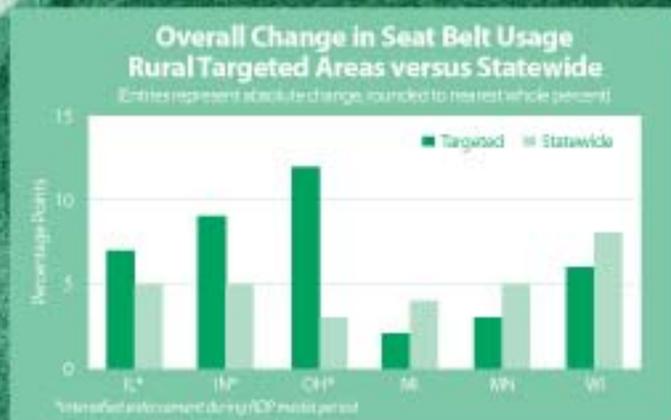


# Effectiveness of the May 2005 Rural Demonstration Program and the *Click It or Ticket* Mobilization in the Great Lakes Region: First Year Results



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16. Abstract <p>NHTSA's Great Lakes Region (GLR) implemented a Rural Demonstration Program (RDP) prior to the May 2005 <i>Click It or Ticket</i> (CIOT) mobilization with the goal of increasing seat belt usage in rural areas. Paid media was used to notify rural residents that seat belt laws were being enforced. In three of the six GLR States (IL, IN, OH), enforcement was included during this phase; however, in the remaining three States (MN, MI, WI), only the paid media was implemented. All States intensified enforcement during CIOT. Media expenditures averaged \$212,000 per State during the RDP phase and \$516,000 per State during CIOT, most media funds were spent on television and about 130,000 seat belt citations were issued over the two phases of the program. In rural targeted areas, awareness of seat belt messages increased most during the RDP, while awareness of enforcement-related messages and activities increased most during CIOT. During the RDP, States that had intensified enforcement had significant increases in usage in their rural targeted areas. Generally, usage did not increase unless enforcement was present. During CIOT, States that had intensified enforcement during RDP showed substantially greater overall statewide gains than States that had not intensified enforcement during RDP.</p>					
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## TECHNICAL SUMMARY

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### Program

Prior to the May 2005 *Click It or Ticket* (CIOT) mobilization, the six States in the National Highway Traffic Safety Administration's Great Lakes Region (GLR) implemented a Rural Demonstration Program (RDP) to increase seat belt usage in rural areas. Paid advertising, designed to alert rural residents that seat belt laws were being enforced, was a key component of the rural targeted effort. During this phase, three States (Illinois, Indiana, and Ohio), intensified their enforcement but, the remaining three States (Michigan, Minnesota, and Wisconsin), only implemented the paid media. All six States then implemented a second wave of paid media, along with intensified enforcement during CIOT. All six States conducted telephone, motorist, and observational surveys to monitor statewide and rural changes in awareness and seat belt usage.

### Media

Four States targeted reasonably large rural segments of their populations, while two States targeted much smaller segments. Media expenditures averaged \$212,000 per State during the RDP phase and \$516,000 per State during CIOT, but per capita expenditures in targeted areas were highest during the RDP. About two-thirds of the media funds were spent on television, with much less spent on radio, newspapers, and outdoor advertising. Gross rating points far exceeded the objective of 300 to 400 GRPs per target market. While only half the States intensified enforcement during the RDP, all States did so during CIOT. Overall, about 130,000 citations for seat belt violations were issued over the two phases of the program, an average of 25 citations per 10,000 residents.

## Awareness

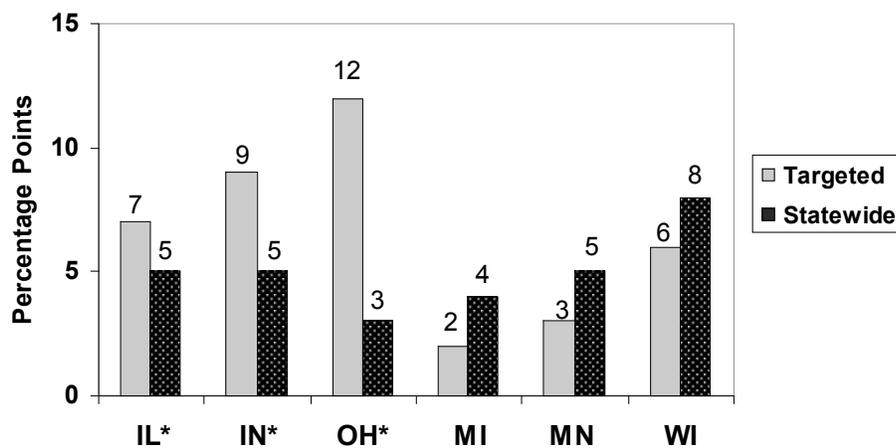
In rural targeted areas, awareness of seat belt messages increased most during the RDP, while awareness of enforcement-related messages and activities increased most during CIOT. During the RDP, awareness in rural targeted areas increased relative to statewide levels. By the end of the mobilization, however, rural and statewide awareness levels were similar on nearly every index.

## Belt Use

During the RDP, States that had intensified enforcement experienced significant increases in usage in their rural targeted areas. During CIOT, when all States intensified enforcement, five of the six States experienced significant increases in rural targeted areas. While all States experienced significant increases in usage by the end of the mobilization, only the three States that intensified enforcement during the RDP showed increases in rural targeted areas that were greater than statewide increases.

The following figure shows a median 7-point increase in usage in *rural targeted areas*, compared with a median 5-point *statewide* increase. There were substantial differences between States that intensified enforcement during the RDP and States that did not. Specifically, there was a 9-point median increase in the targeted areas of the three RDP-enforcement States, compared with a 3-point increase in the non-enforcement States. Thus, the rural estimates of change in the three enforcement States were considerably greater than the statewide estimates, indicating that two waves of enforcement (i.e., RDP + CIOT) yielded a greater impact on belt usage than one wave (i.e., CIOT only).

**Overall Change in Seat Belt Usage  
Rural Targeted Areas versus Statewide**  
(Entries represent absolute change, rounded to nearest whole percent)



\*Enforcement during RDP media period

The following table contains median usage rates and changes for multiple subgroups included in the observational surveys. The far right column indicates how many States contributed data relating to each subgroup. Overall, this table shows that there were substantial differences in the usage rates of males versus females, younger versus older occupants, and occupants in pickups versus other vehicles. With regard to change, the largest changes occurred during CIOT.

**Results of Observational Surveys in Rural Targeted Areas  
Usage Rates and Change in Rates, by Subgroup and by Phase**

Sub-Group	Median Usage Rates (%)		Median Change (pts)	# States
	Pre	Post	w3-w1 Overall	
<b>Drivers</b>	72	78	+7	6
<b>Passengers</b>	70	79	+7	6
<b>Males</b>	64	68	+5	5
<b>Females</b>	77	85	+7	5
<b>Young (16-24)</b>	64	71	+2	4
<b>Adult (30-64)</b>	72	79	+6	4
<b>Senior (65+)</b>	76	84	+6	4
<b>Passenger Cars</b>	76	84	+7	6
<b>SUVs</b>	74	79	+6	5
<b>Vans</b>	81	87	+3	5
<b>Light Trucks</b>	56	65	+6	6

In summary, the addition of enforcement to paid media during the RDP appears to have added to the impact of the overall mobilization in those areas. Generally, usage did not increase unless enforcement was present and two waves of enforcement appeared to be more effective than one wave.

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## Background

### A. Unrestrained Rural Fatalities in the Great Lakes Region

Rural traffic deaths account for nearly 70 percent of total and unrestrained traffic deaths in the Great Lakes Region (GLR) of the United States, which includes six States: Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. Of a total of 4,810 occupant deaths in 2004, 68 percent occurred in rural areas and 54 percent of those rural fatalities were unrestrained. Passenger cars were more frequently involved in rural deaths than any other vehicle type, but *pickup trucks* were more frequently involved than would be expected based on their numbers. As is the case in so many traffic safety problem areas, young occupants, males, and drivers contributed most to unrestrained rural deaths in the GLR. Males and drivers accounted for 2.5 times as many unrestrained deaths as females and passengers, respectively.

### B. An Approach for Reducing Unrestrained Rural Fatalities

There is much evidence that highly publicized enforcement programs are associated with increases in seat belt use. This evidence began to accumulate with Selective Traffic Enforcement Programs (STEPS) implemented in the Canadian provinces in the 1980s (e.g., Jonah, Dawson, and Smith, 1982; Jonah and Grant, 1985). These efforts were followed by several local demonstrations in the United States, one of the most prominent of which occurred in Elmira, New York, in 1985 (Williams, Lund, Preusser, and Blomberg, 1987). Six years later, NHTSA implemented a nationwide effort called the *National 70% by '92 Program*. It resulted in increased media and enforcement activities in nearly all States and most reported some increases in usage, based on statewide observational surveys (Nichols, 1993). There was little or no paid advertising and many States were reluctant to emphasize enforcement activities in their media efforts.

In 1993, North Carolina implemented a statewide *Click It or Ticket (CIOT)* program. It included extensive earned media (news) and paid media; more than 3,000 checkpoints; and more than 58,000 citations issued for seat belt violations (81 per 10,000 residents). Usage increased by about 16 points, from 64 percent to 80 percent (Williams, Reinfurt, and Wells, 1996). This was the first STEP to increase usage across an entire State and it became a benchmark for measuring activity and impact in other States. From 1993 through 1997, NHTSA provided demonstration funds to conduct similar programs in more than 20 States. Compared with the North Carolina program, these STEPs had less funding and they were not as *fully implemented*. Enforcement reached modest levels of intensity, but paid media and high-visibility enforcement were not generally included in these programs. As a result, increases in usage averaged 4 to 5 percentage points after multiple waves of STEP activity.

In 1996, NHTSA worked with the National Safety Council and the National Transportation Safety Board to respond to an increasing number of air-bag-related deaths among young children. One key outcome of the activity that followed was the establishment of a public-private coalition, supported with funding from auto manufacturers, air bag suppliers, and insurance companies. This coalition eventually became known as the *Air Bag and Seat Belt Safety Campaign (AB&SBSC)* and national enforcement mobilizations became a key component of its activities. Initially called *Operation ABC* (for *Always Buckle Children*), these mobilizations involved the participation of thousands of State and local enforcement agencies over the years. More importantly, the number of States that actively participated by implementing organized enforcement and media efforts of their own grew from only a handful in 1997 to more than 40 by 2003. The growth and intensity of this participation was made possible by the

availability of (Section 157) innovative grant funds authorized by the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21). Beginning in 1998, NHTSA channeled an increasing proportion of these funds to support *Operation ABC* efforts in the States.

Extensive use of paid media began in 2000, with a \$500,000 contribution from AB&SBSC to the State of South Carolina. These funds (about 12¢ per resident) were used for the purchase of ads in the November mobilization. With the addition of Section 157 funds, South Carolina implemented the second statewide *Click It or Ticket* program in the United States. More than 3,300 checkpoints were conducted over a two-week period, resulting in nearly 20,000 citations issued for seat belt violations (50 per 10,000 residents). As a result, telephone surveys showed a 51-percentage-point increase in awareness of enforcement efforts and observational surveys found a 9- to 14-point increase in seat belt usage. Increases were greater among blacks, males, and rural motorists, compared with whites, females, and urban motorists (NHTSA, 2002).

Based upon these successes, eight States in NHTSA's Southeast Region conducted a *Click It or Ticket* mobilization in conjunction with the May 2001 mobilization. About \$3.6 million in Section 157 funds were used for paid media (about 6¢ per resident) to alert the public to seat belt enforcement activities. Checkpoints were again the dominant form of enforcement but other approaches were used as well. Nearly 120,000 seat belt citations were issued during the two-week period (22 per 10,000 residents). Telephone surveys found a 34-point increase in awareness of enforcement efforts and observational surveys found a 9-point increase in usage region-wide (from 64.5% to 74.2%). Increases in rural areas and among minorities were similar to those in urban areas and among whites (Solomon, 2002).

Similarly, Section 157 funds were used to support *fully implemented* STEPs in 10 geographically dispersed States in conjunction with the May 2002 mobilization. Just over \$9 million was expended on paid advertising in these States (about 10¢ per resident) and more than 140,000 citations were issued (about 19 per 10,000 residents). As in the previous CIOT programs conducted in South Carolina and in 8 southeastern States, there were significant increases in awareness of enforcement (+43 points) and observed seat belt use (+9 points) across the 10 States (Solomon, Ulmer, and Preusser, 2002).

In May 2003, *Operation ABC* was renamed the *National Click It or Ticket Mobilization*. Participating law enforcement agencies in 44 States issued about 508,000 citations for seat belt violations (20 citations per 10,000 residents) and about \$24 million in Section 157 funds was spent on national, State, and local media (about 8¢ per United States resident). National telephone surveys recorded significant increases in awareness of seat belt enforcement efforts (+24 points) and NHTSA's National Occupant Protection Use Survey (NOPUS) found a 4-point increase in seat belt use over the previous year (Solomon, Chaudhary, and Cosgrove, 2004; Glassbrenner, 2004).

The 6 States in NHTSA's Great Lakes Region (GLR) also participated in the 2003 mobilization, intensifying enforcement and spending more than \$3 million for paid media (about 6¢ per resident). Telephone surveys showed a median 37-point increase in awareness of enforcement efforts across the region and statewide observational surveys showed an average 4- to 5-point gain in seat belt usage (Nichols, 2004).

National Occupant Protection Use Surveys (NOPUS) have provided additional insights regarding changes in usage since the *Operation ABC* and *CIOT* mobilizations were initiated. These surveys have shown decreasing gaps in usage between higher- and lower-use groups over time. For example, there has been a decline in *nonuse* in the largely rural southern regions of the nation, as well as in the

Midwest. Further, *nonuse* has declined more among males and blacks than among females and whites. *Nonuse* among blacks, for example, declined by about 12 points from 1998 (35%) to 2002 (23%), nearly eliminating the gap between blacks and whites (Glassbrenner, 2004). *Nonuse* remains highest in secondary-law States and in pickup trucks.

*In summary*, the United States' experience has provided consistent evidence of increases in public awareness and seat belt usage associated with *fully implemented* STEPs. There is also consistent evidence that such gains dissipate if STEP programs are not repeated and reinforced. Usage must be periodically *ratcheted up*. Fortunately, the North Carolina experience shows that, after successive implementations, usage rates greater than 80 percent can be maintained with less intensive efforts.

### **C. The Great Lakes Region Rural Demonstration Program**

At a GLR regional meeting held in December 2004, NHTSA proposed the concept of a region wide project to increase rural seat belt use. Subsequently, all six GLR States agreed to participate in a rural seat belt initiative called the Rural Demonstration Project. The States adopted a three-phase program as proposed by NHTSA. These phases included: paid and earned media, along with intensified enforcement and outreach, to be implemented immediately preceding the May 2005 *Click It or Ticket* mobilization; a reminder campaign to be implemented in November 2005; and a second media, enforcement, and outreach effort to be implemented immediately preceding the May 2006 *Click It or Ticket* mobilization. This report covers the results of the first phase of that program plan.

Key organizers of this program included: NHTSA headquarters and its Great Lakes Regional Office; the Governor's Highway Safety Office in each of the participating States; and contractors working at the regional level to provide (1) overall program coordination (the Michigan Public Health Institute via Mercer Consulting Group – MCG); (2) media support for NHTSA and the States (the Tombras Group); and (3) regional coordination of evaluation activities (the Preusser Research Group -- PRG).

Within NHTSA, the Office of Occupant Protection served as the lead program manager and provided Federal resources for program management and coordination activities; the Office of Communications and Consumer Information provided media resources and served as the media and communications advisor (via Tombras); and the Behavioral Technology and Research Division provided evaluation resources and served as the project's evaluation advisor (via PRG). NHTSA's GLR Office played a key role in the implementation of the program by providing direction to the States and by brokering participation with regional and State partners.

Within each State, the Highway Safety Office was responsible for the actual planning and implementing paid and earned media campaigns, recruiting law enforcement participation, developing rural community outreach efforts, and reporting on activities and the results of awareness and seat belt surveys.

Each of the regional-level contractors provided specific contributions to the project. MCG served as the project manager and was a single point of contact for communication and information exchange. The Tombras group coordinated all media activities (State and national) including market research, developing creative materials (paid and earned media) and paid media plans for each State, and providing post-buy summaries. PRG provided liaison with State evaluators and evaluation contractors; planned and provided direction with regard the type and timing of surveys; received, reviewed and

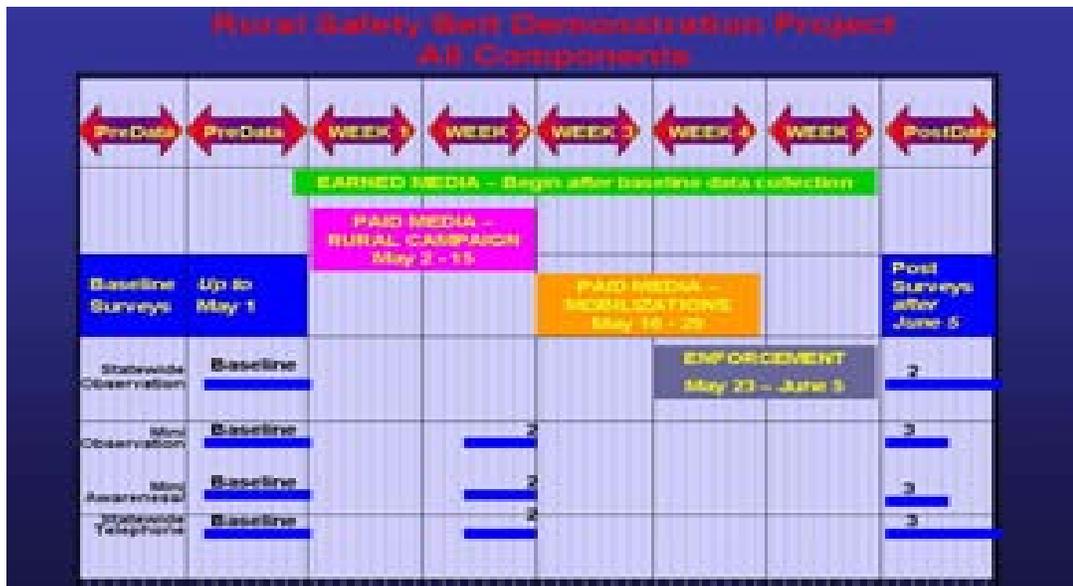
analyzed all activity, awareness, and observed usage data; provided technical assistance to the States; and prepared interim and final evaluation summaries.

## Methods

### A. Program Description

The RDP was implemented just prior to the May 2005 *Click It or Ticket* mobilization. The scheduling of media, enforcement, and survey activity for both the RDP and CIOT phases of the mobilization is shown in Figure 1.

**Figure 1**  
**Media, Enforcement and Evaluation Activity Schedule**  
**For the RPD and CIOT Phases of the May 2005 Mobilization**



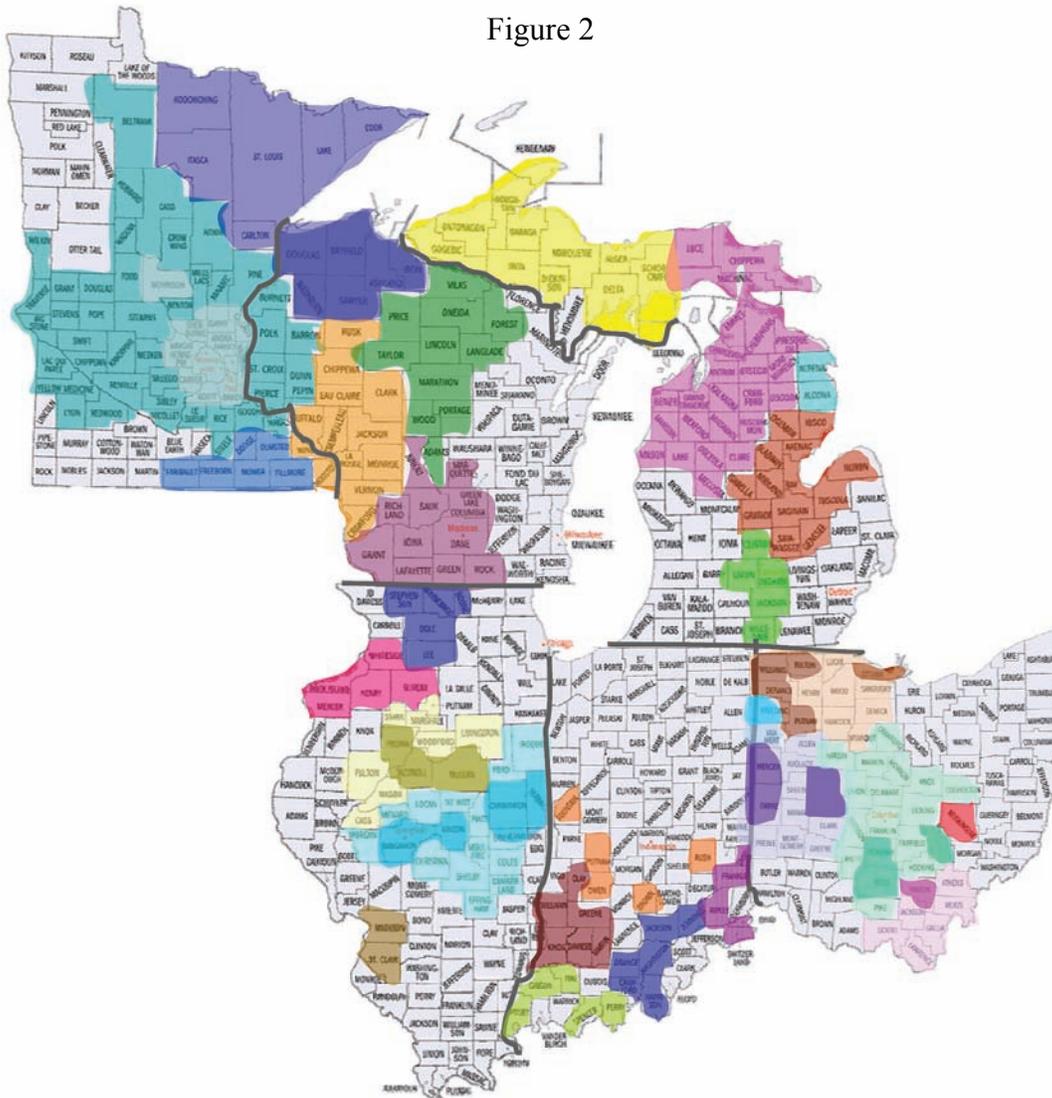
#### 1. Media

Developing the State media plans required: (1) selecting target markets and counties within a State; 2) developing media placement plans; and (2) developing media concepts and materials to be used in the execution of the media plan.

*Target Markets.* Because funding was not available to cover the entire rural population in any State, only selected media markets or, in some cases, specific counties within these markets were targeted. The Tombras Group provided the States with maps of media markets and estimates of the costs of placing ads in each of them. In consultation with Tombras and PRG, the States then made the final selection of counties. Factors which entered into this decision included population density, number of fatalities, and the estimated cost of placing ads in the various markets (or counties within markets). The regional map that follows shows the areas across the region that were targeted for paid media during the RDP. Table 1

provides additional information for each State including: media markets involved, number of counties, population of the targeted area, and percent of total State population.

Figure 2



**Table 1**  
**Media Markets, Counties, and Population in RDP Rural Targeted Areas**

State	Media Markets	# of Counties	Population	% of State Population
IL	<b>5 markets:</b> Peoria, Champaign, Rockford, Davenport, and St. Louis (MO)	42	2.88 million	23%
IN	<b>5 markets:</b> Cincinnati, Evansville, Indianapolis, Louisville, Terre Haute	27	0.66 million	11%
MI	<b>5 markets:</b> Flint/Saginaw/Bay City, Traverse City/Cadillac, Marquette, Lansing, and Alpena	56	2.78 million	28%
MN	<b>4 markets:</b> Rochester, Duluth, Minneapolis/St. Paul, and La Crosse (WI)	54	1.67 million	33%
OH	<b>7 markets:</b> Toledo, Dayton, Columbus, Fort Wayne, Lima, Zanesville, and Charleston (WV)	15	0.66 million	6%
WI	<b>4 markets:</b> Duluth/Superior, Wausau/Rhineland, La Crosse/Eau Claire, and Madison	40	1.86 million	34%
<b>GLR</b>	<b>30 markets</b>	<b>234 counties</b>	<b>10.52 million</b>	<b>20.6%</b>

*Media Placement Plan.* After the States identified their markets and resources, Tombras developed media placement plans for each of them. These plans covered audience segment profiles, geography, television and radio strategies, and dollar allocation by medium and by market. Each State provided feedback to Tombras, which then finalized the plan. Several States selected Tombras to execute this plan, while other States gave the plan to their own media contractors who executed it, either in modified or unmodified form. Section 157 (Title 23 U.S. Code) grant awards to the States provided for nearly all the funding for paid media in the States.

*Concept Development.* Based on problem identification information provided by PRG,<sup>1</sup> the Tombras Group developed three media concepts, focus-tested these concepts in four States, and provided the findings to the States for discussion. Following these discussions, the States selected a single concept to be used in the paid media effort. It was titled “The Friendly Cop.” In this ad, a local police officer pulls over a driver for not buckling up. After issuing a ticket for the seat belt violation, the officer tells the young man that he will see him later at the ball game. The violator looks on in amazement, clearly surprised that he has received a ticket from this officer whom he knows. The “Friendly Cop” concept addressed the State’s objective of increasing young male drivers’ perception of being caught for a seat belt violation. More focus group respondents, which consisted primarily of young men, identified the main message as “*They’re getting serious about writing tickets for seat belts,*” or “*They’re STEPPing up enforcement of seat belt laws,*” or “*No exceptions.*”

*Production and Placement.* Tombras produced two 30-second television ads, one for primary law States and one for secondary law States. The agency also produced a 30-second radio script based upon the same script. Complementary outdoor billboard art, posters, and print ads (three versions) were developed using a complementary “No exceptions/No excuses” theme that was to be delivered by law enforcement officers. The “No Exceptions” poster can be seen in Appendix A.

Ads were purchased for a two-week period (May 2-15). The media contractors purchased space at the times of day and on the formats and shows that had the greatest opportunity to be viewed or heard by young men age 18 to 34. The greatest emphasis was on the youngest males, under 25. These contractors placed advertising within the specified parameters and they obtained “bonus” or “added value” spots to be played at similar times. Due to common demographics in the rural areas of the GLR States, they purchased similar programs and similar time parts in each State, targeting broadcast and cable television programming such as: Saturday Night Live, Mad TV, Fear Factor, WWF Smackdown, NASCAR, Extreme Sports, King of the Hill and Everybody Loves Raymond. The radio strategy focused on Alternative, Country, Top 40 and Rock, time parts including afternoon and evening drive time, some morning drive time, and weekend days. Funds spent on paid media were monitored in each State. Gross rating points (GRPs) and number of ads purchased were also monitored, usually only where the NHTSA contractor made the media purchase<sup>2</sup>.

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<sup>1</sup> The Tombras Group used the demographic profile provided by PRG. Key characteristics included:

- Passenger cars account for more rural deaths than any other vehicle type with pickup trucks second.
- Young drivers (16 to 24) have the highest number of rural deaths per age and year but occupants in the mid range (25 to 54) account for a high number of deaths as well.
- Young drivers have the greatest number of unrestrained deaths as occupants of passenger cars.
- Males and drivers account for 2 ½ times as many unrestrained deaths as females and passengers.

<sup>2</sup> Gross rating points (GRPs) are a measure of exposure. They are measured per market, per week of advertising. A GRP of 300 was considered to be a “strong” media effort in this program.

*Earned Media.* Although paid media was the major media activity, the RDP also included an earned (news) media effort. NHTSA asked each Highway Safety Office to contact enforcement and rural community partners to enlist their aid in getting news media attention for the rural crash problem and for the ongoing enforcement effort. After soliciting input from States with regard to the type of material that would be most useful, Tombras developed two versions of a media planner to aid the States in this activity. One planner was designed for enforcement agencies and one was designed for rural community organizations. The planners contained a news release, an op/ed article, a letter to the editor, a fact sheet with talking points, a drop-in newsletter article, and a PowerPoint presentation. The State Highway Safety Offices delivered these planners to the appropriate organizations, either in person or via mail. Law enforcement liaisons (LELs) frequently delivered the material to enforcement agencies as part of scheduled visits. One planner is provided in Appendix B. Both are available on the RDP Web site at <http://www.greatlakesproject.org/>.

## 2. Enforcement

Illinois, Indiana, and Ohio intensified enforcement of seat belt laws during the RDP. Illinois and Indiana conducted enforcement zones (EZs), which are similar to checkpoints or safety checks, except that vehicles passing through a *zone* are stopped only if an occupant covered by the seat belt law is observed to be unbuckled. Ohio conducted other types of enforcement. Rural enforcement grants were provided to State and local agencies in Illinois. Similarly, 11 rural agencies in Indiana received grants to conduct EZs and three received funds to conduct special patrols. The Indiana State Police (ISP) agreed to conduct a minimum of 10 EZs in each of 13 targeted counties. All enforcement efforts were supported by a combination of overtime and incentive grants. In Ohio, LELs asked local police departments and county sheriffs to conduct rural enforcement efforts during the RDP. The Ohio State Highway Patrol conducted seat belt enforcement efforts in the 15 targeted counties. Wherever available, information was gathered by the States relative to the level and type of enforcement activity being conducted (e.g., number of agencies, citations, hours worked, overtime hours, etc.) and this information was provided to the central evaluator.

## B. Evaluation

Each State's evaluators designed, implemented, and analyzed the results of observational, telephone, and (in three States) motorist surveys. Summary results and, in some cases, raw survey data were provided to PRG for the regional evaluation. Baseline surveys were conducted prior to the start of the RDP program (Wave 1); just prior to the start of CIOT paid media (Wave 2); and after the completion of CIOT enforcement (Wave 3).

### 1. Measuring Changes in Awareness

Telephone and motorist surveys<sup>3</sup> were used to measure changes in awareness of general seat belt messages and of enforcement-related messages and activity. Table 2 provides a summary of key characteristics of telephone surveys conducted in the States.

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<sup>3</sup> Motorist surveys are surveys conducted at driver license centers of State Departments of Motor Vehicles or Bureaus of Motor Vehicles. The surveys consist of a one-page questionnaire regarding knowledge, attitudes, and perceptions regarding (in this case) seat belt use, media, and enforcement activities, usually printed in English on one side and in Hispanic on the other side. Most often, a contractor working for the state Office of Highway Safety offers these surveys to drivers visiting licensing offices and asks these drivers to complete the surveys while waiting for photos to be taken.

**Table 2.**  
**Number and Size of State Telephone Surveys**  
**Statewide, Rural-Targeted, and Nontargeted Areas<sup>4</sup>**

State	Sample Frame	Wave 1 Pre-RDP	Wave 2 Pre-CIOT	Wave 3 Post-CIOT	Estimated. Error (+/-)
IL	Statewide	n = 580		n = 563	4.2 %
	Rural Targeted	n = 222	n = 257	n = 225	6.7%
IN	Statewide	n = 1520		n = 1520	2.6%
	Rural Targeted	n = 364	n = 319	n = 385	5.6%
	Non-targeted	n = 330	n = 318	n = 335	5.6%
MI	Statewide	n = 400	n = 400	n = 400	4.9%
	Rural Targeted	n = 150	n = 150	n = 150	8.2%
MN	Statewide	n = 768		n = 768	3.6%
	Rural Targeted	n = 352	n = 202	n = 352	7.1%
OH	Statewide	n = 907		N = 927	3.3%
	Rural Targeted	n = 300		N = 331	5.8%
WI	Statewide	n = 411		N = 411	4.9%
	Rural Targeted	n = 252	n = 239	N = 238	6.5%

In addition to two waves of *Statewide* surveys (w1 and w3), most States conducted three waves of *rural* surveys (w1, w2, and w3). The rural surveys were usually over-samples conducted as part of the statewide polling. They provided an opportunity to measure change from baseline to post-RDP (w2-w1) and from post-RDP to post-CIOT (w3-w2). They also permitted a comparison of overall change (w3-w1), statewide and in rural areas. All three waves of rural surveys were implemented in five States. Ohio conducted only two waves of rural surveys (w1 and w3) and Indiana conducted three waves of surveys in both *targeted* and *nontargeted* rural areas. All these surveys were random-digit-dial (RDD) surveys conducted either by commercial polling firms (as in Michigan and Minnesota) or by university research departments (as in Illinois, Indiana, Ohio, and Wisconsin). Each State used a modified version of a survey instrument developed by NHTSA.<sup>5</sup> The number of respondents in the statewide samples ranged from 400 in Michigan and Wisconsin to 900 in Ohio. The number of respondents in the rural surveys ranged from 150 in Michigan to 300 in Ohio.<sup>6</sup>

In three States, awareness surveys were also conducted at Department of Motor Vehicles or Bureau of Motor Vehicles licensing centers. These surveys provided for additional comparisons of changes in rural and statewide samples (in Illinois and Indiana) and in targeted and nontargeted rural samples (in Indiana and Wisconsin). They involved one-page, paper-and-pencil questionnaires, with questions similar to those included in telephone surveys. Surveys were conducted at 76 centers in the three States; 31 centers

<sup>4</sup> The error estimate (for each row) reflects the expected sampling error of a simple random sample (for the smallest sample size in each row), at the 95% confidence level, when  $p = q = 0.5$ .

<sup>5</sup> The occupant protection portion of this survey (as adapted by Minnesota) is shown in Appendix C

<sup>6</sup> In situations where a rural over-sample is added to a statewide sample, the resulting sample size is larger than just the over-sample. A certain percentage of the statewide sample itself involves rural respondents.

were in targeted rural counties and 14 were in nontargeted counties. In nearly all cases, these centers were in counties where rural observational surveys were conducted. Table 3 shows the sample sizes of DMV/BMV surveys conducted in the three States.

**Table 3.**  
**Number and Size of State BMV/DMV Motorist Surveys**  
**Statewide, Rural-Targeted, and Control Samples**

State	Sample Frame	Wave 1 Pre-RDP	Wave 2 Pre-CIOT	Wave 3 Post-CIOT
IL	Statewide	N = 923	n = 701	n = 857
	Rural Targeted	N = 544	n = 211	n = 103
IN	Statewide	N = 2011	n = 1895	n = 1628
	Rural Targeted	N = 1376	n = 1086	n = 915
	Non-targeted	N = 877	n = 838	n = 703
WI	Statewide	n/a	n/a	n/a
	Rural Targeted	N = 481	n = 530	n = 540
	Non-Targeted	N = 97	n = 95	n = 99

## 2. Measuring Changes in Seat Belt Usage

Changes in seat belt usage were measured by means of observational surveys. These efforts, summarized in Table 4, consisted of *statewide* and *rural-targeted* surveys in all six States and *rural, nontargeted* surveys in Indiana and Minnesota. Statewide surveys were of two types: *full* surveys and *mini*-surveys. Full statewide surveys met the requirements established for statewide observational surveys under Section 157 (U.S. Code 23).<sup>7</sup> These surveys ranged in size from 117 sites in Indiana to 265 sites in Ohio. One full survey (at w3) was conducted in Illinois, Indiana, Minnesota, and Wisconsin. In Michigan, a full survey was not conducted as part of this evaluation. Instead, two mini-surveys each taken at 192 sites were used to measure statewide change (at w2 and w3). Similarly, while Illinois conducted a full statewide survey (at w3), it also conducted a 50-site mini-survey at that time. The mini-survey was used for this evaluation as it was most comparable to previous surveys (at w1 and w2). Ohio conducted three full (265-site) surveys (w1, w2, and w3).

Mini-surveys were used to measure *statewide* baseline and post-RDP usage in most States (at w1 and w2). These surveys were smaller than the full surveys, with the number of sites ranging from 50 in Illinois to 192 in Michigan. They could be completed in a few days, rather than a few weeks, making them more suitable for use at several stages of a one-month program. Mini-survey sites were nearly always selected from sites in the full survey and the same procedures were followed in conducting both types of surveys.

Mini-surveys were also used to measure change in *rural-targeted* areas in all six States. These surveys ranged in size from 25 sites in Illinois to 60 sites in Michigan.<sup>8</sup> Mini-surveys were also conducted in

<sup>7</sup> These requirements were established as part of Section 157 of the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21) and are found in Section 157, 23 U.S. Code. A copy of these guidelines can be found in Appendix E.

<sup>8</sup> Most of the mini-surveys consisted of sub-samples of rural sites included in the full statewide survey and within the boundaries of the targeted markets. In at least one case, a totally independent, probability-based survey was designed to measure seat belt use in the rural targeted areas.

*nontargeted* rural areas in Indiana and Minnesota.<sup>9</sup> The nontargeted-area surveys in Indiana and Minnesota each consisted of 30 sites. They were conducted by the regional evaluation contractor. In these cases, the State evaluators provided PRG with a list of sites, along with written procedures for conducting the surveys.

Changes in awareness and observed seat belt usage in the rural targeted areas constituted the primary measure of impact of the RDP. These changes were measured post-RDP (w2-w1), post-CIOT (w3-w2), and overall (w3-w1). The significance of changes was tested by means of chi-square analyses. Where complete data was available, logistic regression analyses were also applied to statewide and rural data to examine differences in trends among the various samples.

**Table 4.**  
**Observational Surveys Conducted**  
**Type of Survey and Number of Sites**  
**Statewide, Rural-Targeted, and Nontargeted Areas**

State	Sample Frame	w1 Pre-RDP	w2 Pre-CIOT	w3 Post-CIOT	State	Sample Frame	w1 Pre-RDP	w2 Pre-CIOT	w3 Post-CIOT
IL	Statewide	mini 50 site	mini 50 site	mini/full* 50 site 258 site	MN	Statewide	mini 84 site	mini 84 site	full 240 site
	Rural Targeted	mini 25 site	mini 25 site	mini 25 site		Rural Targeted 1 2	mini 28 site 30 site	mini (2) 28 site 30 site	mini (2) 28 site 30 site
	Non-targeted	n/a	n/a	n/a		Non-targeted	mini 30 site	mini 30 site	mini 30 site
IN	Statewide	Mini 75 site	mini 75 site	full 117 site	OH	Statewide	full 265 site	full 265 site	full 265 site
	Rural Targeted	mini 30 site	mini 30 site	mini 30 site		Rural Targeted	mini 49 site	mini 49 site	mini 49 site
	Non-targeted	Mini 30 site	mini 30 site	mini 30 site		Non-targeted	n/a	n/a	n/a
MI	Statewide	- -	mini 192 site	mini 192 site	WI	Statewide	mini 56 site	mini 56 site	full 240 site
	Rural Targeted	mini 60 site	mini 60 site	mini 60 site		Rural Targeted	mini 32 site	mini 32 site	mini 32 site
	Non-targeted	n/a	n/a	n/a		Non-targeted	8 site	8 site	8 site

\* Illinois conducted a mini and a full statewide survey at w3 (post-CIOT)

## Results

The following results address: (1) how much media and enforcement activity occurred as part of the RDP and CIOT; (2) changes in public awareness and perceptions; and (3) changes in observed seat belt use associated with each phase of the mobilization.

<sup>9</sup> In Wisconsin, sites from one nontargeted media market were examined as well.

## A. Program Activity

Table 5 shows that, about \$1.3 million was spent on rural paid media during the RDP (about 12¢ per capita) and that an additional \$3.1 million was spent on statewide media during CIOT (about 6¢ per capita). During the RDP, per capita expenses ranged from a high of 44¢ in Ohio to a low of 6¢ in Illinois.

**Table 5**  
**Funding Allocations for Paid Media**  
**During Both the RDP and CIOT Phases**

State	RDP Media Funding	CIOT Media Funding	Total Funding	\$ Per Capita RDP	\$ Per Capita CIOT	\$ Per Capita Total
IL	\$169,646	\$845,622	\$1,015,268	0.06	0.07	0.08
IN	\$121,042	\$195,093	\$316,135	0.18	0.03	0.05
MI	\$241,880	\$748,584	\$990,464	0.09	0.07	0.10
MN	\$300,000	\$350,000	\$650,000	0.18	0.07	0.13
OH	\$288,014	\$608,647	\$896,661	0.44	0.05	0.08
WI	\$149,800	\$348,213	\$498,013	0.08	0.06	0.09
GLR	\$1,270,382	\$3,096,159	\$4,366,541	\$0.12	\$0.06	\$0.09

*During the RDP*, expenditures were higher for television than for any other medium, accounting for about 61 percent of all media funds (Table 6). Radio had the next highest level of spending, accounting for about 33 percent of such funds. Very little was spent on other media (i.e., billboards, banners, theatre ads, etc.). *During CIOT*, the use of television was even more prominent. Five States spent at least 70 percent of their media budgets on television (including cable). Indiana spent far less (38%). On average, about 23 percent of CIOT media funds were spent on radio.

**Table 6**  
**Funding Allocations by Medium During RDP and CIOT Phases**

States	RDP Phase			CIOT Phase		
	TV %	Radio %	Other %	TV %	Radio %	Other %
IL	72	25	3	72	28	-
IN	35	54	12	38	22	40
MI	80	20	-	83	17	-
MN	76	23	1	72	23	5
OH	23	60	17	71	29	-
WI	80	20	-	80	20	-
<b>Average</b>	<b>61</b>	<b>34</b>	<b>6</b>	<b>69</b>	<b>23</b>	<b>8</b>

**Table 7a**  
**Paid Media Coverage by State**

State	Number of Media Markets Targeted		Number of Counties Targeted		Population Targeted (in millions)		% of Total Population Targeted	
	RDP	CIOT	RDP	CIOT	RDP	CIOT	RDP	CIOT
IL	5	10	42	103	2.9	12.8	23%	100%
IN	5	9	27	92	0.7	6.2	11%	100%
MI	5	10	56	83	2.8	10.1	28%	100%
MN	4	7	54	88	1.7	5.1	33%	100%
OH	7	12	15	89	0.7	11.5	6%	100%
WI	4	7	40	72	1.9	5.5	35%	100%
<b>GLR</b>	<b>30</b>	<b>55</b>	<b>234</b>	<b>527</b>	<b>10.5</b>	<b>51.2</b>	<b>20.6%</b>	

**Table 7b**  
**Number of Ads and Gross Rating Points (GRPs) by State**  
**During the RDP and CIOT Phases**

	RDP Phase				CIOT Phase			
	TV Ads	Radio Ads	Total Ads	GRPs (per mkt)	TV Ads	Radio Ads	Total Ads	GRPs (per mkt)
<b>IL</b>	2,726	2,151	4,877	400	6,591	1,531	8,122	431
<b>IN</b>	3,734	2,857	6,591	n/a	4,894	2,533	7,427	n/a
<b>MI</b>	6,354	3,486	9,840	579	3,797	1,751	5,548	563
<b>MN</b>	2,631	1,455	4,086	667	3,000	2,475	5,475	n/a
<b>OH</b>	n/a	n/a	n/a	n/a	1,649	3,224	4,873	n/a
<b>WI</b>	4,332	1,677	6,009	610	4,272	2,070	6,342	558
<b>Average</b>	3,955	2,325	6,281	564	4,034	2,264	6,298	517
<b>Totals</b>	19,777	11,626	31,403	n/a	24,203	13,584	37,787	n/a

Table 7a shows the relative number of markets, counties, and residents targeted in the RDP, compared with the CIOT phase. With regard to number of ads, Table 7b shows an average of 4,000 television ads and 2,300 radio ads were purchased in each of five reporting States *during the RDP*, resulting in an estimated 6,300 ads per State in the electronic media (about 42 ads per 10,000 residents). There was considerable variation between the States, ranging from 100 ads (per 10,000) in Indiana, to 33 in Michigan and Wisconsin, 24 in Minnesota, and 17 in Illinois. Based on per capita expenditures, it is likely that Ohio ranked high on this index. GRP data available for Illinois, Michigan, Minnesota, and Wisconsin showed an average of more than 550 GRPs per market. Data was not available for Indiana and Ohio.

*During CIOT*, an average of about 4,000 television ads and just over 2,200 radio ads aired per State, totaling about 6,200 electronic media ads per State over the two-week period (about 7 ads per 10,000 residents). By this measure, the greatest saturation during CIOT was in Indiana (11.9 ads per 10,000), Wisconsin (11.5), and Minnesota (10.7), with lower levels in Ohio (4.3), Michigan (5.5), and Illinois (6.4). GRP data, available for only three States, showed an average of 517 GRPs (per market per week) in these States, well beyond the targeted minimum of 300-400. Table 8 summarizes various indices of paid media activity by State.

*Earned media* was generated in every State, generally associated with press events, press releases or outreach activities. However, there was limited documentation of the number of *media events* held or *news stories* aired during the RDP. More complete data were provided for the CIOT phase, when at least 100 media events were conducted across the region, mostly as *kick-off* events. Ohio reported the most events (54). Other States reported 6-16 events per State. More than 500 television (TV) news stories and perhaps twice as many radio news stories were aired across the region.

**Table 8**  
**A Summary of Indices of Media Activity During the RDP and CIOT**  
 (States are listed in rank order, from highest to lowest, for each index)

<b>Rural Demonstration Program (RDP) Phase</b>				
<b>\$ (x1000)</b>	<b>\$/capita</b>	<b># ads</b>	<b>ads/10K</b>	<b>GRPs</b>
MN/300	OH/.44	MI/9,840	IN/100	MN/667
OH/288	IN/.18	IN/6,591	MI/35	WI/610
MI/242	MN/.18	WI/6,009	WI/32	MI/579
IL/170	MI/.09	IL/4,877	MN/24	IL/400
WI/150	WI/.08	MN/4,086	IL/17	OH (n/a)
IN/121	IL/.06	OH (n/a)	OH (n/a)	MN (n/a)
<b>Click It or Ticket Phase</b>				
<b>\$ (x1000)</b>	<b>\$/capita</b>	<b># Ads</b>	<b>Ads/10K</b>	<b>GRPs</b>
IL/846	IL/.07	IL/8,122	IN/11.9	IL/672
MI/749	MI/.07	IN/7,427	WI/10.9	WI/627
OH/609	MN/.07	WI/6,009	MN/10.7	MI/563
MN/350	WI/.06	MI/5,548	IL/6.4	OH (n/a)
WI/348	OH/.05	MN/5,475	MI/5.5	MN (n/a)
IN/195	IN/.03	OH/4,873	OH/4.3	IN (n/a)

*With regard to enforcement*, there was intensified activity in three States during the RDP and in all six States during CIOT. Table 9 summarizes this activity for both phases. *During the RDP*, Illinois reported the most citations per capita (32); followed by Indiana (21) and Ohio (13).<sup>10</sup> Using *number of enforcement zones* per 10,000 residents as an index of intensity, Illinois conducted about 6 and Indiana conducted about 3. Ohio did not conduct EZs. With regard to reported *hours devoted to enforcement* per 10,000 residents, Ohio reported 18 hours during the RDP, followed by Illinois (17) and Indiana (8).

*During the CIOT phase*, nearly 2,300 enforcement agencies participated in the GLR mobilization, representing an average of about 65 percent of all relevant agencies in each State. Illinois, Indiana, and Michigan conducted a total of 5,070 EZs (plus special and regular patrols). Minnesota, Ohio, and Wisconsin conducted special patrols. Nearly 120,000 citations were issued for seat belt and child restraint violations across the region (about 23 per 10,000 residents). Michigan had the highest citation rate (32 per 10,000 residents), followed by Illinois and Indiana (25), Minnesota (24), Wisconsin (20) and Ohio (15). Ohio reported 83 hours worked per 10,000 residents, followed by Wisconsin (59), Michigan (44), Indiana (23), Minnesota (16) and Illinois (11).<sup>11</sup> Finally, Illinois implemented 2.3 *enforcement zones* per 10,000 people, followed by Indiana (2.2), and Michigan (1.8).

<sup>10</sup> Ohio data are for State Police activity only.

<sup>11</sup> This index of enforcement intensity is likely subject to wide variation in methods of reporting.

**Table 9**  
**Enforcement Activity: RDP and CIOT Phases<sup>12</sup>**

States	RDP				CIOT			
	Partic. Orgs	Enf. Zones	Enf. Hours	SB/CR Cites	Partic. Orgs	#EZs (%)*	Enf. Hours	SB/CR Cites
IL	n/a	1,778 EZs	4,774	8,981 SB 266 CR	196 (59%)	2,904 (80%)	14,064	30,546 SB 873 CR
IN	15 6%	220 EZs (+33 Patrols)	520	1,326 SB 39 CR	167 (43%)	1,385 (93%)	14,393	15,093 SB 683 CR
OH	n/a	No EZs	1,204	857 SB 6 CR	774 (83%)	no EZs	94,791	17,025 SB 88 CR
MI	no enforcement during the RDP				558 (86%)	781 (60%)	44,708	30,931 SB 1,067 CR
MN					398 (86%)	no EZs	8,024	12,102 SB 71 CR
WI					192 (30%)		32,397	10,750 SB 262 CR
GLR	n/a	1,998 Enf. Zones	6,498 Hours	11,164 Total	2,285 (65%)	5,070 (78%)	208,377 Hours	115,925 3,044 118,969

*Click It or Ticket (CIOT).*

## B. Awareness of Media and Enforcement Activity

Telephone and motorist surveys were conducted to measure changes in awareness and perceptions regarding media and enforcement activity. Results across all six States are summarized for the following key issues:<sup>13</sup>

### General Seat Belt Messages

- Awareness of recent messages that encourage people to buckle up.
- Perception of more than usual messages in past 30 days.
- Recognition of the *Click It or Ticket* slogan.

### Enforcement-Related Messages and Activity

- Awareness of special efforts by police to ticket for seat belt violations.
- Awareness of specific enforcement activities (e.g., enforcement zones).
- Perception that police are issuing more tickets for seat belt violations.
- Perceived risk of receiving a ticket if riding unbuckled.

### Source(s) and Formats of Messages Received

- Medium where seat belt and enforcement-related messages were seen or heard (television, radio, newsprint, outdoor, or other).
- Format of seat belt or enforcement-related messages (ads or news stories).

<sup>12</sup> The estimates provided in this table were derived from RDP and CIOT reports submitted by the states. Some of the variation among the states likely results from differences in reporting criteria (e.g., with regard to enforcement hours). The (%) under “EZs” refers to the percent of hours dedicated to enforcement zones. The term “cites” refers to citations for seat belt violations (1st row) and child restraint violations (2<sup>nd</sup> row).

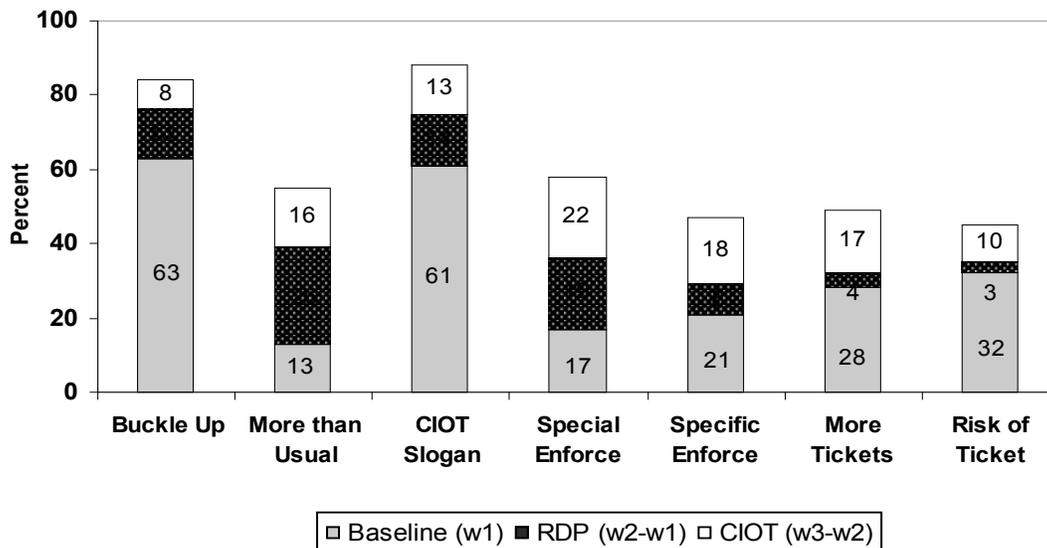
<sup>13</sup> An example of one state’s telephone survey can be found in Appendix C and State-by-State telephone survey results for key questions can be found in Appendix D.

## 1. Awareness Levels

### *Rural Targeted Areas*

Figure 2 shows RDP-related increases (w2-w1) in all three general awareness indices: *buckle up* (13 points); *more than usual messages* (26 points), and *recognition of CIOT* (14 points). Increases in these indices were significant in nearly all States. In addition, increases in awareness of *special efforts by police to ticket* were significant in all five States that provided data on this index (average increase = 19 points;  $p \leq 0.05$ ).<sup>14</sup> There were smaller increases in the remaining indices: *specific enforcement efforts* (8 points), *police writing more tickets* (4 points); and *risk of receiving a ticket* (3 points). These latter changes, while consistent, generally did not reach significance during the RDP.<sup>15</sup>

**Figure 2**  
**A Summary of Baselines and Changes in Awareness of**  
**General Seat Belt and Enforcement-Related Messages:**  
**Results of Telephone Surveys in Rural Targeted Areas**

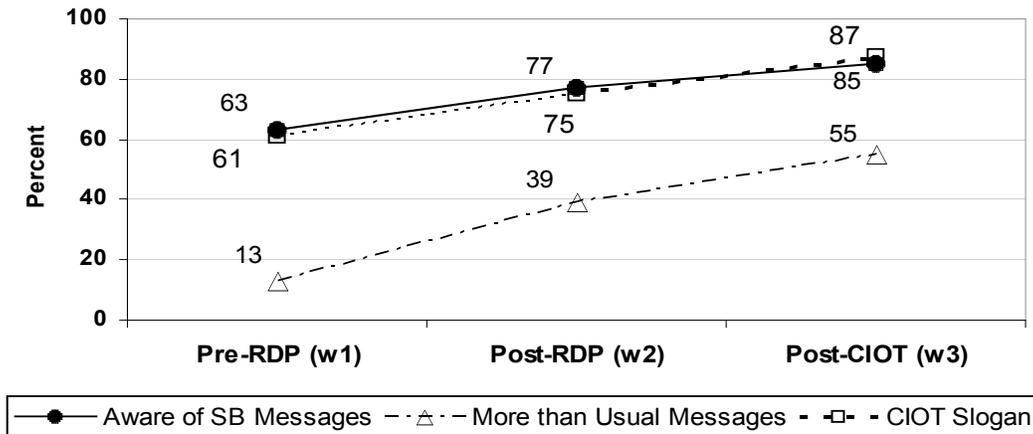


Following CIOT, all States reported increases regarding all indices in their targeted rural areas. This was the case for both general and enforcement-related messages. The largest average change (+22 points) was in awareness of *special efforts by police to ticket*. This is consistent with the fact that all States intensified enforcement and implemented their CIOT paid media efforts during this phase. Figures 3 and 4 show changes in awareness of general and enforcement-related messages, respectively. General message awareness tended to increase more during the RDP while awareness of enforcement-related messages tended to increase more during CIOT. Awareness of special police efforts to ticket increased in a nearly linear fashion throughout the mobilization.

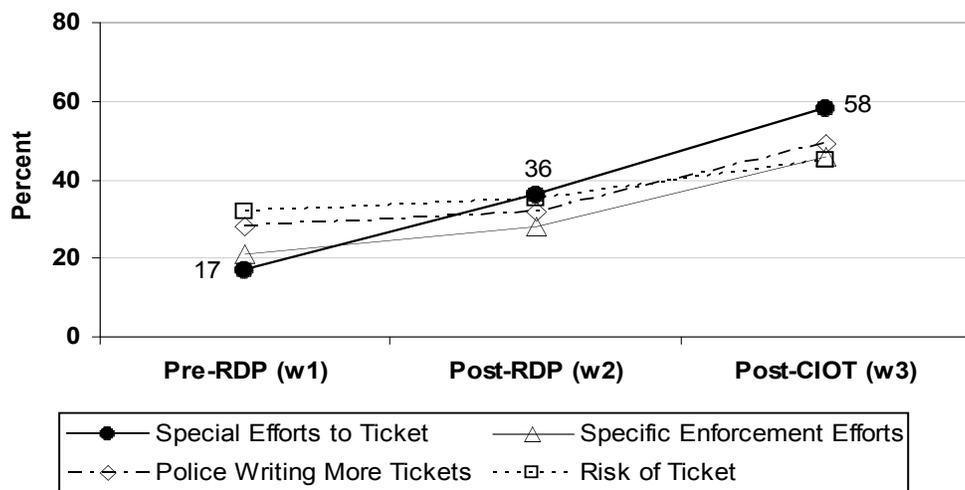
<sup>14</sup> In each case, averages include all States for which data were available for that index.

<sup>15</sup> Only Illinois and Indiana conducted specifically named enforcement efforts such as road checks, safety checks, or enforcement zones during the RDP.

**Figure 3**  
**Awareness of *General Seat Belt* Messages**  
**Results of Telephone Surveys in Rural Targeted Areas<sup>16</sup>**



**Figure 4**  
**Awareness of *Enforcement-Related* Messages and Activities**  
**Results of Telephone Surveys in Rural Targeted Areas**



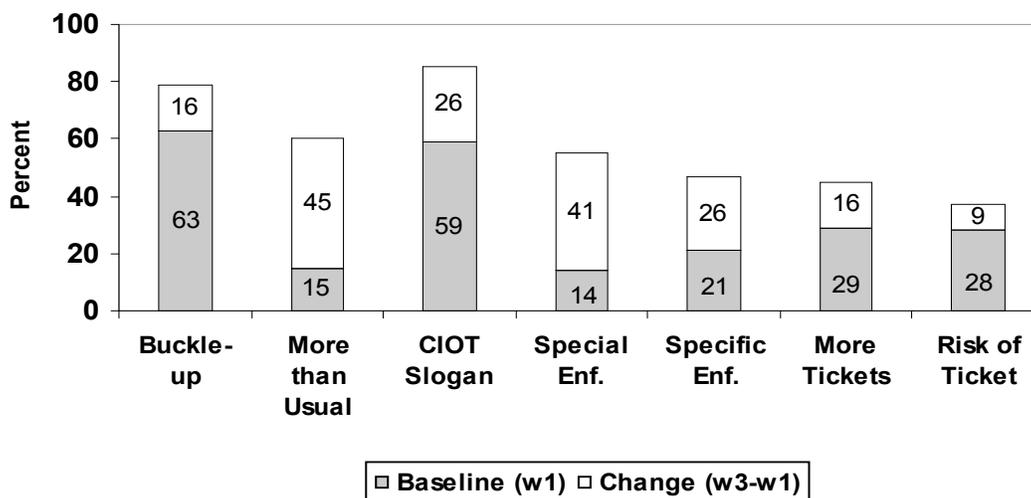
*Statewide*

Nearly every State experienced significant overall increases in every index (for which data were available). The only exception involved *perceived risk of receiving a ticket*, where 4 of 6 States reported a significant increase. Awareness of *special efforts by police to ticket* and of *specific enforcement efforts* (e.g., enforcement zones or road checks) increased more than perceptions of *more tickets being issued* or *increased risk of receiving a ticket*.<sup>17</sup>

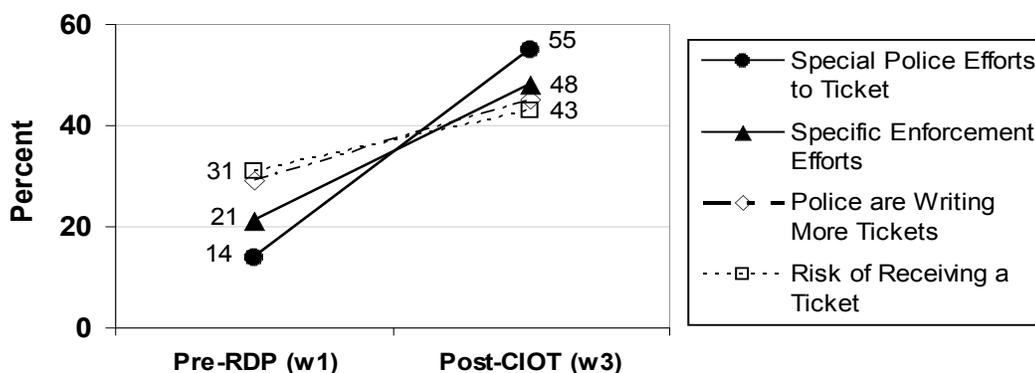
<sup>16</sup> All entries are averages for all states for which data were available

<sup>17</sup> In five States, only overall statewide changes (w3-w1) could be examined. That is because in all States, other than Michigan, only two statewide awareness surveys were conducted.

**Figure 5**  
**A Summary of Baselines and Changes in Awareness of**  
**General Seat Belt and Enforcement-Related Messages:**  
**Results of Statewide Telephone Surveys**



**Figure 6**  
**Awareness of Enforcement-Related Messages and Activities**  
**Results of Statewide Telephone Surveys**

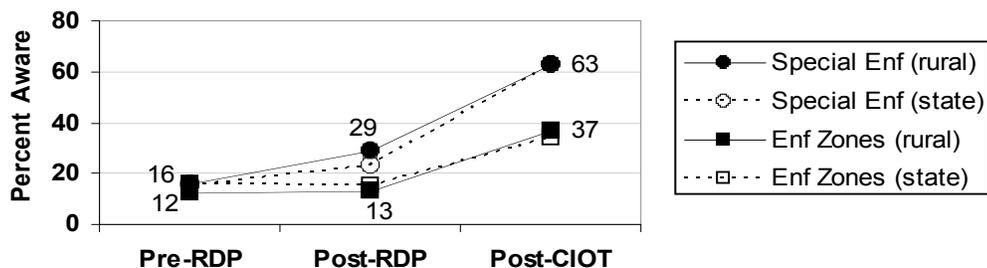


*Statewide versus Rural Targeted Areas.*

Overall, statewide changes were similar to those in targeted rural areas. Three waves of statewide and rural surveys in Michigan provided indices of change after each phase in this State, which did not intensify enforcement during the RDP.<sup>18</sup> Figure 7 shows similar rural and statewide trends for two *enforcement-related* indices. Each increased more during CIOT than during the RDP.

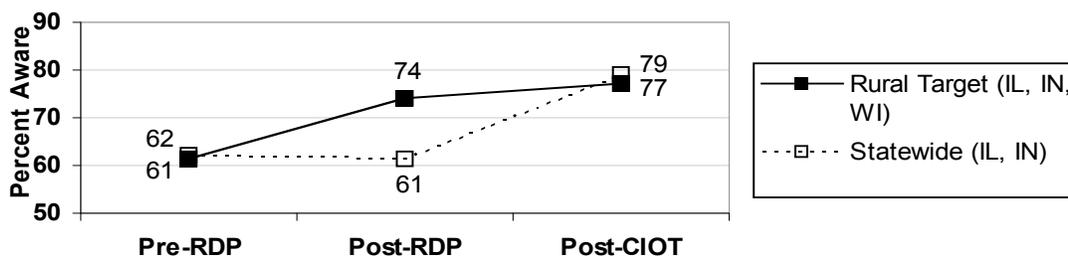
<sup>18</sup> Michigan was not an RDP-enforcement State, but it did implement paid media during the RDP (ranking 4<sup>th</sup> in expenditures per capita and 2<sup>nd</sup> in ads per capita). During CIOT, it was a strong enforcement state, with 781 enforcement zones, and with a CIOT media campaign ranking 2<sup>nd</sup> in expenditures per capita.

**Figure 7**  
**Awareness of *Special Efforts to Ticket and Enforcement Zones***  
**Results of Statewide and Rural Telephone Surveys in Michigan**



Motorist surveys in Illinois, Indiana, and Wisconsin also provided information regarding awareness changes. Figure 8 shows that rural awareness of *general seat belt messages* increased during the RDP (average = 13 points;  $p \leq 0.05$ ) with little or no change during CIOT (average = 4 points;  $p = ns$ ). Statewide, there was little change during the RDP, but there were significant increases during CIOT (average = 18 points;  $p \leq 0.05$ ).

**Figure 8**  
**Results of Motorist Surveys in Illinois, Indiana, and Wisconsin**  
**Awareness of General Seat Belt Messages: Statewide versus Rural Targeted Areas**



*Targeted versus Non-targeted Rural Areas.*

Indiana conducted three waves of *targeted* and *nontargeted* rural telephone surveys. Figure 9 shows the results of these surveys for the three general seat belt indices. It shows RDP-related increases in targeted areas and CIOT-related increases in both areas.

**Figure 9**  
**Awareness of General Seat Belt Messages**  
**Results of Telephone Surveys in Indiana: Targeted versus Nontargeted Areas**

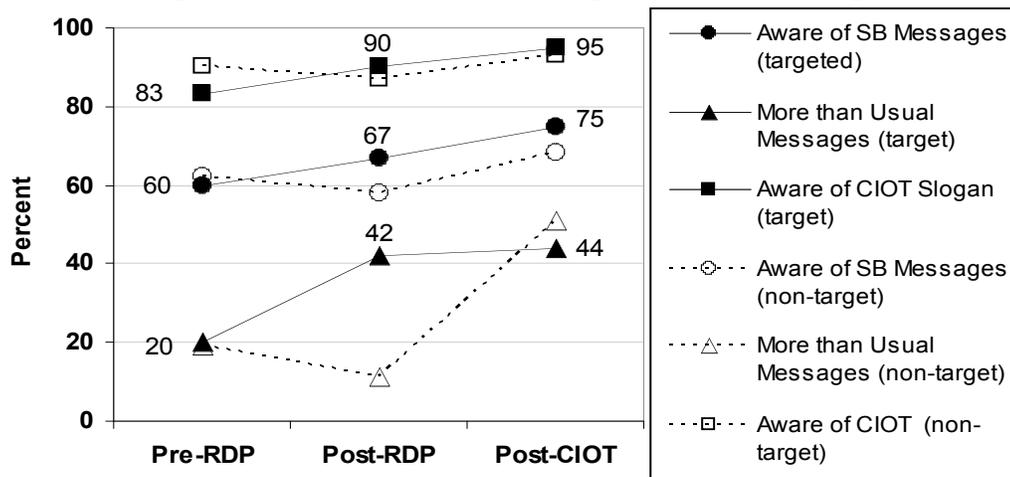
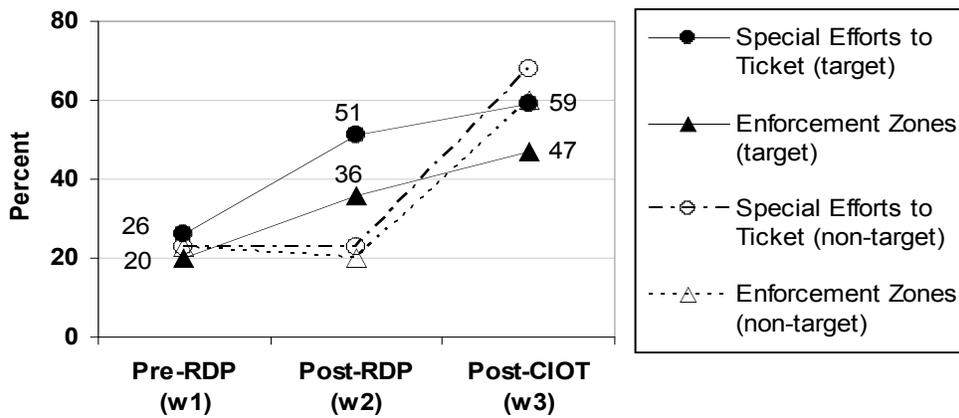


Figure 10 shows trends in targeted and nontargeted rural areas for two key *enforcement* indices: *special efforts by police to ticket* and *enforcement zones*. It shows significant RDP-related increases in targeted areas only. Following CIOT, there are additional increases in these areas, along with even larger increases in nontargeted areas. These trends are consistent with the timing of media and enforcement activities in Indiana.

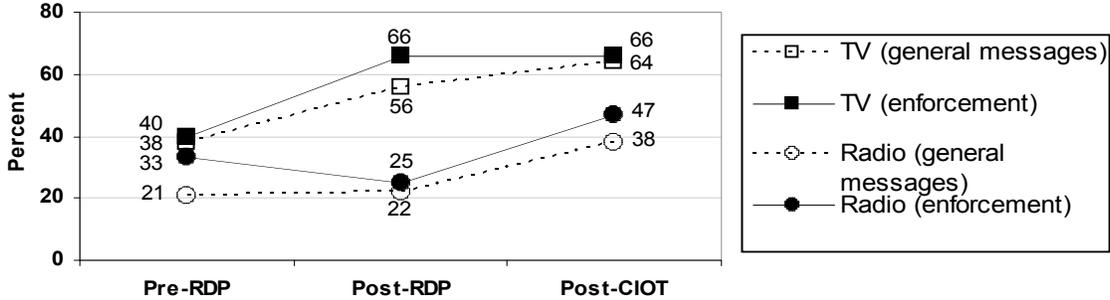
**Figure 10**  
**Change in Two Indices of Enforcement Awareness**  
**Results of Telephone Surveys in Indiana: Targeted versus Nontargeted Areas**



## 2. Message Sources

Surveys in Illinois, Minnesota, and Wisconsin found television to be the dominant message source, followed by radio and newspapers. The prevalence of television increased during the RDP; then did not change much during CIOT. The prevalence of *radio*, on the other hand, did not change much during the RDP, but increased during CIOT. Rural trends are shown in Figure 11. Similar trends were found statewide.

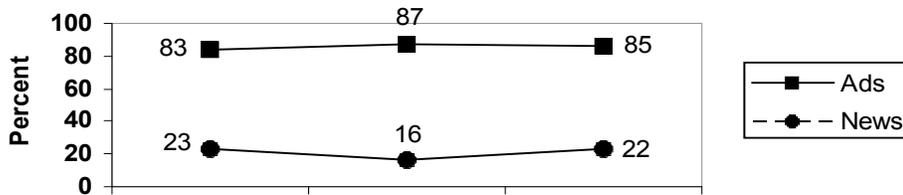
**Figure 11**  
**Source of Message Awareness**  
**General SB Messages versus Enforcement Issues**  
**Results From Telephone Surveys in Targeted Rural Areas**  
(Averages from surveys conducted in IL, MN, and WI)



### 3. Message Format

Advertisements (ads) were part of paid and public service media efforts. News stories were generated by earned media efforts. Figure 12 shows that ads were reported as the source of information about four times as often as news stories.<sup>19</sup> Similar trends were found statewide.

**Figure 12**  
**Advertisements versus News Story as Sources of Information**  
**Surveys Conducted in Rural Targeted Areas**  
(Averages of Survey Results in IL, MI, and MN)



<sup>19</sup> These data represent averages of survey results in Illinois, Indiana, and Minnesota. There were some differences within these three States.

## C. Seat Belt Usage

### 1. Statewide and Rural Area Changes

Observational surveys measured seat belt usage statewide, in targeted rural areas, and in nontargeted rural areas in two States.<sup>20</sup> As indicated previously, the basic evaluation design involved three waves of surveys (w1, w2, w3), conducted statewide and in rural areas. Statewide results are shown in Table 10 and rural results are shown in Table 11.

**Table 10**  
**Observed Seat Belt Usage by Phase**  
**Results of Statewide Observational Surveys**

State	Usage Rates (%)			Absolute Change (pts)		
	w1	w2	w3	RDP w2-w1	CIOT w3-w2	Overall w3-w1
<b>Illinois</b> n = Usage	35,746 <b>83.5</b>	39,678 <b>85.5</b>	41,114 <b>88.3</b>	** <b>+2.0</b>	** <b>+2.8</b>	** <b>+4.8</b>
<b>Indiana</b> n = Usage	7,800 <b>76.3</b>	8,851 <b>77.0</b>	20,148 <b>81.2</b>	n.s. <b>+0.7</b>	** <b>+4.2</b>	** <b>+4.9</b>
<b>Michigan</b> n = Usage	n/a n/a <sup>21</sup>	28,578 <b>89.4</b>	30,573 <b>93.2</b>	n/a n/a	** <b>+3.8</b>	n/a n/a
<b>Minnesota</b> n = Usage	5,752 <b>78.1</b>	5,514 <b>81.3</b>	14,697 <b>82.6</b>	** <b>+3.2</b>	* <b>+1.3</b>	** <b>+4.5</b>
<b>Ohio</b> n = Usage	21,738 <b>75.5</b>	23,714 <b>78.7</b>	23,580 <b>78.7</b>	** <b>+3.2</b>	n.s. <b>0.0</b>	** <b>+3.2</b>
<b>Wisconsin</b> n = Usage	6,413 <b>65.6</b>	6,386 <b>64.2</b>	26,905 <b>73.3</b>	n.s. <b>-1.4</b>	** <b>+9.1</b>	** <b>+7.7</b>
<b>5-States</b> <sup>22</sup> <b>Median</b>	<b>76.3</b>	<b>78.7</b>	<b>81.2</b>	<b>+2.0</b>	<b>+2.8</b>	<b>+4.8</b>
<b>Michigan</b>	n/a	<b>89.4</b>	<b>92.9</b>	n/a	<b>+3.8</b>	n/a

Notes: \* =  $p \leq 0.05$ ; \*\* =  $p \leq 0.01$  (based on 2x2, chi-square tests)  
 Absolute change is in terms of percentage point increases (+) or decreases (-).  
 Median changes are based on arrays of change data in columns above each entry.  
 They may vary from changes in median rates under columns w1, w2, and w3.

#### *Statewide Changes*

Seat belt use increased significantly in all GLR States. As Table 10 shows, there was a median overall increase of 4.8 percentage points (range: 3.2 to 7.7).<sup>23</sup> Significant RDP-related increases (w2-w1) were found in Illinois, Minnesota, and Ohio, and significant CIOT-related increases (w3-w2) were found in all States except Ohio. Figure 13 shows trends for each State, differentiating between primary-law States

<sup>20</sup> All States conducted surveys in rural targeted areas. In Indiana and Minnesota surveys were conducted in rural nontargeted areas by the regional evaluation contractor; limited data regarding nontargeted rural areas was also extracted from surveys conducted in Wisconsin but this was a small sample and it involved a baseline that was significantly higher than that in the targeted rural areas.

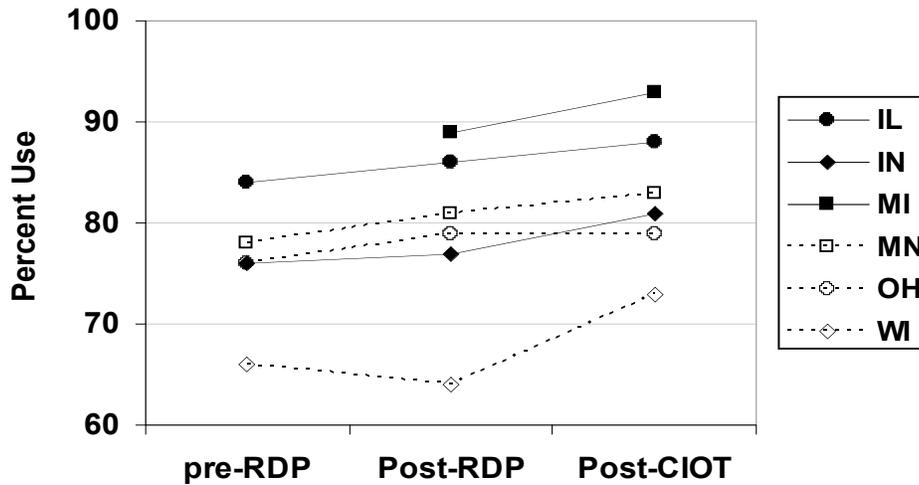
<sup>21</sup> Michigan did not conduct a statewide survey prior to the start of the RDP (w1).

<sup>22</sup> Because of differences in mini-survey designs, results are summarized in terms of median and range.

<sup>23</sup> Michigan results are shown separately because a pre-RDP statewide survey was not conducted.

(solid lines) and secondary-law States (dotted lines). The median increase (w3-w1) was about 5 points for both law types.

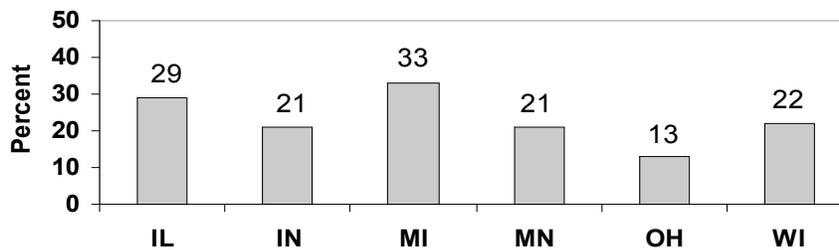
**Figure 13**  
**Observed Seat Belt Use in GLR States**  
**May, 2005 Mobilization**



*Conversion Rates*

Another way to express these changes is in terms of percentage of nonusers converted to users. Figure 14 shows that the greatest change was in Michigan (33%); followed by Illinois (29%), Wisconsin (22%), Indiana and Minnesota (both 21%), and Ohio (13%). The median conversion rate was 29 percent in primary law States and 21 percent in secondary law States, due in part to smaller proportions of nonusers in primary States.

**Figure 14**  
**Percent of Nonusers Converted to Seat Belt Use:**  
**Results of Statewide Observational Surveys**  
 (Change is from w1 to w3)



*Rural Targeted Areas.*

Table 11 shows that, following the RDP, the States with significant increases in usage were Illinois (3 points), Indiana (2.5 points), and Ohio (8 points), each of which intensified enforcement during this period. Following CIOT, five States reported significant increases in usage. They were Illinois (4 points), Indiana (7 points), Michigan (2 points), Ohio (4 points), and Wisconsin (8 points). Included among these States were the three *RDP-enforcement States* and the three States that employed *enforcement zones* and/or *roadside checkpoints* (Illinois, Indiana, and Michigan).

**Table 11**  
**Observed Seat Belt Usage by Phase**  
**Results of Observational Surveys in Rural Targeted Areas<sup>24</sup>**

State	Usage Rates (%)			Absolute Change (pts)		
	w1	w2	W3	RDP w2-w1	CIOT w3-w2	Overall w3-w1
<b>Illinois</b> n = Usage	7,606 <b>78.5</b>	8,409 <b>81.5</b>	7,925 <b>85.5</b>	** <b>+3.0</b>	** <b>+4.0</b>	** <b>+7.0</b>
<b>Indiana</b> n = Usage	3,026 <b>64.7</b>	2,911 <b>67.2</b>	8,851 <b>73.7</b>	* <b>+2.5</b>	** <b>+6.5</b>	** <b>+9.0</b>
<b>Michigan</b> n = Usage	7,383 <b>88.9</b>	4,999 <b>89.0</b>	6,387 <b>91.2</b>	ns <b>+0.1</b>	** <b>+2.2</b>	** <b>+2.3</b>
<b>Minnesota</b> n = Usage	1,005 <b>76.5</b>	1,198 <b>78.8</b>	1,352 <b>79.4</b>	<b>+2.3</b>	<b>+0.6</b>	<b>+2.9</b>
<b>Ohio</b> n = Usage	2,357 <b>68.7</b>	3,262 <b>76.7</b>	3,195 <b>80.6</b>	** <b>+8.0</b>	** <b>+3.9</b>	** <b>+11.9</b>
<b>Wisconsin</b> n = Usage	2,101 <b>63.5</b>	2,175 <b>61.8</b>	2,184 <b>69.4</b>	ns <b>-1.7</b>	** <b>+7.6</b>	** <b>+5.9</b>
<b>6-States Median</b>	<b>72.2</b>	<b>76.0</b>	<b>78.9</b>	<b>+2.4</b>	<b>+4.2</b>	<b>+6.5</b>

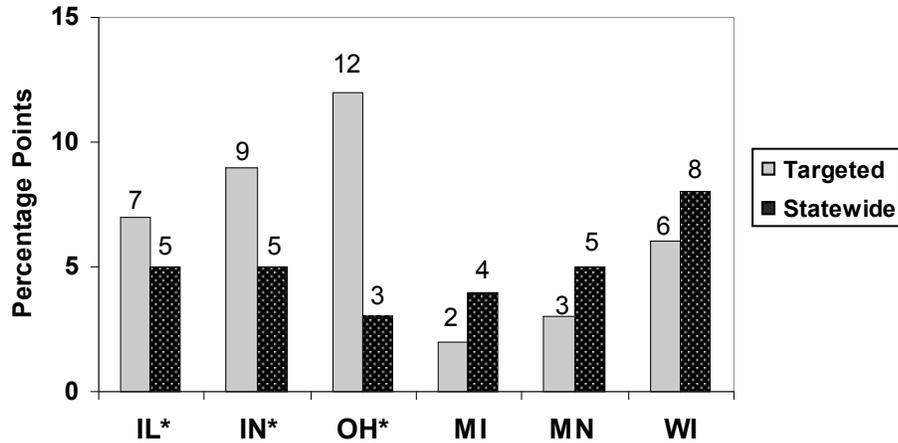
Notes: \* =  $p \leq 0.05$ ; \*\* =  $p \leq 0.01$  (based on 2x2, chi-square tests,  $df = 1$ )  
 Absolute change is in terms of percentage point increases (+) or decreases (-).  
 Median changes are based on arrays of change data in columns above each entry.  
 They may vary from changes in median rates under columns w1, w2, and w3.

*Statewide versus Rural Areas*

Figure 15 shows a median 7-point increase in usage in *rural targeted areas* (w3-w1), compared with a median 5-point *statewide* increase, possible evidence of additional impact in the rural areas. Perhaps more importantly, there were clear differences between States that intensified enforcement during the RDP and States that did not. As Figure 15 shows, there was a 9-point median increase in the targeted areas of the three RDP-enforcement States (w3-w1), compared with a 3-point increase in the nonenforcement States. Thus, the rural estimates of change in the three enforcement States were considerably greater than the statewide estimates, an even stronger indication that two waves of enforcement (RDP and CIOT) were associated with a greater impact on usage than one wave (CIOT only).

<sup>24</sup> Minnesota results are from the 28-site sub-sample of a statewide mini-survey. Results from this survey are shown because they covered a broader geographical area than the mini-survey conducted in southeast Minnesota. Also, while the estimated increase in Minnesota (+2.9) was larger than that in Michigan (+2.3), it did not reach statistical significance due to the much smaller number of observations in Minnesota.

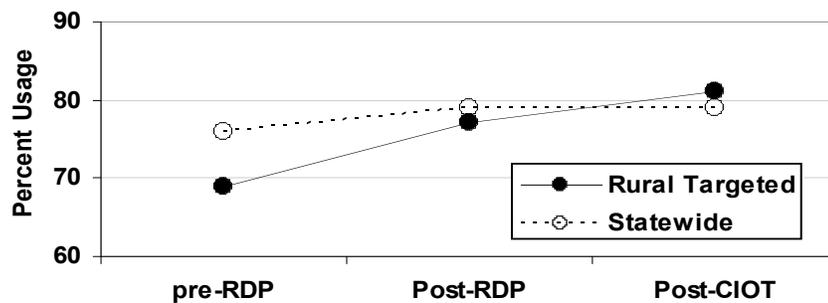
**Figure 15**  
**Overall Change in Seat Belt Usage (w3-w1)**  
**Rural Targeted Areas versus Statewide**  
 (entries represent absolute change, rounded to nearest whole percent)



\*Enforcement during RDP media period

Looking at individual State results more closely, *Ohio* reported the largest increase in RDP-related usage in a rural targeted-area. These targeted-area increases were greater than statewide increases following during the RDP and they continued through CIOT, a period when statewide usage did not increase. Regression analysis of statewide and rural data found this greater rate of increase in the rural targeted areas to be significant (Wald = 39.57; df = 1; p = 0.000). The trends for Ohio are shown in Figure 16.

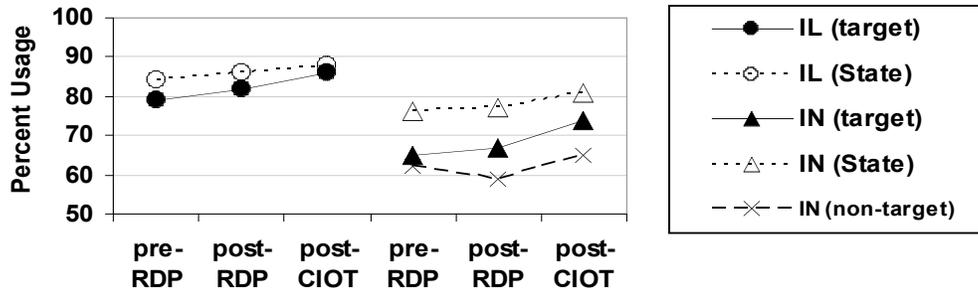
**Figure 16**  
**Changes in Seat Belt Usage:**  
**Statewide and in Rural Targeted Areas in Ohio**



In *Illinois and Indiana*, as in Ohio, increases in rural targeted areas were greater than statewide increases (Illinois: 7 points rural versus 4.8 points statewide; Indiana: 9 points rural versus 4.9 points statewide). In addition, as Figure 17 shows, increases in rural *targeted areas* of Indiana were greater than increases in *nontargeted areas* (9 points versus 2.4 points). As would be expected, statewide usage in both States

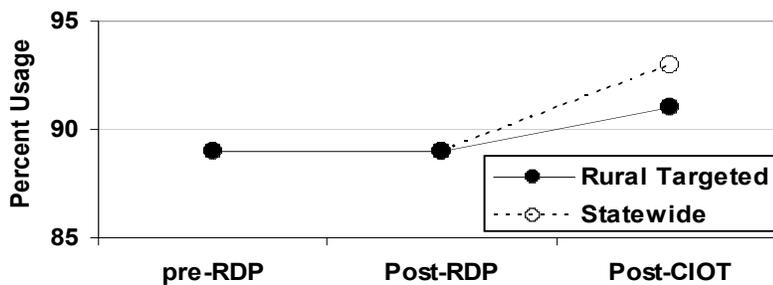
increased during CIOT, making rural and statewide trends more similar than in Ohio.<sup>25</sup> Sufficient raw data were not available from these two States to conduct regression analyses.

**Figure 17**  
**Seat Belt Usage in Illinois and Indiana**  
**Statewide and in Rural Targeted Areas**



In Michigan, a comparison of rural and statewide trends was possible only for the CIOT phase. Figure 18 shows that the statewide increase that was greater than the rural increase during that phase and regression analysis of the Michigan data found this difference in rate of increase to be significant (Wald = 8.45; df = 1; p = .004). Thus, the Michigan data support the expectation that there would be significant statewide increases during CIOT. They also suggest that the impact of CIOT was greater statewide than in rural areas.

**Figure 18**  
**Changes in Seat Belt Usage:**  
**Statewide and in Rural Targeted Areas in Michigan**



In Minnesota, estimated changes in neither of two targeted area surveys reached statistical significance (during either phase). However, a 4.5 point statewide increase was significant ( $X^2 = 55.3$ ; df = 1; p < .001). Figure 20 shows the trends for the statewide survey and for both targeted-area surveys. Regression analyses, using data from the statewide survey, the southeast target area sample, and the nontarget area sample, found a significant aggregate increase for the three groups (Wald = 8.1; df = 1; p = 0.088) but there was no significant difference in the rates of increase for the three groups. As in Indiana, baseline usage for one group (the nontargeted sample) was significantly lower than baselines for the other groups, making it less useful as a control condition.

<sup>25</sup> Baseline usage in rural areas of Indiana was significantly lower than baseline usage statewide (65% versus 76%). This difference in baseline rates makes comparisons more tenuous.

**Figure 19**  
**Changes in Seat Belt Usage:**  
**Statewide and in Rural Areas in Minnesota and Wisconsin**

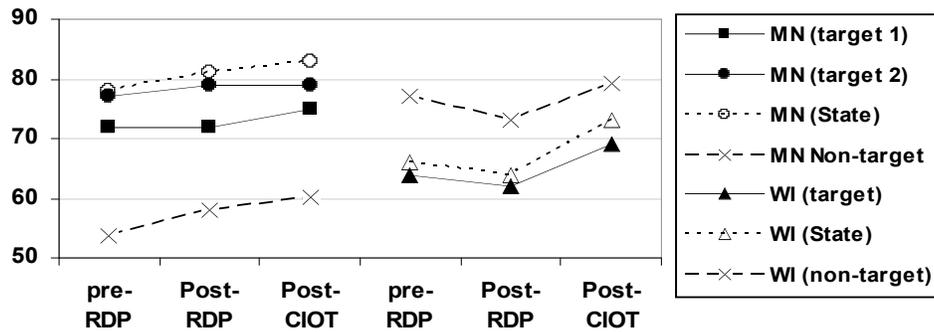


Figure 19 shows that, in *Wisconsin*, rural and statewide trends were similar, with possible declines during the RDP and significant increases during CIOT, statewide and in rural areas. Regression analyses, using statewide, targeted and nontargeted area data, found a significant upward shift in aggregate usage during CIOT (Wald = 7.5; df = 1; p = .006), but no evidence of different rates of increase.<sup>26</sup>

## 2. Changes Among Various Sub-Groups

Table 12 provides median usage rates and changes for various sub-groups included in observational surveys. The last column indicates how many States contributed data regarding each sub-group. In general, this table shows that there were substantial differences in the usage rates of males versus females, younger versus older occupants, and occupants in pickups versus other vehicles. With regard to change, the largest changes occurred during CIOT. Changes within the various categories (age, sex, etc.) are similar. However, this table masks the considerable differences between when enforcement was present and when it was not. Those differences are shown in Table 13.

<sup>26</sup> Here again, the baseline rate of the control group was significantly different (in this case higher) than that of the other groups, making it less appropriate as a control condition. In addition, the Wisconsin control was small, consisting of only eight rural sites in a nontargeted media market.

**Table 12**  
**Results of Observational Surveys in Rural Targeted Areas**  
**Usage Rates and Change in Rates, by Subgroup and by Phase**

Sub-Group	Median Usage Rates (%)			Median Change* (pts)			# States
	w1	w2	w3	w2-w1 RDP	w3-w2 CIOT	w3-w1 Overall	
<b>Drivers</b>	72	74	78	+2	+4	+7	6
<b>Passengers</b>	70	75	79	+4	+4	+7	6
<b>Males</b>	64	67	68	+1	+5	+5	5
<b>Females</b>	77	79	85	0	+5	+7	5
<b>Young (16-24)</b>	64	67	71	-2	+6	+2	4
<b>Adult (30-64)</b>	72	75	79	+2	+4	+6	4
<b>Senior (65+)</b>	76	80	84	+3	0	+6	4
<b>Passenger Cars</b>	76	80	84	+2	+4	+7	6
<b>SUVs</b>	74	73	79	+2	+5	+6	5
<b>Vans</b>	81	79	87	-2	+5	+3	5
<b>Light Trucks</b>	56	64	65	+2	+6	+6	6
<b>White</b>	70	76	81	0	+4	+5	3
<b>Black</b>	samples were too small to make meaningful estimates						3

Notes: All entries are rounded to nearest percent;  
Median changes are based on the median of all State changes at each phase (i.e., not on difference of median rates listed under w1, w2, and w3).

**Table 13**  
**Results of Observational Surveys in Rural Targeted Areas**  
**Change in Usage Rates Among Various Groups, by RDP Enforcement Status<sup>27</sup>**

Group	w2-w1 RDP (No Enf)	w2-w1 RDP (Enf)	w3-w1 Overall (No RDP Enf)	w3-w1 Overall (RDP Enf)	States Included
<b>Drivers</b>	-2	+3	+3	+9	(MI, MN, WI) vs. (IL, IN, OH)
<b>Passengers</b>	-2	+5	+4	+9	(MI, MN, WI) vs. (IL, IN, OH)
<b>Males</b>	+1	+5	+4	+11	(MI, MN, WI) vs. (IN, OH)
<b>Females</b>	-1	+5	+4	+10	(MI, MN, WI) vs. (IN, OH)
<b>Young (16-24)</b>	-3	+7	+1	+15	(MI, MN, WI) vs. (OH)
<b>Adult (30-64)</b>	+1	+6	+6	+10	(MI, MN, WI) vs. (OH)
<b>Senior (65+)</b>	+2	+10	+1	+10	(MI, MN, WI) vs. (OH)
<b>Passenger Cars</b>	0	+4	+4	+9	(MI, MN, WI) vs. (IL, IN, OH)
<b>Light Trucks</b>	-1	+5	+3	+9	(MI, MN, WI) vs. (IL, IN, OH)

Table 13 shows median changes in usage relative to the *status of enforcement during the RDP*. All data are from observational surveys conducted in rural targeted areas. These data show that, during the RDP (w2-w1) and overall (w3-w1), increases were consistently greater in States that intensified enforcement.

<sup>27</sup> Enforcement refers only to whether or not the state intensified enforcement during the RDP phase. All States intensified enforcement during CIOT.

Following are additional highlights regarding rates and changes among the various sub-groups. Again, all data are from observation surveys conducted in rural targeted areas.

*Role in Vehicle.* About 80 percent of observations involved drivers. In nearly every State, there was little difference between driver and passenger use or change in use associated with the mobilization. Indiana provided the one exception in that driver use was substantially lower than that of passengers, before and after the mobilization.

*Sex.* About 55 percent of occupants surveyed were males and had substantially lower usage rates than females. Changes associated with the mobilization were similar for both groups. Here again, differences were greatest in Indiana, where usage among males was 19 points lower than among females. Usage increased significantly for both groups but males appeared to be most affected during CIOT. The smallest sex differences were in Michigan. Baseline usage among males was 8 points lower than among females and this difference declined to 2 points after CIOT. In Ohio, the sex gap declined from 13 points to 4 points, with much of the increase among males occurring during the RDP. In Wisconsin, where male usage was 12 points lower than female usage, CIOT-related increases were similar among both groups.

*Age.* On average, 22 percent of those observed were categorized as young adults (ages 16-29); 56 percent as adults (ages 30-64); and 22 percent as seniors (age 65+). Usage was consistently lower among the youngest occupants. In Ohio, usage among this group increased by 15 points and the gap between younger and older groups decreased by 4 points. These increases occurred during both phases of the mobilization.

*Race.* Only three States provided data by race and, in most cases, the samples were too small to make meaningful comparisons between blacks and whites. In Michigan, however, there were sufficient data to examine changes among blacks and there was evidence of a significant CIOT-related increase in usage among that group.

*Vehicle Type.* Usage by vehicle type was reported by all six States. Nearly half of those observed (46%) were in passenger cars; 25 percent were in pickup trucks; 16 percent were in SUVs; and 13 percent were in vans. At baseline, the highest rates were found among occupants of vans (81%), followed by cars and SUVs (76% and 74%, respectively) and pickup trucks (56%). The lowest rate among pickup occupants was found in Indiana (33% at baseline).<sup>28</sup> The next lowest rates were in Minnesota, Ohio, and Wisconsin (about 55%).<sup>29</sup> Significant RDP-related increases in pickups were found in Illinois (3 points) and Ohio (7 points).<sup>30</sup> CIOT-related increases were found in Illinois, Indiana, Michigan, Ohio, and Wisconsin.

Table 14 shows States, RDP versus CIOT phases, and the occurrence of significant increases in usage for three target groups (occupants of pickup trucks, males, and young occupants). These target groups were examined because they consistently represent lower-use groups. All shaded cells represent conditions in which enforcement was present. Nonshaded areas represent conditions under which no enforcement was present. There were no instances where significant increases resulted when enforcement was absent. By comparison, there were significant increases in 70 to 80 percent of the

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<sup>28</sup> Indiana has a primary law that exempts occupants of pickup trucks from the seat belt use requirement.

<sup>29</sup> Minnesota, Ohio, and Wisconsin have secondary laws.

<sup>30</sup> An 8-point increase in Minnesota did not reach significance due to a small sample size.

situations in which enforcement was present. Two-by-two chi-square analyses found these differences in proportions to be significant in each case.

**Table 14**  
**Results of Observational Surveys in Rural Targeted Areas**  
**Significant Effects, by Subgroup, and by Presence of Enforcement**

State	Pickup Trucks		Males		Young (16-29)	
	w2-w1 RDP	w3-w2 CIOT	W2-w1 RDP	w3-w2 CIOT	w2-w1 RDP	w3-w2 CIOT
<i>RDP Enforcement</i>						
Illinois	**	**				
Indiana		**		**		
Ohio	*	**	**	**	*	**
<i>No RDP Enforcement</i>						
Michigan		**		**		**
Minnesota						
Wisconsin	neg	**	neg	**		**
	X <sup>2</sup> = 5.6; df = 1; p = 0.02		X <sup>2</sup> = 4.3; df = 1; p = 0.04		X <sup>2</sup> = 4.8; df = 1; p = 0.03	
Notes: Crosshatch areas indicate that data was not available for that condition Shaded areas indicate that enforcement was present for that State/phase condition * = increase, p ≤ 0.05; ** = increase, p ≤ 0.01; neg. = negative effect; no entry = n.s.						

### Summary and Discussion

In summary, the Great Lakes Region States that intensified enforcement during the Rural Demonstration Project in conjunction with their *Friendly Cop* media program, experienced significant increases in seat belt usage during that phase. In addition, these States experienced overall increases in their rural targeted areas that were greater than statewide increases (w3-w1). These findings suggest that, under these conditions, the RDP was effective in increasing usage in rural targeted areas and appears to have contributed additional impact to the *Click It or Ticket* efforts that followed.

Statewide seat belt usage increased significantly in all States following the implementation of both phases of the mobilization. There was a median 5-point increase (w3-w1) and this change was similar for primary and secondary law States. In general, increases following CIOT were greater than those following the RDP. This was likely due in part to the lack of enforcement during the RDP in three States and possibly due to more intense enforcement and a *harder* enforcement messaging during the CIOT phase.

A comparison of rural targeted and nontargeted areas in Indiana provided additional evidence of RDP impact. Targeted rural areas experienced significant increases in awareness and usage during the RDP, while there was no measurable change in nontargeted areas. Following CIOT implementation, there were additional increases in the targeted areas and substantial increases in the nontargeted areas, providing a reasonably clear suggestion of impact regarding both phases of the mobilization.<sup>31</sup>

<sup>31</sup> A different outcome was found in Minnesota where increases in targeted areas did not reach significance during the RDP but where increases in nontargeted areas were significant. This comparison is somewhat less robust, however, since the

It is clear that males, younger occupants, and pickup truck occupants had lower use rates than females, older persons and occupants of other vehicles. Perhaps one of the most important findings was that usage among all three groups was significantly increased when intensified enforcement was present, whether as part of the RDP or CIOT.

This mobilization was comparable to past benchmark mobilizations, such as the *2001 CIOT Program* in the southeastern States and the *2003 National CIOT mobilization*. The levels of media and enforcement activity were similar in each of these efforts, especially during the CIOT phases; increases in awareness of general and enforcement messages were comparable; and there were significant increases in seat belt usage in all participating States.

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sample sizes were very small (less than half those of Indiana) and the baseline usage rate in the nontargeted area was about 20 percentage points lower than the baseline rate in the targeted area.

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## Appendix A

### “No Exceptions” Art Work for Print Ads and Posters



**YOU WILL GET A TICKET FOR  
NOT WEARING YOUR SAFETY BELT.**

Safety belt enforcement is being stepped up everywhere. It doesn't matter where you drive, they'll be looking for you. Simply, law enforcement writes tickets to save lives. So buckle up or you will get a ticket. No exceptions.

## **Appendix B**

### **Media Planner for Outreach Organizations**

## **GREAT LAKES RURAL ENFORCEMENT PLANNER FACT SHEET and TALKING POINTS**

### **“Click It or Ticket” – Safety Belts Save Lives**

- Regular safety belt use is the single most effective way to protect people and reduce fatalities in motor vehicle crashes.
- Seventy-five percent of the passenger vehicle occupants who are in a serious crash and who are buckled up, survive the crash.
- Although safety belt use increased to a record 82 percent nationally in 2005 (up from 58 percent since 1994), too many American still choose not to regularly wear their safety belts.
- Observed safety belt usage rates for the States in the Great Lakes Region during 2005 were:
  - Illinois – 86.0 percent
  - Indiana – 81.2 percent
  - Michigan – 92.9 percent
  - Minnesota – 83.9 percent
  - Ohio – 78.7 percent
  - Wisconsin – 73.3 percent
- According to the National Highway Traffic Safety Administration, 31,693 passenger vehicle occupants died in traffic crashes during 2004 – and 55 percent of those killed were not wearing their safety belts at the time of the crash. This underscores the need for more States to adopt primary safety belt laws to save more lives.
- In 2005, observed safety belt use in primary law States averaged 85 percent, compared to 75 percent in States with secondary laws.

### **Rural Motorists, Pickup Truck Occupants, and Young Males Still at Greatest Risk**

- Americans driving or riding on rural roadways face a much greater risk of being injured or killed in traffic crashes than do those in urban or suburban areas, according to the National Highway Traffic Safety Administration.
- Safety belt use in the Nation’s rural areas consistently trails the national average.
- Nationally, in 2005, only 79 percent of rural drivers and their passengers were observed wearing their safety belts compared to 81 percent for urban motorists and 83 percent among suburban motorists.
- During 2004, [ ] percent of [State Name’s] total traffic fatalities occurred in rural areas. One big factor is lower safety belt use on rural roadways.
- While only about a fifth of Americans live in rural areas, rural traffic fatalities accounted for 58 percent of the Nation’s total in 2004.

- Even more alarming, the motor vehicle crash fatality rate in rural areas is almost double the fatality rate in urban areas.
- Part of the danger to rural drivers comes from delayed recovery and emergency response along isolated roadways. But much of the danger is also due to excessive speed, increased alcohol use, vehicle rollovers and higher occupant ejection rates due to low safety belt use in rural areas.
- According to NHTSA, pickup truck drivers and passengers, especially in rural areas, consistently have the lowest safety belt usage rates of all motorists.
- In 2005, the observed safety belt use rate in pickup trucks was only 73 percent compared to 83 percent in passenger cars and 85 percent in vans and SUVs.
- This lack of safety belt use is deadly. In 2004, 68 percent of pickup truck drivers and 73 percent of pickup truck passengers who were killed in traffic crashes were not buckled up.
- One of the deadliest causes in any vehicle crash comes when passengers get ejected from the vehicle – with most coming from failure to wear safety belts.
- In fact, 74 percent of passenger vehicle occupants who were totally ejected from their vehicle in 2004 were killed. But only 1 in 100 drivers and passengers in fatal crashes who were wearing their safety belts were totally ejected and killed.
- The ejection rate for occupants of light trucks involved in fatal crashes is nearly double the rate for passenger car occupants – because pickup trucks roll over twice as often as passenger cars.
- Motorists can increase the odds of survival in a rollover crash in light truck by nearly 80 percent by wearing their safety belt.

### **No More Excuses – *Click It or Ticket***

- **[Local Organization]** is joining with hundreds of other State and local law enforcement and highway safety officials across the Great Lakes region during the month of May for an aggressive “Click It or Ticket” mobilization to save lives by cracking down on low safety belt use.
- Added enforcement emphasis will be placed on the State’s rural roadways during the first two weeks of May this year.
- The goal is simple: to save more lives by convincing drivers and passengers to always buckle up.
- This special *Click It or Ticket* safety belt enforcement mobilization targeting rural motorists in the Great Lakes region immediately precedes the national *Click It or Ticket* safety belt mobilization.

- The mobilization includes a variety of increased enforcement and outreach activities to reach rural motorists including special television and radio advertisements in targeted rural markets where traffic fatalities have been most prevalent.
- For more information, please visit [www.greatlakesproject.org](http://www.greatlakesproject.org) or [www.buckleupamerica.org](http://www.buckleupamerica.org).

###



## **“Click It or Ticket” To Zero in on Rural Drivers This May**

During 2004, [ \_\_\_ ] percent of [State Name’s] total traffic fatalities occurred on rural roadways.

In fact, according to the National Highway Traffic Safety Administration (NHTSA), the same pattern holds true nationally. Statistics show that Americans driving or riding on rural roadways face a much greater risk of being injured or killed than do those in urban or suburban areas. One big factor is lower safety belt use on rural roadways.

That’s why [Organization Name] is joining with hundreds of other State and local law enforcement and highway safety officials across the Great Lakes region during the month of May for an aggressive “Click It or Ticket” mobilization to crack down on low safety belt use.

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

Nationally, in 2005, only 79 percent of rural drivers and their passengers were observed wearing their safety belts compared to 81 percent for urban motorists and 83 percent among suburban motorists.

Moreover, according to NHTSA, pickup truck drivers, especially in rural areas, consistently have the lowest safety belt usage rates of all motorists. In 2005, the observed safety belt use rate in pickup trucks was only 73 percent compared to 83 percent in passenger cars and 85 percent in vans and SUVs.

This lack of safety belt use is deadly. In 2004, 68 percent of pickup truck drivers and 73 percent of pickup truck passengers who were killed in traffic crashes were not buckled up.

Only about a fifth of Americans live in rural areas, yet rural traffic fatalities accounted for 58 percent of the Nation’s total in 2004. Even more alarming, the motor vehicle crash fatality rate in rural areas is almost double the fatality rate in urban areas. That’s why we’re going to aggressively remind folks to always buckle up.

Too many people, especially those on our rural roadways, still take the attitude that it will never happen to me. But fatal crashes can and do happen every day. So this May, we will be out in force to remind everyone to buckle up. We’d much rather write a thousand tickets than have to knock on one family’s door with the news that their loved one didn’t survive a crash because they weren’t wearing their safety belt.

Please remember. No more delays. No more excuses. *Click It or Ticket.*

**GREAT LAKES RURAL ENFORCEMENT PLANNER  
SAMPLE NEWS RELEASE**



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

FOR IMMEDIATE RELEASE: [Date]  
CONTACT: [Name, Phone Number]

**“Click It or Ticket”  
To Zero in on Rural Drivers This May  
*Law Enforcement Blitz to Boost Safety Belt Use***

[City, State]— During 2004, [ \_\_\_ ] percent of [State Name’s] total traffic fatalities occurred on rural roadways.

In fact, according to the National Highway Traffic Safety Administration (NHTSA), the same pattern holds true nationally. Statistics show that Americans driving or riding on rural roadways face a much greater risk of being injured or killed than do those in urban or suburban areas. One big factor is lower safety belt use on rural roadways.

That’s why [**Organization Name**] announced today they are joining with hundreds of other State and local law enforcement and highway safety officials across the Great Lakes region during the month of May for an aggressive “Click It or Ticket” mobilization to crack down on low safety belt use. Added enforcement emphasis will be placed on the State’s rural roadways during the first two weeks of May this year.

“Our job is to save lives, so we’re going to be out in force cracking down on those not wearing their safety belts – particularly on our rural roadways,” said [**Local Law Enforcement Official**]. “No more delays and no more excuses. Just remember ‘Click It or Ticket.’”

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

While overall safety belt use *is* clearly on the rise – up to a record 82 percent use nationally in 2005 from just 58 percent in 1994, there is still a significant percentage of Americans who do not regularly wear their safety belts—with rural motorists among those *least* likely to buckle up.

-- more --

Nationally, in 2005, only 79 percent of rural drivers and their passengers were observed wearing their safety belts compared to 81 percent for urban motorists and 83 percent among suburban motorists.

Moreover, according to NHTSA, pickup truck drivers, especially in rural areas, consistently have the lowest safety belt usage rates of all motorists. In 2005, the observed safety belt use rate in pickup trucks was only 73 percent compared to 83 percent in passenger cars and 85 percent in vans and SUVs.

This lack of safety belt use is deadly. In 2004, 68 percent of pickup truck drivers and 73 percent of pickup truck passengers who were killed in traffic crashes were not buckled up.

One of the deadliest causes in any vehicle crash comes when passengers get ejected from the vehicle – with most coming from failure to wear safety belts. In fact, 74 percent of passenger vehicle occupants who were totally ejected from their vehicle in 2004 were killed. But only 1 in 100 drivers and passengers who were wearing their safety belts were totally ejected and killed.

“Only about a fifth of Americans live in rural areas, yet rural traffic fatalities accounted for 58 percent of the Nation’s total in 2004,” said **[Local Official]**. “Even more alarming, the motor vehicle crash fatality rate in rural areas is almost double the fatality rate in urban areas. That’s why we’re going to aggressively remind folks to always buckle up.”

**[Local Official]** said part of the danger to rural drivers comes from delayed recovery and emergency response along isolated roadways. But much of the danger also is due to excessive speed, increased alcohol use, vehicle rollovers and higher occupant ejection rates due to low safety belt use in rural areas.

“Too many people, especially those on our rural roadways, still take the attitude that it will never happen to me. But fatal crashes can and do happen every day. So this May, we will be out in force to remind everyone to buckle up,” said **[Local Law Enforcement Official]**. “We’d much rather write a thousand tickets than have to knock on one family’s door with the news that their loved one didn’t survive a crash because they weren’t wearing their safety belt.”

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###

**GREAT LAKES RURAL ENFORCEMENT PLANNER  
SAMPLE DROP-IN ARTICLE**



**Note:** before filling in the names of the organization and the organization’s spokesperson, you *MUST* contact them to obtain their permission to use their names in this press release, and you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you send out this drop-in article.

FOR IMMEDIATE RELEASE: [Date]  
CONTACT: [Name, Phone Number]

**“Click It or Ticket”  
To Zero in on Rural Drivers This May  
*Law Enforcement Blitz to Boost Safety Belt Use***

During 2004, [ \_\_\_ ] percent of [State Name’s] total traffic fatalities occurred on rural roadways.

In fact, according to the National Highway Traffic Safety Administration (NHTSA), the same pattern holds true nationally. Statistics show that Americans driving or riding on rural roadways face a much greater risk of being injured or killed than do those in urban or suburban areas. One big factor is lower safety belt use on rural roadways.

That’s why [Organization Name] announced today they are joining with hundreds of other State and local law enforcement and highway safety officials across the Great Lakes region during the month of May for an aggressive “Click It or Ticket” mobilization to crack down on low safety belt use. Added enforcement emphasis will be placed on the State’s rural roadways during the first two weeks of May this year.

“Our job is to save lives, so we’re going to be out in force cracking down on those not wearing their safety belts – particularly on our rural roadways,” said [Local Law Enforcement Official]. “No more delays and no more excuses. Just remember ‘Click It or Ticket.’”

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

While overall safety belt use *is* clearly on the rise – up to a record 82 percent use nationally in 2005 from just 58 percent in 1994, there is still a significant percentage of Americans who do not regularly wear their safety belts—with rural motorists among those *least* likely to buckle up.

-- more --

Nationally, in 2005, only 79 percent of rural drivers and their passengers were observed wearing their safety belts compared to 81 percent for urban motorists and 83 percent among suburban motorists.

Moreover, according to NHTSA, pickup truck drivers, especially in rural areas, consistently have the lowest safety belt usage rates of all motorists. In 2005, the observed safety belt use rate in pickup trucks

was only 73 percent compared to 83 percent in passenger cars and 85 percent in vans and SUVs.



This lack of safety belt use is deadly. In 2004, 68 percent of pickup truck drivers and 73 percent of pickup truck passengers who were killed in traffic crashes were not buckled up.

One of the deadliest causes in any vehicle crash comes when passengers get ejected from the vehicle – with most coming from failure to wear safety belts. In fact, 74 percent of passenger vehicle occupants who were totally ejected from their vehicle in 2004 were killed. But only 1 in 100 drivers and passengers who were wearing their safety belts were totally ejected and killed.

“Only about a fifth of Americans live in rural areas, yet rural traffic fatalities accounted for 58 percent of the Nation’s total in 2004,” said **[Local Official]**. “Even more alarming, the motor vehicle crash fatality rate in rural areas is almost double the fatality rate in urban areas. That’s why we’re going to aggressively remind folks to always buckle up.”

**[Local Official]** said part of the danger to rural drivers comes from delayed recovery and emergency response along isolated roadways. But much of the danger also is due to excessive speed, increased alcohol use, vehicle rollovers and higher occupant ejection rates due to low safety belt use in rural areas.

“Too many people, especially those on our rural roadways, still take the attitude that it will never happen to me. But fatal crashes can and do happen every day. So this May, we will be out in force to remind everyone to buckle up,” said **[Local Law Enforcement Official]**. “We’d much rather write a thousand tickets than have to knock on one family’s door with the news that their loved one didn’t survive a crash because they weren’t wearing their safety belt.”

For more information, please visit [www.greatlakesproject.org](http://www.greatlakesproject.org) or [www.buckleupamerica.org](http://www.buckleupamerica.org).

###

**GREAT LAKES RURAL ENFORCEMENT PLANNER  
SAMPLE LETTER TO THE EDITOR  
410 WORDS**

**Dear Editor:**

During 2004, [ \_\_\_\_ ] percent of **[State Name’s]** total traffic fatalities occurred on rural roadways.

In fact, according to the National Highway Traffic Safety Administration (NHTSA), the same pattern holds true nationally. Statistics show that Americans driving or riding on rural roadways face a much greater risk of being injured or killed than do those in urban or suburban areas. One big factor is lower safety belt use on rural roadways.

That's why **[Organization Name]** is joining with hundreds of other State and local law enforcement and highway safety officials across the Great Lakes region during the month of May for an aggressive "Click It or Ticket" mobilization to crack down on low safety belt use.

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

Nationally, in 2005, only 79 percent of rural drivers and their passengers were observed wearing their safety belts compared to 81 percent for urban motorists and 83 percent among suburban motorists.

Moreover, according to NHTSA, pickup truck drivers, especially in rural areas, consistently have the lowest safety belt usage rates of all motorists. In 2005, the observed safety belt use rate in pickup trucks was only 73 percent compared to 83 percent in passenger cars and 85 percent in vans and SUVs.

This lack of safety belt use is deadly. In 2004, 68 percent of pickup truck drivers and 73 percent of pickup truck passengers who were killed in traffic crashes were not buckled up.

Only about a fifth of Americans live in rural areas, yet rural traffic fatalities accounted for 58 percent of the Nation's total in 2004. Even more alarming, the motor vehicle crash fatality rate in rural areas is almost double the fatality rate in urban areas. That's why we're going to aggressively remind folks to always buckle up.

Too many people, especially those on our rural roadways, still take the attitude that it will never happen to me. But fatal crashes can and do happen every day. So this May, we will be out in force to remind everyone to buckle up. We'd much rather write a thousand tickets than have to knock on one family's door with the news that their loved one didn't survive a crash because they weren't wearing their safety belt.

Please remember. No more delays. No more excuses. Click It or Ticket.

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

###



*A Proclamation by the [Official Title]  
[Community Name]*

**WHEREAS**, the safety and security of the citizens of [Community Name] and surrounding areas are vitally important; and

**WHEREAS**, a large percentage of our citizens regularly drive or ride in motor vehicles on our roadways; and

**WHEREAS**, safety belts, when used properly and regularly, have proven to reduce the risk of fatal injury in passenger car crashes by 45 percent – and in pickup trucks, SUVs and mini-vans by 60 percent; and

**WHEREAS**, the use of safety belts is supported by the laws of [STATE NAME];

**NOW, THEREFORE, I, [NAME, TITLE, JURISDICTION]**, do hereby proclaim and announce the month of May 2006 as “Click It or Ticket” Safety Belt Enforcement Month, and urge all citizens of our community and surrounding areas to always wear their safety belts when driving or riding on our roadways, now and in the future.

**IN WITNESS WHEREOF**

I have hereunto set my hand on behalf of [Community Name].

\_\_\_\_\_  
[Title, Jurisdiction]

\_\_\_\_\_  
[Date]

## **Appendix C**

### **Telephone Survey Instrument**

#### **Occupant Protection Version**

**(As adapted for use in Minnesota)**

**NHTSA COMBINED BELTS AND ALCOHOL SURVEY, 2005  
(as adapted by Minnesota – Occupant Protection portion only)**

State: \_\_\_\_\_ County: \_\_\_\_\_ Metro Status: \_\_\_\_\_

Date: \_\_\_\_\_ CATI ID: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Time Start: \_\_\_\_\_ Time End: \_\_\_\_\_ TOTAL TIME: \_\_\_\_\_

---

**INTRODUCTION**

Hello, I'm \_\_\_\_\_ calling for the Minnesota Department of Public Safety. We are conducting a study of Minnesotans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 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
- Other respondent comes to phone..... 2
- Respondent is not available ..... 3
- Refused ..... 4

**SKIP TO Q1**

**ARRANGE CALLBACK**

B. Hello, I'm \_\_\_\_\_ calling for the Minnesota Department of Public Safety. We are conducting a study of Minnesotans' driving habits and attitudes. The interview is voluntary and completely confidential. It only takes about 10 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.

**\* Contractor may add screening questions here for over sampling.\***

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
- Other (SPECIFY)..... 6
- (VOL) Don't know ..... 7
- (VOL) Refused ..... 8

**SKIP TO Q7**

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
- Pickup truck ..... 4
- Sport Utility Vehicle ..... 5
- Other ..... 10
- Other truck (SPECIFY)..... 11
- (VOL) Don't know ..... 12
- (VOL) Refused ..... 13

**SKIP TO Q7**

For the next series of questions, please answer only for the vehicle you said you USUALLY drive.

Q.3 When driving this vehicle, how often do you wear your seat 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.4 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.5 In the past 30 days, has your use of seat belts when driving this vehicle increased, decreased, or stayed the same?

- Increased ..... 1
- Decreased ..... 2 **SKIP TO Q7**
- Stayed the same ..... 3 **SKIP TO Q7**
- New driver ..... 4 **SKIP TO Q7**
- (VOL) Don't know ..... 5 **SKIP TO Q7**
- (VOL) Refused ..... 6 **SKIP TO Q7**

Q.6 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
- Know someone who was in a crash ..... 12
- Observed more law enforcement ..... 13
- Other (SPECIFY \_\_\_\_\_) ..... 27
- (VOL) Don't know ..... 28
- (VOL) Refused ..... 29

Q.7 To the best of your knowledge, does Minnesota have a law requiring seat belt use by adults?

- Yes ..... 1
- No ..... 2 **SKIP TO Q10**
- (VOL) Don't know ..... 3 **SKIP TO Q10**
- (VOL) Refused ..... 4 **SKIP TO Q10**

**IF Q1=5 AND Q7=1, SKIP TO Q9**  
**IF Q2 = 3 AND Q7 = 1, SKIP TO Q9**

Q.8 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.9 To the best of your knowledge, 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.10 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.11 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.

Q.12 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

- Yes..... 1
- No ..... 2 **SKIP TO Q15**
- (Vol) Don't know ..... 3 **SKIP TO Q15**
- (Vol) Refused ..... 4 **SKIP TO Q15**

Q.13 Where did you read, see, or hear that message?  
**[DO NOT READ--MULTIPLE RESPONSE]**

- TV..... 1
- Radio ..... 2
- Friend/Relative ..... 3 **SKIP TO Q15**
- Newspaper ..... 4 **SKIP TO Q15**
- Personal observation/on the road ..... 5 **SKIP TO Q15**
- Billboard/signs..... 7 **SKIP TO Q15**

- |                                  |    |                    |
|----------------------------------|----|--------------------|
| I'm a police officer/judge ..... | 9  | <b>SKIP TO Q15</b> |
| Other (specify _____) .....      | 17 | <b>SKIP TO Q15</b> |
| Don't know .....                 | 18 | <b>SKIP TO Q15</b> |
| Refused.....                     | 19 | <b>SKIP TO Q15</b> |
- Q.14 Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**
- |                                  |   |  |
|----------------------------------|---|--|
| Commercial/Advertisement/        |   |  |
| Public Service Announcement..... | 1 |  |
| News story/news program .....    | 2 |  |
| Something else (specify):.....   | 3 |  |
| Don't know .....                 | 4 |  |
| Refused.....                     | 5 |  |
- Q.15 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 |  |
- Q.16 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 | <b>SKIP TO Q20</b> |
| Don't know ..... | 3 | <b>SKIP TO Q20</b> |
| Refused.....     | 4 | <b>SKIP TO Q20</b> |
- Q.17 Where did you see or hear these messages?  
**[DO NOT READ--MULTIPLE RESPONSE]**
- |  |    |                    |
|--|----|--------------------|
| TV.....                                | 1  |                    |
| Radio .....                            | 2  |                    |
| Friend/Relative .....                  | 3  | <b>SKIP TO Q19</b> |
| Newspaper .....                        | 4  | <b>SKIP TO Q19</b> |
| Personal observation/on the road ..... | 5  | <b>SKIP TO Q19</b> |
| Billboard/signs.....                   | 7  | <b>SKIP TO Q19</b> |
| I'm a police officer/judge .....       | 9  | <b>SKIP TO Q19</b> |
| Other (specify _____) .....            | 17 | <b>SKIP TO Q19</b> |
| Don't know .....                       | 18 | <b>SKIP TO Q19</b> |
| Refused.....                           | 19 | <b>SKIP TO Q19</b> |

Q.18 Was the (tv/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

- Commercial/Advertisement/  
Public Service Announcement..... 1
- News story/news program ..... 2
- Something else (specify): \_\_\_\_\_ 3
- Don't know ..... 4
- Refused..... 5

Q.19 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

- More than usual ..... 1
- Fewer than usual ..... 2
- About the same ..... 3
- Don't know ..... 4
- Refused..... 5

Q.20 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, booster seats, or 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 Q22**
- Don't know ..... 3 **SKIP TO Q22**
- Refused..... 4 **SKIP TO Q22**

Q.21 What did you see or hear?

\_\_\_\_\_

Q.22 Thinking about everything you have heard, how important do you think it is for Minnesota 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

Q.23 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for speed violations?

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

Q.24 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD**

**ROTATE PUNCHES 1-?**

Friends don't let friends drive drunk.....	1
Click it or ticket.....	2
Buckle Up America.....	3
Children In Back.....	4
You drink and drive, you lose.....	5
Didn't see it coming? No one ever does.....	6
Make a pact, make a plan.....	7
14 Deadliest Counties (ACE).....	8
Buckle Up or Pay the Price.....	9
None of these.....	
Don't know.....	88
Refused.....	99

Q.25 Do you recall seeing or hearing Traffic Safety messages from any of the following sources? Read list and multiple record.

- Minnesota Twins
- Movie theaters
- Gas stations pumps
- Rest Room Stalls

## **Appendix D**

### **State-by-State Results of Telephone Surveys**

#### **Key Questions Regarding General Messages and Enforcement Activities**

**Table B-1: State-by-State Results of Telephone Surveys**

<b>1. Awareness of Recent Messages Encouraging People to Buckle Up</b>														
<b>Rural Targeted Areas</b>										<b>Statewide</b>				
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
	(%)	(%)	(%)	Pct Pts		Pct Pts		Pct Pts			(%)	(%)	Pct Pts	
<b>IL</b>	59	73	85	14	*	12	*	26	*	<b>IL</b>	59	78	19	*
<b>IN</b>	60	67	75	7		8	*	15	*	<b>IN</b>	61	72	11	*
<b>MI</b>	-	-	85	-		-		-		<b>MI</b>	-	85	-	
<b>MN</b>	69	84	89	15	*	5	*	20	*	<b>MN</b>	66	85	19	*
<b>OH</b>	70	-	82	-		-		12	*	<b>OH</b>	63	82	19	*
<b>WI</b>	65	82	90	17	*	8	*	25	*	<b>WI</b>	68	78	10	*
<b>2. Perception of More Than Usual Number of Messages in Past 30 Days</b>														
<b>Rural Targeted Areas</b>										<b>Statewide</b>				
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
<b>IL</b>	13	25	45	12	*	20	*	32	*	<b>IL</b>	13	53	40	*
<b>IN</b>	20	42	44	22	*	2		24	*	<b>IN</b>	18	51	33	*
<b>MI</b>	29	45	71	16		26	*	42	*	<b>MI</b>	26	80	54	*
<b>MN</b>	11	42	68	31	*	26	*	57	*	<b>MN</b>	13	65	52	*
<b>OH</b>	10	-	48	-	*	-	*	38	*	<b>OH</b>	13	51	38	*
<b>WI</b>	7	45	61	38	*	16	*	54	*	<b>WI</b>	8	59	51	*
<b>3. Recognition of the Click It or Ticket Slogan</b>														
<b>Rural Targeted Areas</b>										<b>Statewide</b>				
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
<b>IL</b>	83	85	93	2		8	*	10	*	<b>IL</b>	81	91	10	*
<b>IN</b>	83	90	95	7	*	5	*	12	*	<b>IN</b>	86	94	8	*
<b>MI</b>	-	-	90	-		-		-		<b>MI</b>	n/a	89	-	
<b>MN</b>	43	67	83	24	*	16	*	40	*	<b>MN</b>	39	79	40	*
<b>OH</b>	34	-	73	-		-		39	*	<b>OH</b>	45	77	32	*
<b>WI</b>	36	57	79	21	*	22	*	43	*	<b>WI</b>	44	82	38	*
<b>4. Awareness of Special Efforts by Police to Ticket for Safety Belt Violations</b>														
<b>Rural Targeted Areas</b>										<b>Statewide</b>				
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
<b>IL</b>	27	38	63	11	*	25	*	36	*	<b>IL</b>	16	55	39	*
<b>IN</b>	26	51	59	25	*	8	*	33	*	<b>IN</b>	22	66	44	*
<b>MI</b>	16	29	63	13	*	34	*	47	*	<b>MI</b>	15	63	48	*
<b>MN</b>	9	30	53	21	*	23	*	44	*	<b>MN</b>	7	50	43	*
<b>OH</b>	17	n/a	52	-		-		35	*	<b>OH</b>	17	52	35	*
<b>WI</b>	7	30	50	23	*	20	*	43	*	<b>WI</b>	8	47	39	*
Notes: all numbers rounded to nearest whole percent; * denotes $p \leq 0.05$														

**Table B-1: State-by-State Results of Telephone Surveys (continued)**

<b>5. Awareness of Specific Enforcement Operations (e.g., Enforcement Zones)</b>														
<b>Rural Targeted Areas</b>										<b>Statewide</b>				
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
<b>IL</b>	29	35	55	6		20	*	26	*	<b>IL</b>	27	55	28	*
<b>IN</b>	20	36	47	16	*	11	*	27	*	<b>IN</b>	21	54	33	*
<b>MI</b>	12	13	37	1		24	*	25	*	<b>MI</b>	16	34	18	*
<b>MN</b>	n/a	n/a	n/a	n/a		n/a		n/a		<b>MN</b>	n/a	n/a	n/a	
<b>OH</b>	n/a	n/a	n/a	n/a		n/a		n/a		<b>OH</b>	n/a	n/a	n/a	
<b>WI</b>	n/a	n/a	n/a	n/a		n/a		n/a		<b>WI</b>	n/a	n/a	n/a	
<b>6. Perception That Police Are Issuing More Tickets for Safety Belt Violations</b>														
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
<b>IL</b>	27	25	43	-2		18	*	16	*	<b>IL</b>	35	46	11	*
<b>IN</b>	40	36	52	-4		16	*	12	*	<b>IN</b>	36	50	14	*
<b>MI</b>	17	23	45	6		22	*	28	*	<b>MI</b>	25	37	12	*
<b>MN</b>	-	-	-	-		-		-		<b>MN</b>	-	-	-	
<b>OH</b>	28	-	41	-		-		13	*	<b>OH</b>	27	41	14	*
<b>WI</b>	27	45	56	18	*	11		29	*	<b>WI</b>	23	52	29	*
<b>7. Perception That One Is Likely to Be Ticketed for Not Buckling Up</b>														
	w1	w2	w3	RDP w2-w1		CIOT w3-w2		Overall w3- w1			w1	w3	Overall w3- w1	
<b>IL</b>	39	36	54	-3		18	*	15	*	<b>IL</b>	32	37	5	
<b>IN</b>	45	41	47	-4		6		2		<b>IN</b>	38	45	7	*
<b>MI</b>	41	51	59	10		8		18	*	<b>MI</b>	45	50	5	
<b>MN</b>	21	23	32	2		9	*	11	*	<b>MN</b>	19	28	9	*
<b>OH</b>	23	-	31	-		-		8	*	<b>OH</b>	20	26	6	*
<b>WI</b>	15	26	35	11	*	9	*	20	*	<b>WI</b>	11	30	19	*

Notes: all numbers rounded to nearest whole percent; \* denotes  $p \leq 0.05$



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