



DOT HS 811 989

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The *Click It or Ticket* Evaluation, 2012

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Click It or Ticket (CIOT) mobilizations are national, State, and local high-visibility enforcement (HVE) efforts designed to encourage motorists to buckle up. They have been conducted at the national level each year around Memorial Day since 2003.

Overview

The 2012 CIOT mobilization included 49 States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. More than 10,000 law enforcement agencies participated during the two-week enforcement period. The mobilization was preceded by earned and paid media alerting the public to the upcoming seat belt enforcement mobilization.

Publicity

CIOT publicity began with earned media (i.e., news media coverage of the planned enforcement mobilization). States tailored material developed by NHTSA to best suit their local press events and news story coverage. This material included fill-in-the-blank news releases, op-ed articles, letters to the editor, talking points, poster art, and fact sheets.

The television, radio, and Internet paid advertisements focused on day and night seat belt enforcement and were directed to reach 18- to 34-year-old males, classified as a high-risk group based upon data analysis. NHTSA fatality data show that this group is disproportionately represented among unrestrained fatalities (NHTSA, 2013). The program goal was to reach 25 to 30% of this audience at least eight times over the two-week publicity period.

The funding level for paid media was \$20 million (Figure 1). The CIOT advertising budget peaked in 2005 with \$23 million in State advertisements and \$10 million in national ads. There was generally more variability in State expenditures over this time, ranging from \$23 million in 2005 to \$12 million in 2012. National expenditures ranged from \$8 to \$10 million and stabilized at \$8 million in 2008, where the value has been for the last 5 years.

May 2012 CIOT Mobilization

Successes

- Over 10,000 participating police agencies in 49 States, DC, Puerto Rico, and the Virgin Islands
- More than 400,000 belt citations reported
- Observed belt use increased nationally from 84% in 2011 to 86% in 2012 (June)
- An estimated 11,949 lives saved by seat belts in 2011
- CIOT slogan recognition reached a new all-time high

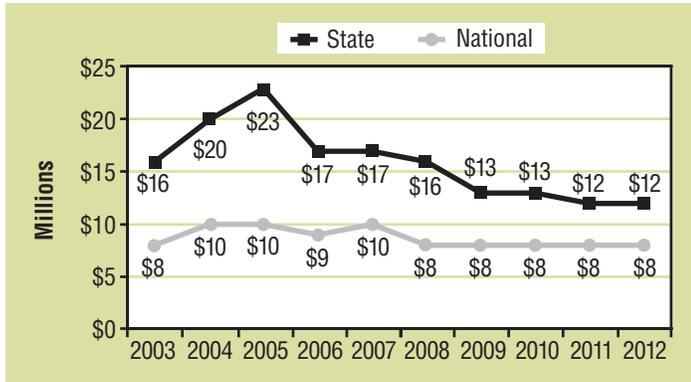
Opportunities

- Secondary law States issued fewer belt citations than primary law States
- Historical trends inform areas of opportunity:
 - ◆ Reported belt citations peaked in 2005; trending downward since
 - ◆ Downward trend in awareness of belt enforcement

Next Steps

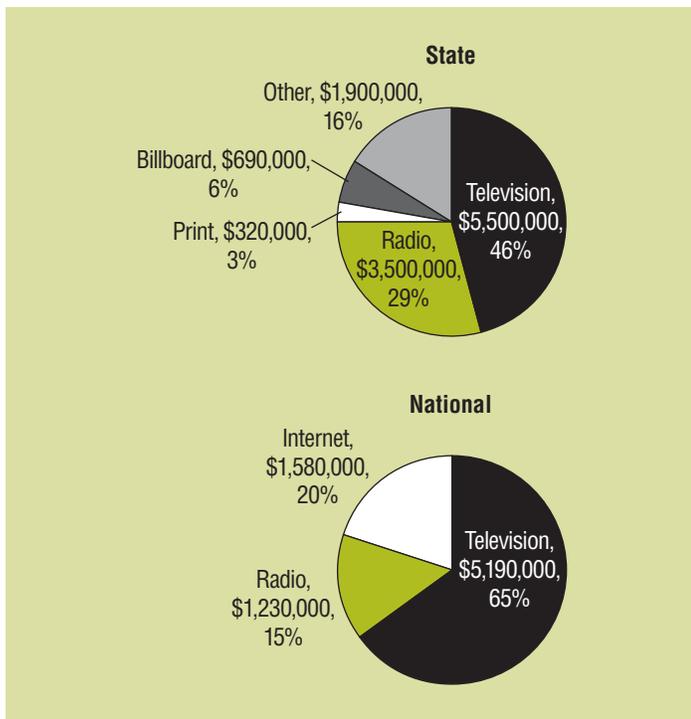
- While we achieve year to year gains, some long term trends reveal areas of opportunity, including issuing more belt citations in secondary law States and increasing visibility of belt enforcement efforts.

Figure 1
May Mobilization Advertisement Budget, 2003-2012



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

Figure 2
2012 Advertisement Budget by Media Type



The national publicity budget was put towards radio advertisements on country, rock, sports, urban, and Spanish-language radio stations. It was also used to place Internet advertisements on gaming sites and major sport sites such as ESPN.com, FOXSports.com and MLB.com. The CIOT message was also featured on Web television sites including Blip.TV and Revision3. Approximately 10% of the national budget went towards Hispanic media, including television (e.g., Galavision TeleFutura and Univision) and radio (e.g., Cumulus Media and Univision Radio).

Awareness Survey

A nationally representative telephone survey was administered before and after the 2012 mobilization to measure changes in awareness. A random-digit-dialing procedure was used to sample 1,481 respondents before and 1,455 after the CIOT mobilization. As started in 2009, 18- to 34-year-old males were oversampled to analyze changes within this group separately from the total sample. Out of the total sample, the survey included 274 respondents from this category before and 273 after CIOT.

A sequential weighting procedure was performed to correct for potential selection bias in the sample. Weighting was conducted to correct for (1) households with multiple phone lines having greater chances of being selected, (2) age and sex bias introduced to the total sample by the oversampled subset, and (3) having more cases in the weighted sample than the original sample. To correct for the bias introduced by households with more than one phone line, these cases were given a weight equal to the inverse of the number of phone lines in the household, up to a maximum of three. Next, to correct for the age and sex bias introduced by the planned oversample of males 18 to 34, the age and sex distribution of the total sample was corrected to reflect the distribution that would be expected based on U.S. Census Population by Age and Sex for 2011 (the most recent year available). Finally, each weight was adjusted to correct for having more cases in the weighted sample than the original sample.

Analyses of the total sample were based on the weighted data. Because of the nature of the data, pre-to-post comparisons were made using the Wald chi-square. As the target sample data were unweighted, Pearson's chi-square was used to compare responses across pre-to-post measurements for this group. The significance level was set at $\alpha = .05$ for both analyses.

For both the target and total sample, pre-to-post comparisons showed statistically significant increases in awareness of:

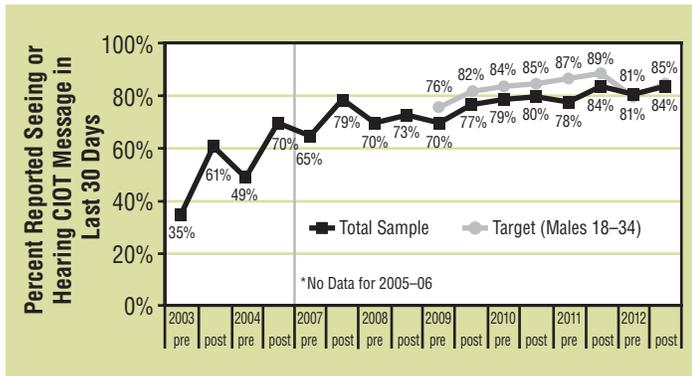
- messages to buckle up;
 - ◆ +15 percentage points for the target sample, $\chi^2(1, N = 545) = 15.33, p < .0001$;
 - ◆ +8 percentage points for the total sample, $\chi^2(1, N = 2,909) = 22.21, p < .0001$.
- special seat belt enforcement efforts; and
 - ◆ +9 target, $\chi^2(1, N = 533) = 6.75, p < .01$;
 - ◆ +11 total, $\chi^2(1, N = 2,830) = 51.49, p < .0001$.
- police writing tickets for seat belt violations at night.
 - ◆ +10 target, $\chi^2(1, N = 407) = 5.08, p < .05$;
 - ◆ +7 total, $\chi^2(1, N = 1,753) = 11.24, p < .01$.

For recognition of the CIOT slogan, there was a significant 4-percentage-point increase for the total sample ($\chi^2(1, N = 2,936) = 7.41, p < .05$) and a non-significant 3-percentage-point

increase for the target sample ($\chi^2(1, N = 547) < 1, p > .05$, smaller sample may have contributed). While 85% recognition in 2012 was an all-time high for the total sample, there was a drop in recognition for 18- to 34-year-old males from 89% in 2011 to 84% in 2012.

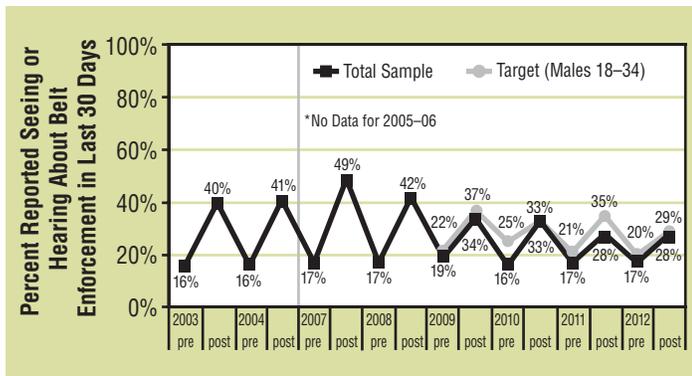
As seen in Figure 3, there has been a substantial gain in CIOT slogan recognition since 2003. More than 8 in 10 respondents say that they have heard of *Click It or Ticket*.

Figure 3
Pre-Post National Awareness – CIOT Slogan Awareness



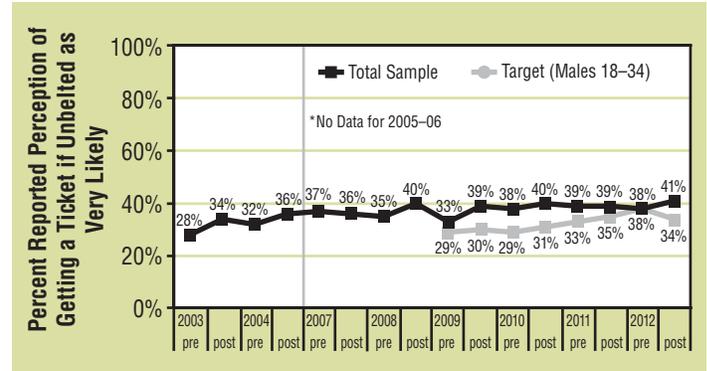
The total sample showed a significant 11-percentage-point increase in those who reported seeing or hearing of special seat belt enforcement efforts in their community in the past 30 days. While the target sample was going in the same direction, their 9-percentage-point increase was non-significant. However, Figure 4 illustrates that the pre-post increases in this index were higher in earlier years of CIOT (2003, 2004, 2007, and 2008) than in more recent years (2009 to 2012). This suggests that people are seeing and hearing less about seat belt enforcement efforts than in the past. While 18- to 34-year-old males were not oversampled for earlier years of CIOT, reporting trends from more recent years suggest the target and total samples are similar for this index.

Figure 4
Pre-Post National Awareness – Seen or Heard of Special Belt Enforcement Effort in Community



Reported perceived risk of getting a seat belt ticket had a non-significant increase from 38% to 41% in 2012 (total sample, $\chi^2(1, N = 2,393) = 1.20, p > .05$). As seen in Figure 5, this index has increased from 28% in 2003 to 41% in 2012. While not as rapidly as other indices, such as CIOT slogan recognition, this index has been moving upwards slowly over time. Males 18 to 34 have generally reported lower perceived risk than the total sample. This target group showed a non-significant decrease from 38% to 34% in 2012 ($\chi^2(1, N = 423) < 0, p > .05$).

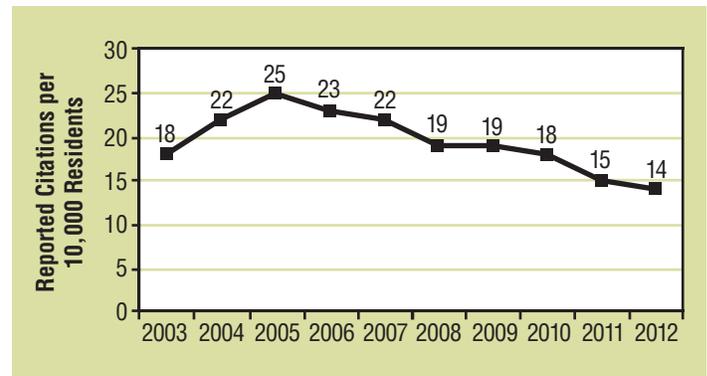
Figure 5
Pre-Post National Awareness – Perceived Risk of a Seat Belt Ticket



Enforcement

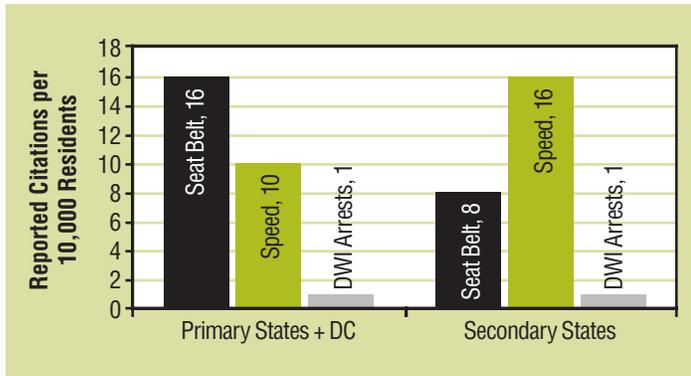
For CIOT 2012, 10,260 law enforcement agencies across the country participated in the two-week period of heightened enforcement. Of those agencies, 9,058 reported the number of citations they issued during the enforcement period. The number of reporting agencies grew by 1,843 from 7,215 in 2003 to 9,058 in 2012. Law enforcement agencies reported issuing 14 belt citations per 10,000 residents during the 2012 CIOT mobilization. Reported belt citations have been on a downward trend since they peaked at 25 citations per 10,000 residents in 2005, declining by 44% from that time.

Figure 6
Rate of Reported Seat Belt Citations per 10,000 Residents



CIOT included law enforcement activity in both primary and secondary law States. Seat belt citations were more prevalent in primary law locations, with double the reported rate (16 versus 8 citations issued per 10,000 residents).

Figure 7
2012 CIOT Reported Citations by Seat Belt Law Type



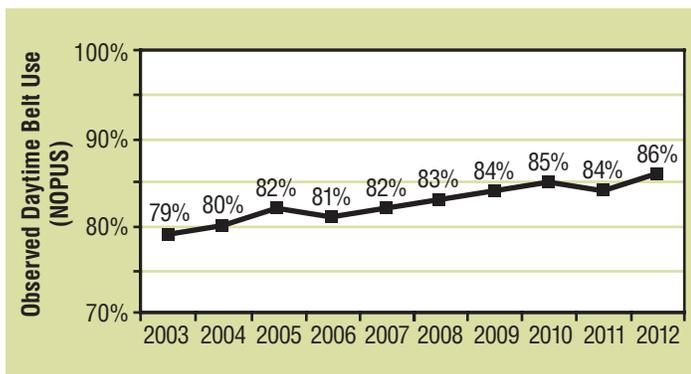
Belt Use

NOPUS (National Occupant Protection Use Survey) is an annual survey of seat belt use. Nationally representative observations are made during daytime hours immediately following CIOT. There was a significant increase in observed daytime belt use from 84% in 2011 to 86% in 2012. As seen in Figure 8, over the 10 years of national CIOT, observed national belt use increased from 79% in 2003 to 86% in 2012 (NHTSA, 2012a). However, there is no way to isolate the effect CIOT has had on observed belt use from the effect of other factors, such as law changes and other occupant protection program efforts.

Lives Saved And Fatalities

According to estimates by the National Center for Statistics and Analysis (NCSA), 11,949 lives were saved by seat belts in 2011. NCSA also estimates that if everyone buckled up in 2011, seat belts could have saved 3,384 more people (NHTSA, 2013).

Figure 8
National Occupant Protection Use Survey, Daytime Observed Seat Belt Use



The percent of people who died unrestrained in passenger vehicle crashes decreased from 59% in 2002 to 52% in 2011 (NHTSA, 2013). Of the fatalities that occurred at night (6 p.m. to 5:59 a.m.) in 2011, only 38% were buckled up, a decrease from 39% in 2010 (NHTSA, 2012b). A larger percentage of fatalities are unrestrained at night than during the day (62%

and 52%, respectively). CIOT focuses media and enforcement activity on day and night belt use to address this unrestrained fatality problem. The ultimate goal is for everyone to buckle up and for no one to die unrestrained in a crash, day or night.

Discussion

Considerable national, State, and local efforts have made CIOT programs successful. While we have come a long way with seat belt use, trends in program activity and public awareness over the past 10 years reveal there are still areas of opportunity.

Reported seat belt citations have decreased from 25 to 14 per 10,000 residents from 2005 to 2012, a 44% decrease. Similarly, State and national media expenditures for CIOT mobilizations peaked in 2005 and decreased thereafter, with a more dramatic drop in State than national expenditures. This evaluation does not address what contributes to these changes in program activity. However, media and enforcement are key components to CIOT and the HVE model, so it is critical to uncover what is behind these apparent decreases. More research is needed to understand the nature of these changes.

Media is crucial to the HVE model because it spreads the message that enforcement is mobilizing and informs the public of the type of enforcement taking place (e.g., seat belts, impaired driving). CIOT media helps the public associate the police activity they see with seat belt enforcement. The media messages are branded with the *Click It or Ticket* slogan, so recognition of the slogan is an indicator of message exposure. Overall, we have seen awareness of the CIOT slogan continue to go up. The target group had slightly higher recognition than the total sample from 2009 to 2011, but in 2012 both the target and total sample reported about the same level of recognition. Given that the national media effort focuses on this specific group, we would expect 18- to 34-year-old males to have higher recognition. The 2013 awareness survey will provide insight regarding the future of this change, indicating if it will rise back up or continue to be at the same level as the total sample.

Having sufficient enforcement efforts to validate the CIOT media messages is also a crucial aspect to the HVE program. Without people seeing the actual belt enforcement activity, they may not sense a real threat of a ticket. While we see increases in slogan recognition, we see decreases in awareness of special belt enforcement efforts, with post-CIOT levels going from 49% in 2007 to 28% in 2012. Males 18 to 34 show a similar pattern with this index, suggesting they are not seeing more enforcement than the total sample. This apparent decrease in awareness of belt enforcement reveals an opportunity to strengthen the CIOT program. Increasing visibility of enforcement may lead to increased awareness of belt enforcement activity.

Greater visibility could be accomplished by strengthening coverage of the belt enforcement effort on the local news. This could help the public sense the reality of the belt enforcement in their community and their actual chance of being ticketed if unbuckled. Another opportunity may be to place more seat

belt enforcement signage on police vehicles and roadway message boards. This may communicate to the public that the activity they see is belt enforcement, while also validating the CIOT messages they see on TV and hear on the radio. Given that the target group also appears to be seeing less belt enforcement, it may be beneficial to take special measures to increase this group's exposure to the enforcement activity.

Also inherent to the HVE model is perceived risk of a ticket if unbuckled. The target group reports somewhat lower perceived risk of a ticket than the total sample. It is unclear if this group is exposed to sufficient belt enforcement efforts to perceive a real risk of getting a ticket for being unbuckled. Again, increasing the exposure of this group to belt enforcement activity may be beneficial.

Another potential opportunity exists in the differences we see between primary and secondary law States in their reported belt enforcement activity. Primary law States report twice as many belt citations as secondary law States (16 versus 8 citations per 10,000 residents). Historically, observed belt use is lower in secondary law States than in primary law States (NHTSA, 2012c). One opportunity to achieve higher belt use in secondary States is to increase the number of belt citations issued to violators. Understandably, it is more challenging to issue belt citations in secondary States because an officer can't pull a driver over for the belt violation alone, the officer must first pull the driver over for a different violation, such as speeding. However, if enforcement officers consistently issue the belt citation along with the primary citation, drivers in secondary States may perceive a greater risk of getting a ticket for being unbuckled.

The traffic safety community has made great progress with seat belt use. Seat belts saved an estimated 11,949 lives in 2011, this is substantial. However, 52% of fatalities are still unrestrained (2011). We should continue to develop and adjust our occupant protection programs to not only make further advances with seat belt use, but to also help maintain the seat belt use we have already achieved.



U.S. Department
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**National Highway
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Administration**

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This research note and other general information on highway traffic safety may be accessed by Internet users at: www-nrd.nhtsa.dot.gov/CATS/index.aspx