



The 2007 *Click It or Ticket* High-Visibility Seat Belt Mobilization

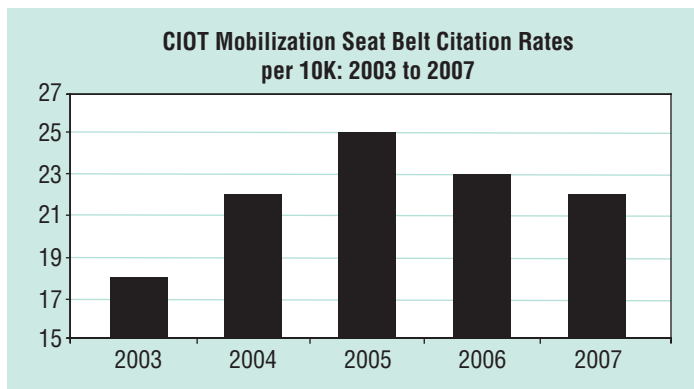
In May 2007 the National Highway Traffic Safety Administration sponsored the fifth national *Click It or Ticket* (CIOT) high-visibility seat belt enforcement mobilization, which followed the CIOT program model of earned and paid media publicizing seat belt enforcement, followed by vigorous law enforcement activity and evaluation.

Media

In 2007 NHTSA spent \$9.7 million on a national media buy that netted 1,295 gross rating points. NHTSA's national media contractor estimated that over the two-week media period, the CIOT media spots reached 85% of the intended target group (men 18 to 34 years old) 13 times. In addition, States spent \$17 million on paid media for the 2007 May Mobilization. The majority of media dollars went towards placement of television advertisements followed by radio. NHTSA strengthened the nighttime enforcement messaging during the 2007 mobilization emphasizing that law enforcement was working both day and night.

Enforcement Activity

In 2007 fewer law enforcement agencies participated in the CIOT mobilization and reported enforcement activities than in 2006. As a result, police reported fewer seat belt citations for a second year in a row.



The intensity of seat belt enforcement varied across States. Seat belt citation rates ranged from zero per 10,000 people

in Wyoming and New Hampshire to 67 per 10,000 people in New Jersey. The median rate for all 50 States and the District of Columbia was 18 per 10,000. The median was higher among the primary law States (18 per 10,000) compared to the secondary law States (14 per 10,000), both of which are lower than the two-week benchmark level recommended (20 per 10,000) for a strong CIOT effort. Many States began to incorporate nighttime enforcement as part of the CIOT campaign activities.

Changes in Awareness

NHTSA conducted national telephone surveys before and after the May mobilization to examine changes in attitudes and awareness of belt use enforcement. Awareness of special efforts by police to ticket drivers for not using their seat belts increased dramatically, from under 17% before to 51% after the 2007 mobilization. Most respondents indicated they had heard about special efforts from the television first, and then radio.

Support for belt use laws and enforcement of belt use laws remained high. Over the course of the 2007 CIOT mobilization, support for the police to write more tickets increased significantly from 66% to 71%. The public support for a primary law also increased from 76% to 78%. In both the pre- and post-wave surveys, 89% strongly or somewhat agreed it was important for police to enforce seat belt laws.

Since the beginning of the nationwide mobilizations in 2003 the public has increasingly recognized the *Click It or Ticket* slogan. Before the 2003 campaign 35% of the public were familiar with the slogan; a year later this increased to 49%. By 2007 recognition of the *Click It or Ticket* slogan reached 79% after the mobilization, suggesting that *Click It or Ticket* has achieved a solid level of brand recognition.

Changes in Seat Belt Use

Statewide seat belt use rates increased in 40 of 52 States and Territories in 2007. Seat belt use rates increased in 77% of primary enforcement law States and 77% in States without primary enforcement laws covering all passenger vehicle

types. The proportion of all States that increased seat belt use rates declined over successive years until 2007, when more secondary enforcement States posted improvements. The proportion of primary enforcement States posting increases decreased over the last three years. The average increase in seat belt use across the States equaled +1.4 percentage points in 2007, higher than that achieved in 2006 (+.03) but not higher than prior mobilizations.

State	2007 Population	SB Citations CIOT 2007	SB Citations per 10K	2007 SB Use Rate
Primary Seat Belt Law States				
NJ	8,685,920	58,170	67	91.4
KY	4,241,474	22,846	54	71.8
IL	12,852,548	65,116	51	90.1
CT	3,502,309	14,529	41	85.8
CA	36,553,215	146,957	40	94.6
MS	2,918,785	10,883	37	71.8
DE	864,764	3,174	37	86.6
SC	4,407,709	13,968	32	74.5
IN*	6,345,289	18,758	30	87.9
OK	3,617,316	10,134	28	83.1
HI	1,283,388	2,485	19	97.6
AL	4,627,851	8,830	19	82.3
NC	9,061,032	17,208	19	88.8
MI	10,071,822	18,572	18	93.7
TX	23,904,380	42,909	18	91.8
NY	19,297,729	34,317	18	83.5
TN	6,156,719	10,870	18	80.2
DC	588,292	905	15	87.1
MD	5,618,344	7,806	14	93.1
GA*	9,544,750	11,688	12	89.0
NM	1,969,915	2,351	12	91.5
OR	3,747,455	3,865	10	95.3
IA	2,988,046	2,362	8	91.3
WA	6,468,424	4,493	7	96.4
AK	683,478	292	4	82.4
LA	4,293,204	1,815	4	75.2
Secondary Seat Belt Law States				
ID	1,499,402	4,507	30	78.5
WV	1,812,035	4,653	26	89.6
VT	621,254	1,481	24	87.1
CO	4,861,515	10,990	23	81.1
RI	1,057,832	2,269	21	79.1
UT	2,645,330	5,571	21	86.8
ND	639,715	1,319	21	82.2
ME	1,317,207	2,680	20	79.8

State	2007 Population	SB Citations CIOT 2007	SB Citations per 10K	2007 SB Use Rate
MN	5,197,621	9,385	18	87.8
OH	11,466,917	20,498	18	81.6
FL	18,251,243	28,788	16	79.1
KS	2,775,997	3,969	14	75.0
WI	5,601,640	7,914	14	75.3
AR	2,834,797	3,415	12	69.9
MT	957,861	853	9	79.6
VA	7,712,091	6,611	9	79.9
PA	12,432,792	10,177	8	86.7
SD	796,214	637	8	73.0
MO	5,878,415	4,028	7	77.2
NE	1,774,571	1,071	6	78.7
MA	6,449,755	3,582	6	68.7
NV	2,565,382	1,317	5	92.2
AZ	6,338,755	1,532	2	80.9
WY	522,830	24	0	72.2
No Adult Seat Belt Law				
NH	1,315,828	0	0	63.8

* IN and GA adult seat belt laws exclude occupants in pickup trucks.

Conclusion

The 2007 CIOT Mobilization increased motorists' awareness of the campaign and increased the perceived threat of enforcement. The result was improved seat belt use in the majority of States. However, the recent year-to-year gains in belt use were less than the 2003-to-2005 period.

Higher level of enforcement intensity maximizes the effectiveness of CIOT programs. The May Mobilization enforcement has lost some of its intensity each of the last two years. The number of States that have belt rates of 90% or better has tripled since 2002 (California, Hawaii, Washington, Puerto Rico). California, Iowa, Illinois, Maryland, Michigan, New Jersey, New Mexico, Nevada, Oregon, Puerto Rico, Texas, and Washington are the 12 States that achieved 90% or better in 2007. The number of States with seat belt use rates below 70% has decreased from 18 in 2002 to 3 in 2007.

How to Order

To order *Evaluation of the May 2007 Click It or Ticket Mobilization* (38 pages plus appendices), prepared by Preusser Research Group, write to the Office of Behavioral Safety Research, NHTSA, NTI-130, 1200 New Jersey Avenue SE., Washington, DC 20590, fax 202-366-7394, or download from www.nhtsa.gov. John Siegler, Ph.D., was the Contracting Officer's Technical Representative for this project.



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