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**Evaluation of the 2005 Thanksgiving
“Click It or Ticket” Campaign in Illinois
November 7 – December 11, 2005**

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Illinois Department of Transportation

Division of Traffic Safety

Evaluation Unit

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

1. Develop an in-depth analysis of motor vehicle related fatalities and injuries in Illinois using several crash related databases (Crash data, FARS, Trauma Registry, and Hospital data, state and local police data).
2. Develop measurable long term and short term goals and objectives for the Highway Safety Program in Illinois using historical crash related databases.
3. Evaluate each highway safety project with 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 November – December 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

ENFORCEMENT

1. A total of 5,448 patrol hours were logged by the 45 local departments (including Chicago) and eight Illinois State Police districts (representing eleven counties) who participated in the Click It or Ticket enforcement.
2. A total of 11,976 citations were issued. Approximately 2.20 citations were written per hour, or one citation every 27.3 minutes. Of the citations issued during the enforcement, 7,447 (62.2%) were safety belt violations. Approximately 1.37 safety belt citations were issued per hour, or one safety belt citation was written every 43.9 minutes this Click It or Ticket campaign.
3. Focusing on safety belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 960 hours of enforcement issuing 2,655 citations, 1,764 (66.4%) of which were safety belt citations. Chicago police wrote an average one safety belt citation every 32.7 minutes in the targeted communities.
4. Illinois State Police (ISP) conducted 932 hours of enforcement and issued 1,448 citations were issued, 80% (1,153) of which were safety belt violations. On average ISP wrote one safety belt citation every 48.5 minutes.
5. Forty-four rural police agencies conducted a total of 3,556 patrol hours and issuing 7,873 citations. Approximately 2.21 citations per hour, or one citation every 27.1 minutes, was issued in rural communities. Most of the citations issued (57.6%) were safety belt violations, accounting for 4,530 of the tickets written. One safety belt citation was issued every 1.27 hours, or one safety belt citation was issued every 47.1 minutes.

OBSERVATIONAL SURVEY

Rural Areas

6. Surveys were conducted in 27 sites across four rural media markets and at 24 sites in Chicago minority communities (12 African American and 12 Hispanic communities). A total of 5,858 vehicles were observed during the pre-mobilization survey, including 4,563 passenger cars and 1,295 were pickup trucks. During the post mobilization, a total of 5,954 vehicles were observed at the same sites, including 4,603 were passenger cars and 1,351 pickup trucks.
7. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 81.8 percent during the pre-mobilization to 83.7 percent during the post mobilization.
8. Based on rural media markets, the Rockford market had the highest usage rates for all vehicles, followed by the Champaign and the St. Louis markets, while the Peoria media market had the lowest usage rates. The seat belt usage rate increased by about 2.5 percentage points in all but one of the rural media markets, the exception being Rockford where the seat belt usage rate decreased by 0.2 percentage points.

9. On residential roads, there was an increase from 76.2 percent during the pre-mobilization to 79.9 percent during the post mobilization for all vehicles. On U.S./IL Highways, the seat belt usage rate increased from 84.1 percent during the pre-mobilization to 85.4 percent during the post mobilization.
10. The seat belt usage rate for passenger cars increased from 86.1 percent during the pre-mobilization to 88.6 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.
11. The seat belt usage rate for pickup trucks increased from 66.5 percent during the pre-mobilization to 67.4 percent during the post-mobilization.
12. Based on seating position, pickup truck drivers had a higher seat belt usage rate than passengers. On the other hand, passengers had a higher percentage point increase in belt use (an increase of 3.6 percentage points) than drivers (a 0.4 percentage point increase) from pre-mobilization to post mobilization.
13. The Rockford media market had the highest usage rate among pickup trucks followed by the Champaign and St. Louis markets, while the Peoria media market had the lowest usage rate. The Champaign and Peoria media markets had increases in belt use of 6.5 percentage points and 1.7 percentage points respectively. Rockford and St. Louis media markets had decreases in belt use of 2.2 percentage points and 1.7 percentage points respectively.
14. On U.S./IL Highways, seat belt use in pickup trucks increased from 72.1 percent during the pre-mobilization to 73.2 percent during the post mobilization. There was a decrease in belt use on residential streets from 55.4 percent during the pre-mobilization to 54.6 percent during the post mobilization.

Minority Areas

15. There were 5,293 vehicles observed during the pre-mobilization, of which, 4,886 were passenger cars. During the post mobilization, there were 4,874 total vehicles observed, of which, 4,566 were passenger cars.
16. The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 64.5 percent during the pre-mobilization to 67.6 percent during the post mobilization.
17. The seat belt usage rate for drivers of all vehicles increased by 2.7 percentage points from 65.4 percent during the pre-mobilization to 68.1 percent during the post mobilization. The seat belt usage rates for passengers increased from 61.7 percent during the pre-mobilization to 65.5 percent during the post mobilization. In the Hispanic Communities, the seat belt usage rate increased from 67.8 percent during the pre-mobilization to 70.3 percent during the post mobilization. In the African-American Communities, the seat belt usage rate increased by 4.7 percentage points from 60.4 to 65.1 percent.
18. For passengers in cars (excluding pickup trucks) the seat belt usage rate increased by 4.6 percentage points from 61.8 percent during the pre-mobilization to 66.4 percent during the post mobilization. In the Hispanic Communities, the seat belt usage rate increased from 68.7 percent

during the pre-mobilization survey to 71.3 percent during the post mobilization survey. In the African-American Communities, the seat belt usage rate increased by 4.8 percentage points from 59.9 percent during the pre-mobilization to 64.7 percent during the post-mobilization.

MINORITY AND RURAL TELEPHONE SURVEYS

Awareness of messages to encourage people to wear seat belts

19. The percentage of people who indicated that, "*in the past thirty days,*" they had "*seen or heard any messages that encourage people to wear their seat belts*" showed a small increase among minorities, from 69 percent in November to 73 percent in December. The same is true for the rural population, where awareness increased from nearly 66 percent in November to almost 69 percent in December.
20. Of those December respondents who *had seen or heard messages encouraging seat belt use*, far more respondents indicated exposure through television (85%) than radio (47%) in minority communities, as well as in rural communities (67% television and 33% radio).
21. 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 percent of these respondents choosing "more than usual" increased somewhat among minorities from November to December (23% to 30%) and tripled for rural respondents (9% to 29%).

Awareness of *Click It or Ticket* slogan

22. The *Click It or Ticket* slogan had a high level of awareness in November and showed an increase of nearly three and four percentage points from November to December in minority and rural areas, respectively. Nine out of ten respondents in both surveys were aware of the *Click It or Ticket* slogan.

Awareness to Seat Belt Awareness and Enforcement

23. *Awareness of special police efforts to ticket for seat belt violations.* The percent of minorities who indicated that, "*in the past thirty days,*" they had "*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*" increased from 32 percent in November to nearly 40 percent in December. Rural awareness showed a substantial increase of about 14 percentage points from November to December (24% to 38%). Both groups reported being exposed to such efforts through television more than any other medium. .
24. *Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago.* The percent who agreed to any extent with this statement increased somewhat from November to December among minority only respondents (42% to 48%). There was also an increase found for rural respondents who "strongly agree" (29% to 32%) with this statement.
25. 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?* The percent of minority respondents who answered "very likely" to this question decreased from November to December (51% to 40.5%). The opinion of rural respondents increased slightly from 40 percent in November to 42 percent in December.

Evaluation of the 2005 November – December “Click It or Ticket” Campaign in Illinois

“Click it or Ticket” (CIOT) is a high visibility, massive enforcement effort designed to detect violators of Illinois traffic laws with special emphasis on occupant protection in selected areas. The Division of Traffic Safety conducted a Thanksgiving CIOT campaign From November 7 to December 11, 2005. This campaign, which coincided with the Thanksgiving holiday, was specifically designed to increase safety belt usage among Illinois’ rural population and the African American and Hispanic population in the City of Chicago. The Illinois State Police also participated in this CIOT as part of their *Combined Accident Reduction Efforts* (CARE) enforcement activities. The purpose of this report is to discuss the evaluation results of this campaign.

Population

Rural Population

The rural Illinois media market consists of geographic areas based on the rural population density of the state’s 102 counties. For this reason, the five Illinois rural media markets were chosen to serve as the rural population of interest for this campaign. The Illinois media markets, which consist of the Champaign, Davenport, Peoria, Rockford, and St. Louis areas, are displayed in **Figure 1**.

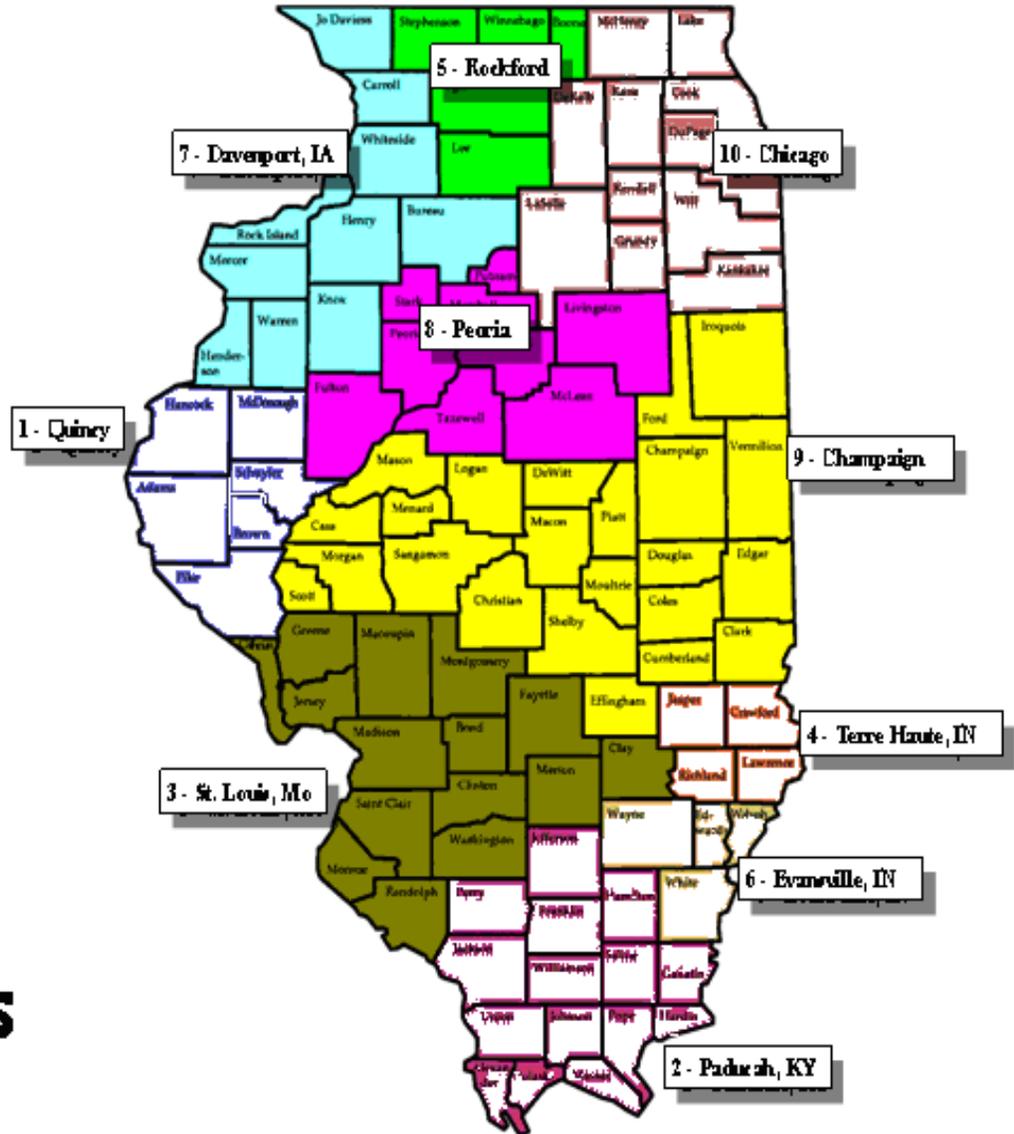
Minority Population

The City of Chicago has the highest percentage of African American and Hispanic populations in the state of Illinois. For this reason, the African American and Hispanic communities within the Chicago city limits were chosen as the minority population of interest for this campaign. Based on United States Census data, the ten communities housing the most African Americans within the City of Chicago were identified, as well as the ten communities in the City housing the largest Hispanic populations. **Table 1** and **Table 2** list the top ten African American and Hispanic minority communities in terms of percent population. A map displaying the top ten African American and Hispanic communities in the City of Chicago is displayed in **Figure 2**.

Figure 1: State of Illinois Media Markets¹

State of Illinois

Media Markets



¹ Rural media markets are Champaign, Davenport, Peoria, Rockford, and St. Louis

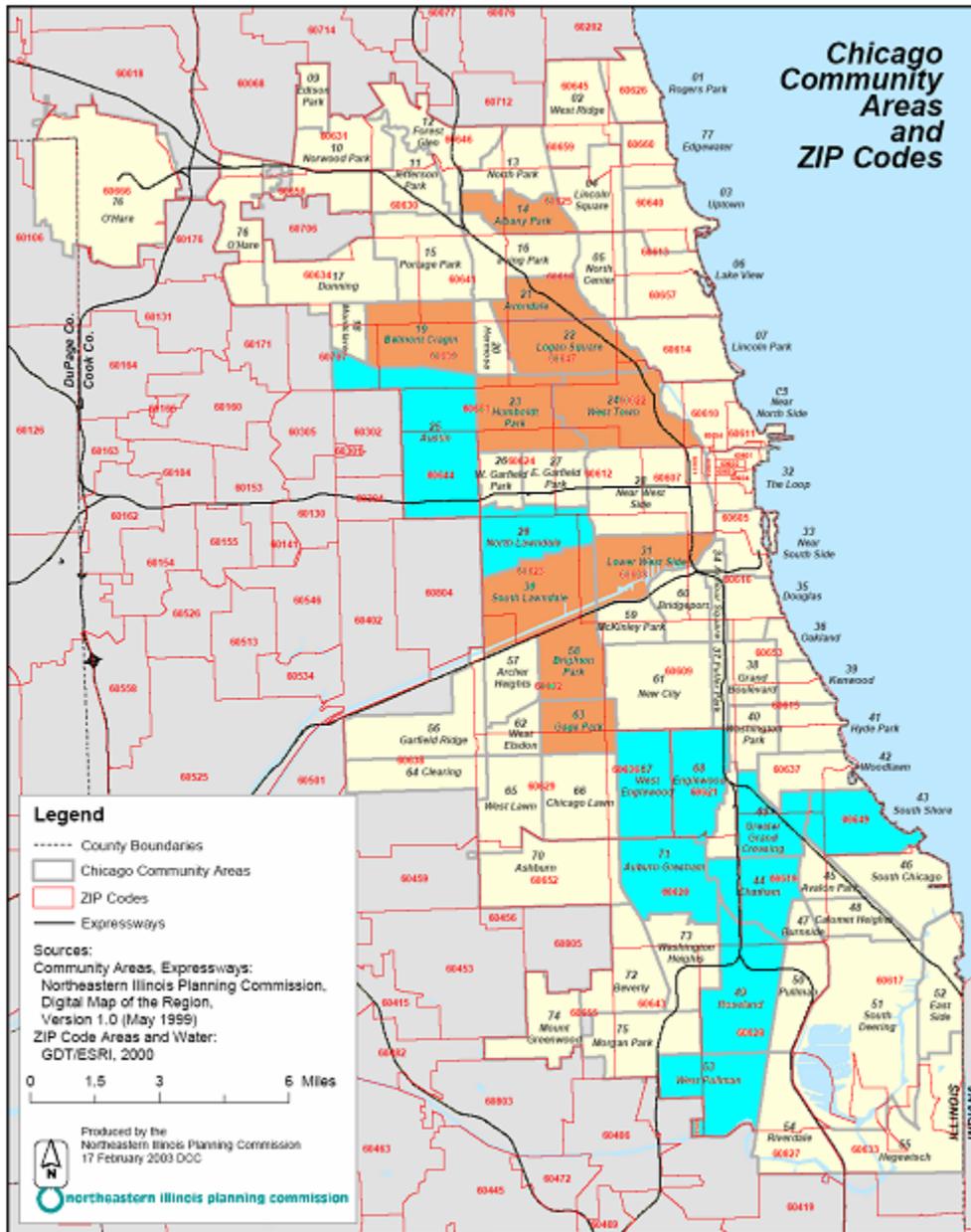
Table 1: Top 10 African American Communities in Chicago

Selected Communities	African American Population	% African American Population	% of Total Population
Austin	105,369	10.0	4.1
South Shore	59,405	5.6	2.1
Auburn Gresham	54,862	5.2	1.9
Roseland	51,568	4.9	1.8
West Englewood	44,271	4.2	1.6
Englewood	39,352	3.7	1.4
North Lawndale	39,164	3.7	1.4
Greater Grand Cros	37,779	3.6	1.3
Chatham	36,538	3.5	1.3
West Pullman	34,277	3.3	1.3

Table 2: Top 10 Hispanic Communities in Chicago

Selected Communities	Hispanic Population	% Hispanic Population	% of Total Population
South Lawndale	75,613	10.0	3.1
Logan Square	53,833	7.1	2.9
Belmont Cragin	50,881	6.8	2.7
West Town	40,966	5.4	3.0
Lower West Side	39,144	5.2	1.5
Brighton Park	34,409	4.6	1.6
Humboldt Park	31,607	4.2	2.3
Gage Park	31,079	4.1	1.4
Albany Park	26,741	3.5	2.0
Avondale	26,700	3.5	1.5

Figure 2: Top 10 African American and Hispanic Communities in the City of Chicago²



² African American Communities

Hispanic Communities

Evaluation Activities

Objectives

1. To evaluate the impact of the "Click or Ticket" campaign on safety belt use.
2. To determine the actual rate of seat belt usage in selected rural and minority communities in Illinois through the use of pre and post observational surveys.
3. To determine rural and minority Illinois residents' views and opinions regarding seat belts, the seat belt law, seat belt enforcement, and seat belt programs through the use of pre and post telephone surveys.

Evaluation Plan

The evaluation program components used during this campaign were based on pre and post safety belt observational surveys. Data were collected week-by-week; before and after the conclusion of special enforcement and media activities. All evaluation activities were coordinated and conducted by the Evaluation Unit at the Division of Traffic Safety.

During November and December of 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. One Rural observational safety belt survey (27 sites)
2. One observational safety belt survey of Chicago minority communities (24 sites)
3. Telephone survey of rural residents
4. Telephone survey of minority residents

The telephone surveys were conducted in order to evaluate the impact of the "Click It or Ticket" campaign on safety belt issues. The safety belt issues include self-reported belt use, motorists'

opinion and awareness of the existing local and state safety belt enforcement programs, primary seat belt law, and safety belt related media programs and slogans.

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. To achieve this goal an intense public information and education campaign ran 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.

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.

Timeline of Activities

The five week CIOT campaign started November 7th and ended December 11th, 2005. A timeline of campaign activities appears in **Diagram 1**. During the five week campaign, the following activities took place:

- **Week 1 (November 7 – November 13):** Observational safety belt surveys were conducted and baseline data 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.
- **Week 2 (November 14 – 20):** Paid media advertisements promoting the CIOT campaign ran on television and radio. Also in Week 2 *earned* media - free advertising about the campaign – was obtained.
- **Week 3 and Week 4: (November 21 – December 4):** Earned media continued and highly publicized strict enforcement of the safety belt laws was conducted.
- **Week 5: (December 5 – December 11):** Follow-up observational and public opinion surveys were conducted to collect post survey data on selected safety belt issues.

Diagram 1: Timeline of Evaluation Activities During the November / December CIOT in 2005

Campaign Dates:	Week 1 Nov 7-13	Week 2 Nov 14-20	Weeks 3 & 4 Nov 21-Dec 4	Week 5 Dec 5-11
Targeted Rural Markets:		CIOT Paid Media Nov 14-20		
Peoria				
Champaign		CIOT Earned Media Nov 14-Dec 4		
Rockford				
Davenport (5 counties)			CIOT Enforcement Nov 21-Dec 4	
St. Louis (2 counties)				
Targeted Minorities (African Americans and Hispanics in the City of Chicago)				
Safety Belt Observations	<u>Pre- Rural</u>			<u>Post-CIOT</u>
Dates	11/7-11/13		Dates	Dec 5-11
Rural Targeted	27 sites		Rural Targeted	27 sites
Minority Targeted	24 sites		Minority Targeted	25 sites
Telephone Surveys	<u>Pre-Rural</u>			<u>Post-CIOT</u>
Dates	11/7-11/13		Dates	Dec 5-11
Rural Targeted	n = 200		Rural Targeted	n = 200
Minority Targeted	n = 150		Minority Targeted	n = 150

**RESULTS OF “CLICK IT OR TICKET” ENFORCEMENT
ACTIVITIES**

Results of Click It or Ticket Enforcement Activities: Summary of Findings

A total of 5,448 patrol hours were logged by the 45 local departments (including Chicago) and eight Illinois State Police districts (representing eleven counties) who participated in the Click It or Ticket enforcement. A total of 11,976 citations were issued. Approximately 2.20 citations were written per hour, or one citation every 27.3 minutes. Of the citations issued during the enforcement, 7,447 (62.2%) were safety belt violations. Approximately 1.37 safety belt citations were issued per hour, or one safety belt citation was written every 43.9 minutes during CIOT enforcement. Other tickets issued include 1,284 speeding tickets (10.7%), 787 (6.6%) uninsured motorists were cited, 233 (1.9%) child safety citations were written during the enforcement. A total of 1,886 (15.8%) citations for “other” violations, such as DUI and fugitive apprehensions, were also issued.

Chicago Minority Community Enforcement

In focusing on safety belt enforcement among African American and Hispanic populations, the Chicago Police Department conducted 960 hours of enforcement issuing 2,655 citations, 1,764 (66.4%) of which were safety belt citations. Chicago police wrote an average one safety belt citation every 32.7 minutes in the targeted communities.

Illinois State Police (ISP)

Illinois State Police (ISP) conducted 932 hours of enforcement and issued 1,448 citations, 80% (1,153) of which were safety belt violations. On average ISP wrote one safety belt citation every 48.5 minutes.

Rural Enforcement

Forty-four (44) local police agencies outside of the city of Chicago participated in the “Click It or Ticket” enforcement, conducting 3,556 patrol hours and issuing 7,873 citations. Approximately 2.21 citations per hour, or one citation every 27.1 minutes, was issued in rural communities. Most of the citations issued (57.6%) were safety belt violations, accounting for 4,530 of the tickets written. One safety belt citation was issued every 1.27 hours, or one safety belt citation was issued every 47.1 minutes.

Table 3 lists the number of citations issued by citation type in the targeted Chicago minority communities, by the ISP, and in the rural media markets, as well as the statewide total. **Table 4**

displays the number of minutes on average it took to write citations and the number of citations written per hour in each of the targeted areas and by the ISP.

Table 3: Total Citations Issued in Illinois During Click It or Ticket Enforcement (All Vehicles)

Citation Type	Chicago Police Department		Illinois State Police		Rural Media Markets**		Total of All Participating Agencies	
	(n)	(%)*	(n)	(%)*	(n)	(%)*	(n)	(%)*
Safety belts	1764	66.4	1153	79.6	4530	57.6	7447	62.2
Speeding	Included in Other		16	1.1	1268	16.1	1284	10.7
Uninsured motorist	Included in Other		109	7.5	678	8.6	787	6.6
Suspended license	Included in Other		42	2.9	288	3.7	330	2.8
Child safety	31	1.2	22	1.5	180	2.3	233	1.9
Other (i.e. DUI, drugs, etc.)	860	32.4	164	11.3	920	11.7	1886	15.8
TOTAL	2,655	100.0	1,448	100.0	7864	100.0	11,976	100.0

* Percentage may not add up to 100 due to rounding.

** *Rural* includes all agencies that fall within the *Rural Media Market* participating in the mobilization EXCLUDING Chicago Police Department and ISP.

Table 4: Number of Citations Per Hour and Average Number of Minutes Per Citation

Agency Type	Number of Citations Per Hour		Average Minutes Per Citation	
	Safety Belt Citations	Total Citations	Safety Belt Citations	Total Citations
Chicago Minority Communities	1.84	2.77	32.7	21.7
Illinois State Police	1.24	1.55	48.5	38.6
Rural	1.27	2.20	47.1	27.1
Total	1.37	2.20	43.9	27.3

PRE AND POST OBSERVATIONAL SAFETY BELT SURVEY

Pre and Post Observational Safety Belt Survey

Data and Methodology

The safety belt usage rate evaluation was a statistical (multi-stage random) observational survey conducted in rural media markets and selected minority Chicago minority communities prior to and following the “Click it or Ticket” campaign. The surveys were conducted in 27 sites across the rural media markets of Champaign, Peoria, Springfield, and St. Louis and in 24 Chicago minority communities (12 African American and 12 Hispanic communities). 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 rural areas and Chicago minority communities. 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 8:00 a.m. and 4:30 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

Rural Areas

Table 5 shows safety belt usage rates in rural areas throughout the State of Illinois prior to and following Safety Belt Enforcement Zones conducted as part of CIOT enforcement. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for

passenger cars excluding pickup trucks. Columns 7 through 9 include all information for pickup trucks. The pre-mobilization surveys were conducted during Week 1 (November 7 to November 13) while the post mobilization surveys were conducted during Week 5 (December 5 to December 11). The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), the usage rate based on media market (Champaign, Peoria, Rockford, and St. Louis), and the usage rate based on road type (residential and U.S./IL Highways). There were 5,858 vehicles observed during the pre-mobilization, of which, 4,563 were passenger cars and 1,295 were pickup trucks. During the post mobilization, there were 5,954 total vehicles observed, of which, 4,603 were passenger cars and 1,351 were pickup trucks.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 81.8 percent during the pre-mobilization to 83.7 percent during the post mobilization. Based on seating position, the usage rate for drivers and passengers was very similar. The seat belt usage rate for drivers increased from 81.8 percent during the pre-mobilization to 83.9 percent during the post mobilization. The seat belt usage rates for passengers increased from 81.4 percent during the pre-mobilization to 82.9 percent during the post mobilization. Based on media market, the Rockford media market had the highest usage rates followed by the Champaign and the St. Louis markets, while the Peoria media market had the lowest usage rates. The seat belt usage rate increased by about 2.5 percentage points in all of the media markets, excluding the Rockford media market where the seat belt usage rate decreased by 0.2 percentage points. On residential roads, there was an increase from 76.2 percent during the pre-mobilization to 79.9 percent during the post mobilization. On U.S./IL Highways, the seat belt usage rate increased from 84.1 percent during the pre-mobilization to 85.4 percent during the post mobilization.

The seat belt usage rate for passenger cars, which excludes pickup trucks, increased from 86.1 percent during the pre-mobilization to 88.6 percent during the post mobilization. The usage rate patterns across selected categories for passenger cars are similar to the overall usage rate patterns for all vehicles.

The seat belt usage rate for pickup trucks increased from 66.5 percent during the pre-mobilization to 67.4 percent during the post-mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers. On the other hand, passengers had a higher percentage point increase in belt use (an increase of 3.6 percentage points) than drivers (a 0.4

percentage point increase) from pre-mobilization to post mobilization. The Rockford media market had the highest usage rate followed by the Champaign and St. Louis markets, while the Peoria media market had the lowest usage rate. The Champaign and Peoria media markets had increases in belt use of 6.5 percentage points and 1.7 percentage points respectively. On the other hand, the Rockford and St. Louis media markets had decreases in belt use of 2.2 percentage points and 1.7 percentage points respectively. On U.S./IL Highways, seat belt use in pickup trucks increased from 72.1 percent during the pre-mobilization to 73.2 percent during the post mobilization. There was a decrease in belt use on residential streets from 55.4 percent during the pre-mobilization to 54.6 percent during the post mobilization.

Chicago Minority Communities

Table 6 shows safety belt usage rates in Chicago communities prior to and following CIOT enforcement. Columns 1 through 3 include information for all vehicles, including pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans). Columns 4 through 6 include information for passenger cars excluding pickup trucks. The pre-mobilization surveys were conducted during Week 1 (November 7 to November 13), while the post mobilization surveys were conducted during Week 5 (December 5 to December 11). The selected characteristics include the total seat belt usage rate, the usage rate based on seating position (driver or passenger), and the usage rate based on community type (African-American or Hispanic). There were 5,293 vehicles observed during the pre-mobilization, of which, 4,886 were passenger cars. During the post mobilization, there were 4,874 total vehicles observed, of which, 4,566 were passenger cars.

The seat belt usage rate for all vehicles, which includes pickup trucks and passenger cars, increased from 64.5 percent during the pre-mobilization to 67.6 percent during the post mobilization. Based on seating position, drivers had a higher seat belt usage rate than passengers. The seat belt usage rate for drivers increased by 2.7 percentage points from 65.4 percent during the pre-mobilization to 68.1 percent during the post mobilization. The seat belt usage rates for passengers increased from 61.7 percent during the pre-mobilization to 65.5 percent during the post mobilization. Based on community type, seat belt use was higher in Hispanic Communities in comparison to African-American Communities. In the Hispanic Communities, the seat belt usage rate increased from 67.8 percent during the pre-mobilization to 70.3 percent during the post mobilization. In the African-American communities, the seat belt usage rate increased by 4.7 percentage points from 60.4 percent during the pre-mobilization to 65.1 percent during the post mobilization.

The seat belt usage rate for passenger cars, excluding pickup trucks, increased from 64.8 percent during the pre-mobilization to 67.8 during the post mobilization. Based on seating position, the seat belt usage rate for drivers increased from 65.6 percent during the pre-mobilization to 68.2 percent during the post-mobilization resulting in a 2.6 percentage point increase. For passengers the seat belt usage rate increased by 4.6 percentage points from 61.8 percent during the pre-mobilization to 66.4 percent during the post mobilization. In the Hispanic communities, the seat belt usage rate increased from 68.7 percent during the pre-mobilization survey to 71.3 percent during the post mobilization survey. In the African-American communities, the seat belt usage rate increased by 4.8 percentage points from 59.9 percent during the pre-mobilization to 64.7 percent during the post-mobilization.

Table 5: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Rural Areas in Illinois during Safety Belt Enforcement Zones (November through December 2005)

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)			(Pickup Trucks ⁴)		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2		3	4		5	6	
	Nov. 7th-13th	Dec. 5th-11th		Nov. 7th-13th	Dec. 5th-11th		Nov. 7th-13th	Dec. 5th-11th	
N=5,858	N=5,954		N=4,563	N=4,603		N=1,295	N=1,351		
Total Usage Rate	81.8%	83.7%	1.9%	86.1%	88.6%	2.5%	66.5%	67.4%	0.9%
Drivers	81.8%	83.9%	2.1%	86.0%	88.6%	2.6%	67.6%	68.0%	0.4%
Passengers	81.4%	82.9%	1.5%	86.7%	88.2%	1.5%	60.3%	63.9%	3.6%
Media Market									
Champaign	82.0%	84.6%	2.6%	87.3%	90.8%	3.5%	65.2%	71.7%	6.5%
Peoria	78.0%	80.4%	2.4%	84.4%	90.3%	5.9%	57.6%	59.3%	1.7%
Rockford	86.8%	86.6%	-0.2%	88.8%	82.1%	-6.7%	75.2%	73.0%	-2.2%
St. Louis	81.0%	83.7%	2.7%	84.5%	89.1%	4.6%	70.6%	68.9%	-1.7%
Road Type									
Residential	76.2%	79.9%	3.7%	83.3%	87.4%	4.1%	55.4%	54.6%	-0.8%
US/IL Highways	84.1%	85.4%	1.3%	87.2%	88.6%	1.4%	72.1%	73.2%	1.1%

1) The Rural Surveys include 27 sites conducted on local roads and IL/U.S. Highways.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.

3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.

4) Large trucks are excluded from the columns for pickup trucks.

Table 6: Safety Belt Usage Rates Based on Pre and Post Mobilization Surveys¹ in Chicago Communities in Illinois during Safety Belt Enforcement Zones (November through December 2005)

Selected Characteristics	(All Vehicles ²)			(Passenger Cars ³)		
	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys	Pre-Mobilization Survey	Post Mobilization Survey	% Change Pre and Post Surveys
	1	2	3	4	5	6
	Nov. 7th-13th	Dec. 5th-11th		Nov. 7th-13th	Dec. 5th-11th	
	N=5,293	N=4,874		N=4,886	N=4,566	
Total Usage Rate	64.5%	67.6%	3.1%	64.8%	67.8%	3.0%
Drivers	65.4%	68.1%	2.7%	65.6%	68.2%	2.6%
Passengers	61.7%	65.5%	3.8%	61.8%	66.4%	4.6%
Community Type						
Hispanic	67.8%	70.3%	2.5%	68.7%	71.3%	2.6%
African-American	60.4%	65.1%	4.7%	59.9%	64.7%	4.8%

1) The Chicago Community Surveys include 12 sites conducted in African-American Communities and 12 sites conducted in Hispanic Communities.

2) Pickup trucks and passenger cars (cars, sport utility vehicles, taxicabs, and vans) were included in columns 1 and 2.

3) Passenger cars include cars, sport utility vehicles, taxicabs, and vans.

Note: Pickup trucks and their usage rates for the Chicago Communities were excluded due to the small sample size.

RURAL TELEPHONE SURVEY

The Illinois “Rural” 2005 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for



**Illinois Department
of Transportation**

Division of Traffic Safety

Conducted by



Survey Research Office
Center for State Policy and Leadership

University of Illinois at Springfield

Summary Report

Field Interviewing: November / December, 2005

Report: January, 2006

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 two telephone surveys of “rural Illinois” in November and December, 2005. The November survey was conducted prior to a seat belt enforcement / media campaign that occurred in rural Illinois surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, “rural Illinois” is actually a subset of what is known as “downstate” Illinois. More specifically, “rural Illinois” includes the counties in the media markets of: Rockford; Rock Island-Moline-Davenport, Ia.; Peoria-Bloomington; Champaign-Springfield; and Metro East (the Illinois counties contiguous to St. Louis, Missouri). In addition to counties in the Chicago metro region, excluded from the surveys are Illinois counties in the following “downstate” media markets: Quincy-Hannibal, Mo.; Terra Haute, In.; Evansville, In.: and Harrisburg-Paducah, Ky.

Methodology

The sampling methodology consisted of treating all included “rural” Illinois counties as one unit and taking a random sample of households through randomly-generated phone numbers purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. The methodology consisted of two separate cross-sectional surveys of households in the included “rural” area counties. (It should be noted that similar cross-

sectional surveys of rural Illinois counties were conducted in April, mid-May, and June of 2005, a time span surrounding the Memorial Day holiday period.)

Actual field interviewing for the November survey was conducted from October 31 – November 19, 2005 with over 200 licensed drivers (n = 206). Field interviewing for the December survey was conducted from December 4 – 29, 2005 with over 225 licensed drivers (n = 226-236).³

At the 95th percent confidence level, the sampling errors for the two surveys are: November rural survey (+/- 6.8%); and December rural survey (+/- 6.5%).⁴ 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 both surveys.

Comments on Results

In the following, we summarize the results for seat belt-related questions and focus on describing the changes that occurred between the two surveys. For both surveys, the rural area results have been weighted to arrive at a proper distribution by gender. No other weighting has been applied.⁵ Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.⁶ The recall time frame in the questions in both surveys is the same – that of 30 days.⁷

The full results are presented in the accompanying **IDOT 2005 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the rural surveys, subgroup results (such as by gender or age group) are not presented. (However, the Excel does contain results three cross-sectional surveys of rural Illinois counties that were conducted earlier in 2005. It also contains results for similar pre/post Thanksgiving surveys that were conducted in targeted City of Chicago areas.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth noting that the November and December 2005 rural respondent samples are similar with regard to most demographic characteristics. A few of the largest differences are identified below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- *Self-described type of community.* The December sample has more respondents who described the area in which they live as “suburban” (7.5% vs. 2.4% in November) and fewer who described their area as “rural” (16.8% vs. 22.8% in November).

³ Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

⁴ The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers.

⁵ 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. This 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.

⁶ When the decimal is .5, we round to the even integer.

⁷ This is noted because in 2004, the July statewide survey contained a time frame of 60 days, to include both Memorial Day and July 4th weekends. All other enforcement/media campaign surveys have used the 30-day recall time frame.

- *Education level of respondent.* The December sample has more respondents whose highest level of education is a high school diploma or GED (31% vs. 25% in November) and fewer who have less than a four-year college degree but some post high school education (32% vs. 39% in November).
- *Household income.* Overall, December respondents reported lower household income levels than did November respondents. For instance, 37 percent of the December respondents reported household incomes between \$30,000 and \$60,000 a year compared to 24 percent in November, while 6 percent of the December respondents reported incomes of more than \$100,000 compared to 16 percent in November.

SUMMARY OF 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” is about the same in both surveys. For instance, the percent who said “all of the time” is at 86 percent in November and 87 percent in December, and the percent who said “most of the time” is at 8 percent in November and 7 percent in December.⁸

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) increased from November to December, going from 64 percent to 71 percent. At the same time, the proportion who reported not wearing a seat belt “within the last day” is quite stable at 12 percent and 11 percent, respectively. The percent who said “within the past month” declined somewhat from November to December (6.3% to 2.6%).

When asked “*why they did not wear a seat belt the last time,*” by far the most frequent reason in both surveys was that the respondent was driving a short distance (about 51% of those giving a reason in November and 69% in December). The next most frequent reason is that the respondent “forgot” (about 15% in November and 13% in December).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The results for reported trends in seat belt usage are very similar in the two surveys, with about 5 percent saying their usage had increased (4.9% and 5.5%) and about 94 to 95 percent saying their usage had not changed.

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 just over 8 percent in both surveys (8.5% and 8.7%).

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 somewhat from about 77 percent in November to 82 percent in December. The percent who reported “most of the time” declined from about 16 percent to 11 percent.⁹

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 both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (97.6% and 97.9%).

⁸ 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.

⁹ The November result of 77 percent who said “all of the time” is about the same as that reported by rural respondents in both May and June of 2005.

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?* About 86 percent of the respondents in both surveys indicated that police can stop a vehicle just for a seat belt violation. [This awareness level is about the same as that found in April and May surveys of rural respondents but lower than the level found in the June survey (92%)].

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? In both surveys, about two-thirds of the respondents in these rural Illinois counties expressed the belief that police should be allowed to stop a vehicle for seat violations without another traffic law violation (68% and 67%). In all Spring 2005 surveys, this opinion was held by a lower six of ten respondents (59% to 60%).

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 in both surveys (94% and 92%) 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.

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 from November to December (71% and 69%). The percent who “strongly agree(d)” declined slightly (14% to 10%) while the percent who “somewhat agree(d)” increased slightly (11% to 15%).

Agree/disagree: If you were in an accident, you would want to have your seat belt on. The November and December results are very similar for this question, with 86 to 88 percent, respectively, indicating they “strongly agree” – and another 8 and 7 percent indicating they “somewhat agree.”

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. Results for the final agree/disagree question in this set are also very stable between November and December: nearly eight of ten “strongly disagree”; just over one in ten “somewhat disagree”; and about 7 to 8 percent agree (either somewhat or strongly).

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? Basically, the November and December results for this question are very similar. The percent who indicated that getting a ticket would be “very likely” increased only slightly from the November to the December surveys (40% to 42%) while the percent who indicated this would be “somewhat likely” decreased slightly (31% to 28%).

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. The percent who said they “strongly agree” with this statement actually increased by about 6 percentage points from November to December (8% to 14%) while the percent who said they “strongly disagree” increased by just over 6 percentage points (35% to 28%).

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent who agreed to any extent with this declined just slightly from November to December (46% to 44%), with a slight increase found for those who “strongly agree” (29% to 32%) and a greater decrease found for those who “somewhat agree” (17% to 12%). The percent who disagreed to any extent shows a rather small increase from November to December (10% to 15%).

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. Generally, we find substantial similarity in the November and December results for this question. But, there is a small decline from November to December in the percentage who expressed any degree of agreement (90% to 86%). Those who “strongly agree” number about two-thirds in both surveys.

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 percent who responded “very important” shows an increase of over 4 percentage points from November to December (58% to 62%) but a decrease of 7 percentage points in the percent who said “fairly important” (22% to 15%). A slight increase also occurred for those saying “not that important” (8% to 11%).

Exposure to seat belt awareness and enforcement activities in past thirty 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” shows a substantial increase of about 14 percentage points from November to December (24% to 38%).¹⁰

Of those December respondents who indicated having seen or heard of these special efforts, far more respondents reported being exposed to them through television (52%) than through the others. Given sample size numbers, exposure levels through newspapers (35%), radio (30%), and friends/relatives (26%) are quite similar.¹¹

Those exposed through television were basically equally divided between those who were exposed through advertisements and news stories (52% and 48%), as were those who were exposed through radio (50% and 54%). Those exposed through newspaper were more likely to be exposed through news stories than through advertisements (79% vs. 12%).

Awareness of roadside safety checks. The percent who indicated that, “in the past thirty days,” they had “seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles” increased substantially, from 28 percent in November to 41 percent in December.¹²

Of those December respondents who indicated being aware of roadside safety checks, the exposure percentages for the types of sources are: television (39%); newspapers (33%); friends/relatives (27%); and radio (22%).

For each mass media source, those who were exposed through news stories far surpassed those exposed through advertisements (84% vs. 10% for newspapers; 86% vs. 14% for television; and 72% vs. 27% for radio).

¹⁰ Note that the December level of 38% is about the same as that in mid-May, after the first Spring rural initiative and higher than the 27% found in April. In June, this rural awareness level had risen to 63%.

¹¹ We focus here on the December respondents since this was the “post-test” survey.

¹² For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks is about 36 percent in both November and December.

[It should be noted that a decline, in some sense, would not be surprising here because the December 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.]

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 increased slightly from 10 percent in November to nearly 15 percent in December.

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 show a small increase, from 52 percent in November to 62 percent in December. *In terms of total sample members*, this translates into a near-doubling of those who indicated they had been through a safety check (from 5.2% in November to 9.1% in December).

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 only slightly, from nearly 66 percent in November to almost 69 percent in December.

Of those December respondents who had seen or heard such messages, far more statewide respondents indicated exposure through television (67%) than radio (33%). And fewer indicated exposure through newspapers (21%) and friends/relatives (13%). Almost one-quarter indicated exposure through another source, with billboards or road signs being by far the most common mention here (24%).¹³

For those who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (63% vs. 35% for television; 76% vs. 30% for radio). The reverse was true for those exposed through newspapers (72% for news vs. 12% for advertisements).

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 percent of *these respondents* choosing “more than usual” tripled from November to December (9% to 29%).

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 is just over one in ten in both surveys (12% and 11%).

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of fifteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts.

The December results. The December seat belt “post-test” awareness levels are presented in Table Slogans-1. As seen in this table, the “Click It or Ticket” slogan has the highest awareness level, with nearly nine out of ten aware of the slogan, and slightly surpasses the second-place slogan, “Friends don’t let friends drive drunk.” The other seat belt slogan, “Buckle Up America,” has an awareness level of nearly one-half and takes seventh place in awareness.

The November to December change results. Also presented in Table Slogans-1 are the percentage point changes from November to December for these slogans. A positive change percentage represents an increase in awareness from November to December.

¹³ This is based on 94% of the 26% who said “other.” The finding suggests that the “billboard/roadsign” alternative should be specifically asked about.

As seen in this table, the “Click It or Ticket” slogan shows an increase in awareness of 4 percentage points. Three other slogans actually have slightly greater percentage point changes (4.8 to 6 percentage points).

However, it should be noted that the “Click It or Ticket” slogan started from a higher November awareness level than did the others; thus, it had a “potential increase” that was less than the others. Expressed as a proportion of the total potential increase a slogan could have from November to December, we find that the “Click or Ticket” slogan had an increase that was about 27 percent of its total potential (+ 4 percentage points / 15 potential increase points). This was about twice its nearest competitor (“Police in Illinois arrest drunk drivers,” at 14% of its potential increase).

The April to December change results. Since surveys of the “rural” Illinois counties were conducted five times during 2005, it is possible to examine awareness trends for these slogans from April through December, across two media/enforcement campaign periods. The results are summarized in Table Slogans – 2, in which the slogans are ordered by the December awareness level.

Focusing on the relevant slogan of “Click It or Ticket,” we find quite to very similar levels of awareness of the slogan for the April pre-test (83%), the May “mid-test” (85%) and the November pre-test (85%). The highest level of awareness is found for the June post-test (93%) with the second highest being for the December post-test (89%).

Table 7: Slogans - 1
December Awareness Level
and November to December Change

Order	Slogan	December %	Nov to Dec Change
1	Click It or Ticket	89.0%	+4.0%
2	Friends don't let friends drive drunk	85.5%	-1.9%
3	You drink. You drive. You lose.	78.0%	-3.5%
4	Police in Illinois arrest drunk drivers	62.3%	+6.0%
5	Drive smart. Drive sober.	58.6%	+2.3%
6	Drive hammered, get nailed.	52.9%	+4.8%
7	Buckle Up America	46.3%	+1.6%
8	Wanna drink and drive? Police in Illinois will show you the bars	38.3%	+1.4%
9	Cells phones save lives. Pull over and report a drunk driver	38.3%	-0.2%
10	Drink and drive? Police in Illinois have your number	28.5%	+0.8%
11	Children in back	22.4%	+5.8%
12	Step away from your vehicle	11.8%	-0.4%
13	Smart motorists always respect trucks	9.6%	+1.8%
14	Checkpoint Strikeforce	8.4%	-0.8%
15	Operation A-B-C	2.2%	-4.1%

Table 8: Slogans - 2
Awareness of Selected Traffic Safety Slogans:
Surveys of “Rural” Counties During 2005,
Ordered by December Awareness Level

Slogans **	April Pre- test	May “Mid”- test	June Post- test	Nov. Pre- test	Dec. Post- test
Click It or Ticket	83%	85%	93%	85%	89%
Friends don’t let friends drive drunk	84%	88%	89%	87%	86%
You drink, you drive, you lose	70%	76%	74%	82%	78%
Police in Illinois arrest drunk drivers	55%	58%	56%	56%	62%
Drive smart, drive sober	62%	64%	58%	56%	59%
Drive hammered, get nailed	44%	46%	43%	48%	53%
Buckle Up America	45%	49%	44%	45%	46%
Cell phones save lives. Pull over and report a drunk driver	39%	42%	40%	38%	38%
Wanna drink and drive, police in Illinois will show you the bars	36%	46%	42%	37%	38%
Drink and drive? Police in Illinois have your number	24%	29%	29%	28%	28%
Children in back	15%	24%	20%	17%	22%
Step away from your vehicle	13%	20%	8%	12%	12%
Smart motorists always respect trucks	7%	12%	8%	8%	10%
Checkpoint Strikeforce	9%	8%	8%	9%	8%
Operation A-B-C	4%	4%	3%	6%	2%

CHICAGO MINORITY TELEPHONE SURVEY

The Illinois Chicago Targeted Area 2005 Thanksgiving Holiday Seat Belt Media and Enforcement Campaign Surveys

Conducted for



**Illinois Department
of Transportation**

Division of Traffic Safety

Conducted by



Survey Research Office
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University of Illinois at Springfield

Summary Report

Field Interviewing: November / December, 2005

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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 two telephone surveys of targeted areas in the City of Chicago in November and December, 2005. The November survey was conducted prior to a seat belt enforcement / media campaign that occurred in these areas surrounding the Thanksgiving holiday period. The December survey was conducted immediately after the campaign.

For the purpose of these surveys, the targeted areas in the City of Chicago were neighborhoods that included the largest populations of black and Hispanic residents. These areas were targeted because blacks and Hispanics had been identified in earlier research as among those groups with the lowest incidence of seat belt usage.¹⁴ More specifically, the neighborhoods targeted because of their relatively large African American populations were: Austin, South Shore, Auburn Gresham, Roseland, West Englewood, Englewood, North Lawndale, Greater Grand Crossing, Chatham, and West Pullman. The neighborhoods targeted because of their relatively large Hispanic populations were: South Lawndale, Logan Square, Belmont Cragin, West Town, Lower West Side, Brighton Park, Humboldt Park, Gage Park, Albany Park, and Avondale.¹⁵

¹⁴ See a more complete rationale for this in "Proposed Work Plan for November 7th – December 11th 'Click It or Ticket' Campaign," a work plan developed by IDOT, Fall 2005.

¹⁵ In the actual sampling design, Albany Park was not included in the zip code areas included in the study because of its location in a zip code area where: a) it constituted a relatively small proportion of the total area; and b) the

Methodology

The methodology consisted of two separate cross-sectional telephone surveys of households in the targeted areas of the City of Chicago. These were conducted in November and December of 2005, respectively. For each cross-sectional survey, the sampling methodology consisted of the following.

First, the entire targeted areas were divided into a northern area and a southern area. Zip code areas were then identified which most closely approximated these two areas.¹⁶ For each of the two areas (north and south), randomly-generated telephone samples were purchased through Survey Sampling, Inc., one of the major vendors for random samples in the country. However, because telephone prefixes do not coincide with zip code boundaries, sample members were asked initial screen questions asking whether the residence was in a desired zip code area. Although the populations of the north and south areas are approximately the same, the goal was to complete somewhat more completions in the northern region than in the southern area (about 60% vs. 40%).

The rationale for dividing the total areas into a northern area and a southern area and for obtaining somewhat more respondents in the northern than southern area stemmed from initial demographic analysis of the entire targeted area, within the context of an initial goal of obtaining at least 150 minority respondents in each cross-sectional survey, approximately evenly divided between African-American and Hispanic racial/ethnic groups. The initial demographic analysis suggested that a southern area could be identified that was very contiguous and that was nearly all black in racial/ethnic composition. A northern area could also be identified that was also quite contiguous but more diverse in terms of racial/ethnic composition. Despite the fact that the populations of the northern and southern areas are approximately the same, the goal of obtaining more northern than southern area survey completions stemmed from researchers' desire to increase the number of Hispanic respondents above that which would result if an equal number of respondents were obtained from each area (north and south).

Actual field interviewing for the November survey was conducted from November 7 – November 19, 2005 with over 220 licensed drivers (n = 222-235). Field interviewing for the December survey was conducted from December 4 – 28, 2005, again with over 220 licensed drivers (n = 225-239).¹⁷ Non-white respondents numbered 165 for the November survey and 172 for the December survey. (By design, about 60 percent of the completions were from the north targeted area and about 40 percent were from the south targeted area in both areas.)

At the 95th percent confidence level, the sampling errors in both surveys for several types of sample groups that enter the summary analysis are: all respondents in the targeted area (+/- 6.5%); non-white respondents in the targeted area (+/- 7.6%); respondents in the north targeted area (+/- 8.2%); and respondents in the south targeted area (+/- 10.2%).¹⁸

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 both surveys.

relatively smaller proportion of Hispanics in the entire neighborhood/community. Inclusion of Albany Park in the design would have decreased the efficiency of the design (threatening resource and time limitations).

¹⁶ The identified zip code areas were somewhat more closely contiguous to the targeted area for the southern sampling area than for the northern sampling area.

¹⁷ Normally, there is some attrition during the interviewing. The higher number in the range is the number responding to the first substantive question, and the lower number is the number responding to the last question.

¹⁸ The sampling errors (and number of completion numbers) presented here are based on the average between partial and full completion numbers. The November and December sampling errors for these groups are the same because of similar numbers of respondents in each of these groups in the two surveys.

Comments on Results

In the following, we summarize the results for seat belt-related questions and focus on describing the changes that occurred between the two surveys. For both surveys, the results for the entire Chicago targeted area(s) have been weighted to arrive at a proper distribution by gender and an equal distribution between north and south targeted areas (because their populations are approximately equal).

In addition to presenting the results for the entire targeted area, results are presented for minority only respondents in the entire area, respondents in the defined north targeted sampling area, and respondents in the defined south targeted sampling area. Results for only minority respondents – and results for each of the two areas (north and south) – have been weighted for gender. No other weighting has been applied.¹⁹

Percentages have frequently been rounded to integers, and percentage changes (i.e., +/- % with parentheses) refer to percentage point changes unless specifically noted.²⁰ The recall time frame in the questions in both surveys is the same – that of 30 days.

The full results are presented in the accompanying **IDOT 2005 Pre/Post Thanksgiving Survey Tables** (an Excel file) compiled for the project. Because of the relatively small number of respondents in both of the Chicago targeted surveys, subgroup results (such as by gender or age group) are not presented. (However, the Excel does contain results for similar pre/post Thanksgiving surveys that were conducted in “rural” Illinois counties.)

Demographic characteristics of the November and December samples. Before reporting the seat belt-related results, it is worth comparing the November and December 2005 samples on selected driving and demographic characteristics. Most of these comparisons are summarized below. Comparisons on other demographic characteristics are found in the accompanying Excel file tables.

- ***Race/ethnicity.*** The first item to note about the distribution of respondents by race/ethnicity in the two samples is the fact that we did obtain more than 150 completions with minority respondents in the two surveys. Yet, we were not as successful in obtaining as many Hispanic respondents as we would have liked despite the fact that we over-sampled the northern targeted areas where most of the Hispanics in the entire targeted area are located. Indeed, we obtained 35 completions with Hispanics in the November sample and 44 in the December sample.²¹

Overall, in the full targeted area, the distribution of respondents by race/ethnicity is quite similar in the November and December surveys, with the December sample containing just slightly more Hispanics than the November survey (18% vs. 14%) and just slightly fewer African Americans (58% vs. 61%). As we expected, the south area is highly African American in composition in both surveys while the north area is more diverse.²² However, for the north area, the December sample does contain a higher proportion of Hispanics than the November sample (7% vs. 1%) did. And, the north area December sample contained a lower proportion of African Americans (93% vs. 84%).

- ***How often respondent drives a motor vehicle.*** The December sample has more respondents who report driving a vehicle “almost daily,” at 78 percent compared to 69 percent for the November

¹⁹ 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. This 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.

²⁰ When the decimal is .5, we round to the even integer.

²¹ Possible reasons for this are: 1) initial sampling methodology was based on full population numbers while the survey population was that of licensed drivers; 2) a possible lower incidence of drivers licenses among the driving-aged Hispanic population in this area; and 3) differences in response rates. In the future, it is recommended that the number of completions in the northern targeted area be increased to increase the number of Hispanic respondents.

²² In both surveys, the northern area race/ethnicity distribution is about one-third white, nearly one-third African American, and just over one-quarter Hispanic.

sample. Increased December proportions here are also found for minority respondents only (73% to 79%), north area respondents (72% to 77%), and south area respondents (67% to 78%).

- *Age of respondent.* The December sample has fewer respondents in the middle age category of 30 to 49 years of age than does the November sample (32% vs. 44%). At the same time, the December sample has more in the 50-and-over category (46% vs. 38%) and slightly more in the youngest age category of 16-to-29 years of age (19.5% vs. 16%). This pattern also generally is case for all the other relevant analysis groups of minority respondents only, north area respondents, and south area respondents.²³
- *Incidence of having children.* The December sample has fewer respondents who reported having children (31% vs. 42% in November). This pattern is also found in each of the other relevant analysis groups (minority only, north area, and south area groups).
- *Number of driving-aged people in household.* The December sample has somewhat fewer households having one person of driving-age (28% vs. 34%) and somewhat more households having two people of driving age (43% vs. 36%). This same pattern holds for the other analysis groups as well.
- *Self-described type of community.* The December sample has somewhat fewer respondents who described the area in which they live as a “big city” (89% vs. 95% in November). This pattern holds for all the other relevant analysis groups as well (minority respondents only, north area respondents, and south area respondents).
- *Education level of respondent.* The December sample has somewhat more respondents whose highest level of education is post high school education (36% vs. 31%) and somewhat fewer respondents with a four-year college degree or more (30% vs. 35%).²⁴
- *Household income.* The December sample has half the November proportion of respondents in the lowest income category (7% vs. 14% in November). Overall, though, the distribution across all income categories for respondents in the entire area does not show significant differences between the two surveys. (It is worth noting that the proportion of those reporting income in the lowest category decreased from almost 20 percent in November to 6 percent in December for the south area sample.)

SUMMARY OF 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” decreased just slightly from 88 percent in November to 86 percent in December among all targeted area respondents, well within sampling error.²⁵ A small decrease is also found among minority respondents (88% to 85%). A larger decrease is found for north area respondents (89.5% to 82%). The incidence in the south area remained generally stable (87% to 88%).

²³ The differences from this general pattern are found in: north area respondents where the December and November proportions for the youngest age group are similar (21% and 20%); and south area respondents where the difference between the December and November proportions for the youngest age group is somewhat greater (18% vs. 12%).

²⁴ Overall, however, the general distribution across education levels is quite similar between the December and November samples.

²⁵ 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 of all targeted area respondents 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) actually decreased from November to December, dropping from 78 percent to about 70 percent. Most of this decrease is accounted for by small increases in those who said “within the past month” (4.8% to 8.4%) and “within the past year” (1.3% to 4.2%). The proportion who reported not wearing a seat belt “within the last day” is quite stable at about 7 percent in both surveys.

The percent who indicated always wearing a seat belt in the past year decreased in the other analyses conducted as well: for minority respondents (78% to 68%); for north area respondents (80% to 68%); and, to a lesser extent, for south area respondents (76% to 72%).

When asked “*why they did not wear a seat belt the last time,*” the most frequent reason given in the November survey was that they were driving a short distance (50% of reasons given). This was followed by “I forgot” (20%) and the opinion that seat belts are irritating / not comfortable (15%). In December, the most frequent reasons given by December respondents were “I forgot” (33%) and that they were driving a short distance (29%) followed by the opinion that seat belts are irritating / not comfortable (19%).

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? Contrary to the November-to-December trend results for reports of how often respondents wear seat belts, the results for *reported* trends in seat belt usage over the past 30 days (increased, decreased, or stayed the same) show an increase of about 3 to 4 percentage points for those who said their usage increased. This is the case for every analysis group: all respondents (5.2% to 8.9%); minority respondents (6.5% to 10.3%); north area respondents (5.6% to 9.2%); and south area respondents (5.6% to 8.6%).

Have you ever received a ticket for not wearing a seat belt? The percent of all respondents who indicated having ever received a ticket for not wearing a seat belt declined from about 12 percent in November to about 8 percent in December. Declines are in evidence for minority respondents (14.5% to 8%) and for south area respondents (17.8% to 6.4%). A small increase in this percentage is found for north area respondents (6.3% to 10.6%).

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” decreased from 82 percent in November to 75 percent in December for all respondents. Larger decreases are found for minority respondents (85% to 74%) and for south area respondents (89% to 77%). A much smaller decrease is found for north area respondents (75% to 72%). However, it should be noted that the north area November percent is lower than that for the other analysis groups.

At the same time, the percent who reported “most of the time” increased in every analysis group: all respondents (8.5% to 15.3%); minority respondents (7.0% to 15.3%); north area respondents (10.4% to 15.5%); south area respondents (6.7% to 14.9%).

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 both surveys indicated being aware that Illinois has a law requiring adults to wear seat belts (a range of over 96% to nearly 98% in each analysis group for both surveys).

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?* The percent who indicated awareness of primary enforcement increased from nearly 84 percent in November to nearly 90 percent in December for all respondents. Slightly greater percentage-point increases in this awareness are found for both minority respondents (84% to 92%) and for south area respondents (83% to 92.5%). A small increase is found for north area respondents (just over 85% to nearly 88%).

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? The percent in the entire targeted area who expressed the belief that police should be allowed to stop a vehicle for seat violations without another traffic law violation decreased from November to December (78%

to 71%).²⁶ Decreases in this percent occurred in each of the analysis groups: among minority respondents (80% to 74%); among north area respondents (81% to 71%); and among south area respondents (76% to 72%).

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? With one exception, over nine in ten respondents in both surveys and in each analysis group. The exception is December north area respondents where this percentage is nearly nine of ten (89%).

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 of all targeted area respondents who disagreed (to any extent) with this statement declined somewhat from November to December (59% to 53%).²⁷ The same is the case for both north area respondents (56% to 50%) and south area respondents (63% to 57%). However, only a slight decline in this percentage is found for minority only respondents (56% to 54%).²⁸

Agree/disagree: *If you were in an accident, you would want to have your seat belt on.* The November and December results for respondents in the entire targeted area are very similar for this question, with just over 90 percent indicating they “strongly agree” – and another 3 to 5 percent indicating they “somewhat agree.” Over nine in ten “strongly agree” in each of the analysis groups in both the November and December surveys.

Agree/disagree: *Putting on a seat belt makes you worry more about being in an accident.* Results for the final agree/disagree question in this set are also very stable for all targeted area respondents between November and December: over seven in ten “strongly disagree”; 13 to 15 percent “somewhat disagree”; and just over one in ten agree (either somewhat or strongly). In the analysis groups, the largest difference between November and December is found for the minority only respondents, where there is a rather small increase in the percent who “strongly disagree” (69% to 73%), but accompanied by slightly larger decrease in the percent who “somewhat disagree” (17.5% to 11.4%), with the result being quite similar agree / disagree proportions in the two surveys.

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?* The percent of all targeted area respondents who answered “very likely” to this question decreased somewhat from November to December (44.5% to 39%). Greater decreases are found in this percentage for minority only respondents (51% to 40.5%) and for south area respondents (54% to 43%). The percent saying this in the north area was stable (34% in each survey).

²⁶ If the December results are weighted by age so that the December age distribution is similar to that of November, we still find a decrease in this percentage from November to December (78.5% to 74.4%), although the decrease is a bit less in magnitude.

²⁷ This decline is slightly less in magnitude when the December results are adjusted to be similar to the November results in age distribution (59% in November to 55% in November).

²⁸ For minority only respondents, there is an increase from November to December in the percent who “strongly disagree” (38% to 44%) but a slightly larger decrease in the percent who “somewhat disagree” (19% to 10%).

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. The percent who said they “strongly disagree” with this statement (meaning they believe police will bother to write tickets) decreased by about 8 percentage points from November to December (34% to 25%) among all respondents in the targeted area. Decreases in this “strongly disagree” percentage are in evidence in each of the analysis groups: minority only respondents (37% to 28%); north area respondents (28% to 22%); and south area respondents (40% to 29%).

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. The percent who agreed to any extent with this increased somewhat from November to December among respondents in the entire targeted area (37.5% to 43%). Increases in the percent who agree also found among minority only respondents (42% to 48%) and north area respondents (31% to 41%). Only a slight increase here is found for south area respondents (44.5% to 46%).

At the same time, the percent who “strongly disagree” with this statement decreased somewhat among all respondents from November to December (17% to 12%). And, decreases are found for each of the analysis groups: minority only respondents (19% to 12%); north area respondents (18% to 14%); and south area respondents (17% to 10%).

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. The percent who said they “strongly agree” with this statement decreased from November to December among respondents in the entire targeted area (77% to 70%). Decreases of greater magnitude in this percentage are found for minority only respondents (79.5% to 70.5%) and for north area respondents (79% to 67%). Only a slight decrease is found for south area respondents (76% to 73%).

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 percent who responded “very important” shows a decrease of about 8 percentage points from November to December (73% to 65%) and basic stability in the percent who said “fairly important” (16% to 15%). Decreases in the percent who said either “very” or “fairly” important area found for all the other analysis groups: minority groups (92% to 82%); north area respondents (88% to 77%); and south area respondents (90% to 83%).

Exposure to seat belt awareness and enforcement activities in past thirty 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” shows a small increase from about 31 percent in November to 35.5 percent in December for all respondents in the targeted area. The increase in awareness for minority respondents is somewhat greater, from 32 percent in November to nearly 40 percent in December. A substantial increase in awareness is found for respondents in the south area (31% to 44%), but a rather small decrease in awareness is found for respondents in the north area (32% to 27%).

Of those December respondents who indicated having seen or heard of these special efforts, far more respondents reported being exposed to them through television (51%) than through the others. Exposure levels through radio (40%) and friends/relatives (35%) are quite close, followed by exposure through newspapers (22%).²⁹

²⁹ We focus here on the December respondents since this was the “post-test” survey.

Those exposed through each of the mass media sources were fairly equally divided between those exposed through advertisements and news stories: for television (62% for advertisements vs 54% for news stories); for radio (52% for advertisements and 57% for news stories); and newspapers (35% for advertisements and 43% for news stories).

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days,*” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” increased from 39 percent in November to 49 percent in December among all respondents in the targeted area.³⁰ The percentage-point increase among minority respondents (42% to 55%) and among south area respondents (44% to 58%) is even greater. The increase among north area respondents is somewhat smaller (33% to 40%), as is their reported level of awareness in both surveys.

Of those December respondents who indicated being aware of roadside safety checks, the exposure level through television is the greatest (46%). The exposure levels through friends/relatives (28%) and radio (28%) are similar, followed by exposure through newspapers (16%).

For both television and newspapers, those who were exposed through news stories surpassed those exposed through advertisements (56% vs. 25% for newspapers; and 66% vs. 40% for television). For radio, exposure through both types was the same (57% through news stories and 56% through advertisements).

Of those who had seen or heard anything about roadside safety checks, the percent who indicated they had personally seen such checks is about the same in both the November and December surveys – at or just above two-thirds (70% in November and 67% in December). And, this percentage for minority respondents is even closer in the two surveys, at nearly 73 percent. However, similar comparisons between the two surveys show a marked decrease in this percentage in the north area (69.5% to 54.5%), but a modest increase in the south area (70% to 76%).

[It should be noted that a decline, in some sense, would not be surprising here because the December 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 only found among north area respondents.]

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 shows increases for all respondents (27% to 33%), for minority respondents (31% to 40%), and for south area respondents (31% to 44%). Stability in this percentage is found for north area respondents (23% to 22%).

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 show an increase of 58 to 76 percent for all relevant targeted area respondents. Double-digit percentage-point increases are also found for relevant minority respondents (57% to 76%) and for relevant north area respondents (47% to 77%). A smaller percentage-point increase is found for relevant south area respondents (68% to 74%), but starting from a greater percentage base.

In terms of total sample members who reported they had personally been through a roadside check, this translates into an increase from nearly 16 percent in November to about one-quarter (25%) for all respondents in the targeted area – and an even greater increase for minority respondents (17% to 30%). Increases in this incidence are also found for both south area respondents (21% to 33%) and, to a lesser extent, for north area respondents (11% to 17%).

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*” shows only a small increase, from 65 percent in November to almost 70 percent in December, among all respondents in the targeted area. The same is true for minority respondents (69% to 73%). North area respondents show a slightly greater increase in awareness (55% to 62%), while south area respondents show only a very slight increase (75% to 77%). Yet, as seen, south area respondents reported a greater level of awareness than north area respondents “to begin with” (in the November survey).

³⁰ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Of those December respondents who had seen or heard such messages, far more respondents indicated exposure through television (85%) than radio (47%). Fewer indicated exposure through friends/relatives (23%), and even fewer indicated exposure through newspapers (16%). Over one in five indicated exposure through another source, with billboards or road signs being by far the most common mention here (68% of those mentioning another source).³¹

For those who indicated exposure through television and radio, exposure through advertisements was far more common than exposure through news stories (77% vs. 29% for television; 73% vs. 25% for radio). For newspapers, exposure through the two types was similar (34% through advertisements and 35% through news stories).

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 percent of these respondents choosing “more than usual” increased somewhat from November to December (24% to 29%) among respondents in the entire targeted area. An increase of about the same magnitude is found among minority only respondents (23% to 30%), and a larger increase is found among respondents in the south area (18% to 29%). A slight and insignificant decrease in this proportion is found in the north area (31% to 28%).

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 is just over one in ten in both surveys for all analysis groups (12% to 14%), except for the December north area respondents who have just less than one in ten saying so (9%).

Awareness of selected traffic safety slogans

Respondents were asked about their awareness of fifteen selected traffic safety “slogans,” asked in a random order. Two relate to seat belts. Our main focus is on the “Click It or Ticket” slogan because this was the slogan used in the Thanksgiving seat belt campaign.

The December results. The December seat belt “post-test” awareness levels are presented in Table Slogans-1. As seen in this table, the “Click It or Ticket” slogan has the highest December awareness level, with nearly nine out of ten (88.5%) aware of the slogan. Over eight in ten (82%) reported awareness of the second-place slogan, “Friends don’t let friends drive drunk”; and about two-thirds (69%) reported awareness of the third-place slogan, “You drink and drive. You lose.” About half reported awareness of the fourth and fifth place slogans, “Drive smart. Drive sober” (53%) and “Police in Illinois arrest drunk drivers” (49%). The other seat belt slogan, “Buckle Up America,” has an awareness level of just over four in ten (43.5%) and takes sixth place in awareness.

The “Click It or Ticket” slogan also is the most recognized slogan among minority only respondents (91%), among north area respondents (83%), and among south area respondents (94%). As seen in these figures, awareness of the slogan is somewhat lower among south area respondents than among north area respondents.

³¹ This is based on 94% of the 26% who said “other.” The finding suggests that the “billboard/road sign” alternative should be specifically asked about.

**Table 9: Slogans - 1
December Awareness Level
and November to December Change
for All Respondents in Targeted Area**

Order	Slogan	December %	Nov to Dec Change
1	Click It or Ticket	88.5%	+2.9%
2	Friends don't let friends drive drunk	81.6%	+0.5%
3	You drink and drive. You lose.	68.6%	-4.8%
4	Drive smart. Drive sober.	53.4%	-1.4%
5	Police in Illinois arrest drunk drivers	48.9%	-1.6%
6	Buckle Up America	43.5%	-9.2%
7	Cells phones save lives. Pull over and report a drunk driver	41.3%	+1.2%
8	Drive hammered, get nailed.	32.4%	-3.2%
9	Step away from your vehicle	28.9%	+8.2%
10	Children in back	28.4%	0.0%
11	Checkpoint Strikeforce	21.2%	+3.1%
12	Smart motorists always respect trucks	21.0%	+3.0%
13	Drink and drive? Police in Illinois have your number	20.0%	-0.3%
14	Wanna drink and drive? Police in Illinois will show you the bars	18.1%	-3.1%
15	Operation A-B-C	8.9%	+0.3%

The November to December change results. Also presented in Table Slogans-1 are the percentage point changes from November to December for these slogans. A positive change percentage represents an increase in awareness from November to December.

As seen in this table, the “Click It or Ticket” slogan shows a small increase in awareness of nearly 3 percentage points. In fact, only one slogan in the whole list shows a sizeable percentage point increase in awareness from November to December, that of “Step away from your vehicle,” which had an increase of 8 percentage points in awareness (from 21% to 29%).

However, it should be noted that the “Click It or Ticket” slogan started from a higher November awareness level than did any of the others; thus, it had a “potential increase” that was less than the others. Expressed as a proportion of the total potential increase a slogan could have from November to December, we find that the “Click or Ticket” slogan had an increase that was about 25 percent of its total potential (+ 2.9 percentage points / 11.5 potential increase points). This was more than twice its nearest competitor (“Step away from your vehicle,” at about 12% of its potential increase).

For the analysis groups, awareness of the “Click It or Ticket” slogan was actually very stable for minority only respondents and for south area respondents; yet it should be noted that these are the two analysis groups where awareness was above 90 percent in November (91% for minority only respondents and 94% for south area respondents). North area respondents show a modest increase in awareness of this slogan of nearly 5 percentage points from November to December (78% to 83%).

APPENDIX A

Telephone Survey Instrument

Telephone Survey Instrument

OMB Number
Expiration Date:

BUCKLE UP AMERICA SURVEYS

State: _____ County: _____ Metro Status: _____

Date: _____ CATI ID: _____

Interviewer: _____

Telephone Number: _____

Time Start: _____ Time End: _____ TOTAL TIME: _____

INTRODUCTION

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

DUMMY QUESTION FOR BIRTHDAY QUESTIONS

Has had the most recent 1
Will have the next 2

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

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

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

CONTINUE INTERVIEW 1
Arrange Callback 2
Refused 3

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

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

- | | | |
|------------------|---|-------------------|
| Almost every day | 1 | |
| Few days a week | 2 | |
| Few days a month | 3 | |
| Few days a year | 4 | |
| Never | 5 | 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

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

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
Refused 7

SKIP TO Q28
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
50

<i>You drink, you drive, you lose</i>	5
<i>Didn't see it coming? No one ever does</i>	6
<i>Get the keys</i>	7
STATE SPECIFIC CAMPAIGN TITLE	8
# hold	9
None of these	10
Don't know	11
Refused	12

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

AGE REFUSED=99

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

_____ REFUSED=99

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

NONE=0 REFUSED=99

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

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

Q.37 Which of the following racial categories describes you? You may select more than one.
[READ LIST--MULTIPLE RECORD]

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

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

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

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

Yes	1	No	2	SKIP TO Q41
Don't know	3			SKIP TO Q41
(VOL) Refused	4			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.