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**Evaluation of the “Click It or Ticket”
Campaign During the April through June
2005 Mobilization in Illinois**

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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 an enforcement component (e.g., Traffic Law Enforcement Program, Local Alcohol Program, IMaGE and MAP 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 statewide public opinion and observational safety belt surveys 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 the April-June 2005 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, primary seat belt law, and safety belt related media programs and slogans.

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Executive Summary

RESULTS

OBSERVATIONAL SURVEY

1. During the pre-mobilization observational mini survey (50 sites), a total of 32,382 passenger cars and 3,364 pickup trucks were observed. During the post-mobilization observational statewide survey (258 sites), there were 115,458 passenger cars and 13,823 pickup trucks observed for a total of 129,281 vehicles.
2. The overall observed seat belt usage rate for passenger cars and pickup trucks during the campaign increased from 83.5 percent before the campaign to 86 percent after the campaign.
3. During the Statewide Survey (258 sites) by region, the Collar Counties had the highest usage rate at over 88 percent, followed by the Downstate Counties at more than 86 percent. Cook County (excluding the City of Chicago) and the City of Chicago had usage rates of 83.5 percent and 80.1 percent respectively. The Downstate Counties showed a significant increase in belt use. Cook County and the Collar Counties showed moderate increases in belt use, while the City of Chicago had a slight decrease in belt use.
4. During the Statewide Survey (258 sites), those people who traveled on Interstates had the highest usage rate at over 92 percent. Travelers on US/IL Highways had a usage rate over 86 percent, while those who traveled on residential roads had the lowest usage rate at over 82 percent. There were increases in belt use for all road types from the pre-mobilization survey to the post mobilization survey.
5. Prior to the start of the campaign, the seat belt usage rate for passenger car occupants was 85 percent, but during the post mobilization this usage rate increased to 87.2. There was an increase in the seat belt usage rate from 69.1 percent to 75.6 percent for occupants of pickup trucks.

DRIVER FACILITY SURVEY

6. During the pre-mobilization survey more than 78 percent of respondents said they always wear their seat belts. This increased to 80.5 percent during the post-mobilization survey.
7. Only 27 percent of respondents believe that there is “always” a chance of receiving a citation for not wearing a seat belt. This rate increased slightly during the post-mobilization survey to 28.2 percent.
8. Almost 76 percent of respondents believe the Illinois State Police strictly enforce the seat belt law and over 71 percent believe the local police departments strictly enforce the seat belt law. There was no change on drivers’ opinions of the State and local Police enforcing the seat belt law from pre-mobilization to post mobilization.

9. During the pre-mobilization survey, over 51 percent of respondents said they support the primary seat belt law. During the post-mobilization survey, almost 59 percent said they favor the primary seat belt law.
10. During the pre-mobilization survey, about 29 percent of respondents had heard about a checkpoint checking for seat belt use. This percentage increased to more than 57 percent during the post-mobilization survey.
11. During the pre-mobilization survey, only 11 percent of respondents had passed through a checkpoint checking for seat belt use, but during the post mobilization survey, more than 25 percent of respondents had passed through a checkpoint checking for seat belt use.

Heard or Seen Safety Belt Materials

12. The percent of those respondents who have seen or heard about safety belt materials increased from 61.2 percent during the pre-mobilization survey to 79.3 during the post mobilization survey.
13. The Downstate Counties was the region where the highest percentage of people had heard or seen safety belt materials, followed by the City of Chicago and the Collar Counties.
14. Although African-American respondents had the highest rate of awareness of safety belt materials at over 76 percent, white and Hispanic respondents had the highest increase of awareness of safety belt materials of more than 19 percentage points.

Heard or Seen “Click It or Ticket”

15. The percent awareness of “Click It or Ticket” message increased from 80.7 percent during the pre-mobilization to 84.3 percent during the post mobilization.
16. Respondents from the Downstate Counties had the highest rate of awareness of the “Click It or Ticket” message, followed by the Collar Counties and the City of Chicago. All regions had percentage point increases in awareness of the slogan from pre-mobilization to post mobilization.
17. Hispanic respondents had the highest rate of increase of awareness (6.2 percentage points) of the “Click It or Ticket” message. Awareness of the message for white respondents increased by three percentage points. There was no significant change of awareness from pre-mobilization to post mobilization for African American respondents.

TELEPHONE SURVEY

18. *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 somewhat from April to June, from 84 percent to 89 percent.
19. *In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same?* The results for this question are very stable across the three surveys –

with about 93 percent saying their usage of seat belts had stayed the same, and about 6 percent saying their use of seat belts had increased.

Awareness of and Attitudes Toward Seat Belt Laws

20. *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 June, this percentage was 96 to 98 percent in three of the regions, and reached 100 percent for respondents in southern Illinois
21. *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?* Nearly eight of ten (79%) April respondents indicated that police can stop a vehicle just for a seat belt violation. This awareness of primary enforcement increased to well over eight of ten in both June (86%) and September (86%).

Attitudes About Wearing Seat Belts

22. **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 quite stable across the three surveys (68% in April, 66% in June, and 71% in September). The percent who “strongly disagreed” declined from 51 percent in April to 45 percent in June. This percentage then increased to 54 percent in September.

Perceptions and Attitudes Toward Seat Belt Law Enforcement

23. *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 somewhat from 61 percent in April to 66 percent in June. It then increased a bit more in September (to 69%). The same general trend is found for those saying “very likely” (32% to 37% to 40%).
24. **Agree/disagree:** *It is important for police to enforce the seat belt laws.* Almost nine of ten (87%) statewide respondents agreed with this statement in each of the surveys. The percent who said they “strongly agree” was somewhat higher in September (69%) than it was in either April (64%) or June (65%).

Exposure to Seat Belt Awareness and Enforcement Activities in Past Thirty Days

25. *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*” more than tripled, from 16 percent in the April survey to more than half (54%) in the June survey. About one-third (32%) expressed awareness in the September survey.

Awareness of Selected Traffic Safety Slogans

26. The 2005 seat belt campaign slogan, "Click It or Ticket," was the slogan with the highest awareness level, with more than nine of ten respondents expressing awareness. The percent awareness increased from 81 percent before the campaign to 91 percent after the campaign. The other seat belt slogan, "Buckle Up America," was sixth in awareness, at somewhat less than half.

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

During April through June 2005, 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. Two mini observational safety belt surveys (50 sites) and one statewide survey (258 sites)
2. Three motorist surveys
3. Three telephone surveys

The motorist and 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 (April 25th - June 18th, 2005)

The "Click It or Ticket" campaign in Illinois started on April 25th and ended on June 18th, 2005. During the first week, 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 two through eight were used to obtain earned media - free advertising about the program. Week three was used for follow-up observational and public opinion surveys. 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 23rd - June 5th, 2005. Events were held in Chicago, Springfield, Peoria, Rockford and O'Fallon.

Over 18,838 man-hours were conducted on a variety of enforcement efforts, such as Roadside Safety Checks, Hire-back Programs, and Saturation Patrols.

A total of 234 local agencies as well as Illinois State Police and Secretary of State Police agencies participated in the enforcement campaign and issued 38,765 seat belt citations, 1,096 child passenger safety citations, 7,560 speed violations, and 503 DUI arrests. Overall 59,617 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 65 percent were for safety belt violations and 13 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 hours * 60 minutes=24). On average, one seat

belt citation was issued for every 30 minutes of patrol, and one child seat citation issued for every 17.9 patrol hours.

Figure 1: Percent Distribution of Citations Issued During the 2005 "Click It or Ticket" Campaign in Illinois (Total Citations = 59,617)

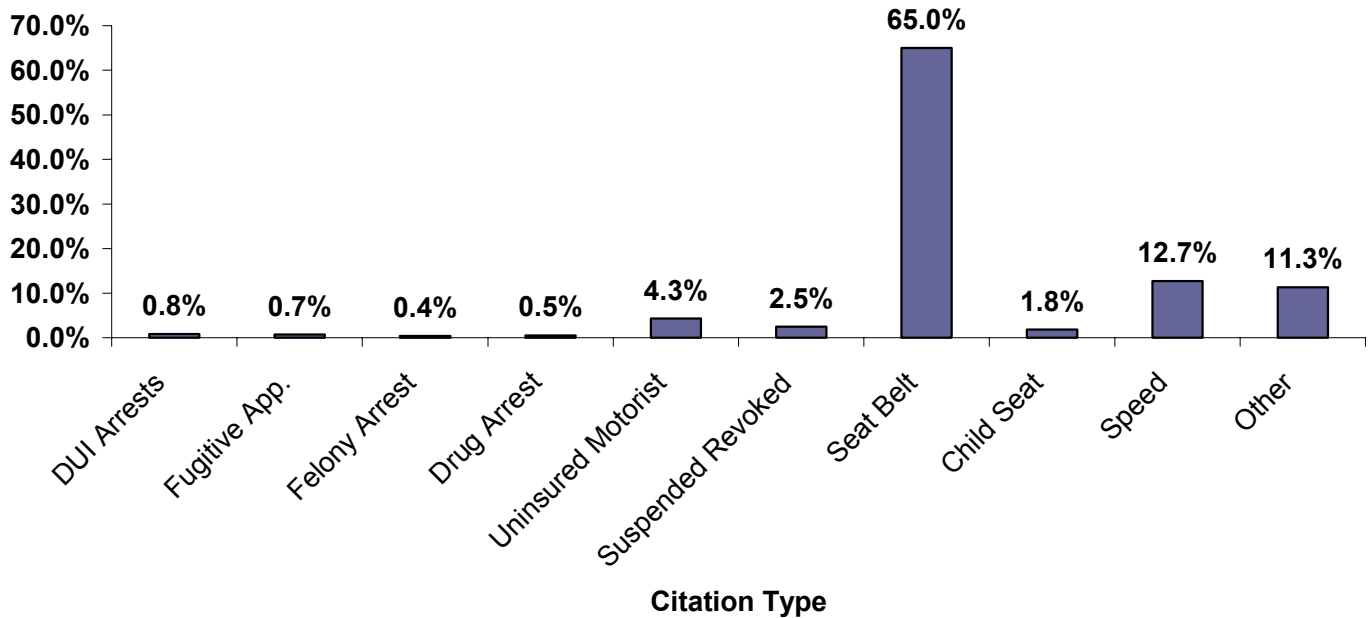
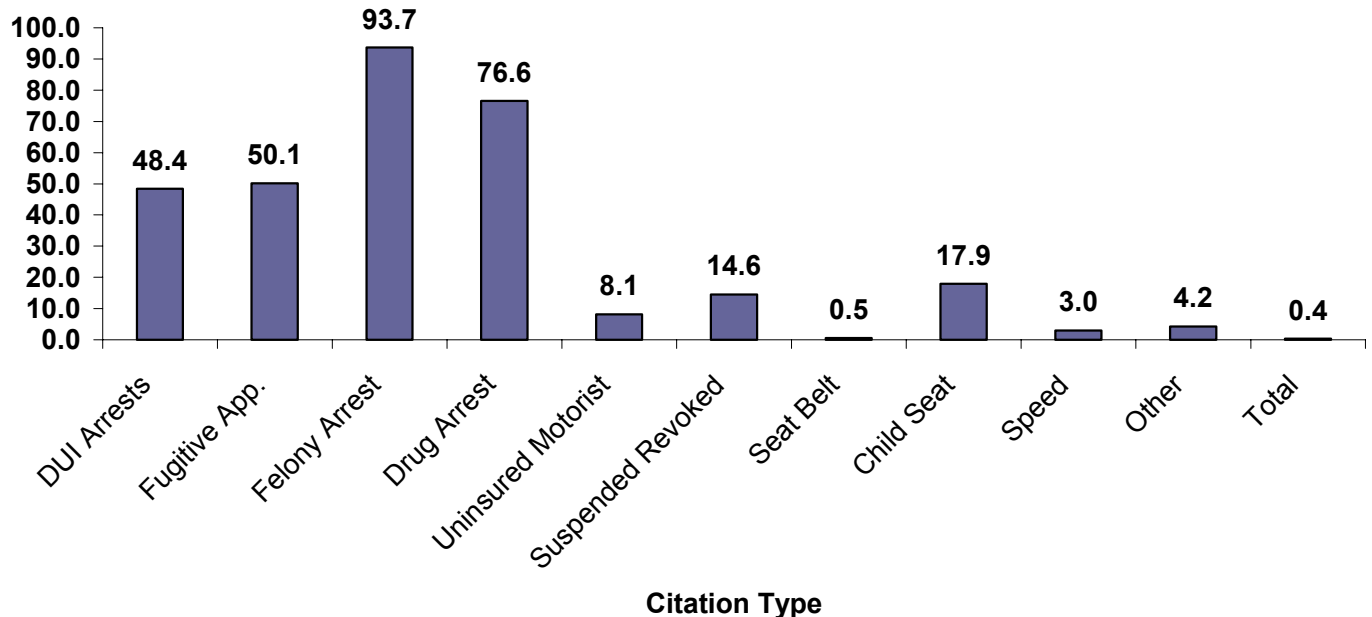
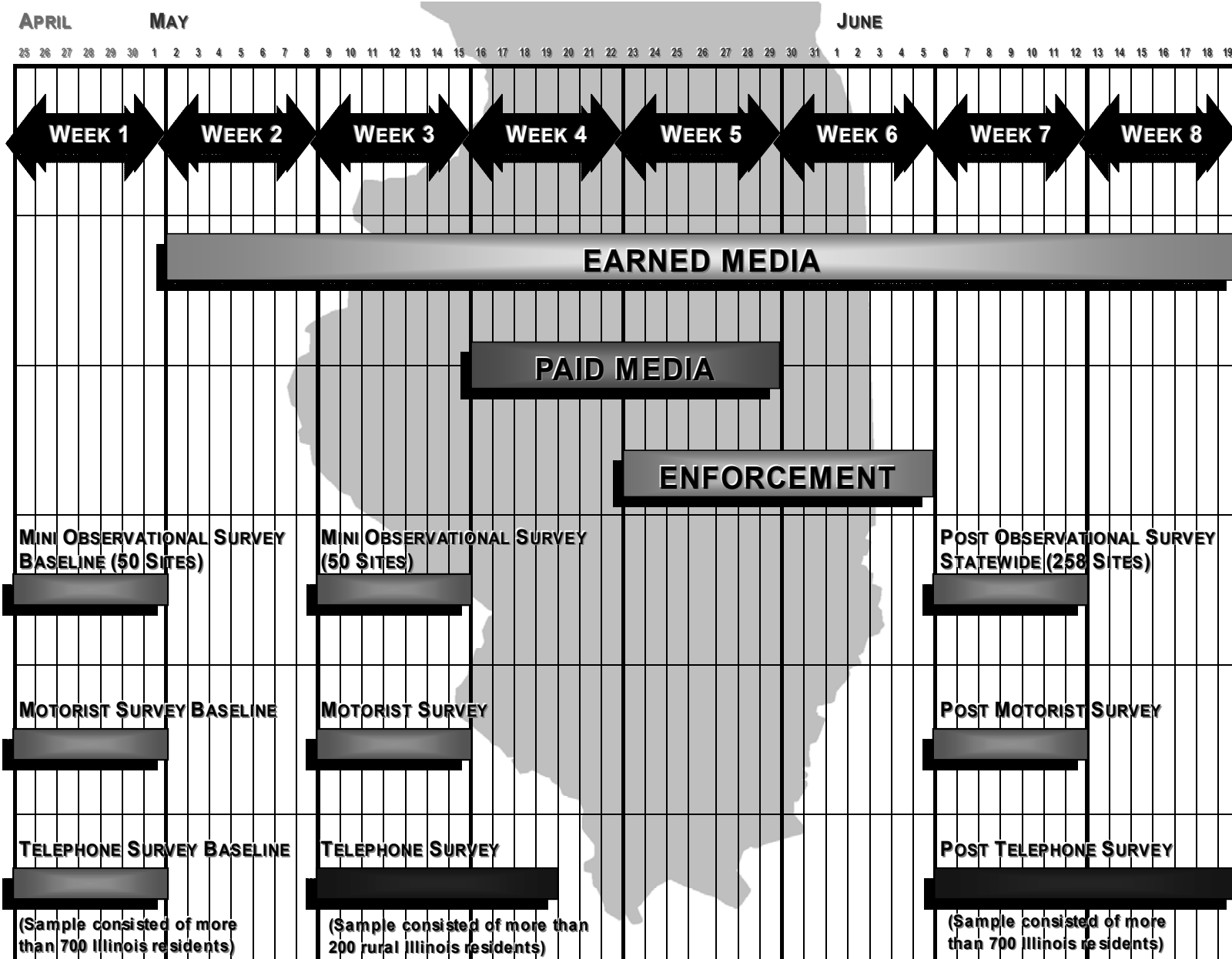


Figure 2: Total Patrol Hours Per Citation by Citation Type During 2005 "Click It or Ticket" Campaign in Illinois (Total Patrol Hours = 18,839 and Total Citations = 53,199)*



* This information was based on agencies which submitted both patrol hours and citations issued.
Source: Local Police Departments, State Police, and Secretary of State Police

Diagram 1 2005 Illinois "Click It or Ticket" Timeline



Safety Belt Use at the National and State Levels

National seat belt use in 2004 increased to 80 percent. Yet, this rate was well below the 90 percent target for 2005. 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 2005 seat belt usage target of between 82-85 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 over 15,000 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, 2004).

Currently the State of Illinois has a primary belt law, which became effective on July 3rd, 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.

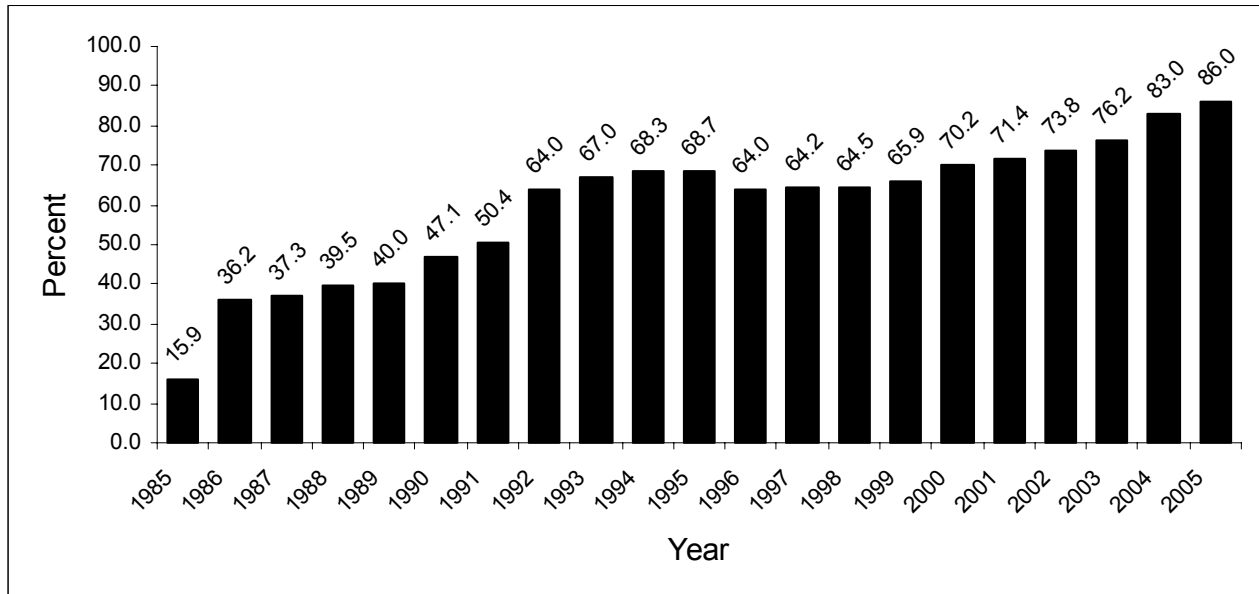
The first Illinois safety belt law was passed in January 1985 and became effective July 1st, 1985. Originally, the safety belt law specified primary enforcement for front seat occupants of vehicles. Under this law, motor vehicle were required to be equipped with safety belts with the exception of those 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 3rd, 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 2005 at 86 percent. There has been an increase of more than 70 percentage points since the first survey was conducted in April 1985 (see Figure 3).

Figure 3: Front Seat Occupant Restraint Usage Rates



Note: 1998 through 2005 safety belt usage rates include pickup truck drivers and passengers.

OBSERVATIONAL SURVEY

Data and Methodology

The safety belt usage rate evaluation was a statistical (multi-stage random) observational survey conducted statewide prior to, during and following the “Click it or Ticket” campaign. The first two surveys were mini-surveys (50 sites), while the post-mobilization survey was statewide (258 sites). The fifty sites for the mini-surveys 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, during and following the “Click It or Ticket” campaign. Columns 1 and 2 show safety belt usage rates prior to the “Click It or Ticket” mobilization. Columns 3 and 4 show safety belt usage rates following the “Click It or Ticket” mobilization. It should be noted that the sites from column 3 were extracted from the statewide survey sites in column 4. Columns 5 and 6 show percent differences between pre and post surveys. The categories listed down the left side of the table indicate occupant type (driver/passenger), regions of the state where the survey was conducted,

road types, and vehicle types. There were 35,746 front seat occupants observed during the first pre-mobilization survey, 39,678 were observed during the second mini-survey, and 129,281 were 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 83.5 percent before the campaign to 86 percent following the campaign. Drivers and passengers had similar usage rates throughout the campaign (see **Figure 4**).

Among selected regions, the Collar Counties (DuPage, Kane, Lake, McHenry, and Will) had a usage rate of more than 88 percent. The Downstate Counties (Champaign, Rock Island, Macon, Montgomery, Rockford, and St. Clair) had a usage rate of 86.8 percent. Cook County, excluding the City of Chicago, had a usage rate of 83.5 percent, while the City of Chicago had the lowest usage rate of 80.1 percent (see **Figure 5**). The Downstate Counties had an 8.4 percentage point increase in belt use from the pre-mobilization period to post mobilization period. The Collar Counties and Cook County had increases in belt use of 1.9 percentage points and 0.4 percentage point respectively. On the other hand, the City of Chicago had a 0.8 percentage point decrease in belt use.

As expected, interstate highway travelers had the highest usage rate of 92.9 percent, followed by U.S./Illinois Highway travelers at 86.3 percent. Motorists traveling on residential streets had the lowest rate of 82.9 percent (see **Figure 6**). Motorists traveling on U.S./Illinois Highways had an increase in belt use of 5.4 percentage points; motorists traveling on residential streets had an increase in belt use of 4.6 percentage points, and motorists traveling on Interstates had an increase in belt use of 1.9 percentage points.

Passenger car occupants had a safety belt usage rate of more than 87 percent while pickup truck occupants had a safety belt usage rate of 75.6 percent. Seat belt use increased in pickup trucks by 3.5 percentage points and safety belt use in passenger cars increased by 2.2 percentage points (see **Figure 7**).

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 its related data and information for pickup truck drivers and passengers. Overall the safety belt usage rate increased from 69.1 percent before the campaign to 75.6 percent after the campaign. Drivers had an increase in belt usage of 7.5 percentage points, while passengers had only a slight increase in belt usage of 2.2 percent percentage points.

The Downstate Counties had the highest increase of seat belt usage among pickup truck occupants at 10.5 percentage points, while the Collar Counties and City of Chicago had seat belt usage increases of 6.7 and 1.0 percentage points respectively. On the other hand, Cook County had a decrease in belt use of 1.5 percentage points.

Pickup truck occupants traveling on residential roads, interstates, and US/IL Highways had increases in belt use of 8.8, 7.4, and 4.1 percentage points respectively.

Table 1: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the “Click It or Ticket” Campaign (April 18th – June 12th, 2005) (All Vehicles²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Second 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)	(4)		
	April 18 th – 24 th	May 9 th – 15 th	June 6 th – 12 th			
	N=35,746	N=39,678	N=41,114	N=129,281	(5)	(6)
Total Usage Rate	83.5%	85.5%	88.3%	86.0%	4.8	2.5
Total						
Drivers	84.1%	85.9%	88.9%	86.5%	4.8	2.4
Passengers	79.4%	82.3%	85.3%	83.1%	5.9	3.7
Region						
Chicago	80.9%	84.5%	80.1%	80.1%	-0.8	-0.8
Cook County	83.1%	81.9%	86.2%	83.5%	3.1	0.4
Collar Counties	86.5%	89.1%	91.8%	88.4%	5.3	1.9
Downstate	78.4%	79.7%	88.2%	86.8%	9.8	8.4
Road Type						
Residential	78.3%	80.4%	84.1%	82.9%	5.8	4.6
US/IL Highways	80.9%	85.5%	89.4%	86.3%	8.5	5.4
Interstate	91.0%	91.7%	93.8%	92.9%	2.8	1.9
Vehicle Type						
Passenger Car	85.0%	86.9%	89.2%	87.2%	4.2	2.2
Pickup Truck	69.1%	71.3%	79.7%	75.6%	10.6	3.5

1) All mini-surveys include 50 sites and statewide 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 Surveys¹ in Illinois during the “Click It or Ticket” Campaign (April 18th – June 12th, 2005) (Passenger Cars²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Second 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)	(4)		
	April 18 th – 24 th	May 9 th – 15 th	June 6 th – 12 th			
	N=32,382	N=36,177	N=37,284	N=115,458	(5)	(6)
Total Usage Rate	85.0%	86.9%	89.2%	87.2%	4.2	2.2
Total						
Drivers	85.6%	87.2%	89.8%	87.8%	4.2	2.2
Passengers	80.4%	83.9%	85.9%	84.1%	5.5	3.7
Region						
Chicago	81.6%	85.2%	81.2%	81.0%	-0.4	-0.6
Cook County	83.9%	82.9%	87.3%	84.6%	3.4	0.7
Collar Counties	87.9%	90.3%	92.5%	90.0%	4.6	2.1
Downstate	81.1%	82.2%	89.5%	88.8%	8.4	7.7
Road Type						
Residential	79.8%	82.2%	85.0%	84.0%	5.2	4.2
US/IL Highways	82.7%	87.2%	90.7%	88.4%	8.0	5.7
Interstate	92.4%	92.5%	94.6%	94.0%	2.2	1.6

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

2) Passenger cars include cars, sport utility vehicles, taxicabs, and vans

Table 3: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Illinois during the “Click It or Ticket” Campaign (April 18th – June 12th, 2005) (Pickup Trucks²)

Selected Characteristics	Pre-Mobilization Survey (Mini-survey)	Second 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)	(4)		
	April 18 th – 24 th	May 9 th – 15 th	June 6 th – 12 th			
	N=3,364	N=3,501	N=3,830	N=13,823	(5)	(6)
Total Usage Rate Total	69.1%	71.3%	79.7%	75.6%	10.6	6.5
Drivers	68.3%	71.1%	79.4%	75.8%	11.1	7.5
Passengers	72.9%	72.2%	80.6%	74.9%	7.7	2.2
Region						
Chicago	65.0%	65.6%	65.9%	66.0%	0.9	1.0
Cook County	71.6%	67.1%	73.0%	70.1%	1.4	-1.5
Collar Counties	71.0%	75.4%	84.7%	77.7%	13.7	6.7
Downstate	66.9%	68.4%	81.3%	77.4%	14.4	10.5
Road Type						
Residential	63.5%	62.1%	73.9%	72.3%	10.4	8.8
US/IL Highways	68.4%	72.1%	78.0%	72.5%	9.6	4.1
Interstate	77.2%	82.4%	87.0%	84.6%	9.8	7.4

1) All mini-surveys include 50 sites and statewide 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

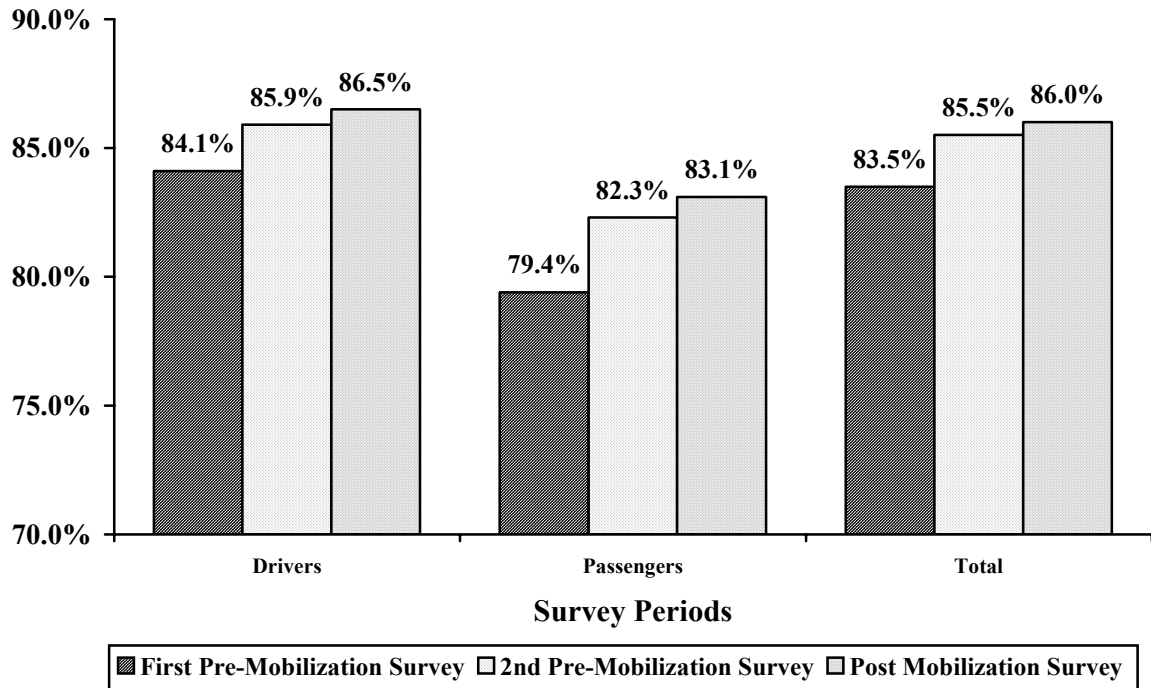


Figure 5: Safety Belt Usage Rates (TOTAL) by Region During the Pre and Post Mobilization Survey Periods in Illinois

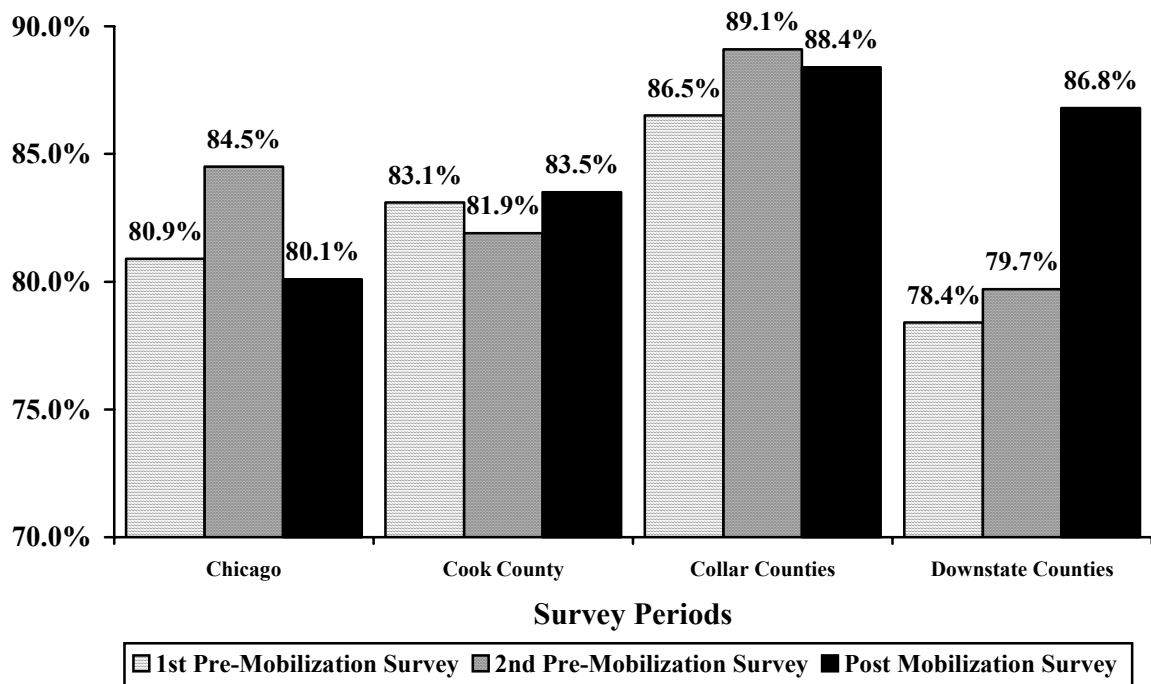


Figure 6: Safety Belt Usage Rates (TOTAL) by Road Type During the Pre and Post Mobilization Survey Periods in Illinois

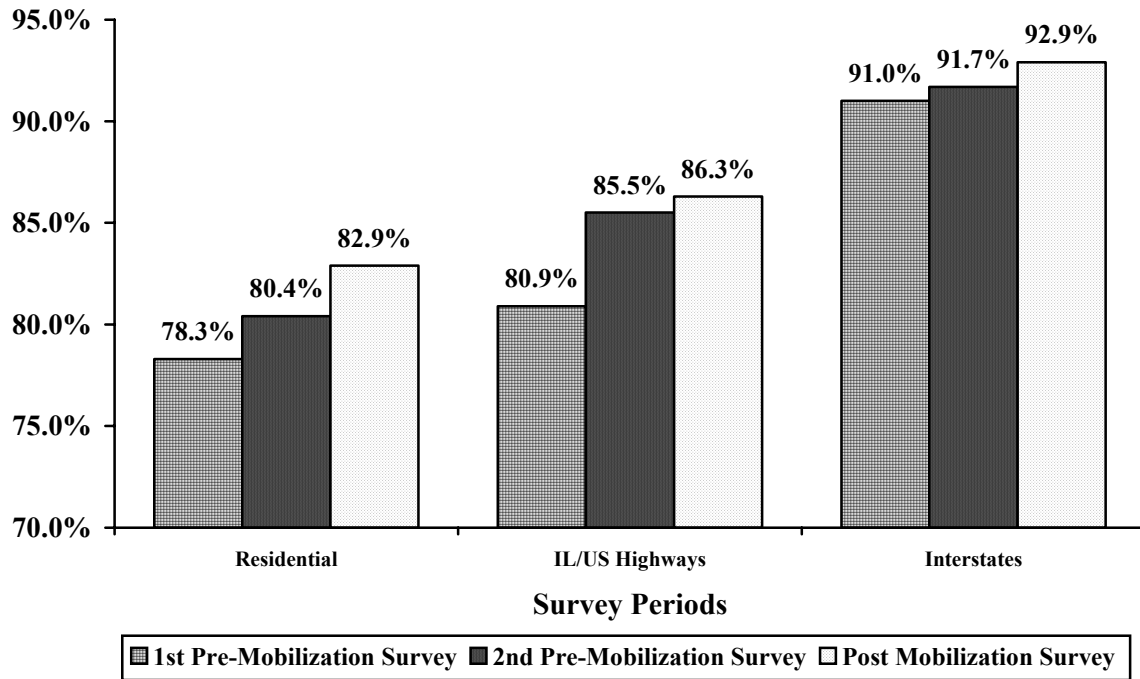
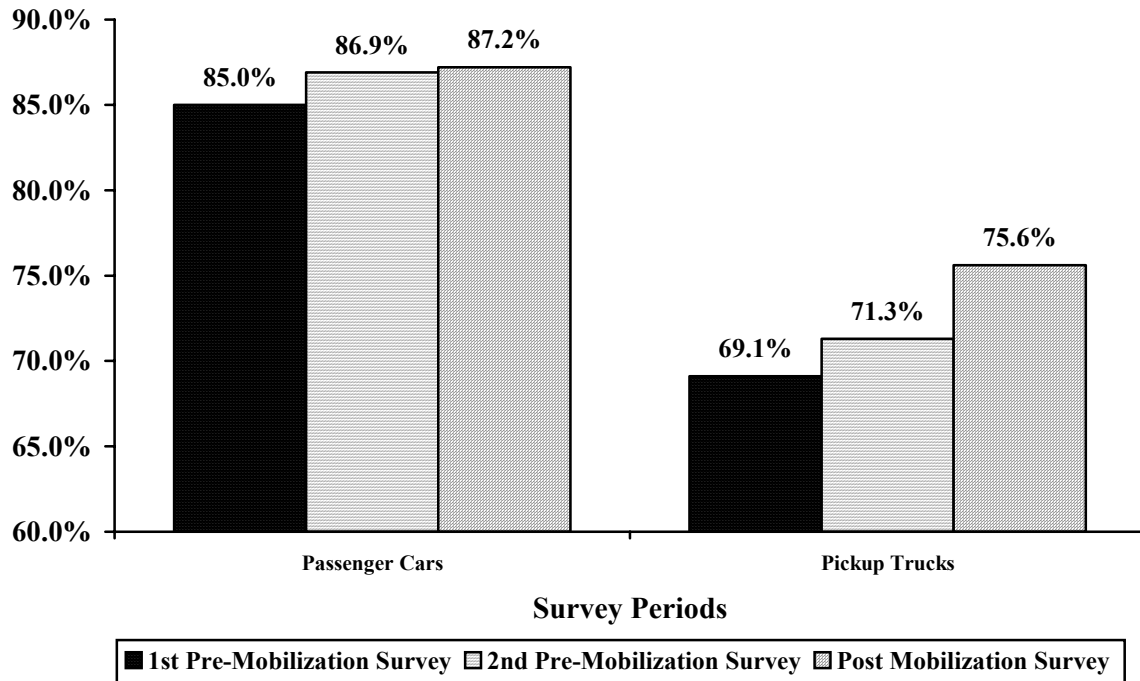


Figure 7: Safety Belt Usage Rates (TOTAL) for Passenger Cars and Pickup Trucks During the Pre and Post Mobilization Survey Periods in Illinois



DRIVER FACILITY SURVEY

Using a statewide public opinion survey of licensed drivers from April through June 2005, 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 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 safety belt law, and safety belt related media programs and slogans.

Objectives

1. To collect statewide data and information on public awareness and acceptance of the safety belt program prior to, during and after the “Click It or Ticket” campaign.
2. To describe motorists’ opinions on safety belt use and related issues, controlling for demographics during the baseline and follow-up data collection periods.
3. To identify key factors to assist the Division of Traffic Safety to measure the effectiveness of the overall “Click It or Ticket” program and services in Illinois.

Data and Methodology

The Illinois Department of Transportation, Division of Traffic Safety conducted a statewide motorist survey at 18 driver service facilities in Illinois prior to, during and after the campaign.

The following steps were taken to conduct this Survey:

1. Identified 34 driver facilities within fourteen counties where the annual safety belt survey sites were located. These counties include over 70 percent of population in Illinois. 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, January 1994.
2. Obtained data and information on the total number of clients within selected driver service facility.
3. Sampled 18 facilities out of 34 facilities within fourteen selected counties.
4. Surveys were sent to each facility before the start of each phase. The facilities handed out surveys to motorists who agreed to participate. A total of 3,378 surveys (1,473 during phase 1; 978 during phase 2; and 992 during phase 3) were completed and returned to the Division of Traffic Safety.

The motorist questionnaire included 19 questions on demographics, safety belt use and related issues, such as seat belt enforcement, seat belt law, paid media and overall perception and awareness of existing traffic safety campaigns (**See Appendix A**).

These surveys were used to evaluate the impact of the “Click It or Ticket” campaign on awareness of safety belt issues. Descriptive statistics, such as frequency, rate, ratio, and proportion were used to describe motorists’ perception and awareness toward safety belt issues, controlling for several demographics, such as age, gender, race, and region. The main safety belt issues included self-reported belt use, perception of police enforcement, and awareness of safety belt campaigns and slogans.

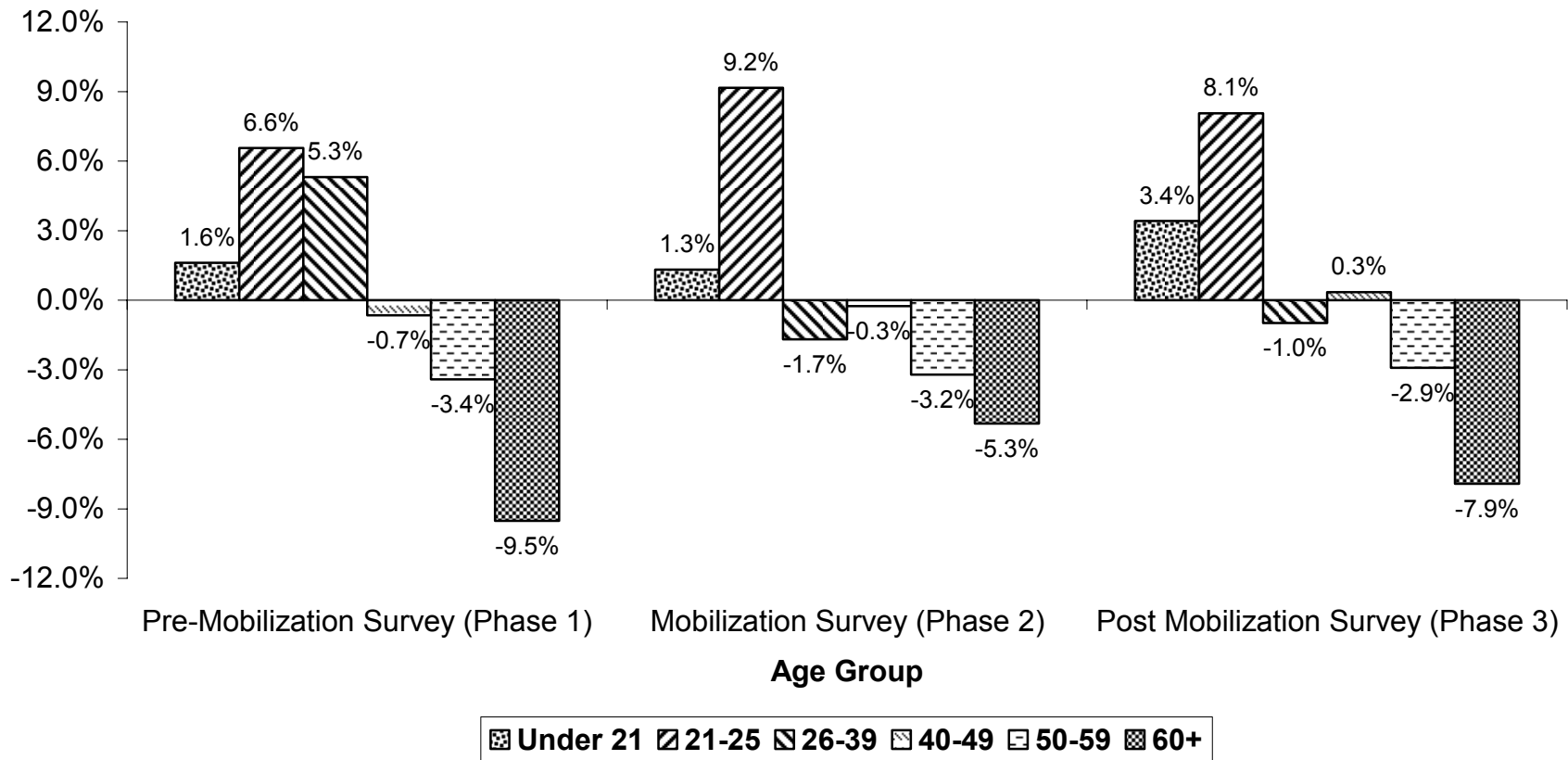
Summary of Findings

Table 4 shows demographic characteristics of the three samples. According to this table, demographic characteristics, such as age, gender, race, and region of the respondents for the three samples are very similar. Around half of the respondents were female. In terms of age distribution, as expected, the largest percentage of respondents was between 26-39, followed by those who were between 40 and 49. The smallest percentage of respondents was under 21. As expected, comparing the motorist survey samples to the licensed drivers in Illinois in 2003, all three samples over-represented drivers under 26 and underrepresented drivers over 50 years of age (**see Figure 8**). This means that the majority of those who are older adults tend to conduct their business through mail or telephone and they do not go to driver facilities. Contrary to older drivers, the younger drivers prefer to conduct their business by going to these facilities.

Over 71 percent of respondents were white, 11-13 percent were African-American, and around 4 percent were Hispanic. Asian-Americans, Native Americans, and others represented over 6 percent of the population.

Over 50 percent of respondents drove over 10,000 miles per year, followed by those who drove between 5,000 and 10,000 miles per year (over 27 percent). Around 22 percent of the respondents said that they drove less than 5,000 miles per year.

Figure 8: Percent Differences Between Licensed Drivers Across Selected Age Groups By Survey Phase During the April through June 2005 "Click It or Ticket" Campaign



**Table 4: Demographic Characteristics of Surveys
During the April-June 2005 “Click It or Ticket”
Campaign in Illinois**

	Pre-Mobilization Survey (Phase 1)	Mobilization Survey (Phase 2)	Post Mobilization Survey (Phase 3)
Gender	(N=1,465)	(N=974)	(N=990)
Male	47.2%	52.2%	49.7%
Female	52.8%	47.8%	50.3%
Age of Respondent	(N=1,467)	(N=974)	(N=985)
Under 21	8.9%	8.4%	10.7%
21 to 25	13.4%	16.4%	14.9%
26 to 39	33.5%	26.7%	27.2%
40 to 49	20.5%	21.1%	21.5%
50 to 59	13.2%	13.2%	13.7%
60 Plus	10.4%	14.2%	12.0%
Race of Respondent	(N=1,443)	(N=963)	(N=973)
White	74.3%	71.3%	72.7%
African-American	11.3%	13.5%	12.4%
Asian-American	4.7%	4.8%	3.9%
Hispanic	7.9%	8.3%	8.0%
Native American	0.1%	0.6%	0.6%
Other	1.7%	1.5%	2.4%
Miles Driven Per Year	(N=1,418)	(N=954)	(N=964)
Less than 5,000	22.2%	23.6%	22.0%
5,001 to 10,000	27.6%	27.5%	27.3%
10,001 to 15,000	26.7%	25.4%	25.3%
More than 15,000	23.5%	23.6%	25.4%
Media Market	(N=1,473)	(N=978)	(N=992)
City of Chicago	11.0%	16.7%	13.5%
Collar Counties	51.7%	59.3%	61.7%
Downstate Counties	37.3%	24.0%	24.8%

Table 5: Safety Belt-Related Characteristics of DMV Surveys During the April-June 2005 “Click It or Ticket” Campaign in Illinois

	Pre-Mobilization Survey (Phase 1)	Mobilization Survey (Phase 2)	Post Mobilization Survey (Phase 3)
How often do you use seatbelts when you drive or ride in an automobile?	(N=1,460)	(N=965)	(N=982)
Always	78.6%	80.1%	80.5%
Nearly Always	13.0%	11.4%	11.1%
Sometimes	5.3%	5.1%	5.2%
Seldom	2.0%	1.8%	1.7%
Never	1.1%	1.7%	1.5%
What do you think the chances are of getting a ticket if you don't wear your seat belt?	(N=1,454)	(N=966)	(N=982)
Always	27.2%	24.2%	28.2%
Nearly Always	16.2%	19.3%	17.4%
Sometimes	37.6%	38.4%	35.2%
Seldom	15.3%	15.1%	15.0%
Never	3.6%	3.0%	4.2%
Do you think the Illinois State Police Enforce the seat belt law?	(N=1,441)	(N=964)	(N=972)
Very strictly	33.9%	32.2%	35.3%
Somewhat strictly	42.1%	42.7%	40.3%
Not very strictly	18.0%	17.1%	17.5%
Rarely	4.8%	5.8%	5.9%
Not at all	1.1%	2.2%	1.0%
Do you think the local police enforce the seat belt law?	(N=1,447)	(N=962)	(N=969)
Very strictly	27.7%	28.7%	30.2%
Somewhat strictly	43.9%	41.9%	41.0%
Not very strictly	21.1%	20.2%	19.2%
Rarely	5.7%	7.0%	8.3%
Not at all	1.7%	2.3%	1.3%

Table 5: (Continued)

	Pre-Mobilization Survey (Phase 1)	Mobilization Survey (Phase 2)	Post Mobilization Survey (Phase 3)
Have you received a ticket for not wearing a seat belt?	(N=1,460)	(N=967)	(N=979)
Yes	12.8%	12.0%	14.1%
No	87.2%	88.0%	85.9%
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?	(N=1,447)	(N=963)	(N=973)
Can stop just for seat belt violation	76.2%	77.5%	80.8%
Must see other offense first	13.8%	12.2%	11.4%
Don't Know/No Opinion	10.1%	10.4%	7.8%
Would you oppose/favor a primary seat belt law?	(N=1,440)	(N=964)	(N=968)
Favor	51.3%	56.0%	58.8%
Oppose	34.5%	29.7%	30.1%
Don't Know/No Opinion	14.2%	14.3%	11.2%
Have you seen or heard about a checkpoint checking for seat belt use?	(N=1,455)	(N=964)	(N=970)
Yes	28.6%	33.6%	57.4%
No	71.4%	66.4%	42.6%
Have you gone through a safety check for seat belt use?	(N=1,446)	(N=964)	(N=966)
Yes	11.0%	14.4%	25.9%
No	89.0%	85.6%	74.1%
Have you seen or heard anything about seat belts recently?	(N=1,447)	(N=958)	(N=954)
Yes	61.2%	63.7%	79.3%
No	38.8%	36.3%	20.8%

Descriptive Findings of Safety Belt Related Issues

Table 5 contains frequency and percentage distributions of motorists' opinions regarding 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. Graphic presentations of **Table 5** are displayed in **Figures 9 through 26**.

As shown in **Figure 9**, over 78 percent of respondents during all three surveys said they always wear their seat belts. As expected, there were not any significant differences in self-reported safety belt usage rates between the mobilization surveys.

Figure 9: Percent Distribution of Those Respondents Who Said They Always Wear Their Safety Belts During the April through June 2005 "Click It or Ticket" Campaign

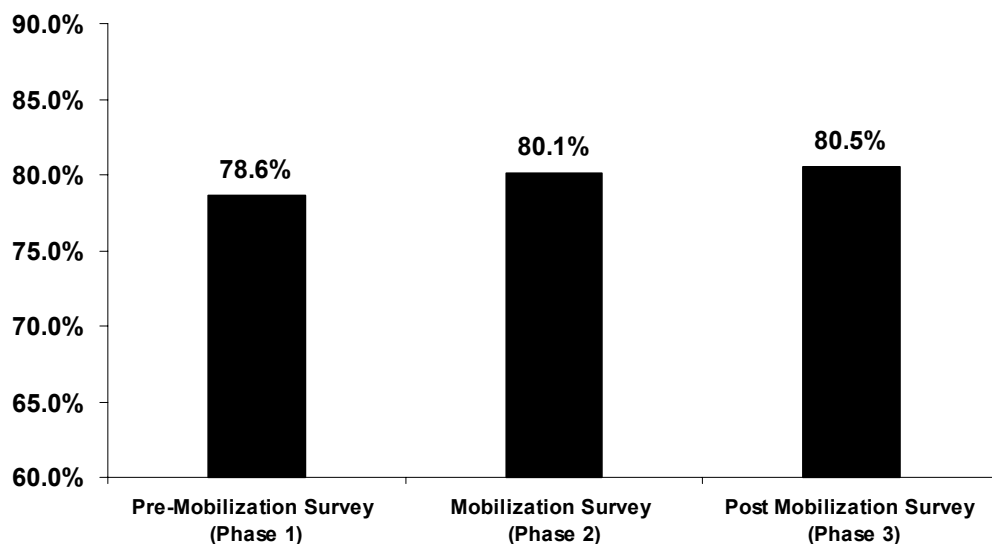


Figure 10 shows the percent distribution of those respondents who believe there is “always” a chance that they can receive a ticket for not wearing a seat belt. There was no significant change from the pre-survey to the post survey (27.2 percent during the pre-survey versus 28.2 percent for the post survey).

Figure 11 shows that the distribution of respondents who said the Illinois State Police strictly enforce the seat belt law in Illinois stayed relatively flat from the pre-mobilization to the post

mobilization (76 percent during the pre-survey, 74.9 percent during the second survey, and 75.6 percent during the post survey).

Figure 10: Percent Distribution of Those Respondents Who Said There Is Always A Chance Of Getting A Ticket For Not Wearing Safety Belts During the April through June 2005 "Click It or Ticket" Campaign

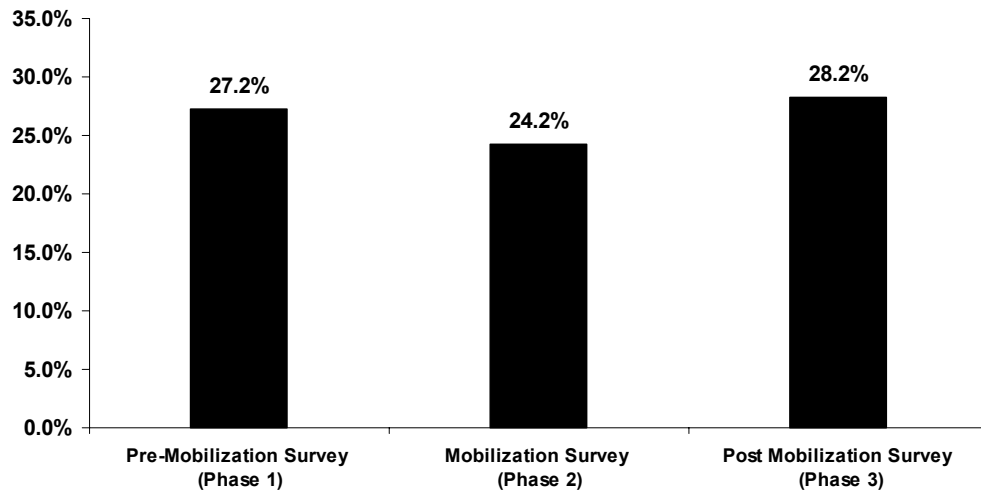


Figure 11: Percent Distribution of Those Respondents Who Said Illinois State Police Strictly Enforce the Safety Belt Law During the April through June 2005 "Click It or Ticket" Campaign

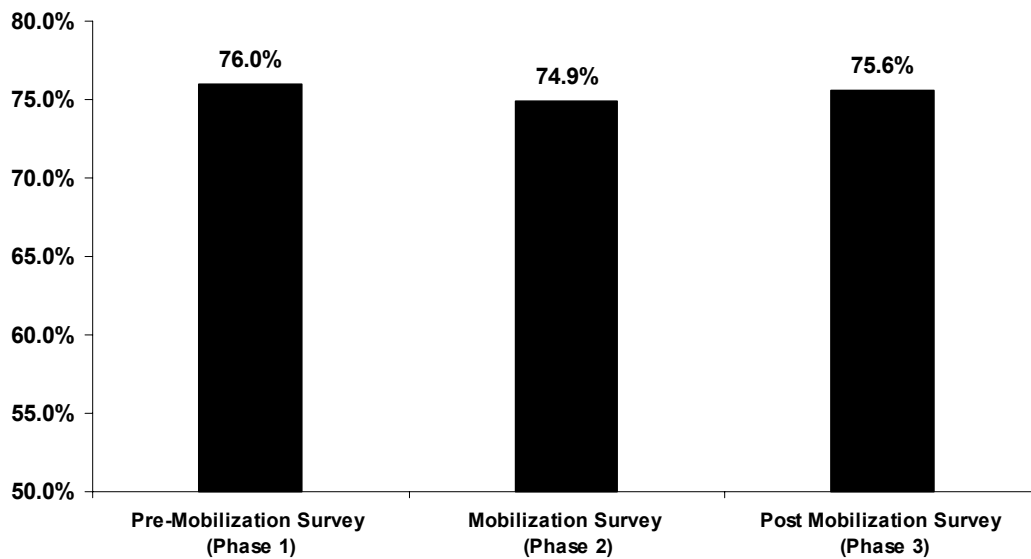


Figure 12 shows that the distribution of respondents who said their local police strictly enforce the seat belt law in Illinois stayed relatively flat from the pre-mobilization to the post mobilization (71.6 percent during the pre-survey, 70.6 percent during the second survey, and 71.2 percent during the post survey).

Figure 12: Percent Distribution of Those Respondents Who Said Illinois Local Police Strictly Enforce the Seat Belt Law During the April through June 2005 "Click It or Ticket" Campaign

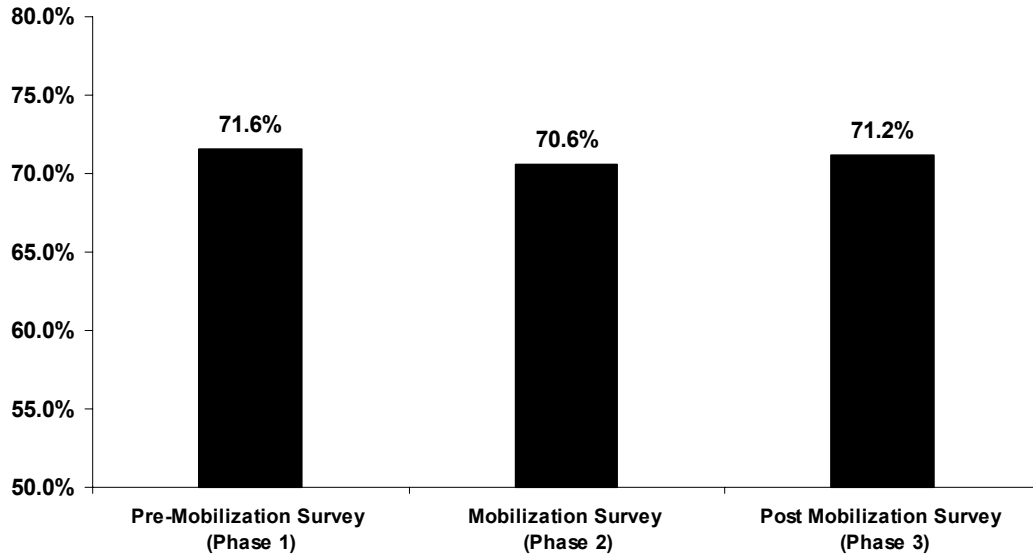


Figure 13: Percent Distribution of Those Respondents Who Favor Having a Primary Belt Law During the April through June 2005 "Click It or Ticket" Campaign

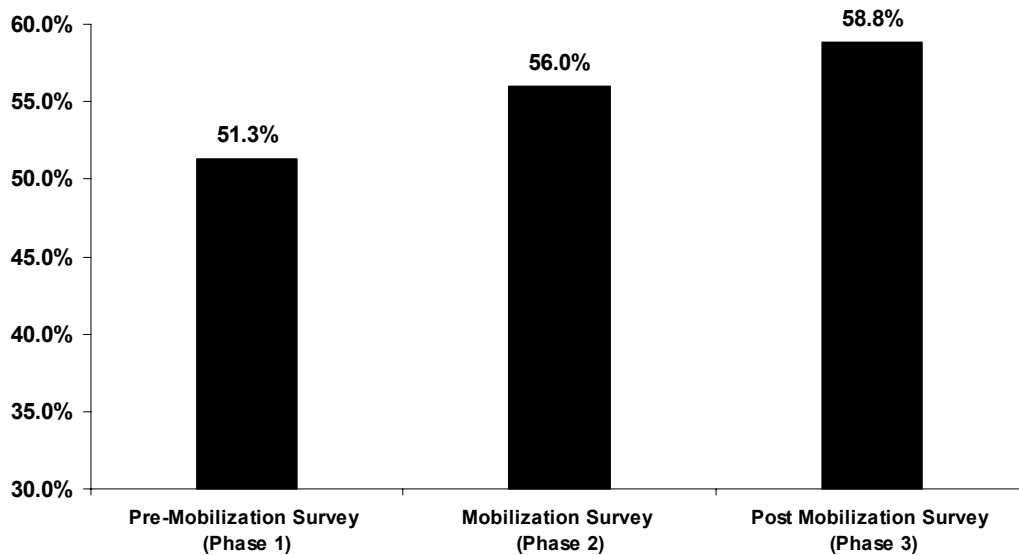
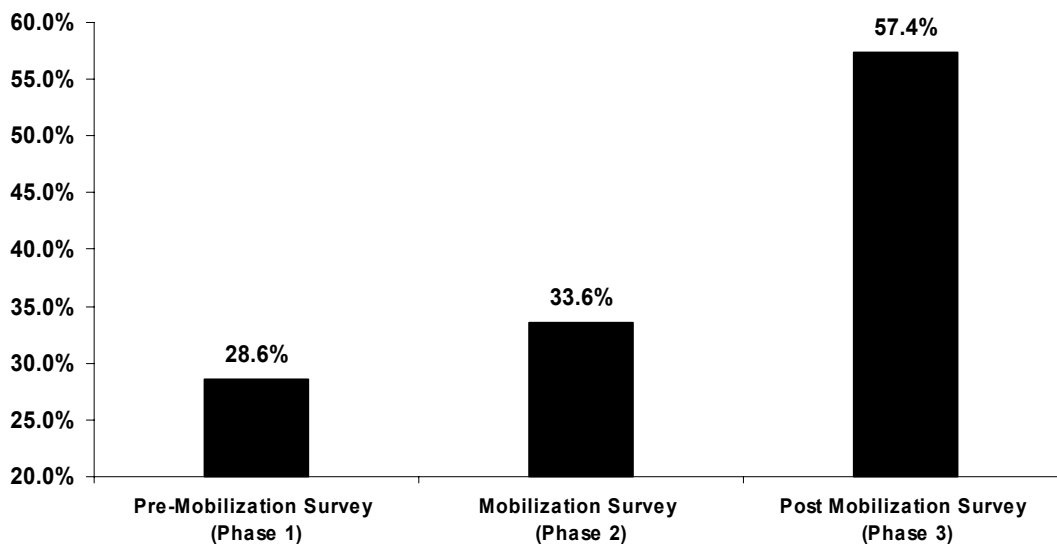


Figure 13 shows that the percent of people who said they favor a primary belt law in Illinois increased by more than seven percentage points from 51.3 percent during the pre-mobilization survey to 58.8 percent during the post mobilization survey.

Figure 14 shows the percent of respondents who said they had seen or heard about checkpoint for seat belt use increased by almost 20 percentage points from the pre-mobilization survey to the post mobilization survey (an increase of awareness from 28.6 percent during phase 1 to more than 57 percent awareness during phase 3).

Figure 14: Percent Distribution of Those Who Said They Have Seen/Heard About a Checkpoint for Seat Belt Use During the April through June 2005 "Click It or Ticket" Campaign



As shown in **Figure 15**, the percent of respondents who said they had gone through a seat belt checkpoint increased from 11.0 percent during the pre-mobilization survey to 25.9 percent during the post mobilization survey.

Figure 16 shows that the percent of respondents who have seen or heard about safety belt materials increased from 61.2 percent during the pre-mobilization survey to more than 79 percent during the post mobilization survey.

Figure 15: Percent Distribution of Those Who Said They Have Gone Through A Checkpoint for Seat Belt Use During the April through June "Click It or Ticket" Campaign

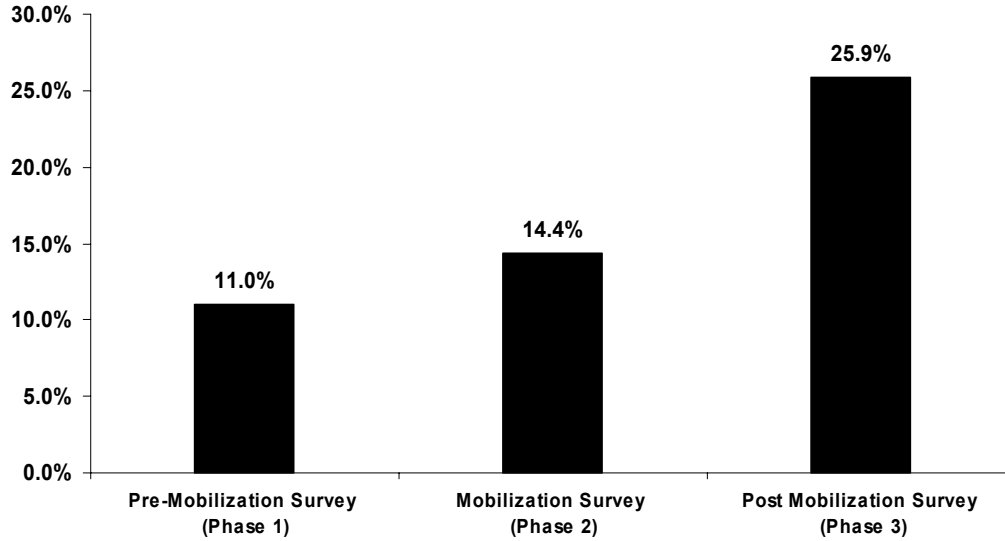


Figure 16: Percent Distribution of Those Who Said They Have Seen/Hear Safety Belt Materials During the April through June 2005 "Click It or Ticket" Campaign

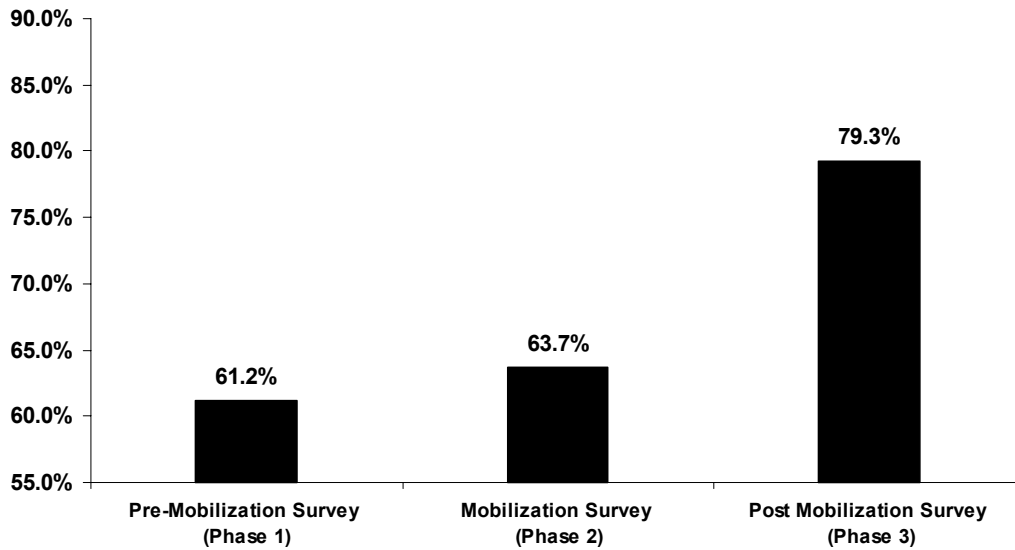
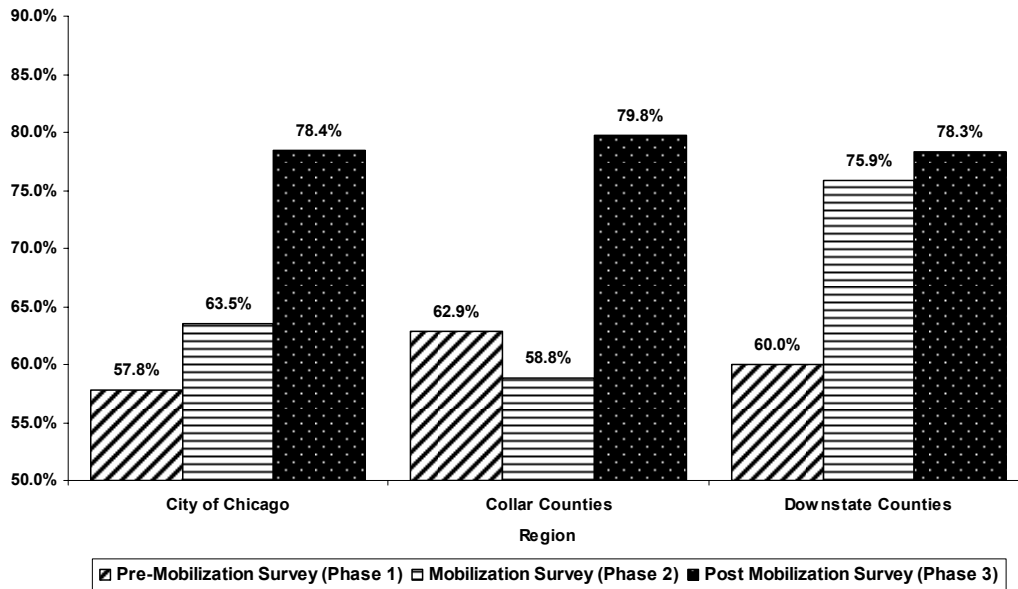


Figure 17: Percent Distribution of Those Who Said They Have Seen/Hear Safety Belt Materials by Region During the April through June 2005 "Click It or Ticket" Campaign



As shown in **Figure 17**, the percent of respondents who have seen or heard about safety belt materials increased in each selected region of Illinois. For each region, awareness of safety belt materials increased from around 60 percent to more than 78 percent.

Figure 18 shows that awareness of safety belt materials increased significantly for each racial group from the pre-mobilization survey to the post mobilization survey. Whites had the lowest percent awareness of safety belt materials, but had the highest percentage point increase of awareness from pre-mobilization to post mobilization (58.3 percent during the pre-mobilization survey to 77.2 percent during the post mobilization survey). During the pre-mobilization survey, more than 76 percent of African-American respondents had heard or seen safety belt materials and during the post mobilization survey this percent awareness increased to 85.7. Hispanics had a 66.7 percent awareness of safety belt materials during the pre-mobilization survey and had more than 86 percent awareness during the post mobilization survey.

As shown in **Figure 19**, males had a slightly higher percent awareness of safety belt materials than females. Awareness of safety belt materials for males increased by 15.9 percentage points (from 63.7 percent during pre-mobilization to more than 79 percent during the post mobilization). Awareness of safety belt materials for females increased from 58.9 percent during the pre-mobilization to more than 78 percent during the post mobilization.

Figure 18: Percent Distribution of Those Who Have Heard/Seen Safety Belt Materials By Race During the April through June 2005 "Click It or Ticket" Campaign

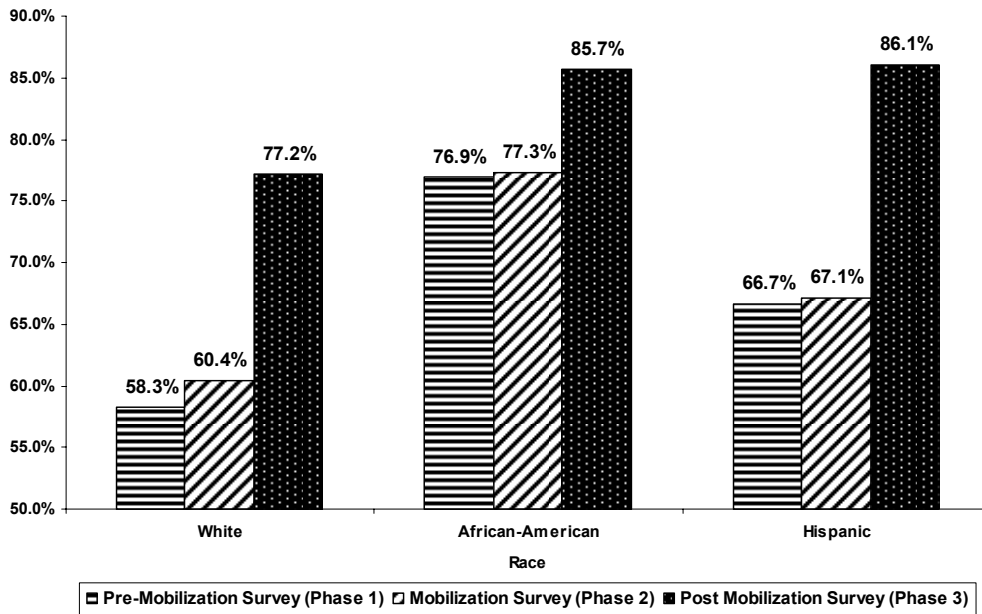


Figure 19: Percent Distribution of Those Who Have Heard/Seen Safety Belt Materials By Gender During The April through June 2005 "Click It or Ticket" Campaign

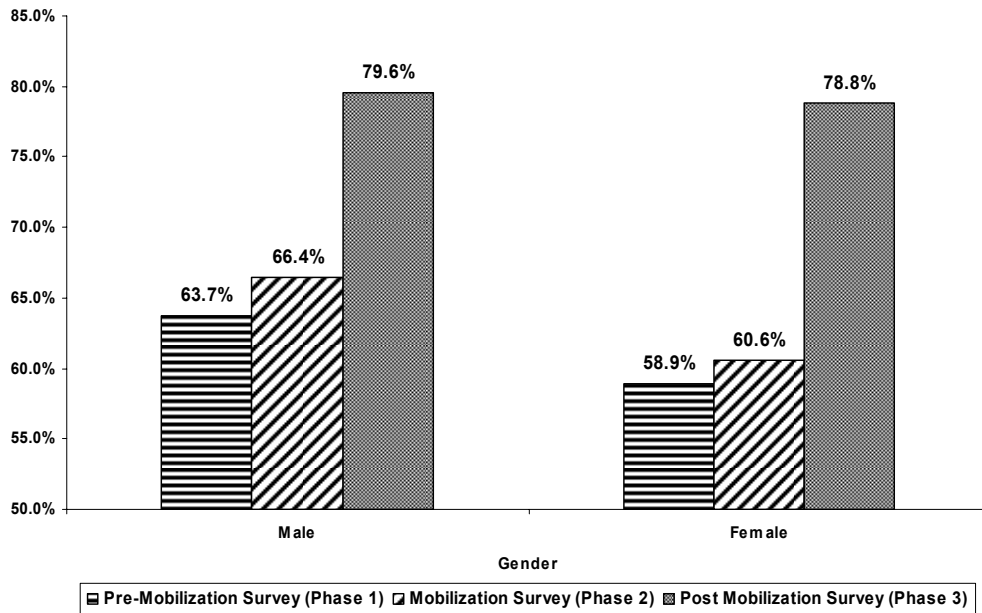


Figure 20 shows the percent distribution of those respondents who have seen or heard safety belt materials by age group. Those under 26 had a higher percent awareness of safety belt materials than those aged 26 and over. For those under 26, during the pre-mobilization more than 60 percent were aware of safety belt materials and during the post mobilization awareness of safety belt materials for this group increased to 80.8 percent. For those aged 26 and over, during the pre-mobilization, more than 61 percent were aware of safety belt materials and during the post mobilization the percent awareness of safety belt materials increased to 78.7 percent for this group.

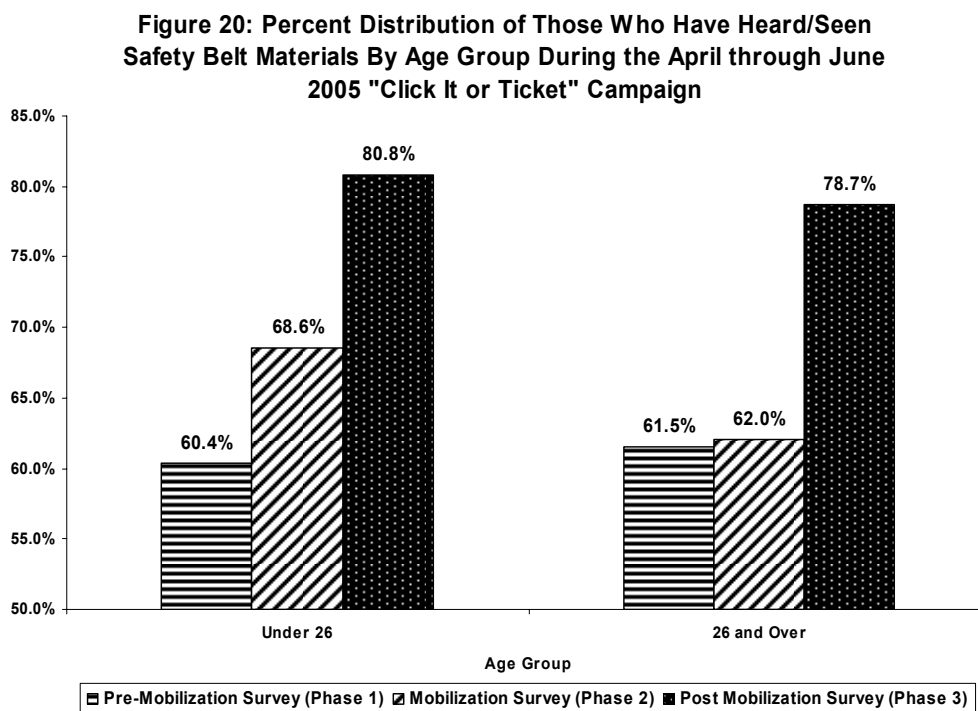
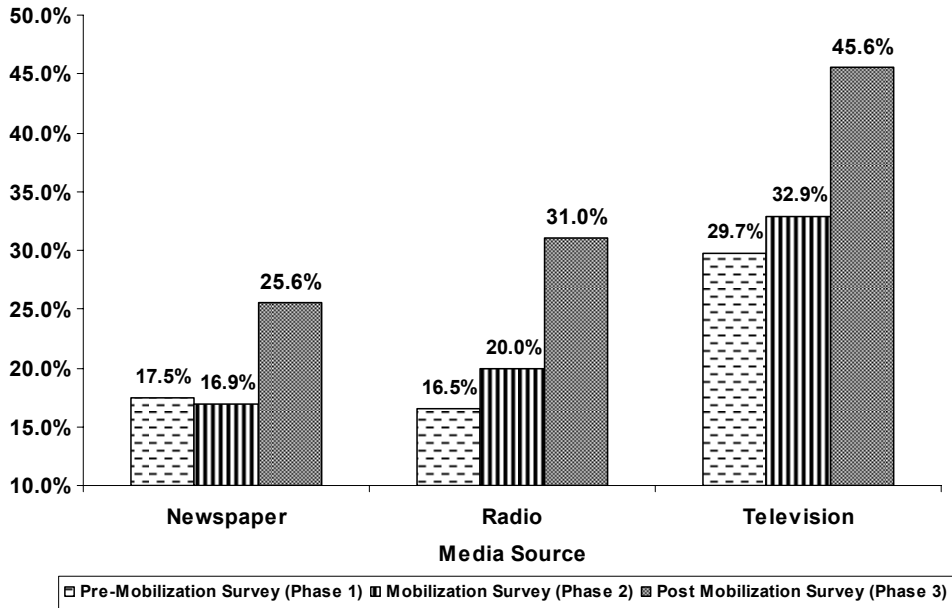


Figure 21 shows percentage distribution of those who said they have seen or heard safety belt materials by selected media types during the April-June 2005 “Click It or Ticket” campaign. The largest percentage of respondents had heard safety belt materials on television, followed by radio and newspaper. Awareness of safety belt materials increased by each media type from pre-mobilization to post mobilization. Television had the highest percentage point increase of 15.9, while radio had a 14.4 percentage point increase and newspaper had an 8.6 percentage point increase.

Figure 21: Percent Distribution of Those Who Have Heard/Seen Information About Seat Belts Via the Following Media During the April through June 2005 "Click It or Ticket" Campaign



As shown in **Figure 22**, percent awareness of the "Click It or Ticket" slogan increased from 80.7 percent during the pre-mobilization phase to 84.3 percent during the post mobilization phase.

Figure 22: Percent Distribution of Those Who Have Heard or Seen the "Click It or Ticket" Slogan During the April through June 2005 Campaign

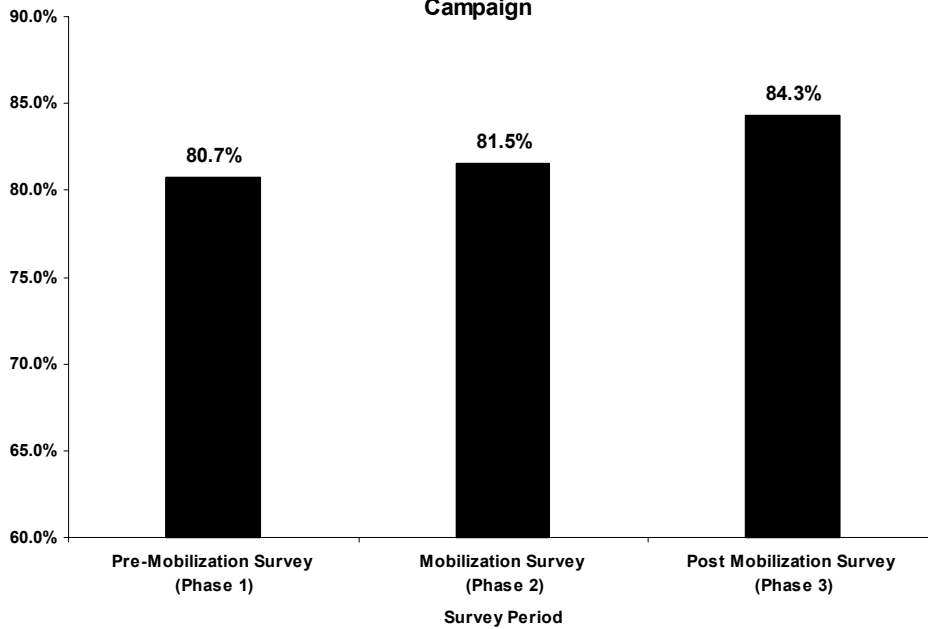


Figure 23 shows the percent awareness of the “Click It or Ticket” message by region. Overall, awareness of the slogan was highest in the Downstate Counties, followed by the Collar Counties, while the City of Chicago had the lowest percent awareness of the slogan. All regions had increases in awareness of the slogan from pre-mobilization to post mobilization.

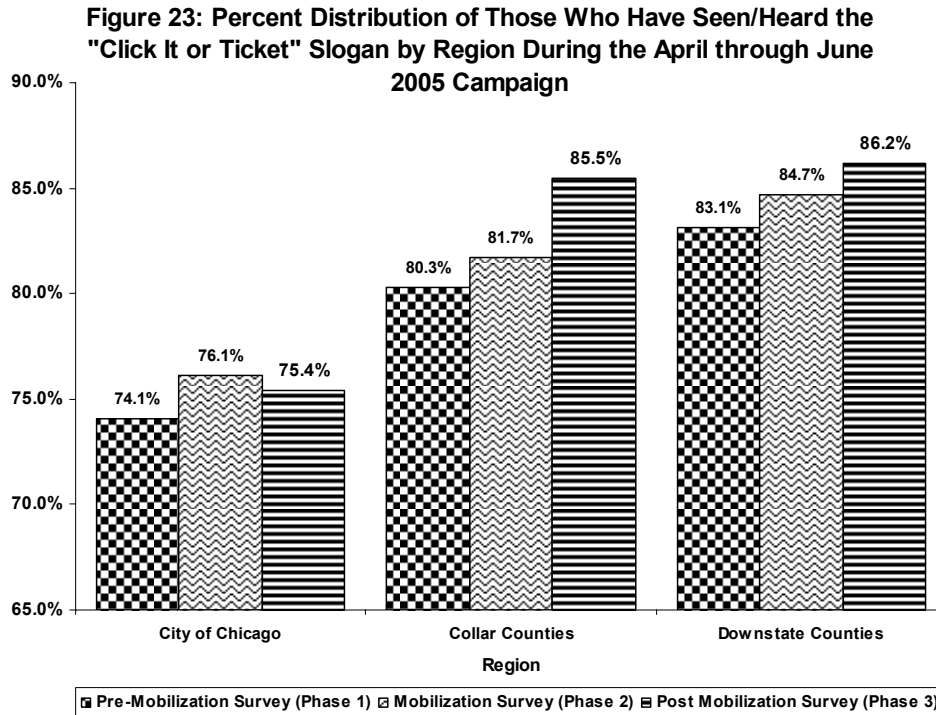


Figure 24 shows the percent awareness of the “Click It or Ticket” slogan by race during the three phases. Overall, whites had the highest percent awareness of the slogan followed by African Americans. Hispanics had the lowest percent awareness of the slogan. Hispanics had the highest percentage point increase of awareness of the slogan of 6.2 and whites had a 3.0 percentage point increase of awareness. There was no change in awareness of the slogan for African-Americans from pre-mobilization to post mobilization.

Figure 25 shows the percent distribution of those who have heard or seen the “Click It or Ticket” message by gender. Females’ awareness of the message increased by 5.0 percentage points from 81.1 percent during the pre-mobilization phase to 86.1 during the post mobilization phase. Males had only a 1.9 percentage point increase of awareness of the slogan from 80.6 percent during the pre-mobilization to 82.5 during the post mobilization.

Figure 24: Percent Distribution of Those Who Have Heard or Seen the "Click It or Ticket" Slogan by Race During the April through June 2005 Campaign

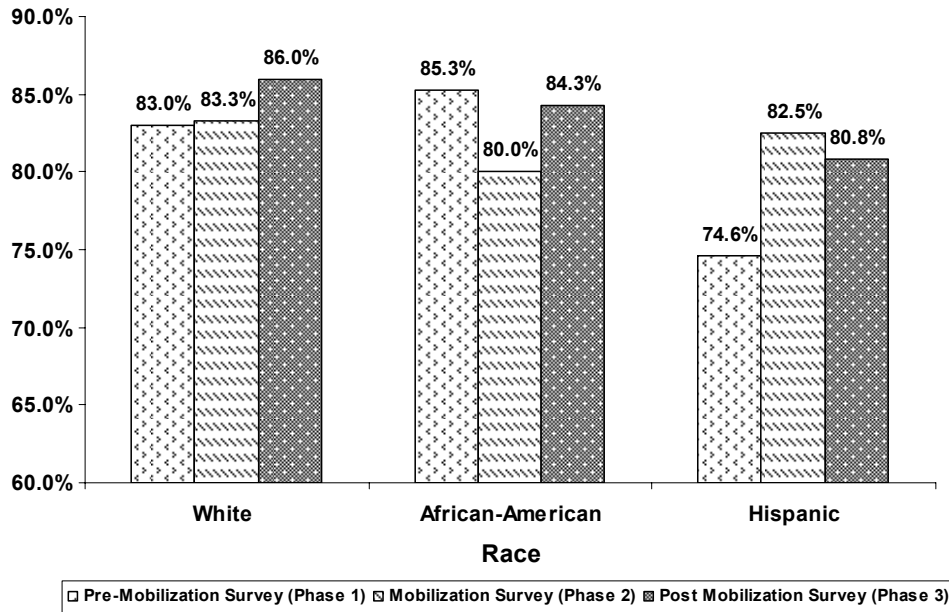


Figure 25: Percent Distribution of Those Who Have Heard or Seen the "Click It or Ticket" Slogan by Gender During the April through June 2005 Campaign

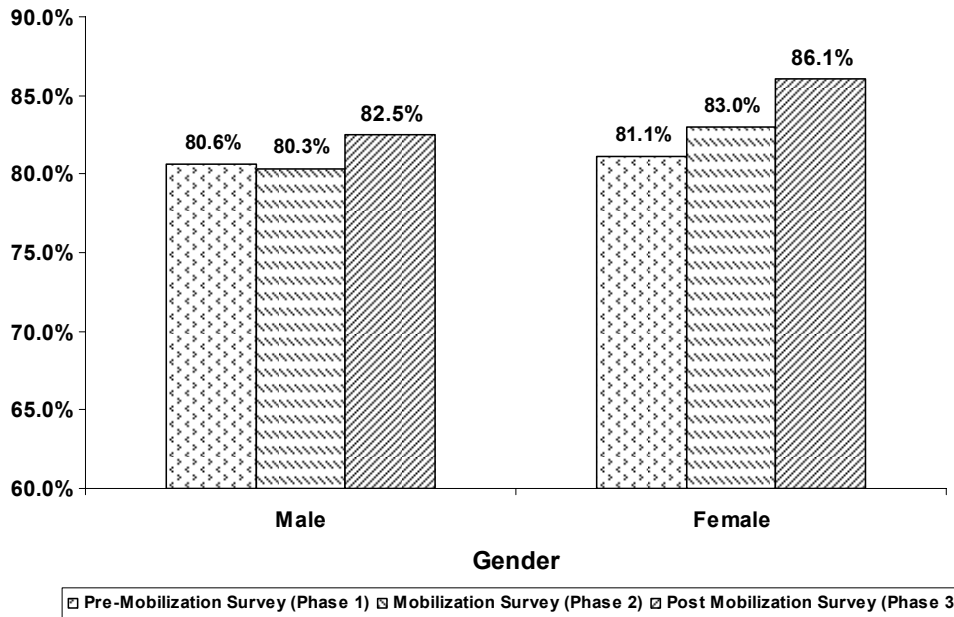
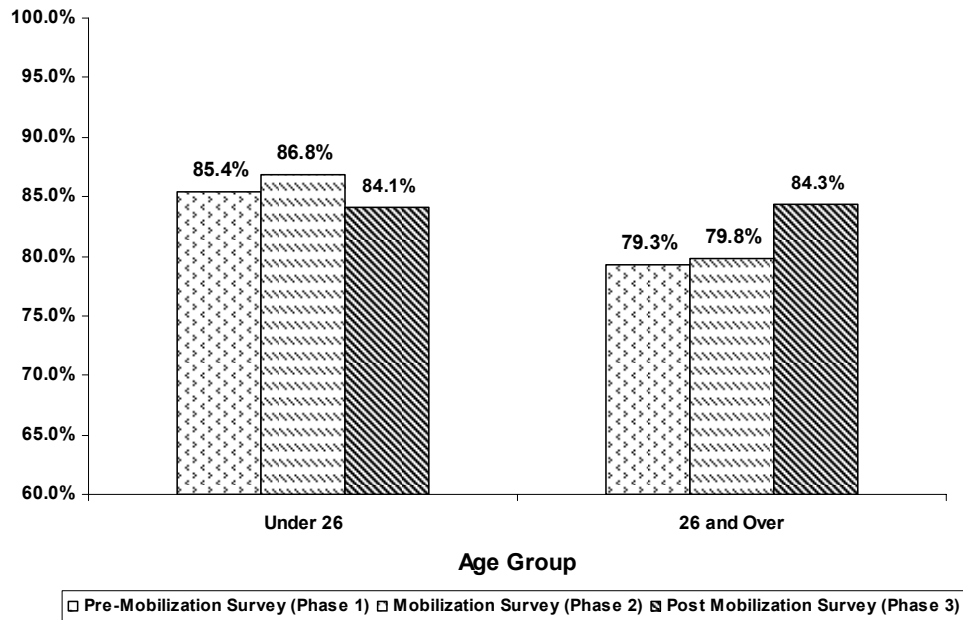


Figure 26 shows the percent awareness of the “Click It or Ticket” message by age group. As was expected, those aged under 26 had the highest percent awareness of the message. On the other hand, those aged 26 and over had a 5 percentage point increase of awareness of the slogan from pre-mobilization to post mobilization, while those under 26 had no change of awareness of the slogan from pre-mobilization to post mobilization.

Figure 26: Percent Distribution of Those Who Have Heard or Seen the "Click It or Ticket" Slogan by Age Group During the April through June 2005 Campaign



TELEPHONE SURVEY

The Illinois Statewide 2005 Memorial Day Weekend Seat Belt Enforcement and Media Campaign Surveys

Conducted for



Division of Traffic Safety

Conducted by



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

Summary Report

Field Interviewing: April and June 2005

Supplemented with September 2005

Report: October, 2005

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 several statewide telephone surveys from April through September, 2005. The first survey was conducted in April prior to the Memorial Day weekend, and the second was conducted in June, immediately after the Memorial Day weekend. A third survey was conducted in September, after the Labor Day weekend.

The April survey focused on questions regarding seat belt-related opinions and behaviors and took place prior to a seat belt enforcement and media campaign that took place in a time period surrounding the Memorial Day weekend. The June 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 April survey served as a “pre-test” for the Memorial Day seat belt enforcement and media campaign, with the June survey serving as a “post-test” for this campaign. Similarly, the June 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.¹

¹ In addition to the statewide surveys, a rural county component was added to both the April and June surveys, and a separate rural county survey was conducted in mid-May. Results for the rural county surveys can be found in a separate report.

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 April survey was conducted from April 13–30, 2005 with over 550 licensed drivers (557-580). Field interviewing for the June survey was conducted from May 31 – June 25, 2005 -- again with over 550 licensed drivers (552-577). And, field interviewing for the September survey was conducted from September 6 to October 4, 2005 -- with over 500 licensed drivers (519-545).²

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.

	2005 Seat Belt Pre-Test <u>April 2005</u>	2005 Seat Belt Post-Test <u>June 2005</u>	September <u>2005</u>
<i>TOTAL</i>	580	577	545
Chicago metro area	325	319	318
<i>City of Chicago</i>	147	165	177
<i>Chicago suburban counties</i>	178	154	141
Downstate counties	255	258	227
<i>North/central Illinois</i>	145	138	108
<i>Southern Illinois</i>	110	120	119

The sampling error for the April and June statewide results is +/- 4.1 percent (at the 95th confidence level), and the sampling error for the September statewide results is +/- 4.2%.³ The error for subgroups in all surveys is, of course, larger.

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 about 10 minutes for the April survey (median = 10 minutes) and somewhat under 15 minutes for the June and September surveys (median = 13 minutes).

In the following summary, the statewide results for each of the surveys have been weighted to arrive at a proper distribution by region and by gender. No other weighting has been applied.⁴

² 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.

³ The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

⁴ 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

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, 2005. We also focus on the statewide and regional results, specifically highlighting the results and changes that occurred in and between the April and June 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 often been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.⁵

The full results are presented in the **IDOT 2005 Statewide Seat Belt Survey Tables** file (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 April to June surveys and changes from the June to September surveys. Subgroup worksheets contain the April and June results.

Time frame in question wording. The time frame in the recall questions in each of the surveys is the same, that of 30 days. For both the June and September surveys, this time period covers the most recent enforcement/media campaign for respondents.

Demographic characteristics of the April and June samples. Before reporting the seat belt-related results, it is worth noting that the April and June 2005 samples are very similar with regard to most demographic characteristics. The largest difference is found for education level, where the June sample is found to have somewhat more respondents with some post high school education than does the April sample (33% vs. 26%). The April sample has slightly more with a high school degree or GED as their highest level of education (24% vs. 21%) but also slightly more with a four-year college degree or more (43% vs. 40%).⁶

Comparisons on other demographic characteristics, all with smaller differences than the above, are found in the tables in the Excel file noted above.

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 somewhat from April to June, from 84 percent to 89 percent. In September, this percentage remained at the June level (90%).⁷

The June results show more Chicago metro respondents reporting they wear their seat belt “all the time” than is the case for downstate respondents (92% vs. 83%). Among downstate respondents, southern Illinois respondents are more likely than north/central respondents to report such (87% vs. 83%).

Between April and June, the percent who said “all the time” increased the most in southern Illinois (+9%) and the least in the City of Chicago (+1%). Increases of about 5 to 6 percentage points are found in the Chicago suburbs and north/central Illinois.

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.

⁵ When the decimal is .5, we round to the even integer.

⁶ The September distribution on education resembles the June results more than the April results.

⁷ 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.

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 somewhat from April to June, from 72 percent to 76 percent. In contrast to the above question about general incidence of seat belt usage, the September percentage for this question dropped nearly back to the April level (to 73%). At the same time, the proportion who said they had not worn a seat belt “within the last day” decreased slightly from the April to June surveys (9.7% to 6.2%). The September percentage is between the two (7.6%).

By region, the June results show the largest percentage who indicated not wearing a seat belt “more than a year ago” (or said they always wear one) in the Chicago suburbs (82%) followed by the City of Chicago (77%). Respondents in north/central Illinois were next (70%), and respondents in southern Illinois were least likely to report this (62%). A comparison between April to June results finds increases in this percentage for the Chicago suburbs (+6.4%), for southern Illinois (+4.4%), and less so for the City of Chicago (+2.7%). The north/central percentage did not change much at all.

At the other extreme, only about one in twenty respondents (4-5%) indicated they had not worn a seat belt “within the last day” for the Chicago metro respondents. This basically doubles for respondents in north/central Illinois (9%), and basically doubles again for respondents in southern Illinois (18%).

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason given in both the April and June surveys was that the respondent was driving a short distance (about 50% of those giving a reason in each of the surveys). The next most frequent reason is that the respondent “forgot” (about 20% in each of the surveys).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for this question are very stable across the three surveys – with about 93 percent saying their usage of seat belts had stayed the same, and about 6 percent saying their use of seat belts had increased.

The June results are very similar across three of the four geographic regions. Chicago suburban respondents were somewhat more likely than others to say their seat belt usage had “stayed the same” (96% vs. 89-92% for the other three regions) and were somewhat less likely than others to say their usage “had increased” (3% vs. 8-11%).

Across the regions, the largest percentage point increases for those who said their seat usage had increased are found for southern Illinois respondents (+4.6%) and for respondents in the City of Chicago (+3.0%).

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 7 to 8 percent across the three surveys.

In June, the percentage who reported having received such a ticket is in the 9 to 11 percent range for three of the regions (9% for southern Illinois and City of Chicago; 11% for north/central Illinois). The anomaly is the Chicago suburbs, where only 2 percent of the June respondents reported having ever received a ticket for not wearing a seat belt. Yet, in April, it was the Chicago suburbs where we found the highest incidence of such reports (9%). In the other three regions, the incidence in April ranged from nearly 4 to just over 6 percent.

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 76 percent in April to about 80 percent in both June and September.

The June results show that well over eight in ten Chicago suburban respondents (85%) indicated they wear a seat belt as a passenger “all of the time,” as did about eight in ten Chicago respondents (81%). About three-quarters of the downstate respondents indicated such (76% for southern Illinois and 74% for north/central Illinois).

Increases in this percentage from April to June are found in all regions except north/central Illinois: City of Chicago (+7.0%); Chicago suburbs (+6.2%); and southern Illinois (+5.4%). North/central respondents show increases in those who said “most of the time” (+5.3%) and decreases in those who said “some of the time” or “rarely” (-4.5%).

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

June, this percentage was 96 to 98 percent in three of the regions, and reached 100 percent for respondents in southern Illinois.

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?* Nearly eight of ten (79%) April respondents indicated that police can stop a vehicle just for a seat belt violation. This awareness of primary enforcement increased to well over eight of ten in both June (86%) and September (86%).

The June results show that percentages in the mid-to-high 80 percent range are aware of primary enforcement in each of the four regions, with awareness in the two downstate regions (87-88%) being only slightly higher than awareness in the two Chicago metro regions (84-85%). A sizeable increase in this percentage occurred between April and June for Chicago suburban respondents (+11.4%), and to a lesser extent for north/central respondents (+6%). Smaller increases were found for City of Chicago (+2.7%) and for southern Illinois (+2.3%).

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? Just under two-thirds (65%) of the April respondents believe police should be allowed to stop a vehicle for seat violations without another traffic law violation while just over two-thirds of the June respondents (70%) believe such. The proportion with this belief increased again to 72 percent in September. (In the previous six surveys, going back to May 2003, this percentage was very stable, consistently at about two-thirds of the respondents.)

The June results show that support for seat belt primary enforcement is highest in the City of Chicago (79%) and lowest in north/central Illinois (62%). Support is midway between the two in both the Chicago suburbs and southern Illinois (70% for each).

An increase in support for primary enforcement from April to June is present and very sizeable among southern Illinois respondents (+15.3%). This increase is sizeable for City of Chicago respondents (+8.4%) and, to a lesser extent, for Chicago suburban respondents (+5.2%). The level of support does not change much in north/central Illinois.

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 both the April and June surveys. Still, relatively sizeable increases in this support are found for three of the four regions (+3.9% to +6.5%). The level of support remained stable in north/central Illinois (with the result that this region showed the lowest level of such support in the June survey).

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 quite stable across the three surveys (68% in April, 66% in June, and 71% in September). The percent who “strongly disagreed” declined from 51 percent in April to 45 percent in June. This percentage then increased to 54 percent in September.

In the June survey, similar percentages of about or just over seven of ten respondents (70% -74%) in three of the regions expressed disagreement with the statement – and about half (47%-51%) in these regions expressed “strong” disagreement. The exception is north/central Illinois, where just over half (53%) expressed any degree of disagreement and about one-third (33%) expressed “strong” disagreement.

From April to June, the percent who disagreed to any extent with this statement increased slightly in the City of Chicago (+5%) and in southern Illinois (+4%). It was virtually unchanged in the Chicago suburbs, but declined substantially in north/central Illinois (-12%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Statewide, nearly 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% across the three surveys).

In the June survey, the percent who “strongly agree” is just over nine of ten respondents (91%-93%) for all but north/central Illinois, where it is a lower 83 percent. The only sizeable increase in this percentage that occurred from April to June is found in southern Illinois, where it increased by a sizeable 11 percentage points.

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 declined from the April to the June survey (76% to 72%) and then increased in September to a point above the initial April survey level (to 80%).

In the June survey, the percent who “strongly disagree” is about three-quarters in the two Chicago metro regions (76% for City of Chicago, and 74% for Chicago suburbs). It is about two-thirds in the two downstate regions (69% for southern Illinois, and 67% for north/central Illinois). From April to June, declines in this percentage are found for both the Chicago suburbs (-9%) and for north/central Illinois (-6%).

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 somewhat from 61 percent in April to 66 percent in June. It then increased a bit more in September (to 69%). The same general trend is found for those saying “very likely” (32% to 37% to 40%).

In comparing regional results in the June survey, we find that the percent who believe that it is “very” or “somewhat” likely they will get a ticket if they do not wear a seat belt is greatest in southern Illinois (80%) and least in the Chicago suburbs (62%). The proportion saying this borders two-thirds for the other two regions (66% for City of Chicago, and 69% for north/central Illinois). The percent who say it is “very likely” ranges from 44 to 48 percent for all regions but the Chicago suburbs, where it is about 20 percentage points less (26%).

From April to June, the greatest increase in the percentage saying it is “very likely” is found in the City of Chicago (+12%) followed by north/central Illinois (+7%) and then southern Illinois (+6%). While this percentage (those saying “very likely”) is virtually unchanged in the Chicago suburbs from April to June, we do find an increase of 9 percentage points in this region for the percent saying “somewhat likely.”

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 35 percent in April to 45 percent in June and remained at this level in September (43%). Those who “strongly disagree” increased from 20 percent in April to 29 percent in both June and September. The percent who indicated they did not know declined somewhat from 32 percent in April to 27 percent in June. In September, it was up to 30 percent.

In the June survey, the greatest degree of disagreement is found in the two downstate regions (just over 50% in each). They are followed in this regard by the Chicago suburbs (43%) and then the City of Chicago (38%). The percent who “strongly disagree” is also highest in the two downstate regions (32-36%). It is lowest in both of the two Chicago metro regions (29% for City of Chicago and 25% for Chicago suburbs).

From April to June, there are substantial increases in the percent who “strongly” disagree both for the City of Chicago (+13%) and north/central Illinois (+12%). There are substantial increases in the percent who express disagreement of any extent in both southern Illinois (+12%) and the Chicago suburbs (+10%).

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 from May to June in those who agreed that police in their community were writing more tickets (35% to 46%), with September results between the two at 38 percent. The trend for the proportions who “strongly agree” is the same (20% in April up to 30% in June and then down to 25% in September).

In the June survey, agreement with this statement was most prevalent in the two downstate regions, where about one half did so (51% for north/central Illinois, and 49% for southern Illinois). Only somewhat fewer expressed agreement with this in the City of Chicago (45%), and somewhat fewer yet did so in the Chicago suburbs (41%). “Strong” agreement with this statement only ranged from a low of 28 percent in the Chicago suburbs to a high of 36 percent in southern Illinois (with 30% for City of Chicago, and 32% for north/central Illinois).

The greatest changes from April to June are found in the Chicago suburbs. Here there was an increase of 14 percentage points for those who “strongly agree” (and an accompanying decline of 12% for “don’t know). North/central Illinois respondents also show a sizeable increase for the “strongly agree” percentage (9 percentage points), while City of Chicago respondents show an increase of 9 percentage points for those who agree to any extent. In southern Illinois, a smaller increase occurred in the percent who “strongly agree” (+4%).

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 (87%) statewide respondents agreed with this statement in each of the surveys. The percent who said they “strongly agree” was somewhat higher in September (69%) than it was in either April (64%) or June (65%).

The June results show that the percent who agree to any extent with this statement is higher in the two Chicago metro regions (95% for City of Chicago, and 89% for Chicago suburbs) than in the two downstate regions (84% for southern Illinois, and 80% for north/central Illinois). The percent who “strongly” agree is highest for the City of Chicago (78%) and lowest in north/central Illinois (52%). The other two regions are quite close in this regard (66% for Chicago suburbs, and 64% for southern Illinois).

From April to June, increases of 8 to 9 percentage points occurred in both the City of Chicago and southern Illinois for those who “strongly agree.” A smaller increase occurred in the Chicago suburbs (+3%). And, a sizeable decrease in this percentage occurred for north/central Illinois respondents (-12%).

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 show an increase in the proportion saying “very important” from the April survey (56%) to the June and September surveys (62% and 63%). The proportion who said either “very” or “fairly” important was stable from April to June (at 77%) and then increased somewhat in September (82%).

The June results show that the percent who think this is “very important” is greatest in the two Chicago metro regions (67%-68%) and lowest in north/central Illinois (52%). It is about midway between for southern Illinois (60%). The percent saying it is either “very” or “fairly” important is highest in the City of Chicago (84%) followed by the Chicago suburbs and southern Illinois (79% and 76%, respectively), followed by north/central Illinois (69%).

From April to June, sizeable increases in the percent who said enforcement is “very important” occurred for both the Chicago suburbs and southern Illinois (each +9%), and to a lesser extent, for the City of Chicago (+6%). For north/central Illinois, a decrease of about 8 percentage points occurred for those saying enforcement is either “very” or “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*” more than tripled, from 16 percent in the April survey to more than half (54%) in the June survey. About one-third (32%) expressed awareness in the September survey.

In June, the level of awareness of such efforts was very similar across the four regions, ranging from 52 percent in the City of Chicago to 57 percent in north/central Illinois (54% for southern Illinois; 55% for Chicago suburbs). Substantial increases from April to June occurred in all four regions, led by the Chicago suburbs (+47%) followed by north/central Illinois (+38%) and then the City of Chicago (+28%) and southern Illinois (+27%).

Of those June respondents who indicated having seen or heard of these special efforts, more statewide respondents reported being exposed to them through television (60%) than through the others. Exposure through radio (36%), newspapers (33%), and friends/relatives (28%) is quite similar.⁸ Those exposed through television were only somewhat more likely to be exposed through news stories than through advertisements (65% and 54%, respectively). Those exposed through radio were more likely to say they had been exposed through commercials than through news programs (67% and 43%) while those exposed through newspapers were far more likely to say they had seen news stories rather than advertisements (80% and 20%).

The most frequently identified source of exposure is *television* in each region. Television is more likely to be cited by north/central respondents (64%) and respondents in the Chicago metro area (58-59%) than by southern Illinois respondents (50%). Indeed, in southern Illinois, television is only slightly ahead of *newspapers* as a source (50% vs. 48%) and is the region where we find the highest exposure through newspapers. Next in order for

⁸ We focus here on the June respondents since this was the seat belt “post-test” survey.

newspapers is the other downstate region (north/central at 40%) and then the two Chicago metro regions (30% for Chicago suburbs and 25% for City of Chicago). Exposure through *radio* is similar for three of the regions at 34 to 35 percent and is a bit higher in north/central Illinois (41%). Exposure through *friends/relatives* is even more similar, ranging from 25 to 27 percent in the Chicago metro region to 30 to 31 percent in the two downstate regions.

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 27 percent in the April pre-test survey to 54 percent in the June post-test survey. This awareness was back to level midway between the two in September, at 46 percent.⁹

The June results show very similar levels of awareness across the four regions, ranging only from 53 percent in the City of Chicago to 56 percent in southern Illinois. This represents an increase in more than 30 percentage points for both the Chicago suburbs (+32%) and southern Illinois (+31%) and an increase or more than 20 percentage points for north/central Illinois (+24%) and the City of Chicago (+22%).

Of those June respondents who indicated being aware of roadside safety checks, more statewide respondents reported being exposed to them through television (43%) than through the other sources. Exposure through the other sources is similar: newspapers (30%), friend/relatives (29%) and radio (28%). For each mass media source, those who were exposed through news stories far surpassed those exposed through advertisements (87% vs. 21% for television; 80% vs. 23% for radio; and 83% vs. 16% for newspapers).

In June, *City of Chicago respondents* identified television (55%) as their primary source of exposure followed by radio (34%) and friends/relatives (32%) and then newspapers (18%). A plurality of *Chicago suburban respondents* also identified television (42%) followed by newspapers (33%) and then friends/relatives (25%) and radio (24%). A plurality of *southern Illinois respondents* also identified television (44%), but this was closely followed by both newspapers (40%) and then friends/relatives (36%) with radio a distant fourth (21%). For *north/central Illinois*, there is a more even distribution across all four exposure sources, ranging from 30 percent for radio to 37 percent for television (with 33% for both friends/relatives and newspapers).

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had personally seen such checks increased only slightly between April and June (43% to 45%). A more substantial increase actually occurred between June and September (45% to 53%).

[It should be noted that a decline from April to June, in some sense, would not be surprising here because the June 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 June survey, this percentage is highest in southern Illinois (56%) and the City of Chicago (53%) followed by the Chicago suburbs (46%) and then north/central Illinois (34%).

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 April to June 2004, from just over one in ten (12%) to about one-quarter (25%). This proportion stayed virtually the same in September (24%).

In the June survey, the percent of all respondents who have actually seen a roadside check is almost one-third for southern Illinois (31%), just over one-quarter for the two Chicago metro regions (28% for City of Chicago; 26% for Chicago suburbs) and just less than one-fifth for north/central Illinois (19%).

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 for the April and June surveys are quite similar, with just over half indicating they have been through a check (54% for each survey). This increased somewhat to nearly 60 percent in September.

In terms of total sample members, this translates into 6.4 percent for April; 13.2 percent for June; and 14.3 percent for September. By region, this incidence is greatest in the City of Chicago (18.6%) and southern Illinois (17.8%) followed by the Chicago suburbs (12.4%) and then north/central Illinois (8.3%).

Awareness of messages to encourage people to wear seat belts. 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

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

from 59 percent in the April pre-test survey to almost eight of ten (78%) in the June post-test survey. In September, it stood at about two-thirds (66%).

The June awareness level of these messages was quite similar across the four regions, with 77 to 79 percent showing awareness in all regions but southern Illinois where the awareness was just slightly higher (82%). From April to June, these awareness levels represent increases of more than 20 percentage points for the two Chicago metro regions (+23% for each) and increases bordering 10 percentage points for the two downstate regions (+13% for north/central and +9% for southern Illinois).

Of those June respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (67%) than radio (46%). And fewer indicated exposure through newspapers (22%) and friends/relatives (21%). About one-quarter (26%) indicated exposure through billboards or road signs.¹⁰

For those who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (76% vs. 38% for television; 69% vs. 36% for radio). The reverse was true for those exposed through newspapers (63% for news vs. 31% for advertisements).

In June, *television* as a source of awareness for roadside safety checks is by far the most frequently mentioned source in each of the four regions. Almost eight in ten did so in southern Illinois (78%) as did seven of ten in north/central Illinois (71%) and more than six in ten in the two Chicago metro regions (64% in each). *Radio* as a source was most frequently mentioned in the Chicago suburbs (55%) followed by the City of Chicago (42%), north/central Illinois (39%), and southern Illinois (35%). Exposure through *newspapers* is highest in southern Illinois (38%) and quite similar in the other three regions at 18 to 21 percent. For *friends/relatives*, the percentage in the City of Chicago (30%) is higher than those in the other regions (~21% in the Chicago suburbs and southern Illinois and 15% in north/central Illinois). For *billboards/road signs*, the highest percentage is found in the Chicago suburbs (29%) followed by north/central Illinois (26%) and the City of Chicago (24%) and then southern Illinois (18%).

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 days is more than usual, fewer than usual, or about the same as usual.” The statewide percent of these respondents choosing “more than usual” increased almost four-fold from April to June (13% to 53%). This proportion then dropped about one-fifth (20%) in September.

The June by region, the largest percent saying they have heard “more” messages is found in the Chicago suburbs (57%) followed by the City of Chicago (52%) and north/central Illinois (50%) and then southern Illinois (43%). From April to June, increases of just over 40 percentage points in this percentage are found for both the Chicago suburbs and north/central Illinois (+41% for each) and increases of more than 30 percentage points for the City of Chicago (+36%) and southern Illinois (+31%).

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, “in the past thirty days,” they had seen or heard other activities that encouraged people to wear their seat belts borders one-tenth for each of the three surveys (7%, 12%, and 9%). Yet, the relative increase from April to June is substantial (7% to 12%). This percentage in the June survey across the four regions ranges from 7 percent in southern Illinois to 16% in the Chicago suburbs.

¹⁰ This is based on 84% of the 30% who said “other.” The finding suggests that the “billboard/road sign” alternative should be specifically asked about.

Awareness of selected traffic safety slogans

The June results and April-to-June 2005 trends. Respondents were asked about their awareness of fifteen selected traffic safety “slogans,” presented in a random order. Two relate to seat belts, with one being the recent campaign slogan of “Click It or Ticket.”

We first list the June seat belt “post-test” awareness levels for these slogans in Table Slogans-1. As seen in this table, the 2005 seat belt campaign slogan, “Click It or Ticket,” was the slogan with the highest awareness level, with more than nine of ten respondents expressing awareness. The other seat belt slogan, “Buckle Up America,” was sixth in awareness, at somewhat less than half.

Table Slogans-1: Awareness Levels in June 2005

Order	Slogan	June level
1	Click It or Ticket	91%
2	Friends don't let friends drive drunk	82%
3	You drink. You drive. You lose.	65%
4	Drive smart. Drive sober.	57%
5	Police in Illinois arrest drunk drivers	47%
6	Buckle Up America	45%
7	Cells phones save lives. Pull over and report a drunken driver	40%
8	Drive hammered, get nailed.	32%
9	Children in back	22%
10	Wanna drink and drive, police in Illinois will show you the bars	21%
11	Drink and drive? Police in Illinois have your number	19%
12	Step away from your vehicle	13%
13	Smart motorists always respect trucks	8%
14	Checkpoint Strikeforce	8%
15	Operation A-B-C	5%

We next list the slogans in order of April-to-June percentage point change in Table Slogans-2. (The September 2005 results and June-to-September changes are also presented.) Here we see that the biggest percentage point change from April to June occurred for “Click It or Ticket” (+10 % pts). Only one other slogan (“Cell phones save lives. Pull over and report a drunk driver”) had any sizeable percentage point increase during this time span. And, it should be remembered that the “Click It or Ticket” slogan started with a much higher April awareness level than nearly every 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 by far the largest increases occurred for the “Click It or Ticket” slogan (53% of potential increase).

Table Slogans-2: Change in Awareness Levels, April to June 2005

<i>Slogans</i>	<i>April Pre- test</i>	<i>June Post- test</i>	<i>April- June Diff.*</i>	<i>Sept. 2005</i>	<i>June- Sept. Diff.*</i>
Click It or Ticket	81%	91%	+10%	87%	-4%
Cell phones save lives. Pull over and report a drunk driver	35%	40%	+4%	37%	-3%
Children in back	20%	22%	+1%	18%	-4%
Operation A-B-C	4%	5%	+1%	3%	-2%
Step away from your vehicle	14%	13%	-1%	16%	+3%
Smart motorists always respect trucks	10%	8%	-1%	7%	-1%
Drink and drive? Police in Illinois have your number	22%	19%	-3%	18%	-2%
Checkpoint Strikeforce	12%	8%	-3%	10%	+2%
Drive smart, drive sober	60%	57%	-4%	57%	+1%
Friends don't let friends drive drunk	86%	82%	-4%	80%	-1%
Drive hammered, get nailed	37%	32%	-4%	38%	+5%
You drink, you drive, you lose	70%	65%	-5%	77%	+12%
Police in Illinois arrest drunk drivers*	53%	47%	-5%	51%	+4%
Buckle Up America	52%	45%	-7%	45%	+1%
Wanna drink and drive, police in Illinois will show you the bars *	29%	21%	-7%	25%	+4%

*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.

June regional results and April-to-June changes for the "Click It or Ticket" slogan. Focusing on the recent seat belt campaign slogan of "Click It or Ticket," we find the June awareness level ranges from 89 percent to 94 percent across the four regions. This is an increase of more than 10 percentage points from April to June for both north/central Illinois (80% to 94%, +14%) and the City of Chicago (79% to 90%, +11%). A smaller increase occurred for the Chicago suburbs (82% to 89%, +7%). The smallest increase in awareness is found for southern Illinois (89% to 91%, +2%), but it should not be noted that this region had the highest initial April awareness level of the four regions.

The 2002 through 2005 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-3.¹¹

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%). Last year, 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.

¹¹ In the following, we use the phrase "associated with" because these pre-test/post-test surveys can establish correlations, but not necessarily causality.

By April of this year, awareness had declined to 81 percent but then jumped to 91 percent, its highest level, in June – after the Memorial Day Weekend 2005 campaign. By September of this year, awareness had declined somewhat, to 87 percent (about the level found in September 2004).

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 in 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 generally from November 2002 through April 2005 (with the main exception being the 64 percent awareness level achieved in the July 2004 survey) – to less than a majority in the two most recent surveys (about 45%).

Table: Slogans - 3
Awareness of Selected Traffic Safety Slogans,
April 2002 through September 2005

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	Jan 2004	May 2004 Pre-Test	July 2004 Post-test	Sept 2004	April 2005 Pre-Test	June 2005 Post-test	Sept 2005
<i>Click It or Ticket</i>	41%	71%	67%	71%	67%	85%	83%	87%	84%	90%	88%	81%	91%	87%
Friends don't let friends drive drunk	na	na	na	na	na	89%	89%	86%	85%	90%	85%	86%	82%	80%
You drink and drive. You lose	na	na	na	na	na	55%	62%	78%	68%	73%	78%	70%	65%	77%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	66%	68%	65%	67%	63%	60%	57%	57%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	50%	54%	51%	55%	54%	53%	47%	51%
Buckle Up America	60%	60%	53%	54%	48%	53%	55%	53%	52%	64%	51%	52%	45%	45%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	42%	40%	43%	46%	36%	35%	40%	37%
Drive hammered, get nailed	na	na	na	na	na	30%	52%	46%	45%	46%	41%	37%	32%	38%
Children in back	20%	25%	19%	21%	22%	24%	25%	24%	20%	26%	20%	20%	22%	18%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%	30%	27%	30%	28%	29%	21%	25%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	24%	26%	24%	24%	22%	22%	19%	18%
Step away from your vehicle	na	na	na	na	na	na	16%	na	13%	14%	16%	14%	13%	16%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	8%	7%
Checkpoint Strikeforce	na	na	na	na	na	na	9%	na	10%	9%	8%	12%	8%	10%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%	6%	6%	6%	5%	4%	5%	3%

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

APPENDIX A

Driver Facility Survey Instrument

Combined Belt/Alcohol Survey at Selected Driver Facilities in Illinois

The Illinois Department of Transportation is interested in your opinion on traffic safety issues, mainly seat belts and alcohol impaired driving in Illinois. Your answers to the following questions are voluntary and anonymous. Please complete the survey and then put it in the drop box.

1. **Your Sex:** 1 Male 2 Female
2. **Your age:** 1 Under 21 2 21-25 3 26-39 4 40-49 5 50-59 6 60 Plus
3. **Your race:** 1 White 2 Black 3 Asian 4 Native American 5 Hispanic 6 Other
4. **Are you of Spanish/Hispanic origin?** 1 Yes 2 No
5. **Your Zip Code:** _____
6. **About how many miles did you drive last year?**
1 Less than 5,000 2 5,000 to 10,000 3 10,001 to 15,000 4 More than 15,000
7. **What type of vehicle do you drive most often?**
1 Passenger car 2 Pickup truck 3 Sport utility vehicle 4 Mini-van 5 Full-van 6 Other
8. **How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle, or pick up?**
1 Always 2 Nearly always 3 Sometimes 4 Seldom 5 Never
9. **What do you think the chances are of getting a ticket if you don't wear your seat belt?**
1 Always 2 Nearly Always 3 Sometimes 4 Seldom 5 Never
10. **Do you think the Illinois State Police enforce the seat belt law:**
1 Very strictly 2 Somewhat strictly 3 Not very strictly 4 Rarely 5 Not at all
11. **Do you think local police enforce the seat belt law:**
1 Very strictly 2 Somewhat strictly 3 Not very strictly 4 Rarely 5 Not at all
12. **Have you ever received a ticket for not wearing your seat belt?**
1 Yes 2 No
13. **If Illinois had a law requiring all persons in a vehicle to wear seat belts, would you favor or oppose allowing police to stop and ticket motorists for JUST having people in the car who are not wearing seat belts?**
1 Favor 2 Oppose 3 Don't know/No Opinion
14. **In the past 30 days, have you seen or heard about a safety checkpoint where police were looking at seat belt use?**
1 Yes 2 No
15. **In the past 30 days, have you gone through a safety checkpoint where police were looking at seat belt use?**
1 Yes 2 No
16. **Have you recently read, seen or heard anything about seat belts in Illinois?**
1 Yes 2 No
17. **If yes, where did you see or hear about it? (Check all that apply):**
1 Newspaper 2 Radio 3 TV 4 Poster 5 Brochure 6 Police checkpoint 7 Other
18. **Have you heard about the following seat belt enforcement program(s) in Illinois? (Check all that apply):**
1 Buckle Up America 2 Click It or Ticket 3 Child Safety Seat Checks 4 Operation ABC

Combined Belt/Alcohol Survey (Continued...)

19. What do you think the chances are of getting arrested if you drive after drinking?

- 1 Always 2 Nearly Always 3 Sometimes 4 Seldom 5 Never

20. Do you think the Illinois State/Local Police departments enforce drinking and driving law:

- 1 Very strictly 2 Somewhat strictly 3 Not very strictly 4 Rarely 5 Not at all

21. Compared with 3 months ago, are you now driving after drinking?

- 1 More often 2 Less often 3 About the same 4 Rarely 5 Never

23. Do you think penalties for alcohol impaired driving:

- 1 Too Strict 2 About right 3 Not strict enough 4 Don't know

24. Have you ever received a ticket for drinking and driving?

- 1 Yes 2 No

25. In the past 30 days, have you seen or heard about a safety checkpoint where police were looking for alcohol impaired driving?

- 1 Yes 2 No

26. In the past 30 days, have you gone through a safety checkpoint where police were looking for alcohol impaired driving in Illinois?

- 1 Yes 2 No

27. Have you recently read, seen or heard anything about impaired driving in Illinois?

- 1 Yes 2 No

28. If yes, where did you see or hear about it? (Check all that apply):

- 1 Newspaper 2 Radio 3 TV 4 Poster 5 Brochure 6 Police checkpoint 7 Other

29. Have you heard about the following alcohol enforcement program(s) in Illinois? (Check all that apply):

- 1 You Drink, You Drive, You Lose
2 Drive Hammered... Get Nailed!
3 Don't Pull a Stupid Driving Trick
4 Wanna Drink and Drive? Police in Illinois Will Show You the Bars.
5 Drink and Drive? Police in Illinois Have Your Number. (.08 BAC)
6 Cell Phones Save Lives. Pull Over & Report a Drunk Driver.
7 Police in Illinois Arrest Drunk Drivers

APPENDIX B

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

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

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

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

INTERVIEWER INSTRUCTION: SEATBELT QUESTIONS REFER TO DRIVER SIDE BELTS.

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

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

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

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	SKIP TO Q9
Stayed the same	3	SKIP TO Q9
New driver	4	SKIP TO Q9
(VOL) Don't know	5	SKIP TO Q9
(VOL) Refused	6	SKIP TO Q9

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

Increased awareness of safety	1
Seat belt law	2
Don't want to get a ticket	3
Was in a crash	4
New car with automatic belt	5
Influence/pressure from others	6
#hold	7
#hold	8
Other	12
<hr/>	
(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 | SKIP TO Q12 |
| (VOL) Don't know | 3 | SKIP TO Q12 |
| (VOL) Refused | 4 | SKIP TO Q12 |

**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 | SKIP TO Q17 |
| (VOL) Don't know | 3 | SKIP TO Q17 |
| (VOL) Refused | 4 | SKIP TO Q17 |

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

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

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	SKIP TO Q24
(VOL) Don't know	3	SKIP TO Q24
(VOL) Refused	4	SKIP TO Q24

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	SKIP TO Q24
(VOL) Don't know	3	SKIP TO Q24
(VOL) Refused	4	SKIP TO Q24

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	SKIP TO Q21
Newspaper	4	SKIP TO Q21
Other (specify)	5	SKIP TO Q21
Don't know	6	SKIP TO Q21
Refused	7	SKIP TO Q21

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	SKIP TO Q24
(VOL) Don't know	3	SKIP TO Q24
(VOL) Refused	4	SKIP TO Q24

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	SKIP TO Q24
(Vol.) Don't know	3	SKIP TO Q24

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	SKIP TO Q24

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	SKIP TO Q29
Don't know	3	SKIP TO Q29
Refused	4	SKIP TO Q29

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

TV	1	
Radio	2	
Friend/Relative	3	SKIP TO Q28
Newspaper	4	SKIP TO Q28
Other (specify)	5	SKIP TO Q28
Don't Know	6	SKIP TO Q28
Refused	7	SKIP TO Q28

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

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

Q.28 Would you say that the number of 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
- Don't know 3
- Refused 4

SKIP TO Q31
SKIP TO Q31
SKIP TO Q31

Q.30 What did you see or hear?

Q.31 Thinking about everything you have heard, how important do you think it is for [respondent'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
 - Click it or ticket* 2
 - Buckle Up America* 3
 - Children In Back* 4
 - You drink, you drive, you lose* 5
 - Didn't see it coming? No one ever does* 6

<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
Don't know	3		
(VOL) Refused	4		

SKIP TO Q41

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.