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# **Evaluation of the “Click It or Ticket” Campaign During April-June 2004 Mobilization in Illinois**

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# Illinois Department of Transportation

## Division of Traffic Safety

### Evaluation Unit

The Evaluation Unit within the Division of Traffic Safety in the Illinois Department of Transportation focuses on evaluation and monitoring of various highway safety projects and programs in Illinois. The Evaluation Unit conducts research and analyses that enhance the safety and efficiency of transportation by understanding the human factors that are important to transportation programs in Illinois. The main functions of the Unit include the following:

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with enforcement component (e.g., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE projects) using crash and citation data provided by local and state police Departments.
4. Evaluate several highway safety programs (e.g., Occupant Protection and Alcohol). This involves evaluating the effects of public policy and intervention programs that promote safe driving.
5. Design and conduct annual observational safety belt and child safety seat surveys for Illinois. This survey is based on a multi-stage random selection of Interstate Highways, US/IL Highways, and several local and residential streets.
6. Provide results of research and evaluation as well as annual enforcement activities to the National Highway Traffic Safety Administration (NHTSA) as part of the Federal Requirements of State Highway Safety Program in Illinois.
7. Provide statistical consultation to other Sections at the Division of Traffic Safety and other Divisions at IDOT.
8. Publish results of all research and evaluation at the Division and place them as PDF files at IDOT's Website.

**Using a statewide public opinion survey and an observational survey of Illinois licensed drivers, this report evaluates the impact of the "Click It or Ticket" campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on safety belt usage and issues during April-June 2004 mobilization in Illinois. The safety belt issues include self-reported belt use, motorists' opinion and awareness of the existing local and state safety belt enforcement programs, proposed primary seat belt law, and safety belt related media programs and slogans.**

The report was compiled and prepared by the Evaluation staff. Comments or questions may be addressed to Mehdi Nassirpour, Ph.D., Chief of Evaluation Unit, Bureau of Administrative Services, Division of Traffic Safety, Illinois Department of Transportation, 3215 Executive Park Drive, Springfield, Illinois 62794-9245.

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# Executive Summary

## RESULTS

### OBSERVATIONAL SURVEY

1. During the pre-mobilization observational mini survey (50 sites), a total of 36,460 passenger cars and 4,018 pickup trucks were observed. During the post-mobilization observational statewide survey (258 sites), there were 108,042 passenger cars and 12,622 pickup trucks observed for a total of 120,664 vehicles.
2. The overall observed seat belt usage rate for passenger cars and pickup trucks during the campaign increased from 81.4 percent before the campaign to 83 percent after the campaign.
3. Based on region, the Collar Counties had the highest usage rate at over 84 percent, followed by Cook County (excluding the City of Chicago) and the Downstate Counties with usage rates of more than 81 percent. Only the City of Chicago and the Downstate Counties had increases in belt usage, while Cook County and the Collar Counties had slight decreases in belt usage.
4. Those people who traveled on Interstates had the highest usage rate at over 87 percent. Travelers on US/IL Highways had a usage rate around 81 percent, while those who traveled on residential roads had the lowest usage rate at over 77 percent.
5. Prior to the start of the campaign, the seat belt usage rate for passenger car occupants was 83.1 percent, but slightly increased to 84.2 percent after the campaign. There was an increase in the seat belt usage rate from 66.2 percent to 72.6 percent for occupants of pickup trucks.

### TELEPHONE SURVEY

6. Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” increased from 83 during the pre-test to 86 percent during the post-test.
7. The percent who said their use of seat belts had increased in the past thirty days increased by five percentage points and this represented a doubling of pre-test percent, from eight percent in the pre-test to 10 percent in the post-test.

### Awareness of and attitudes toward seat belt laws

8. More than 98 percent in both the pre-test and post-test surveys indicated being aware that Illinois has a law requiring adults to wear seat belts.
9. During the pre-test, more than 83 percent of respondents indicated that police can stop a vehicle just for a seat belt violation. During the post-test, this percent increased to 89 percent.

### Attitudes about wearing seat belts

10. **Agree/disagree: Seat belts are just as likely to harm you as help you.** About two-thirds of the respondents (68% in May and 67% in July) disagree with this statement.
11. **Agree/disagree: If you were in an accident, you would want to have your seat belt on.** Almost 90 percent of respondents “*strongly agree*” with this statement, applying to both pre-test and post-test surveys.
12. **Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.** During both the pre and post-test, about 70 percent of respondents “strongly disagree” with this statement.

### Perceptions and attitudes toward seat belt law enforcement

13. Statewide, the percent who indicated that getting a ticket would be “*very likely*” or “*somewhat likely*” increased from 59 percent during the pre-test to 71 percent during the post-test resulting in a 12 percentage point increase.
14. **Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.** Statewide, the percent who *agree* at least to some extent with this statement increased from 43 percent during the pre-test to 51 percent during the post-test. Those who “*strongly disagree*” increased from 24 percent to 30 percent.
15. **Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?** During the pre-test, almost 90 percent of respondents agreed with this statement, while during the post-test, this percent decreased to 86.

### Exposure to seat belt awareness and enforcement activities in past thirty days

16. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” increased by 30 percentage points (from 30 percent during the pre-test to 60 percent during the post-test).
17. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 63 percent in the pre-test survey to nearly 80 percent in the post-test survey. More than 71 percent had heard or seen such messages through television, 44 percent through radio, and 26 percent through newspaper.

### Awareness of selected traffic safety slogans

18. The three slogans which have the highest percent awareness are “Friends Don’t Let Friends Drive Drunk” (more than 85 percent awareness), “Click It or Ticket” (more than 84 percent awareness), and “You Drink and Drive. You Lose.” (more than 68 percent awareness).
19. Awareness of the Click It or Ticket slogan increased from 84 percent during the pre-test to 90 percent during the post-test resulting in a 6 percentage point increase.

## Evaluation of the “Click It or Ticket” Program in Illinois

During May through June 2004, the Division of Traffic Safety conducted pre and post observational and public opinion surveys of safety belt use among Illinois drivers. The main purpose of these surveys was to evaluate the impact of the “Click It or Ticket” campaign (a nationally recognized high visibility and massive effort to detect violators of safety belt laws) on the safety belt usage rate and its correlates in Illinois. The following surveys were conducted before and after the campaign:

1. One mini observational safety belt survey (50 sites) and one statewide survey (258 sites)
2. Two telephone surveys

The telephone surveys were conducted in order to evaluate the impact of the “Click It or Ticket” campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists’ opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

“Click It or Ticket” is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection. An intense public information and education campaign was run concurrently with the enforcement blitz to inform the motoring public of the benefits of seat belt use and of issuing tickets for seat belt violations. The goal of the “Click It or Ticket” campaign is to save lives and reduce injuries resulting from motor vehicle crashes by increasing the safety belt usage rate in Illinois by at least 3-5 percentage points.

Experience across the nation clearly demonstrates that high seat belt usage rates (above 70 percent) are not possible in the absence of highly publicized enforcement. The threat of serious injury or even death is not enough to persuade some people, especially young people who believe they are invincible, to always buckle up. The only proven way to get higher risk drivers to use seat belts is through the real possibility of a ticket or a fine.

## Objectives

1. To determine the actual rate of seat belt usage in Illinois through the use of the observational survey.
2. To determine Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of the driver facility survey and telephone survey.
3. To evaluate the impact of the "Click or Ticket " campaign on safety belt use.

## Click It or Ticket Campaign in Illinois (May 10 - June 13, 2004)

The "Click It or Ticket" campaign in Illinois started on April 26 and ended on June 13, 2004. During the first two weeks, baseline data and information on several safety belt-related issues including public opinion and awareness of the existing safety belt topics (e.g., public education and enforcement items) were collected. Weeks three through eight were used to obtain earned media - free advertising about the program. Weeks four and five were designed to pay for media time - primarily Television and Radio markets. Weeks five and six were devoted to highly publicized strict enforcement of the safety belt laws. Week seven and eight included collecting post survey data on selected safety belt issues (**See Diagram 1**).

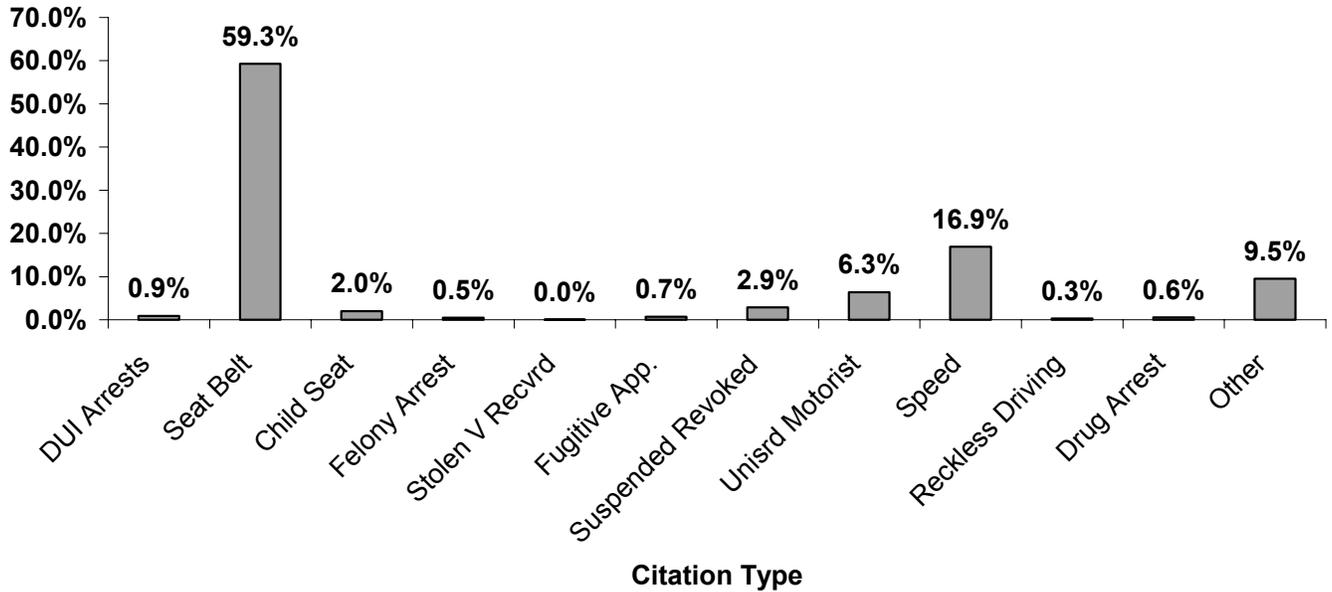
During this eight-week campaign, several media events were held throughout the state on May 20 - June 2, 2004. Events were held in Chicago, Springfield, Rock Island, Quincy, Collinsville, Murphysboro, and Rockford.

Over 20,129 man-hours were conducted on a variety of enforcement efforts, such as Roadside Safety Checks, Hire-back Programs, and Saturation Patrols. Of the total hours, 16,519 (82.1%) were overtime hours.

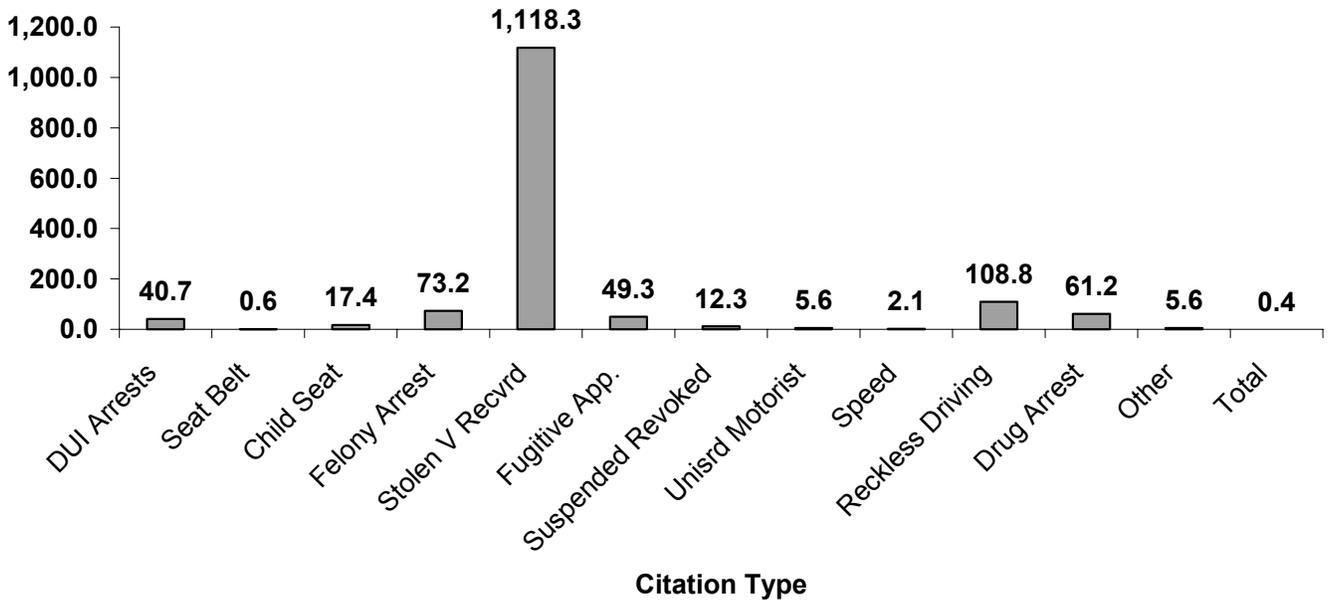
A total of 176 local agencies as well as Illinois State Police and Secretary of State Police agencies participated in the enforcement campaign and issued 34,212 seat belt citations, 1,160 child passenger safety citations, 9,657 speed violations, and 494 DUI arrests. Overall 55,597 citations were issued statewide during the enforcement period. **Figure 1** shows percent distribution of citations issued during this campaign. As shown in this Figure, of the total citations, about 59 percent were for safety belt violations and 17 percent were for speeding violations. **Figure 2** depicts total patrol hours per citation by citation type during the enforcement campaign. As shown in this figure, on average, a law enforcement officer issued

one citation for every 24 minutes of patrol ( $0.4 \text{ hours} * 60 \text{ minutes} = 24$ ). On average, one seat belt citation was issued for every 36 minutes of patrol, and one child seat citation issued for every 17.4 patrol hours.

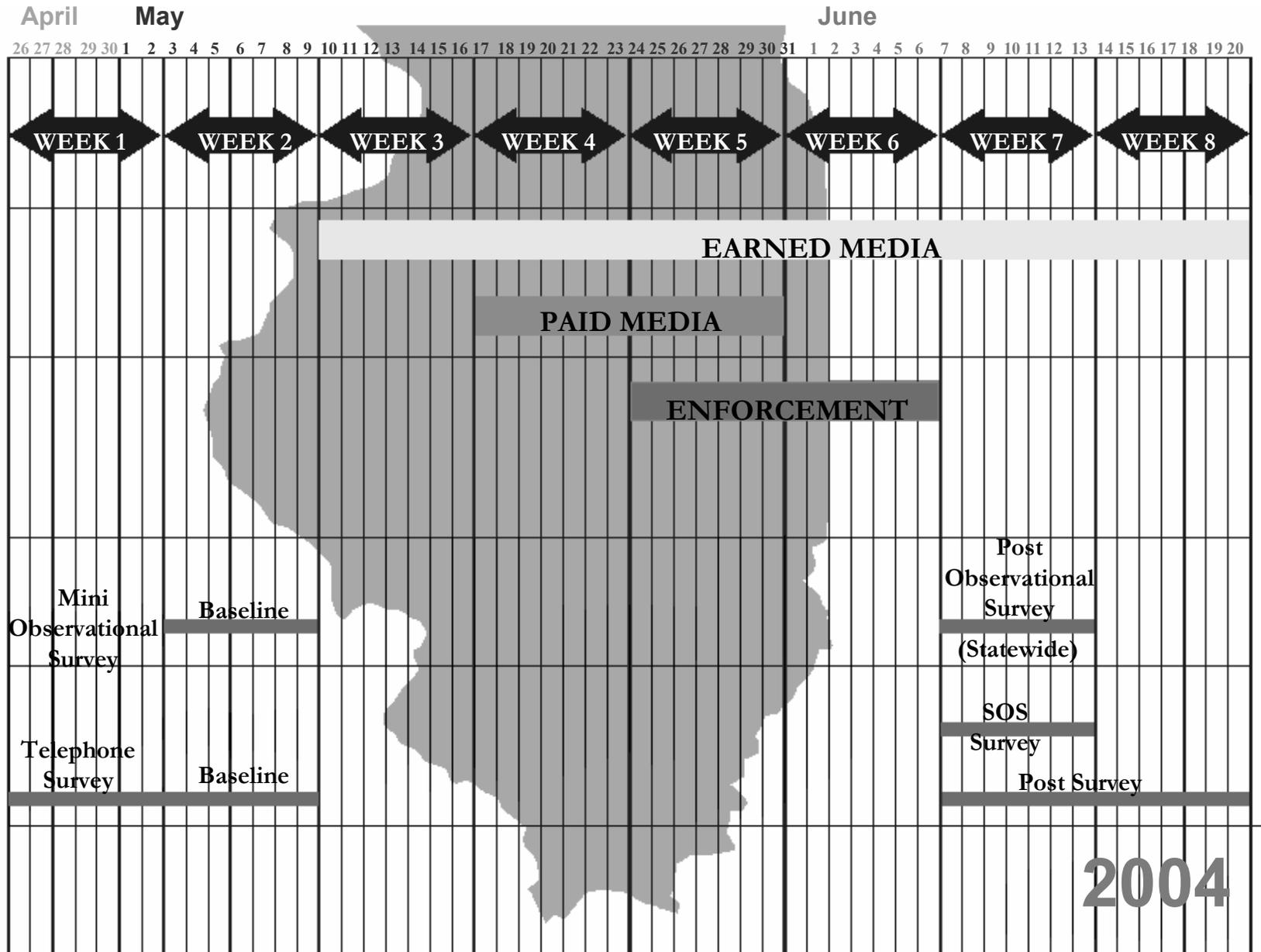
**Figure 1: Percent Distribution of Citations Issued During 2004  
"Click It or Ticket" Campaign in Illinois  
(Total Citations = 55,597)**



**Figure 2: Total Patrol Hours Per Citation by Citation Type  
During 2004 "Click It or Ticket" Campaign in Illinois  
(Total Patrol Hours = 20,129 and Total Citations = 55,597)**



# Diagram 1 Illinois "Click It or Ticket" Time Line



## **Safety Belt Use at the National and State Levels**

National seat belt use in 2003 increased to 80 percent. Yet, this rate was well below the 88 percent target for 2003. That target was based on a stretch goal of 90 percent by 2005. NHTSA determined that this performance target was also unrealistic and required revising. The agency has set a 2003 seat belt usage target of 78 percent. This goal is reasonable and challenging. According to NHTSA, over the past several years the agency has been converting approximately 8.5 percent of the non-seat belt users, each year, to seat belt users. Continuing to convert this number each year becomes more difficult, as a set of "hard core" non-users becomes a higher portion of all non-users.

Current seat belt use saves 11,000 lives and prevents 2 million injuries every year. For each percentage point increase in seat belt use, 3 million more people buckle up, saving approximately 226 lives and preventing 3,700 injuries each year (NHTSA, 2000).

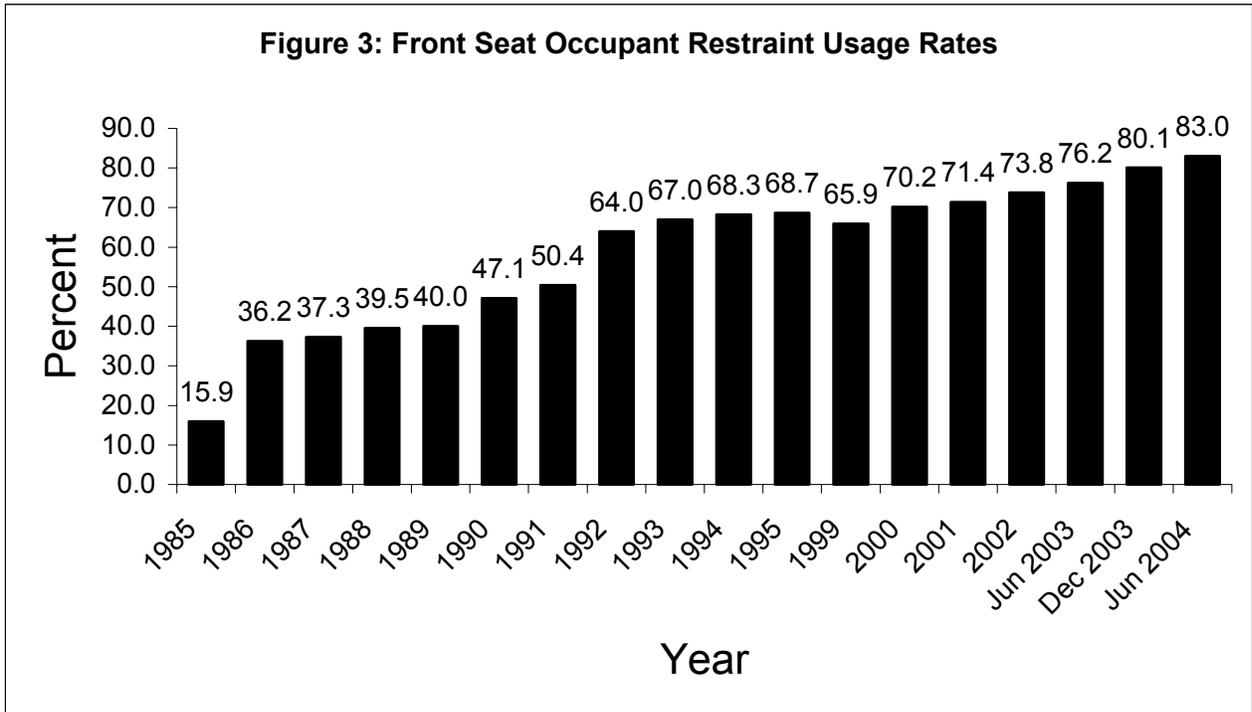
Currently the State of Illinois has a primary belt law, which became effective on July 3, 2003 after Governor Blagojevich signed the bill into the law. Under the primary belt law in Illinois, police officers can stop vehicles in which occupants fail to buckle up and issue citations.

The first Illinois safety belt law was passed in January 1985 and became effective July 1, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicle were required to be equipped with safety belts with the exception of those people frequently leaving their vehicles for deliveries if speed between stops was no more than 15 mph, medical excuses, rural letter carriers, vehicles operating in reverse, and vehicles manufactured before 1965. In 1987 the original law was amended and became effective in January 1988 as a secondary enforcement law until July 3, 2003.

The first statewide safety belt usage survey was conducted April 1985, prior to the safety belt law becoming effective. Data from the first survey became the base from which to measure the success of Illinois' efforts to educate citizens about the benefits of using safety belts.

The base line (April 1985) occupant restrain usage rate for all front seat occupants (drivers and passengers) observed in Illinois was 15.9 percent. During the first twelve months after the safety belt law became effective, the observed usage rate increased 36.2 percent. Since that

time, the usage rate has increased yearly peaking in June 2004 at 83.0 percent. There was an increase of 67.1 percentage points since the first survey was conducted in April 1985 (see Figure 3).



## **OBSERVATIONAL SURVEY**

## Data and Methodology

The safety belt usage rate evaluation was a statistical (multi-stage random) observational survey conducted statewide both prior to and following the “Click it or Ticket” campaign. The first survey was a mini-survey (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-survey were selected from the 258 sites used in the annual seat belt usage survey. The survey included sites on both high volume state highways and low volume local roads and residential streets. The sites provided a statistically representative sample of the state as a whole. Design of the survey was based on the National Highway Traffic Safety Administration’s requirements and had four characteristics:

1. The survey was conducted between 7:00 a.m. and 6:30 p.m. when the light was adequate for observation.
2. The survey observations were restricted to front seat occupants (drivers and outboard passengers) of passenger cars (cars, sport utility vehicles, taxis and vans) and pickup trucks.
3. Only the use of a shoulder harness was observed since vehicles passed an observation point without stopping.
4. The survey sites included interstate highways, freeways, county roads, state highways and a random sample of residential streets within selected areas.

For more information on survey design, refer to the original report entitled “Design of the New Safety Belt Usage Survey in Illinois,” Division of Traffic Safety, Illinois Department of Transportation (IDOT), January 1994.

## Summary of Findings

**Tables 1, 2, and 3** show results of the safety belt surveys conducted prior to and after the “Click It or Ticket” campaign. Column 1 depicts safety belt usage rates prior to the "Click It or Ticket" mobilization. Columns 2 and 3 show safety belt usage rates following the "Click It or Ticket" mobilization. It should be noted that the sites from column 2 were extracted from the statewide survey sites in column 3. Columns 4 and 5 depict percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type

(driver/passenger), various regions of the state where the survey was conducted, road types, and vehicle types. There was a total of 40,478 front seat occupants observed during the pre-mobilization survey, while there was a total of 120,664 front seat occupants observed during the post-mobilization survey.

**Table 1** shows safety belt use for combined passenger cars and pickup trucks during the campaign. As shown in this table, the overall safety belt usage rate increased from 81.4 percent before the campaign to 83.0 percent after the campaign. Drivers and passengers had very similar usage rates during the pre and post campaign (**Figure 1**).

Among selected regions, the Collar Counties (DuPage, Will, Kane, McHenry, and Lake) had a usage rate of more than 85 percent. Cook County, excluding the City of Chicago, and the Downstate Counties had usage rates of more than 81, while the City of Chicago had the lowest usage rate (see **Figure 2**). The City of Chicago and the Downstate Counties had increases in belt use of 4.5 and 8.8 percent respectively. On the other hand, Cook County and the Collar Counties had moderate decreases in belt use of 2.9 and 0.5 percent respectively.

As expected, interstate highway travelers had the highest usage rate at over 87 percent, followed by US and Illinois marked highway travelers over 81 percent. Motorists traveling on residential streets had the lowest rate at over 77 percent (**Figure 3**). Motorists traveling on Interstates had an increase in belt use of 4.7 percentage points; motorists traveling on residential roads had an increase in belt use of 2.2 percentage points, while US/IL Highway motorists had an increase of 1.4 percentage points.

Passenger car occupants had the safety belt usage rate of over 83 percent while pickup truck occupants had the belt usage rate of over 66 percent. Seat belt use increased in pickup trucks by 6.4 percentage points, while usage rates in passenger cars only increased 1.1 percent percentage points (see **Figure 4**).

**Table 2** depicts safety belt usage rate and their correlates for passenger car occupants. Overall usage rates among passenger car occupants are significantly higher than the usage rates among pickup truck occupants. Findings of **Table 2** including percent changes between pre and post surveys are very similar to the findings of **Table 1**.

**Table 3** shows safety belt usage rates and their related data and information for pickup truck drivers and passengers. Overall the safety usage rate increased from 66.2 percent before the campaign to 72.6 percent after the campaign. Drivers had an increase in belt usage of 7.2 percentage points, while passengers had only a slight increase in belt usage of 2.8 percent percentage points.

The Downstate Counties had the highest percent increase of seat belt usage among pickup truck occupants at 17.1 percentage points, while the City of Chicago and Collar Counties had a seat belt usage increase of 3.4 and 3.1 percentage points respectively. On the other hand, Cook County had a decrease in belt use of 0.7 percentage points.

Pickup truck occupants traveling on US/IL Highways, residential roads, and interstates had increases in belt use of 8.8, 7.9, and 7.2 percentage points respectively.

**Table 1: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (May 3-June 19, 2004) (All Vehicles<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change/ Pre and Post Mini-Surveys	% Change/ Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	May 3-May 6 N=40,478	June 7-June 13		(4)	(5)
<b>Total Usage Rate</b>					
<b>Total</b>	<b>81.4</b>	<b>84.9</b>	<b>83.0</b>	<b>3.5</b>	<b>1.6</b>
Drivers	81.0	85.1	83.4	4.1	2.4
Passengers	79.2	84.1	81.2	4.9	2.0
<b>Region</b>					
Chicago	72.3	76.3	76.8	4.0	4.5
Cook County	83.0	81.9	80.1	-1.1	-2.9
Collar County	84.5	88.2	84.0	3.7	-0.5
Downstate	78.8	88.3	87.6	9.5	8.8
<b>Road Type</b>					
Residential	77.3	80.6	79.5	3.3	2.2
US/IL Highways	81.0	83.0	82.4	2.0	1.4
Interstate	87.0	91.4	91.7	4.4	4.7
<b>Vehicle Type</b>					
Passenger Car	83.1	84.2	84.2	2.9	1.1
Pickup Truck	66.2	72.6	72.6	7.8	6.4

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs and vans) were included in this table.

**Table 2: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (May 3-June 19, 2004) (Passenger Cars<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change Pre and Post Mini-Surveys	% Change Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	May 3-May 9 N=36,460	June 7-June 13		(4)	(5)
<b>Total Usage Rate</b>					
<b>Total</b>	<b>83.1</b>	<b>86.0</b>	<b>84.2</b>	<b>2.9</b>	<b>1.1</b>
Drivers	82.6	86.2	84.6	3.6	2.0
Passengers	80.5	85.0	82.3	4.5	1.8
<b>Region</b>					
Chicago	73.2	77.1	77.5	3.9	4.3
Cook County	84.1	83.4	81.5	-0.7	-2.6
Collar County	86.3	89.3	85.4	3.0	-0.9
Downstate	81.1	89.8	89.4	8.7	8.3
<b>Road Type</b>					
Residential	79.1	81.4	80.6	2.3	1.5
US/IL Highways	83.6	84.7	84.3	1.1	0.7
Interstate	88.2	92.8	92.8	4.6	4.6

1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Passengers cares include cars, sport utility vehicles, taxicabs and vans

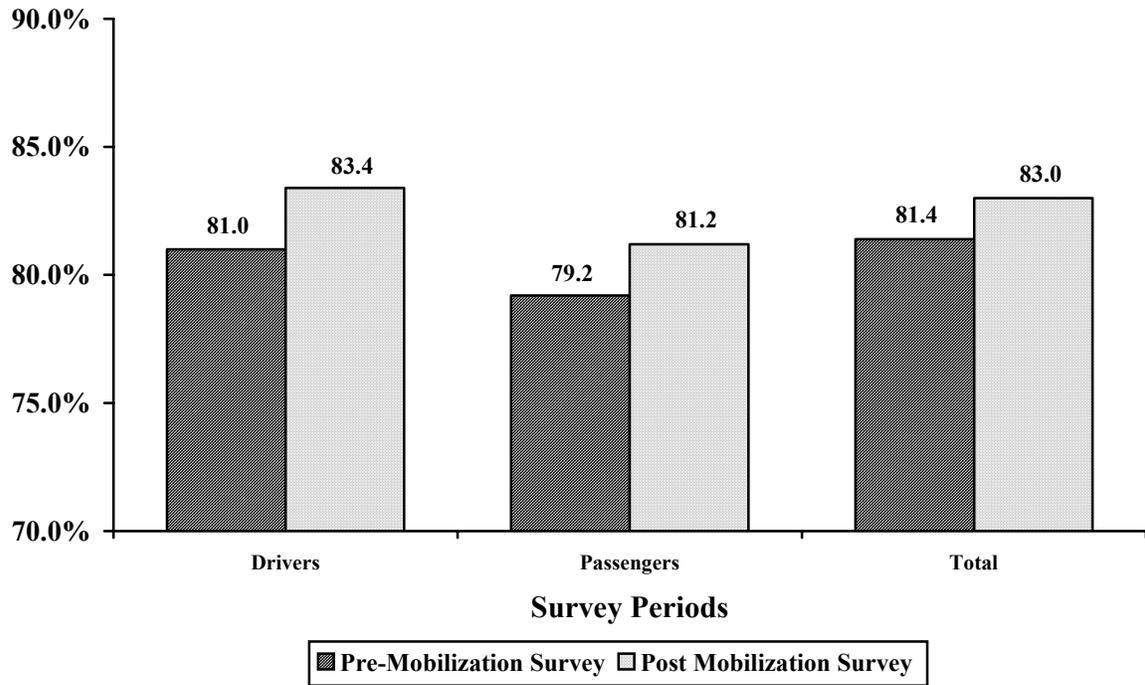
**Table 3: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys<sup>1</sup> in Illinois during the “Click it or Ticket” Campaign (May 3-June 19, 2004) (Pickup Trucks<sup>2</sup>)**

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Mini-survey)	Post-Mobilization Survey (Statewide Survey)	% Change Pre and Post Mini-Surveys	% Change Pre Mini-Survey and Post Statewide Surveys
	(1)	(2)	(3)		
	May 3-May 9 N=4,018	June 7-June 13 N=3,405	June 7-June 13 N=12,622	(4)	(5)
<b>Total Usage Rate</b>					
<b>Total</b>	66.2	74.0	72.6	7.8	6.4
Drivers	65.7	73.7	72.9	8.0	7.2
Passengers	68.5	75.6	71.3	7.2	2.8
<b>Region</b>					
Chicago	60.8	64.8	64.2	4.0	3.4
Cook County	65.1	64.4	64.4	-0.7	-0.7
Collar County	68.2	76.4	71.3	8.2	3.1
Downstate	61.7	80.1	78.8	18.4	17.1
<b>Road Type</b>					
Residential	60.5	70.5	68.4	10.0	7.9
US/IL Highways	61.7	72.1	70.5	10.4	8.8
Interstate	75.7	78.7	82.9	3.0	7.2

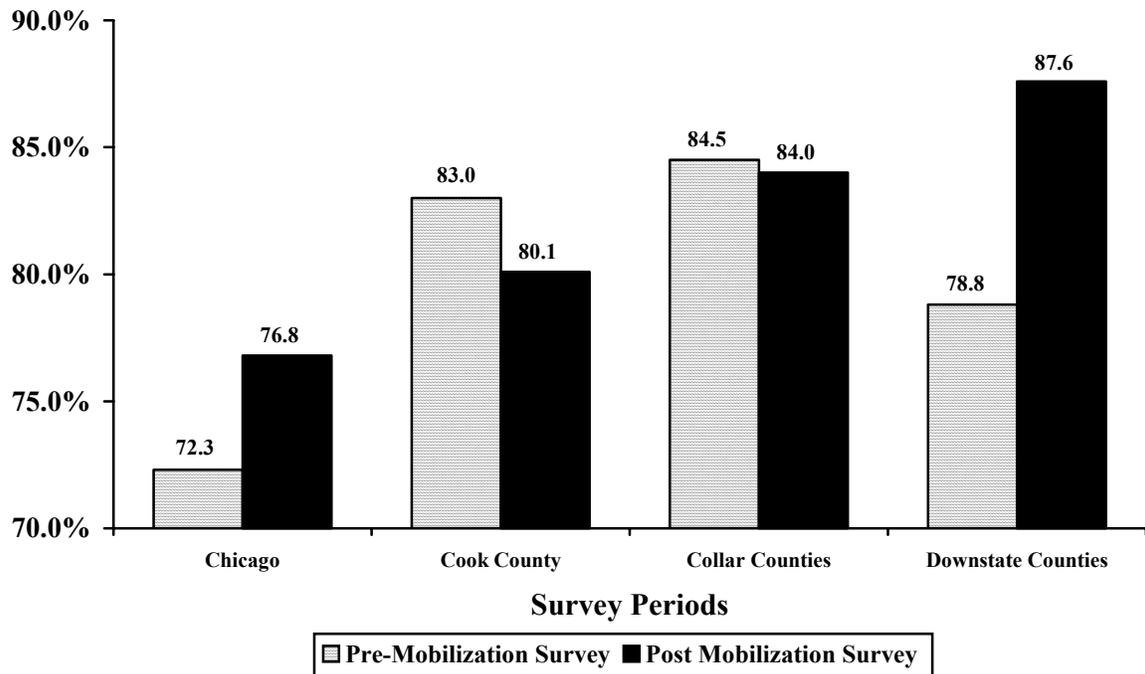
1) All mini-surveys include 50 sites and last survey includes 258 sites.

2) Large trucks are excluded.

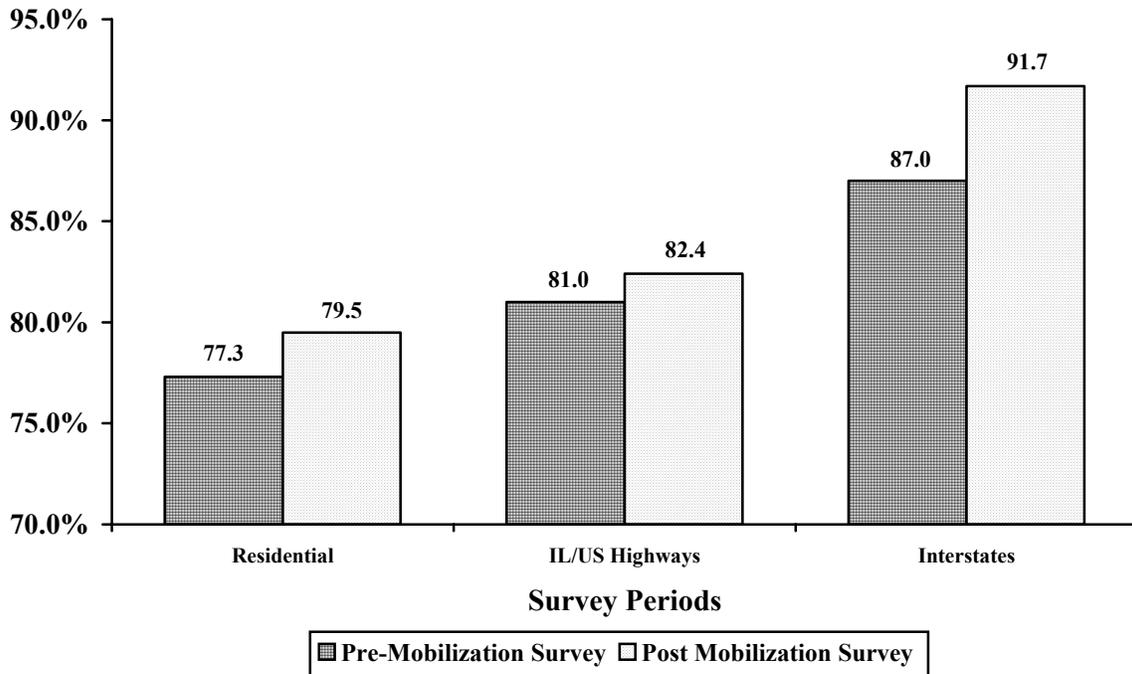
**Figure 4: Safety Belt Usage Rates for (TOTAL) Drivers and Passengers During the Pre and Post Mobilization Periods in Illinois**



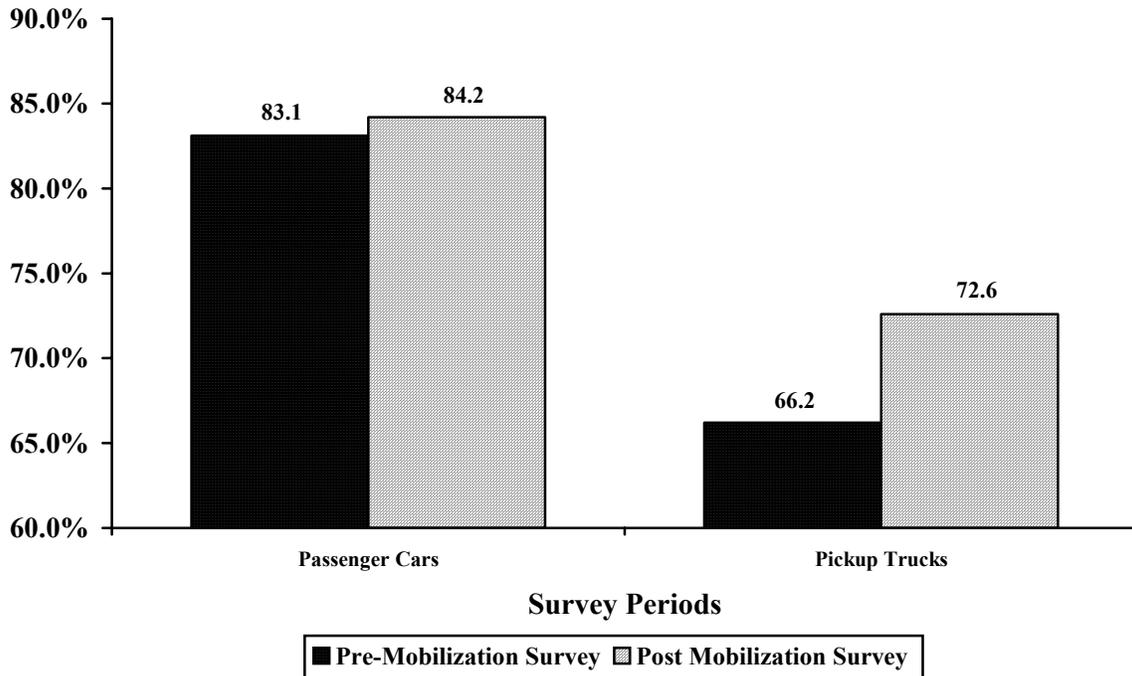
**Figure 5: Safety Belt Usage Rates (TOTAL) by Region During the Pre and Post Mobilization Survey Periods in Illinois**



**Figure 6: Safety Belt Usage Rates (TOTAL) by Road Type During the Pre and Post Mobilization Survey Periods in Illinois**



**Figure 7: Safety Belt Usage Rates (TOTAL) for Passenger Cars and Pickup Trucks During the Pre and Post Mobilization Survey Periods in Illinois**



## **TELEPHONE SURVEY**

# **The Illinois Statewide Spring / Summer / Fall 2004 Seat Belt Enforcement Campaign Surveys**

*Conducted for*  
**Illinois Department of Transportation  
Division of Traffic Safety**

*Conducted by*  
**Survey Research Office  
Center for State Policy and Leadership  
University of Illinois at Springfield**

## **Summary Report**

Field Interviewing: May / July / September, 2004  
Report: October, 2004

*Written by*  
Richard Schuldt, Director, UIS/SRO  
*With assistance from*  
Mark Winland, Interviewing Lab Manager

### **Introduction**

The Illinois Department of Transportation, Division of Traffic Safety, contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct three statewide telephone surveys from May through September/October, 2004. The first survey was conducted in May prior to the Memorial Day weekend, the second in July after the July 4<sup>th</sup> weekend, and the third in September/early October after the Labor Day weekend (herein called the September survey).

The May survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement campaign that took place in a time period surrounding the Memorial Day weekend. The July survey included a full set of both seat belt and DUI-related questions as did the September survey. The September survey took place after a DUI enforcement campaign that took place in a time period surrounding Labor Day weekend. Thus, the May survey served as a “pre-test” for the Memorial Day seat belt enforcement campaign, with the July survey serving as a “post-test” for this campaign. Similarly, the July survey served as a “pre-test” for the Labor Day DUI enforcement campaign, with the September survey serving as a “post-test” for this campaign.

### **Methodology**

The sampling methodology for the three surveys was similar to that of other recent telephone surveys on seat belt and DUI initiative topics conducted for IDOT’s Division of Traffic Safety. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Actual field interviewing for the May survey was conducted from May 6 – May 23, 2004 with over 600 licensed drivers (604-623). Field interviewing for the July survey was conducted from July 6 – July 28, 2004 with

over 700 licensed drivers (723-747). And, field interviewing for the September survey was conducted from September 7 to October 10, 2004, again with over 700 licensed drivers (718-754).<sup>1</sup>

The sampling error for the May statewide results is +/- 4.0 percent (at the 95<sup>th</sup> confidence level). The sampling error for both the July and September statewide results is just over +/- 3.6%.<sup>2</sup> The error for subgroups in all surveys is, of course, larger. The numbers of completions for each stratification group are presented below for each of the three surveys. It should be noted that statewide results have been weighted to correct for the intentional over/under-representation of the respective regions.

	<b>2004 Seat Belt Pre-Test <u>May 2004</u></b>	<b>2004 Seat Belt Post-Test <u>July 2004</u></b>	<b>September <u>2004</u></b>
<i>TOTAL</i>	614	735	736
Chicago metro area	359	419	416
<i>City of Chicago</i>	188	198	190
<i>Chicago suburban counties</i>	171	221	226
Downstate counties	255	317	321
<i>North/central Illinois</i>	140	166	162
<i>Southern Illinois</i>	115	151	159

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews was just over 10 minutes for the May survey (median = 11 minutes) and somewhat under 15 minutes for the July and September surveys (median = 13-14 minutes).

In the following summary, the statewide results for both surveys have been weighted to arrive at a proper distribution by region and by gender. No other weighting has been applied.<sup>3</sup>

## Comments on Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative conducted surrounding Memorial Day weekend, 2004. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the May and July surveys (the seat belt initiative “pre-test” and “post-test” surveys). However, for the statewide results, we often comment on the September results when they appear to add understanding to the earlier results/changes. In this summary report, percentages have been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.<sup>4</sup>

<sup>1</sup> There was some attrition during the interviewing. The higher number in each range is the number responding to the first substantive question, and the lower number is the number responding to the last question. It should be noted that the September survey took longer to complete than the July survey because about 4000 additional calls were needed to obtain virtually the same completion numbers.

<sup>2</sup> The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

<sup>3</sup> Despite the fact that the interviewer asks to speak to the youngest licensed driver three-quarters of the time, it appears the surveys still under-represents the youngest drivers. In addition, it appears the surveys somewhat over-represents licensed drivers with at least a four-year college education and somewhat under-represents those with at most a high school education. Neither has been corrected for in these results, but there is a good-to-great deal of consistency in the distributions across all three surveys (with the largest differences noted below). Thus, trends/changes between any two surveys or across the three surveys generally cannot be attributable to changes in these characteristics.

<sup>4</sup> When the decimal is .5, we round to the even integer.

The full results are presented in the accompanying **IDOT 2004 Statewide Survey Tables** (an Excel file) compiled for the project. Separate worksheets are included for: the statewide results; regional results; results by gender; results by age group (three categories of up to 29, 30s and 40s, and 50 and over); and results by race (white/non-white). The worksheet for the statewide results includes the percentage point changes from the May to July surveys and changes from the July to September surveys. Subgroup worksheets also contain the statewide results.

*Time frame in question wording.* The question wording for particular questions in each of the surveys is the same, with one exception. In both May and September, the “time frame” in selected questions [such as, have you seen a certain kind of message in the last (time period)] is “in the past 30 days.” In the July survey, this was changed to “in the past 60 days” and several times explicitly included the fact that this time period included both the Memorial Day and July 4<sup>th</sup> weekends.

**Demographic characteristics of the May and July samples.** Before reporting the seat belt-related results, it is worth noting that the May and July 2004 samples are very similar with regard to most demographic characteristics. The largest difference is found for education level, where the July sample is found to have somewhat more respondents with a high school degree or GED as their highest level of education (24% vs. 17% in May) and a lower percentage with a four-year college degree (37% vs. 43%).<sup>5</sup> Comparisons on other demographic characteristics are found in the accompanying tables.

## RESULTS

### Reports of seat belt usage

**When driving, how often do you wear your seat belt?** Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” increased slightly from May to July, 83 percent to 86 percent. In September, this percentage had dropped to 81 percent.<sup>6</sup>

The July results show only small differences across regions in the percentage of respondents who say they wear their seat belts “all of the time,” with a range of only 84 percent to 87 percent. Downstate respondents are only slightly less likely to say so than Chicago metro respondents. Sizeable increases in this percentage occurred both in the City of Chicago (+7%) and in southern Illinois (+9%) between the May and July surveys.

**When was the last time you did not wear your seat belt when driving?** The percent who indicated that the last time they did not wear their seat belt was “more than a year ago” (or said they always wear one) also increased slightly from May to July, from 65 percent to 68 percent. Again, the September percentage had dropped just below the May level (to 64%). At the same time, the proportion who said they had not worn a seat belt “within the last day” decreased slightly from the May to July surveys (11% to 8%). In September, this percentage then increased back to the May level.

By region, the July results actually show the largest percentage who indicated not wearing a seat belt “more than a year ago” (or said they always wear one) in southern Illinois (74%) and the lowest percentage in the Chicago suburbs (65%). North/central Illinois (70%) and City of Chicago (68%) respondents fall between the two. From May to July, a very large increase in this percentage is found in southern Illinois (+19%), and sizeable increases are also found for north/central Illinois (+11%) and the City of Chicago (+7%). A sizeable decrease in this percentage is found for the Chicago suburbs (-10%).

At the other extreme, about one in ten respondents (9-11%), indicated they had not worn a seat belt “within the last day” for all regions but the City of Chicago, where this percentage was half this much (5%). Sizeable

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<sup>5</sup> Interestingly, the September education results are more similar to the May education results for those with a high school diploma/GED or less (24%) and more similar to the July results for those with a four-year college degree (~37%). At the same time, the May and July results are more similar in the percent for those with some post high school education compared to the September results (~31% for May and July vs. 38% for September).

<sup>6</sup> The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

decreases in this percentage between May and July are found for both the City of Chicago (-8%) and southern Illinois (-7%).

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason given in the past three surveys was that the respondent was driving a short distance (about 50% of those giving a reason in each of the three surveys). The next most frequent reason is that the respondent “forgot” (about 20% in each of the surveys). In the July survey, the next most frequent response was “not in the habit / just forgot” at 15 percent, higher than the approximate one in ten who said such in both May and September. The percent who said seat belts are “not convenient / not comfortable” shows small but successive increases across the three surveys (8% to 12% to 14%).

**In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?** The percent who said their use of seat belts had increased in the past thirty days (or 60 days, for July) shows a slight increase from the May survey to the July and September surveys (8% vs. ~10%).

The July results are very similar across the four geographic regions. Only among north/central respondents is there a sizeable increase in the percent who indicated their use has increased (+6%).

**Have you ever received a ticket for not wearing a seat belt?** The percent who indicated having ever received a ticket for not wearing a seat belt is quite stable at about 8 percent across the three surveys.

In July, the percentage who reported having received such a ticket is highest in north/central Illinois (11%) and lowest in southern Illinois (7%). Interestingly, the largest increase in this percentage from May to July is also found in southern Illinois (+3%).

**When riding in a car as passenger, how often do you wear your seat belt?** The percent who said they use their passenger seat belts “all of the time” increased slightly from 73 percent in May to 77 percent in July. It then dropped slightly in September (74.5%).

The July results show that just over three-quarters of respondents (76-79%) in the three geographic regions outside of the City of Chicago indicated they wear a seat belt as a passenger “all of the time.” In the City of Chicago, this percentage is slightly lower (73%). From May to July, a sizeable increase in this percentage is found for southern Illinois respondents (+10%). The change is half this much in the two Chicago metro regions and actually shows a very slight decrease in north/central Illinois.

## **Awareness of and attitudes toward seat belt laws**

**As far as you know, does Illinois have a law requiring adults to use seat belts?** Nearly every respondent in all three surveys indicated being aware that Illinois has a law requiring adults to wear seat belts. In July, this percentage was at least 98 percent in each of the four regions, and slight to small increases of nearly 2 to 4 percentage points had occurred in this awareness from May to July.

**Primary enforcement: awareness and opinions.** *According to Illinois 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?* Over eight of ten (83%) May respondents indicated that police can stop a vehicle just for a seat belt violation. This awareness of primary enforcement increased to nearly nine of ten (89%) in the July survey and then dropped slightly to 86 percent in September.

The July results show that about nine of ten respondents are aware of primary enforcement in three of the regions (88-91%). In the City of Chicago, the July awareness level was somewhat less (85%). And, increases in this awareness occurred in all but the City of Chicago from May to July (+9% for Chicago suburbs; +9% for southern Illinois; and +6% for north/central Illinois).

***In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken?*** About two-thirds in all three surveys believe police should be allowed to stop a vehicle for seat belt violations without another traffic law violation. Interestingly, these opinion percentages are very consistent across the last six surveys, going back to May 2003.

The July results show that support for seat belt primary enforcement is higher in the Chicago metro area (73% City; 70% suburbs) than it is downstate (63% in southern Illinois; 60% in north/central). The only region to show a sizeable increase in support for primary enforcement from May to July is southern Illinois (+11%).

**In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats?** Over nine in ten respondents believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats. This conclusion applies to all four regions for the July survey. The largest increase in this support from May to July is found for southern Illinois (+5%).

## Attitudes about wearing seat belts

**Agree / disagree with selected statements about seat belts.** Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

**Agree/disagree: Seat belts are just as likely to harm you as help you.** The percent who disagreed (to any extent) with this statement is very stable across the three surveys (68% in May, 67% in July, and 69% in September). The percent who “strongly disagreed” declined from 49 percent in May, to 45 percent in July, and then was back up to 49 percent in September.

Little difference exists in these opinions by region in the July survey. Increases in the percent who disagree are apparent in all regions but the Chicago suburbs (+7% for the City of Chicago; +9% for north/central Illinois; and +13% for southern Illinois, with most in this latter region occurring in the “somewhat disagree” category). In the Chicago suburbs, a decrease of nearly 15 percentage points occurred for those who disagree (with a decrease of nearly 17 percentage points for those who “strongly disagree”).

**Agree/disagree: If you were in an accident, you would want to have your seat belt on.** Statewide, about nine of ten respondents in each of the surveys “strongly agree” that they would want to have their seat belt on if they were in an accident (88% to 89% to 91%, respectively, across the three surveys). It should be noted that these very small but consistent increases are found after another set of small but consistent increases in the previous three surveys (84% in May 2003; 86% in June 2003; and 88% in January 2004).

In the July survey, the percent who “strongly agree” is somewhat higher in the Chicago metro area (90% for City of Chicago and 93% for Chicago suburbs) than downstate (84-85%). From May to July, the largest change is seen in north/central Illinois (+5% for agreement with this statement).

**Agree/disagree: Putting on a seat belt makes you worry more about being in an accident.** The percent of respondents who “strongly disagree” with this statement is quite stable across the three surveys (71% to 70% to 73%). The percent who disagree at all is stable in May and July (88%) and then shows a very small decline to 85 percent in September.

In the July survey, the percent who “strongly disagree” is just over three-quarters in the City of Chicago (75%), about seven in ten in the Chicago suburbs (71%), nearly two-thirds in north/central Illinois (65%), and about six of ten in southern Illinois (61%). The percent who agree to any extent is highest in north/central Illinois (92% vs. 85-87% in the other three regions).

The largest change in opinions on this topic from May to July is found for respondents in southern Illinois, where there was a decrease of 9 percentage points for those who “strongly disagree” and an increase of about the same amount for those who agree to any extent. In addition, for the “strongly disagree” category, a smaller increase is found in the City of Chicago (+5%) and a similar decrease is found in the Chicago suburbs (-5%).

## Perceptions of and attitudes toward seat belt law enforcement

**Perceptions of seat belt law enforcement.** Several questions in the interview solicited respondents’ perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

**The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time?** Statewide, the percent who indicated that getting a ticket would be “very likely” or “somewhat likely” increased substantially from 59 percent in May 2004 to 71 percent in July 2004. It then dropped to 64 percent in September. The same general trend is found for those saying “very likely” (37% up to 42% and back to 37%).

In comparing regional results in the July survey, we find that the percent who believe that it is “very likely” they will get a ticket if they do not wear a seat belt is greater in the two downstate regions (~46-47%) than in the two Chicago metro regions (41% for the suburbs and 37% for the City of Chicago). The percent who say it is either “very likely” or “somewhat likely” is greatest in north/central Illinois (79%), about 10 percentage points lower in both southern Illinois and the Chicago suburbs (~71% in each), and nearly another 10 percentage points lower in the City of Chicago (62%).

From May to July, the greatest increase in the percentage saying it is “very likely” is found in southern Illinois (+11%). But, by far, the greatest increases in the percentage saying either “very likely” or “somewhat likely” occurred in north/central Illinois (+19%) and the Chicago suburbs (+19% and +17%, respectively, compared to +4% for southern Illinois and basically no change for the City of Chicago).

**Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations.** Statewide, the percent who disagree at least to some extent with this statement increased from 40 percent in May 2004 to 53 percent in July and then dropped to 38 percent in September. Those who “strongly disagree” increased from 21 percent in May to 27 percent in July and then dropped only slightly back to 25 percent in September. The percent who indicated they did not know declined from 29 percent in May to 18 percent in July. In September, it was up to 26 percent.

In the July survey, the greatest degree of disagreement is found in the two downstate regions (~50% in each), slightly more than in the Chicago suburbs (46%). By far, the lowest percent who disagree is found in the City of Chicago (32%). The percent who “strongly disagree” is also lowest in the City of Chicago (19% vs. 27-30% in the other three regions).

The largest changes in these percentages from May to July are found in southern Illinois (+11% for those who disagree) and in the Chicago suburbs (+8% for those who “strongly disagree”).

**Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.** Statewide, there was an increase in those who agreed that police in their community were writing more tickets from May to July (43% to 51%), with September results between the two at 47 percent. Across the three surveys, there is a consistent increase in those who “strongly agree” (24% to 30% to 32%).

In the July survey, agreement with this statement was most prevalent in north/central Illinois (60% vs. 47-50% in the other three regions). Strong agreement was slightly higher in the two downstate regions than in the Chicago suburbs (33% vs. 30%) and lowest in the City of Chicago (24%).

The greatest changes from May to July are found in the Chicago suburbs. Here there was an increase of 12 percentage points for those who “strongly agree” (and an accompanying decline of 8% for “don’t know”). Both the City of Chicago and north/central Illinois show an increase of about 6 percentage points for those who express any degree of agreement. In southern Illinois, an increase occurred in the percent who “strongly agree” (+5%), but this was accompanied by a larger decline in the percent who “somewhat agree” (-10%), for an overall decline in the percent who agree to any extent.

**Attitudes about the importance of seat belt enforcement.** Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

**Agree/disagree: It is important for police to enforce the seat belt laws.** Almost nine of ten statewide respondents agree with this statement in the May survey (89%) followed by a slight decline in the July survey (86%) and then another decline in the September survey (82%). The percent who said they “strongly agree” declined slightly from almost 66 percent in May to about 62-63 percent in July and September.

The July results show that the percent who “strongly agree” is highest among City of Chicago and southern Illinois respondents (67% and 65%, respectively) followed by Chicago suburban respondents (62%) and then north/central Illinois respondents (55%). The percentages of those who “strongly agree” only range from a low of 84 to 85 percent in the Chicago suburbs and southern Illinois to a high of 89 percent in the City of Chicago.

From May to July, an increase of 9 percentage points occurred in southern Illinois for those who “strongly agree.” Meanwhile, a decrease of 7 percentage points occurred in the Chicago suburbs for those who agree to any extent. In north/central Illinois, a decline of 9 percentage points is found for those who “strongly agree” but this was accompanied by an increase of 11 percentage points in those who “somewhat agree,” for overall little change in this region. Very little change was also apparent for these agreement percentages in the City of Chicago.

***Thinking about everything that you've heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly?*** For this question, which came near the end of the set of interview questions that related to seat belts, the statewide results across the three surveys are very similar. In each of the three surveys, just over three-quarters say it is either “very” or “fairly” important (78-79%), and similar majorities say it is “very” important (56%, 59%, and 58%, respectively). These results are also very similar to those in the previous three surveys conducted in 2003 and early 2004.<sup>7</sup>

The July results show that the percent who think this is either “very” or “fairly” important is greatest in the City of Chicago (83%) and lowest in north/central Illinois (74%), with the other two regions in between (78-80%). The same general pattern holds for the percent who think it is “very important,” with the highest percentage in the City of Chicago (65%) and lowest in north/central Illinois (50%), with the Chicago suburbs (61%) and southern Illinois (58%) in between.

By far, southern Illinois shows the greatest change from May to July, with a 9 percentage point increase in the percent who said “very important” and another 7 percentage point increase in the percent who said “fairly important.”

## **Exposure to seat belt awareness and enforcement activities in past thirty [sixty] days**

***Awareness of special police efforts to ticket for seat belt violations.*** The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” basically doubled from 30 percent in the May survey to almost 60 percent (59%) in the July survey. The percent was back to nearly the May level in September (34%).

In July, the level of awareness of such efforts was nearly two-thirds in north/central Illinois (66%) followed closely by southern Illinois (63%) and then the Chicago suburbs (59%). Awareness in the City of Chicago was less (51%). The largest increase in awareness from May to July occurred in the Chicago suburbs, showing an increase of nearly 40 percentage points (+38%). An increase of about 30 percentage points occurred in the two downstate regions, and an increase of half this much (+15% pts) was found for the City of Chicago.

***Of those July respondents who indicated having seen or heard of these special efforts,*** more statewide respondents reported being exposed to them through television (52%) than through the others. Exposure through newspapers (36%), friends/relatives (33%), and radio (32%) is quite similar.<sup>8</sup> Those exposed through radio were pretty equally divided between those who were exposed through news stories and advertisements (54% vs. 47%) while those exposed through both television and newspapers were far more likely to say they had seen news stories rather than advertisements (71% vs. 41% for television; 76% vs. 23% for newspapers).

The most frequently identified source of exposure is *television* in each region. But television is far more frequently mentioned by City of Chicago respondents (72%) than by those in the other regions. It is somewhat more frequently mentioned by southern Illinois respondents (55%) than by respondents in either the Chicago suburbs (46%) or north/central Illinois (45%). On the other hand, exposure through *newspapers* is least frequently mentioned by City of Chicago respondents (26%), followed by Chicago suburban respondents (34%). Southern Illinois respondents are most likely to mention newspapers (47%), somewhat more than did so in north/central Illinois (42%). For *friends/relatives* – and for *radio*, More southern Illinois respondents than those in other regions mentioned both friends/relatives (45% vs. 30-35%) and radio (41% vs. 28-33%).

***Awareness of roadside safety checks.*** The percent who indicated that, “*in the past thirty [60] days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” doubled from 31 percent in the May pre-test survey to 61 percent in the July post-test survey. This awareness was back to level midway between the two in September, at 46 percent.<sup>9</sup>

The July results show quite similar levels of awareness in north/central Illinois (64%), the Chicago suburbs (62%), and southern Illinois (60%). It is only somewhat less in the City of Chicago (55%). The increase in awareness from May to July jumped by almost 40 percentage points in the Chicago suburbs (+38% pts) and by 30

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<sup>7</sup> The results for those saying “very” or “fairly” important were 79% in May 2003, 78% in June 2003, and 76% in January 2004. Majorities in each survey said it was “very” important (56%, 58%, and 57%, respectively).

<sup>8</sup> We focus here on the July respondents since this was the seat belt “post-test” survey.

<sup>9</sup> For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

percentage points in north/central Illinois (+31% pts). It increased substantially but by lower amounts in the City of Chicago (+22% pts) and in southern Illinois (+15% pts).

*Of those July respondents who indicated being aware of roadside safety checks*, more statewide respondents reported being exposed to them through television (44%) than through the other sources. Exposure through friend/relatives (32%) is next followed by exposure through radio (26%) and newspapers (24%). For each mass media source, those who were exposed through news stories far surpassed those exposed through advertisements (82% vs. 27% for television; 82% vs. 19% for newspapers; and 62% vs. 36% for radio).

In July, *television* as a source of awareness for roadside safety checks was more frequently mentioned in the Chicago metro area (54% for City of Chicago; 44% for Chicago suburbs) than in the downstate regions (38% in north/central; 34% in southern Illinois). The number mentioning *radio* is lowest in the City of Chicago (19%) and about equal in the other three regions (27-28%). Exposure through *newspapers* is higher in the downstate regions (33% for southern Illinois; 28% for north/central) than in either the Chicago suburbs (22%) or the City of Chicago (14%). And, for the interpersonal sources of *friends/relatives*, southern Illinois respondents show a higher percentage than the other three regions (44% vs. 30-32%). In fact, for southern Illinois respondents, this source is the most-frequently identified.

*Of those who had seen or heard anything about roadside safety checks*, the statewide percent who indicated they had personally seen such checks increased from 42 percent in the May pre-test to 52 percent in the July post-test and then basically declined back to the May level in September (42%).

[It should be noted that a decline, in some sense, would not be surprising here because the July post-test results come from a broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. Yet, this is not what we observe.]

For the July survey, this percentage is highest in the two Chicago metro regions (57-59%) and only somewhat lower in southern Illinois (54%). It is lowest in north/central Illinois (40%).

When the reports of actually seeing a roadside check are based *on all sample members* (and not just those who are aware of such), we find that the percent who have seen a roadside safety check more than doubled from May to July 2004, from just over one in ten (13%) to nearly one-third (32%). Then, it decreased to nearly one in five (19%) percent in September.

In the July survey, the percent of all respondents who have actually seen a roadside check is quite similar across three of the four regions (36% in the Chicago suburbs; 33% in southern Illinois; and 32% in the City of Chicago). It is lower in north/central Illinois (25%).

When *those who had personally seen a roadside check* were asked whether they have “*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*,” the results across the three surveys are quite similar, with about one-half indicating they have been through a check (50% for May; 49% for July; and 52% for September). *In terms of total sample members*, this translates into 6 percent for May, 16 percent for July, and 10 percent for September.

***Awareness of messages to encourage people to wear seat belts.*** The percent who indicated that, “*in the past thirty [sixty] days*,” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 67 percent in the May pre-test survey to about 80 percent (80%) in the July post-test survey. In September 2004, it had declined to a level just above the May result (70%).

The July awareness level of these messages was highest in the Chicago suburbs (84%) and lowest in the City of Chicago (75%). Awareness in the two downstate regions was in between (79% in north/central, and 76% in southern Illinois). By far, the largest increase in this awareness from May to July is found for the Chicago suburbs, where we find an increase of 23 percentage points. Modest to small increases are found in each of the other regions (+7 to 8% in the two downstate regions, and +4% in the City of Chicago).

*Of those July respondents who had seen or heard such messages*, far more statewide respondents indicated exposure through television (71%) than radio (44%). And fewer indicated exposure through newspapers (26%) and friends/relatives (23%). Almost one in five indicated exposure through billboards or road signs (19%).<sup>10</sup> For those who indicated exposure through television and radio, exposure through advertisements was far more common than

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<sup>10</sup> This is based on 86% of the 22% who said “other.” The finding suggests that the “billboard/roadsign” alternative should be specifically asked about.

exposure through news stories (77% vs. 34% for television; 72% vs. 37% for radio). The reverse was true for those exposed through newspapers (72% for news vs. 40% for advertisements).

In July, *television* as a source of awareness for roadside safety checks is by far the most frequently mentioned source in each of the four regions. Quite similar percentages in the range of 73 to 78 percent mentioned television in all but the Chicago suburbs, where 65 percent did so. *Radio* as a source was most frequently mentioned in southern Illinois and the Chicago suburbs (48-49%) and least in the City of Chicago (38%), with north/central in between (43%). Exposure through *newspapers* is quite similar in all regions (27-32%) but the City of Chicago, where it is a lower 18 percent. For *friends/relatives*, percentages in the City of Chicago (30%) and southern Illinois (27%) are more frequent than those in the Chicago suburbs and north/central Illinois (~21% in each).

*Those who had seen or heard messages encouraging people to wear seat belts* were asked whether "the number of messages that [they] have seen or heard in the past thirty [sixty] days is more than usual, fewer than usual, or about the same as usual." The statewide percent of these respondents choosing "more than usual" nearly doubled from May to July (22% to 41%) and then dropped to a level somewhat higher than May for the September results (25%).

The July results show quite similar percentages of about four in ten who said they had recently seen or heard "more" messages. Compared to the May results, this is an increase of about 20 percentage points or somewhat more for all regions but the City of Chicago. For the City of Chicago, the increase was 13 percentage points.

**Awareness of other activities that encouraged people to wear seat belts.** The percent who indicated that, "in the past thirty [sixty] days," they had seen or heard other activities that encouraged people to wear their seat belts is just over one in ten for each of the three surveys (12%, 13%, and 11%). This percentage in the July survey across the four regions ranges only from 10 percent in southern Illinois to 13% in the two Chicago metro regions.

## Awareness of selected traffic safety slogans

**The July results and May-to-July 2004 trends.** Respondents were asked about their awareness of eighteen selected traffic safety "slogans," asked in a random order. Two relate to seat belts. We first list the July seat belt "post-test" awareness level for those slogans receiving more than 50 percent awareness level. As seen below, the two seat belt slogans are among the five which show the highest awareness levels, with "Click It or Ticket" tied for first with a 90 percent level.

<i>Order</i>	<i>Slogan</i>	<i>July level</i>
<b>1.5</b>	<b>Click It or Ticket</b>	<b>90%</b>
1.5	Friends don't let friends drive drunk	90%
3	You drink. You drive. You lose.	73%
4	Drive smart. Drive sober.	67%
<b>5</b>	<b>Buckle Up America</b>	<b>64%</b>
6	Police in Illinois arrest drunk drivers	55%
7.5	Drive hammered, get nailed.	46%
7.5	Cells phones save lives. Pull over and report a drunken driver	46%

The following table, Slogans-1, lists the slogans in order of May-to-July percentage point change. (The September 2004 results and July to September changes are also presented.) Here we see that the biggest percentage point change from May to July occurred for "Buckle Up America" (+12 % pts). The "Click It or Ticket" slogan tied for third in this regard (+5% pts).

Yet, it should be remembered that the "Click It or Ticket" slogan started with a much higher awareness level in May (as did one other slogan), thus by definition having a more limited potential for a percentage point increase. When we consider the increase in awareness levels *based on the potential increase*, we find the largest increases occurred

for the slogans of “Friends don’t let friends drive drunk” (increase of 33% of potential) and “Click It or Ticket” (31% of potential increase) followed by “Buckle Up America” (25% of potential increase).<sup>11</sup>

**Table: Slogans - 1**  
**Awareness of Selected Traffic Safety Slogans: January / July / September, 2004**

<i>Slogans</i>	<i>May Pre- test</i>	<i>July Post- test</i>	<i>Diff.*</i>	<i>Sept. 2004</i>	<i>Diff.*</i>
<b>Buckle Up America</b> .....	<b>52%</b>	<b>64%</b>	<b>+12%</b>	<b>51%</b>	<b>-13%</b>
Children in back .....	20%	26%	+6%	20%	-6%
<b>Click It or Ticket</b> .....	<b>84%</b>	<b>90%</b>	<b>+5%</b>	<b>88%</b>	<b>-2%</b>
Friends don’t let friends drive drunk .....	85%	90%	+5%	85%	-5%
You drink, you drive, you lose .....	68%	73%	+4%	78%	+6%
Police in Illinois arrest drunk drivers .....	51%	55%	+4%	54%	-1%
Cell phones save lives. Pull over and report a drunk driver .....	43%	46%	+3%	36%	-10%
Drive smart, drive sober .....	65%	67%	+2%	63%	-4%
Wanna drink and drive, police in Illinois will show you the bars .....	27%	30%	+2%	28%	-1%
Drive hammered, get nailed .....	45%	46%	+1%	41%	-5%
Step away from your vehicle .....	13%	14%	+1%	16%	+1%
Operation A-B-C .....	6%	6%	+0%	5%	-2%
Drink and drive? Police in Illinois have your number .....	24%	24%	-0%	22%	-2%
Help promote wreck-less driving. Don’t hang out in the no zone .....	12%	12%	-0%	8%	-4%
Checkpoint Strikeforce .....	10%	9%	-0%	8%	-1%
Smart motorists always respect trucks .....	12%	10%	-2%	9%	-1%
Don’t pull a stupid driving trick .....	10%	6%	-3%	7%	+0%
Team DUI .....	16%	10%	-5%	8%	-2%

\*Differences are based on actual differences, not the rounded integer results presented. These are percentage point increases/decreases.

\*\*In earlier surveys, these were presented as one slogan.

*July regional results and May-to-July changes for Seat Belt slogans.* Focusing on the two seat belt-related slogans, we find the July awareness level for “Click It or Ticket” is very high and very similar across all four regions, ranging from 89 percent to 91 percent. This is an increase of 5 to 6 percentage points from the May level for all regions but southern Illinois, where the increase is double (+10% pts). The July awareness level for “Buckle Up America” was two-thirds, or nearly so, for both north/central Illinois (67%) and the Chicago suburbs (65%) and about six in ten for the City of Chicago (60%) and southern Illinois (59%). And, May-to-July percentage point changes in awareness follows this same pattern – higher in both north/central Illinois (+16%) and in the Chicago suburbs (+14%) than in southern Illinois (+8%) or the City of Chicago (+7%).

**The 2002 through 2004 trends.** Because there were media/enforcement campaigns going back to calendar year 2002 for which we have pre-test and post-test information, it is worth presenting the full cross-sectional trend results. These are presented in Table Slogans-2.<sup>12</sup>

<sup>11</sup> Further, from July to September, the awareness of “Buckle Up America” (and of “Friends don’t let friends drive drunk”) basically declined to the May level while awareness of “Click It or Ticket” retained about 60 percent of its May to July increase (at 88% awareness).

<sup>12</sup> In the following, we use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality.

*Focusing on the "Click It or Ticket" slogan*, the first campaign (surrounded by the April and June 2002 surveys) was associated with an increase in awareness from 41 percent to 71 percent. By the November 2002 pre-test, the awareness had declined slightly to 67 percent and then increased back to the 71 percent level in the December 2002 post-test. It had again declined to 67 percent in the May 2003 pre-test and then increased substantially to 85 percent in the June 2003 post-test, after the Memorial Day holiday campaign. A July 2003 survey shows only a slight decline in awareness to 83 percent, and a small increase in awareness then occurred between mid-summer of 2003 and the January 2004 survey (87%). By May 2004, this awareness had declined slightly, back basically to the mid-summer 2003 level (84%). As we have seen in this report, the awareness increased to 90 percent in July 2004, after the late Spring 2004 campaign, and then declined only slightly to 88 percent in the September 2004 survey.

It is interesting to note that, for the other seat belt-related slogan -- "*Buckle Up America*," a slogan not the focus of the Illinois campaigns across the past couple years, we find much more stability in awareness across this same time period. In fact, a look at the results for the entire time span generally shows a decline in awareness from about six in ten respondents in early-to- mid 2002 to a bare majority of the respondents since then. The main exception, of course, is the 64 percent awareness level achieved in the July 2004 survey. But by September 2004, as we have seen, this awareness was back to the bare majority level (51%).

**Table: Slogans - 2**  
**Awareness of Selected Traffic Safety Slogans,**

**April 2002 through September 2004**

Slogan	April 2002 Pre-test	June 2002 Post-test	Nov 2002 Pre-test	Dec 2002 Post-test	May 2003 Pre-test	June 2003 Post-test	July 2003	January 2004	May 2004 Pre-Test	July 2004 Post-test	Sept 2004
<b>Click It or Ticket</b>	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%
You drink, you drive, you lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%
<b>Buckle Up America</b>	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%
Team DUI	na	na	na	na	na	na	10%	na	16%	10%	8%
Help promote wreck-less driving. Don't hang out in the no zone	9%	12%	8%	8%	10%	9%	12%	10%	12%	12%	8%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%
Stupid driving tricks	6%	6%	5%	6%	5%	7%	7%	6%	10%	6%	7%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%

\*Prior to the June 2003 Post-test survey, this was one slogan.

## **APPENDIX A**

### **Telephone Survey Instrument**

# Telephone Survey Instrument

OMB Number

Expiration Date:

## BUCKLE UP AMERICA SURVEYS

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

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

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

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

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

### INTRODUCTION

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

### DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent     1  
Will have the next            2

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

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

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

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

Respondent's State  
1 > \*Alabama  
2 > \*Alaska  
3 > #hold  
4 > \*Arizona  
5 > \*Arkansas  
6 > \*California  
7 > #hold  
8 > \*Colorado  
9 > \*Connecticut  
10 > \*Delaware  
11 > \*District of Columbia  
12 > \*Florida  
13 > \*Georgia  
14 > #hold  
15 > \*Hawaii  
16 > \*Idaho  
17 > \*Illinois  
18 > \*Indiana  
19 > \*Iowa  
20 > \*Kansas  
21 > \*Kentucky  
22 > \*Louisiana  
23 > \*Maine  
24 > \*Maryland  
25 > \*Massachusetts  
26 > \*Michigan  
27 > \*Minnesota  
28 > \*Mississippi  
29 > \*Missouri  
30 > \*Montana  
31 > \*Nebraska  
32 > \*Nevada  
33 > \*New Hampshire  
34 > \*New Jersey  
35 > \*New Mexico  
36 > \*New York  
37 > \*North Carolina  
38 > \*North Dakota  
39 > \*Ohio  
40 > \*Oklahoma  
41 > \*Oregon  
42 > \*Pennsylvania  
43 > #hold  
44 > \*Rhode Island  
45 > \*South Carolina  
46 > \*South Dakota  
47 > \*Tennessee  
48 > \*Texas  
49 > \*Utah  
50 > \*Vermont  
51 > \*Virginia  
52 > #hold  
53 > \*Washington  
54 > \*West Virginia  
55 > \*Wisconsin  
56 > \*Wyoming

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 | <b>SKIP TO Q9</b> |
| Other            | 6 |                   |
| (SPECIFY) _____  |   |                   |
| (VOL) Don't know | 7 | <b>SKIP TO Q9</b> |
| (VOL) Refused    | 8 | <b>SKIP TO Q9</b> |

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  | <b>SKIP TO Q9</b> |
| Pickup truck          | 4  |                   |
| Sport Utility Vehicle | 5  |                   |
| Other                 | 10 |                   |
| Other truck (SPECIFY) | 11 |                   |
| _____                 |    |                   |
| (VOL) Don't know      | 12 |                   |
| (VOL) Refused         | 13 |                   |

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

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

- |                      |   |                   |
|----------------------|---|-------------------|
| Across shoulder      | 1 |                   |
| Across lap           | 2 | <b>SKIP TO Q5</b> |
| Across both.         | 3 |                   |
| Vehicle has no belts | 4 | <b>SKIP TO Q6</b> |
| (VOL) Don't know     | 5 | <b>SKIP TO Q6</b> |
| (VOL) Refused        | 6 | <b>SKIP TO Q6</b> |

Q.4 When driving this (car/truck/van), how often do you wear your shoulder belt... (READ LIST)

- |                  |   |
|------------------|---|
| ALL OF THE TIME  | 1 |
| MOST OF THE TIME | 2 |
| SOME OF THE TIME | 3 |
| RARELY OR        | 4 |
| NEVER            | 5 |
| (VOL) Don't know | 6 |

**IF Q3=1** **SKIP TO Q6**

Q.5 When driving this (car/truck/van), how often do you wear your lap belt...(READ LIST)

ALL OF THE TIME	1
MOST OF THE TIME	2
SOME OF THE TIME	3
RARELY OR	4
NEVER	5
(VOL) Don't know	6

Q.6 When was the last time you did NOT wear your seat belt when driving?

Within the past day	1
Within the past week	2
Within the past month	3
Within the past year	4
A year or more ago/I always wear it	5
(VOL) Don't know	6
(VOL) Refused	7

Q.7 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

Increased	1	
Decreased	2	<b>SKIP TO Q9</b>
Stayed the same	3	<b>SKIP TO Q9</b>
New driver	4	<b>SKIP TO Q9</b>
(VOL) Don't know	5	<b>SKIP TO Q9</b>
(VOL) Refused	6	<b>SKIP TO Q9</b>

Q.8 What caused your use of seat belts to increase?  
**(DO NOT READ LIST - MULTIPLE RECORD)**

Increased awareness of safety	1
Seat belt law	2
Don't want to get a ticket	3
Was in a crash	4
New car with automatic belt	5
Influence/pressure from others	6
#hold	7
#hold	8
Other	12

---

(VOL) Don't know	13
(VOL) Refused	14

Q.9 Does (RESP'S STATE) have a law requiring seat belt use by adults?

- |                  |   |                    |
|------------------|---|--------------------|
| Yes              | 1 |                    |
| No               | 2 | <b>SKIP TO Q12</b> |
| (VOL) Don't know | 3 | <b>SKIP TO Q12</b> |
| (VOL) Refused    | 4 | <b>SKIP TO Q12</b> |

**IF 5, 7, OR 8 ON Q1,  
If Q2 = 3 AND Q9 = 1,** **SKIP TO Q11  
SKIP TO Q11**

Q.10 Assume that you do not use your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt? READ

- |                   |   |
|-------------------|---|
| Very likely       | 1 |
| Somewhat likely   | 2 |
| Somewhat unlikely | 3 |
| Very unlikely     | 4 |
| (VOL) Don't know  | 5 |
| (VOL) Refused     | 6 |

Q.11 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

- |                                       |   |
|---------------------------------------|---|
| Can stop just for seat belt violation | 1 |
| Must observe another offense first    | 2 |
| (VOL) Don't know                      | 3 |
| (VOL) Refused                         | 4 |

Q.12 In your opinion, SHOULD police be allowed to stop a vehicle if they observe a seat belt violation when no other traffic laws are being broken?

- |                           |   |
|---------------------------|---|
| Should be allowed to stop | 1 |
| Should not                | 2 |
| (VOL) Don't know          | 3 |
| (VOL) Refused             | 4 |

Q.13 Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

**ROTATE**

- a) Seat belts are just as likely to harm you as help you.
- b) If I was in an accident, I would want to have my seat belt on.
- c) Police in my community generally will not bother to write tickets for seat belt violations.
- d) It is important for police to enforce the seat belt laws.
- e) Putting on a seat belt makes me worry more about being in an accident.
- f) Police in my community are writing more seat belt tickets now than they were a few months ago.

Q.14 Yes or No--in the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

- |                  |   |                    |
|------------------|---|--------------------|
| Yes              | 1 |                    |
| No.              | 2 | <b>SKIP TO Q17</b> |
| (VOL) Don't know | 3 | <b>SKIP TO Q17</b> |
| (VOL) Refused    | 4 | <b>SKIP TO Q17</b> |

Q.15 Where did you see or hear about this special effort?  
**[DO NOT READ--MULTIPLE RESPONSE]**

TV	1	
Radio	2	
Friend/Relative	3	<b>SKIP TO Q17</b>
Newspaper	4	<b>SKIP TO Q17</b>
Other (specify)	5	<b>SKIP TO Q17</b>
Don't know	6	<b>SKIP TO Q17</b>
Refused	7	<b>SKIP TO Q17</b>

Q.16 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

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

Q.17 Yes or no- in the past 30 days, have you seen or heard anything about the police setting up seat belt checkpoints where they will stop motor vehicles to check whether drivers and passengers are wearing seat belts?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(VOL) Don't know	3	<b>SKIP TO Q24</b>
(VOL) Refused	4	<b>SKIP TO Q24</b>

By checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.18 Let me just confirm, is this the type of checkpoint that you have seen or heard about in the past 30 days?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(VOL) Don't know	3	<b>SKIP TO Q24</b>
(VOL) Refused	4	<b>SKIP TO Q24</b>

Q.19 Where did you see or hear about the police checkpoints for seat belts?  
**[DO NOT READ--MULTIPLE RESPONSE]**

TV	1	
Radio	2	
Friend/Relative	3	<b>SKIP TO Q21</b>
<b>Newspaper</b>	4	<b>SKIP TO Q21</b>
Other (specify)	5	<b>SKIP TO Q21</b>
Don't know	6	<b>SKIP TO Q21</b>
Refused	7	<b>SKIP TO Q21</b>

Q.20 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.21 In the past 30 days, did you personally see any checkpoints where police were stopping motor vehicles to see if drivers and passengers were wearing seat belts?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(VOL) Don't know	3	<b>SKIP TO Q24</b>
(VOL) Refused	4	<b>SKIP TO Q24</b>

Again, By checkpoint, we mean a systematic effort by police to stop vehicles for the purpose of checking for compliance with existing seat belt laws.

Q.22 Let me just confirm, is this the type of checkpoint that you personally saw in the past 30 days?

Yes	1	
No	2	<b>SKIP TO Q24</b>
(Vol.) Don't know	3	<b>SKIP TO Q24</b>

Q.23 Were you personally stopped by police at a seat belt checkpoint in the past 30 days?

Yes	1	
No	2	
(VOL) Don't know	3	
(VOL) Refused	4	
(VOL) Refused.	4	<b>SKIP TO Q24</b>

**ASK EVERYONE**

Q.24 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if children in their vehicles are not wearing seat belts or are not in car seats?

Yes	1
No	2
Don't know	3
Refused	4

Q.25 Now, I would like to ask you a few questions about educational or other types of activities?

In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts. This could be a public service announcement on TV, messages on the radio, signs on the road, news stories, or something else.

Yes	1	
No	2	<b>SKIP TO Q29</b>
Don't know	3	<b>SKIP TO Q29</b>
Refused	4	<b>SKIP TO Q29</b>

Q.26 Where did you see or hear these messages?  
**[DO NOT READ--MULTIPLE RESPONSE]**

TV	1	
Radio	2	
Friend/Relative	3	<b>SKIP TO Q28</b>
Newspaper	4	<b>SKIP TO Q28</b>

Other (specify)	5	<b>SKIP TO Q28</b>
Don't Know	6	<b>SKIP TO Q28</b>
Refused	7	<b>SKIP TO Q28</b>

Q.27 Was the (TV/radio) message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

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

Q.28 Would you say that the number of messages you have seen or heard in the past 30 days is more than usual, fewer than usual or about the same as usual?

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

Q.29 Are there any advertisements or activities that you have seen or heard in the past 30 days that encouraged adults to make sure that children use car seats or seat belts?

Yes	1	
No	2	<b>SKIP TO Q31</b>
Don't know	3	<b>SKIP TO Q31</b>
Refused	4	<b>SKIP TO Q31</b>

Q.30 What did you see or hear?

Q.31 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt laws for ADULTS more strictly . . . very important, fairly important, just somewhat important, or not that important?

Very important	1
Fairly important	2
Just somewhat important	3
Not that important	4
Don't know	5
Refused	6

Q.32 Do you recall hearing or seeing the following slogans in the past 30 days?  
**READ LIST AND MULTIPLE RECORD**

**ROTATE PUNCHES 1-7**  
*Friends don't let friends drive drunk* 1

<i>Click it or ticket</i>	2
<i>Buckle Up America</i>	3
<i>Children In Back</i>	4
<i>You drink, you drive, you lose</i>	5
<i>Didn't see it coming? No one ever does</i>	6
<i>Get the keys</i>	7
STATE SPECIFIC CAMPAIGN TITLE	8
# hold	9
None of these	10
Don't know	11
Refused	12

Q.33 Now, I need to ask you some basic information about you and your household. What is your age?

AGE                      REFUSED=99

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

\_\_\_\_\_ REFUSED=99

Q.35 How many children age 15 or younger is living in your household at least half of the time or consider it their primary residence?

NONE=0                  REFUSED=99

Q.36 Do you consider yourself to be Hispanic or Latino?

Yes	1
No	2
(VOL) Not sure	3
(VOL) Refused	4

Q.37 Which of the following racial categories describes you? You may select more than one.

**[READ LIST--MULTIPLE RECORD]**

American Indian or Alaskan Native	1
Asian	2
Black or African American	3
Native Hawaiian or other Pacific Islander	4
White	5
Other (SPECIFY)	6
(VOL) Refused	9

Q.38 What is the highest grade or year of school you have completed?

8th grade or less	9
9th grade	10
10th grade	11
11th grade	12
12th grade/GED	13
Some college	14
College graduate or higher	15
(VOL) Refused	16

Q.39 Do you have more than one telephone number in your household?

Yes 1 No 2

**SKIP TO Q41**

Don't know 3  
(VOL) Refused 4

**SKIP TO Q41**  
**SKIP TO Q41**

Q.40 How many different telephone numbers do you have?

\_\_\_\_\_ 10 OR MORE=10

DON'T KNOW=11

REFUSED=12

Q.41 **FROM OBSERVATION, ENTER SEX OF RESPONDENT**

Male 1  
Female 2

**That completes this survey.**

**Thank you very much for your time and cooperation.**