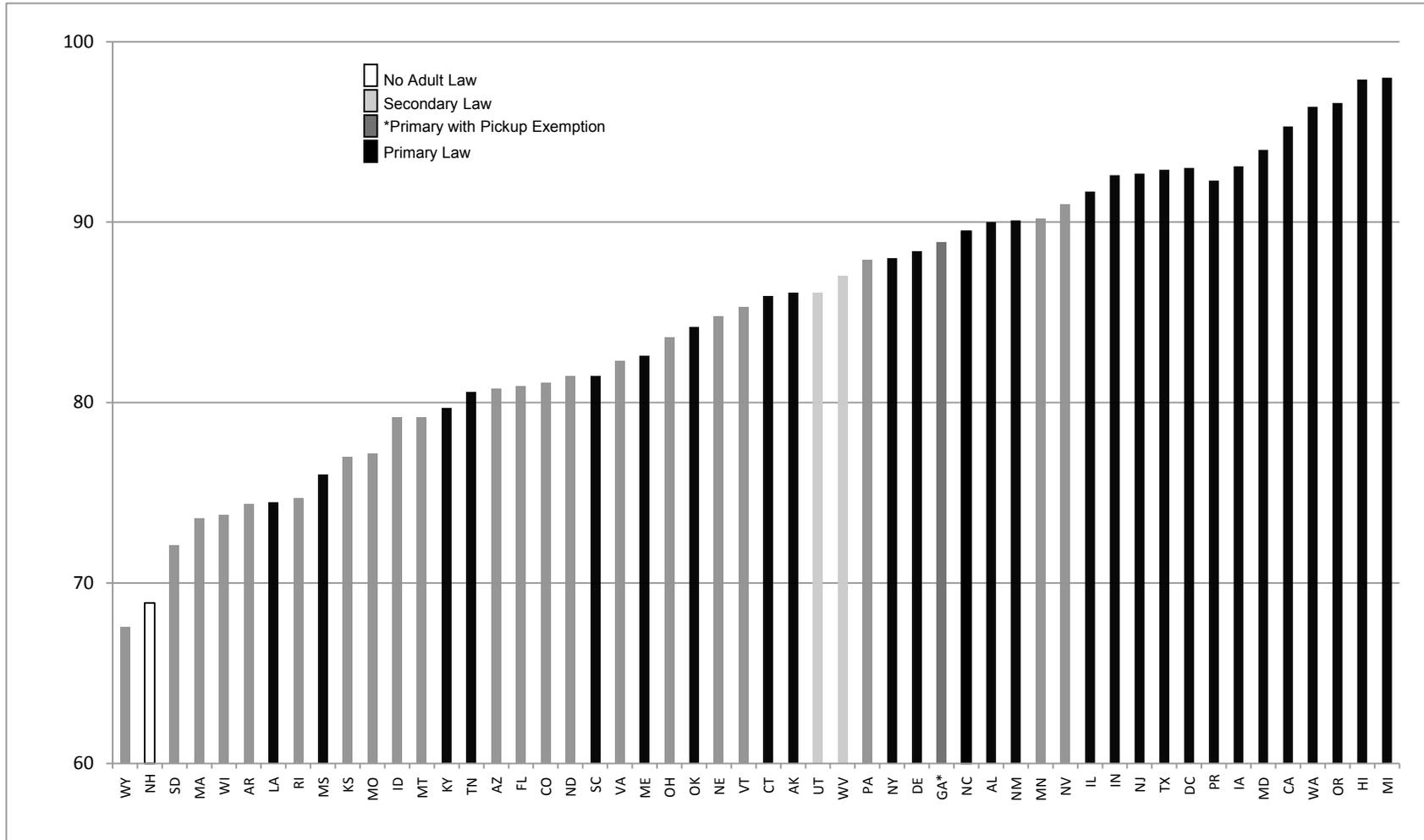


Figure 22. 2009 Statewide Seat Belt Use Rates by Law Type



Note: The rate for Florida was from a June survey before its new primary law took effect.

Figure 23. Statewide Seat Belt Use Rates by Law Type; 2007 and 2008

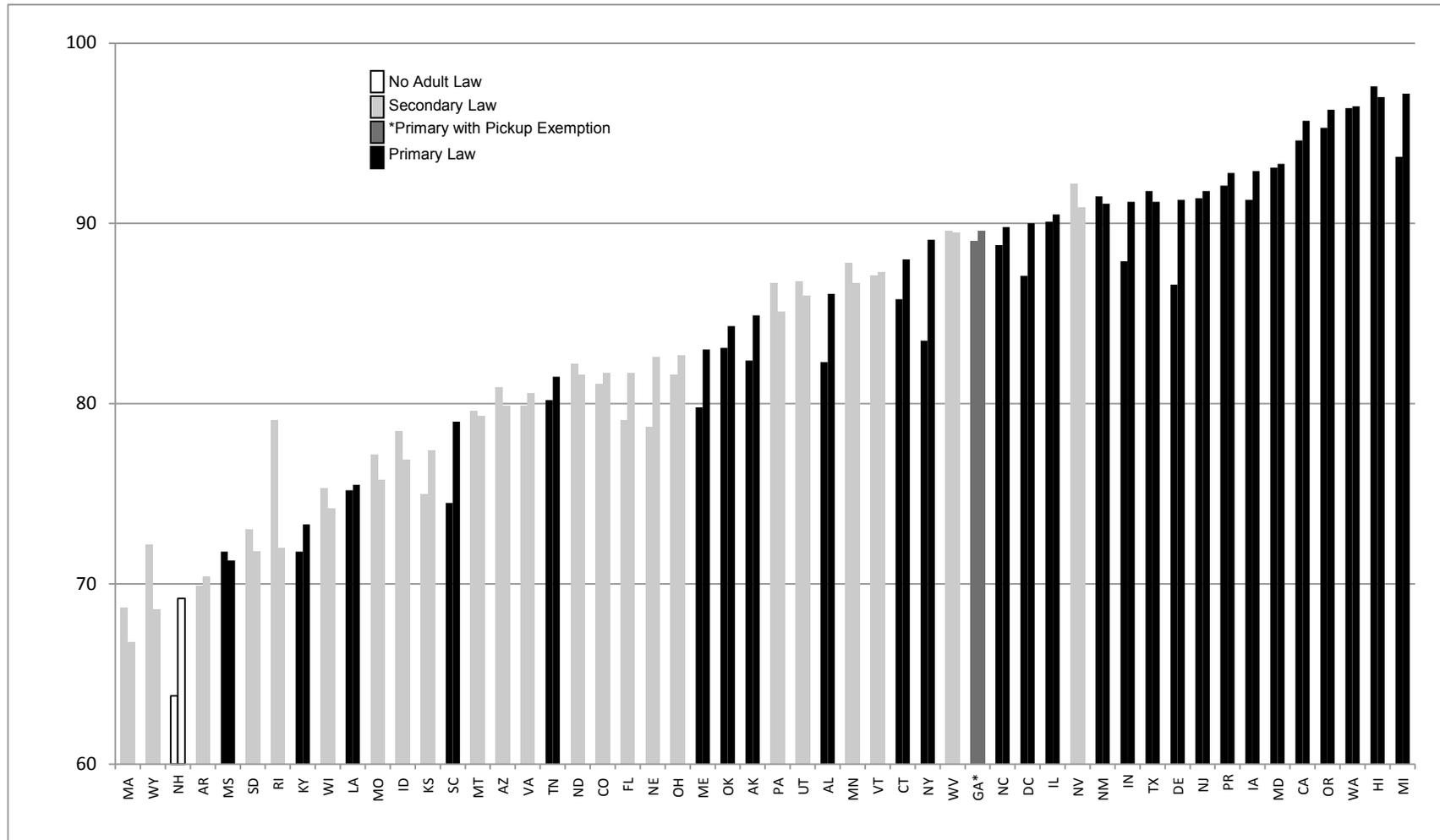
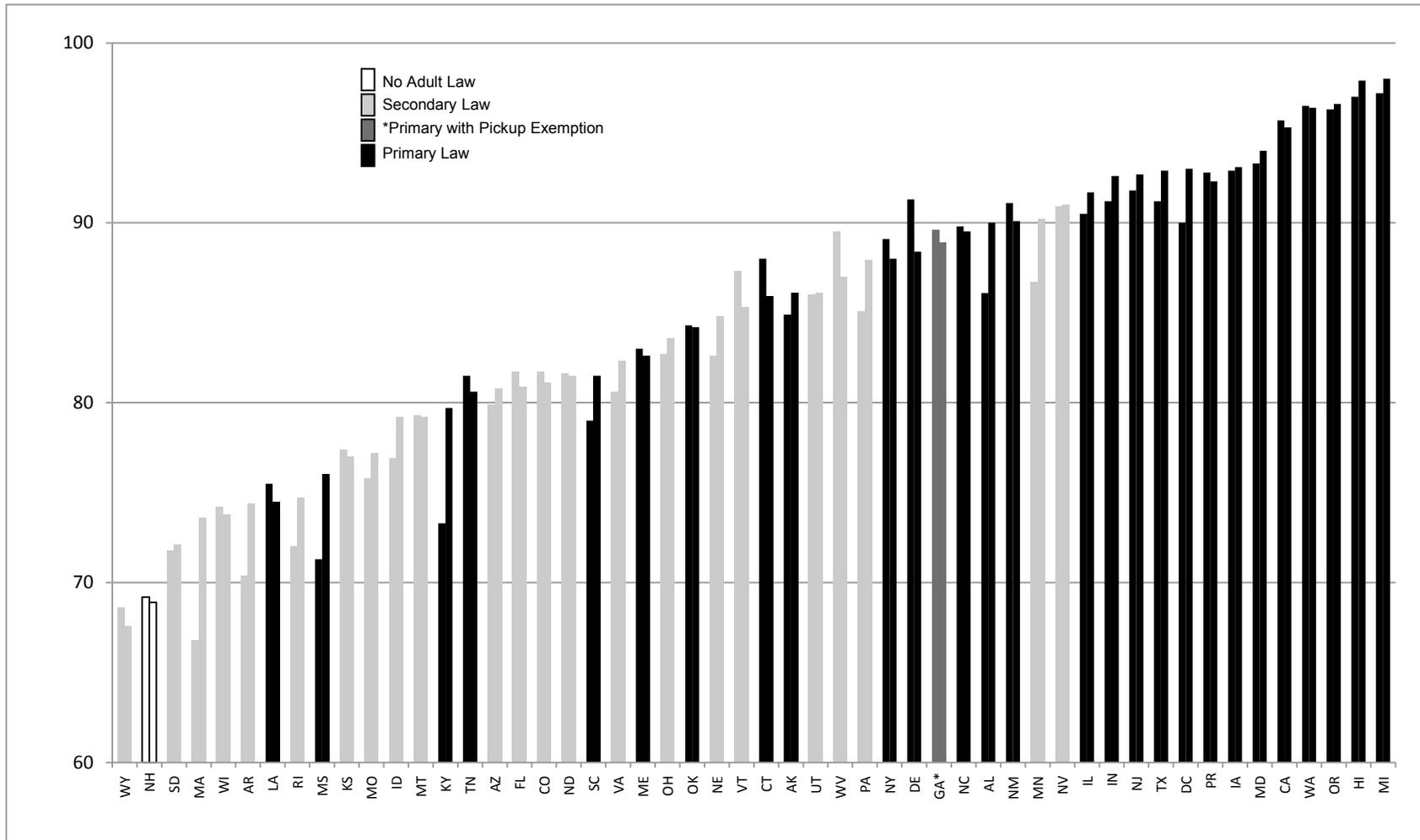


Figure 24. Statewide Seat Belt Use Rates by Law Type; 2008 and 2009



Note: The rate for Florida was from a June survey before its new primary law took effect.

Table 17. Statewide Seat Belt Use Rates: 2008 and 2009

	2008			2009		
	Low %	Hi %	Median	Low %	Hi %	Median
Total (50 States + DC + PR)	66.8	97.2	85.0	67.6	98.0	85.6
Primary Enforcement	71.3	97.2	90.5	74.5	98.0	90.1
Less Than Full Primary Enforcement ¹	66.8	90.9	80.6	67.6	91.0	80.9

¹ Georgia's adult seat belt laws exclude occupants traveling in pickup trucks and New Hampshire has no adult seat belt law; both are included in the "not full primary enforcement" column.

Seat belt use rates increased in 33 States (District of Columbia and Puerto Rico included) in 2008 and increased in 29 States in 2009 (Table 18). The number of States increasing the statewide use rate was disproportionate comparing primary and secondary law States in 2008. Among primary law States, 85% reported an increase compared to 40% in those without full primary enforcement powers. In 2009, the proportion of States that improved was equal (56%) among the primary and secondary law States.

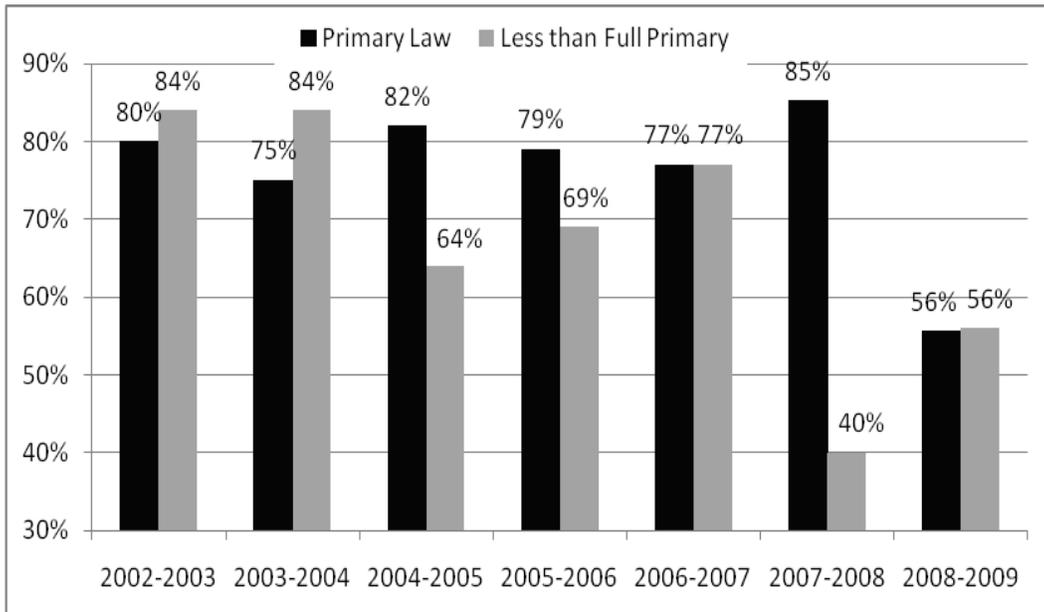
Table 18. Number of Statewide Belt Use Rates That Increased or Decreased: 2007-2009

	2007 to 2008 ¹			2008 to 2009		
	Total	Number Increased	Number Decreased	Total	Number Increased	Number Decreased
Total	52	33	19	52	29	23
Primary	27	23	4	27	15	12
Less Than Full Primary	25	10	15	25	14	11

¹ Georgia is included in the "Less Than Full Primary" group due to exclusion of pickup trucks. Florida and Kentucky's primary laws went into effect on June 30, 2009, and as such these States are considered secondary during CIOT.

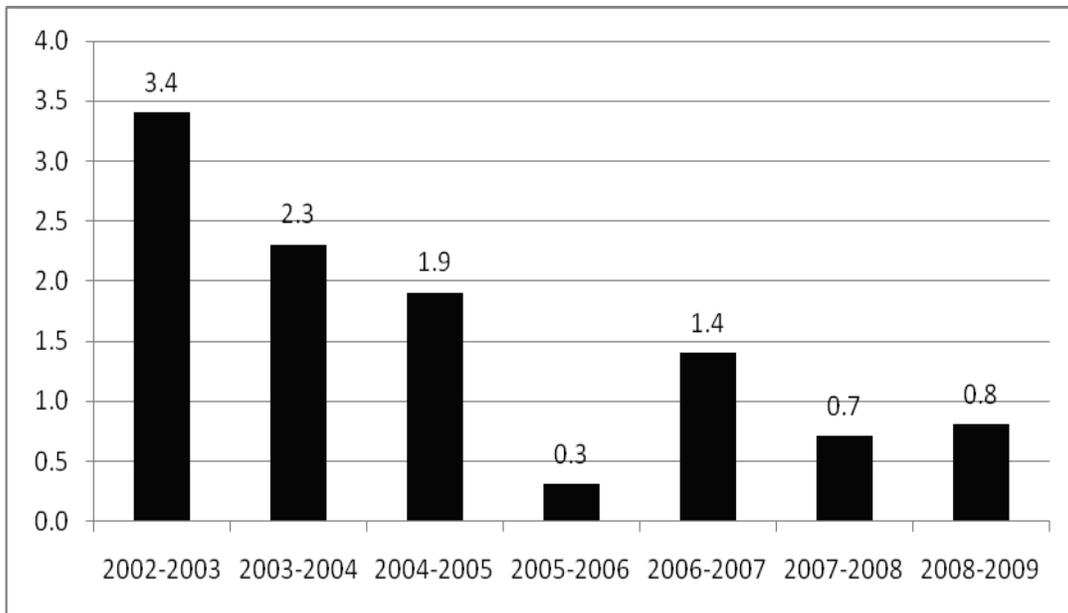
Typically, statewide usage improves in a majority of the States each year. Figure 25 shows the percentage of States in which statewide belt use rates improved since national CIOT mobilizations began. The percentage of States posting increased usage declined the past two years.

Figure 25. Percentage of States That Increased Statewide Seat Belt Use by Law Type, 2002 to 2009



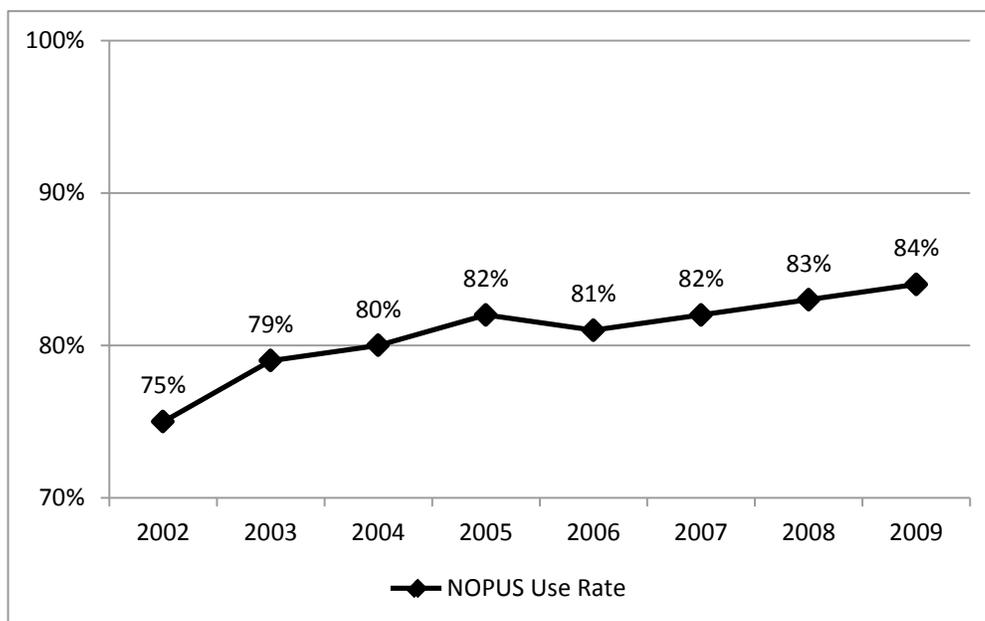
The amount of improvement in annual statewide use rates has declined over time. Average annual improvement for all States combined is presented in Figure 26. The average annual improvement was greatest from 2002 to 2003 (3.4 percentage points), followed by the next two years (+2.3 and +1.9 points). The average increase was under 1 point during three of the last four years.

Figure 26. Average Percentage Point Improvement Across Statewide Use Rates; 2002-2009 National Occupant Protection Usage Survey



The National Occupant Protection Usage Survey (NOPUS) is the only probability-based, daytime, observational survey including all roadway types across the United States. Each year, NHTSA uses NOPUS to determine the national seat belt use rate (Pickrell & Ye, 2008). The 2008 NOPUS was administered between June 2 and June 22, after the CIOT campaign. The 2009 NOPUS was administered between June 1 and June 20. In 2008, NOPUS data were collected from 1,865 observation sites, at which 116,000 vehicles and 147,000 front seat occupants were observed. The 2009 NOPUS included the collection of data from 1,823 observation sites, at which 100,000 vehicles and 127,000 front seat occupants were observed. The national seat belt use rate in 2008 was 83%, 1 percentage point higher than the national seat belt use rate in 2007. In 2009, belt use again increased 1 percentage point to the highest NOPUS rate to date.

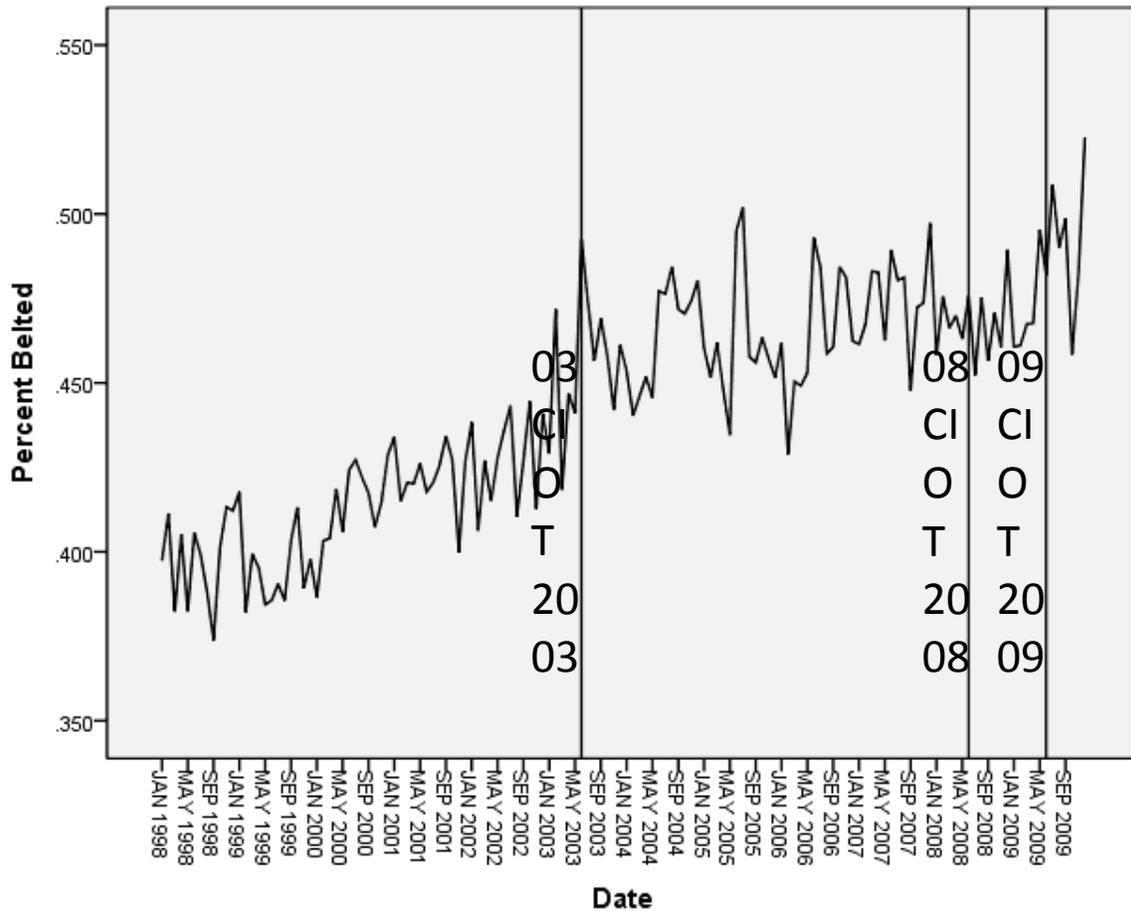
Figure 27. Statewide Seat Belt Use Rates: 2002 – 2009



National FARS Analyses for January 1998 through December 2009

NHTSA’s Fatality Analysis Reporting System is a census of all fatal crashes in the United States. Figure 28 shows the monthly proportion of belt use for fatalities from January 1998 to December 2009 for front seat occupants, 15 and older, of passenger vehicles. Belt use was defined as lap, shoulder, lap and shoulder, and seat belt used but of unknown type. Unknown belt use, improper belt use, and other (e.g., child seat, helmet use) were not included in the analyses. Seat belt use among fatally injured crash victims is consistently lower than observed belt use and has been steadily rising since 2000. ARIMA analyses indicated that there was a significant increase in the proportion of belted fatally injured occupants in the 79-month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 65 months. There was no “additional” effect of the 2008 *Click It or Ticket* campaign (19 months), but there was an added effect of starting at the 2009 CIOT (7 months).

**Figure 28. Monthly Proportion of Belted Fatally Injured Occupants of Motor Vehicles
(Source: FARS 1998-2009)**



Using the period of 65 months prior to program implementation (January 1998) and 79 months post- program implementation (ending with the most recent available month, December 2009) provided for maximum data during the follow-up period (Table 19).

Table 19. FARS Data Used for Analyses

Time Period	Months of Inclusion
Pre-CIOT Campaign	January 1998 through May 2003
Post-CIOT Campaign	June 2003 through December 2009
Post-2008 CIOT Campaign	June 2008 through December 2009
Post-2009 CIOT Campaign	June 2009 through December 2009

Analyses were conducted on the proportion belted in each of the 144 months. The average monthly belt use prior to the CIOT 2003 (January 1998 to May 2003 inclusive) was 41%. From May 2003 to December 2008 (inclusive), the average monthly usage was 47%, and from CIOT 2008 (May 2008) until December 2008 (inclusive), the average monthly usage was 47% (Table 20).

Table 20. Pre- and Post- Belt Use Statistics

	Time Period (Inclusive)	N	Mean (Monthly % Belted)	Std. Deviation
Proportion of Belted Fatalities in the United States	Pre-2003 (January 1998 – May 2003)	65	.41	.0193
	Post-2003 (June 2003 – May 2008)	60	.47	.0158
	Post-2008 (June 2008 – May 2009)	12	.47	.0129
	Post-2009 (June 2009 – Dec 2009)	7	.49	.021

An ARIMA time series analysis was conducted to determine if belt use differences were due to a pre-existing increasing trend in belt use or if there was a change in the trend coincident to the CIOT intervention. Interruption series were created to describe a sudden permanent change starting in June 2003 and continuing to the end of the series (December 2009). A second interruption series occurred in June 2008 and lasted until the end of the series (December 2009). The final series started in June 2009 and ended in December 2009. These series allowed us to look at any additional effects of the 2008 CIOT intervention on top of the effects from CIOT “in general” (i.e. the initial national CIOT intervention). Using the model (1,0,1) (1,0,0) to control for systematic fluctuations in the data series produced a significant effect of the implementation of CIOT Campaign. There was no additional effect of the 2008 CIOT campaign (Table 24). The ARIMA estimates a 2.9 percentage point monthly increase in belt use among fatally injured front seat occupants of passenger vehicles after the CIOT campaign compared to what would have been expected from the existing trend before the campaign (Appendix D shows the ARIMA using all injury levels). It is not possible to know whether the 2008 CIOT served to maintain effects gained since the 2003 intervention or if it did not affect belt use at all. However, the 2009 CIOT added an estimated additional 2.1 percentage point monthly increase in belt use.

Table 21. ARIMA Results

		Estimates	Std Error	T	Approx Sig
Non-Seasonal Lags	AR1	.973	.026	37.281	.000
	MA1	.774	.067	11.498	.000
Seasonal Lags	Seasonal AR1	.213	.089	2.384	.019
Regression Coefficients	2003 Intervention	.029	.009	3.258	.001
	2008 Intervention	.001	.009	.101	.920
	2009 Intervention	.021	.009	2.273	.025
Constant		.425	.012	34.257	.000

V. DISCUSSION

Click It or Ticket is a well recognized high-visibility enforcement program. It was adopted as a national program in 2003 and is credited with steady increases in seat belt use across the nation. In 2009, seat belt use rates exceeded 90% in 14 States; Michigan had the highest rate of 98%. Not every driver buckled up on every trip, however, and some States lagged significantly behind the national belt rate of 84% in 2009. Belt use is below 80% in 14 States including two States that are below 70%. NHTSA coordinated the 2008 and 2009 *Click It or Ticket* campaigns to push for more improvements in 50 States and the District of Columbia. The level of paid advertising was less than previous mobilizations mainly because an extended television writers' strike affected purchase plans in 2008. As a result, the national media campaign changed strategy, spending less on television and more on radio and alternative publicity sources such as Web sites, video games, and on-line ads, continuing this strategy into 2009. This strategy contributed to lower GRPs and less reach and frequency of the national messages compared to previous mobilizations.

The public continued to be well aware of CIOT seat belt enforcement messages. In 2009, slogan recognition reached 77% among all drivers and 82% among high-risk drivers, men 18 to 34. About 4 out of every 5 drivers know the CIOT slogan. The CIOT model increases compliance with seat belt laws by raising drivers' perceived risk of getting a seat belt ticket if they drive unbuckled. It works by combining vigorous enforcement with media about the enforcement. National telephone surveys found that drivers' perceived risk of receiving a ticket for not wearing a seat belt increased over the course of the 2008 mobilization and reached its highest level on record. Nationally, 2 out of every 5 drivers believed they would "very likely" receive a ticket for not wearing a seat belt. Most drivers continued to see and hear the CIOT messages mainly through television commercials and advertisements and those who said they heard about seat belt enforcement on a news program remained stable. Support for belt use laws and enforcement of belt use laws remained relatively strong. Support for a primary law remains strong; 72% in 2008 and 75% during the 2009 CIOT campaign.

The 2008 CIOT campaign continued a 4 year decline in the number of seat belt citations issued during the enforcement period especially among secondary law locations. Law enforcement agencies across the United States reported that they issued 583,372 seat belt citations in 2008, and 570,545 seat belt citations in 2009, or 19 citations per 10,000 population. This citation rate is just short of the two-week benchmark of 20 citations per 10,000 recommended for a strong CIOT effort. Primary law States issued 439,309 citations, at a rate of 24 citations per 10,000 population, while States without full enforcement powers issued 107,749 citations, at a rate of 10 citations per 10,000 population. In 2009, these rates were 23 and 11 citations per 10,000 population, respectively.

Ideally, CIOT mobilizations have a ratcheting effect on seat belt use, where the belt use rate improves with each publicity/enforcement mobilization, but then drops back down, only to ratchet higher after subsequent publicity and enforcement waves. In 2008, the ratcheting upward stalled for many States, particularly in secondary law States where less than half (42%) reported an annual increase in seat belt use, compared to 85% of the primary law States. In 2009, about half the States reported an increase (56% for both primary and secondary law States). After years of CIOT mobilizations, baseline seat belt use rates are higher, and at the same time, the average increase in seat belt improvement has been less. The good news is that the steady increase in belt use appears in national observation surveys (NOPUS). Analyses of FARS data documented the increase in the proportion of belted fatal occupants in the 67 month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 65 months. No additional effects could be uniquely ascribed to the 2008 CIOT program, but the 2009 effects were significant.

The CIOT mobilization changes from year to year and there was a marked decline in seat belt citations beginning in 2006 and continuing through 2009. The *Click It or Ticket* mobilizations in 2008 and 2009 were less intense than previous national mobilization efforts. Both campaigns included fewer dollars spent on paid media and fewer seat belt citations. Many States, especially the secondary law States, did not maintain, or improve, their seat belt use rates in 2008. Just over one-half of the States, including both primary and secondary law locations, improved statewide seat belt use in 2009 (56%) and that was less than any previous year in which there was a national mobilization. Less enforcement intensity reduces the effectiveness of a State's CIOT program. In 2006, for the first time, the CIOT campaign ran under SAFETEA-LU, which gave States more autonomy and flexibility in how they participate in the CIOT mobilization, making many reporting requirements optional. Seat belt use rates in most secondary law States declined in 2008 even though baseline usage rates were lower than primary law States and there was more room for improvement. Passing primary laws in States would likely help improve the citation rates and increase seat belt use rates. Passage of primary laws does not happen often, so until then, NHTSA and the States need to implement effective strategies that increase incentives and motivate police agencies and officers to continue to issue seat belt citations in support of high-visibility enforcement efforts.

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APPENDICES

Appendix A. Creative Material

Television Spots – 2008-2009



"Seamless Night and Day"

[30-sec version](#)

[15-sec version](#)

(storyboard follows)



"Out of Nowhere"

[30-sec version](#)

[15-sec version](#)

(storyboard follows)



"Not Visible"

[15-sec version](#)

(storyboard follows)



"Friendly Cop"

[30-sec version](#)

(storyboard not shown)



"We're Finished"

(2008 only)

[30-sec version](#)

(storyboard follows)



"Stuck With a Ticket"

(2009 only)

[15-sec version](#)

(storyboard not shown)

THE TOMBRAS GROUP

CLIENT: NHTSA

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

Seamless Action: 30TV

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

-1-

Video:

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



Audio:

VO: All across America ...

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



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

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



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

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



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

2

Video:

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



Audio:

VO: Cops write tickets to save lives.

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



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

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



VO: ... expect a ticket.

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



VO: Click it or ticket.

This spot was created to promote seat belt usage among teenagers. It will first run as a demonstration project in Colorado and Nevada, and then nationally.

Video:

We shoot our 3 guys on the side of a country road next to a pick-up truck...



... on a suburban street in front of some average houses...



... and on a city street with the hustle and bustle behind them.



We see various shots of our 3 guys driving around in their environments as we hear their frightening close encounter stories.



Interspersed with the driving scenes are obscured shots of police lights, adding to the drama and mystery.



Audio:

Music: ominous music.

Rural Guy: I was just driving around minding my own business...

Suburb Guy: When it came out of nowhere...

Metro Guy: Suddenly, there were lights all around me...

Suburb Guy: I'm like "They're coming for me!"

Metro Guy: Yeah, it was crazy.

CLIENT: NHTSA

NOTES: The music to be used will be the original version (the real one, pop, urban, etc) we distributed to stations only. The actual spot will be live action, not animated.

Video:

The scenes intensify until we reveal...



That our guys are really getting busted for not buckling up...



We see shots of our 3 guys getting pulled over and...



... given tickets for not buckling up.



Logo(s):



Audio:

Rural: I just never thought they would never find me. Not out here.

Annor: It doesn't matter where you drive...

Annor: ...if you don't buckle up, you will get caught.

Annor: Cops are cracking down all across (state).

Annor: Click it or ticket.

TITLE: Not Invisible
LENGTH: :30
REV: 3

CLEINT: NHAH
JOB NO.:NHAH-19862
DATE: February 23, 2007

THE TOMBRAS GROUP
STREET SMART ADVERTISING



video:

OPEN ON FOOTSTEPS TO A CAR PARKED IN A DRIVEWAY AT NIGHT.

A KEY OPENS THE CAR DOOR – BUT THERE IS NO ONE HOLDING IT. THE CAR DOOR OPENS AND CLOSES. THE KEY IS INSERTED INTO THE IGNITION.



THE CAR SHIFTS INTO DRIVE AND PULLS OUT WITH NO DRIVER.

THE CAR IS DRIVING ALONG AND IT COMES ON A TRAFFIC ROAD-BLOCK.



A COP APPROACHES THE CAR AND THE DRIVER MATERIALIZES BEFORE OUR EYES.



THE DRIVER BUCKLES UP AS THE POLICE OFFICER WRITES A TICKET.



CAMERA PULLS OUT TO SHOW SEVERAL SHOTS OF A ROAD-BLOCK SCENE.

audio:

SFX: FOOTSTEPS.
KEYS JINGLING.

SFX: MAGICAL SOUND

VO: YOU MIGHT THINK IT'S HARD FOR COPS TO SEE YOU AT NIGHT...

...BUT IF YOU AREN'T BUCKLED UP, WE WILL FIND YOU.

COPS ARE CRACKING DOWN LIKE NEVER BEFORE.

PAGE 1

TITLE: Not Invisible
LENGTH: :30
REV: 3

CLEINT: NHAH
JOB NO.:NHAH-19862
DATE: February 23, 2007

THE TOMBRAS GROUP
STREET SMART ADVERTISING



video:

WIDE SHOT OF ROAD BLOCK
(OR TRAFFIC STOP POINT)



CUT TO CLICK IT OR TICKET LOGO
WITH LIGHT BEAM ACROSS IT AS
IF IT WERE NIGHT



audio:

BUCKLE UP DAY AND NIGHT...

OR PAY THE PRICE.

CLICK IT OR TICKET.

PAGE 2

4 | We're Finished :30 TV

Research suggests that "injury" or "death" messages are not always effective influence factors for young adult male drivers. This spot hits that point head-on and seeks to change behaviors with a strong enforcement message.

1

Video:

POLICE OFFICER STANDING ON THE SIDE OF THE ROAD, IS ADDRESSING THE CAMERA.

AS HE IS TALKING, A PICK-UP TRUCK IS SEEN "ZOOMING" TOWARDS THE CAMERA.



HE HOLDS THE TICKET BOOK UP TO THE CAMERA.



THE PICK-UP TRUCK LOSES CONTROL, SKIDS SIDEWAYS...



Audio:

Police Officer:
We're finished showing the dangers of not buckling up. You don't get it or you don't care.

So, we're going to use this like never before.

.2

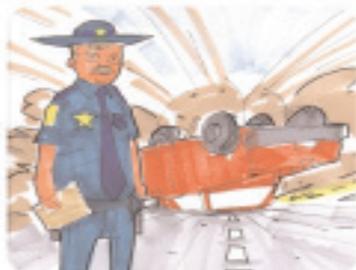
Video:

Audio:

... THEN FLIPS OVER AGAIN AND AGAIN...



... THEN COMES TO REST...



... RIGHT BEHIND THE OFFICER.



Sample Radio Spot – 2008-2009

(2008-2009) RADIO SCRIPT

“You may think seat belt laws are no big deal. Well, you couldn’t be MORE WRONG! Cops are cracking down day and night in the city, in the country, and all points in between. Make no mistake – if you don’t buckle up, you will get caught and you will get a ticket. Even if you’ve gotten away with not buckling in the past, things are about to change (sound of jail cell door slamming shut). Cops are serious about seat belt safety, so don’t kid yourself. Buckle up every time or get a ticket. *Click It or Ticket.*”

SPANISH URBAN, HAITIAN and NAVAJO VERSIONS AVAILABLE UPON REQUEST

(2009 only) “CAR TALK”

Sound of car door opening then closing, engine starts. Female automated voice: “Seat belt on. Seat belt on. Look, I can’t put it on for you and you know the cops are out there, right? If you don’t wear your seat belt, you get a ticket. Don’t be an idiot. (sound of seat belt clicking) Who’s a smart driver? All across the country cops are cracking down. Click it or ticket, day and night. Brought to you by the U.S. Department of Transportation.”

(2009 only) “STUPID JOEY NEWS”

Young adult male: “Get this. Joey and me were supposed to go to this concert next week, right? But then something terrible happened. Joey was driving without a seat belt. But he didn’t wreck. No, he got pulled over and now Joey has to pay for his seat belt ticket instead of a concert ticket and I have to go by myself. How lame is that? So, Joey, if you’re out there, you’re an idiot. Wear your seat belt or you’ll get a ticket. All across the country cops are cracking down. Click it or ticket, day and night. Brought to you by the U.S. Department of Transportation.”

Internet Spots – 2009



“Big Monster”
[30-sec version](#)



“Big Monster-2”
[30-sec version](#)

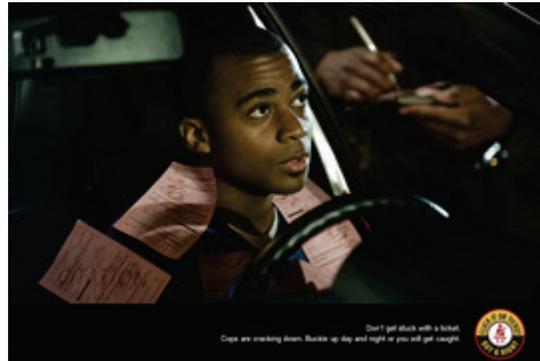
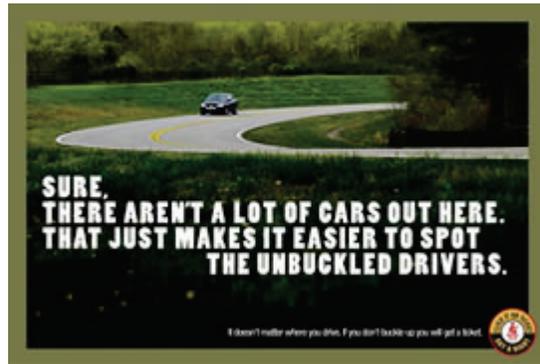


“Muscle Car Extreme”
[30-sec version](#)

30-

These Internet spots can be viewed using the following Internet link: <http://icsw.nhtsa.gov/buckleup/ciot-planner/planner09>

Creative Artwork – 2008-2009



(2009 only)



(2009 only)

(2009 only)



(2009 only)

Additional creative artwork was made available at:
www.nhtsa.gov/buckleup/ciot-planner/planner07/index09.cfm

Sample News Release — 2008

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, E-mail Address]

Note: Before filling in the names of the organization and organization spokesperson, you **MUST** contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.

[Organization] Launches *Click It or Ticket* To Help Save Lives

Enforcement Blitz Buckling Down on Those Not Buckled Up – Day and Night.

[City, State] – In 2006, 15,046 passenger vehicle occupants died in traffic crashes between the nighttime hours of 6 p.m. and 5:59 a.m., according to the National Highway Traffic Safety Administration (NHTSA) – and 64 percent of those passenger vehicle occupants killed were **NOT** wearing their seat belts at the time of the fatal crashes. The proportion of unbuckled deaths at night is considerably higher than the alarming 46 percent of passenger vehicle occupants who were killed and were not wearing their seats belts during daytime hours across the nation that same year.

That’s why **[Organization Name]** announced today that it is joining with state and local law enforcement agencies and highway safety officials May 19 to June 1 to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to increase seat belt use and reduce highway fatalities – with a new emphasis this year on convincing more motorists to buckle up – day **and** night.

“Research shows us that there is a problem with drivers and passengers not buckling up at night – when the risk of a fatal crash is greatest,” **[Local Law Enforcement Official]** said. “Clearly this is an indication that these individuals are not taking the law seriously. That’s why we’ll be out in force making sure that all passengers, in all vehicles, are buckled up – day **and** night.”

[Local Official] said regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. **[He/she]** said that in 2006, 72 percent of passenger vehicle occupants involved in a fatal crash who were buckled up survived the crashes, and that when worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs, and minivans.

Yet nearly one in five Americans (18% nationally) still fail to regularly wear their seat belts when driving or riding in motor vehicles, according to NHTSA’s observational seat belt studies.

[Seat belt checkpoints] Stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization. The mobilization is being supported by a projected \$7.5 million in paid national advertising and additional state advertising to encourage all motorists, but especially motorists at night, to always buckle up.

“Seat belts clearly save lives. But unfortunately, too many folks still need a tough reminder, so we are going to be out in force buckling down on those who are not buckled up,” said **[Local Law Enforcement Official]**. “Wearing your seat belt costs you nothing, but not wearing it certainly will. So unless you want to risk a ticket, or worse – your life — please remember to buckle up day **and** night – *Click It or Ticket*.”

Sample News Release — 2009

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, E-mail Address]

Note: *Before filling in the names of the organization and organization spokesperson, you MUST contact them to obtain their permission to use their names in this press release, and you must get their approval for the language used in their quotes, and any changes or additions they may require. Only after this is done can you send out the press release.*

(Organization Name) Launches *Click It or Ticket* To Help Save Lives

Enforcement Blitz ‘Buckling Down’

On Those Not Buckled Up—Day and Night

(City, State) - During 2007, more than 14,000 people in passenger vehicles died in crashes while unbelted. About half of these lives could have been saved if they had been wearing seat belts at the time of the crash. As sad as this statistic is, the numbers are even worse at night than during the day, according to new figures released by the National Highway Traffic Safety Administration.

Nationwide in 2007, 14,464 passenger vehicle occupants died in highway crashes during evening and night-time hours (6 p.m. to 5:59 a.m.), and fully 63 percent of those killed in crashes (8,319) were not wearing their seat belts. By contrast, during daylight hours, 45 percent (5,917) of those killed were not wearing seat belts.

In **(name of state/county)**, **(insert state or county level fatality numbers)** vehicle occupants died during 2007, and of those, **(insert percent of unbelted fatalities)** were not wearing seat belts.

That’s why **(Organization’s Name)** is joining state and local law enforcement agencies and highway safety groups in supporting an aggressive national *Click It or Ticket* seat belt enforcement campaign from May 18 through May 31. Police will be ticketing unbelted vehicle occupants around the clock—night and day.

“Consistent research has shown that fewer people are buckling up at night, when the risk of a being in a fatal crash is greatest.” said **(Full Name/Title of Local Law Enforcement Official)**. “That’s why **(state)** police will be out in force at night as well as during the day to make sure that drivers and passengers take seat belts, and seat belt laws, seriously.”

(Last Name of Local Law Enforcement Official) added that regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. **(He/She)** noted that, when worn correctly, seat belts have been proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent, and by 60 percent in pickup trucks, SUVs and minivans.

Seat belts are the single most effective piece of safety equipment in a vehicle, yet NHTSA observational studies show that nearly one out of five Americans still fails to wear a seat belt when driving or riding in a motor vehicle.

Stepped-up law enforcement activities will be conducted during the 2009 *Click It or Ticket* mobilization period from May 18-31. The mobilization is being supported by an \$8 million national paid advertising campaign, which, along with additional state advertising, will encourage every driver and passenger to buckle up, especially at night.

“Seat belts clearly save lives. But, unfortunately, too many folks still need a tough reminder, so we are going to be out in force day and night in 2009 buckling down on those who are not buckled up,” said **(Last Name of Local Law Enforcement Official)**.

“Wearing your seat belt costs you nothing, but not wearing it will. So unless you want to risk a ticket, or worse, your life, please remember to buckle up night and day. Don’t forget, *Click It or Ticket* isn’t just a campaign slogan, it’s a promise!” **(Last Name of Local Law Enforcement Official)** said.

For more information, please visit www.nhtsa.gov.

Sample Letter to Editor — 2008

Dear Editor:

More than 15,000 passenger vehicle occupants died in traffic crashes between the nighttime hours of 6 p.m. and 5:59 a.m. during 2006, according to the National Highway Traffic Safety Administration – and 64 percent of those motorists killed were **NOT** wearing their seat belts at the time of the fatal crashes. The proportion of unbuckled deaths at night is considerably higher than the alarming 46 percent of passenger vehicle occupants who were killed and were not wearing their seat belts during daytime hours across the nation that same year.

That's why [**Organization Name**] announced today it is joining with state and local law enforcement agencies and highway safety officials from May 19 to June 1 to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to increase seat belt use and to reduce highway fatalities – with a new emphasis this year on convincing more motorists to buckle up – day **and** night.

[Seat belt checkpoints] Stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization.

Regular seat belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. In 2006, 72 percent of passenger vehicle occupants involved in fatal crashes who were buckled up survived the crashes.

Seat belts clearly save lives. But unfortunately, too many folks still need a tough reminder. That's why law enforcement will be out in force buckling down on those who are not buckled up. Wearing your seat belt costs you nothing, but not wearing it certainly will. So unless you want to risk a ticket, or worse – your life — please remember to buckle up day **and** night – *Click It or Ticket*.

[Name, address and phone number]

(The newspaper must have these to verify the identity of the sender, but won't print the street address or phone number.)

Sample Letter to Editor – Teen Specific — 2008

Dear Editor:

Statistics prove that the most effective way to reduce deaths and injuries on our Nation's highways is to increase seat belt use in the daytime as well as at night. As a matter of fact, an estimated 15,383 lives were saved last year simply by buckling up.

But unfortunately, too many motorists still need a tough reminder. That's why the National Highway Traffic Safety Administration is encouraging all States and local law enforcement agencies and highway safety officials to join the annual *Click It or Ticket* mobilization campaign which runs from May 19th - June 1st. The campaign will renew its emphasis on day **and** night enforcement as well as young drivers. What's so alarming is that motor vehicle crashes continue to be the leading cause of death for 15- to 20-year-olds in America. In fact, of the total fatalities in 2006, 5,130 were passenger vehicle occupants between the ages of 15 and 20, and 64 percent of those killed were **NOT** wearing their seat belts at the time of the fatal crash. That's why law enforcement officers will be working overtime to crack down on all young drivers who are not buckling up.

Research shows that high-visibility enforcement campaigns work. This year, the campaign [**will repeat special seat belt checkpoints**], will step-up law enforcement activities and will have officers out on the streets around the clock to enforce seat belt laws and save lives.

When worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent – and by 60 percent in pickup trucks, SUVs, and minivans.

So unless you want to risk a ticket, or worse – your life, please remember to buckle up day **and** night – *Click It or Ticket*.

For more information, please visit www.nhtsa.gov/link/ciot.htm.

[Name, address and phone number]

(The newspaper must have these to verify the identity of the sender, but won't print the street address or phone number.)

Sample Letter to Editor — 2009

Dear Editor:

For anyone who complains about getting a ticket for not buckling up when driving or riding in a motor vehicle, here's a crash course in reality from the National Highway Traffic Safety Administration:

- 41,059 people were killed on America's roadways in 2007.
- Over 14,000 passenger vehicle occupants killed in 2007 were not wearing their seat belts at the time of the fatal crash.
- In 2007, nearly 2.5 million people were injured in crashes.
- Motor vehicle crashes cost the U.S. economy an estimated \$230.6 billion every single year.

While those may sound like just statistics, those of us at [**Law Enforcement Agency**] know from personal experience that those numbers are the actual faces of mothers, fathers, brothers, sisters, sons, daughters, aunts, uncles and friends right here in [**Community**]. We tell too many families about losses that may have been prevented had a loved one only worn a seat belt.

This goes to the heart of [**Law Enforcement Agency**]'s mission to protect the public. That is why we have joined with thousands of other state and local law enforcement and highway safety agencies nationwide to announce support for the 2009 national *Click It or Ticket* seat belt enforcement mobilization, which this year runs May 18-31.

The good news is we have seen unprecedented numbers of motorists buckling up over the past several years. Seat belts can be credited with saving more than 15,000 lives in 2007 alone. Thanks in part to high-visibility enforcement campaigns like *Click It or Ticket*, this has led to an all-time high observed national seat belt usage rate of 83 percent in 2008—a 25-percent increase over the past 14 years. But the tragic reality is that in our community there are still **[XX]** percent of the public convinced that they don't need seat belts.

People often ask, “Aren’t there more serious criminals on the street other than those who simply are not buckling up? They’re not hurting anyone but themselves.”

To the contrary, the people who choose to disobey the law by not wearing their seat belts are taking a chance with not only their lives, but the emotional and financial health of their families, friends and our community.

Death may be the ultimate consequence for not wearing a seat belt, but even for those who escape a fatal crash, the economic costs of injuries caused by motor vehicle crashes are staggering. Every year motor vehicle crashes cost our country an estimated \$230.6 billion. That equals more than \$800 per person per year!

Yes, this is a national problem, but law enforcement and first responders see the local faces at too many crash scenes. So, it begins right here in [COMMUNITY]. Law enforcement will be out in force to show our dedication to solving this problem. We want 100 percent of motorists to buckle up. Buckling up costs you nothing, but the costs of NOT buckling up may be a ticket, or worse — your life. Treat this as a tough and potentially life-saving reminder: *Click It or Ticket!*

Sample Talking Points — 2008

GOAL/POSITIONING: The goal is to get more drivers and passengers to always buckle up every trip, every time. [Local Organization] is joining with thousands of State and local law enforcement agencies and highway safety officials across the Nation May 19th – June 1st to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to increase seat belt use and reduce highway fatalities and injuries – with a new emphasis this year on convincing more motorists to buckle up – day **and** night.

KEY MESSAGES:

- ❖ **The risk of being involved in a fatal crash is significantly greater at night as compared to the daytime.**
 - NHTSA research shows that fewer people wear their seat belts at night than during the day.
 - In 2006, 15,046 passenger vehicle occupants died in crashes between the hours of 6 p.m. and 5:59 a.m. according to NHTSA research. Of that number, 64 percent were not wearing seat belts compared to 46 percent of unbelted daytime occupants between the hours of 6 a.m. and 5:59 p.m.
 - Depending on the hour of the day, belt use among passenger vehicle occupant fatalities can vary by nearly 27 percentage points – from a high of 56 percent at 2 p.m. to a low of 29 percent at 2 a.m.
 - ❖ **Seat belts save lives – they are the best defense against injuries and fatalities**
 - In 2006 alone, seat belts saved an estimated 15,383 lives. An additional 5,441 lives could have been saved if seat belts were worn at the time of the crash.
 - One in five Americans still fails to buckle up regularly.
 - Employing safe driving practices, day and night, is the key to keeping drivers, their passengers, and other motorists on our Nation's highways safe. A seat belt can mean the difference between life and death.
 - ❖ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs May 19th - June 1st.**
 - [Local Organization] will be out in force stopping and ticketing unbelted motorists.
 - Unless you have money to burn and want to risk a ticket, or worse – your life, you need to always remember to *Click It or Ticket* day **and** night.
- For additional information, please visit www.nhtsa.gov.

Sample Talking Points – Youth Specific - 2008

GOAL/POSITIONING: The goal is to get more drivers and passengers to always buckle up on every trip, every time. [Local Organization] is joining with thousands of State and local law enforcement agencies and highway safety officials across the Nation to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to reduce highway fatalities and injuries – with a new emphasis this year on convincing more young drivers to buckle up – day **and** night.

KEY MESSAGES:

❖ **Motor vehicle crashes are the leading cause of death for 15- to 20-year-olds in America due in large part to low seat belt use.**

- In 2006, 5,130 15- to 20-year-old passenger vehicle occupants were killed in motor vehicle traffic crashes.
- In 2006, 3,062 15- to 20-year-old passenger vehicle drivers died on our Nation's highways and an additional 259,000 were injured.
- Sixty percent of these drivers were NOT wearing their seat belts at the time of the crashes.
- Among the 1,765 15- to 20-year-old passenger vehicle drivers killed, 65 percent were unrestrained in nighttime (6 p.m. to 5:59 a.m.) motor vehicle traffic crashes. During the daytime (6 a.m. to 5:59 p.m.), 52 percent (1,273) of 15- to 20-year-old drivers killed were not wearing seat belts.

❖ **Seat belts save lives – they are the best defense against motor vehicle injuries and fatalities**

- In 2006 alone, seat belts saved an estimated 15,383 lives. An additional 5,441 lives could have been saved if seat belts were worn at the time of every crash.
- Research has found that lap/shoulder seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and reduce the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.
- Employing safe driving practices, day and night, is the key to keeping young drivers, their passengers, and other motorists on our Nation's highways safe. A seat belt can mean the difference between life and death.

❖ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs from May 19 to June 1.**

[Local Organization] will be out in full force stopping and ticketing unbelted motorists.

- Unless you have money to burn and want to risk a ticket, or worse – your life — you need to always remember to *Click It or Ticket* day **and** night.
For additional information, please visit www.nhtsa.gov.

Sample Talking Points — 2009

GOAL/POSITIONING: The goal is to get more drivers and passengers to always buckle up every trip, every time. [Local Organization] is joining with thousands of state and local law enforcement agencies and highway safety officials across the Nation May 18–31 to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to increase seat belt use and reduce highway fatalities and injuries – with a new emphasis this year on convincing more motorists to buckle up – day **and** night.

KEY MESSAGES:

❖ **The risk of being involved in a fatal crash is significantly greater at night as compared to the daytime.**

- NHTSA research shows that fewer people wear their seat belts at night than during the day. In 2007, 14,464 passenger vehicle occupants died in crashes between the hours of 6 p.m. and 5:59 a.m., according to NHTSA research. Of that number, 63 percent were not wearing seat belts, compared to 45 percent of unbelted daytime (6 a.m. and 5:59 p.m.) occupants.
- Depending on the hour of the day, belt use among passenger vehicle occupant fatalities can vary by nearly 31 percentage points – from a high of 61 percent at 10 a.m. to a low of 30 percent at 3 a.m.

❖ **Seat belts save lives – they are the best defense against injuries and fatalities.**

- In 2007 alone, seat belts saved an estimated 15,147 lives. An additional 5,024 lives could have been saved if seat belts were worn at the time of the crashes.
 - One in five Americans still fails to buckle up regularly.
 - Employing safe driving practices, day and night, is the key to keeping drivers, their passengers, and other motorists on our nation's highways safe. A seat belt can mean the difference between life and death.
- ❖ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs May 18- 31.**
- **[Local Organization]** will be out in force stopping and ticketing unbelted motorists.
 - Unless you have money to burn and want to risk a ticket or worse – your life -- you need to always remember to *Click It or Ticket* day **and** night.
For additional information, please visit www.nhtsa.gov.

Sample Talking Points – Youth Specific — 2009

GOAL/POSITIONING: The goal is to get more young drivers and passengers to always buckle up, every trip, every time. Traffic crashes are the leading cause of death for young people 15 to 20 years old, and more than half of young drivers killed in 2007 weren't wearing their seat belts at the time of the crashes. Although they are novice drivers, teens are more inclined to take risks and indulge in showoff behavior, like not wearing seat belts. That's why **[Local Organization]** is joining with thousands of state and local law enforcement agencies and highway safety officials across the nation to launch an aggressive national *Click It or Ticket* seat belt enforcement mobilization to reduce highway fatalities and injuries – with a new emphasis this year on convincing more young drivers to buckle up – day **and** night.

KEY MESSAGES:

- ❖ **Motor vehicle crashes are the leading cause of death for 15- to 20-year-olds in America due in large part to low seat belt use.**
 - In 2007, 4,807 passenger vehicle occupants 15 to 20 years old were killed in motor vehicle traffic crashes.
 - In 2007, 2,762 passenger vehicle drivers 15 to 20 years old died on our nation's highways, and an estimated 238,000 were injured.
 - Fifty-eight percent of these drivers killed were NOT wearing their seat belts at the time of the crashes.
 - Among the 1,584 passenger vehicle drivers 15 to 20 years old killed, 64 percent were unrestrained in nighttime (6 p.m. to 5:59 a.m.) motor vehicle traffic crashes. During the daytime (6 a.m. to 5:59 p.m.), of the 1,151 drivers 15 to 20 who were killed, 49 percent were not wearing seat belts.
- ❖ **Seat belts save lives – they are the best defense against motor vehicle injuries and fatalities**
 - Among passenger vehicle occupants 4 and older in 2007, seat belts saved an estimated 15,147 lives. An additional 5,024 lives could have been saved if seat belts were worn at the time of every crash.
 - Research has found that lap/shoulder seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and reduce the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.
 - Employing safe driving practices, day and night, is the key to keeping young drivers, their passengers, and other motorists on our nation's highways safe. A seat belt can mean the difference between life and death.

❖ **Seat belt checkpoints and other stepped-up law enforcement activities will be conducted during the national *Click It or Ticket* enforcement mobilization, which runs from May 18 to May 31.**

- **[Local Organization]** will be out in full force stopping and ticketing unbelted motorists.
- Unless you have money to burn and want to risk a ticket, or worse – your life — you need to always remember to *Click It or Ticket* day **and** night.

For additional information, please visit www.nhtsa.gov.

Leading-cause-of-death data is based on 2005 numbers.

Click It or Ticket Fact Sheet – 2008 and 2009

Overview

Seat belts are **the most** effective safety feature available in vehicles today; but nearly 1 in 5 Americans still fail to regularly wear their seat belts when driving or riding in a motor vehicle. The effectiveness is indisputable. In 2006 alone, seat belts saved an estimated 15,383 lives. An additional 5,441 lives could have been saved if seat belts were worn at the time of the crash.

Mission

Click It or Ticket is a nationwide enforcement campaign to increase seat belt use and reduce highway fatalities. The mobilization is conducted annually by NHTSA in conjunction with law enforcement agencies, State highway safety offices, and traffic safety advocates. The law enforcement effort is supported by more than \$7.5 million in national advertisements funded through Congress. The national ads, produced by NHTSA in English and Spanish, encourage all motorists to always buckle up – every time, day **and** night.

Since 1996, the national seat belt use rate has increased from 68 percent to 82 percent.

History and Timeline

- 1993:** The *Click It or Ticket* program was conceived in North Carolina. It was the first statewide occupant protection campaign in the United States. This innovative program combined 3,000 enforcement checkpoints, paid advertising, and earned media to build public awareness. During the enforcement, more than 58,000 citations were issued for seat belt violations. State seat belt use rates for drivers rose from 65 percent to 81 percent by July 1994.
- 2000:** South Carolina was the second State to conduct a *Click It or Ticket* campaign. The campaign included enforcement and earned media. In addition, paid advertising efforts were supported by a \$500,000 grant from the Air Bag and Seat Belt Safety Campaign. During a two-week enforcement period 3,303 checkpoints were conducted and 19,815 citations were issued. By the end of the two-week enforcement period seat belt use among front seat occupants rose from 65 percent to 79 percent.
- 2001:** Eight States across the southeast joined together to launch the first regional *Click It or Ticket* campaign in May. NHTSA Region IV officials, the National Air Bag and Seat Belt Safety Campaign, State highway safety officials, and local law enforcement officials coordinated efforts in Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee. All eight States simultaneously undertook a five-week earned media campaign; a \$3.6 million two-week paid advertising campaign; and a two-week intensive enforcement crackdown. Some 3,250 law-enforcement agencies participated and conducted over 25,000 checkpoints or patrols. Enforcement efforts resulted in 119,805 seat belt citations, 9,495 child restraint citations, 8,478 DUI arrests, recovery of 254 stolen cars, and apprehension of 1,471 fugitives. Substantial increases in the belt use rates were seen in every State.

- 2002:** Eighteen States participated in a national *Click It or Ticket* campaign pilot program in May 2002. Those States included Alabama, Colorado, Florida, Illinois, Indiana, Iowa, Massachusetts, Michigan, Mississippi, New York, Ohio, Oregon, Nevada, Rhode Island, Texas, Vermont, Washington, and West Virginia. Efforts were supported by Federal grants for seat belt enforcement and \$10 million in paid advertising under the Transportation Equity Act for the 21st Century (TEA-21). Approximately 250,000 belt use citations were reported during the enforcement period across all 18 States.
- 2003:** Forty-three States, the District of Columbia, and Puerto Rico participated in the *Click It or Ticket* nationwide enforcement mobilization. A total of \$8 million in Federal grant funds were used for a national broadcast advertising campaign. During the mobilization, States collectively issued 508,000 citations for seat belt violations. Subsequent research found significant increases in awareness of seat belt enforcement efforts and seat belt use rose to 79 percent, compared to 75 percent the previous year.
- 2004-present:** Today, all States and territories, with few exceptions, participate in *Click It or Ticket* each year.

****Latest *Click It or Ticket* Mobilization Results** — May 19–June 1, 2008:

- 44 out of 50 States used the *Click It or Ticket* slogan
- \$16 million spent in paid media
- 10,977 law enforcement agencies participated
- Over 600,000 seat belt use citations issued

**The 2008 and 2009 Fact sheets were identical except for this section added to the 2009 Fact Sheet

Click It or Ticket Fact Sheet — 2009

Sample Clip Art — 2008-2009



Appendix B. Nationwide Telephone Survey – Results

		2008 Nationwide Phone Survey (weighted)			2009 Nationwide Phone Survey (weighted)				
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Gender	Male	49.3	50.9		1.6	53.2	47.9		-5.3
	Female	50.7	49.1		-1.6	46.8	52.1		5.3
	Total Respondents	N=1158	N=1154			N=1334	N=1429		
Age	Under 21	11.5	12.4		0.9	11.0	14.9	0.004	3.9
	21-25	8.3	5.3		-3.0	8.3	10.2		1.9
	26-39	27.0	27.6		0.6	24.8	24.0		-0.8
	40-49	15.1	15.4		0.3	15.1	14.1		-1.0
	50-59	18.9	18.0		-0.9	18.7	19.2		0.5
	60+	19.3	21.2		1.9	22.0	17.7		-4.3
	Total Respondents	N=1127	N=1126			N=1307	N=1380		
Race	Native	3.2	5.7	0.004	2.5	2.3	1.2		-1.1
	Asian	2.3	1.1		-1.2	2.6	2.6		0
	Black/Afr.-American	7.1	8.1		1	8.7	8.2		-0.5
	Pac. Islander	0.5	0.4		-0.1	0.8	0.4		-0.4
	White	83.8	83.0		-0.8	80.4	83.1		2.7
	Other	3.0	1.8		-1.2	5.1	4.5		-0.6
	Total Respondents	N=1124	N=1130			N=1308	N=1385		
Spanish/Hispanic	Yes	7.3	10.7	0.004	3.4	8.2	7.4		-0.8
	No	92.7	89.3		-3.4	91.8	92.6		0.8
	Total Respondents	N=1149	N=1137			N=1321	N=1404		
Education level	8th grade	1.1	0.9	p<.0001	-0.2	1.2	0.7	0.026	-0.5
	9th grade	0.5	2.0		1.5	0.6	0.3		-0.3
	10th grade	1.1	1.6		0.5	1.7	2.1		0.4
	11th grade	1.8	5.8		4.0	5.0	3.1		-1.9
	12th grade/GED	29.0	26.1		-2.9	24.4	28.1		3.7
	Some college	23.0	23.1		0.1	26.2	26.1		-0.1
	College grad or higher	43.3	40.5		-2.8	40.8	39.6		-1.2
	Total Respondents	N=1143	N=1132			N=1315	N=1404		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q.1 How often do you drive a motor vehicle?	Almost every day	82.0	80.2		-1.8	81.7	83.6		1.9
	Few days a week	11.4	15.1		3.7	10.9	10.1		-0.8
	Few days a month	4.2	1.5		-2.7	1.5	1.6		0.1
	Few days a year	0.5	0.3		-0.2	0.9	0.4		-0.5
	Never	1.9	2.9		1.0	4.9	4.3		-0.6
	Total Respondents	N=1158	N=1153				N=1315	N=1422	
Q.2 Is the vehicle you drive most often a ...	Car	57.7	54.5		-3.2	56.9	59.6	0.011	2.7
	Van or Minivan	10.4	9.8		-0.6	8.5	8.9		0.4
	Motorcycle	0.1	0.5		0.4	0.2	0.7		0.5
	Pickup Truck	14.3	17.7		3.4	15.4	11.2		-4.2
	SUV	17.6	17.4		-0.2	16.8	18.3		1.5
	Other	0	0		0	0.9	0.6		-0.3
	Other truck	0	0		0	1.2	0.7		-0.5
	Total Respondents	N=1108	N=1112			N=1268	N=1369		
Q.2b How much of your driving between Midnight and 4:00AM?	None/Almost None	89.9	86.8	0.008	-3.1	86.4	87.1		0.7
	A lot less than half	7.2	7.6		0.4	10.4	8.9		-1.5
	About half	1.4	1.7		0.3	1.9	2.2		0.3
	A lot more than half	1.1	3.1		2.0	0.8	1.2		0.4
	All/Almost all	0.4	0.9		0.5	0.6	0.6		0
	Total Respondents	N=1134	N=1110			N=1264	N=1352		
Q.2c When you pass a vehicle stopped by police in the daytime...									
Q.2c.1. Speeding	Yes	82.9	78.2	0.004	-4.7	82.9	81.3		-1.6
	No	17.1	21.8		4.7	17.1	18.7		1.6
	Total Respondents	N=1159	N=1154			N=1266	N=1359		

		2008 Nationwide Phone Survey (weighted)			2009 Nationwide Phone Survey (weighted)				
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q.2c.2. Belt Violation	Yes	1.6	2.1		0.5	1.8	2.3		0.5
	No	98.4	97.9		-0.5	98.2	97.7		-0.5
	Total Respondents	N=1158	N=1154			N=1266	N=1359		
Q.2c.3. Drunk Driving	Yes	1.2	1.0		-0.2	1.0	1.0		0
	No	98.8	99		0.2	99.0	99.0		0
	Total Respondents	N=1158	N=1154			N=1266	N=1359		
Q.2c.4. Reckless Driving	Yes	0.9	4.7	p<.0001	3.8	1.6	1.8		0.2
	No	99.1	95.3		-3.8	98.4	98.2		-0.2
	Total Respondents	N=1158	N=1154			N=1266	N=1359		
Q.2c.5. Registration Violation	Yes	1.5	1.9		0.4	2.4	1.4		-1.0
	No	98.5	98.1		-0.4	97.6	98.6		1.0
	Total Respondents	N=1158	N=1154			N=1266	N=1359		
Q.2c.6. Other	Yes	9.8	8.8		-1.0	10.2	12.1		1.9
	No	90.2	91.2		1.0	89.8	87.9		-1.9
	Total Respondents	N=1158	N=1154			N=1266	N=1359		
Q.2d When you pass a vehicle stopped by police in the nighttime...									
Q.2d.1. Speeding	Yes	52.2	42.1	p<.0001	-10.1	47.4	46.4		-1.0
	No	47.8	57.9		10.1	52.6	53.6		1.0
	Total Respondents	N=1158	N=1154			N=1265	N=1359		
Q.2d.2. Belt Violation	Yes	0.2	0.3		0.1	1.0	0.5		-0.5
	No	99.8	99.7		-0.1	99.0	99.5		0.5
	Total Respondents	N=1159	N=1154			N=1265	N=1359		
Q.2d.3. Drunk Driving	Yes	30.0	35.6	0.004	5.6	33.3	33.2		-0.1
	No	70.0	64.4		-5.6	66.7	66.8		0.1
	Total Respondents	N=1158	N=1154			N=1265	N=1359		
Q.2d.4. Reckless Driving	Yes	4.5	7.5	0.003	3.0	6.3	5.4		-0.9
	No	95.5	92.5		-3.0	93.7	94.6		0.9
	Total Respondents	N=1158	N=1154			N=1265	N=1359		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q.2d.5. Registration Violation	Yes	1.7	2.3		0.6	1.7	1.3		-0.5
	No	98.3	97.7		-0.6	98.3	98.8		0.5
	Total Respondents	N=1158	N=1153			N=1265	N=1359		
Q.2d.6. Other	Yes	9.4	8.8		-0.6	10.3	13.0		2.7
	No	90.6	91.2		0.6	89.7	87.0		-2.7
	Total Respondents	N=1159	N=1154			N=1265	N=1359		
Q.4 how often do you wear your shoulder belt	All of the time	91.6	90.7		-0.9	90.0	90.9	0.023	0.9
	Most of the time	5.2	4.9		-0.3	4.8	5.0		0.2
	Some of the time	1.3	2.1		0.8	3.2	2.6		-0.6
	Rarely	0.8	0.9		0.1	1.5	0.4		-1.1
	Never	1.1	1.4		0.3	0.5	1.0		0.5
	Total Respondents	N=1119	N=1102			N=1255	N=1352		
Q.6 last time you did NOT wear your seat belt?	Within the past day	6.7	11.2	p<.0001	4.5	9.2	7.9		-1.3
	Within the past week	7.5	4.2		-3.3	5.8	6.3		0.5
	Within the past month	2.9	3.7		0.8	3.7	2.9		-0.8
	Within the past year	5.1	4.6		-0.5	3.1	4.7		1.6
	A year or more ago/	77.9	76.2		-1.7	78.3	78.2		-0.1
	Total Respondents	N=1052	N=1042			N=1211	N=1319		
Q.7. past 30 days, use of belts	Increased	3.9	7.5	p<.0001	3.6	5.1	4.7		-0.4
	Decreased	1.2	0.4		-0.8	1.2	1.3		0.1
	Stayed the same	94.9	92.2		-2.7	93.7	94.1		0.4
	Total Respondents	N=1128	N=1109			N=1257	N=1353		
Q.8 What caused your use of seat belts to increase?									
Q.8.1. Increased awareness	Yes	32.6	59.0	0.005	26.4	18.8	25.0		6.2
	No	67.4	41.0		-26.4	81.3	75.0		-6.3
	Total Respondents	N=43	N=83			N=64	N=64		
Q.8.2. Seat belt law	Yes	23.3	25.3		2.0	12.5	11.1		-1.4
	No	76.7	74.7		-2.0	87.5	88.9		1.4
	Total Respondents	N=43	N=83			N=64	N=63		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post	Significance	Pre-Post	Pre	Post	Significance	Pre-Post
		Percent			Percent				
Q.8.3. Don't want ticket	Yes	4.5	6.0		1.5	15.9	23.8		7.9
	No	95.5	94.0		-1.5	84.1	76.2		-7.9
	Total Respondents	N=44	N=83			N=63	N=63		
Q.8.4. Recent crash	Yes	4.5	1.2		-3.3	21.9	7.9	0.028	-14.0
	No	95.5	98.8		3.3	78.1	92.1		14.0
	Total Respondents	N=44	N=83			N=64	N=63		
Q.8.5. Influence of others	Yes	4.5	4.9		0.4	10.9	1.6		-9.3
	No	95.5	95.1		-0.4	89.1	98.4		9.3
	Total Respondents	N=44	N=82			N=64	N=63		
Q.8.6. Driving longer distances	Yes	0	1.2		1.2	3.1	0		-3.1
	No	100.0	98.8		-1.2	96.9	100.0		3.1
	Total Respondents	N=43	N=83			N=64	N=63		
Q.8.7. More in the habit	Yes	2.3	0		-2.3	1.6	0		-1.6
	No	97.7	100.0		2.3	98.4	100.0		1.6
	Total Respondents	N=43	N=83			N=64	N=63		
Q.8.8. Driving faster	Yes	0	20.5	0.001	20.5	1.6	0		-1.6
	No	100.0	79.5		-20.5	98.4	100.0		1.6
	Total Respondents	N=44	N=83			N=64	N=63		
Q.9 Does STATE have a law requiring seat belt use	Yes	97.2	99.0	0.001	1.8	98.0	99.1	0.012	1.1
	No	2.8	1.0		-1.8	2.0	0.9		-1.1
	Total Respondents	N=1129	N=1128			N=1289	N=1385		
Q.10 How likely do you think you will be to receive a ticket	Very likely	35.0	39.6	0.033	4.6	33.1	38.6	p<.0001	5.5
	Rest of Responses	65.0	60.4		-4.6	67.0	61.3		-5.7
	Total Respondents	N=1011	N=1017			N=1142	N=1240		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q.10a (after midnight) how often do you wear your shoulder belt...	All of the time	90.7	89.9	p<.0001	-0.8	88.3	90.9	0.002	2.6
	Most of the time	3.2	3.5		0.3	4.6	3.8		-0.8
	Some of the time	0.6	2.6		2.0	1.9	2.9		1.0
	Rarely	0.2	0.9		0.7	2.2	0.9		-1.3
	Never	5.2	3.2		-2.0	3.0	1.5		-1.5
	Total Respondents	N=993	N=1008				N=1170		N=1241
Q.10c.last time you did NOT wear your seat belt AT NIGHT	Within the past day	3.8	8.5	p<.0001	4.7	2.6	4.4		1.8
	Within the past week	2.4	2.0		-0.4	4.5	4.5		0
	Within the past month	2.3	3.9		1.6	3.6	4.6		1.0
	Within the past year	2.8	4.9		2.1	3.9	2.9		-1.0
	A year or more ago/	88.6	80.6		-8.0	85.3	83.6		-1.7
	Total Respondents	N=913	N=938				N=1098		N=1201
Q.10d has your use of seat belts when driving, AT NIGHT	Increased	2.4	4.9	0.009	2.5	3.5	2.6		-0.9
	Decreased/Same	97.3	95.1		-2.2	96.4	97.4		1.0
	Total Respondents	N=974	N=993				N=1157		N=1231
Q.10f How likely do you think you will be to receive a ticket AT NIGHT	Very likely	28.3	33.2	0.022	4.9	30.5	33.2	p<.0001	2.7
	Rest of responses	71.7	66.8		-4.9	69.5	66.8		-2.7
	Total Respondents	N=897	N=951				N=1150		N=1235
Q.11 can police stop for seat belt violation alone	Yes	78.9	80.4		1.5	79.7	85.3	p<.0001	5.6
	No	21.1	19.6		-1.5	20.3	14.8		-5.5
	Total Respondents	N=935	N=1004				N=1115		N=1200
Q.12 SHOULD be allowed to stop for seat belt alone?	Yes	74.5	71.8		-2.7	75.7	75.7		0
	No	25.5	28.2		2.7	24.3	24.3		0
	Total Respondents	N=1125	N=1117				N=1296		N=1377
Q.13A Seat belts are just as likely to harm you as help you.	Strongly/somewhat agree	26.4	34.3	p<.0001	7.9	29.3	29.2		-0.1
	Strongly/somewhat disagree	73.6	65.7		-7.9	70.7	70.8		0.1
	Total Respondents	N=1116	N=1111				N=1291		N=1402

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q.13B If I was in an accident, I would want to have my seat belt on.	Strongly agree	89.2	91.4	0.003	2.2	90.0	88.3		-1.7
	Somewhat agree	8.2	5.1		-3.1	6.8	8.7		1.9
	Somewhat disagree	1.4	1.1		-0.3	1.0	0.9		-0.1
	Strongly disagree	1.2	2.5		1.3	2.2	2.1		-0.1
	Total Respondents	N=1137	N=1140				N=1316		N=1410
Q.13C Police in my community generally will not bother	Strongly agree	18.5	14.4	0.021	-4.1	38.7	33.9	0.022	-4.8
	Rest of responses	81.5	85.6		4.1	61.3	66.1		4.8
	Total Respondents	N=809	N=876			N=1022	N=1096		
Q.13D It is important for police to enforce the seat belt laws.	Strongly agree	65.0	70.5	0.032	5.5	67.3	68.3		1.0
	Somewhat agree	20.1	16.0		-4.1	18.8	20.2		1.4
	Somewhat disagree	6.9	5.9		-1.0	7.0	5.0		-2.0
	Strongly disagree	8.0	7.7		-0.3	6.8	6.5		-0.3
	Total Respondents	N=1146	N=1144				N=1320		N=1414
Q.13E Putting on a seat belt makes me worry more about being in an accident	Strongly agree	3.4	6.6	0.001	3.2	7.0	3.3	p<.0001	-3.7
	Somewhat agree	4.3	5.6		1.3	4.4	3.4		-1.0
	Somewhat disagree	15.1	12.4		-2.7	12.4	14.3		1.9
	Strongly disagree	77.1	75.4		-1.7	76.1	78.9		2.8
	Total Respondents	N=1142	N=1137				N=1310		N=1409
Q.13F Police in my community are writing more seat belt tickets	Strongly/somewhat agree	64.5	72.9	p<.0001	8.4	62.3	70.9	p<.0001	8.6
	Strongly/somewhat disagree	35.5	27.0		-8.5	37.7	29.1		-8.6
	Total Respondents	N=588	N=654			N=796	N=821		
Q.13g Police writing belt tickets for seat belt violations they see at night	Strongly/somewhat agree	56.8	64.9	0.011	8.1	59.5	70.4	p<.0001	10.9
	Strongly/somewhat disagree	43.1	35.1		-8.0	40.5	29.6		-10.9
	Total Respondents	N=614	N=701			N=861	N=807		
Q.14 seen or heard of any special effort	Yes	17.4	41.9	p<.0001	24.5	18.6	34.0	p<.0001	15.4
	No	82.6	58.1		-24.5	81.4	66.0		-15.4
	Total Respondents	N=1105	N=1100			N=1283	N=1364		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q.15 Where did you see or hear about that special effort?									
Q15a. TV	Yes	39.6	43.1		3.5	37.2	45.5	0.036	8.3
	No	60.4	56.9		-3.5	62.8	54.5		-8.3
	Total Respondents	N=192	N=462			N=239	N=464		
Q15b. Radio	Yes	15.0	18.9		3.9	18.0	24.6	0.047	6.6
	No	85.0	81.1		-3.9	82.0	75.4		-6.6
	Total Respondents	N=193	N=461			N=239	N=464		
Q15c. Friend	Yes	3.6	7.4		3.8	7.1	3.4	0.03	-3.7
	No	96.4	92.6		-3.8	92.9	96.6		3.7
	Total Respondents	N=192	N=461			N=239	N=464		
Q15d. Newspaper	Yes	13.5	10.6		-2.9	14.2	15.1		0.9
	No	86.5	89.4		2.9	85.8	84.9		-0.9
	Total Respondents	N=192	N=461			N=239	N=464		
Q15e. Personal Observation	Yes	8.3	15.4	0.016	7.1	11.3	6.3	0.019	-5.0
	No	91.7	84.6		-7.1	88.7	93.8		5.1
	Total Respondents	N=192	N=462			N=239	N=464		
Q15f. Billboard	Yes	18.2	19.7		1.5	21.8	23.9		2.1
	No	81.8	80.3		-1.5	78.2	76.1		-2.1
	Total Respondents	N=192	N=461			N=239	N=464		
Q15g. Educational Program	Yes	7.8	0.9	p<.0001	-6.9	0.8	0.2		-0.6
	No	92.2	99.1		6.9	99.2	99.8		0.6
	Total Respondents	N=192	N=461			N=239	N=464		
Q15h. I am a police officer/judge	Yes	0	0.6		0.6	1.7	0.6		-1.1
	No	100	99.4		-0.6	98.3	99.4		1.1
	Total Respondents	N=192	N=462			N=240	N=463		
Q15i. Direct contact	Yes	3.1	3.0		-0.1	2.9	1.9		-1.0
	No	96.9	97.0		0.1	97.1	98.1		1.0
	Total Respondents	N=193	N=462			N=239	N=464		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q15j. Other	Yes	6.8	3.3	0.043	-3.5	3.1	2.1		-1.0
	No	93.2	96.7		3.5	96.9	97.9		1.0
	Total Respondents	N=192	N=461			N=239	N=464		
Q.16 Was the special efforts message a...									
Q16.Commercial	Yes	27.1	40.8	0.001	13.7	32.6	41.2	0.028	8.6
	No	72.9	59.2		-13.7	67.4	58.8		-8.6
	Total Respondents	N=192	N=461			N=239	N=464		
Q16.News	Yes	13.5	13.9		0.4	15.8	17.7		1.9
	No	86.5	86.1		-0.4	84.2	82.3		-1.9
	Total Respondents	N=192	N=462			N=240	N=464		
Q16.Something else	Yes	10.9	1.9	p<.0001	-9.0	2.1	3.4		1.3
	No	89.1	98.1		9.0	97.9	96.6		-1.3
	Total Respondents	N=192	N=462			N=240	N=464		
Q.16B Did message mention nighttime enforcement?	Yes	34.9	48.5	0.031	13.6	32.4	30.5		-1.9
	No	65.1	51.5		-13.6	67.6	69.5		1.9
	Total Respondents	N=86	N=227			N=102	N=236		
Q17 seen or heard of anything checkpoints	Yes	11.4	23.4	p<.0001	12.0	13.1	20.9	p<.0001	7.8
	No	88.6	76.6		-12.0	86.9	79.1		-7.8
	Total Respondents	N=1057	N=1121			N=1301	N=1394		
Q.19 Where did you see or hear about checkpoints?									
Q19. TV	Yes	17.4	24.9		7.5	24.6	19.9		-4.7
	No	82.6	75.1		-7.5	75.4	80.1		4.7
	Total Respondents	N=121	N=261			N=171	N=291		
Q19. Radio	Yes	5.8	10.7		4.9	7.0	8.9		1.9
	No	94.2	89.3		-4.9	93.0	91.1		-1.9
	Total Respondents	N=120	N=262			N=171	N=291		
Q19. Friend	Yes	9.2	13.7		4.5	5.9	16.4	0.001	10.5
	No	90.8	86.3		-4.5	94.1	83.6		-10.5
	Total Respondents	N=120	N=262			N=170	N=292		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Q19. Newspaper	Yes	14.2	11.9		-2.3	10.0	14.0		4.0
	No	85.8	88.1		2.3	90.0	86.0		-4.0
	Total Respondents	N=120	N=261			N=170	N=292		
Q19. Other	Yes	58.3	48.1		-10.2	35.9	32.9		-3.0
	No	41.7	51.9		10.2	64.1	67.1		3.0
	Total Respondents	N=120	N=262			N=170	N=292		
Q.20 Was the checkpoint message a...									
Q20.Commercial	Yes	10.0	19.5	0.021	9.5	17.5	11.0	0.045	-6.5
	No	90.0	80.5		-9.5	82.5	89.0		6.5
	Total Respondents	N=120	N=262			N=171	N=292		
Q20.News	Yes	10.7	14.1		3.4	12.3	14.0		1.7
	No	89.3	85.9		-3.4	87.7	86.0		-1.7
	Total Respondents	N=121	N=262			N=171	N=292		
Q20.Something else	Yes	0.8	0.4		-0.4	1.8	1.7		-0.1
	No	99.2	99.6		0.4	98.2	98.3		0.1
	Total Respondents	N=120	N=261			N=171	N=292		
Q21 did you personally see any checkpoints	Yes	7.8	14.7	p<.0001	6.9	7.4	10.5	p<.0001	3.1
	No	92.2	85.3		-6.9	92.6	89.5		-3.1
	Total Respondents	N=1073	N=1139			N=1309	N=1412		
Q23. Were you stopped at a checkpoint?	Yes	29.8	30.4		0.6	32.6	31.1		-1.5
	No	70.2	69.6		-0.6	67.4	68.9		1.5
	Total Respondents	N=84	N=168			N=95	N=148		
Q24 have you seen or heard of car seats or booster seats?	Yes	17.1	26.9	p<.0001	9.8	14.3	14.5		0.2
	No	82.9	73.1		-9.8	85.7	85.5		-0.2
	Total Respondents	N=1115	N=1086			N=1279	N=1389		
Q25 messages that encourage people to wear belts.	Yes	70.9	78.9	p<.0001	8.0	72.1	79.7	p<.0001	7.6
	No	29.1	21.1		-8.0	27.9	20.3		-7.6
	Total Respondents	N=1150	N=1140			N=1315	N=1414		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post	Significance	Pre-Post	Pre	Post	Significance	Pre-Post
		Percent			Percent				
Q.26 Where did you see or hear these messages?									
Q26a. TV	Yes	53.7	53.7		0	54.4	57.7		3.3
	No	46.3	46.3		0	45.6	42.3		-3.3
	Total Respondents	N=814	N=899			N=948	N=1127		
Q26b. Radio	Yes	18.7	20.8		2.1	22.4	24.7		2.3
	No	81.3	79.2		-2.1	77.6	75.3		-2.3
	Total Respondents	N=815	N=899			N=948	N=1127		
Q26c. Friend	Yes	0.7	0.8		0.1	0.8	0.3		-0.5
	No	99.3	99.2		-0.1	99.2	99.7		0.5
	Total Respondents	N=815	N=899			N=948	N=1127		
Q26d. Newspaper	Yes	6.9	5.9		-1.0	4.7	8.3	0.001	3.6
	No	93.1	94.1		1.0	95.3	91.7		-3.6
	Total Respondents	N=815	N=899			948	N=1127		
Q26e. Personal Observation	Yes	7.6	6.1		-1.5	5.5	3.7		-1.8
	No	92.4	93.9		1.5	94.5	96.3		1.8
	Total Respondents	N=815	N=899			N=948	N=1127		
Q26f. Billboard	Yes	43.4	45.4		2.0	47.6	46.8		-0.8
	No	56.6	54.6		-2.0	52.4	53.2		0.8
	Total Respondents	N=815	N=898			N=948	N=1127		
Q26g. Educational Program	Yes	0.7	1.2		0.5	2.0	0.3	p<.0001	-1.7
	No	99.3	98.8		-0.5	98.0	99.7		1.7
	Total Respondents	N=815	N=899			N=948	N=1127		
q26i. Direct contact	Yes	0.5	0.8		0.3	0.5	0		-0.5
	No	99.5	99.2		-0.3	95.5	100.0		4.5
	Total Respondents	N=815	N=898			N=948	N=1127		
Q26j. Other	Yes	2.8	1.4	0.047	-1.4	1.1	1.1		0
	No	97.2	98.6		1.4	98.9	98.9		0
	Total Respondents	N=814	N=899			N=948	N=1127		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post	Significance	Pre-Post	Pre	Post	Significance	Pre-Post
		Percent			Percent				
Q 27 Was the message a...									
Q27a. Commercial	Yes	49.8	55.6	0.016	5.8	51.2	54.7		3.5
	No	50.2	44.4		-5.8	48.8	45.3		-3.5
	Total Respondents	N=815	N=899			N=948	N=1127		
Q27b. News	Yes	8.6	7.5		-1.1	11.7	9.7		-2.0
	No	91.4	92.5		1.1	88.3	90.3		2.0
	Total Respondents	N=815	N=899			N=949	N=1127		
Q27b. Something else	Yes	2.0	0.9		-1.1	1.7	3.2	0.029	1.5
	No	98.0	99.1		1.1	98.3	96.8		-1.5
	Total Respondents	N=815	N=899			N=948	N=1127		
Q.28 messages more than usual	More than usual	15.6	31.6	p<.0001	16.0	9.8	30.9	p<.0001	21.1
	Fewer than usual	5.1	3.7		-1.4	7.1	4.1		-3.0
	About the same	79.2	64.7		-14.5	83.1	65		-18.1
	Total Respondents	N=799	N=889			N=940	N=1103		
Q.29. message that encouraged children in car seats	Yes	38.3	42.5	0.044	4.2	27.4	31.3	0.027	3.9
	No	61.7	57.5		-4.2	72.6	68.7		-3.9
	Total Respondents	N=1128	N=1109			N=1280	N=1379		
Q31 how important to enforce seat belt laws for more strictly	Very important	56.7	59.2		2.5	54.1	58	0.039	3.9
	Rest of responses	43.3	40.8		-2.5	45.9	42		-3.9
	Total Respondents	N=1148	N=1146			N=1326	N=1414		
Q32. Slogan Recognition									
Friends don't let friends drive drunk	Yes	68.6	65.0		-3.6	71.0	71.5		0.5
	No	31.4	35.0		3.6	29.0	28.5		-0.5
	Total Respondents	N=1158	N=1154			N=1333	N=1430		
Heard of CIOT	Yes	70.0	73.5		3.5	70.2	77.0	p<.0001	6.8
	No	30.0	26.5		-3.5	29.8	23.0		-6.8
	Total Respondents	N=1158	N=1153			N=1334	N=1429		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
Heard of BUA	Yes	32.6	34.8		2.2	27.2	29.6		2.4
	No	67.4	65.2		-2.2	72.8	70.4		-2.4
	Total Respondents	N=1158	N=1154			N=1334	N=1430		
Children in Back	Yes	16.9	16.4		-0.5	16.3	12.8	0.01	-3.5
	No	83.1	83.6		0.5	83.7	87.2		3.5
	Total Respondents	N=1159	N=1154			N=1333	N=1429		
You drink you drive you lose	Yes	55.0	58.4		3.4	55.9	53.1		-2.8
	No	45.0	41.6		-3.4	44.1	46.9		2.8
	Total Respondents	N=1158	N=1154			N=1334	N=1429		
Didn't see it coming	Yes	15.1	14.5		-0.6	14.8	15.7		0.9
	No	84.9	85.5		0.6	85.2	84.3		-0.9
	Total Respondents	N=1158	N=1154			N=1333	N=1429		
Get the keys	Yes	12.2	15.0	0.047	2.8	13.6	11.5		-2.1
	No	87.8	85.0		-2.8	86.4	88.5		2.1
	Total Respondents	N=1159	N=1154			N=1334	N=1430		
CIOT State	Yes	52.6	61.6	p<.0001	9.0	50.5	62.3	p<.0001	11.8
	No	47.4	38.4		-9.0	49.5	37.7		-11.8
	Total Respondents	N=1158	N=1154			N=1333	N=1430		
BU State	Yes	43.3	46.3		3.0	43.4	44		0.6
	No	56.7	53.7		-3.0	56.6	56		-0.6
	Total Respondents	N=1158	N=1154			N=1334	N=1430		
Four steps for kids	Yes	2.5	3.0		0.5	4.4	2.9	0.036	-1.5
	No	97.5	97.0		-0.5	95.6	97.1		1.5
	Total Respondents	N=1159	N=1154			N=1333	N=1430		
Buckle up in your truck	Yes	0.3	0.3		0	6.1	7.9		1.8
	No	99.7	99.7		0	93.9	92.1		-1.8
	Total Respondents	N=1158	N=1154			N=1334	N=1430		

		2008 Nationwide Phone Survey (weighted)				2009 Nationwide Phone Survey (weighted)			
		Pre	Post		Pre-Post	Pre	Post		Pre-Post
		Percent		Significance		Percent		Significance	
You wouldn't treat a crash test dummy	Yes	21.1	20.5		-0.6	18.2	17.3		-0.9
	No	78.9	79.5		0.6	81.8	82.7		0.9
	Total Respondents	N=1159	N=1154			N=1333	N=1429		
If they're under 4 ft tall	Yes	31.7	29.9		-1.8	26.8	26.7		-0.1
	No	68.3	70.1		1.8	73.2	73.3		0.1
	Total Respondents	N=1158	N=1154			N=1334	N=1429		

Appendix C. Statewide Use Rates; 2002 – 2009
(Source: National Center for Statistics and Analysis, NHTSA)

State	2002	2003	2004	2005	2006	2007	2008	2009	State	2002	2003	2004	2005	2006	2007	2008	2009
AK	65.8	78.9	76.7	78.4	83.2	82.4	84.9	86.1	MT	78.4	79.5	80.9	80.0	79.0	79.6	79.3	79.2
AL	78.7	77.4	80.0	81.8	82.9	82.3	86.1	90.0	NC	84.1	86.1	86.1	86.7	88.5	88.8	89.8	89.5
AR ³	63.7	62.8	64.2	68.3	69.3	69.9	70.4	74.4	ND	63.4	63.7	67.4	76.3	79.0	82.2	81.6	81.5
AZ	73.7	86.2	95.3	94.2	78.9	80.9	79.9	80.8	NE	69.7	76.1	79.2	79.2	76.0	78.7	82.6	84.8
CA	91.1	91.2	90.4	92.5	93.4	94.6	95.7	95.3	NH	65.5	NA	NA	NA	63.5	63.8	69.2	68.9
CO	73.2	77.7	79.3	79.2	80.3	81.1	81.7	81.1	NJ	80.5	81.2	82.0	86.0	90.0	91.4	91.8	92.7
CT	78.0	78.0	82.9	81.6	83.5	85.8	88.0	85.9	NM	87.6	87.2	89.7	89.5	89.6	91.5	91.1	90.1
DC	84.6	84.9	87.1	88.8	85.4	87.1	90.0	93.0	NV	74.9	78.7	86.6	94.8	91.2	92.2	90.9	91.0
DE	71.2	74.9	82.3	83.8	86.1	86.6	91.3	88.4	NY	82.8	84.6	85.0	85.0	83.0	83.5	89.1	88.0
FL ^{1,3}	75.1	72.6	76.3	73.9	80.7	79.1	81.7	80.9	OH	70.3	74.7	74.1	78.7	81.7	81.6	82.7	83.6
GA ²	77.0	84.5	86.7	81.6	90.0	89.0	89.6	88.9	OK	70.1	76.7	80.3	83.1	83.7	83.1	84.3	84.2
HI	90.4	91.8	95.1	95.3	92.5	97.6	97.0	97.9	OR	88.2	90.4	92.6	93.3	94.1	95.3	96.3	96.6
IA	82.4	86.8	86.4	85.9	89.6	91.3	92.9	93.1	PA	75.6	79.0	81.8	83.3	86.3	86.7	85.1	87.9
ID	62.9	71.7	74.0	76.0	79.8	78.5	76.9	79.2	PR	90.5	87.1	90.1	92.5	92.7	92.1	92.8	92.3
IL	73.8	80.1	83.0	86.0	87.8	90.1	90.5	91.7	RI	70.8	74.2	76.2	74.7	74.0	79.1	72.0	74.7
IN	72.2	82.3	83.4	81.2	84.3	87.9	91.2	92.6	SC	66.3	72.8	65.7	69.7	72.5	74.5	79.0	81.5
KS	61.3	63.6	68.3	69.0	73.5	75.0	77.4	77.0	SD	64.0	69.9	69.4	68.8	71.3	73.0	71.8	72.1
KY	62.0	65.5	66.0	66.7	67.2	71.8	73.3	79.7	TN	66.7	68.5	72.0	74.4	78.6	80.2	81.5	80.6
LA	68.6	73.8	75.0	77.7	74.8	75.2	75.5	74.5	TX	81.1	84.3	83.2	89.9	90.4	91.8	91.2	92.9
MA	51.0	61.7	63.3	64.8	66.9	68.7	66.8	73.6	UT	80.1	85.2	85.7	86.9	88.6	86.8	86.0	86.1
MD	85.8	87.9	89.0	91.1	91.1	93.1	93.3	94.0	VA	70.4	74.6	79.9	84.7	78.7	79.9	80.6	82.3
ME	59.2	59.2	72.3	75.8	77.2	79.8	83.0	82.6	VT	84.9	82.4	79.4	84.7	82.4	87.1	87.3	85.3
MI	82.9	84.8	90.5	92.9	94.3	93.7	97.2	98.0	WA	92.6	94.8	94.2	95.2	96.3	96.4	96.5	96.4
MN ³	72.0	79.4	82.1	82.6	83.3	87.8	86.7	90.2	WI ³	66.1	69.8	72.4	73.3	75.4	75.3	74.2	73.8
MO	69.4	72.9	75.9	77.4	75.2	77.2	75.8	77.2	WV	71.6	73.6	75.8	84.9	88.5	89.6	89.5	87.0
MS	62.0	62.2	63.2	60.8	73.6	71.8	71.3	76.0	WY	66.6	66.6	70.1	NA	63.5	72.2	68.6	67.6

NOTE: Rates in jurisdictions with primary belt enforcement shaded.

¹ Florida's rate in this table represents a post-*Click It or Ticket* rate; after the implementation of a primary law the statewide use rate was 85.2%.

² Primary law has exemption for occupants in pickup trucks.

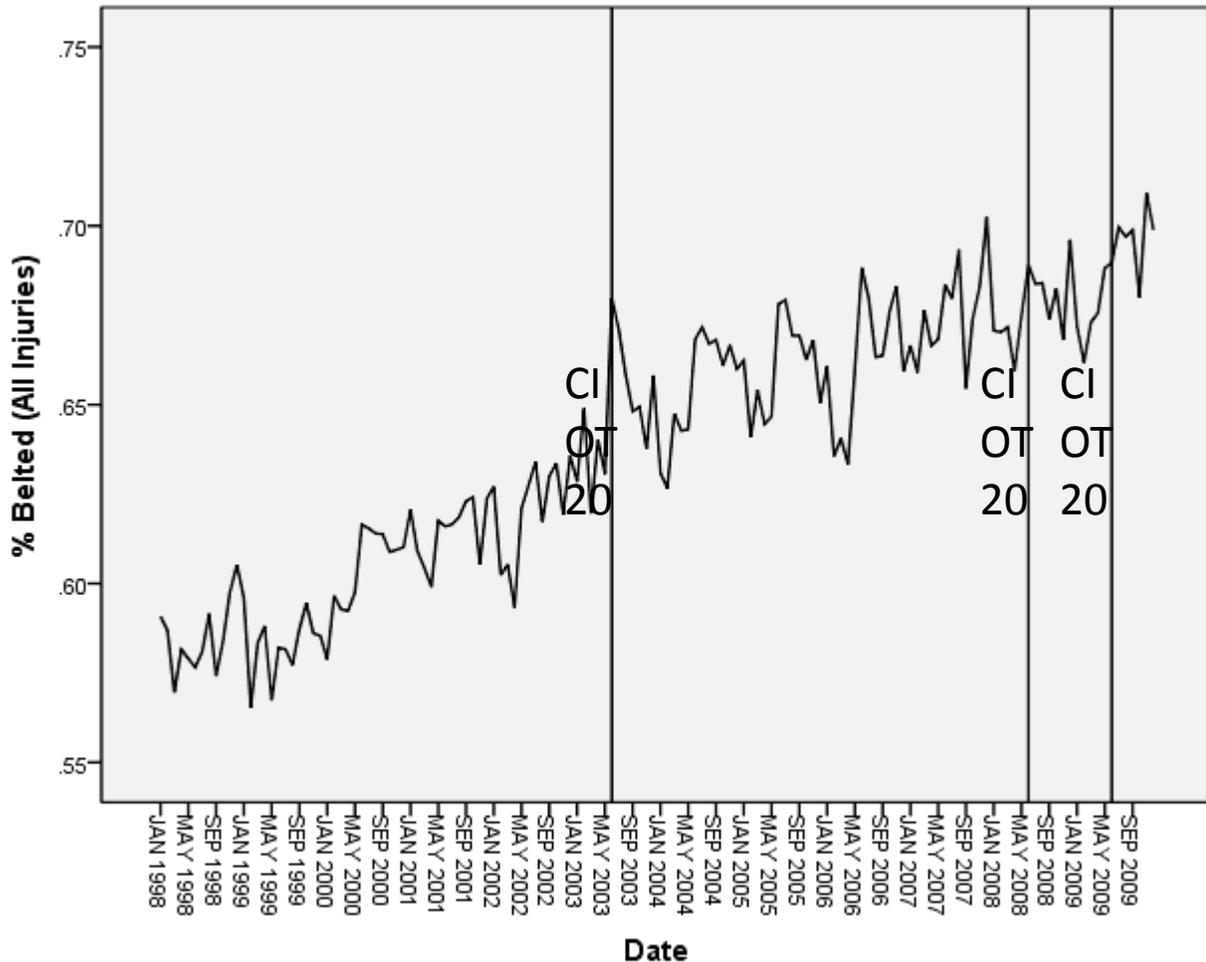
³ Primary Law in AR, FL, MN and WI implemented after conclusion of May 2009 CIOT Mobilization.

Appendix D. ARIMA Analyses All Injury Levels

National FARS Analyses for January 1998 through December 2009

NHTSA’s Fatality Analysis Reporting System (FARS) is a census of all fatal crashes in the United States. Figure 26 shows the monthly proportion of belt use for all injury levels from January 1998 to December 2009 for front seat occupants, 15 and older, of passenger vehicles. Belt use was defined as lap, shoulder, lap and shoulder, and seat belt used but of unknown type. Unknown belt use, improper belt use, and other (e.g., child seat, helmet use) were not included in the analyses. Seat belt use among fatally injured crash victims is consistently lower than observed belt use and has been steadily rising since 2000. ARIMA analyses indicated that there was a significant increase in the proportion of belted fatally injured occupants in the 79 month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 65 months. There was no “additional” effect of the 2008 *Click It or Ticket* campaign (19 months), but there was an added effect of starting at the 2009 CIOT (7 months).

Monthly Proportion of Belted Occupants (All Injury Levels) of Motor Vehicles
(Source: FARS 1998-2009)



Using the time period of 65 months prior to program implementation (January 1998) and 79 months post-program implementation (ending with the most recent available month, December 2009) provided for maximum data during the follow-up period.

FARS Data Used for Analyses

Time Period	Months of Inclusion
Pre-CIOT Campaign	January 1998 to May 2003
Post-CIOT Campaign	June 2003 to December 2009
Post-2008 CIOT Campaign	June 2008 to December 2009
Post-2009 CIOT Campaign	June 2009 to December 2009

Analyses were conducted on the proportion belted in each of the 144 months. The average monthly belt use prior to the CIOT 2003 (January 1998 to May 2003 inclusive) was 41%. From May 2003 to December 2008 (inclusive), the average monthly usage was 47%, and from CIOT 2008 (May 2008) until December 2008 (inclusive), the average monthly usage was 47%.

Pre- and Post-Belt Use Statistics

	Time Period (Inclusive)	N	Mean (Monthly % Belted)	Std. Deviation
Proportion of Belted Fatalities in the United States	Pre-2003 (January 1998-May 2003)	65	.60	.0201
	Post-2003 (June 2003-May 2008)	60	.66	.0159
	Post-2008 (June 2008-May 2009)	12	.68	.0100
	Post-2009 (June 2009 – December 2009)	7	.7	.0091

An ARIMA time series analysis was conducted to determine if belt use differences were due to a pre-existing increasing trend in belt use or if there was a change in the trend coincident to the CIOT intervention. Interruption series were created to describe a sudden permanent change starting in June 2003 and continuing to the end of the series (December 2009). A second interruption series occurred in June 2008 and lasted until the end of the series (December 2009). The final series started in June 2009 and ended in December 2009. These series allowed us to look at any additional effects of the 2008 CIOT intervention on top of the effects from CIOT “in general” (i.e. the initial national CIOT intervention). Using the model (1,0,1) (1,0,0) to control for systematic fluctuations in the data series produced a significant effect of the implementation of CIOT Campaign. PRG found no additional effect of the CIOT 2008 campaign (Table 25) or the 2009 campaign. It is not possible to know whether the 2008 CIOT served to maintain effects gained since the 2003 intervention or if it did not affect belt use at all.

ARIMA Results-Parameter Estimates

		Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags	AR1	.950	.034	27.886	.000
	MA1	.558	.085	6.596	.000
Seasonal Lags	Seasonal AR1	.299	.084	3.555	.001
Regression Coefficients	2008 CIOT	.014	.009	1.517	.132
	2003 CIOT	.031	.009	3.442	.001
	2009 CIOT	.017	.009	1.765	.080
Constant		.618	.012	50.302	.000

ARIMA Results-Parameter Estimates

		Estimates	Std Error	t	Approx Sig
Non-Seasonal Lags	AR1	.950	.034	27.886	.000
	MA1	.558	.085	6.596	.000
Seasonal Lags	Seasonal AR1	.299	.084	3.555	.001
Regression Coefficients	2008 CIOT	.014	.009	1.517	.132
	2003 CIOT	.031	.009	3.442	.001
	2009 CIOT	.017	.009	1.765	.080
Constant		.618	.012	50.302	.000

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**National Highway
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