EVALUATION OF 2005
"CLICK IT OR TICKET"

AND

EVALUATION OF 2005
"BUCKLE UP IN YOUR TRUCK"

for

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

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16. Abstract

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 safety belt use to increase highway safety.

The evaluations showed that Alabamians have gotten the message; they know they should be wearing their safety belts. Restraint use rose from 78.72% prior the program to 81.85% after it in only a matter of weeks. Some of the other important facts and findings from the program are summarized below:

- The 81.85% rate at the end of the 2005 CIOT project was another all time high in belt usage for the state of Alabama.
- Women wore their safety belts 88.64% of the time. This was much higher than the 77.31% rate for men.
- Responses to a questionnaire showed self-reported use of safety belts decreased during the program. Responses from phone responses showed self-reported use of safety belts increased only slightly during the program.
- Eighty-eight percent of phone respondents had seen or heard the safety belt message in the past month.
- One question was very revealing – 19 out of every 20 respondents wanted to be wearing their safety belts if they were ever involved in a crash.
- A massive enforcement exercise was conducted over a two-week period.
    - 346 check points were conducted.
    - 10,716 safety belt citations were given.
    - 46,756 total citations, arrests, and warnings were issued.

Clearly, the 2005 Click It or Ticket was very successful, and it paved the way for future success.

As a part of the 2005 CIOT campaign, a new "Buckle Up in Your Truck" campaign was introduced. This program ran with the CIOT campaign but was aimed at reaching pickup truck drivers and passengers, a group typically unresponsive to messages regarding the need for increased safety belt usage. Below are some findings from this section of the report:

- The safety belt usage rate among pickup truck occupants rose from 68.6% to 72.9% over the course of the BUIYT campaign. Even with this increase, the restraint usage among pickup truck occupants is the lowest of any vehicle type in Alabama.
- In the motorist surveys conducted, the self reported belt usage declined.
- Recognition of the BUIYT slogan increased over the course of the campaign indicating that the message was received by the public.

While still in its infancy, this program should also be considered a success and should be considered for application in future years.

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Executive Summary: "Click It or Ticket"

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 safety belt use to increase highway safety.

Before and after safety belt 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 six 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 safety belts. **Restraint use rose from 78.72% prior the program to 81.85% after it in only a matter of weeks. The rate of 81.85% is an all time high for the state of Alabama in terms of seat belt usage.** This was the second year in a row that Alabama reached an all time high in safety belt usage following the Click It or Ticket campaign.

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

- The 81.85% rate at the end of the 2005 CIOT project was an increase over the rate achieved at the end of the 2004 CIOT campaign. This rate was the second year in a row for a new all time high for belt use in the state of Alabama.
- Since the 2004 safety belt observation study, belt use had declined a little more than one percent. This decline is less than the decline seen between years in previous studies. In past years, the decline seen from year to year has been approximately four percent. Hopefully, this smaller decline indicates increased retention of the message conveyed in the Click It or Ticket campaign.
- 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. In 2004, things began to turn around as belt use grew 2.59% between 2003 and 2004. This positive trend is apparently continuing as there was another increase in 2005.
- As for gender, women wore their safety belts 88.64% of the time. This was much higher than the 77.31% rate for men.
- Observations of use by race/ethnicity showed whites wore belts 83.23%, non-whites 77.58%, and Hispanics 90.33% 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.

Executive Summary: "Click It or Ticket" (continued)

- Responses to a questionnaire showed self-reported use of safety belts decreased in all three categories of vehicles. For individuals driving cars, the rate went from 73.8% to 72.1% during the program. For those driving pickups, the rate went from 66.9% to 62.1%. For those driving SUV's or vans, the rate went from 70.0% to 65.3%.
- The questionnaire showed that motorists were getting the safety belt message, positive responses grew from 77.9% before to 87.3% after the CIOT program. The high starting percentage of 77.9% is the same starting percentage achieved in 2004. This high rate also indicates retention of CIOT programs from past years.
- Questionnaire respondents identified television as the prime conduit for information.
- During a telephone survey, interviewees were asked if they used their safety belts all the time. Eighty-eight percent answered "yes" during the "pre" period and 89% during the "post" period.
- Ninety-five percent of the phone survey participants self-reported their safety belt use as either "all the time" or "most of the time."
- Eighty-eight percent of phone respondents had seen or heard the safety belt message in the past month in the surveys conducted after the CIOT campaign. This (and other data) showed that Alabamians are getting the message.
- When looking at phone survey responses broken down by race there were some slight differences that should be noted. The self-reported belt use rates were 89% for whites, 83% for non-whites, and 88% for Hispanics.
- One question was very revealing – 19 out of every 20 respondents wanted to be wearing their safety belts 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.
        - The majority of all law enforcement agencies in the state of Alabama participated in the 2005 CIOT campaign in some manner.
        - 346 check points were conducted.
        - Thousands of patrol miles were driven and almost 47,000 officer hours were devoted to safety belt special enforcement efforts.
        - 10,716 safety belt citations were given.
        - 242 child restraint citations were given.
        - 46,756 total citations, arrests, and warnings were issued.
        - The total number of 2005 enforcement activities was lower than the activities in 2001-2004. However, there was still a slight increase over the number of citations issued in 2004.

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 2005 Click It or Ticket was very successful, and it paved the way for future success.

Executive Summary: "Buckle Up in Your Truck"

Over the past few years the "Click It or Ticket" program was proved to very effective in increasing safety belt usage in the public. One group of "holdouts" that had been identified on both the national and statewide level was pickup truck occupants. This group has the lowest recorded safety belt usage.

Based on the data that supports the fact that safety belt usage remains low among those who drive and ride in pickup trucks, the "Buckle Up in Your Truck" program was introduced in Alabama in 2005. This program was organized and operated in conjunction with the 2005 "Click It or Ticket" program but focused on the occupants of pickup trucks.

In order to measure the effectiveness of the campaign, safety belt usage among pickup truck occupants 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 six counties, and (3) through a telephone survey. These evaluations were performed both before and after the program, and in some cases at mid-points during the program.

The evaluation shows that the program was well run and effective. In the first year of implementation, the program caused a positive effect on the safety belt usage among pickup truck occupants. **Restraint usage among pickup truck occupants rose from 68.60% prior to the program to 72.92% after it in only a matter of weeks.**

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

- Safety belt usage among pickup truck occupants is the lowest usage rate for all types of vehicles in Alabama.
- By raising the safety belt usage rate among pickup truck occupants to 72.92%, the state achieved the highest recorded rate for belt usage among this group.
- During a telephone survey, interviewees were asked if they used their safety belts all the time. Eighty-five percent answered "yes" during the "pre" period and 82% during the "post" period.
- Ninety-six percent of the phone survey participants self-reported their safety belt use as either "all the time" or "most of the time" prior to the campaign and 90% following the campaign.
- Only 6.6% of the phone respondents had seen or heard pickup truck safety belt messages in the past month prior to the campaign. This rose to 20.7% at the end of this first year of the BUIYT campaign.
- The data gathered in the motorist surveys more closely mirrors the actual numbers found in the observational surveys.
- Only 5.0% of the individuals surveyed in the motorist surveys reported having heard of the BUIYT campaign prior to the start of the campaign. However this rose to 11.7% by the end of the campaign.

Executive Summary: "Buckle Up in Your Truck" (continued)

Although the BUIYT campaign was only in its first year of implementation, it did have a positive effect on the safety belt usage rate among pickup truck occupants. The group of drivers that fit the demographic characteristics identified as a part of this program are some of the hardest groups of individuals to reach and therefore any effort that can be effective in increasing their safety belt usage should be examined and strongly considered for future implementation.

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Section 1.0
Background

Introduction

Selective Traffic Enforcement Programs (STEPs) are carefully planned and conducted to change motorists' behavior over a short time period. STEPs have been used in several locations to raise safety belt 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 safety belt laws. Within months, the safety belt 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 STEPs were conducted in several provinces, sharp increases in safety belt use were noted. (Jonah et al., 1982; Williams, et al., 2000). Consequently, STEPs 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 safety belt use rate after enacting the first state safety belt 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 safety belt use rate. The rate improved from 49% to 77% in just three weeks. (Williams, et al., 1987)

North Carolina adopted a safety belt law in 1986 and saw its safety belt 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.

Safety Belt Use in Alabama

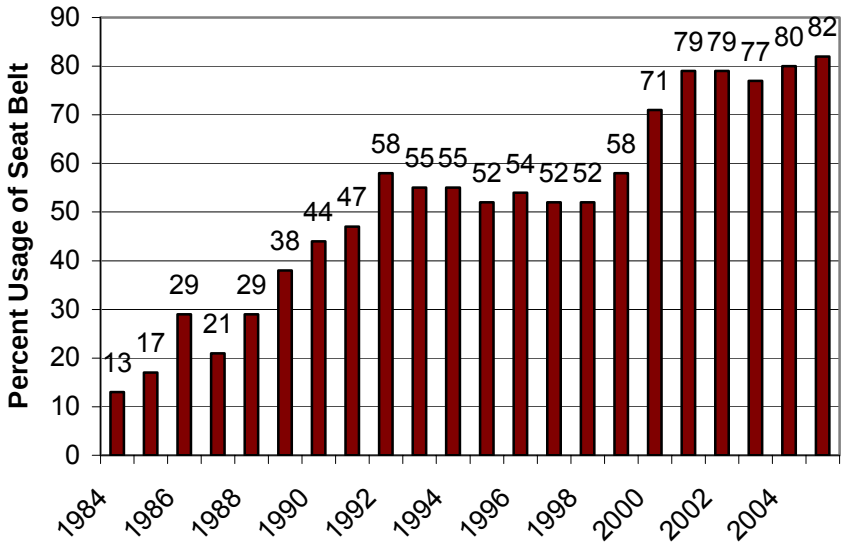
Historical Trends The history of seatbelt usage in Alabama is shown in Figure 1-1. Seatbelt and child restraint use rates have traditionally lagged behind those of other states. The adoption of the Alabama Safety Belt Act of 1991 made a difference. Belt use spiked upward by 11 percentage points the following year to 58 percent (an all time high). However, the Act treated failure to use a safety belt 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 safety belts.

The situation improved significantly when the legislature made it a primary offense for a front-seat passenger to fail to wear a safety belt as of December 10, 1999. The new law, public information campaigns, and enforcement programs combined to raise safety belt 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 safety belt 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, safety belt 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 safety belt usage. In 2005, Alabama again brought their usage rate up, this time reaching 82% and another all time high for the state. However, at the time of publication (September 2005) national safety belt usage rates were not available so the 2005 rate cannot be compared to the national numbers at this time.

While the improvement seen in past years is encouraging, there are still lives that can be saved as the percentage of safety belt use continues to increase. Programs such as Click It or Ticket help to increase the awareness of the importance of safety belts and encourage safety belt use, helping to keep this percentage high and raise it even higher. The increase from 80% to 82% between 2004 and 2005 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 safety belt use high and to raise it higher, programs such as Click It or Ticket and other STEPs and countermeasures should be considered.

In an attempt to help reach the remaining 18%, the "Buckle Up in Your Truck" program was initiated in 2005. This program was aimed at pickup truck occupants, who are among the lowest in safety belt use in Alabama. They were therefore identified as a good target for specialized programs. This program and its effectiveness is discussed in detail in the "Buckle Up in Your Truck" section of this report.

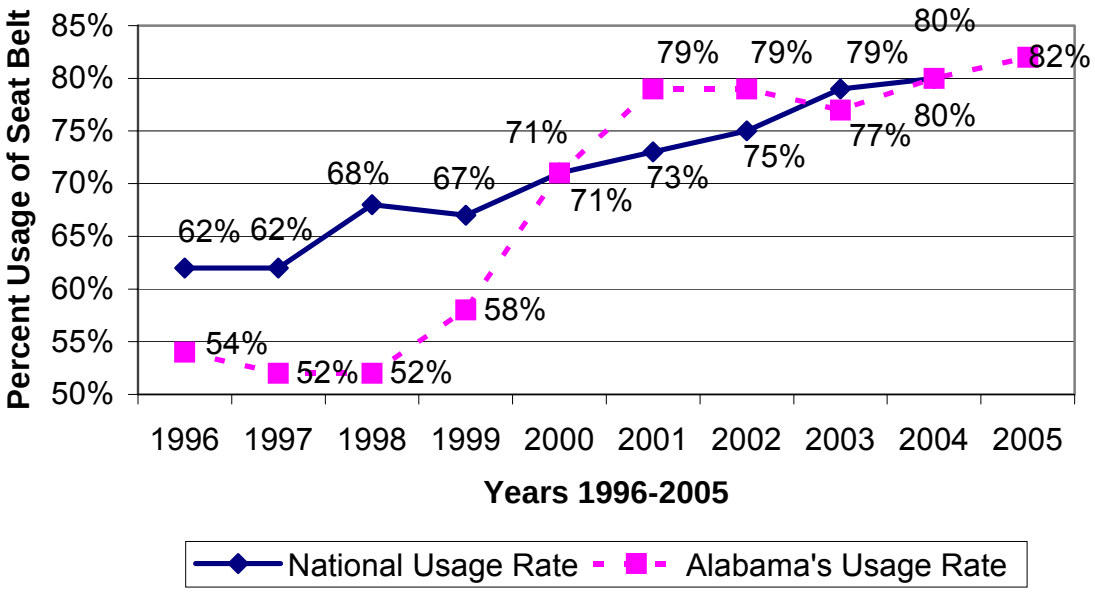
Figure 1-1: Alabama statewide safety belt use rate, 1984-2005



Source for 2005 Data: Alabama Department of Public Health 2005 Observational Survey

Further insight into Alabama's safety belt 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 safety belt use rates



Source for 2005 Alabama Usage Rate: Alabama Department of Public Health 2005 Observational Survey

Alabama adopted a safety belt 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 safety belt 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 was reported at 79% and Alabama's usage fell slightly from 79% to 77%. This indicated that the belt use for Alabama was not increasing as fast as the national average and belt usage in 2003 actually saw a slight decline. In 2004, Alabama again saw an increase in safety belt 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. For 2005, Alabama's belt usage continued to increase, moving from 80% to 82% in a single year. This marks another record high for safety belt usage in Alabama. At the time of publication (September 2005) the national numbers for 2005 were not yet available and therefore no comparison between the Alabama and national numbers can be made at this time.

There are at least three conclusions that may be drawn from the Figures above. First, safety belt laws can improve safety belt use, especially in the presence of intensive education and enforcement programs. Second, STEPs improve belt use even when similar STEP programs are implemented in a number of subsequent years. Third, safety belt 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 safety belt, 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 safety belts 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 safety belt 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 safety belts 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 safety belts. The first of these efforts was a public education program. This program included Diversity Outreach Luncheons, the distribution of safety belt 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 safety belt 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 safety belts.

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 safety belts, as well as for any other violation that they were found to have.

The 2002 CIOT program was judged to be effective in increasing safety belt 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 safety belts. 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 safety belt 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 safety belts. 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 safety belts, 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 safety belt 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

Since 2001 Alabama has participated in the Click It or Ticket program and in each year it is has been considered a success for the state of Alabama. Because of this, Alabama again participated in the nationwide program. This program was conducted between April 26 and June 20, 2004. A group of agencies, many of which have been working on the program for several years, worked together to contribute to the programs success in Alabama. For more information on the 2004 Alabama Click It or Ticket program, see the "Evaluation of 2004 'Click It or Ticket'" report produced by the *CARE* Research & Development Laboratory.

The major components of the 2004 program did not change from the components that existed in previous years. There were three major surveys performed to measure the effectiveness of the program. These were: motorist surveys, telephone surveys and observational surveys. In order to help get the message out to the public about the importance of safety belt usage, various activities were organized. These included TV and radio ads, press conferences, print advertisements, and a website that provided information about the implementation of the CIOT program across the state.

As a part of the motorist surveys the Regional CTSP's assisted in conducting surveys at the driver's license offices and county Probate Judge's offices in five counties throughout the state. These surveys gathered information about motorist safety belt use as well as their awareness of traffic safety programs, including the CIOT program. The surveys were performed before and after the CIOT program in order to help measure the effectiveness of the program.

Similar to the motorist surveys were the telephone surveys. These surveys included a sampling of individuals across the state with 500 surveys being conducted prior to the CIOT program and 500 more surveys following the program. A final evaluation method was that of direct observation of vehicles and the occupants in the vehicles at various points throughout the state. Again the observational surveys were conducted before and after the CIOT program. Additionally, three mini observational surveys were conducted at various points during the program.

Each of these surveys helped to gain insight into the effectiveness of the program as well as the percentage of Alabamians who wear their safety belts. By performing the surveys in this manner it is easy to compare the results from 2004 to the results from previous years. This aids in determining the effectiveness of the 2004 program as well as the effectiveness of past programs.

The heart of the CIOT program is the enforcement effort that goes along with the program. In 2004 there were checkpoints established throughout the state during the two-week enforcement period of the program. During these checkpoints drivers were stopped and could be issued for any violation that they were guilty of. The primary goal of these checkpoints was to issue citations and warnings to those who were not wearing their safety belts or did not have their child properly restrained.

Although it was in its fourth year of implementation, the CIOT program continued to see a positive effect on safety belt usage in Alabama. Because of the past success of the program Alabama will likely continue to participate in the program for years to come. Over the course of the 2004 program, restraint usage rose from 73.50% to 80.00%. The success of the 2004 program indicates that other programs in the future can experience similar success and effectiveness.

2005 Alabama Click It or Ticket

In 2005, Alabama elected to participate in another NHTSA Click It or Ticket program. The past experience with the program had proved its effectiveness on increasing safety belt usage in the state. This single program has been one of the most effective methods in increasing and in maintaining a high level of safety belt usage. The 2005 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 2005 "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 safety belt 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, recruited personnel to collect motorist surveys, 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 to conduct and evaluate 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 2005 Alabama CIOT was conducted between April 11 and June 11, 2005. NHTSA participated through its Section 157 Grant program, by conducting a training conference in February to assist the participating states in organizing their 2005 CIOT/BUIYT 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 2005 Alabama "Click It or Ticket"

Week	Dates	Activity Description
Week 1	April 11 – April 16	Statewide Observational Survey (Baseline), Motorist Survey (Baseline)
Weeks 1-2	April 11 – April 25	Statewide Telephone Survey (Baseline)
Week 4	May 5 – May 11	Mini-Observation
Week 4	May 5 – May 11	Mid DMV Survey
Week 5-8	May 9 - June 5	Earned Media
Week 5	May 10 – 14	Mini-Observation
Week 6-7	May 16 – 29	Paid Media
Week 6-7	May 17 – 28	Mini-Observation
Week 7-8	May 23 – June 5	Enforcement
Week 9	June 5 – 11	Statewide Observational and DMV Survey (Post Survey)
Week 9-10	June 7 – 22	Statewide Telephone Survey (Post Survey)

Public Education Program The primary types of public information used were "public relations," consisting of both "earned media" (or "bonus spots") and "paid advertising." Earned media 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. Radio, network TV, and cable 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 safety belt usage. The Click It or Ticket website (http://216.226.178.187/content/lts/Alabama%20Clickit-or-Ticket%20Files/clickit.htm) was revised in order to include information for the 2005 campaign. The content on this site is discussed in more detail in Section 3.

As a part of the public relations efforts, ADO prepared press material, fact sheets 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. A brochure about the CIOT campaign was also prepared and 10,000 copies were distributed across the state. A copy of this brochure is included as Appendix B of this report. 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 on radio, TV and cable outlets. 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 2001-2004 by revising the checkpoint dates. A new spot featuring Governor Bob Riley was also developed. Both television and radio spots ran statewide from May 16th through May 29th 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 updated the website used in previous years (http://216.226.178.187/content/lts/Alabama%20Clickit-or-Ticket%20Files/clickit.htm). This site was promoted 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 safety belt 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 Spanish section was also included on the website to reach out to the Hispanic population in the state.

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. A screenshot of the CIOT website is included as Appendix C.

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 149,932 motorists were observed over the course of these five surveys in order to determine and record their safety belt usage. The survey was conducted and analyzed following NHTSA guidelines, which require that measurements of safety belt 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 43 counties, 14 state police districts, and 179 cities and towns 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 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 six counties. The exact same surveys were distributed at three points during the CIOT campaign: before the CIOT campaign, midway through the campaign and after the CIOT campaign. A copy of the questionnaire may be found in Appendix D, 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 CRDL 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 E 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 Safety Belt Use

Field observation surveys were performed to measure shoulder safety belt 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: Safety belt 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 82% of the state's population was represented by the study sample, so it was not necessary to survey every county in the state.

For the pre and post surveys, 23 sites were selected at random in each county 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" safety belt 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 safety belt 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	$P = \sum_{i=1}^{2} [(N_i / n_i) \sum_{k=1}^{m_{ij}} (W_{ij} * P_{ij})] / \sum [(N_i / n_i) \sum_{k=1}^{m_{ij}} W_{ij}]$ where $W_{ij} = \sum_{k=1}^{M_{ij}} W_{ijk}$
Variance	$V = \sum_{i=1}^{345} [W_{ijk} / (\sum_{i=1}^{345} W_{ijk})]^2 * [P_{ijk} * (1 - P_{ijk})]$
Standard Error of Estimate	$SE = \sqrt{V}$
Where,	I = County stratum (certainty or non-certainty) J = County designation k = Site designation N_i = Total number of counties in stratum i, where $N_1 = 4$ and $N_2 = 33$ n_j = Total number of counties in sample from stratum i, where $n_1 = 4$ and $n_2 = 11$ M_{ij} = Total number of road segments* in sampling frame for county j in stratum i m_{ij} = Total number of road segments in sample for county j, stratum i, ($m_{ij} = 23$ for all i,j) W_{ijk} = VMT** for road segments k, in county j, in stratum i P_{ijk} = Usage rate for road segment k, county j, in stratum i * Road segments were selected with equal probability within each county. ** VMT represents vehicle miles traveled.

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, and 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 safety belt use, six counties were selected for driver surveys. A one-page questionnaire was prepared by PRG and sent to CRDL. CRDL put together surveyor packets including instructions and 200 surveys each and mailed to the CTSPs in each of the six counties chosen to participate (Houston, Jefferson, Lee, Mobile, Montgomery, and Tuscaloosa). 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 ADPS driver's license offices and Probate Judge's offices in the six counties. 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.

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

The survey was conducted three times 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 three times, once during the baseline period, once midway through the CIOT campaign and once after the enforcement weeks.

Table 2-4: Motorist Questionnaire Distribution Periods

Week	Activity Description
Week 1	Statewide Observational Survey (Baseline) *Motorist Questionnaire Survey*
Week 1-2	Statewide Telephone Survey (pre survey)
Week 4	*Motorist Questionnaire Survey*
Week 5-8	Earned Media
Week 6-7	Paid Media
Week 7-8	Enforcement
Week 9	Statewide Post Observational Survey *Motorist Questionnaire Survey*
Week 9-10	Statewide Telephone Survey (post survey)

Telephone Surveys

SRBI interviewed 1,000 persons about the "Click It or Ticket" safety belt 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 safety belt law, safety belt wearing habits, and personality traits. The telephone script used by the callers is shown in Appendix E 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 Safety Belt Use

The ADPH survey team observed a total of 56,149 front seat occupants in 23 randomly selected sites in the 15 selected counties during the pre-CIOT period. An additional 57,449 were observed during the post-CIOT period, and 36,334 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, 149,932, represented about 3.37% of Alabama's population.

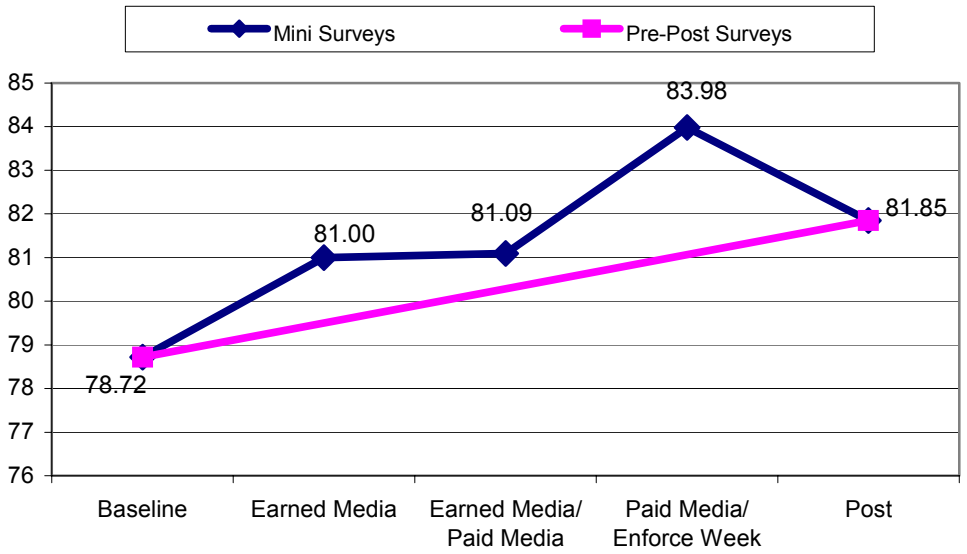
Using the procedures presented in Table 2-2, ADPH established the Alabama safety belt use rates at 78.72% for baseline and 81.85% for the post period. Variance and standard error were calculated and considered acceptable. The estimated usage rates for both the statewide and mini-survey observations in 2005 are reflected in Table 3-1. Statewide "post" estimates for 2000 and 2001 are included in the table for comparative purposes. For 2002-2004, belt usage rates in the "pre" and "post" periods are displayed on Figure 3-1. Data from the mini-surveys conducted in 2003 and 2004 are also included in Figure 3-1.

Table 3-1: Observation Surveys of Belt Use

	Pre "Click It" April 11-16	Earned Media May 5-11	Earned Media/ Paid Media May 10-14	Paid Media/ Enforcement May 17-28	Post "Click It" June 5-11
Statewide – 2005	**78.72%**				**81.85%**
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%	
Mini-surveys – 2005		81.00%	81.09%	83.98%	

Source: Alabama Department of Public Health 2005 Observational Surveys

Figure 3-1: Baseline, post and mini-survey % belt use rates for 2005



Source: Alabama Department of Public Health 2005 Observational Surveys

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

- Belt use declined from 80.00% to 78.72% between the end of the 2004 Click It or Ticket and the beginning of the 2005 Click It or Ticket campaign. This decline is less than the declines seen between 2001 and 2002 and between 2002 and 2003. Also encouraging is that this decline was again less than the decline between 2003 and 2004. This is encouraging and points to increased retention of safety belt 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 safety belt 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.
- **In 2005, the belt use in the "post" period reached a new high at 81.85%. This was an increase from the 80.00% seen in the post period in 2004. The CIOT campaign has been in place for a number of years but continues to produce results. The safety belt usage seen in both the "pre" and "post" periods of CIOT 2005 were the highest seen in the history of the campaign. It is proven that safety belts save lives and as long as CIOT is producing an increase in belt usage, serious consideration should be given to continued implementation of the program in future years.**

Additional study is needed to fully understand the uniformity of the final rates over the past five years. It might be that all of the Alabamians with easily changed attitudes had already converted to safety belt 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 in the two most recent years? How can the last 18% of non-users be reached? What if the degree of punishment (i.e., citation fine) is increased? Finding the answers to these and other questions are desirable if Alabama's use rates are to continue to climb. In the 2005 CIOT program a new effort was made to reach pickup truck drivers and passengers. This group of occupants was identified as having some of the lowest percentage of safety belt usage. In order to target these drivers the "Buckle Up in Your Truck" program was implemented in 2005. More details on this portion of the program are included in the second major section of this report.

In addition to establishing the basic safety belt 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 pre and post-CIOT period. Clearly, females in Alabama are more prone to wear safety belts than men, 88.64% versus 77.31%. However, CIOT appears to have a greater effect on the male portion of the population.

Among the males observed in the "pre" and "post" periods there was a growth of 4.7% over the course of the CIOT campaign. Conversely there was only a growth of 2.38% seen among females over the course of the CIOT program. Restraint use in both the "pre" and "post" periods by race is shown in Figure 3-3. This figure shows that observed safety belt compliance was higher among Hispanics (81.33% in the pre and 90.33% in the post) than among whites (80.25% in the pre and 83.23% in the post), and both were higher than non-whites (71.85% in the pre and 77.58% in the post). 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. One noticeable trend seen in 2005 was the increase in belt usage seen among all races over the course of the CIOT campaign and particularly in the Non-White and Hispanic categories.

Figure 3-4 explores the safety belt usage rates based on the type of car driven. This figure shows that the lowest usage rates came in the Truck category (68.60% in the pre and 72.92% in the post) while the highest usage rate was seen in the SUV category (83.94% in the pre and 85.72% in the post). Vans and cars are not far behind SUVs with usage rates of 83.27% in the pre and 83.67% in the post for vans and 81.17% in the pre and 85.53% in the post for cars. 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. Further information on the 2005 truck campaign is given in the section of this report titled "Evaluation of 2005 'Buckle Up in Your Truck.'"

Figure 3-2: Restraint use by gender

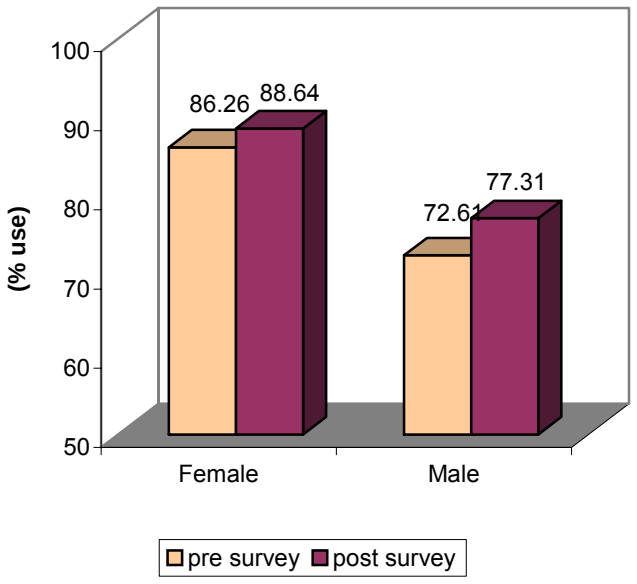


Figure 3-3: Restraint use by race

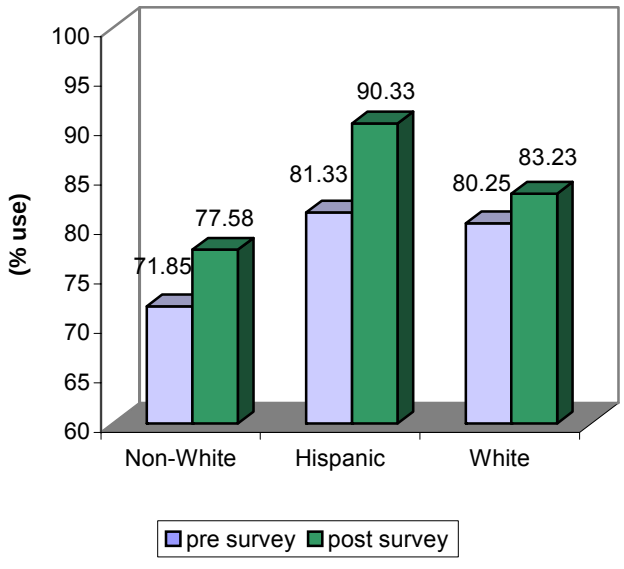
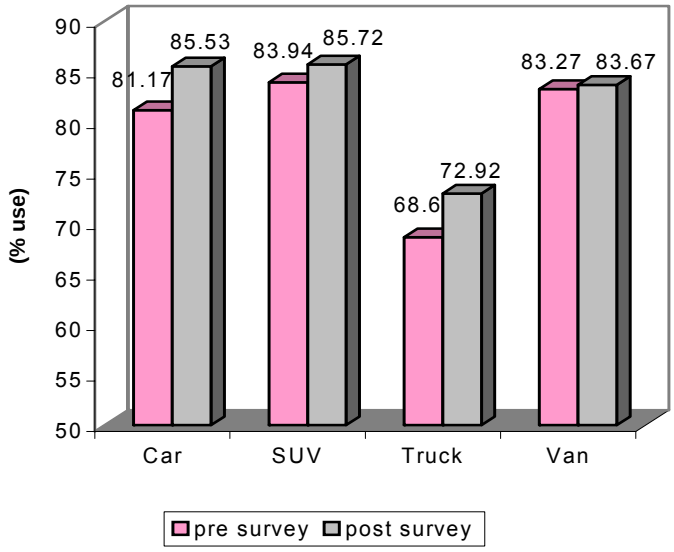


Figure 3-4: Restraint use by vehicle type

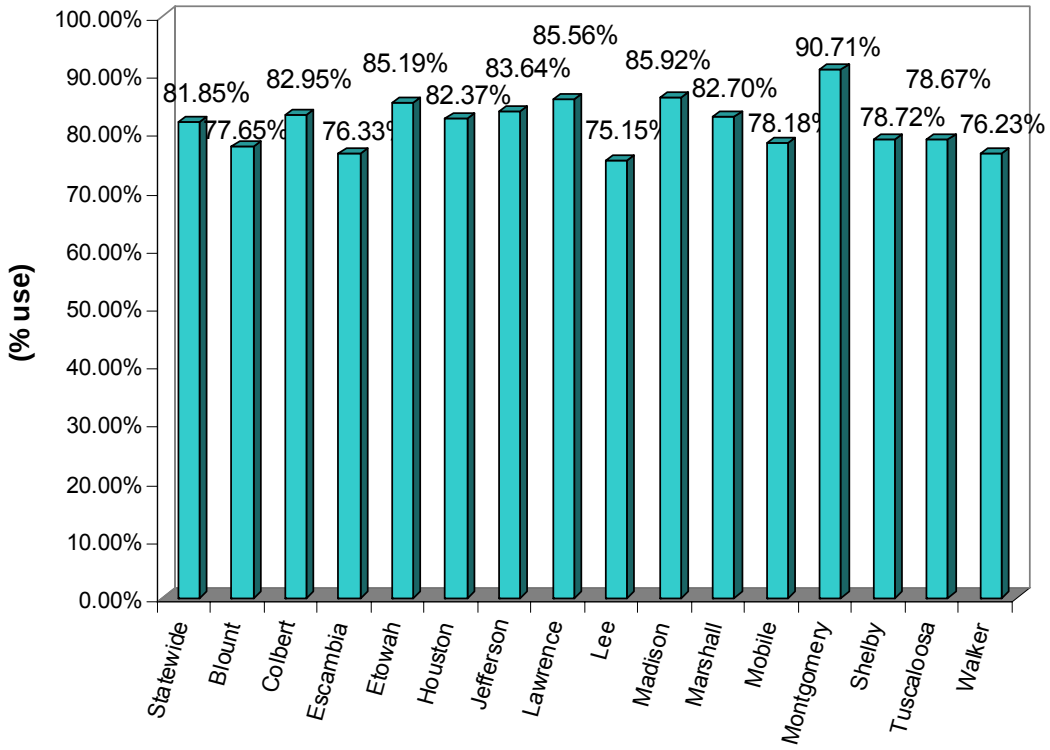


Source: Alabama Department of Public Health 2005 Observational Surveys

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.

Information was also provided by the Alabama Department of Public Health regarding belt usage on a per county basis among those counties observed. The data in Figure 3-5 gives the observed safety belt use rates in the post period for 2005. The highest usage rates were seen in Montgomery, Madison, Lawrence and Etowah Counties while the lowest usage rates were seen in Lee, Walker, Escambia and Blount Counties.

Figure 3-5: Restraint use by County



Source: Alabama Department of Public Health 2005 Observational Surveys

More detailed information on Observed Safety Belt Use Rates can be found in the report published by the Alabama Department of Public Health titled "Alabama Observational Survey of Occupant Restraint Use 2005."

Motorist Questionnaire Survey

CRDL distributed questionnaires to motorists at Probate Judge's offices and ADPS drivers' license offices in Houston, Jefferson, Lee, Mobile, Montgomery, and Tuscaloosa Counties. The questionnaires were distributed and collected at three different times (baseline prior to CIOT in April 2005, midway through the CIOT program in May 2005 and immediately after CIOT enforcement in June 2005) to measure the effect of the CIOT program as a whole. 1,183 surveys were collected in the period prior to CIOT, 1,176 were collected at the midpoint, and 1,113 surveys were collected in the period after enforcement, with a total of 3,472 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 safety belt use behavior;
- Motorists' feelings about how rigorously police agencies would enforce the law; and

- Motorists' feelings about 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, midpoint and final phases of the 2005 CIOT, as well as the 2001, 2003 and 2004 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. These responses reflect the differences in responses among drivers of different types of vehicles. The 2005 responses followed a somewhat troubling pattern, with a decline in belt usage seen in almost every category between the baseline and the post program questionnaires. The decline was approximately the same as the decline seen between baseline and enforcement in 2004 but was greater than the decline seen in 2003. Interestingly, the rate in the post period for each of the three categories is between nine and 17% 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, 2003 and 2004 data followed a similar trend to the 2005 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. In 2002, the rate started at 73.1% and increased each week to a high point of 78.2%.

The data collected in 2005 was expanded as the survey was changed slightly. In 2005, drivers were questioned as to whether or not they wore their safety belts in various types of vehicles (cars, pickups and vans). This aided in gathering information about how safety belt usage may change for various types of vehicles. For example, are drivers less likely to wear their safety belt when they drive a pickup truck? This particular question is examined more closely in the "Buckle Up in Your Truck" section of the report.

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

	2001		2002					2003		2004	
	Baseline	Post Enforce-ment	Baseline	Earned Media	Paid Publicity	Enforce-ment	Post Enforce-ment	Baseline	Post Enforce-ment	Baseline	Post Enforce-ment
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%

	2005		
	Baseline	Midpoint	Post Enforce-ment
Reported "Always" used a seatbelt when in a car	n = 1183 73.80%	n = 1176 72.40%	n = 1113 72.10%
Reported "Always" used a seatbelt when in a pickup	n = 1183 66.90%	n = 1176 64.80%	n = 1113 62.10%
Reported "Always" used a seatbelt when in a SUV/van	n = 1183 70.00%	n = 1176 65.50%	n = 1113 65.30%

Source: Preusser Research Group, Inc.

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 87.3% at the end of the program. In other words, almost 10% more people know about the program afterwards than before. This is a high percentage increase, and indicates the 2005 program was effective in getting the message out to the public. Additionally, the starting percentage of people who knew about CIOT was the same as the starting percentage in 2004 and was only a small decrease from the ending percentage in 2004. 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 2005 CIOT program. The awareness level of 77.9% at the beginning of the program is tied with 2004 as the highest starting point for awareness of the campaign in any of the past five years. This indicates that there has been a great deal of retention of awareness of the program from past years. The awareness level of 87.3% at the end of the program is outstanding and marks the highest awareness level in the past five years. It also indicates an increase of almost ten percent in the awareness of CIOT over the course of the 2005 program. This new high in awareness introduces the possibility that the 2005 campaign was more effective than those in years past.

The responses received to the generic question, "Have you recently read, seen or heard anything about seatbelts in Alabama" declined from the 2004 figures and ended lower than the response to the question regarding the awareness of CIOT. The proportion of respondents answering “yes” increased during the campaign, from 45.6% prior to the campaign, to 58.6% midway through the campaign and to 71.8% by the end of enforcement. One set of questions asked respondents to identify their sources of information about safety belt use. Results indicating the source of information about safety belt use are also given in Table 3-3. For many of these sources listed, including newspaper, TV and brochures, the number of respondents saying that they heard about Click It or Ticket from a particular source declined between 2004 and 2005. 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 safety belt 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		2005		
	Base-line	Post Enforcement	Base-line	Earned Media	Paid Media	Enforcement	Post Enforce-ment	Base-line	Post Enforce-ment	Base-line	Post Enforce-ment	Base-line	Mid-point	Post Enforce-ment
	n=794	n=289	n=1168	n=897	n=756	n=1014	n=805	n=1109	n=1140	n=989	n=907	n=1183	n=1176	n=1113
Heard about Click It or Ticket program	5.20%	60.9%	48.5%	47.7%	55.8%	70.6%	73.4%	70.4%	84.2%	77.9%	79.2%	77.9%	77.4%	87.3%
Reported recently read/seen/ heard seatbelt message	64.7%	83.7%	67.7%	68.0%	73.8%	84.0%	82.1%	68.7%	92.2%	59.6%	77.3%	45.6%	58.6%	71.8%
Read about seatbelts in the paper	25.2%	32.9%	18.7%	21.3%	20.0%	25.4%	23.9%	22.2%	26.9%	14.8%	15.7%	11.0%	12.2%	10.6%
Heard about seatbelts on the radio	19.4%	45.7%	22.1%	22.1%	22.8%	38.7%	36%	29.9%	46.9%	19.3%	31.4%	15.4%	16.6%	28.3%
Saw seatbelt message on TV	33.2%	53.6%	39.7%	39.7%	50.7%	57.3%	54.9%	55.7%	68.5%	38.4%	55.8%	20.9%	36.1%	49.4%
Saw seatbelt message on Poster	15.0%	8.7%	11.4%	10.5%	8.7%	8.6%	12.9%	21.2%	19.2%	13.3%	13.9%	15.9%	13.6%	14.1%
Read about belts in a Brochure	4%	2.8%	2.7%	3.5%	3.6%	2.8%	3.5%	4.7%	3.1%	3.1%	3.1%	4.9%	2.6%	2.3%
Heard about seatbelts at a check point	6.5%	8.7%	4.8%	5.5%	4.9%	8.6%	8.7%	8.1%	6.4%	4.6%	6.1%	5.4%	7.1%	7.5%
Heard about seatbelts by other means	7.3%	6.9%	4.5%	6.5%	5.3%	6.6%	6.8%	12.0%	19.1%	5.2%	5.0%	3.4%	3.6%	3.4%

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

	2001		2002					2003		2004		2005		
	Baseline	Post Enforce-ment	Baseline	Earned Media	Paid Media	Enforce-ment	Post Enforce-ment	Baseline	Post Enforce-ment	Baseline	Post Enforce-ment	Baseline	Mid-Point	Post Enforce-ment
	n=794	n=289	n=1168	n=897	n=756	n=1014	n=805	n=1109	n=1140	n=989	n=907	n=1183	n=1176	n=1113
Reported "Always" a high-likelihood of a seatbelt ticket for non-use	25.1%	27.0%	20.5%	26.7%	23.0%	24.8%	26.2%	27.0%	25.0%	23.8%	24.2%	17.7%	23.9%	27.7%
Reported strictness of enforcement as "Very"*	26.7%	27.2%	26.0%	27.3%	26.5%	27.3%	27.8%	29.4%	28.4%	29.6%	28.2%	15.8%	19.5%	25.5%
Reported ever receiving a seatbelt ticket	7.4%	6.9%	8.8%	12.4%	9.6%	10.8%	8.4%	9.8%	10.0%	11.8%	10.2%	11.0%	11.3%	16.5%
Reported having read, seen, or heard about seatbelt checkpoints in past month	29.3%	60.6%	29.3%	31.0%	32.1%	58.7%	60.2%	31.6%	58.2%	28.5%	44.4%	31.6%	41.8%	65.8%
Reported going through a seatbelt checkpoint in past month	17.4%	20.4%	14.1%	17.4%	13.4%	21.9%	21.7%	18.1%	18.1%	13.2%	19.9%	17.7%	23.5%	35.3%

*- for 2001-2004 the results to this question were found by averaging the results of "Reported Strictness of State Police as 'Very'" and "Reported Strictness of Local Police as 'Very'"

Source: Preusser Research Group, Inc.

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 31.6% positive, growing to 41.8% at the mid point of the program and on to 65.8% at the end of the program. These numbers are similar to past CIOT results but indicate the highest level of awareness in the post enforcement period in any of the past program 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 before, during and after the CIOT. They were 15.2% better than males before the campaign, 13.1% better during and 14.3% better afterwards. The use rate decreased slightly for both females and males over the course of the campaign. Some small differences can be seen in the race/ethnicity results for the 2005 CIOT campaign. Before the CIOT campaign, the Asian category had the highest self-reported usage rate at 80%. 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, the categories of "Black" and "Asian" all decreased over the course of the campaign while the categories of "White," "Native American" and "Other" all saw an increase in their reporting of "always wear a seat belt" during the CIOT program. The category of "Asian" fell 15.9% over the campaign and the category of "Black" fell 4.7%. At the end of the campaign, the highest usage rate was seen in the "Native American" category.

Table 3-5: Motorists' self-reported safety belt use by gender and race

	Baseline	Midpoint	Post Period
Male	n=318 65.20%	n=320 65.20%	n=289 64.10%
Female	n=506 80.40%	n=480 78.30%	n=447 78.40%
White	n=496 74.00%	n=475 72.50%	n=445 74.50%
Black	n=263 73.90%	n=263 73.50%	n=245 69.20%
Asian	n=36 80.00%	n=23 59.00%	n=25 64.10%
Native American	n=5 62.50%	n=6 60.00%	n=5 83.30%
Other	n=17 60.70%	n=26 76.50%	n=13 61.90%

Source: Preusser Research Group, Inc.

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 safety belts. 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.

Table 3-6: Telephone survey, frequency of safety belt usage

	All of the time		Most of the time		Some of the time		Rarely		Never	
Respondents	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Total										
N = 457 → 454	**88%**	**89%**	**8%**	**6%**	**1%**	**2%**	**2%**	**2%**	**0%**	**1%**
Male										
N = 225 → 222	83%	88%	12%	6%	2%	3%	1%	1%	1%	1%
Female										
N = 231 → 232	92%	88%	5%	7%	1%	2%	2%	3%	0%	0%
Age 16-24										
N = 70 → 66	87%	80%	8%	8%	0%	9%	2%	3%	3%	0%
Age 25-39										
N = 117 → 111	83%	87%	9%	8%	4%	2%	4%	1%	0%	1%
Age =>40										
N = 256 → 266	89%	91%	9%	6%	1%	1%	0%	1%	1%	1%
White										
N = 324 → 344	90%	89%	6%	6%	1%	2%	2%	2%	1%	0%
Non-White										
N = 127 → 99	83%	83%	13%	9%	2%	5%	1%	2%	0%	1%
Hispanic										
N = 8 → 13	81%	88%	11%	12%	8%	0%	0%	0%	0%	0%

Source: "Seat Belt Tracking Surveys: Alabama 2005" and Banner Reports prepared by SRBI

There is more good news here, as 95% of respondents reported that they used their safety belts "all the time" or "most of the time" at the end of the CIOT campaign. This was a small decrease from the numbers gathered before the CIOT campaign where 96% of respondents reported using safety belts "all of the time" or "most of the time." The results seen in 2005 were in slight contrast to those seen in previous years. A decline between the pre and post surveys has not occurred in any of the previous years. In 2004 the percentage of people who reported using their safety belts "all the time" or "most of the time" increased from 95% to 96% between the pre and post surveys. In 2003 a total

of 96% of the respondents reported belt usage as “all the time” or “most of the time” following the CIOT campaign. The increases seen in 2003 and 2004 are backed up 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 safety belt 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 2005 SRBI phone survey, females were as likely or or more likely to “buckle up” than males both before and after the survey (females: 92% before and 88% after; males: 83% before and 88% after). Male belt use increased by 5% over the course of the program while female belt use fell by 4%. This indicates that the CIOT program was potentially more effective in changing the behavior of the male population. 2005 was the first year that a drop was seen among the female population. However, the increase seen among the male population was greater than the increase seen in year’s past.

In age group responses, the 25-39 age group had a lower positive response to “all the time” safety belt 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. A somewhat troubling statistics is seen with the 16-24 age group. In this group there was actually a fairly significant decline in belt usage over the course of the CIOT campaign. On a positive side, each of the other age groups saw an increase over the course of the program. This indicates that a campaign focused on the younger drivers might be appropriate and potentially beneficial.

As opposed to studies in years past, it appears that race of the respondents did make a difference in belt usage. In the baseline self-reported “all the time” safety belt usage was highest in whites at 90%. This rate was somewhat lower among the other races at 83% for non-whites and 81% for Hispanics. Over the course of the CIOT campaign, the rate among whites dropped slightly falling to 89% and remained constant for non-whites at 83%. The rate among Hispanics rose from 81% to 88%. However, the small sample size among Hispanics should be taken into account when looking at these numbers.

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 safety belt use and the last time they did not wear their safety belt when driving, the percentage of those questioned who said that they did not wear their safety belt within the past day went from 8% of those interviewed before CIOT to 7% of those interviewed after the CIOT campaign. Another key response deals with the reason for the increased safety belt usage by those surveyed. Before the CIOT campaign, 57% reported “Increased Awareness” as the reason why they have increased their safety belt usage. This number decreased to 33% in those surveyed after the CIOT campaign. This suggests that the CIOT campaign had no effect on making drivers and passengers more aware of the safety belt laws and the benefits of wearing them. However it is important to note the small sample sizes (31 in the pre-enforcement period and 30 in the post-enforcement period) before drawing any drastic conclusions.

When questioned about crashes, 19 out of every 20 respondents (95%) indicated that they wanted to be wearing their safety belts if they were ever involved in a crash. This strong response rate is almost 15% higher than the belt use observed in the field. In other words, almost 15% of drivers believe that safety belts 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?		
Within the past day	*8%*	*7%*
What caused your use of seatbelts to increase?		
Increased Awareness	*57%*	*33%*
It's the law	*10%*	*12%*
Don't want to get a ticket	*18%*	*25%*
In the past 30 days, has your use of seatbelts when driving increased, decreased, or stayed the same?		
Increased	*9%*	*6%*
Does Alabama have a law requiring seatbelt use by adults?		
Yes	*97%*	*95%*
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?		
Can stop for seatbelt violation	*71%*	*76%*
Seatbelts are just as likely to harm you as help you.		
Agree (net)	*38%*	*36%*
If I was in an accident, I would want to have my seatbelt on.		
Agree (net)	*96%*	*95%*
Police in my community generally will not bother to write tickets for seatbelt violations.		
Agree (net)	*37%*	*41%*
Is it important for police to enforce the seatbelts.		
Agree (net)	*90%*	*86%*
Putting on a seatbelt makes me worry about being in an accident.		
Agree (net)	*15%*	*16%*
In the past 30 days, have you seen or heard of any special enforcement effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats or booster seats?		
Yes	*18%*	*37%*
In the past 30 days, have you seen or heard any messages that encourage people to wear their seatbelts?		
Yes	*70%*	*88%*
Where did you hear or see messages encouraging people to wear their seatbelts?		
TV	*69%*	*79%*
Radio	*19%*	*38%*
Personnel observation	*9%*	*5%*
Billboard/Signs	*49%*	*31%*

Source: "Seat Belt Tracking Surveys: Alabama 2005" prepared by SRBI

Another noteworthy point is that following the 2005 campaign 88% of the respondents reported having seen or heard the safety belt 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 safety belts.

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 23 – June 5, 2005. 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 safety belts 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 – safety belt 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:

- 346 checkpoints were conducted, thousands of patrol miles were driven and almost 47,000 special enforcement officer hours were devoted to belt enforcement.
- The majority of 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.).
- 10,716 citations were issued for safety belt violations.
- 242 citations were issued for child restraint violations.
- 10,566 citations were issued for speeding violations.
- 563 DWI arrests and 454 felony arrests were made
- 5,471 citations were issued to uninsured motorists and 2,766 citations were issued for suspended licenses
- 46,756 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 2005 effort was down slightly in terms of the number of checkpoints, however the results of those checkpoints did not fall and in fact the number of citations, warnings and arrests increased over the 2004 CIOT campaign. This indicates that the checkpoints were as effective, or more effective, than checkpoints in previous years.

Source: Mobilization Enforcement Report provided by ADECA

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

Combination of Check point plus Patrol Data					
	2001 Total	2002 Total	2003 Total	2004 Total	2005 Total
Number of Checkpoints	1071	800	757	510	346
Safety belt Citations	12,257	13,664	14,061	11,218	10,716
Child Restraint Citations	315	382	533	709	242
DUI Arrests	319	466	671	613	563
Drug Arrests	73	212	351	300	262
Felony Warnings & Arrests	112	165	500	532	454
Speeding Citations	4,194	6,234	11,797	11,791	10,566
No Driver Licenses/License Violations	854	976	1547	n/a	n/a
Driving While Suspended or Revoked	806	574	2214	1850	2,766
Violation – Mandatory Insurance Law	2,323	3,034	7918	7100	5,471
Miscellaneous Warnings & Arrests	258	549	n/a	n/a	n/a
Stolen Vehicles Recovered	n/a	n/a	30	30	15
Fugitives Apprehended	n/a	n/a	316	316	173
Reckless Driving	n/a	n/a	60	188	70
Other Arrests & Warnings	16,650	25,926	13,704	12,034	15,458
Overall Total – All Items	39,232	52,982	53,702	46,681	46,756

Public Education

In an effort to make the public more aware of the Click It or Ticket campaign and the importance of safety belts, 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 (including network and cable stations), Radio ads, Print ads, and press releases that resulted in a number of news stories running through various media. Table 3-9 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.

In an effort to reach a larger audience, several new initiatives were taken this year. The first of these was to add cable coverage for the television ads. The channels selected were chosen based on their appeal to the male population and their coverage in the rural markets. Additionally, a brochure was developed and 10,000 copies were printed and distributed across the state. A copy of this brochure is included as Appendix B.

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

Media	No. of Stories/ Advertisements	
	2004	2005
Print News Stories Run	55	71
Radio News Stories Aired	4	17
TV News Stories Aired	21	31
Press Conferences Held	4	11
Network TV Paid Advertisements	905	839
Cable TV Paid Advertisements	n/a	6,725
Radio Paid Advertisements	4,963	6,574

**Source: ADO Subgrant Narrative Progress Report and Mobilizations Enforcement Report*

Website

Also as a part of the public education efforts, a website (http://216.226.178.187/content/lts/Alabama%20Clickit-or-Ticket%20Files/clickit.htm), was provided and updated for the 2005 CIOT campaign. This site included information on past campaigns, current safety belt usage rates, usage rates for minorities, child passenger safety, and the locations of checkpoints and patrols across the state. The site was also updated to include a Spanish section. 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. A screenshot of the website is included as Appendix C.

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 11 to June 22, 2005. Many different agencies and organizations played important roles in this effort to increase safety belt use and save lives. This section of the report will briefly discuss the primary activities and findings from the project.

Findings

Safety Belt History in Alabama Several important points jumped out of the brief discussion of safety belt history:

- Safety belt use in Alabama was below the national average until 2000.
- The 1991 adoption of the state's first safety belt act helped, but pushed belt use to only 58%.
- 1999 legislation made non use of a safety belt a primary offense. This act plus strong educational/enforcement programs pushed safety belt 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 safety belt use.
- Between 2000 and 2001, Alabama safety belt 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.
- In 2005, Alabama's usage rate reached another all time high at 82%.

Conclusions: Five conclusions may be drawn from historical safety belt use in Alabama: (1) safety belt laws do improve safety belt use and they do save lives, (2) Special Traffic Enforcement Programs cause rapid increases in safety belt use, (3) safety belt use declines with time unless education/enforcement is used to periodically refresh the issue, (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, and (5) Special Traffic Enforcement Programs can achieve long term success by continuing to bring up usage rates even when implemented for a number of consecutive years.

Safety Belt Observation Study A carefully designed survey led to observation of seatbelt use of 149,932 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 2005 Alabama safety belt use rate rose from 78.72% to 81.85% during the CIOT. The desired result was achieved.
- The 81.85% 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 2% higher than the rate following the 2004 CIOT campaign in Alabama and marks a new **all time high for the state!**
- Since the 2004 safety belt observation study, belt use had declined from 80.0% to 78.72%. This decline of just over 1% appears to be lower than in past years, based on other studies. The fall in the rate between 2003 and 2004 was approximately the same as the fall between 2002 and 2003, and both of these are less than the drops seen in earlier years. This continually decreasing 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 was followed by another increase between 2004 and 2005. This increase is encouraging, however it is important to try to take measures in the future that will help this rate continue to climb.
- As for gender, women wore their safety belts 88.64% of the time. This was much higher than the 77.31% rate for men.
- From a race/ethnicity standpoint, whites wore belts 83.23% of the time, non-whites 77.58%, and Hispanics 90.33% 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 safety belts. This was particularly true when looking at drivers of trucks. The usage rate for those driving trucks was 72.92% which was much lower than any other type of vehicle. In order to help target drivers of pickup trucks, the "Buckle Up in Your Truck" program was introduced in Alabama in 2005.

Conclusions: The observations found positive results; Alabamians are using their safety belts 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 and 2005 showed that this may not be the case. For the second year in a row, 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 second year in a row 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 this rate to continue to rise.

A second positive finding is the high rate of belt use among women at 88.64%. 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%. Another encouraging increase was seen between 2004 and 2005 as the use among males went from 73.48% to 77.31%. 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 appears to have been closing between 2002 and 2005. 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 safety belt 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 18%-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 18%-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 safety belts, etc.). Improving safety belt use in this group will likely require an entirely different approach and entirely different countermeasures from those used in traditional safety belt 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.

A major additional effort was taken in 2005 with the introduction of the "Buckle Up in Your Truck" program. This program was aimed at particular groups of drivers and will be discussed in more detail in the section of the report titled "Evaluation of 2005 'Buckle Up in Your Truck.'"

Motorist Questionnaire Survey Questionnaires were distributed to motorists at Probate Judge's offices and ADPS drivers' license offices three times, once "before," once at the midpoint of CIOT and once "after" CIOT. A total of 3,472 questionnaires were received from motorists and evaluated, yielding the following observations.

- Self-reported use of safety belts when driving a car decreased from 73.8% to 72.1% during the program. For the first time, data was collected by the type of vehicle driven. Self reported use of safety belts among drivers driving pickup trucks decreased from 66.9% to 62.1% and from 70.0% to 65.3% among those driving SUV's or vans. Interestingly the self-reported final number is almost 10% lower than the observed rate of safety belt use. Typically, the self reported rate is higher than the observed, however that was not the case in 2005.
- 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 87.3% by the time of the surveys following the CIOT enforcement. This high starting number indicates

retention of awareness of the program from past years. The increase of awareness of almost 10% is also encouraging and indicates the effectiveness of the program.

- When asked whether they had read, seen or heard the safety belt message, a more extreme positive trend occurred. Responses started at 45.6% and grew to 71.8%. This increase of over 26% indicates the effectiveness of the 2005 CIOT campaign.
- Respondents identified television as the prime conduit for information.
- When asked whether they had heard about checkpoints, the positive responses grew from 31.6% to 65.8% over the life of the program. The beginning and ending rate are higher than the rates reported in 2004. This possibly indicates that the message spread reached more individuals this year than it did in years past.
- Amazingly, 35.3% of 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 2004 and is a new all time high for contact made at a checkpoint.
- During the baseline, midpoint and enforcement periods, females reported higher safety belt use (80.4% in baseline, 78.3% at the midpoint and 78.4% in enforcement) than men (65.2% in baseline, 65.2% at the midpoint and 64.1% 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 the baseline, at the midpoint and in the enforcement periods with little change between the three 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 safety belt message. Three different questions revealed a firm knowledge base and a strong learning curve over the life of the CIOT. The increases seen between 2004 and 2005 are worth further investigation in order to determine what helped these rates to increase and what can be done to help see these increases again in future years.

Telephone Survey A total of 1,000 persons were selected randomly for telephone interviews about their safety belt 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 safety belts. 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-five percent self-reported the use of safety belts "all the time" or "most of the time." This agreed strongly with the past phone studies that took place.
- Females were slightly more likely to buckle up than males but males are catching up. (92% versus 83% in the baseline period with both at 88% in the post period)
- Younger people were less likely to buckle up.
- Eighty-eight percent of respondents had seen or heard the safety belt message in the past month in the surveys conducted after the CIOT campaign.

- In examining the race/ethnicity issue, whites seem to be the most likely to buckle up. Post project self-reported use rates were 89% for whites, 83% for non-whites, and 88% for Hispanics.
- One question was very revealing – 19 out of every 20 respondents wanted to be wearing their safety belts 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 safety belts, which sits at 80%.

Conclusions This survey indicated that Alabamians are aware that they should be wearing their safety belts. The message is out. Eighty-eight to eighty-nine percent report that they wear them all the time and 95% to 96% report that they wear them all of the time or most of the time. The 16-24 age group was less supportive of belt use, and it might be appropriate to direct special programs (special TV or radio ads, education, or education/enforcement) at this 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.

- The majority of all law enforcement agencies in the state of Alabama participated in the 2005 CIOT campaign in some manner.
- 346 check points were conducted.
- Thousands of patrol miles were driven and almost 47,000 officer hours were devoted to safety belt special enforcement efforts.
- 10,716 safety belt citations were given.
- 242 child restraint citations were given.
- 46,756 total citations, arrests, and warnings were issued.
- The total number of checkpoints was down in 2005, however the results of the checkpoints remained impressive and actually saw a slight increase over the 2004 CIOT campaign.

*Conclusion*s Both state and local law enforcement officials fully committed to heavy enforcement as the key to increased safety belt use. While there were fewer checkpoints in 2005 than in previous years, the results from those checkpoints remained high and actually increased. The total number of checkpoints was down about 32.2% from 2004; however the number of results from those checkpoints actually increased slightly between 2004 and 2005.

Website A website updated by Alabama Development Office listed the time, data and location for almost 350 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, safety belt 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 lower than 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=56,149)	Questionnaire (n=1,183)	Phone (n=500)	Observations (n=57,449)	Questionnaire (n=1,113)	Phone (n=500)
Total Belt Use	78.72%	73.80%	88%	81.85%	72.10%	89%
Females	86.26%	80.40%	92%	88.64%	78.40%	88%
Males	72.61%	65.20%	83%	77.31%	64.10%	88%
Whites	80.25%	74.00%	90%	83.23%	74.50%	89%
Non-whites	71.85%	73.90%	83%	77.58%	69.20%	83%
Hispanic	81.33%	N/A	81%	90.33%	N/A	88%
Heard seatbelt message, last 30 days?		31.6%	70%		65.80%	88%
Want to wear belt if in crash?			96%			95%

The first line in the table shows various estimates of total safety belt 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 understate "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 10.2% on the "post" CIOT questionnaire replies while men underreported their belt use by about 13.2% 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 8.73% and 8.38%, respectively, on the questionnaire replies.

As for phone survey results in the "post" period, males over stated their safety belt use while females were pretty accurate in their representation of their safety belt usage. When looking at males, they self reported 88% while 77.31% was observed. Females self reported 88% while 88.64% 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 5.77% for whites and 5.42% for non-whites. Interestingly, belt usage among Hispanics was actually understated by 2.33%. However, it is again important to note the small number of Hispanics who were interviewed. One questionable fact that this summary points out is the differences in the response to whether or not respondents had heard the safety belt message in the past 30 days. For the phone survey, the positive response in the baseline period was 70% and in the post period it was 88%. This is in contrast to the response received in the questionnaires. For the questionnaires, only 31.6% in the baseline period reported having heard a safety belt message in the past 30 days. Fortunately this grew to 65.8% in the post period. While this growth is encouraging, the post rate for the questionnaires is still less than the baseline rate found for the phone surveys.

The last item in the table shows that motorists realize that safety belts translate into safety. Responses to the phone survey question "Would you want to be wearing your safety belt 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 safety belts 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 safety belts. Belt use rose from 78.72% prior the program to 81.85% after it in only a matter of weeks.

The many individuals and agencies that participated in the CIOT can be proud of their 2005 efforts. At the same time, they must continue their efforts to make Alabama roads and highways even safer in 2006. There will be additional opportunities to make a difference, to prevent crashes and injuries, and to save lives.

EVALUATION OF 2005
"BUCKLE UP IN YOUR TRUCK"

for

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

By

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September, 2005

Section 5.0
Background

Introduction

The "Click It or Ticket" program was introduced in the state of Alabama in 2001 as a Selective Traffic Enforcement Program (STEP). This program has proved to be very successful over the past five years in the state. In each year that this program was implemented there was an improvement in the safety belt use in the state. Figures 1-1, 1-2 and Table 3-1 in the Click It or Ticket section of the report gives more information on the actual results of the Click It or Ticket campaigns and the increase in safety belt usage seen in Alabama.

As a part of these Click It or Ticket studies, analysis on drivers of different vehicles was performed. Through this analysis it was determined that drivers of certain vehicles were less likely to use their safety belts. These findings will be discussed further in Section 7.0. However, the most important finding is that drivers of pickup trucks were less likely to wear their safety belt.

This data combined with other national data led to the introduction of the "Buckle Up in Your Truck" campaign in Alabama in 2005. This program was primarily aimed at increasing public awareness of the problem, thereby increasing safety belt usage among those driving and riding in pick up trucks.

National Data

Safety belts are proven to save lives. According to national statistics provided by the National Highway Traffic Safety Administration (NHTSA) 73% of passenger vehicle occupants who were in traffic crashes in 2003 and were restrained survived. However, pickup truck drivers and their passengers, particular those in the rural areas, are the least likely group to buckle up. As will be shown in Section 7.0 the drivers of pickup trucks are the least likely to wear their safety belts in Alabama. This proves to be true on a national level as well.

Not only are those driving pickup trucks a problem in the country as a whole, they are shown to be a particular problem in southeastern section of the United States. According to NHTSA, there were 1,677 fatalities from pickup truck crashes in the southeast alone. Of these fatalities, 71% were not buckled up. Based on these statistics and others, eight states in the Southeast launched the "Buckle Up in Your Truck" (BUIYT) campaign in 2005. The participating states in 2005 were Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee.

This program was conducted in conjunction with the 2005 Click It or Ticket campaign and ran between April 11 and June 22, 2005. The agencies and organization from across the state that were involved with the BUIYT program were the same as those involved

with 2005 CIOT. The types of activities and the dates associated with the BUIYT campaign are set out in Table 5-1.

Table 5-1: Timeline of Events for 2005 Alabama "Buckle Up in Your Truck"

Week	Dates	Activity Description
Week 1	April 11 – 16	Statewide Observational Survey (Baseline), Motorist Survey (Baseline)
Weeks 1-2	April 11 – 25	Statewide Telephone Survey (Baseline)
Week 3-8	April 25 – June 5	Earned Truck Media
Week 4	May 5 – 11	Mini-Observation
Week 4	May 5 – 11	Mid DMV Survey
Week 4-5	May 2 – 15	Paid Truck Media
Week 5	May 10 – 14	Mini-Observation
Week 6-7	May 17 – 28	Mini-Observation
Week 7-8	May 23 – June 5	Enforcement
Week 9	June 5 – 11	Statewide Observational and DMV Survey (Post Survey)
Week 9-10	June 7 – 22	Statewide Telephone Survey (Post Survey)

Public Education Program The public education conducted for the BUIYT program followed closely with the plans developed by NHTSA. These plans included three primary types of public information: "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. These public relations events thereby resulted in earned media. The second type of publicity, paid media, involved purchase of airtime at selected times in selected markets. Both radio and TV advertising were used. These earned and paid efforts were targeted at key at-risk groups and were aired in priority markets. Groups targeted included 18 to 34 year old males who drive pickups, and their passengers. The earned and paid media efforts are explained in more detail below.

Public Relations 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.

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. Both television and radio spots ran statewide from May 2nd through May 15th. These spots were aired in priority markets in order to target key groups of individuals. These ads were in addition to and ran prior to the start of the regular Click It or Ticket ads.

Statewide Observational Surveys

The Injury Prevention Division of the Alabama Department of Public Health coordinated statewide surveys of vehicle safety belt usage. The surveys for the "Buckle Up in Your Truck" campaign focused on those driving and riding in pickup trucks. These surveys were performed in conjunction with the surveys for the "Click It or Ticket" campaign. A total of five surveys were conducted between April and June. The first was conducted at the start of the program to establish a baseline usage rate, and the final was conducted following the completion of the BUIYT 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 various stages of the BUIYT 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 37,969 motorists were observed over the course of these five surveys in order to determine and record their safety belt usage.

Questionnaire Surveys of Motorists

As a part of the CIOT campaign, NHTSA engaged the Preusser Research Group (PRG) to conduct various motorists' surveys throughout the country. In order to gather information for the BUIYT campaign, certain questions specific to pick up truck drivers were added to the questionnaire. Analysis was performed on the questionnaire results to highlight answers by those who drive pick up trucks.

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 databasing and analyzing all data generated by BUIYT states. In Alabama, various Highway Safety Coordinators, through the use of surveyors distributed questionnaires at Probate Judges' offices and ADPS drivers' license offices in six counties. The exact same surveys were distributed at three points during the CIOT/BUIYT campaigns. The surveys were distributed before the program, at the mid-point of the program and after the program was completed. A copy of the questionnaire may be found in Appendix D, and the results gathered with it may be found in Section 7.0 of this report.

Statewide Telephone Survey

Schulman, Ronca & Bucuvalas, Inc. (SRBI) was engaged to perform "before and after" telephone surveys. Additional questions specific to safety belt use among those in pickup trucks were added to the standard phone survey used for CIOT.

SRBI interviewed 500 persons in Alabama via phone prior to the BUIYT campaign, and 500 persons after the completion of the program. The same questions were asked in the

interviews conducted before and after the BUIYT program. The interview script may be found in Appendix E of this report, and the results and conclusions resulting from the survey may be found in Section 7.0.

Section 6.0
Evaluation Methods

Observations of Safety Belt Use

Field observation surveys were performed to measure shoulder safety belt use rates by drivers and front seat outboard passengers in pickup trucks. 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 6-1.

Table 6-1: Pickup truck safety belt 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). The surveys for pickup truck drivers in the BUIYT campaign were conducted in conjunction with the observational surveys performed by ADPH for the CIOT program.

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 BUIYT to estimate the "baseline" seatbelt usage rate. The full study was repeated after the BUIYT campaign 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 among pickup drivers as the BUIYT program proceeded, a mini-survey was conducted at three mid-points during the program. 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 BUIYT.

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 6-2:

Table 6-2: Formulas used by ADPH in determining BUIYT belt use rates

Estimate a County's or the State's Overall Use Rate	$P = \sum_{i=1}^{2} [(N_i / n_i) \sum_{k=1}^{m_{ij}} (W_{ij} * P_{ij})] / \sum [(N_i / n_i) \sum_{k=1}^{m_{ij}} W_{ij}]$ where $W_{ij} = \sum_{k=1}^{M_{ij}} W_{ijk}$
Variance	$V = \sum_{i=1}^{345} [W_{ijk} / (\sum_{i=1}^{345} W_{ijk})]^2 * [P_{ijk} * (1 - P_{ijk})]$
Standard Error of Estimate	$SE = \sqrt{V}$
Where,	i = County stratum (certainty or non-certainty) j = County designation k = Site designation N_i = Total number of counties in stratum i, where $N_1 = 4$ and $N_2 = 33$ n_j = Total number of counties in sample from stratum i, where $n_1 = 4$ and $n_2 = 11$ M_{ij} = Total number of road segments* in sampling frame for county j in stratum i m_{ij} = Total number of road segments in sample for county j, stratum i, ($m_{ij} = 23$ for all i,j) W_{ijk} = VMT** for road segments k, in county j, in stratum i P_{ijk} = Usage rate for road segment k, county j, in stratum i * Road segments were selected with equal probability within each county. ** VMT represents vehicle miles traveled.

Questionnaire Surveys of Motorists

As a part of the CIOT campaign, six counties were selected for driver surveys in order to gather additional feedback about motorist awareness regarding seatbelt use. A one-page questionnaire was prepared by PRG, and distributed at ADPS driver's license offices and Probate Judge's offices in six counties (Houston, Jefferson, Lee, Mobile, Montgomery, and Tuscaloosa). These surveys were modified in 2005 to include additional questions that were designed to gather data for the BUIYT campaign. 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.

In order to help provide information about the effectiveness of the Buckle Up in Your Truck campaign in Alabama, the questionnaire results were broken down by type of drivers (all vehicles, cars and trucks) and additional questions were added regarding pickup truck safety belt use and the BUIYT program. The purpose of the survey was to assess motorists' knowledge about the Buckle Up in Your Truck campaign (as well as other safety belt usage campaigns employed in the state), whether pickup truck drivers had altered their seatbelt use behavior, how rigorously they thought that police agencies would enforce the law, and whether they thought is was likely that police might stop them. A copy of the questionnaire is located in Appendix D.

The survey was conducted three times (before, during and after the BUIYT campaign) in order to measure the over all effectiveness of the program. The timeline for the BUIYT project and the Motorist Surveys is illustrated in Table 6-3, below. Questionnaires were distributed three times, once during the baseline period, once during the truck media campaign and once after the enforcement was complete.

Table 6-3: Motorist Questionnaire Distribution Periods

Week	Activity Description
Week 1	Statewide Observational Survey (Baseline) *Motorist Questionnaire Survey*
Week 1-2	Statewide Telephone Survey (pre survey)
Week 4	*Motorist Questionnaire Survey*
Week 5-8	Earned Media
Week 6-7	Paid Media
Week 7-8	Enforcement
Week 9	Statewide Post Observational Survey *Motorist Questionnaire Survey*
Week 9-10	Statewide Telephone Survey (post survey)

Telephone Surveys

SRBI interviewed 1,000 persons about the "Click It or Ticket" seatbelt enforcement program (500 before and 500 after). In conjunction with these interviews, additional questions were added to assess the effectiveness of the "Buckle Up in Your Truck" campaign and to gather more information on safety belt usage among those driving or riding in pickup trucks.

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 safety belt law, safety belt wearing habits, and personality traits. The telephone script used by the callers is shown in Appendix E 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 motorist 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 7.0
Results

Observed Safety Belt Use

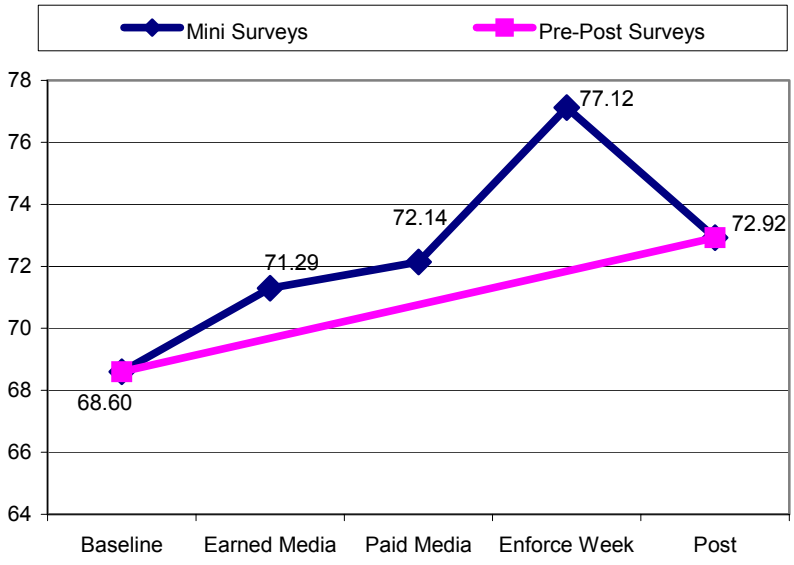
The ADPH survey team observed a total of 13,807 front seat pickup occupants in 23 randomly selected sites in the 15 selected counties during the pre-BUIYT period. An additional 14,264 were observed during the post- BUIYT period, and 9,898 during the mini-surveys. During the mini-surveys direct observations of passing pickup trucks were made at ten randomly selected sites in six counties throughout Alabama. A total of 37,969 pickup truck occupants were observed during the observational studies.

Using the procedures presented in Table 6-2, ADPH established the Alabama pickup truck safety belt use rates at 68.60% for baseline and 72.92% for the post period. The estimated usage rates for both the statewide and mini-survey observations in 2005 are reflected in Table 7-1.

Table 7-1: Pickup Truck Observation Surveys of Belt Use

	Pre "BUIYT" April 11-16	Earned Media May 5-11	Earned Media/ Paid Media May 10-14	Paid Media/ Enforcement May 17-28	Post "BUIYT" June 5-11
Statewide – 2005	**68.60%**				**72.92%**
Mini-surveys – 2005		71.29%	72.14%	77.12%	

Figure 7-1: Baseline, post and mini-survey % pickup truck belt use rates for 2005



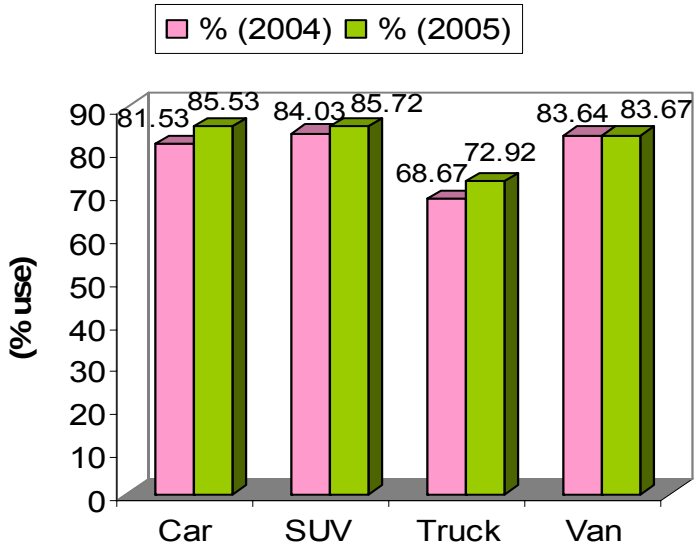
The following conclusions can be drawn about the data gathered in the 2005 BUIYT campaign:

- The BUIYT campaign had a slight effect on the use of safety belts among pickup truck occupants bringing the percentage of use from 68.60% at the beginning of the campaign to 72.92% at the end of the BUIYT campaign.
- There was a major jump seen in the percentage of safety belt usage during the third mini-survey. This indicates a possible correlation that can be drawn between the BUIYT program and the effect it had on belt usage among pickup truck occupants at the height of the campaign.
- The safety belt usage rate among pickup truck occupants remained below the usage rate among "all" drivers observed and reported in the "Click It or Ticket" report (Table 3-1 and Figure 3-1). The rate for pickup truck occupants was approximately 10% below the rate seen for "all" drivers at all five observation times except for the third mini-survey. During this third mini-survey the rate for pickup truck occupants was only about 6% less than the rate seen for "all" drivers.

Additional study in future years will be needed to determine the lasting effect of programs such as BUIYT. The data for this single year indicates that there was at least a short term positive effect on the safety belt usage among pickup truck drivers. However, experience with the CIOT program over a number of years tells us that continued repetition of a program similar to the BUIYT program in future years is likely to have a continued effect on the safety belt usage among pickup truck occupants.

Safety belt usage rates at the end of the CIOT and BUIYT campaigns for various types of vehicles are given below in Figure 7-2. This figure serves to further emphasize the safety belt usage rates over the past two years for different types of vehicles. In Figure 7-2 it is obvious that usage rates among pickup truck occupants is much lower than any other type of vehicle for 2004 and 2005.

Figure 7-2: Restraint use by vehicle type



The information included in Figure 7-2 was gathered from the Alabama Department of Public Health Observational studies performed during the Click It or Ticket and Buckle Up in Your Truck campaigns.

Figure 7-2 explores the safety belt usage rates based on the type of car driven. This figure shows that the lowest usage came in the Truck category (68.67%) in 2004 at the end of the Click It or Ticket campaign. The improvement seen by the end of the CIOT and BUIYT campaigns in 2005 was an improvement as the rate reached 72.92%. However this rate was still the lowest usage rate seen among any vehicle types in either 2004 or 2005.

Motorist Questionnaire Survey

CRDL distributed questionnaires to motorists at Probate Judge's offices and ADPS drivers' license offices in Houston, Jefferson, Lee, Mobile, Montgomery, and Tuscaloosa Counties. The questionnaires were distributed and collected at three different times (baseline prior to BUIYT in April 2005, midway through the BUIYT program in May 2005 and immediately after the BUIYT program in June 2005) to measure the effect of the BUIYT program as a whole. 1,183 surveys were collected in the period prior to BUIYT, 1,176 were collected at the midpoint of the program and 1,113 surveys were collected in the period after the BUIYT program, with a total of 3,472 surveys collected overall.

The surveys that were distributed and collected are the same surveys that were collected for the CIOT program. However, the survey was modified in 2005 to include questions specific to pickup truck drivers and the BUIYT program. Additionally, the answers to all questions were analyzed based on the type of vehicle the respondent answered as the vehicle they drive most often. By doing this, the answers provided by those who drive

pickup trucks can be compared to the answers provided by drivers of all types of vehicles. A full discussion of the responses provided by all drivers can be found in the "Click It or Ticket" section of the report.

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

- Public knowledge of the Buckle Up in Your Truck campaign;
- Whether motorists had altered their safety belt use behavior;
- The differences between drivers of pickup truck drivers when compared to all other drivers.

Motorist Survey Results Appropriate portions of the survey results are displayed in Tables 7-2, 7-3 and 7-4. In each of these tables, responses are limited to those who said that the type of vehicle they drive most often is a pickup truck. These results can be compared to the results given in Tables 3-2, 3-3 and 3-4 to see the differences in responses given by those who drive pickup trucks versus those who drive all types of vehicles. In each table, comparison rates are displayed for the baseline, midpoint and final phases of the 2005 BUIYT/CIOT campaigns. 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 7-2. Table 3-2 reflects the restraint usage among all types of vehicles while Table 7-2 focuses on drivers who replied that a pickup truck was the type of vehicle they drove most often. In Table 7-2, the responses are limited to those who said a pickup truck was the type of vehicle they drive most often, however that subset of surveys was broken down into responses when asked about driving cars, pickups and trucks.

The responses seen in Table 7-2 are interesting in that the highest rate of belt usage occurred when those that are primarily pickup truck drivers are in their pickup trucks. While these percentages are troubling due to the fact that they are lower than the usage rates seen in Table 3-2, it is also troubling that those who most often drive pickup trucks are even less likely to wear their safety belts when driving or riding in a car or van/SUV.

Also troubling in these statistics is the fact that self reported belt usage among pickup truck drivers declined from 66.5% to 62.4% over the course of the project. This decline indicates that the BUIYT campaign may have failed to have a positive effect on belt usage among pickup truck drivers. However it is important to note that this trend is similar to the trends seen in the CIOT section of the report, and closer examination of the changes seen in safety belt usage in the phone surveys, observational surveys and motorists surveys is required before conclusions can be drawn. Please see Section 8.0 of this report for more summary information from all of the surveys performed.

Table 7-2: Pickup Truck Drivers' responses to "always used a seatbelt" question

	2005*		
	Baseline n = 1183	Mid-Point n = 1176	Post BUIYT Campaign n = 1113
Reported "Always" Used a Seatbelt When Driving a Car	63.30%	63.20%	60.50%
When Driving a Pickup Truck	66.50%	68.00%	62.40%
When Driving a SUV/van	58.10%	50.00%	52.00%

* - The n values represent the total number of surveys. Responses in this table are limited to those who responded that a pickup truck was the type of vehicle that they drive most often. These responses for all three surveys totaled 514.

Source: 2005 PRG Motorist Surveys

A second important issue involved motorists' awareness of the media program associated with "Buckle Up in Your Truck." Table 7-3 reflects this information.

Table 7-3: Pickup Truck Drivers' responses to "media awareness" questions related to BUIYT

	2005		
	Baseline n = 1183	Mid-Point n = 1176	Post BUIYT Campaign n = 1113
All Drivers			
Heard about seatbelt use when riding in a pickup truck	12.20%	21.60%	20.50%
Aware of BUIYT program	3.40%	7.20%	6.50%
Pickup Truck Drivers*			
Heard about seatbelt use when riding in a pickup truck	13.80%	23.80%	26.40%
Aware of BUIYT program	5.00%	12.60%	11.70%

* - The n values represent the total number of surveys. Responses in this table listed as "Pickup Truck Drivers" are limited to those who responded that a pickup truck was the type of vehicle that they drive most often. These responses for all three surveys totaled 514.

Source: 2005 PRG Motorist Surveys

The initial response to the question, "Have you recently read, seen or heard anything about wearing a seat belt and riding in your pickup truck?" was relatively low for those who primarily drive pickup trucks as well as all respondents to the motorist surveys. The awareness of programs related to pickup trucks grew in both of these categories over the course of the program. For all respondents there were over 8% more people that knew

about the program afterwards than before. For those that identified a pickup truck as the vehicle they drive most often, there was almost 13% more people that knew about the program afterwards than before. This increase is particularly encouraging since this was the group targeted in publicity efforts associated with BUIYT.

A second question included in Table 7-3 involves motorists' response to whether they had heard of the "Buckle Up in Your Truck" campaign. As you would expect in the first year of a program, the response to this question was relatively low. However growth was seen over the course of the campaign as more drivers became aware of the BUIYT program. For all drivers the awareness of the program grew from only 3.4% to 6.5%. For those that noted a pickup truck as the vehicle they drive most often the response grew from 5.0% to 11.7%.

The growth seen in response to these questions is encouraging as the program focusing on pickup trucks was only in its first year of deployment in Alabama. It is expected that these rates would continue to rise in future years if programs similar to this are continued.

Telephone Survey

SRBI conducted telephone interviews before and after BUIYT. 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. These surveys are the same surveys that were conducted for CIOT but questions were added to the surveys that applied directly to the BUIYT campaign and safety belt usage among pickup truck occupants.

Interview Results As with the motorist questionnaire survey, the most important questions dealt with the respondent's use or non use of safety belts. Also important in the BUIYT campaign is the comparison of the use of safety belts among those in pickup trucks versus all other types of vehicles. Information collected in the phone surveys (both before and after campaign surveys) for those who primarily drive pickup trucks is given in Table 7-4. This data can be compared to data for all drivers given in Table 3-6 of the CIOT report.

Table 7-4: Telephone survey, frequency of safety belt usage among pickup truck drivers

	All of the time		Most of the time		Some of the time		Rarely		Never	
Respondents	Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
Total N = 82 → 96	**85%**	**82%**	**11%**	**8%**	**1%**	**5%**	**3%**	**4%**	**0%**	**1%**

Source: 2005 Schulman, Ronca and Bucuvalas, Inc. Phone Survey Results

Results were not bad; the most frequent answer was "All the Time." It was given 85% percent of the time before the campaign and 82% after the campaign. There is more encouraging news here, as 96% of respondents reported that they used their safety belts

"all the time" or "most of the time" at the beginning of the campaign and 90% reported that they used their safety belts "all the time" or "most of the time" at the end of the campaign.

Because the sample size of those who identified pickup trucks as the vehicle they drive most often is relatively small it is important to compare these results to results gathered in other parts of the BUIYT campaign. More comparison information is given in Section 8.0 of this report.

The SRBI survey response for one additional topic is given in Table 7-5. One of the questions added to the phone survey in 2005 questioned whether or not the respondents had seen or heard messages within the past 30 days encouraging pickup truck drivers to buckle up. The information given in Table 7-5 includes information for all drivers as well as for those who identified trucks as the vehicle they drive most often. A second question addressed whether drivers were more or less likely to buckle up when in a truck as compared to when they are in other vehicles.

Table 7-5: Telephone survey responses regarding awareness of messages encouraging safety belt usage among pickup truck drivers

QUESTIONS	Pre- Enforcement	Post- Enforcement
In the past 30 days, have you seen or heard any messages that specifically encouraged drivers of pickup trucks to wear their seat belts?		
All Vehicles: *Yes*	*9.4%*	*15.5%*
Pickup Truck Drivers: *Yes*	*6.6%*	*20.7%*
If you drive a pickup truck, in addition to other vehicles, are you less likely, more likely or about the same to buckle up in your truck than your other vehicles?		
All Vehicles:		
Less Likely to Buckle Up	*4.0%*	*6.2%*
More Likely to Buckle Up	*9.9%*	*10.4%*
About the Same	*77.1%*	*76.0%*
Pickup Truck Drivers:		
Less Likely to Buckle Up	*6.9%*	*3.3%*
More Likely to Buckle Up	*9.5%*	*7.1%*
About the Same	*83.1%*	*89.1%*

Source: 2005 Schulman, Ronca and Bucuvalas, Inc. Phone Survey Results

It is important to note the growth in awareness of programs aimed at pickup truck drivers seen among those who actually drive pickup trucks. Over the course of the BUIYT campaign, the awareness grew from 6.6% to 20.7% in this group. This is good news as these are the drivers who were targeted with the BUIYT publicity efforts. While these numbers may appear to be low it is important to remember that this was the first year of the BUIYT program in Alabama.

The answers to the second question are somewhat troubling. When looking at all drivers as well as those who primarily drive pickup trucks, there is some portion of the drivers who are less likely to buckle up when driving or riding in a pickup truck. Occupants such

as these are those that were targeted by the BUIYT campaign. While these numbers are troubling it is important to note that these results show that the BUIYT campaign had a positive effect in reducing the number of pickup truck respondents who said that they were less likely to wear their safety belts when in a pickup truck.

The results seen in the SRBI surveys show that there is in fact a problem with pickup truck occupants not wearing their safety belts as much as they should. The comparison of the pre and post surveys also indicates that the BUIYT was acknowledged by the public and had a positive effect on the safety belt usage among drivers. These results help to support plans for continuing programs similar to the BUIYT campaign in future years.

Public Education

In an effort to make the public more aware of the Buckle Up in Your Truck campaign and the importance of safety belts, a number of measures were taken to get the message out. These efforts were coordinated by the Alabama Development Office and included TV ads, Radio ads, Print ads, and press releases that resulted in a number of news stories running through various media. As a part of the BUIYT campaign more than 4,500 paid and bonus commercials were aired in priority markets between May 2 and May 15. Table 7-6 below summarizes the advertising efforts related to the BUIYT campaign.

Table 7-6: Summary of paid and bonus BUIYT media spots

Media	No. of Stories/ Advertisements
Broadcast Television: Paid Media	287
Cable Television: Paid Media	1,092
Radio: Paid Media	946
Broadcast Television: Bonus	63
Cable Television: Bonus	1,896
Radio: Bonus	275
TOTAL Commercials	4,559

Section 8.0
Findings and Summary

This report has documented the "Buckle Up in Your Truck," conducted in Alabama from April 11 to June 22, 2005. This program was a special effort conducted in the southeastern United States focusing specifically on pickup truck occupants and their safety belt usage. Many different agencies and organizations played important roles in this effort to increase safety belt use and save lives. This section of the report will briefly discuss the primary activities and findings from the project.

Findings

Safety Belt Usage Among Pickup Truck Passengers Several important points were outlined in discussing the need for the BUIYT program in Alabama and the other southeastern states.

- Based on Click It or Ticket studies performed in Alabama in recent years, those in pickup trucks are the least likely to wear their safety belts.
- National statistics show that pickup truck drivers and their passengers, particular in rural areas, are the least likely to buckle up.
- 1,677 fatalities from pickup truck crashes in 2004 were in the southeast alone. Of these fatalities, 71% were not buckled up.

Conclusions: The following conclusions may be drawn from historical safety belt use in Alabama: (1) drivers and passengers in pickup trucks are less likely to wear their safety belts, (2) by introducing a targeted plan similar to the successful "Click It or Ticket" campaign; safety belt usage can likely be improved.

Based on this data and other data, the "Buckle Up in Your Truck" campaign was introduced in the eight southeastern states in 2005. The participating states were Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee. This campaign was aimed at improving safety belt usage among pickup truck drivers and passengers.

Safety Belt Observation Study A carefully designed survey led to observation of safety belt use of 149,932 individuals in the front seats of vehicles. Of this total, 37,969 observations of pickup truck drivers and passengers were made. 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 2005 Alabama safety belt use rate for all drivers rose from 78.72% to 81.85% during the CIOT/BUIYT campaign. The desired result was achieved.

- The 2005 Alabama safety belt use rate for those in pickup trucks rose from 68.60% to 72.90%. While these numbers are not as high as the usage rates for all drivers, the desired result was still achieved.
- The overall percentage increase for those in pickup trucks (4.3%) was actually higher than the percentage increase observed for all drivers (3.13%).
- While the rate for those in pickup trucks did increase, the use among those in pickup trucks is still the lowest of any type of vehicle.

Conclusions: The observations found further demonstrate the need for programs such as the Buckle Up in Your Truck campaign. The usage rate among those in pickup trucks was the lowest of any type of vehicle in both 2004 and 2005. In just one year of implementation, the BUIYT program appears to have been successful in improving safety belt usage among pickup truck passengers.

With only one years worth of data it is impossible to measure the long term effects that a program such as BUIYT will have. However, when comparing the increase seen with the BUIYT campaign in 2005 to that seen with the CIOT in 2005 the increase was actually slightly higher. This increase is encouraging and supports the need for future programs focusing on particular sets of drivers such as pickup truck drivers.

Motorist Questionnaire Survey Questionnaires were distributed to motorists at Probate Judge's offices and ADPS drivers' license offices three times over the course of the BUIYT campaign, once "before," once at the "mid-point" of the program and once "after" BUIYT. A total of 3,472 questionnaires were received from motorists and evaluated, yielding the following observations. Of this total, 514 surveys were returned by drivers who said that a pickup truck was the vehicle they drive most often. Use of this subset is important in determining the effect of the BUIYT program on the target group of pickup truck occupants.

- Overall self-reported use of safety belts (sample size of 3,472) decreased for all three types of vehicles recorded. For cars the use went from 73.8% to 72.1%, for trucks it went from 66.9% to 62.1% and for the SUV/Van category it went from 70.0% to 65.3%. It is interesting to note that the self-reported rate is actually lower than the observed rate in all categories. Typically, the self reported rate is higher than the observed, however that was not the case in 2005.
- For self-reported use among those who most often drive pickup trucks (sample size of 514), there was also a decrease in the usage rate from the beginning of the BUIYT to the end. The decrease seen among the group of drivers who most often drive pickup trucks was from 66.5% to 62.4% while driving pickup trucks.
- When motorists were asked if they had recently heard about safety belt use in your trucks, the overall response was fairly low. However an impressive increase was seen among all drivers, and particularly among those who primarily drive pickup trucks. For all drivers, the knowledge of these programs grew from 12.2% to 20.5% over the course of the campaign. For those that drive pickup trucks, the knowledge of these programs grew from 13.8% to 26.4%.

- When asked whether or not they had heard of the "Buckle Up in Your Truck" program specifically, the response was very low. However, the increase seen over the course of the campaign was positive and indicates that the message was understood by the public. Knowledge of the program among all drivers went from 3.4% to 6.5% over the course of the BUIYT campaign. For pickup truck drivers, knowledge of the program went from 5.0% to 11.7%.

Conclusions Self-reported safety belt use among pickup truck passengers is lower than the use for any other type of vehicle. The BUIYT program, as well as any message regarding safety belt usage in trucks, was initially recognized by very few of the survey respondents. However, this is to be expected with a program that it is in its first year of deployment. The growth in recognition over the course of the program, particularly among the main target group of pickup truck occupants, was encouraging and indicates that continuing the BUIYT program might produce more recognition and increased safety belt use in the future.

Telephone Survey A total of 1,000 persons were selected randomly for telephone interviews about their safety belt attitude and use. Half were interviewed before the CIOT and half after it. Among the group of surveyed individuals, 82 in the "before" study and 96 in the "after" study identified a pickup truck as the vehicle they drove the most often. Several conclusions were drawn from this data.

- A high percentage of those interviewees who also said that they primarily drive pickup trucks self-reported "all the time" use of their seatbelts. 85% percent answered "yes" during the "pre" period and 82% during the "post" period. This is less than the rates for all drivers where 88% answered "yes" during the "pre" period and 89% during the "post" period.
- 96% of pickup truck occupants self-reported the use of seatbelts "all the time" or "most of the time" during the "pre" period and 90% during the "post" period. When comparing this to all drivers, this is equal to or less than the rates seen for all drivers. During the "pre" period, 96% of all drivers self-reported use of safety belts as "all the time or "most of the time" while only 95% reported this during the "post" period.
- Some percentage of the interviewees reported that they were less likely to wear their safety belts when in a pickup truck as compared to other vehicles they might be riding in.

Conclusions This results seen in this survey indicate that the self-reported belt usage rate among pickup truck occupants is approximately the same as the self-reported rate for all drivers. However, self-reported rates are less reliable than observed rates as will be discussed in the Comparison subsection that follows. Additionally, there are some individuals who would typically buckle up that will not when they are in a pickup truck.

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 8-1. 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.

The data provided in this table only gives results for drivers and occupants of pickup trucks. The CIOT section of the report discusses the complete results of the campaign while this section focuses solely on those who identified a pickup truck as the vehicle they drive most often.

Table 8-1: Analysis of responses among pickup truck occupants from multiple databases

	Baseline Period			Post "BUIYT" Period		
	Observations (n=13,807)	Questionnaire (n=~257*)	Phone (n=82)	Observations (n=14,264)	Questionnaire (n=~257*)	Phone (n=96)
Total Belt Use	68.60%	66.50%	84.90%	72.92%	62.40%	81.80%
Heard message about safety belt usage in trucks in last 30 days		13.80%	6.60%		26.40%	20.70%
Heard about BUIYT		5.00%	4.40%		11.70%	16.40%

* - A total of 514 questionnaires were returned by pickup truck drivers in the pre and post period. This number was divided in two to get an approximation for the n for the "pre" and "post" periods.

The first line in the table shows various estimates of total safety belt use before and after BUIYT. 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" BUIYT belt use by nearly 10%. Interestingly this trend follows very closely with the statistics gathered from all drivers and reported in the CIOT section of the report.

As has already been discussed the overall awareness of the BUIY program and programs targeting pickup truck occupants were relatively low. However, the growth seen over the course of the campaign and reported by both the Questionnaire and Phone results

indicates that the message put out there was received by the public during the BUIYT campaign.

Summary

This report has examined the "Buckle Up in Your Truck" campaign and the effectiveness of that project in Alabama. This project was conducted from April-June in Alabama in conjunction with the "Click It or Ticket" program. The coordination and administration of the major components of the BUIYT campaign have been demonstrated to be well run and effective as it did cause an effect on the safety belt usage among pickup truck occupants. While the awareness and increased usage may not have increased as much as some would have hoped, it is important to remember that it was the first year of the program.

The many individuals and agencies that participated in BUIYT can be proud of their 2005 efforts. At the same time, they must continue their efforts to increase belt usage among this "holdout" group of pickup truck drivers in 2006.

Section 5.0
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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, §6; Act 99–397, §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
Publicity Brochure Published and Distributed during the 2005 CIOT

CLICK IT OR TICKET!

ALABAMA'S SEAT BELT LAW

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.

ALABAMA'S CHILD PASSENGER SAFETY SEAT LAW

Every person transporting a child under the age of six years in a motor vehicle shall provide for the protection of the child by properly using a child passenger restraint system meeting applicable federal motor vehicle safety standards.

ALABAMA
Department of Economic and Community Affairs
Building Better Alabama Communities

BUCKLE UP, ALABAMA!

Click It or Ticket is endorsed by the Governor's Office in conjunction with Alabama Department of Economic and Community Affairs -- Law Enforcement Traffic Safety Division.

For more information or comments about Click It or Ticket, please contact ADECA — Law Enforcement Traffic Safety Division at

Phone: 334.242.5897

or visit our website at
www.adeca.state.al.us
and click on
Law Enforcement Traffic Safety

BUCKLE UP, ALABAMA!

IT'S THE LAW!

Every hour someone dies in America simply because they didn't buckle up.

In 2003 statewide, one traffic crash was reported every 223 seconds. Those 141,068 crashes were responsible for 1,001 fatalities and 43,845 injuries on Alabama's roadways. Many of these deaths and injuries could have been prevented if the victims had been properly restrained; 47 percent of the fatalities were not wearing seatbelts.

In an effort to save lives and reduce traffic-related deaths and injuries on our roadways, Governor Bob Riley has launched the Alabama Department of Economic and Community Affairs' Click It or Ticket campaign. Through this initiative, state, county and municipal law enforcement agencies will conduct massive enforcement of the state's safety belt laws, with special emphasis on public safety checkpoints. There will be ZERO TOLERANCE for those who do not wear their seat belts or restrain their child passengers.

If you are among those Alabamians who don't buckle up, just remember, you should start to Click It, or you will get a Ticket.

DID YOU KNOW...

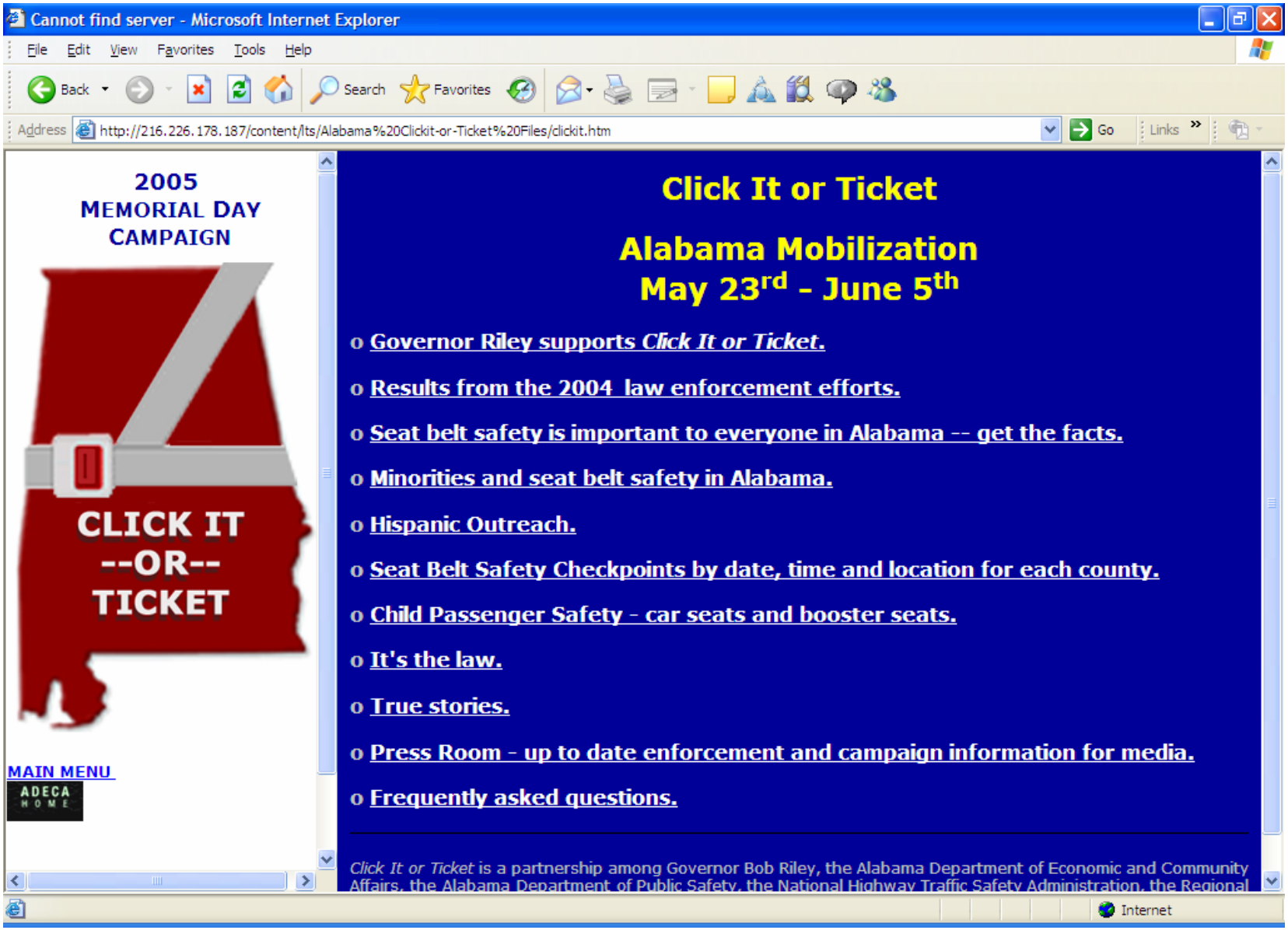
- Buckling up is required by state law.
- In 2003, there were 1,001 people killed in 899 fatal crashes across Alabama.
- One traffic crash was reported every 223 seconds.
- One person was injured in a traffic crash each 11 minutes and 59 seconds.
- One person was killed every 8 hours and 45 minutes in a traffic crash.
- Most Alabama crashes (71.3%) occurred in urban areas, but most fatalities (70.3%) occurred on rural roads.
- For each person killed, there were 43.8 injured.
- Of all drivers involved in fatal crashes, 11.1% were age 19 or under, and 24.1% were under 25 years of age.
- Male drivers involved in fatal crashes outnumbered female drivers almost three to one.
- Of all fatal crashes, 46.2% occurred at night.
- In Alabama alone, vehicle crashes accounted for $6.09 billion in economic losses in 2003.
- The fatality rate for people wearing seat belts in crashes is 1 in 902. The fatality rate for unrestrained individuals is 1 in 40.
- 10,770 people died in Alabama traffic crashes from 1994 to 2003, which is more than the population of three-fourths of the towns and cities in Alabama.
- If Alabamians increase seat belt usage just 10%, 87 lives could be saved, 936 injuries could be prevented and Alabama could see economic savings of over $97 million in one year!
- You, a child, friend or loved one are 22 times more likely to die in a crash if riding unrestrained by a seat belt or child restraint device.

YOU SHOULD...

- Wear your seat belts – it's the most effective means of reducing fatalities and serious injuries in traffic crashes.
- Always buckle up, no matter how short the trip – 77.4% of all crashes happen within 25 miles from home.
- Make wearing seat belts a family policy.
- Insist that anyone riding in your car buckles up.
- Wear your seat belt correctly.
- Wear your seat belt, even if your car has airbags.
- Never hold a child in your arms in a moving car.
- Always place small children in an approved child safety seat.
- Look for the FMVSS-214 label when you buy a child safety seat.
- Use a child safety seat, even if your child resists.
- Always follow the manufacturer's instructions for child safety seat use.

BUCKLE UP, ALABAMA!

Appendix C
2005 Click It or Ticket Website



Appendix D
Alabama Motorist Questionnaire Survey - 2005

Several Driver Licensing Offices in the state are participating in a study about safety belt use in Alabama. Your answers to the following questions are voluntary and anonymous.

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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?**
   □ Under 5,000 □ 5,000 to 10,000 □ 10,001 to 15,000 □ Over 15,000

7. **What type of vehicle do you drive most often?**
   □ Passenger car □ Pickup □ SUV □ Mini-van □ Full-van □ Other

8. **How often do you use seat belts when you drive or ride in a (answer for each of the following):**

   Car.....□ Always ..... □ Nearly always.....□ Sometimes.....□ Seldom.....□ Never.....□ Don't drive/ride in one

   Pickup.....□ Always ..... □ Nearly always.....□ Sometimes.....□ Seldom.....□ Never.....□ Don't drive/ride in one

   SUV/Van ..□ Always ..... □ Nearly always.....□ Sometimes.....□ Seldom.....□ Never.....□ Don't drive/ride in one

9. **Do you think that it is important for police to enforce the seat belt law?**
   □ Yes □ No

10. **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

11. **Do you think the seat belt law in Alabama is enforced:**
    □ 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. **<u>In the past month</u>, have you seen or heard about police enforcement focused on seat belt use?**
    □ Yes □ No

14. **<u>In the past month</u>, have you experienced police enforcement activities looking at seat belt use?**
    □ Yes □ No

15. **Have you recently read, seen or heard anything about seat belts in Alabama?**
    □ Yes □ No

    If <u>yes</u>, where did you see or hear about it? (check <u>all</u> that apply):
    □ Newspaper □ Radio □ TV □ Billboards □ Brochure □ Police Enforcement □ Other
    If <u>yes</u>, what did it say? _____

16. **Have you recently read, seen or heard anything about wearing a seat belt and riding in a pickup truck?**
    □ Yes □ No

17. **If you are in a crash and your vehicle rolls over, you will be better off if (<u>check only one</u>):**
    □ You are wearing a seat belt
    □ You are not wearing a seat belt
    □ You are not wearing a seat belt and you are ejected

18. **Do you know the name of any seat belt program(s) in Alabama? (check <u>all</u> that apply):**
    □ Buckle Up Alabama □ Buckle Up In Your Truck □ Click It or Ticket □ Operation Stay Alive

Appendix E
Telephone Survey Script - 2005

BUCKLE UP ALABAMA SURVEYS (APRIL 2005)

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

Version: 3497a- ALABAMA cross-section 16 and older, n=500

INTRODUCTION
Hello, I'm _____ calling for the Alabama Department of Transportation. We are conducting a study of driving habits and attitudes in Alabama. The interview is voluntary and completely confidential. It only takes about10 minutes to complete.

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
Respondent is not available.....3 **ARRANGE CALLBACK**
Refused.....4

B. Hello, I'm _____ calling for the Alabama Department of Transportation. We are conducting a study of Americans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about10 minutes to complete Could we begin now?

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

Note: Text in brackets is not read, but available if asked.

Respondent's State
1 > *Alabama

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 seat belts 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 seat belt 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 seat belts 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 seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

Increased awareness of safety.....1
Seat belt 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 seat belt 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 seat belt 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 seat belt? 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 seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

Can stop just for seat belt 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 seat belt 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) Seat belts are just as likely to harm you as help you.

b) If I was in an accident, I would want to have my seat belt on.

c) Police in my community generally will not bother to write tickets for seat belt violations.

d) It is important for police to enforce the seat belt laws.

e) Putting on a seat belt makes me worry more about being in an accident.

f) Police in my community are writing more seat belt tickets now than they were a few months ago.

NO QUESTION 14-23

ASK EVERYONE

Q24 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 seat belts or are not in car seats or booster seats?

Yes.....1
No.....……..2
Don’t know.....3
Refused.....……...4

Q25 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 seat belts. 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 NQ28B**
Don't know.....3	**SKIP TO NQ28B**
Refused.....…….4	**SKIP TO NQ28B**

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**
Educational Program…….……..8	**SKIP TO Q28**
I'm a police officer/judge……..9	**SKIP TO Q28**
Direct contact by police officer…10	**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

NQ27b. Do these messages cause you to wear your seat belt more often that you usually do?

Yes……1
No…….2
(VOL) I always wear my seat belt…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

IF VERSION =3497A OR 3497B, ASK NQ28B AND NQ28C. ELSE SKIP TO Q29.

NQ28B In the past 30 days, have you seen or heard any messages that specifically encouraged drivers of pickup trucks to wear their seat belts?

Yes.....1
No.....2
Don't know.....3
Refused.....4

NQ28C. If you drive a pickup truck in addition to other types of vehicles, are you less likely, more likely or about the same to buckle up in your truck than in your other vehicles?

Less likely to buckle up in truck……1
More likely to buckle up in truck …….2
About the same……..3
(VOL) Never drive a pickup truck……4
Don't know……5
Refused……6

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 seat belts?

Yes.....1
No.....2 **SKIP TO Q31**
Don't know.....3 **SKIP TO Q31**
Refused.....4 **SKIP TO Q31**

Q30 What did you see or hear?

_____

Q31 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt 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

Q32 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YESES**

ROTATE PUNCHES 1-70

1. Friends don't let friends drive drunk (PUNCH "1") (All)
2. Click it or ticket (PUNCH "2") (All)
3. Buckle Up America (PUNCH "3") (All)
4. Children In Back (PUNCH "4") (All)
5. You Drink and Drive. You Lose. (PUNCH "5") (All)
6. Didn't see it coming? No one ever does (PUNCH "6") (All)
7. Get the keys (PUNCH "7") (All)
13. Click it or ticket [+stlst+] (PUNCH "13") (All)
14. Buckle Up [+stlst+] (PUNCH "14") (All)
36. Four Steps for Kids (PUNCH "36") (All)
37. BUCKLE UP IN YOUR TRUCK (AL)
71. (VOL) None of these
72. (VOL) Don't know
73. (VOL) Refused

ASK ALL
Now, I need to ask you some basic information about you and your household.

Q.33 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 phones 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.