

**EVALUATION OF 2004  
“CLICK IT OR TICKET”**

for

**The Law Enforcement/Traffic Safety Division of  
The Alabama Department of Economic and Community Affairs**

By

Dr. Allen S. Parrish and Ms. Kerri M. Keith  
Computer Science Department  
The University of Alabama  
Tuscaloosa, Alabama

Prepared by



September, 2004

## Technical Report Documentation Page

<b>1. Report No</b> FHWA/CA/OR-	<b>2. Government Accession No.</b>	<b>3. Recipient Catalog No.</b>	
<b>4. Title and Subtitle</b>  Evaluation of "Click It or Ticket" 2004	<b>5. Report Date</b> September 30, 2004		
	<b>6. Performing Organization Code</b>		
<b>7. Authors</b>  Dr. Allen S. Parrish and Ms. Kerri M. Keith	<b>8. Performing Organization Report No.</b>  CRDL Final Report		
<b>9. Performing Organization Name and Address</b>  CARE Research & Development Laboratory P O Box 870290 University of Alabama Tuscaloosa, AL 35487-0290	<b>10. Work Unit No.</b>		
	<b>11. Contract or Grant No.</b>  ADECA Subgrant 04-SB-OP-001		
<b>12. Sponsoring Agency Name and Address</b>  Alabama Dept of Economic and Community Affairs Montgomery, Alabama	<b>13. Type of Report and Period Covered</b>  Final Report; April 1 - September 30, 2004		
	<b>14. Sponsoring Agency Code</b>		
<b>16. Abstract</b>  A Special Traffic Enforcement Program called "Click It or Ticket" was conducted in April-June in Alabama. Multiple agencies and organizations participated in this effort. Waves of public education and enforcement were conducted, working toward the single goal of improving seatbelt use to increase highway safety.  The evaluations showed that Alabamians have gotten the message; they know they should be wearing their seatbelts. Restraint use rose from 73.5% prior the program to 80.0% after it in only a matter of weeks. Some of the other important facts and findings from the program are summarized below:  <ul style="list-style-type: none"> <li>• The 80.0% rate at the end of the 2004 CIOT project was an increase over the rate achieved at the end of the 2003 CIOT campaign. This rate was also a new all time high for belt use in the state of Alabama.</li> <li>• Women wore their seatbelts 85.66% of the time. This was much higher than the 73.48% rate for men.</li> <li>• Observations of use by race/ethnicity showed whites wore belts 79.98%, non-whites 74.37%, and Hispanics 81.34% of the time.</li> <li>• Responses to a questionnaire showed self-reported use of seatbelts decreased from 74.3% to 70.5% during the program.</li> <li>• The questionnaire showed that motorists were getting the seatbelt message, positive responses grew from 77.9% before to 79.2% after the CIOT program. Television was the prime conduit for information.</li> <li>• Eighty percent of phone respondents had seen or heard the seatbelt message in the past month.</li> <li>• One question was very revealing – 19 out of every 20 respondents wanted to be wearing their seatbelts if they were ever involved in a crash.</li> <li>• A massive enforcement exercise was conducted over a two-week period. <ul style="list-style-type: none"> <li>○ 510 check points were conducted.</li> <li>○ 11,218 seatbelt citations were given.</li> <li>○ 709 child restraint citations were given.</li> <li>○ 46,681 total citations, arrests, and warnings were issued.</li> </ul> </li> </ul> <p>Clearly, the 2004 Click It or Ticket was very successful, and it paved the way for future success.</p>			
<b>17. Key Words</b> Seatbelts, child restraints, selective traffic enforcement programs		<b>18. Distribution Statement</b>	
<b>19. Security Class (of this report)</b>	<b>20. Security Class. (Of this page)</b>	<b>21. No of Pages</b> 50	<b>22. Price</b>

# Contents

Contents .....	iii
List of Tables .....	v
List of Figures .....	v
Executive Summary .....	vi
1.0 Background .....	1
Introduction .....	1
Seatbelt Use in Alabama .....	1
Historical Trends .....	1
Alabama’s Safety Belt Law .....	3
2001 Alabama Click It or Ticket .....	4
2002 Alabama Click It or Ticket .....	4
2003 Alabama Click It or Ticket .....	5
2004 Alabama Click It or Ticket .....	6
Public Education Program .....	8
Public Relations.....	8
Paid Advertising.....	8
Website .....	9
Statewide Observational Surveys.....	9
Enforcement .....	9
Questionnaire Survey of Motorists .....	9
Statewide Telephone Survey .....	10
2.0 Evaluation Methods .....	11
Observations of Seatbelt Use .....	11
Observation Study Design .....	11
Mini-Surveys.....	12
Extrapolation to Represent Entire State .....	12
Enforcement Activity .....	13
Questionnaire Surveys of Motorists .....	13
Telephone Surveys.....	14
3.0 Results.....	15
Observed Seatbelt Use.....	15
Motorist Questionnaire Survey .....	18
Motorist Survey Results .....	18
Telephone Survey .....	22
Interview Results .....	22
Enforcement Summary .....	26
Public Education.....	27
Website.....	28

**Contents (continued)**

4.0 Findings and Summary ..... 29

    Findings..... 29

        Seatbelt History in Alabama ..... 29

        Seatbelt Observation Study ..... 29

        Motorist Questionnaire Survey ..... 31

        Telephone Survey ..... 32

        Enforcement Activities ..... 33

        Website ..... 33

        Comparison..... 33

    Summary ..... 35

5.0 References..... 36

6.0 Appendices

    A - Alabama Seatbelt Law..... 37

    B - Telephone Survey Script..... 40

    C - Motorist Questionnaire Form..... 45

## List Of Tables

<b>No.</b>		<b>Page</b>
1-1	Agencies and organizations on 2004 “Click It or Ticket” team .....	7
1-2	Timeline of events for 2004 Alabama Click It or Ticket.....	8
2-1	Seatbelt observation counties.....	11
2-2	Formulas used by ADPH in determining CIOT belt use rates .....	12
2-3	Types of enforcement activities .....	13
2-4	Motorist Questionnaire Distribution Periods .....	14
3-1	Observation surveys of belt use .....	15
3-2	Motorists’ responses to “always used a seatbelt” question .....	19
3-3	Motorists’ responses to “media awareness” questions .....	20
3-4	Motorists’ responses to “enforcement” questions .....	21
3-5	Motorists’ self-reported seatbelt use by gender and race .....	22
3-6	Telephone survey, frequency of seatbelt usage.....	23
3-7	Telephone survey, summary of key responses .....	25
3-8	Enforcement blitz results .....	27
3-9	Summary of news stories run and advertisements placed.....	28
4-1	Analysis of responses from multiple databases .....	34

## List Of Figures

<b>No.</b>		<b>Page</b>
1-1	Alabama statewide seatbelt use rate, 1984- 2004.....	2
1-2	Comparison of Alabama and national seatbelt use rates .....	3
3-1	Baseline, post, and mini-survey percent belt use rates for 2004 .....	15
3-2	Restraint use by gender.....	17
3-3	Restraint use by race.....	17
3-4	Restraint use by vehicle type .....	18

## Executive Summary

A Special Traffic Enforcement Program called “Click It or Ticket” (CIOT) was conducted in April-June in Alabama. Multiple agencies and organizations participated in this effort, under the leadership of the Law Enforcement/Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs. Waves of public education and enforcement were conducted, working toward the single goal of improving seatbelt use to increase highway safety.

Before and after seatbelt use was evaluated in three primary ways: (1) by direct observation of vehicles, based upon a carefully designed sampling technique, (2) through questionnaires distributed at driver’s licenses offices and county Probate Judge’s offices in five counties, and (3) through a telephone survey.

The evaluations showed that the program was well run and it was effective. Alabamians have gotten the message; they know they should be wearing their seatbelts. **Restraint use rose from 73.5% prior the program to 80.0% after it in only a matter of weeks. The rate of 80.0% is an all time high for the state of Alabama in terms of seat belt usage.**

Some of the important facts and findings from the program are summarized below:

- The 80.0% rate at the end of the 2004 CIOT project was an increase over the rate achieved at the end of the 2003 CIOT campaign. This rate was also a new all time high for belt use in the state of Alabama.
- Since the 2003 seatbelt observation study, belt use had declined approximately four percent. The decline appears to be normal, based upon other studies. This decline of four percent is approximately the same as the decline seen between 2002 and 2003.
- Between 2000 and 2001, belt use grew 9%, but no additional growth was seen between 2001 and 2002. Between 2002 and 2003 belt use fell just over one percent. The leveling off seen between 2001 and 2002 and the drop seen between 2002 and 2003 were initially a cause for concern. However, the increase seen in 2004 is an encouraging sign and a trend that the state of Alabama would like to see continued.
- As for gender, women wore their seatbelts 85.66% of the time. This was much higher than the 73.48% rate for men.
- Observations of use by race/ethnicity showed whites wore belts 79.98%, non-whites 74.37%, and Hispanics 81.34% of the time. The use among Hispanics was higher than expected based on past studies and should be further investigated before any significant conclusions about improvement in belt usage are drawn.
- Responses to a questionnaire showed self-reported use of seatbelts decreased from 74.3% to 70.5% during the program.
- The questionnaire showed that motorists were getting the seatbelt message, positive responses grew from 77.9% before to 79.2% after the CIOT program. The high starting percentage of 77.4% is an increase from the starting rate for earlier years. This high rate also indicates retention of CIOT programs from past years.
- Questionnaire respondents identified television as the prime conduit for information.

## Executive Summary (continued)

- During a telephone survey, interviewees were asked if they used their seatbelts all the time. Eighty-eight percent answered “yes” during the “pre” period and 89% during the “post” period.
- Ninety-six percent of the phone survey participants self-reported their seatbelt use as either “all the time” or “most of the time.”
- Eighty percent of phone respondents had seen or heard the seatbelt message in the past month in the surveys conducted after the CIOT campaign. This (and other data) showed that Alabamians are getting the message.
- Race made some difference among phone survey respondents, particularly within the Hispanic race. The self-reported belt use rates were 91% for whites, 86% for non-whites, and 73% for Hispanics. However, this low percentage for Hispanics is questionable due to the low number of survey participants
- One question was very revealing – 19 out of every 20 respondents wanted to be wearing their seatbelts if they were ever involved in a crash. The message is out; they know that wearing their seatbelts is safer than not wearing them.
  - A massive enforcement exercise was conducted over a two-week period.
    - All law enforcement agencies in the state of Alabama participated in the 2004 CIOT campaign in some manner.
    - 510 check points were conducted.
    - Thousands of patrol miles were driven.
    - 11,218 seatbelt citations were given.
    - 709 child restraint citations were given.
    - 46,681 total citations, arrests, and warnings were issued.
    - 2004 enforcement activities were lower than the efforts in 2001-2003. However, the results of the 2004 efforts are still impressive given the lower number of check points set up.

Important information has already been extracted from the data to explain some of the reasons for the increased use. In addition, these data have provided clues as to why some motorists refuse to use belts. In the long term this information, and additional facts gleaned from the data by research, offer the best chance to design methodologies that can push belt use to its ultimate position—100%.

Clearly, the 2004 Click It or Ticket was very successful, and it paved the way for future success.

## **Section 1.0 Background**

### **Introduction**

Selective Traffic Enforcement Programs (STEPs) are carefully planned and conducted to change motorists' behavior over a short time period. STEP s have been used in several locations to raise seatbelt use rates through successive waves of educational information followed by intensive enforcement action. There is good documentation that such programs increase restraint use more quickly and more substantially than any other known method. This is because they make motorists aware of the advantages of restraint use (the carrot), and of the high probability that they will be ticketed if they do not buckle up (the stick).

Canada was the first country in North America to demonstrate that a highly publicized program coupled with strict enforcement can increase compliance with occupant protection laws. (NHTSA, Evaluation of South Carolina, 2001) In the mid-1970s, Canada's provinces passed mandatory seatbelt laws. Within months, the seatbelt use rate surged as high as 71%. Then the rate began a slow decline, which caused strong concern for highway safety officials. After occupant protection STEP s were conducted in several provinces, sharp increases in seatbelt use were noted. (Jonah et al., 1982; Williams, et al., 2000). Consequently, STEP s were conducted throughout the nation and Canada's overall use rate rose to 87% by the 1990s.

New York State experienced a similar rise and fall in its seatbelt use rate after enacting the first state seatbelt law in the United States in 1984. The next year, the City of Elmira, N.Y., conducted a three-week publicity and enforcement program based on the Canadian STEP model. The Elmira STEP was the first in the United States, and reversed its falling seatbelt use rate. The rate improved from 49% to 77% in just three weeks. (Williams, et al., 1987)

North Carolina adopted a seatbelt law in 1986 and saw its seatbelt use rate climb to 78%. (NHTSA, Evaluation of South Carolina, 2001) When the rate began to fall, North Carolina conducted the first "Click It or Ticket" (CIOT) in the United States.

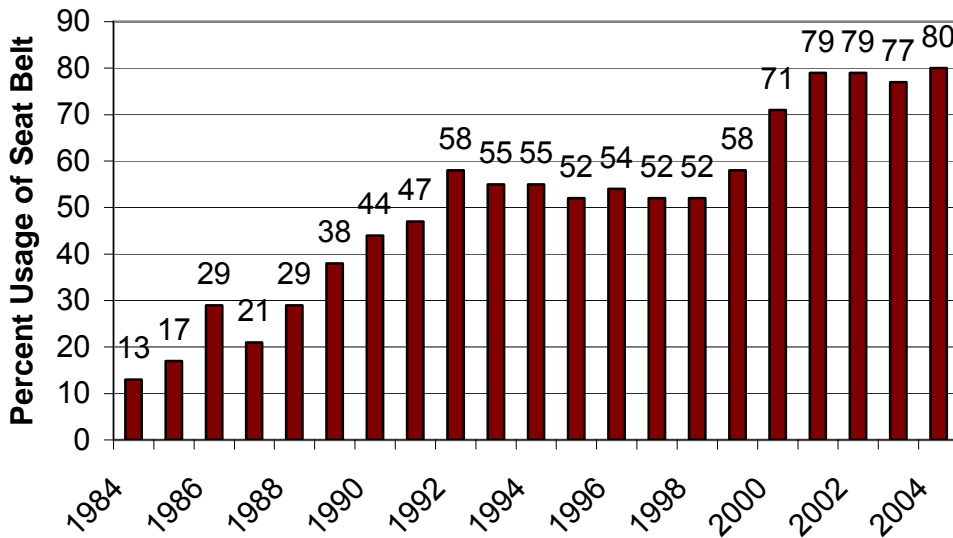
### **Seatbelt Use in Alabama**

**Historical Trends** The history of seatbelt usage in Alabama is shown in Figure 1-1. Seatbelt and child restraint use rates have traditionally lagged behind those of other states. The adoption of the Alabama Safety Belt Act of 1991 made a difference. Belt use spiked upward by 11 percentage points the following year to 58 percent (an all time high). However, the Act treated failure to use a seatbelt as a secondary offense, and use declined slowly to a fairly stable position of 52%. In other words, nearly half of Alabamians still refused to wear seatbelts.

The situation improved significantly when the legislature made it a primary offense for a front-seat passenger to fail to wear a seatbelt as of December 10, 1999. The new law, public information campaigns, and enforcement programs combined to raise seatbelt use rate to 71% in 2000. This was a 13% increase and represented another all-time high. It is important to note that the 13% increase in belt use was extremely effective. From 1999 to 2000 highway fatalities declined from 1148 to 986. *In other words, 162 lives were saved, principally because of increased seatbelt use!* The usage rate continued to increase in 2001, reaching 79%, another all time high. This remained constant in 2002, however it fell slightly to 77% for 2003. In 2004, seatbelt use rebounded to another all time high for the state at 80%. This new high brought Alabama equal to the national average of 80% for seatbelt usage.

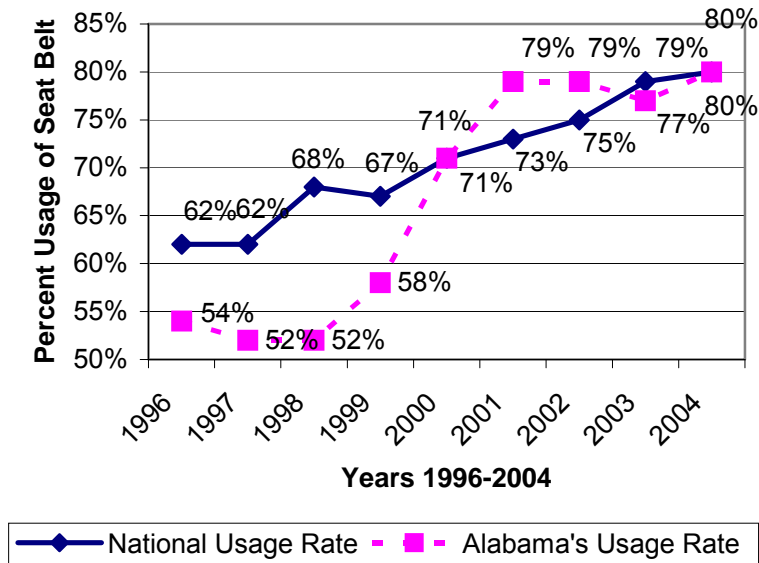
While the improvement seen in past years is encouraging, there are still lives that can be saved as the percentage of seatbelt use continues to increase. Programs such as Click It or Ticket help to increase the awareness of the importance of seatbelts and encourage seatbelt use, helping to keep this percentage high and raise it even higher. The increase from 77% to 80% between 2003 and 2004 should be celebrated as a victory for the state but it should not cause us to relax our efforts. In order to keep the percentage of seatbelt use high and to raise it higher, programs such as Click It or Ticket and other STEPs and countermeasures should be considered.

**Figure 1-1: Alabama statewide seatbelt use rate, 1984-2004**



Further insight into Alabama’s seatbelt usage may be gained from a comparison to the national picture. Such a comparison is shown in Figure 1-2.

**Figure 1-2: Comparison of Alabama and national seatbelt use rates**



Alabama adopted a seatbelt law in 1991 and belt use increased. However, the belt use rate remained eight to 16 percent below the national rate, as shown in Figure 1-2. This changed in 2000 due to the implementation of the state’s new primary seatbelt law, and vigorous public awareness and enforcement activities. In 2000 Alabama belt use rose to the national average, and in 2001 it exceeded the national average by six percent. In 2002 Alabama’s belt use remained higher than the national average, however by 2002 it was only four percent above the national average. The National usage rate for 2003 has been reported at 79% and Alabama’s usage fell slightly to 77%. This indicated that the belt use for Alabama was not increasing as fast as the national average and has actually saw a slight decline. In 2004, Alabama again saw an increase in seatbelt use, reversing the trend seen in the past few years in Alabama. The increase to 80% seen in 2004 brought Alabama back to the usage rate seen for the country as a whole. The increase of 3% for Alabama in 2004 was higher than the 1% increase seen nationally, which should be taken as an encouraging sign.

There are at least three conclusions that may be drawn from the Figures above. First, seatbelt laws can improve seatbelt use, especially in the presence of intensive education and enforcement programs. Second, STEPs improve belt use. Third, seatbelt use tends to decline with time unless some form of education/enforcement is continued on a periodic basis.

**Alabama’s Safety Belt Law** The State’s safety belt enforcement law is given in Alabama Code, Chapter 5 B, Sections 32-5B-1 through 32-5B-7. (Code of Alabama, 1975) The provision to add primary enforcement capabilities to the Alabama Safety Belt Use Act of 1991 was passed in 1999. Primary enforcement means a police officer can stop a driver to issue a citation for failure to wear a seatbelt, based solely on probable cause of such violation. In contrast, under secondary enforcement, an officer is

authorized to issue a citation only if the officer has first stopped the person for some other violation of law.

The law calls for front seat occupants in vehicles designed to carry 10 or fewer passengers to wear seatbelts at all times when the vehicle is in motion. The law makes exceptions for child passengers who use a child passenger restraint system, people who have a written doctor's excuse, rural letter carriers, drivers/passengers delivering newspapers, passengers in cars of a model year prior to 1965, and passengers in motor vehicles which normally operate in reverse.

The law provides for a fine of up to \$25, with no court costs attached. Failure to wear a safety belt is not considered as evidence of contributory negligence. It does not limit the liability of an insurer, nor is a conviction to be entered on the driving record of any individual charged under the provisions of the law.

Appropriate seatbelt passages from Alabama Code are included in Appendix A of this report.

### **2001 Alabama Click It or Ticket**

Even with increased education and enforcement in 2000, there were still 43,499 persons injured and another 986 killed in traffic crashes on Alabama's roadways. Obviously, there was still much work to be done to reduce loss of life and to minimize the suffering associated with these crashes. Research has shown that one of the most cost-effective countermeasures for reducing crash severity is to encourage the use of seatbelts and child restraints. In passenger cars occupants, appropriate use of lap-shoulder safety belts reduces risk of fatal injury by 45% and risk of moderate injury by 50%. Child safety seats reduce fatal injury by 71% for infants.

There was a need to drive home the key facts about restraints to motorists on Alabama highways, so in 2001 an intensive "Click It or Ticket" STEP was conducted, and it pushed the use rate to 79%, another all time high. The 2001 program consisted of waves of media and enforcement, carefully scheduled to elicit maximum public awareness. This CIOT was part of a regional STEP program conducted in the southeastern states, sponsored by the National Highway Traffic Safety Administration (NHTSA).

### **2002 Alabama Click It or Ticket**

Following the success of the 2001 Click It or Ticket program, Alabama elected to participate in the 2002 Click It or Ticket program. This program was conducted between April 22 and June 14, 2002 and included a wide variety of education and enforcement efforts. A number of agencies and organizations throughout the state contributed to the CIOT program and its success in Alabama.

A number of activities were organized for the state during this time period in order to help educate citizens and get out the message of the importance of the use of seatbelts.

The first of these efforts was a public education program. This program included Diversity Outreach Luncheons, the distribution of seatbelt information to every public school in the state, advertising through print, radio, and television media, and a website with information about the program and a list of the various checkpoints throughout the state.

Another part of the 2002 CIOT program was the motorist surveys. These surveys took place in the driver's license offices and county Probate Judge's offices in six counties throughout the state. These surveys gathered information about motorist seatbelt use as well as their awareness of traffic safety programs, including the CIOT program. Similar to this were telephone surveys that were conducted. These surveys asked questions that were similar to those in the motorist surveys and included a sampling of individuals across the state. A final evaluation method was that of direct observation of vehicles and the occupants in the vehicles at various points throughout the state. Each of these efforts were conducted before and after the CIOT program and helped to gain insight into the effectiveness of the program as well as the percentage of Alabamians who wear their seatbelts.

One of the most recognized portions of the 2002 CIOT program was the enforcement portion. This included checkpoints throughout the state during the two-week enforcement period of the program where all drivers passing through a checkpoint were stopped, checked, and ticketed for failure to wear seatbelts, as well as for any other violation that they were found to have.

The 2002 CIOT program was judged to be effective in increasing seatbelt use throughout the state. Over the course of the program, restraint use rose from 70.3% to 78.6%. The success of the 2002 program indicates that other programs in the future can experience similar success and effectiveness.

### **2003 Alabama Click It or Ticket**

The 2001 and 2002 Click It or Ticket programs were considered very successful in the state of Alabama. Due to the past success of this program Alabama chose to participate in the 2003 Click It or Ticket program. This program was conducted between April 21 and June 8, 2003 and included a wide variety of education and enforcement efforts. A number of agencies and organizations throughout the state contributed to the CIOT program and its success in Alabama. For more information on the 2003 Alabama Click It or Ticket program, see the "Evaluation of 2003 'Click It or Ticket'" report produced by the CARE Research & Development Laboratory.

The 2003 campaign was very similar to the campaign in 2002. Various activities were organized throughout the state to help educate citizens and get out the message of the importance of the use of seatbelts. This outreach included a number of methods including TV and radio ads, press conferences, advertisements within the schools, and a website with information about the program and a list of the various checkpoints throughout the state.

In 2003, there were three types of surveys performed. These surveys were the same type of surveys as were performed in 2002. The first type was the motorist surveys. With the cooperation of the Regional CTSP's, these surveys were conducted in the driver's license offices and county Probate Judge's offices in six counties throughout the state. These surveys gathered information about motorist seatbelt use as well as their awareness of traffic safety programs, including the CIOT program. The second type of survey that was performed was telephone surveys. These surveys were very similar in makeup to the motorist surveys that were conducted. They asked questions that were similar to those in the motorist surveys and included a sampling of individuals across the state. A final evaluation method was that of direct observation of vehicles and the occupants in the vehicles at various points throughout the state. Each of these efforts were conducted before and after the CIOT program and helped to gain insight into the effectiveness of the program as well as the percentage of Alabamians who wear their seatbelts. By performing the surveys in this manner it is easy to compare the results from 2003 to the results from previous years. This aids in determining the effectiveness of the 2003 program as well as the effectiveness of past programs.

One of the most recognized portions of the 2003 CIOT program was the enforcement portion. This included checkpoints throughout the state during the two-week enforcement period of the program where all drivers passing through a checkpoint were stopped, checked, and ticketed for failure to wear seatbelts, as well as for any other violation that they were found to have. The results in terms of total number of checkpoints, number of tickets issued and criminals apprehended were higher during the 2003 enforcement when compared to past years.

Again in 2003, the CIOT program was judged to be effective in increasing seatbelt use throughout the state. The past success of the CIOT program in the state helped the state to decide to participate in the program again, and the results from 2003 will likely be instrumental in helping the state to see the effectiveness of the program and decide to participate again in future years. Over the course of the program, restraint use rose from 74.39% to 77.41%. The success of the 2003 program indicates that other programs in the future can experience similar success and effectiveness.

#### **2004 Alabama Click It or Ticket**

In 2004, Alabama elected to participate in another NHTSA Click It or Ticket program. Every state in the country elected to participate in the 2004 Click It or Ticket program or similar mobilization, indicating that other states realize the success that the program has seen in participating states in past years. The 2004 Click It or Ticket campaign was conducted by a partnership of agencies and organizations. The magnitude of the total effort may be gathered from Table 1-1.

**Table 1-1: Agencies and organizations on 2004 “Click It or Ticket” team**

LETS (ADECA)	Law Enforcement/Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency; organized project; secured partners to conduct project; coordinated activities, etc.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety; provided Section 157 funding for LETS to conduct project
ADPH	Alabama Department of Public Health	Performed observational studies of restraint use
ADPS	Alabama Department of Public Safety	Conducted road bocks for seatbelt use
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the “Click It or Ticket” program
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS; assisted in local public relations, planned local law enforcement checkpoints, etc.
LELs	Law Enforcement Liaisons	ADPS officers assigned to LETS recruited local law enforcement agencies to CIOT mobilization, and provided them with training and technical assistance
ADO	Alabama Development Office/Alabama Film Office Montgomery, Alabama	Engaged to place ads in various media, conduct public relations portion of project, prepare website, and otherwise support the project
PRG	Preusser Research Group  Turnbull, Connecticut	Engaged by NHTSA to assist states in organizing collection of restraint use observation data and MOTORIST questionnaire data, to review and analyze this data, and to prepare a report on results for Congress
SRBI	Schulman, Ronca & Bucuvalas, Inc.  Summer Spring, Maryland	Engaged by NHSTA to conduct telephone surveys of public opinion regarding vehicle restraints in states participating in Click It or Ticket
CRDL	CARE Research & Development Laboratory	Engaged to assist in coordination of project, distribution of PRG surveys, evaluation of results, and preparation of project final report

The 2004 Alabama CIOT was conducted between April 26 and June 20, 2004. NHTSA participated through its Section 157 Grant program, by conducting a training conference in February to assist the participating states in organizing their 2004 CIOT activities, and by engaging consultants to conduct some of the activities common to all states. The types of activities and the dates associated with the Alabama CIOT are set out in Table 1-2.

**Table 1-2 Timeline of events for 2004 Alabama “Click It or Ticket”**

<b>Week</b>	<b>Dates</b>	<b>Activity Description</b>
Weeks 1-2	April 26 - May 9	Statewide Observational Survey (Baseline), Mini-Observation (Baseline), Motorist Survey (Baseline)
Week 2	May 3 - May 9	Statewide Telephone Survey (Baseline)
Week 3	May 10 - May 16	Mini-Observation
Week 3-7	May 10 - June 13	Earned Media
Week 4	May 17 – 23	Mini-Observation
Week 4-5	May 17 – 30	Paid Media
Week 5	May 24 – 30	Mini-Observation
Week 5-6	May 24 – June 6	Enforcement
Week 7	June 7 – 13	Statewide Telephone Survey (Post Survey)
Week 7-8	June 7 – 20	Statewide Observational Survey (Post Survey)

**Public Education Program** The primary types of public information used were “public relations,” “earned media,” and “paid advertising.” Public relations involved explaining program details and results in a way that made them newsworthy events that could be circulated to the public by press conferences, broadcasts, and newspapers. The second type of publicity, paid media, involved purchase of airtime at selected times in selected markets. Both radio and TV advertising were used. The earned and paid media efforts are explained in more detail below.

*Public Relations* The Alabama Development Office (ADO) conducted the campaign to saturate the state with a clear message that law enforcement officials were out in force with the goal of increasing seatbelt usage. The Click It or Ticket website ([http://www.adeca.alabama.gov/content/lts/Alabama\\_Clickit-or-Ticket\\_Files/clickit.htm](http://www.adeca.alabama.gov/content/lts/Alabama_Clickit-or-Ticket_Files/clickit.htm)) was revised in order to include information for the 2004 campaign.

As a part of the public relations efforts, ADO prepared press material and Op Ed articles that were distributed across the state in order to help get the message out to media outlets throughout the state. Several press conferences were also held during the campaign to help get the word out about the CIOT campaign. There were also a number of news stories run in various papers, on radio stations, and on various news programs across the state.

*Paid Advertising* Public relations efforts were coupled with paid ads to increase program awareness. Radio and television public service announcements were aired extensively. The paid media effort was sponsored and paid for by LETS, with ADO administering it. As part of this effort, ADO updated the advertising spots used in 2001, 2002, and 2003 by revising the checkpoint dates. Both television and radio spots ran statewide from May 24<sup>th</sup> through June 6<sup>th</sup> in an intensive saturation program. By all accounts, the effort was highly successful.

Website To better educate the general public on how and why the Click It or Ticket campaign was being conducted, ADO created a new website ([http://www.adeca.alabama.gov/content/lts/Alabama\\_Clickit-or-Ticket\\_Files/clickit.htm](http://www.adeca.alabama.gov/content/lts/Alabama_Clickit-or-Ticket_Files/clickit.htm)) similar to the one used in past years. This site was promoted heavily in the news media. Information on the website included new and pertinent information as well as the May campaign check point and patrol information. The site included information on past campaigns, current seatbelt usage rates, usage rates for minorities, and child passenger safety. Specific information was given on the importance of having kids strapped into age- and size-appropriate seats and boosters.

A major section of the website contained extensive information about the enforcement efforts conducted during the enforcement blitz. Site visitors could click on each county in the state to see a listing of the date, time and location for each checkpoint, or for any other law enforcement event.

### **Statewide Observational Surveys**

The Injury Prevention Division of the Alabama Department of Public Health coordinated statewide surveys of vehicle safety belt usage. A total of five surveys were conducted between April and June. The first was conducted at the start of the CIOT program to establish a baseline usage rate, and the final was conducted following the CIOT program to measure the overall effectiveness of the program. These surveys included results from 15 counties throughout the state. Additionally three mini-surveys were conducted following different stages of the CIOT program in order to help establish the effectiveness of different portions of the program. These mini-surveys included only six counties across the state. A total of 147,312 motorists were observed over the course of these five surveys in order to determine and record their seatbelt usage. The survey was conducted and analyzed following NHTSA guidelines, which require that measurements of seatbelt use rates be "accurate and representative" and that they have a probability based design involving at least 85% of the population.

### **Enforcement**

Click It or Ticket included a period of highly publicized enforcement activity. The goal was to display a large, united enforcement presence across the state. To do this, checkpoints were organized and conducted in every county of the state during the two-week enforcement period. Both ADPS and local law enforcement agencies participated. LETS used a portion of its NHTSA Section 157 grant to provide funding for the law enforcement efforts, mostly for overtime pay for officers to staff the checkpoints.

### **Questionnaire Surveys of Motorists**

NHTSA engaged the Preusser Research Group (PRG) to conduct various motorists surveys throughout the country as a part of the nationwide CIOT campaign. The CARE Research & Development Laboratory (CRDL) also played an important role in these surveys by coordinating the efforts of surveyors in the state of Alabama and distributing

the surveys throughout the state. These questionnaires helped to gather belt use input as the questionnaires were distributed at locations where motorists obtained or renewed their drivers' licenses. An additional task completed by PRG was gathering and analyzing all data generated by CIOT states, then preparing a report for Congress to outline the results of the massive program. In Alabama, various Highway Safety Coordinators, through the use of surveyors distributed questionnaires at Probate Judges' offices and ADPS drivers' license offices in five counties. The exact same surveys were distributed both before the CIOT campaign and after. A copy of the questionnaire may be found in Appendix C, and the results gathered with it may be found in Section 3.0 of this report.

### **Statewide Telephone Survey**

Schulman, Ronca & Bucuvalas, Inc. (SRBI) was engaged by NHTSA to perform "before and after" telephone surveys in the states participating in Click It or Ticket. SRBI interviewed 500 persons in Alabama via phone prior to CIOT, and 500 persons after the completion of the program. The same questions were asked in the interviews conducted before and after the CIOT program. The interview script may be found in Appendix B of this report, and the results and conclusions resulting from the survey may be found in Section 3.0.

## Section 2.0 Evaluation Methods

### Observations of Seatbelt Use

Field observation surveys were performed to measure shoulder seatbelt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 15 Alabama counties. A subset of six counties was used for mini-surveys. These counties are identified in Table 2-1.

**Table 2-1: Seatbelt observation counties**

Pre and Post Surveys			Mini-surveys
Blount	Jefferson	Mobile	Houston
Colbert	Lawrence	Montgomery	Jefferson
Escambia	Lee	Shelby	Lee
Etowah	Madison	Tuscaloosa	Mobile
Houston	Marshall	Walker	Montgomery
			Tuscaloosa

**Observation Study Design** The statewide survey of vehicle safety belt usage was coordinated by the Injury Prevention Division of the Alabama Department of Public Health (ADPH). ADPH followed guidelines established by NHTSA in designing the survey. It involved a sampling plan approach that was probability-based, multi-staged, and stratified both rural and urban roadways.

The survey sample included the four counties with the largest metropolitan areas (Jefferson, Madison, Mobile, Montgomery), plus 11 additional counties selected at random from a pool of 37 large counties. Consequently, more than 85% of the state’s population was represented by the study sample, so it was not necessary to survey every county in the state.

In each county, 23 sites were selected at random from three traffic volume categories: low (0 - 4,999 vehicles per day), medium (5,000 -10,499) and high (10,500 - 75,000). For any county, the number of sites selected in each volume category reflected the total number of miles in that volume class. At least one site was selected from each volume category for each county in the survey sample.

In conducting the survey, each site was observed for one hour, using the curbside lane as the reference position. The observer determined driver’s use or non-use of safety belts, whether there was a person in the front outboard seat of each vehicle, and whether the

outboard person was wearing a safety belt. Additional data was captured to help categorize the gender and race of observed occupants and the type of vehicle.

A full study was conducted prior to the CIOT to estimate the “baseline” seatbelt usage rate. The full study was repeated after the CIOT to estimate the “post” seatbelt usage rate. The same design, sites, and observation methods were used in both studies.

**Mini-Surveys** Since it was desirable to estimate changes in belt use as the CIOT proceeded, a mini-survey was conducted after each wave. The same design and observation procedures were used as for the full surveys, except that only six counties were observed with 10 sites per county. This reduced total observations to about one-sixth of the number during the baseline or post period survey, but this was certainly an adequate number to track the changing trends in belt use during the various waves of the CIOT.

**Extrapolation to Represent Entire State** The guidelines for the survey stratified the state by traffic volume. This enabled the data to be extrapolated (i.e., to scientifically assign each site an appropriate “weight” to represent a certain portion of the state) to estimate each county’s overall seatbelt rate, and the state’s overall usage rate using the formulas in Table 2-2:

**Table 2-2: Formulas used by ADPH in determining CIOT belt use rates**

Estimate a County’s or the State’s Overall Use Rate	$P = \frac{\sum_{i=1}^2 [(N_i / n_i) \sum_{k=1}^{m_{ij}} (W_{ij} * P_{ijk})]}{\sum [(N_i / n_i) \sum_{k=1}^{m_{ij}} W_{ij}]}$ <p style="text-align: center;">where <math>W_{ij} = \sum_{k=1}^{M_{ij}} W_{ijk}</math></p>
Variance	$V = \sum_{i=1}^{345} [W_{ijk} / (\sum_{i=1}^{345} W_{ijk})]^2 * [P_{ijk} * (1 - P_{ijk})]$
Standard Error of Estimate	$SE = \sqrt{V}$
<p>Where, i = County stratum (certainty or non-certainty)  j = County designation  k = Site designation  N<sub>i</sub> = Total number of counties in stratum i, where N<sub>1</sub> = 4 and N<sub>2</sub> = 33  n<sub>j</sub> = Total number of counties in sample from stratum i, where n<sub>1</sub> = 4 and n<sub>2</sub> = 11  M<sub>ij</sub> = Total number of road segments* in sampling frame for county j in stratum i  m<sub>ij</sub> = Total number of road segments in sample for county j, stratum i, (m<sub>ij</sub> = 23 for all i,j)  W<sub>ijk</sub> = VMT** for road segments k, in county j, in stratum i  P<sub>ijk</sub> = Usage rate for road segment k, county j, in stratum i</p> <p>* Road segments were selected with equal probability within each county.  ** VMT represents vehicle miles traveled.</p>	

## Enforcement Activity

The enforcement program was twin pronged, state level and local level. ADPS planned and conducted enforcement activities on state routes, and LETS' Community Traffic Safety Program (CTSP) coordinators conducted planning for other law enforcement agencies which operated on local routes. All of the state's local law enforcement agencies participated in either the educational portion (presentations, press conferences, etc.) or enforcement portion of CIOT.

Detailed enforcement operations plans were prepared prior to the two-week enforcement blitz. Each ADPS Post examined traffic volumes and used the "Critical Analysis Reporting Environment" (*CARE*) to review crash data and contributing factors to select sites and times for enforcement actions. The preliminary plans from each ADPS Post were edited and combined to produce a state operations plan. The state plan was forwarded to Alabama Development Office, who placed it on the Click It or Ticket website.

Similar activities occurred at the local level. Local law enforcement agencies used *CARE* to choose sites and prepare their operations plans, then submitted them to the CTSP coordinators. The coordinators reviewed them and merged them into regional operations plans, which were forwarded to the Alabama Development Office for inclusion on the website.

The type and duration of enforcement activity varied from location to location to maximize the effect of the program. The most common types of enforcement activities are outlined in Table 2-3. Regardless of the type selected for a particular location, typical enforcement periods ranged from 30 minutes to four hours, with one hour being the most common.

**Table 2-3: Types of enforcement activities**

Type	Description
Checkpoint	A road block at an intersection; each car is stopped so officers can look for belt use or non use.
Line Patrol	Officers patrol a section of one road looking for violators.
Road Block	Similar to a checkpoint, but it doesn't have to be at an intersection.
Saturation Point	Lots of enforcement officers patrol a relatively small area (i.e., one road, several roads close together, or several blocks of a city).

## Questionnaire Surveys of Motorists

To gather additional feedback about motorist awareness regarding seatbelt use, five counties were selected for driver surveys. A one-page questionnaire was prepared by PRG, and distributed at ADPS driver's license offices and Probate Judge's offices in five counties (Jefferson, Lee, Mobile, Montgomery, and Tuscaloosa). Individuals were asked to complete the questionnaire when they came to take the driver's exam for their initial license, or when they came to renew their existing license. To increase the likelihood

that sufficient copies of the questionnaire would be completed, CRDL with the help of the CTSPs engaged temporary staff members to distribute and collect them at each site.

The purpose of the survey was to assess motorists’ knowledge about the Click It or Ticket campaign, whether they had altered their seatbelt use behavior, how rigorously they thought that police agencies would enforce the law, and whether they thought it was likely that police might stop them. A copy of the questionnaire is located in Appendix C.

The survey was conducted twice in order to measure the over all effectiveness of the program. The timeline for the CIOT project and the Motorist Surveys is illustrated in Table 2-4, below. Questionnaires were distributed twice, once during the baseline period, and once after the enforcement weeks.

**Table 2-4: Motorist Questionnaire Distribution Periods**

<b>Week</b>	<b>Activity Description</b>
Week 1	Statewide Observational Survey (Baseline)
Week 2	Statewide Observational Survey (Baseline) <i>Motorist Questionnaire Survey</i>
Week 3-7	Earned Media
Week 4-5	Paid Media
Week 5-6	Enforcement
Week 7	Statewide Post Survey <i>Motorist Questionnaire Survey</i>

### **Telephone Surveys**

SRBI interviewed 1,000 persons about the “Click It or Ticket” seatbelt enforcement program (500 before and 500 after). The sample was a statewide cross section of telephone households in Alabama, and telephone numbers were randomly generated by computer to avoid any stratification. The surveyors asked 41 questions to bring out respondents’ attitudes about the seatbelt law, seatbelt wearing habits, and personality traits. The telephone script used by the callers is shown in Appendix B of this report.

It is important to note that telephone surveys (and motorist questionnaires) gather self-reported information. Typically, belt use is overstated. Thus the phone survey (and questionnaire) use rates would not be as accurate as field observations.

The most important point of both the phone survey and questionnaire was to track the degree of change from wave to wave. Even if the self-reported rates were inflated, the degree of inflation would not be expected to change enough from survey to survey to invalidate the comparison.

## Section 3.0 Results

### Observed Seatbelt Use

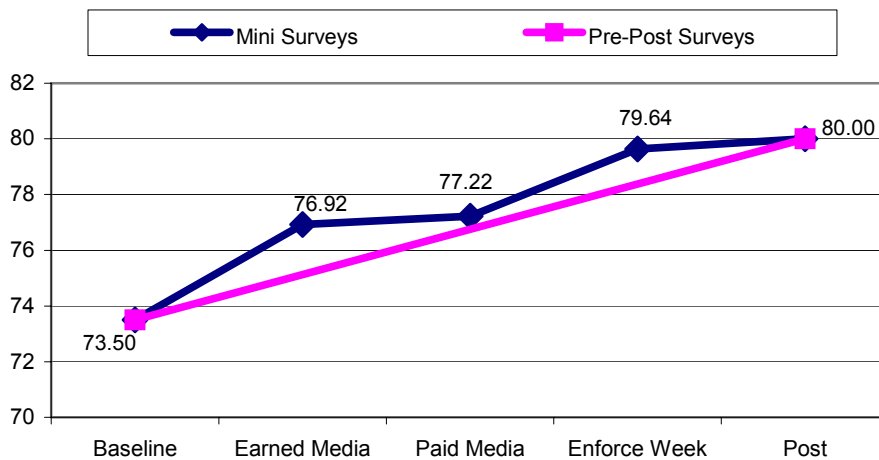
The ADPH survey team observed a total of 53,728 front seat occupants in 23 randomly selected sites in the 15 selected counties during the pre-CIOT period. An additional 64,279 were observed during the post-CIOT period, and 29,305 during the mini-surveys. During the mini-surveys direct observations of passing motor vehicles were made at ten randomly selected sites in six counties throughout Alabama. The total number of observations, 147,312, represented about 3.3% of Alabama’s population.

Using the procedures presented in Table 2-2, ADPH established the Alabama seatbelt use rates at 73.5% for baseline and 80% for the post period. Variance and standard error were calculated and considered acceptable. The estimated usage rates for both the statewide and mini-survey observations in 2004 are reflected in Table 3-1. Statewide “post” estimates for 2000 and 2001 are included in the table for comparative purposes. The 2002 belt usage rates in the “pre” and “post” periods are displayed on Figure 3-1, as are the “pre” period and “post” period, and mini-surveys for 2003.

**Table 3-1: Observation Surveys of Belt Use**

	Pre “Click It” April 26-May 9	Earned Media May 10-16	Paid Media May 17-23	Enforcement May 24-Jun 6	Post “Click It” June 7-20
Statewide – 2004	73.50%				80.00%
Statewide – 2003	74.39%				77.41%
Statewide – 2002	70.30%				78.70%
Statewide – 2001	- x -				79.40%
Statewide – 2000	- x -				70.60%
Mini-surveys – 2003		69.28%	70.63%	74.91%	
Mini-surveys – 2004		76.92%	77.22%	79.64%	

**Figure 3-1: Baseline, post and mini-survey % belt use rates for 2004**



The results seen above indicate consistency in the year-to-year changes in rates. The following conclusions can be drawn:

- Belt use declined from 77.41% to 73.5% between the end of the 2003 Click It or Ticket and the beginning of the 2004 Click It or Ticket campaign. This decline is less than the declines seen between 2001 and 2002 and between 2002 and 2003. This is encouraging and points to increased retention of seatbelt use each additional year that a Click It or Ticket campaign is performed. While the decline that is seen appears to be normal, based on studies in other locations, it is necessary to conduct some type of refresher program to maintain consistently high belt use. This could be an infrequent intensive effort like Click It or Ticket, or it could be a change in operating mode of law enforcement officers to cite more violators of the state's seatbelt law on a year-round basis.
- Between 2000 and 2001, "post" belt use grew from 70.6% to 79.4%. This was a healthy improvement and implied that there were a significant number of Alabamians who would change their belt use habits, given the right types of incentives (i.e., stick and carrot). This increased use rate gives incentive for the state of Alabama to perform more programs along these same lines in future years.
- Between 2001 and 2002, belt use in the "post" period was virtually the same, 79.4% to 78.6%. This reaffirms the results of the 2001 program, which was the state's first attempt at such a large and complex program in such a tight time frame. However, it would have been desirable for the belt use rate to continue to move upward.
- Between 2002 and 2003, belt use in the "post" period was virtually the same, with only a slight decline going from 78.6% to 77.4%. While the improvement seen over the course of the CIOT is a positive sign, the decline seen between the "post" rates in 2001 and 2002, as well as between 2002 and 2003, indicate some drop off following the initial CIOT programs.
- Between 2003 and 2004, belt use in the "post" period saw an increase, going from 77.41% in the "post" period of 2003 to 80% in the "post" period of 2004. The continuous increase seen over the course of the Click It or Ticket period in 2004 as well as the increase between the "pre" and the "post" periods in that year are encouraging. These results indicate that the Click It or Ticket campaign was effective in producing the desired results of increased seat belt use throughout the campaign. This increase throughout the Click It or Ticket period has not been seen in previous years and is a selling point for implementation of future campaigns similar to the 2004 Click It or Ticket.

Additional study is needed to fully understand the uniformity of the final rates over the past four years. It might be that all of the Alabamians with easily changed attitudes had already converted to seatbelt use, and that the only the hard-core non-users remain. Can certain categories of low-use motorists (i.e., younger drivers, men) be improved through special educational programs? Should the type of PR efforts or the PR message change? Why was there a decrease in the final rates for three years followed by an increase

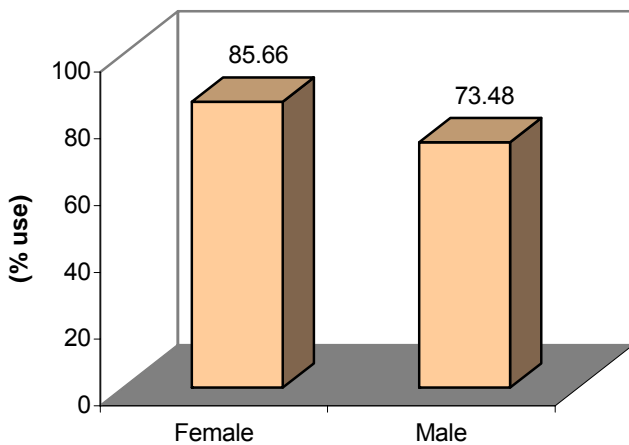
between 2003 and 2004? Was there something in the 2004 campaign that is not readily evident that helped to reach more non-users? How can the last 20% of non-users be reached? What if the degree of punishment (i.e., citation fine) is increased? The answers to these and other questions are desirable if Alabama's use rates are to continue to climb.

In addition to establishing the basic seatbelt use rates, the observation studies also gathered demographic data on belt use. These results are displayed in Figures 3-2 and 3-3. In this case, the numbers are raw data that have not been "weighted" to represent statewide values.

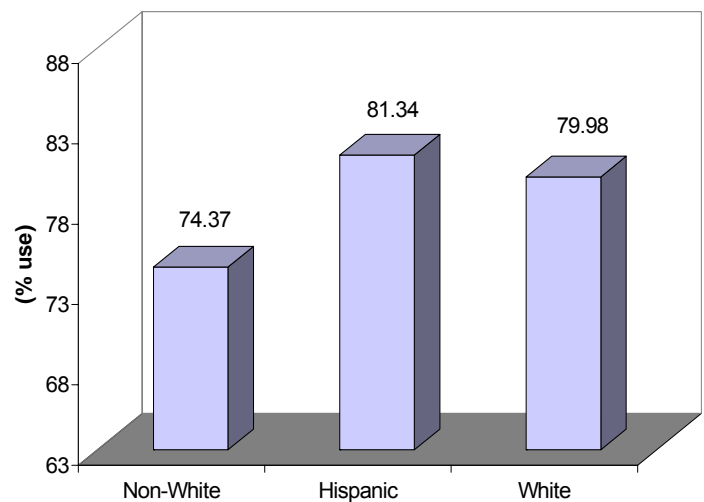
Figure 3-2 reflects belt use by gender for the post-CIOT period. Clearly, females in Alabama are more prone to wear seatbelts than men, 85.66% to 73.48%. Restraint use by race is shown in Figure 3-3. This figure shows that observed seatbelt compliance was higher among Hispanics (81.34%) than among whites (79.98%), and both were higher than non-whites (74.37%). In past surveys and when looking at the national pattern, Hispanics have not typically been the highest in terms of usage. Part of this high percentage may be due to the lower number of Hispanic drivers observed and recorded during the observational surveys.

Figure 3-4 explores the seatbelt usage rates based on the type of car driven. This figure shows that the lowest usage came in the Truck category (68.67%) while the highest usage rate was seen in the SUV category (84.03%). Vans are not far behind SUVs at 83.64%. The highest numbers for these top two categories are not terribly surprising given that these vehicles are often driven by parents who may be carrying their families. The information in this figure can be used to help determine if a certain type of vehicle or a certain demographic of driver should be targeted in future campaigns.

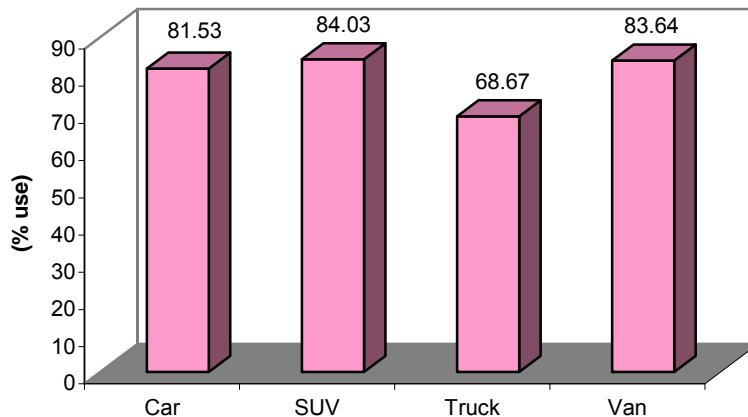
**Figure 3-2: Restraint use by gender**



**Figure 3-3: Restraint use by race**



**Figure 3-4: Restraint use by vehicle type**



The demographic information gathered during the study can be of great assistance in understanding the belt use characteristics of Alabamians. And, it can also be used to help guide future STEP programs.

### **Motorist Questionnaire Survey**

CRDL distributed questionnaires to motorists at Probate Judge's offices and ADPS drivers' license offices in Jefferson, Lee, Mobile, Montgomery, and Tuscaloosa Counties. The questionnaires were distributed and collected at two different times (baseline prior to CIOT in April 2004 and immediately after CIOT enforcement in June 2004) to measure the effect of the CIOT program as a whole. 989 surveys were collected in the period prior to CIOT and 907 surveys were collected in the period after enforcement, with a total of 1,896 surveys collected overall.

The survey purpose was to provide information to assist in evaluating four issues:

- Public knowledge of the Click It or Ticket campaign;
- Whether motorists had altered their seatbelt use behavior;
- Motorists' feelings about how rigorously police agencies would enforce the law; and
- The likelihood that police might stop them.

**Motorist Survey Results** Appropriate portions of the survey results are displayed in Tables 3-2, 3-3 and 3-4. In each table, comparison rates are displayed for the baseline and final phases of the 2004 CIOT, as well as the 2001 and 2003 CIOT. Additionally the average response rate for five times during the 2002 CIOT are also displayed. The tables also show the number of respondents during each of the survey periods.

The most important topic in the questionnaire involves motorists' commitment to wear restraints. Responses are reflected in Table 3-2. The 2004 responses followed a somewhat troubling pattern, starting at 74.3% and decreasing to 70.5% at the conclusion of the program. This is a greater decline than was seen between Baseline and

Enforcement in 2003. Interestingly, this rate in the post period is almost 10% lower than the observed rate following the enforcement period. Typically the rate that is self-reported is higher than that which is actually observed among drivers, but in these surveys this was not the case.

The 2001 and 2003 data followed a similar trend to the 2004 data, decreasing over the life of the program period. However, the 2002 data followed a more ideal pattern, increasing over the life of the program. The rate started at 73.1% and increased each week to a high point of 78.2%.

**Table 3-2: Motorists' responses to "always used a seatbelt" question**

	2001		2002					2003		2004	
	Baseline	Post Enforcement	Baseline	Earned Media	Paid Publicity	Enforcement	Post Enforcement	Baseline	Post Enforcement	Baseline	Post Enforcement
Reported "Always" used a seatbelt	n = 794 76.3%	n = 289 69.9%	n = 1,168 73.1%	n = 897 74.9%	n = 756 75.4%	n = 1,014 76.8%	n = 805 78.2%	n = 1,109 77.3%	n = 1,140 76.3%	n=989 74.3%	n=907 70.5%

A second important issue involved motorists' awareness of the media program associated with "Click It or Ticket." Table 3-3 reflects this information. The initial response to the question, "Have you heard about 'Click It or Ticket' seatbelt enforcement program(s) in Alabama" was high at 77.9%. This rate grew to a level of 79.2% at the end of the program. In other words, just under 2% more people know about the program afterwards than before. This is a very small percentage increase, but the starting percentage of people who knew about Click It or Ticket was much higher than in previous years. This indicates that there is an increased retention of knowledge of Click It or Ticket over the past few years.

These numbers indicate a high awareness on the part of respondents, both before and after the 2004 CIOT program. The awareness level of 77.9% at the beginning of the program is the highest starting point for awareness of the campaign in any of the past four years. This indicates that there has been a great deal of retention of awareness of the program from past years. The awareness level of 79.2% at the end of the program is somewhat troubling because it was lower than the ending rate for 2003 and only a small change from the starting percentage in 2004. This could be due to a number of factors including a possible change in the type of media used or the audiences targeted by the media.

The responses received to the generic question, "Have you recently read, seen or heard anything about seatbelts in Alabama" also declined from the 2003 figures and ended slightly lower than the response to the question regarding the awareness of CIOT. The proportion of respondents answering "yes" increased during the campaign, from 59.6% prior to the campaign, to 77.3% by the end of enforcement. One set of questions asked respondents to identify their sources of information about seatbelt use. Results indicating

the source of information about seatbelt use are also given in Table 3-3. For the majority of these sources listed, the number of respondents saying that they heard about Click It or Ticket from a particular source declined between 2003 and 2004. The reason for this is unknown but it could be due to changes in the media campaign from year to year.

A third general topic for which there was good feedback involved respondents experience with seatbelt enforcement. Table 3-4 displays this information. Specific questions included: "In the past month, have you gone through a checkpoint where police were looking at seatbelt use?" "Have you ever received a seatbelt ticket for not wearing your seatbelt?" "What do you think the chances are of getting a ticket if you don't wear your seatbelt?"

**Table 3-3: Motorists' responses to "media awareness" questions**

	2001		2002					2003		2004	
	Baseline n=794	Post Enforce- ment n=289	Baseline n=1168	Earned Media n=897	Paid Media n=756	Enforce- ment n=1014	Post Enforce- ment n=805	Baseline n=1109	Post Enforce- ment n=1140	Baseline n=989	Post Enforce- ment n=907
Heard about Click It or Ticket program	5.20%	60.90%	48.50%	47.70%	55.80%	70.60%	73.40%	70.40%	84.20%	77.9%	79.20%
Reported recently read/seen/heard seatbelt message	64.70%	83.70%	67.70%	68.00%	73.80%	84.00%	82.10%	68.70%	92.20%	59.6%	77.30%
Read about seatbelts in the paper	25.20%	32.90%	18.70%	21.30%	20%	25.40%	23.90%	22.20%	26.90%	14.80%	15.70%
Heard about seatbelts on the radio	19.40%	45.70%	22.10%	22.10%	22.80%	38.70%	36%	29.90%	46.90%	19.30%	31.40%
Saw seatbelt message on TV	33.20%	53.60%	39.70%	39.70%	50.70%	57.30%	54.90%	55.70%	68.50%	38.40%	55.80%
Saw seatbelt message on Poster	15%	8.70%	11.40%	10.50%	8.70%	8.60%	12.90%	21.20%	19.20%	13.30%	13.90%
Read about belts in a Brochure	4%	2.80%	2.70%	3.50%	3.60%	2.80%	3.50%	4.70%	3.10%	3.10%	3.10%
Heard about seatbelts at a check point	6.50%	8.70%	4.80%	5.50%	4.90%	8.60%	8.70%	8.10%	6.40%	4.60%	6.10%
Heard about seatbelts by other means	7.30%	6.90%	4.50%	6.50%	5.30%	6.60%	6.80%	12.00%	19.10%	5.20%	5.00%

**Table 3-4: Motorists' responses to "enforcement" questions**

	2001		2002					2003		2004	
	Baseline n=794	Post Enforce- ment n=289	Baseline N=1168	Earned Media n=897	Paid Media n=756	Enforce- ment n=1014	Post Enforce- ment n=805	Baseline n=1109	Post Enforce- ment n=1140	Baseline n=989	Post Enforce- ment n=907
Reported "Always" a high-likelihood of a seatbelt ticket for non-use	25.10%	27%	20.50%	26.70%	23%	24.80%	26.20%	27.00%	25.00%	23.80%	24.20%
Reported strictness of State Police as "Very"	29.50%	29.40%	27.70%	28.80%	27.40%	29.20%	29.30%	30.70%	29.50%	31.8%	29.40%
Reported strictness of Local Police as "Very"	23.90%	24.90%	24.30%	25.80%	25.60%	25.40%	26.30%	28.00%	27.20%	27.40%	26.90%
Reported ever receiving a seatbelt ticket	7.40%	6.90%	8.80%	12.40%	9.60%	10.80%	8.40%	9.80%	10.00%	11.80%	10.20%
Reported having read, seen, or heard about seatbelt checkpoints in past month	29.30%	60.60%	29.30%	31%	32.10%	58.70%	60.20%	31.60%	58.20%	28.50%	44.40%
Reported going through a seatbelt checkpoint in past month	17.40%	20.40%	14.10%	17.40%	13.40%	21.90%	21.70%	18.10%	18.10%	13.20%	19.90%

In general, responses indicated a lower level of personal awareness of checkpoints, when compared to awareness of the media campaign. The response rates were mediocre, with the exception of a single question which asked whether the respondents had “read, seen, or heard about seatbelt checkpoints in the past month.” In this case, initial responses were 28.5% positive, growing to 44.4% at the end of the program. These numbers are similar to the 2001, 2002 and 2003 CIOT results but are slightly lower in the Post Enforcement period than in past years.

The questionnaires were also analyzed from the perspective of gender and race/ethnicity, with the results presented in Table 3-5. Females reported higher usage rates both before and after the CIOT. They were 10.4% better than males before the campaign, and 19.7% better afterwards. The use rate increased only slightly for females during the campaign and decreased somewhat significantly for males over the course of the campaign. Some small differences can be seen in the race/ethnicity results for the 2004 CIOT campaign. Before the CIOT campaign, the Native American category had the highest self-reported usage rate at 100%. However, the small number of individuals interviewed within this

category calls into question the validity of those numbers. As can be seen in the table below, all races except for the “Other” category decreased in their reporting of “always wear a seat belt” over the course of the CIOT campaign. The largest declines were seen in the Native American category, falling from 100% usage to 66.7% usage, and the Asian category, falling from 88.9% to 66.7%. At the end of the campaign, the highest usage rate was seen in the “Other” category.

**Table 3-5: Motorists’ self-reported seatbelt use by gender and race**

	Baseline	Post Period
Male	n=340 69.10%	n=239 59.9%
Female	n=387 79.5%	n=383 79.6%
White	n=460 75.80%	n=369 73.10%
Black	n=235 71.40%	n=219 67.60%
Asian	n=16 88.90%	n=20 66.70%
Native American	n=3 100.00%	n=2 66.70%
Other	n=8 53.30%	n=12 75.00%

### Telephone Survey

SRBI conducted telephone interviews before and after the CIOT. A total of 1,000 persons were contacted, using random telephone numbers. The responses to the 41-question interview are discussed in the following paragraphs.

**Interview Results** As with the motorist questionnaire survey, the most important questions dealt with the respondent’s use or non use of seatbelts. This information is captured in Table 3-6, stratified by sex, age, and race. Results were good; the most frequent answer was “All the Time.” It was given 88% percent of the time before the campaign and 89% after the campaign. There is no statistically significant difference in these answers, since it is within the sampling error of the survey.

**Table 3-6: Telephone survey, frequency of seatbelt usage**

<b>Respondents</b>	<b>All of the time</b>		<b>Most of the time</b>		<b>Some of the time</b>		<b>Rarely</b>		<b>Never</b>	
	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Total N = 454 → 470	88%	89%	7%	7%	2%	2%	2%	1%	1%	1%
Male N = 226 → 226	83%	86%	7%	9%	4%	2%	4%	2%	2%	1%
Female N = 228 → 244	92%	93%	7%	5%	0%	2%	1%	0%	0%	0%
Age 16-24 N = 45 → 42	82%	89%	11%	4%	3%	4%	2%	2%	3%	0%
Age 25-39 N = 102 → 98	88%	86%	3%	11%	3%	2%	5%	1%	0%	0%
Age =>40 N = 290 → 311	89%	90%	8%	7%	1%	1%	1%	1%	1%	1%
White N = 329 → 351	87%	91%	7%	7%	2%	1%	3%	0%	2%	1%
Non-White N = 106 → 102	88%	86%	8%	8%	3%	3%	1%	2%	0%	0%
Hispanic N = 7 → 14	91%	73%	0%	8%	9%	19%	0%	0%	0%	0%

There is more good news here, as 96% of respondents reported that they used their seatbelts “all the time” or “most of the time” at the end of the CIOT campaign. This was a small increase from the numbers gathered before the CIOT campaign where 95% of respondents reported using seatbelts “all of the time” or “most of the time.” This is very strong, and it agrees with the statistics for 2003 where following the CIOT campaign, 90% reported using their seatbelts “all of the time” with an additional 6% wearing them most of the time. The 2002-2004 statistics are also confirmed by the results of a before-after telephone survey of 4,631 Alabamians conducted by UTCA in 2001 (Brown, Lindly, Turner, and Alex, Seatbelt Use, 2001). The “after” group reported seatbelt use “all the time” to be approximately 94%, with an additional 2.5% wearing belts half the time (total of 97.5%).

As for gender in the 2004 SRBI phone survey, females were more likely to “buckle up” than males both before and after the survey (females: 92% before and 93% after; males: 83% before and 86% after). Male belt use increased more than female belt use (a jump of 3% versus only 1%), indicating that the CIOT program was potentially more effective in changing the behavior of the male population. However, the change in safety restraint usage between the before and after period was less in 2004 than the difference in these numbers in 2003. The relatively high numbers in the “pre” period and the declining increases seen from year to year also seem to indicate that educational and enforcement programs have done their jobs in the past four years, and that Alabamians are now aware that they should be wearing their seatbelts.

In age group responses, the 16-24 age group had a lower positive response to “all the time” seatbelt usage than older groups in the “pre” statistics, however in the “post”

statistics they had the largest increase in response to the “all of the time” of any of the age groups. The small sample size likely influenced this statistic and caused it to appear higher than it should have. A somewhat troubling statistic shows up in the motorists older than 24 years of age. Their seatbelt use actually declined between the before and after time frames of the CIOT program. This was the only age group for which this trend was seen. The age statistics seen indicate that the greatest positive effect due to CIOT was seen in the Age 16-24 age group. This indicates that programs such as CIOT are particularly effective with the younger age groups. Even with the apparent increase between the “pre” and “post” periods, there is still a need for intensive educational materials for the 16-24 age group.

From this survey, it does not appear that the race of the respondent made much difference in belt use. The baseline self-reported “all the time” seatbelt use was 87%, 88% and 91% for whites, non-whites, and Hispanic, respectively. Furthermore, use increased slightly for whites during CIOT going up 4% to 91%, while non-whites decreased 2% to 86% and Hispanics declined 18% to 73%. While the decreases seen in various races are somewhat discouraging, it is important to look at the sample sizes before drawing any conclusion. For non-whites the decrease is slight but may warrant additional study focused on this particular race. The decrease in the Hispanic population is not statistically significant due to low number of survey participants (7 before and 14 after).

The SRBI survey responses for other topics were tabulated and included as Table 3-7. Several of the topics seen in that table will be addressed here. When questioned about their seatbelt use and the last time they did not wear their seatbelt when driving, the percentage of those questioned who said that they did not wear their seatbelt within the past day remained constant at 10% of those interviewed before and after the CIOT campaign. Another key response deals with the reason for the increased seatbelt usage by those surveyed. Before the CIOT campaign, only 25% reported “Increased Awareness” as the reason why they have increased their seatbelt usage. However this number increased to 40% in those surveyed after the CIOT campaign. This suggests that the CIOT campaign worked to make drivers and passengers more aware of the seatbelt laws and the benefits of wearing them.

When questioned about crashes, 19 out of every 20 respondents (95%) indicated that they wanted to be wearing their seatbelts if they were ever involved in a crash. This strong response rate is about 15% higher than the belt use observed in the field. In other words, about 15% of drivers believe that seatbelts are good safety tools but they still have not committed to wearing them all of the time.

**Table 3-7: Telephone survey, summary of key responses**

QUESTIONS	Pre- Enforcement	Post- Enforcement
When was the last time you did not wear your seatbelt when driving? <i>Within the past day</i>	10%	10%
What caused your use of seatbelts to increase? <i>Increased Awareness</i>	25%	40%
<i>It's the law</i>	11%	10%
<i>Don't want to get a ticket</i>	9%	12%
In the past 30 days, has your use of seatbelts when driving increased, decreased, or stayed the same? <i>Increased</i>	7%	9%
Does Alabama have a law requiring seatbelt use by adults? <i>Yes</i>	97%	97%
According to your state law, can police stop a vehicle if they observe a seatbelt violation or do they have to observe some other offence first in order to stop the vehicle? <i>Can stop for seatbelt violation</i>	73%	75%
Seatbelts are just as likely to harm you as help you. <i>Agree (net)</i>	37%	41%
If I was in an accident, I would want to have my seatbelt on. <i>Agree (net)</i>	94%	95%
Police in my community generally will not bother to write tickets for seatbelt violations. <i>Agree (net)</i>	27%	33%
Is it important for police to enforce the seatbelts. <i>Agree (net)</i>	86%	88%
Putting on a seatbelt makes me worry about being in an accident. <i>Agree (net)</i>	13%	13%
In the past 30 days, have you seen or heard of any special enforcement effort by police to ticket drivers in your community for seatbelt violations? <i>Yes</i>	17%	43%
In the past 30 days, have you seen or heard any messages that encourage people to wear their seatbelts? <i>Yes</i>	74%	80%
Where did you hear or see messages encouraging people to wear their seatbelts? <i>TV</i>	27%	52%
<i>Radio</i>	15%	30%
<i>Personnel observation</i>	34%	13%
<i>Billboard/Signs</i>	9%	15%

Another noteworthy point is that 80% reported having seen or heard the seatbelt message in the past 30 days. This makes it clear that the message is out and the people are getting it. They know that they should be wearing their seatbelts.

To briefly summarize this part of the project, the news is good. It appears that public education and enforcement programs over the past few years have been effective because self-reported belt use is high and agrees with the results of other in-state studies. Gender, age, and race results are very similar, with the exception of younger Alabamians, who seem to be candidates for future programs.

### **Enforcement Summary**

Enforcement took place during a two-week blitz period, May 24 – June 6, 2004. To prepare for the blitz, ADPS developed an enforcement program by examining traffic volumes, crash history, and other factors to establish sites, dates and times, and types of enforcement. Community Traffic Safety Program coordinators prepared the same types of plans for local law enforcement agencies. The joint plans were posted on the CIOT website by the Alabama Development Office.

While conducting the checkpoints and patrols, officers made arrests and issued warnings for any observed violation, but they emphasized seatbelts and child restraints. The magnitude of effort involved in this program is apparent from the summary shown in Table 3-8.

The table indicates that a vigorous program was conducted by law enforcement agencies, and that a clear message was sent to Alabama motorists – seatbelt laws will be enforced. Or in simpler terms: **CLICK IT OR TICKET!** Table 3-8 is full of juicy tidbits or information, and a few of the more important points are listed below:

- 510 checkpoints were conducted and thousands of patrol miles were driven.
- All law enforcement agencies in Alabama including County Sheriffs and Police as well as City and Town Police participated in some manner (presentations, press conferences, checkpoints, etc.).
- 11,218 citations were issued for seatbelt violations.
- 709 citations were issued for child restraint violations.
- 11,791 citations were issued for speeding violations.
- 46,681 total citations, warnings and arrests were issued for all violations.
- Law enforcement officials contributed substantially to the public awareness program through presentations, media contacts, and distribution of literature.
- The 2004 effort was down slightly in terms of the number of checkpoints, however the results of those checkpoints did not fall to the degree that the number of checkpoints did. This indicates that the checkpoints were as effective, or more effective, than checkpoints in previous years.

In summary, the enforcement blitz was large, well planned, well documented on the CIOT website, and very successful. It portrayed to motorists that law enforcement agencies were out in mass, and that violators stood a strong chance of being caught. The total number of citations and warnings issued underscore that message.

**Table 3-8: Enforcement blitz results**

<b>Statewide Report</b>				
<b>Combination of Check point plus Patrol Data</b>				
	<b>2001 Total</b>	<b>2002 Total</b>	<b>2003 Total</b>	<b>2004 Total</b>
Number of Checkpoints	1071	800	757	510
Seatbelt Citations	12,257	13,664	14,061	11,218
Child Restraint Citations	315	382	533	709
DUI Arrests	319	466	671	613
Drug Arrests	73	212	351	300
Felony Warnings & Arrests	112	165	500	532
Speeding Citations	4,194	6,234	11,797	11,791
No Driver Licenses/License Violations	854	976	1547	n/a
Driving While Suspended or Revoked	806	574	2214	1850
Violation – Mandatory Insurance Law	2,323	3,034	7918	7100
Miscellaneous Warnings & Arrests	258	549	n/a	n/a
Stolen Vehicles Recovered	n/a	n/a	30	30
Fugitives Apprehended	n/a	n/a	316	316
Reckless Driving	n/a	n/a	60	188
Other Arrests & Warnings	16,650	25,926	13,704	12,034
<b>Overall Total – All Items</b>	<b>39,232</b>	<b>52,982</b>	<b>53,702</b>	<b>46,681</b>

### **Public Education**

In an effort to make the public more aware of the Click It or Ticket campaign and the importance of seatbelts, a number of measures were taken to get the message out. These efforts were coordinated by the Alabama Development Office and included the Click It or Ticket website, as well as TV ads, Radio ads, Print ads, and press releases that resulted in a number of news stories running through various media. Table 3-10 below summarizes both the advertising efforts as well as the number of stories that local newspapers, television stations, and websites ran about the CIOT campaign.

**Table 3-9: Summary of news stories run and advertisements placed**

<b>Media</b>	<b>No. of Stories/ Advertisements</b>
Print News Stories Run	55
Radio News Stories Aired	4
TV News Stories Aired	21
Press Conferences Held	4
TV Paid Advertisements	905
Radio Paid Advertisements	4963

**Website**

Also as a part of the public education efforts, a website ([http://www.adeca.alabama.gov/content/lts/Alabama Clickit-or-Ticket Files/clickit.htm](http://www.adeca.alabama.gov/content/lts/Alabama_Clickit-or-Ticket_Files/clickit.htm)) was provided and updated for the 2004 CIOT campaign. This site included information on past campaigns, current seatbelt usage rates, usage rates for minorities, child passenger safety, and the locations of checkpoints and patrols across the state. Users could visit the site and click on interactive maps for their portion of the state in order to find out about the time and location for each checkpoint. The site certainly did the job for which it was intended, providing factual and timely information to Alabama motorists about the use of restraints. This site was put up prior to the Click It or Ticket campaign and was maintained throughout the enforcement efforts. Even though the campaign has now ended, the site is still up and available to the general public. While the particular enforcement locations are no longer applicable, the other information provided on the website is still of great value to the user.

## **Section 4.0**

### **Findings and Summary**

This report has documented a Special Traffic Enforcement Program called “Click It or Ticket,” conducted in Alabama from April 26 to June 20, 2004. Many different agencies and organizations played important roles in this effort to increase seatbelt use and save lives. This section of the report will briefly discuss the primary activities and findings from the project.

#### **Findings**

**Seatbelt History in Alabama** Several important points jumped out of the brief discussion of seatbelt history:

- Seatbelt use in Alabama was below the national average until 2000.
- The 1991 adoption of the state’s first seatbelt act helped, but pushed belt use to only 58%.
- 1999 legislation made non use of a seatbelt a primary offense. This act plus strong educational/enforcement programs pushed seatbelt use to 71%. This was the main reason that highway fatalities fell from 1148 to 986 in 1999-2000. In other words, 162 lives were saved by increased seatbelt use.
- Between 2000 and 2001, Alabama seatbelt use increased to 79% another all time high. This was 6% above the national average.
- In 2002 the national usage rate began to catch Alabama’s usage rate and in 2003 Alabama’s average fell back below the national average at 77% for Alabama versus 79% for the national average.
- Alabama’s usage rate was higher than that for the Southern region as a whole in 2002 but fell slightly behind the Southern region in 2003.
- In 2004, Alabama’s usage rate again reached the same usage rate as that of the country as a whole. The usage rate of 80% was also a new all time high for Alabama.

**Conclusions:** Four conclusions may be drawn from historical seatbelt use in Alabama: (1) seatbelt laws do improve seatbelt use and they do save lives, (2) Special Traffic Enforcement Programs cause rapid increases in seatbelt use, (3) seatbelt use declines with time unless education/enforcement is used to periodically refresh the issue, and (4) Special Traffic Enforcement Programs can achieve long term success in bringing the usage rate back up after a decline of one or more years.

**Seatbelt Observation Study** A carefully designed survey led to observation of seatbelt use of 147,312 individuals in the front seats of vehicles. NHTSA guidelines were used to design the study and to process the data to estimate countywide and statewide values. The resulting analysis of the observation data produced the following conclusions:

- The 2004 Alabama seatbelt use rate rose from 73.5% to 80.0% during the CIOT. The desired result was achieved.

- The 80% rate at the end of the CIOT project was the highest rate ending rate seen since the introduction of the Click It or Ticket program in Alabama. This ending rate was almost 3% higher than the rate following the 2003 CIOT campaign in Alabama and marks a new **all time high for the state!**
- Since the 2003 seatbelt observation study, belt use had declined from 77.41% to 73.5%. This decline of nearly 4% appears to be normal, based on other studies. The fall in the rate between 2003 and 2004 is approximately the same as the fall between 2002 and 2003, and both of these are less than the drops seen in earlier years. This decreased drop between years indicates an increased degree of retention among the citizens of Alabama.
- Between 2000 and 2001, belt use grew 9%, but between 2001 and 2002, as well as between 2002 and 2003, the belt use rate actually declined. This drop seen in two consecutive years is cause for concern, however between 2003 and 2004 the belt use rate again increased. This increase is encouraging, however it is important to try and determine what caused this increase so that similar measures can be implemented in future years, in the hopes of producing similar results.
- As for gender, women wore their seatbelts 85.66% of the time. This was much higher than the 73.48% rate for men.
- From a race/ethnicity standpoint, whites wore belts 79.98%, non-whites 74.37%, and Hispanics 81.34% of the time. The use among Hispanics was much higher than expected based on past studies and should be further investigated before any significant conclusions about improvement in belt usage are drawn.
- Drivers of certain types of vehicles are less likely to wear their seatbelts. This was particularly true when looking at drivers of trucks. The usage rate for those driving trucks was 68.67% which was much lower than any other type of vehicle.

Conclusions: The observations found positive results; Alabamians are using their seatbelts at a rate comparable to or above national averages. While it appeared that use rates had hit a ceiling over the past few years, 2004 showed that this may not be the case. For the first year since 2001, Alabama saw an increase in their usage rate. In previous years there was a decline seen from year to year and it appeared that there was a “ceiling” just below 80%. In this year of increased usage, it is important to try and determine what helped cause the rate to move upward as opposed to past years so that similar measures can be implemented again in the future to help cause this rate to continue to rise.

A second positive finding is the high rate of belt use among women at 85.66%. The rate among men lagged, but between 2002 and 2003 the use among men increased from 68% to 72.5%. An increase was seen again among men between 2003 and 2004, going from 72.5% to 73.48%. However, their use still falls behind that of women and they are good candidates for future special programs to continue to improve their use rates. A third positive finding is that the gap between the races is closing. This gap appeared to be closing between 2002 and 2003, and again between 2003 and 2004. As mentioned above, the use among Hispanics seems abnormally high and should be further investigated before any significant conclusions are drawn.

In examining the growth of seatbelt use, it was mentioned above that the ceiling appears to have been lifted. However, this can not be absolutely determined until studies for future years have been completed. It is possible that the rate next year will again drop, indicating that the ceiling still exists but may have been raised somewhat. Hopefully this is not the case and there has been a break into the remaining 20%, but as has already been stated this cannot be determined for sure until a later date. Regardless of whether or not the trend will rise or fall next year, it is important to continue all efforts possible to reach the remaining 20% and ensure that the rate continues to rise. For this group, who appear to be less likely to respond to special enforcement efforts, it is important to recognize that non-use of restraints is not the “cause” of the safety problem; it is just another “symptom” of high-risk-taking behavior. In other words, members of this group routinely practice risky behavior (e.g., speeding, DUI, reckless driving, not wearing seatbelts, etc.). Improving seatbelt use in this group will likely require an entirely different approach and entirely different countermeasures from those used in traditional seatbelt programs. While it is beyond the approach of this CIOT and this report to identify what those different countermeasures might be, it is clear that they will be different from those used previously to try to influence young people and males.

**Motorist Questionnaire Survey** Questionnaires were distributed to motorists at Probate Judge’s offices and ADPS drivers’ license offices twice, once “before” and once “after” CIOT. A total of 1,896 questionnaires were received from motorists and evaluated, yielding the following observations.

- Self-reported use of seatbelts decreased from 74.3% to 70.5% during the program. This decrease is greater than the decrease seen during the 2003 CIOT campaign. Interestingly the self-reported final number is almost 10% lower than the observed rate of seatbelt use. Typically, the self reported rate is higher than the observed, however that was not the case in 2004.
- When motorists were asked if they had heard about “Click It or Ticket,” they initially responded “yes” 77.9% of the time. This value grew to 79.2% by the time of the surveys following the CIOT enforcement. This high starting number indicates retention of awareness of the program from past years.
- When asked whether they had read, seen or heard the seatbelt message, a more extreme positive trend occurred. Responses started at 59.6% and grew to 77.3%. This increase of almost 18% indicates the effectiveness of the 2004 CIOT campaign.
- Respondents identified television as the prime conduit for information.
- When asked whether they had heard about checkpoints, the positive responses grew from 28.5% to 44.4% over the life of the program. The beginning and ending rate are lower than the rates reported in 2003. This possibly indicates that the message spread did not reach as many individuals this year as it did in years past.
- Amazingly, 19.9% respondents reported going through a checkpoint by the end of the program. This is an increase over the percentage of people who reported having gone through checkpoints in 2003.
- During both the baseline and enforcement periods, females reported higher seatbelt use (79.5% in baseline and 79.6% in enforcement) than men (69.1% in baseline and 59.9% in enforcement).

- Race/ethnicity made little difference in reported belt use. The five survey categories (white, black, Asian, Native American, and Other) all reported relatively high use in both the baseline and enforcement periods with little change between the two measurements. The larger changes seen in the “Asian,” “Native American,” and “Other” categories is likely due to the small number of survey participants.

Conclusions It is clear from this survey that respondents received the seatbelt message. Three different questions revealed a firm knowledge base and a strong learning curve over the life of the CIOT. However the decreases seen from past years are worth additional investigation. It is important to try and determine why the message did not seem to reach as many of the people as it did in years past. By investigating this and drawing conclusions, it will be easier to make improvements for future similar campaigns.

Telephone Survey A total of 1,000 persons were selected randomly for telephone interviews about their seatbelt attitude and use. Half were interviewed before the CIOT and half after it. Several conclusions were drawn from this data.

- A high percentage of the interviewees self-reported “all the time” use of their seatbelts. Eighty-eight percent answered “yes” during the “pre” period and 89% during the “post” period. There was no statistically significance difference in these values.
- Ninety-six percent self-reported the use of seatbelts “all the time” or “most of the time.” This agreed strongly with the 2001 and 2002 phone studies that took place.
- Females were more likely to buckle up than males. (93% versus 86%)
- Younger people were less likely to buckle up.
- Eighty percent of respondents had seen or heard the seatbelt message in the past month in the surveys conducted after the CIOT campaign.
- As opposed to previous years, the survey indicated that the age group that seemed to trail in seatbelt use was the 25-39 year old group. In the past, the younger groups (age 16-24) had been more of a problem area. Hopefully this change is a sign that this group is being reached by the efforts and is on the way towards increased belt use.
- In examining the race/ethnicity issue, the Hispanic group seemed to be lagging the others. However, due to the low number of Hispanic individuals interviewed (7 in the before period and 14 in the after period), it is impossible to come to an accurate statistical conclusion. Self-reported use rates were 91% for whites, 86% for non-whites, and 73% for Hispanics.
- One question was very revealing – 19 out of every 20 respondents wanted to be wearing their seatbelts if they were ever involved in a crash. This rate of 95% is significantly higher than the percentage of people who are actually wearing their seatbelts, which sits at 80%.

Conclusions This survey indicated that Alabamians are aware that they should be wearing their seatbelts. The message is out. Eighty-eight to eighty-nine percent report that they wear them all the time and 96% report that they wear them all of the time or

most of the time. The 25-34 age group and the Hispanic race were less supportive of belt use, and it might be appropriate to direct special programs (special TV or radio ads, education, or education/enforcement) at these groups in the future.

**Enforcement Activities** An intensive enforcement blitz was conducted over a two-week period. The ADPS, CTSP coordinators, and local law enforcement agencies participated. The blitz was carefully planned, and the dates, times, and types of enforcement activities were posted on the CIOT website long before enforcement activities began.

- All law enforcement agencies in the state of Alabama participated in the 2004 CIOT campaign in some manner.
- 510 check points were conducted.
- Thousands of patrol miles were driven.
- 11,218 seatbelt citations were given.
- 709 child restraint citations were given.
- 46,681 total citations, arrests, and warnings were issued.
- The total number of checkpoints was down in 2004, however the results of the checkpoints remained impressive and did not decline proportionately with the number of checkpoints.

**Conclusions** Both state and local law enforcement officials fully committed to heavy enforcement as the key to increased seatbelt use. While there were fewer checkpoints in 2004 than in previous years, the results from those checkpoints remained high. The total number of checkpoints was down about 32.6% from 2003; however the number of results from those checkpoints only fell 13% between 2003 and 2004.

**Website** A website updated by Alabama Development Office listed the time, data and location for more than 500 enforcement events during the CIOT campaign. The site also gave numerous statistics about the campaign. The site was an important avenue for the public to find out more about the CIOT campaign, seatbelt laws in Alabama, and the enforcement efforts for the state.

**Comparison** There were three primary types of evaluation: field observations, motorist questionnaires, and telephone survey. The first of these was a direct measurement, for which the accuracy was good and responsive to quality control procedures. The latter two were self-reported, and less likely to be absolutely accurate. Even so, the relative change in answer rates for these two methods was likely to be a valid measurement.

An analysis was performed by comparing answers or values found in multiple data sets. Examples are shown in Table 4-1. As a general rule, questionnaire belt use rates were lower than telephone rates. In addition, questionnaire results were more likely to support the belt use rates observed in the field.

**Table 4-1: Analysis of responses from multiple databases**

	Baseline Period			Post “Click It or Ticket” Period		
	Observations (n=53,728)	Questionnaire (n=989)	Phone (n=500)	Observations (n=64,279)	Questionnaire (n=907)	Phone (n=500)
Total Belt Use	73.50%	74.30%	88%	80.0%	70.80%	89%
Females	83.78%	79.50%	92%	85.66%	79.60%	93%
Males	69.14%	69.10%	83%	73.48%	59.90%	86%
Whites	77.0%	75.80%	87%	79.98%	73.10%	91%
Non-whites	68.22%	71.40%	88%	74.37%	67.60%	86%
Hispanic	80.29%	N/A	91%	81.34%	N/A	73%
Heard seatbelt message, last 30 days?		59.6%	74%		77.30%	80%
Want to wear belt if in crash?			94%			95%

The first line in the table shows various estimates of total seatbelt use before and after CIOT. It is clear that phone survey results overstated belt use, while questionnaire results actually under stated belt use. For example, the questionnaire results under state “post” CIOT belt use by nearly 10%.

Looking at the five categories of gender and race/ethnicity in the “post” period, the questionnaire results were not as close to the observed results as would be expected. Women underreported their belt use by about 6.0% on the “post” CIOT questionnaire replies while men underreported their belt use by about 13.6% on the “post” CIOT questionnaire responses. When looking at the “post” CIOT replies for White and non-white categories, both groups appear to have underreported their belt use by 6.88% and 6.77%, respectively, on the questionnaire replies.

As for phone survey results in the “post” period, females and males both over stated their seatbelt use. Males overstated their use by a larger amount; they self reported 86% while 73.48% was observed. Females self reported 93% while 85.66% was observed. So in general, men had lower usage rates and were less likely to be truthful in describing their belt use habits. When examined by race, the “post” replies to the phone survey were overstated by 11.02% for whites and 11.63% for non-whites. Interestingly, belt usage among Hispanics was actually understated by 8.34%. However, it is again important to note the small number of Hispanics (14) who were interviewed. The phone surveys and the “after” questionnaires were closely aligned for one topic. Responses were in the high 70s to low 80s for the question about whether motorists had heard the seatbelt message in the last 30 days. This reinforces that Alabamians are getting the message and know that they should be wearing their seatbelts.

The last item in the table shows that motorists realize that seatbelts translate into safety. Responses to the phone survey question “Would you want to be wearing your seatbelt if

you were in a crash?” stayed in the low to mid 90s before and after the CIOT. This indicates that 19 out of 20 Alabamians know that wearing seatbelts is safer practice than non use.

## **Summary**

This report has demonstrated by three forms of evaluation that the “Click It or Ticket” program conducted in April-June in Alabama was well run and effective. Alabamians got the message; they know they should be wearing their seatbelts. Belt use rose from 73.5% prior the program to 80.0% after it in only a matter of weeks.

The many individuals and agencies that participated in the CIOT can be proud of their 2004 efforts. At the same time, they must continue their efforts to make Alabama roads and highways even safer in 2005. There will be additional opportunities to make a difference, to prevent crashes and injuries, and to save lives.

## Section 5.0 References

- Alabama Department of Public Safety. "Healthy Alabama 2010." Montgomery 2002. Date Accessed: 08/03/2001 (<http://www.alapubhealth.org/ha2010-new.pdf>)
- Alabama Department of Public Health. "Alabama Observational Survey of Occupant Restraint Use. Montgomery, Alabama. 2001
- Code of Alabama, 1975, Chapter 5B, §32-5B-1 through §32-5B-7.
- Glassbrenner, Donna. *Safety Belt Use in 2004 – Overall Results*. Traffic Safety Facts Research Note. DOT HS 809 783. September 2004.
- Insurance Institute for Highway Safety. "Super success in North Carolina (Status Report)." Arlington, Virginia. (1994).
- Jonah, B.A., Dawson, N.E., & Smith, G.A. Effects of a selective traffic enforcement program on seatbelt usage. *Journal of Applied Psychology*, 67, 89-96. (1982).
- Lindly, J. K., Alex T., Turner S. D., Brown D., Analysis of 2001 Alabama Seat Belt Use. UTCA Final Report. University Transportation Centre for Alabama. May 2002.
- National Highway Traffic Safety Administration. *Evaluation of South Carolina's Click it or Ticket Program*. Report DTNH 22-99-25099, February 2001.
- Parrish, Allen S. and Keith, Kerri M. *Evaluation of 2003 "Click It or Ticket."* CARE Research & Development Laboratory. September 2003.
- Solomon, M.G., Nissen, W.J., Preusser, D.F. *Occupant protection special traffic enforcement program evaluation (final report)*. Washington DC: U.S. Department of Transportation, report number DOT HS 808 884. (1999).
- Turner, D. S. and Alex, T. *Evaluation of 2002 "Click It or Ticket."* UTCA Report Number 02407. University Transportation Center for Alabama. August 2002.
- Williams, A.F., Lund, A.K., Preusser, D.F., Blomberg, R.D. Results of a set seatbelt use law enforcement and publicity campaign in Elmira, New York. *Accident Analysis and Prevention*, 19, 243-249. (1987).
- Williams, A.F., Wells, J.K., McCartt, A.T., Preusser, D.F. "Buckle Up NOW!" an enforcement program to achieve high seatbelt use. *Journal of Safety Research*, 31, 195-201. (2000)

## **Appendix A**

### **Alabama Seatbelt Law**

#### **Section 32-5B-1**

##### **Title.**

This chapter shall be known and may be cited as the "Alabama Safety Belt Use Act of 1991."

(Acts 1991, No. 91-255, p. 483, §1.)

#### **Section 32-5B-2**

##### **Definition of "passenger car."**

For purposes of this chapter, the term "passenger car" means a motor vehicle with motive power designed for carrying 10 or fewer passengers. Such term does not include a motorcycle or a trailer.

(Acts 1991, No. 91-255, p. 483, §2.)

#### **Section 32-5B-3**

##### **Legislative findings.**

The Legislature finds that it is the policy of the State of Alabama that all precautionary measures be taken to save the lives of the state's citizens from vehicle accidents and thereby, to preserve the most valuable resource of the state.

(Acts 1991, No. 91-255, p. 483, §3.)

#### **Section 32-5B-4**

##### **Requirement of front seat occupants of passenger cars to wear safety belts; exemptions of certain persons.**

(a) Each front seat occupant of a passenger car manufactured with safety belts in compliance with Federal Motor Vehicle Safety Standard No. 208 shall have a safety belt properly fastened about his body at all times when the vehicle is in motion.

(b) The provisions of subsection (a) shall not apply to:

(1) A child passenger under the purview of Section 32-5-222, who is required to use a child passenger restraint system or a seatbelt pursuant to Section 32-5-222.

(2) An occupant of a passenger car who possesses a written statement from a licensed physician that he is unable for medical reasons to wear a safety belt.

(3) A rural letter carrier of the United States Postal Service while performing his duties as a rural letter carrier.

(4) A driver or passenger delivering newspapers or mail from house to house.

(5) Passengers in a passenger car with model year prior to 1965.

(6) Passengers in motor vehicles which normally operate in reverse.

(Acts 1991, No. 91-255, p. 483, §4.)

**Section 32-5B-5  
Penalty for violations of chapter.**

Any person violating the provisions of this chapter may be fined up to \$25.00. The violation of the provisions of this chapter shall not constitute probable cause for search of the vehicle involved.

(Acts 1991, No. 91-255, p. 483, §5.)

**Section 32-5B-6  
(Repealed effective December 9, 1999) Issuance of citation or warrant.**

Repealed by Act 99–397, §1, effective December 9, 1999.

(Acts 1991, No. 91-255, p. 483, &sect;6; Act 99&ndash;397, &sect;1.)

**Section 32-5B-7  
Failure to wear safety belt; not evidence of contributory negligence; liability of insurer not limited; driving record of individual charged.**

Failure to wear a safety belt in violation of this chapter shall not be considered evidence of contributory negligence and shall not limit the liability of an insurer, nor shall the conviction be entered on the driving record of any individual charged under the provisions of this chapter.

(Acts 1991, No. 91-255, p. 483, §7.)

**Section 32-5B-8  
Disposition of funds; searches; statistics.**

(a) A person subject to a penalty pursuant to Section 32-5B-5, shall not be assessed court costs on a conviction.

(b) In any case brought by a law enforcement officer employed by the Department of Public Safety, sixty percent (60%) of the funds generated shall be allocated to the

Department of Public Safety, Law Enforcement Division. The remaining forty percent (40%) of the funds shall be allocated to the State General Fund.

(c) A law enforcement officer may not search or inspect a motor vehicle, its content, the driver, or a passenger solely because of a violation of this chapter.

(d) Each state, county, and municipal police department must maintain statistical information on traffic stops of this nature on minorities and report that information monthly to the Department of Public Safety and the Attorney General.

**(Act 99-397, & sect 3-5.)**

## Appendix B Telephone Survey Script - 2004

### BUCKLE UP AMERICA SURVEYS (June 2004)

State: \_\_\_\_\_ County: \_\_\_\_\_ Metro Status: \_\_\_\_\_  
Date: \_\_\_\_\_ CATI ID: \_\_\_\_\_  
Interviewer: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Time Start: \_\_\_\_\_ Time End: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

INTRODUCTION Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615.]*

#### DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent.....1 Will have the next.....2

A. In order to select just one person to interview, could I speak to the person in your household, 16 or older, who (has had the most recent/will have the next) birthday?

Respondent is the person.....1 **SKIP TO Q1** Other respondent comes to phone.....2 **SKIP TO D**  
Respondent is not available.....3 **ARRANGE CALLBACK** Refused.....4

C. Could I speak to the person \_\_\_ years old living in your household who (has had the most recent/will have the next) birthday?

Respondent is the person.....1 **SKIP TO Q1** Other respondent comes to phone.....2  
Respondent not available.....3 **ARRANGE CALLBACK** Refused.....4

D. Hello, I'm \_\_\_\_\_ calling for the U.S. Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 minutes to complete. *[Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this information collection is 2127-0615.]* Could we begin now?

**CONTINUE INTERVIEW**.....1 Arrange Callback.....2 Refused.....3

Q.1 How often do you drive a motor vehicle? Almost every day, a few days a week, a few days a month, a few days a year, or do you never drive?

Almost every day.....1 Few days a week.....2 Few days a month.....3 Few days a year.....4 Never.....5 **SKIP TO Q9** Other (SPECIFY) .....6  
(VOL) Don't know.....7 (VOL) Refused.....8

Q.2 Is the vehicle you drive most often a car, van, motorcycle, sport utility vehicle, pickup truck, or other type of truck? (NOTE: IF RESPONDENT DRIVES MORE THAN ONE VEHICLE OFTEN, ASK:) "What kind of vehicle did you LAST drive?"

Car.....1 Van or minivan.....2 Motorcycle.....3 **SKIP TO Q9**  
Pickup truck.....4 Sport Utility Vehicle.....5 Other.....10 Other truck (SPECIFY).....11 (VOL) Don't know.....12 (VOL) Refused.....13

Q.3 For the next series of questions, please answer only for the (car/truck/van) you said you usually drive. Do the seatbelts in the front seat of the (car/truck/van) go across your shoulder only, across your lap only, or across both your shoulder and lap?

**INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.**

Across shoulder.....1 Across lap.....2 **SKIP TO Q5**  
Across both.....3 Vehicle has no belts.....4 **SKIP TO Q9**  
(VOL) Don't know.....5 **SKIP TO Q6** (VOL) Refused.....6 **SKIP TO Q6**

Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt... (READ LIST)  
ALL OF THE TIME.....1 MOST OF THE TIME.....2 SOME OF THE TIME.....3  
RARELY OR.....4 NEVER.....5  
(VOL) Don't know.....6 (VOL) Refused.....7

**IF Q3=1 SKIP TO Q6**

Q.5 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)  
ALL OF THE TIME.....1 MOST OF THE TIME.....2 SOME OF THE TIME.....3  
RARELY OR.....4 NEVER.....5 (VOL) Don't know.....6  
(VOL) Refused.....7

Q.6 When was the last time you did NOT wear your seatbelt when driving?  
Within the past day.....1 Within the past week.....2  
Within the past month.....3 Within the past year.....4  
A year or more ago/I always wear it.....5 (VOL) Don't know.....6  
(VOL) Refused.....7

Q.7 In the past 30 days, has your use of seatbelts when driving (vehicle driven most often) increased, decreased, or stayed the same?  
Increased.....1 Decreased.....2 **SKIP TO Q9**  
Stayed the same.....3 **SKIP TO Q9** New driver.....4 **SKIP TO Q9**  
(VOL) Don't know.....5 **SKIP TO Q9** (VOL) Refused.....6 **SKIP TO Q9**

Q.8 What caused your use of seatbelts to increase? (**DO NOT READ LIST - MULTIPLE RECORD**)  
Increased awareness of safety.....1 Seatbelt law.....2 Don't want to get a ticket.....3  
Was in a crash.....4 New car with automatic belt.....5  
Influence/pressure from others.....6 More long distance driving.....7  
Remember more/more in the habit.....8 The weather.....9  
The holidays.....10 Driving faster.....11  
Other (SPECIFY \_\_\_\_\_).....27 (VOL) Don't know.....28  
(VOL) Refused.....29

Q.9 Does (RESP'S STATE) have a law requiring seatbelt use by adults?  
Yes.....1 No.....2 **SKIP TO Q12**  
(VOL) Don't know.....3 **SKIP TO Q12** (VOL) Refused.....4 **SKIP TO Q12**  
**IF Q1=5 AND Q9=1, SKIP TO Q11**  
**IF Q2 = 3 AND Q9 = 1, SKIP TO Q11**

Q.10 Assume that you do not use your seatbelt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seatbelt? READ  
Very likely.....1 Somewhat likely.....2 Somewhat unlikely.....3  
Very unlikely.....4 (VOL) Don't know.....5 (VOL) Refused.....6

Q.11 According to your state law, can police stop a vehicle if they observe a seatbelt violation or do they have to observe some other offense first in order to stop the vehicle?  
Can stop just for seatbelt violation.....1 Must observe another offense first.....2  
(VOL) Don't know.....3 (VOL) Refused.....4

Q.12 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seatbelt violation when no other traffic laws are being broken?  
 Should be allowed to stop.....1 Should not.....2 (VOL) Don't know.....3  
 (VOL) Refused.....4

Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? **ROTATE**  
 a) Seatbelts are just as likely to harm you as help you.  
 b) If I was in an accident, I would want to have my seatbelt on.  
 c) Police in my community generally will not bother to write tickets for seatbelt violations.  
 d) It is important for police to enforce the seatbelt laws.  
 e) Putting on a seatbelt makes me worry more about being in an accident.  
 f) Police in my community are writing more seatbelt tickets now than they were a few months ago.

Q.14 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seatbelt violations?  
 Yes.....1 No.....2 **SKIP TO Q24**  
 (Vol) Don't know...3 **SKIP TO Q24** (Vol) Refused.....4 **SKIP TO Q24**

Q.15 Where did you see or hear about that special effort? [**DO NOT READ--MULTIPLE RESPONSE**]  
 TV.....1 Radio.....2 Friend/Relative.....3 **SKIP TO Q24**  
 Newspaper.....4 **SKIP TO Q24** Personal observation/on the road....5 **SKIP TO Q24**  
 Billboard/signs.....7 **SKIP TO Q24** I'm a police officer/judge.....9 **SKIP TO Q24**  
 Other (specify \_\_\_\_\_)..... 17 **SKIP TO Q24** Don't know.....18 **SKIP TO Q24**  
 Refused.....19 **SKIP TO Q24**

Q.16 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**  
 Commercial/Advertisement/ Public Service Announcement.....1  
 News story/news program.....2 Something else (specify): \_\_\_\_\_3  
 Don't know.....4 Refused.....5

**NO QUESTIONS 17-23**

**ASK EVERYONE**

Q.24 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seatbelts or are not in car seats?  
 Yes.....1 No.....2 Don't know.....3 Refused.....4

Q.25 Now, I would like to ask you a few questions about educational or other types of activities? In the past 30 days, have you seen or heard any messages that encourage people to wear their seatbelts. This could be public service announcements on TV, messages on the radio, signs on the road, news stories, or something else.  
 Yes.....1 No.....2 **SKIP TO Q29** Don't know.....3 **SKIP TO Q29**  
 Refused.....4 **SKIP TO Q29**

Q.26 Where did you see or hear these messages? [**DO NOT READ--MULTIPLE RESPONSE**]  
 TV.....1 Radio.....2 Friend/Relative.....3 **SKIP TO Q28**  
 Newspaper.....4 **SKIP TO Q28** Personal observation/on the road....5 **SKIP TO Q28**  
 Billboard/signs.....7 **SKIP TO Q28** I'm a police officer/judge.....9 **SKIP TO Q28**  
 Other (specify \_\_\_\_\_)..... 17 **SKIP TO Q28** Don't know.....18 **SKIP TO Q28**  
 Refused.....19 **SKIP TO Q28**

Q.27 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**  
 Commercial/Advertisement/ Public Service Announcement.....1 News story/news program.....2  
 Something else (specify): \_\_\_\_\_3 Don't know.....4  
 Refused.....5

Q.28 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?  
 More than usual.....1 Fewer than usual.....2 About the same.....3  
 Don't know.....4 Refused.....5

Q.29 Are there any advertisements or activities that you have seen or heard in the past 30 days that encouraged adults to make sure that children use car seats or seatbelts ?  
 Yes.....1 No.....2 **SKIP TO Q31** Don't know.....3 **SKIP TO Q31**  
 Refused.....4 **SKIP TO Q31**

Q.30. What did you see or hear? \_\_\_\_\_

Q.31. Thinking about everything you have heard, how important do you think it is for [respondent = STATE] to enforce seatbelt laws for ADULTS more strictly.... very important, fairly important, just somewhat important, or not that important?  
 Very important.....1 Fairly important.....2 Just somewhat important.....3  
 Not that important.....4 Don't know.....5 Refused.....6

Q.32 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD ROTATE PUNCHES 1-9**  
 Friends don't let friends drive drunk.....1 Click It or ticket.....2  
 Buckle Up America.....3 Children In Back.....4  
 You drink, you drive, you lose.....5 Didn't see it coming? No one ever does.....6  
 Get the keys.....7 Four Steps for Kids.....36  
 (VOL) None of these.....71 (VOL) Don't know.....72  
 (VOL) Refused.....73

Q.33 Now, I need to ask you some basic information about you and your household. What is your age?  
 \_\_\_\_\_ AGE REFUSED=99

Q.34 Including yourself, how many persons, age 16 or older, are living in your household at least half of the time or consider it their primary residence?  
 \_\_\_\_\_ REFUSED=99

Q35 How many children age 15 or younger are living in your household at least half of the time or consider it their primary residence?  
 \_\_\_\_\_ NONE=0 REFUSED=99

Q.36 Do you consider yourself to be Hispanic or Latino?  
 Yes.....1 No.....2 (VOL) Not sure.....3 (VOL) Refused.....4

Q.37 Which of the following racial categories describes you? You may select more than one. [**READ LIST--MULTIPLE RECORD**]  
 American Indian or Alaskan Native.....1 Asian.....2  
 Black or African American.....3 Native Hawaiian or other Pacific Islander.....4  
 White.....5  
 Other(SPECIFY).....6 \_\_\_\_\_ (VOL) Refused.....9

Q.38 What is the highest grade or year of school you completed?  
8th grade or less.....9 9th grade.....10 10th grade.....11  
11th grade.....12 12th grade/GED.....13 Some college.....14  
College graduate or higher....15 (VOL) Refused.....16

Q.39 Do you have more than one telephone number in your household?  
Yes.....1 No.....2 **SKIP TO Q41** Don't know.....3 **SKIP TO Q41**  
(VOL) Refused.....4 **SKIP TO Q41**

Q.40 Not including cells phones, and numbers used primarily for fax or computer lines, How many  
different telephone numbers do you have in your household?  
\_\_\_\_\_ 10 OR MORE=10 DON'T KNOW=11 REFUSED=12

Q.41 **FROM OBSERVATION, ENTER SEX OF RESPONDENT**  
Male.....1 Female.....2

That completes the survey. Thank you very much for your time and cooperation.

## Appendix C

### Alabama Motorist Questionnaire Survey - 2004

This Driver Licensing Office is assisting in a study about seatbelts in Alabama. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

---

1. Your sex:     Male             Female
2. Your age:     Under 21     21-25         26-39         40-49         50-59         60 Plus
3. Your race:     White         Black         Asian         Native American     Other
4. Are you of Spanish/Hispanic origin?     Yes     No
5. Your Zip Code: \_\_\_\_\_
6. About how many miles did you drive last year?  
     Less than 5,000     5,000 to 10,000     10,001 to 15,000     More than 15,000
7. What type of vehicle do you drive most often?  
     Passenger car     Pickup truck     Sport utility vehicle     Mini-van     Full-van     Other
8. How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?  
     Always             Nearly always         Sometimes         Seldom         Never
9. What do you think the chances are of getting a ticket if you don't wear your seat belt?  
     Always             Nearly Always         Sometimes         Seldom         Never
10. Do you think the Alabama Highway Patrol enforce the seat belt law:  
     Very strictly         Somewhat strictly     Not very strictly     Rarely         Not at all
11. Do you think local police enforce the seat belt law:  
     Very strictly         Somewhat strictly     Not very strictly     Rarely         Not at all
12. Have you ever received a ticket for not wearing your seat belt?  
     Yes         No
13. In the past month, have you seen or heard about a checkpoint where police were looking at seat belt use?  
     Yes         No
14. In the past month, have you gone through a checkpoint where police were looking at seat belt use?  
     Yes         No
15. Have you recently read, seen or heard anything about seat belts in Alabama?  
     Yes  
        **If yes, where did you see or hear about it? (Check all that apply):**  
           Newspaper     Radio     TV     Poster     Brochure     Police checkpoint     Other  
        **If yes, what did it say?** \_\_\_\_\_  
     No
16. Do you know the name of any seat belt enforcement program(s) in Alabama? (check all that apply):  
     No Excuses, Buckle Up     Buckle Up Alabama     Click It or Ticket     Operation Stay Alive