

Traffic Safety Facts

Traffic Tech – Technology Transfer Series

Evaluation of the 2006 *Click It or Ticket* Campaign

Since 2002, the May *Click It or Ticket* (CIOT) Mobilization — an intense, short-duration seat belt publicity and enforcement program — has raised seat belt use rates more substantially and more quickly than any other program. During the May 2006 CIOT Mobilization, NHTSA supported State-funded law enforcement of seat belt laws with a national paid and earned media campaign.

The Preusser Research Group recently completed an evaluation of the 2006 *Click It or Ticket* Mobilization, which included case study evaluations for four separate special-emphasis demonstration programs that took place in 22 States in conjunction with CIOT.

Media Activity

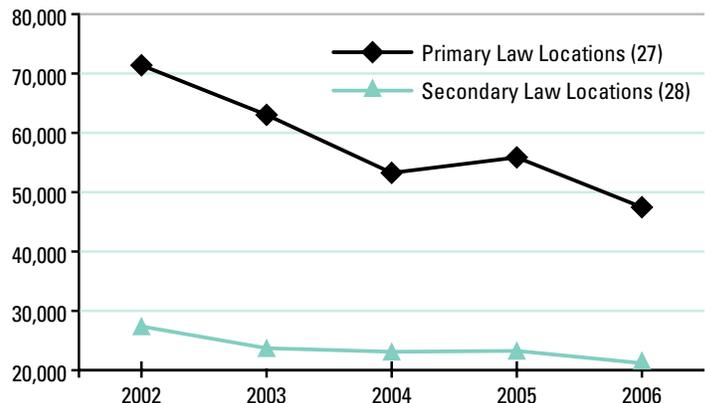
The National Highway Traffic Safety Administration (NHTSA) spent approximately \$9.2 million on a national paid media purchase and received an estimated \$10.3 in added advertisements. NHTSA's national media contractor estimated the TV and radio purchases delivered 1,294 gross rating points, which included a 50-percent return in value-added and bonus media weight from the national TV media buy. As such, the estimated nationwide purchase resulted in 93 percent of the target audience (men 18 to 34) viewing the CIOT advertisement 16 times.

In addition, 22 States participated in NHTSA demonstration projects that focused on increasing seat belt use in rural areas or in pickup trucks. The *Buckle Up in Your Truck* campaign targeted seat belt use among pickup truck occupants in five south-central States in NHTSA's Region 6 (Arkansas, Louisiana, New Mexico, Oklahoma, and Texas), seven southeastern States in NHTSA's Region 4 (Alabama, Florida, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee), and four central States in NHTSA's Region 7 (Iowa, Kansas, Missouri, and Nebraska). In six Great Lakes States in NHTSA's Region 5 (Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin), additional paid advertisements targeted increasing belt use in rural areas. Advertisements for all these regions typically aired for two weeks immediately before the *Click It or Ticket* advertisement campaign.

High Visibility Enforcement

Approximately 8,793 law enforcement agencies across the 50 States, the District of Columbia, Guam, and Puerto Rico reported issuing 697,115 seat belt citations during the enforcement period. States with primary seat belt use laws issued seat belt tickets at a greater rate per resident than States with secondary laws. In comparison to the 2005 CIOT, the number of seat belt citations issued decreased 4 percent among reporting agencies.

Seat Belt Citations Issued by Type of Law and Year

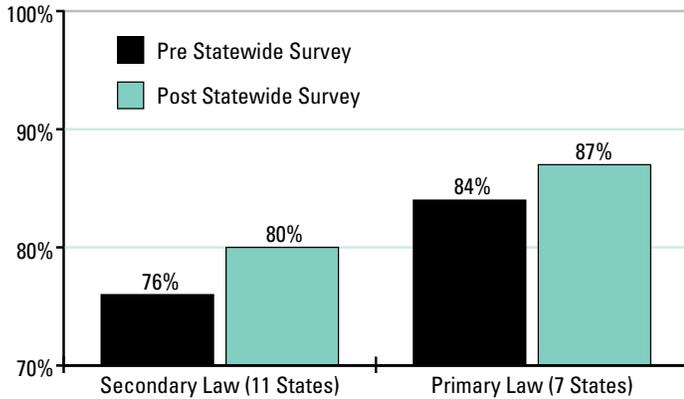


Data from a random sample of municipal and State Police enforcement agencies (55) of various sizes in primary and secondary law States in all NHTSA regions showed that annual seat belt citations dropped 31 percent from 98,778 in 2002 to 68,654 in 2006. Ticketing decreased 34 percent in primary States and 23 percent in secondary States among these agencies. The data showed that law enforcement agencies serving populations over 100,000 and State Police/Patrol serving States with larger populations issued significantly less seat belt citations.

Changes in Seat Belt Use

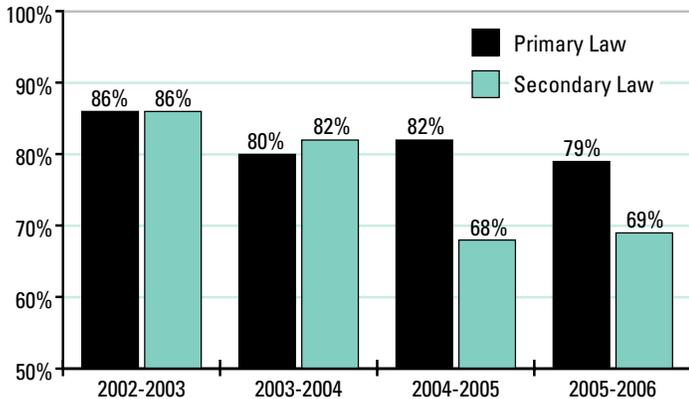
Seven States with primary seat belt laws and 11 States with secondary seat belt laws reported the results of their pre- and post-CIOT observational seat belt surveys, which used state-wide samples. Most of these States participated in NHTSA demonstration programs. Primary law States start and finish higher than secondary law States.

Pre- and Post-2006 CIOT Statewide Seat Belt Use Observations Averaged by Type of Law



Between 2005 and 2006, seat belt use improved in a majority of States and Territories. Improvements were more likely to occur in the 22 primary States plus DC and Puerto Rico (79%) compared to the 28 secondary States (69%). Belt use rates have improved in a majority of States each year mobilizations were conducted; however, the proportion of States that continue to measure improvements has declined over time.

States Reporting Improved Statewide Seat Belt Use By Type of Law and Year

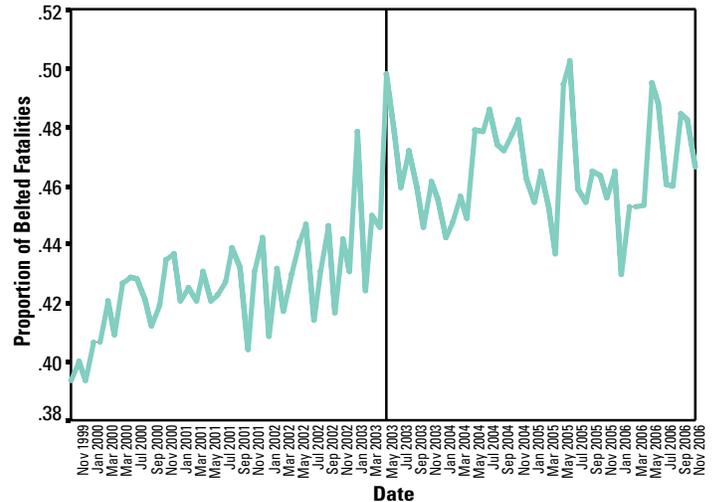


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Fatality Trends

The campaign's effectiveness was examined by using data from NHTSA's Fatality Analysis Reporting System (FARS). Using the 2003 CIOT as an intervention point, with an equal number of data points before and after, there was a significant increase in the proportion of belted fatal occupants in the 43-month period following the 2003 *Click It or Ticket* campaign compared to what would have been expected from the trend of the preceding 43 months, $t(84) = -11.27, p < .001$. Overall, seat belt use among fatally injured crash victims has been rising since 2000.

Proportion of Belted Fatalities, November 1999-November 2006



Evaluation Summary

Over time, fewer States are reporting an increase in statewide belt use and these gains are becoming smaller. The amount of dollars spent on paid advertisements has remained consistent over time at the national level but the amount spent by States decreased in 2006. Each year between 2002 and 2005 municipal law enforcement agencies serving populations greater than 100,000 reported issuing fewer seat belt citations. State police agencies in States with large populations also reported issuing fewer seat belt citations.

How to Order

To order *May 2006 Click It or Ticket Seat Belt Mobilization Evaluation: Final Report* (61 pages plus appendices), write to the Office of Behavioral Safety Research, NHTSA, NTI-130, 1200 New Jersey Avenue SE., Washington, DC 20590, fax 202-366-7394, or download from www.nhtsa.dot.gov. John Siegler, Ph.D., was the Contracting Officer's Technical Representative for this project.

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