

EVALUATION OF 2017 “CLICK IT OR TICKET”

for

**The Law Enforcement and Traffic Safety (LETS) Division of
The Alabama Department of Economic and Community Affairs (ADECA)**

by

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16. Abstract <p>A Special Traffic Enforcement Program called "Click It or Ticket" (CIOT) was conducted during April through June, 2017 in Alabama. Multiple agencies and organizations participated in this effort. Waves of public education and enforcement were conducted, working toward the single goal of improving seat belt use to increase highway safety.</p> <p>The evaluations showed that overall Alabamians are getting the message; they know they should be wearing their seat belts. Restraint use increased from 92.0% in 2016 to 92.9% in 2017. Overall, the CIOT campaign was a great success. Some of the other important facts and findings from the program are summarized below:</p> <ul style="list-style-type: none"> • Women wore their seat belts a greater percentage of the time than men (93.7% vs. 85.8%). • The child restraint usage rate was estimated to be 92.4%. • 81% of phone respondents had seen or heard the Click It or Ticket message in the past month. • Only 2.9% of phone respondents said they drove without a seat belt within the past year. • One question was very revealing – 97% of phone respondents stated that they wanted to be wearing their seat belts if they were ever involved in a crash. • An enforcement exercise was conducted over a two-week period. <ul style="list-style-type: none"> ○ 25 check points were conducted. ○ 106 child restraint citations were given. ○ 2,149 seat belt citations were given. ○ 14,856 total citations, arrests, and warnings were issued. <p>In summary the 2017 Click It or Ticket program was extremely effective, although there is still room for improvement. The Click It or Ticket campaign has been conducted in Alabama since 2001.</p>			
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Executive Summary: “Click It or Ticket”

A Special Traffic Enforcement Program called “Click It or Ticket” (CIOT) was conducted between April 24 and June 15 (2017) in Alabama. Multiple agencies and organizations participated in this effort, under the leadership of the Office of Highway Safety in the Law Enforcement/Traffic Safety (LETS) Division of the Alabama Department of Economic and Community Affairs (ADECA). Waves of public education and enforcement were conducted, working toward the single goal of improving seat belt use to increase highway safety.

Seat belt use was evaluated in two primary ways: (1) by direct observation of vehicles, based upon a carefully designed, NHTSA-approved, sampling technique, and (2) through a telephone survey. Both before and after seat belt usage rates were evaluated by direct observation, and after rates were evaluated through the telephone surveys.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. **Restraint use was reported at 92.9 % in 2017. Many positive results came from the 2017 CIOT campaign.**

Some of the important facts and findings from this year’s campaign are:

- 2017 was the fifth consecutive year to implement the new NHTSA-approved observational survey plan.
- Women wore their seat belts a greater percentage of the time than men (93.7% vs. 85.8%).
- The child restraint usage rate was observed to be 92.4%.
- 61% of phone respondents had seen or heard the seat belt message on the TV or radio.
- Only 2.9% of phone respondents said they drove without a seat belt within the past year.
- During the telephone survey, interviewees were asked if they used their seat belts all the time. The results were positive: 90% answered “yes” and 97% of the phone survey participants self-reported their seat belt use as either “all of the time” or “most of the time.”
- 81% of phone respondents had seen or heard the Click It or Ticket message in the past month in the surveys conducted after the CIOT campaign. This and other data show that most Alabamians are getting the message about seat belt usage.
- The self-reported use rates by gender are 94.6% for females and 85.8% for males.
- One question is very revealing – 97% of phone respondents want to be wearing their seat belts if they are ever involved in a crash. The message is out; they know that wearing their seat belts is safer than not wearing them.
- Overall, the seat belt usage rate has improved over the last seventeen years: from 71% in 2000 to 92.9% in 2017.

A massive enforcement exercise was conducted over a two-week period from May 22 through June 4, 2017. The following immediate results were observed:

- The majority of all law enforcement agencies in the state of Alabama participated in the 2017 CIOT campaign in some manner.
- 25 check points were conducted.
- Thousands of patrol miles were driven and over 7,683 officer hours were devoted to seat belt special enforcement efforts.
- 2,495 seat belt citations, including child restraint citations, were given.
- 3,369 speeding citations were issued.
- 34 DUI arrests were made.
- 17,087 total citations, arrests, and warnings were issued.

Important information has already been extracted from the data to explain some of the reasons for the overall increased use of seat belts over the past few years. In addition, the data have provided clues as to why some motorists fail to use seat belts. In the long term, this information, and additional facts gleaned from the data by research, offers the best chance to design methodologies that can push belt use toward its ultimate position—100%. Clearly, the 2017 Click It or Ticket campaign was extremely beneficial, and it has paved the way for continued success in the future.

Section 1.0 Background

Introduction

Selective Traffic Enforcement Programs (STEPs) are carefully planned and conducted to change motorists' behavior over a short time period. STEPs have been used in several locations to raise seat belt use rates through successive waves of educational information followed by intensive enforcement action. There is good documentation to show that such programs increase restraint use quicker and more substantially than any other known method. This is because they make motorists aware of the advantages of restraint use (the carrot), and of the high probability that they will be ticketed if they do not buckle up (the stick).

Canada was the first country in North America to demonstrate that a highly publicized program coupled with strict enforcement can increase compliance with occupant protection laws (NHTSA, Evaluation of South Carolina, 2001). In the mid-1970s, Canada's provinces passed mandatory seat belt laws. Within months, the seat belt use rate surged as high as 71%. Then the rate began a slow decline, which caused strong concern for highway safety officials. After occupant protection STEPs were conducted in several provinces, sharp increases in seat belt use were noted (Jonah et al., 1982; Williams, et al., 2000). Consequently, STEPs were conducted throughout the nation and Canada's overall use rate rose to 87% by the 1990s.

New York State experienced a similar rise and fall in its seat belt use rate after enacting the first state seat belt law in the United States in 1984. The next year, the City of Elmira, N.Y., conducted a three-week publicity and enforcement program based on the Canadian STEP model. The Elmira STEP was the first in the United States, and reversed its falling seat belt use rate. As a result of the program, the rate improved from 49% to 77% in just three weeks (Williams, et al., 1987).

North Carolina adopted a seat belt law in 1986 and saw its seat belt use rate climb to 78% (NHTSA, Evaluation of South Carolina, 2001). When the rate began to fall, North Carolina conducted the first "Click It or Ticket" (CIOT) in the United States, which followed the model of combined heavy publicity and selective enforcement.

Seat Belt Use in Alabama

Historical Trends:

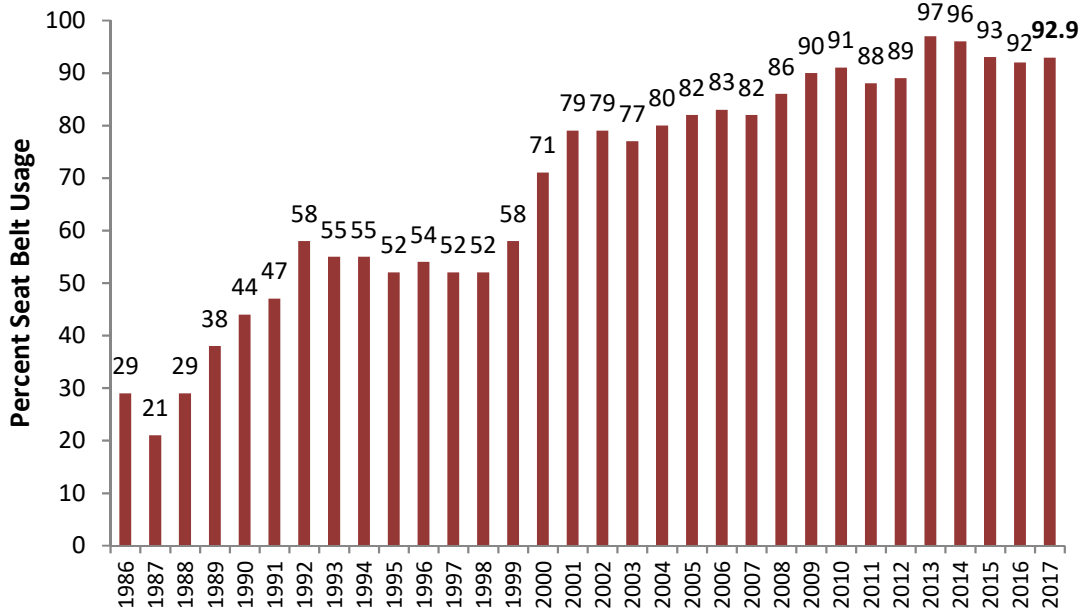
The history of seat belt usage in Alabama is shown in Figure 1-1. Seat belt and child restraint use rates have traditionally lagged behind those of other states. The adoption of the Alabama Seat Belt Act of 1991 made a major difference. Belt use spiked upward by 11 percentage points the following year to 58 percent (an all-time high at that point). However, the Act treated failure to use a seat belt as a secondary offense, and use declined slowly to a fairly stable position of 52%. In other words, at that time nearly half of Alabamians still refused to wear seat belts.

The situation improved significantly when the legislature made it a primary offense for a front-seat passenger to fail to wear a seat belt in December 10, 1999. The new law, public information campaigns, and enforcement programs combined to raise seat belt use rate to 71% in 2000. This was a 13% increase and represented another all-time high. It is important to note that the 13% increase in belt use was extremely significant, showing the program to be quite effective. From 1999 to 2000 highway fatalities declined from 1,148 to 986. *In other words, 162 lives were saved largely because of increased seat belt use!* The usage rate continued to increase in 2001, reaching 79%, another all-time high. This remained constant in 2002, but it fell slightly to 77% for 2003, demonstrating that continued innovative programs are essential to maintaining a high seat belt usage rate.

In 2004, seat belt use rebounded to another all-time high for the state at 80%, bringing Alabama equal to the national average. In 2005, Alabama again brought their usage rate up to 82%, and was once again equal to the national average and another all-time high for the state. In 2006, for the third year in a row, Alabama increased the usage rate and reached a new all-time high of 82.9%, which was almost 1% higher than the national average. In 2007, the seat belt rate decreased slightly to 82.19%, but still remained consistent with the national average (82%). The seat belt usage rate in 2008 increased to 86.1%, while the national rate also increased up to 83.0%. In 2009, the seat belt usage rate in Alabama increased to a record setting 90.0%, while the national rate lagged behind at 84%. In 2010, the Alabama seat belt usage rate rose again, this time to 91%, while the national average rose to 85%. The 2011 Alabama rate dropped to 88%, while that national rate also dropped (to 84%). Even though the estimate for 2011 was slightly lower than what was estimated for 2010, the rate indicated the overall growth over the past decade. In 2012 the seat belt use rate rose to 89.46%, which was a great success for the state. The national seat belt usage rates also increased to 86%. The restraint usage rate in 2013 reached a new all-time high of 97.26%, and nationwide seat belt use was also at a record high in 2013 at 87%. The Alabama rate in 2014 declined slightly to 95.7%, while the national rate remained at 87%. In 2015, the Alabama rate decreased again slightly to 93.3%. The national rate for 2015 was 88.5%, over 4 points behind the Alabama rate. The 2016 Alabama rate was 92%, only slightly lower than the previous year, while the national rate climbed to 90.1%. In 2017 Alabama saw an increase up to 92.9% in seat belt usage. The 2017 national rate is not yet available.

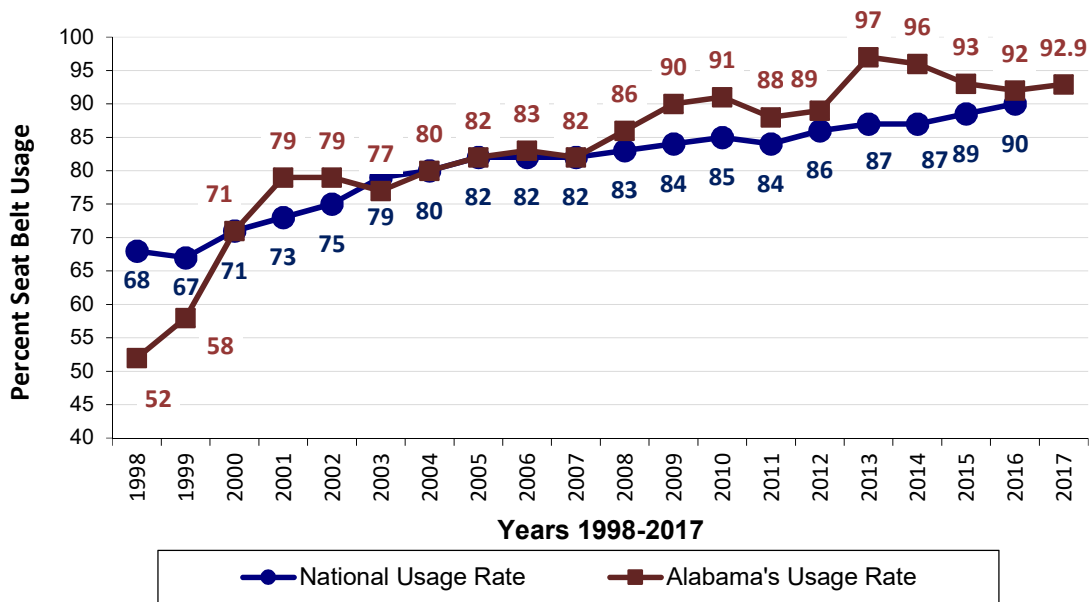
While the consistent improvement seen in past years is encouraging, lives can still be saved if the percentage of seat belt use continues to increase. Programs such as Click It or Ticket help to increase the awareness of the importance of seat belts and encourage seat belt use, helping to keep this percentage high with the goal of raising it even higher. The overall increase from 71% to 92.9% between 2000 and 2017 should be celebrated as a victory for the roadway users of the state, but it should not cause us to relax our efforts. In order to keep the percentage of seat belt use high, programs such as Click It or Ticket, STEPs, and other countermeasures are essential. In all cases where these programs have been suspended, the result has been a regression to the rates of previous years. Figure 1-1 shows the Alabama seat belt use rate from 1986 through 2017. Further insight into Alabama's seat belt usage may be gained from a comparison to the national picture, as shown in Figure 1-2.

Figure 1-1: Alabama Statewide Seat Belt Use Rate, 1986-2017



Source for 2017 Data: 2017 Observational Survey

Figure 1-2: Comparison of Alabama and National Seat Belt Use Rates



Source for 2017 Alabama Usage Rate: 2017 Observational Survey

*New observational survey sampling and estimation plan was implemented in 2013 and repeated in the years following.

Comparison to the National Rate:

Alabama adopted a seat belt law in 1991 and belt use increased immediately. However, the belt use rate remained 8% to 16% percent below the national rate. This changed in 2000 due to the implementation of the state's new primary seat belt law that was supported by vigorous public awareness and enforcement activities. In 2000 Alabama belt use rose to the national average, and in 2001 it exceeded the national average by six percent. In 2002 Alabama's belt use remained higher than the national average, but a combination of a slight drop in Alabama's rate and a continued increase in the National rate got the gap down to only four percent. The National usage rate for 2003 was reported at 79%, and Alabama's usage fell from 79% to 77%. Seat belt use for Alabama was clearly falling behind the National average. However, in 2004, Alabama again saw an increase in seat belt use, reversing the trend seen in the past few years.

The increase to 80% seen in 2004 brought Alabama close to the usage rate seen for the country as a whole. The 3% increase for Alabama in 2004 was higher than the 1% increase seen nationally, which was taken as an encouraging sign. For 2005, Alabama's belt usage continued to increase, moving from 80% to 82% in a single year, which was equal to the national average. This marked another record high for seat belt usage in Alabama. The rate in 2006 saw another increase to 82.9%. This new all-time high once again put Alabama above the national average of 82%. At the end of the CIOT campaign in 2007, the seat belt rate dropped slightly to 82.19%. Even though this rate was slightly lower than the 2006 rate, the rate was consistent with the national average of 82%. The 2008 rate increased significantly by over 4% to 86.14%, while the national average increased by 1% to 83%.

In 2009 Alabama belt use again rose significantly to 90%, which was well above the national average of 84%. Alabama saw an improvement in 2010 for the 3rd consecutive year, with a rate of 91%. As seen in Figure 1-2, the 2011 rate dropped slightly to 88%. The 2011 national rate also dropped, back down to 84%. The seat belt use rate rose in 2012 to 89%, while the national rate improved to 86%. After the CIOT campaign in 2013, the seat belt usage rate rose to an all-time high of 97.26%. The national rate for 2013 also set a record at 87%. The Alabama rate declined marginally in 2014 to 95.7% and again in 2015 to 93.3%. The national rate remained at 87% in 2014. For two consecutive years, seat belt use in Alabama decreased slightly (93% in 2015, 92% in 2016), while the national rate increased (89% in 2015 and 90.1% in 2016 national). Following two years of slight decline, the Alabama rate improved in 2017 to 92.9%. The 2017 national rate is not yet available.

At least three conclusions can be drawn from the Figures above. First, seat belt laws improve overall seat belt use, especially in the presence of intensive education and enforcement programs. Second, STEPs improve belt use over time, even when similar STEP programs are implemented in a number of subsequent years. Third, seat belt use will decline with time unless some form of education/enforcement is continued on a periodic basis. The following subsections will discuss the specifics of each of these three types of programs that have been implemented in Alabama over the past several years.

Alabama's Seat Belt Law:

The State's seat belt enforcement law is given in Alabama Code, Chapter 5 B, Sections 32-5B-1 through 32-5B-7 (Code of Alabama, 1975). The provision to add primary enforcement capabilities to the Alabama Seat Belt Act of 1991 was passed in 1999. Primary enforcement means a police officer can stop a driver to issue a citation for failure to wear a seat belt based solely on probable cause of such violation. In contrast, under secondary enforcement, an officer is authorized to issue a citation only if the officer has first stopped the person for some other violation of law.

The law calls for front seat occupants in vehicles designed to carry 10 or fewer passengers to wear seat belts at all times when the vehicle is in motion. The law makes exceptions for child passengers who use an approved child passenger restraint system, people who have a written doctor's excuse, rural letter carriers, drivers/passengers delivering newspapers, passengers in cars of a model year prior to 1965, and passengers in motor vehicles which normally operate with passengers in a rear facing seating position.

The law provides for a fine of up to \$25, with no court costs attached. Failure to wear a seat belt is not considered as evidence of contributory negligence. It does not limit the liability of an insurer, nor is a conviction to be entered on the driving record of any individual charged under the provisions of the law.

As of July 1, 2006, provisions of the new child restraint law require that any child through 14 years of age must be restrained when riding in a motor vehicle. The new law requires the following child restraint systems:

- Infant seats and convertible seats – rear facing until child is at least one year old or 20 pounds.
- Convertible seats – forward facing until child is at least five years old or 40 pounds.
- Booster seats – until child is six years old.
- Seat belts – until child is 15 years old.

Alabama's seat belt law also requires that all front-seat occupants, of any age, be restrained.

Appropriate seat belt passages from Alabama Code are included in Appendix A of this report.

2001 Alabama Click It or Ticket

Even with increased education and enforcement in 2000, there were still 43,499 persons injured and another 986 killed in traffic crashes on Alabama's roadways. Obviously, there was still much work to be done to reduce loss of life and to minimize the suffering associated with these crashes. Research has shown that one of the most cost-effective countermeasures for reducing crash severity is to encourage the use of seat belts and child restraints.

There was a need to drive home the key facts about restraints to motorists on Alabama highways, so in 2001 an intensive "Click It or Ticket" STEP was conducted, and it pushed the use rate to 79%, another all-time high. The 2001 program consisted of waves of media and enforcement, carefully scheduled to elicit maximum public awareness. This CIOT was part of a regional STEP program conducted in the southeastern states, coordinated and sponsored by the National Highway Traffic Safety Administration (NHTSA).

2002 Alabama Click It or Ticket

Following the success of the 2001 Click It or Ticket (CIOT) program, Alabama elected to participate in the 2002 Click It or Ticket program. A number of activities were organized for the state during this time period in order to help educate citizens and get out the message of the importance of the use of seat belts. The first of these efforts was a public education program. This program included Diversity Outreach Luncheons, the distribution of seat belt information to every public school in the state, advertising through print, radio, and television media, and a website with information about the program and a list of the various checkpoints throughout the state.

Another part of the 2002 CIOT program was the motorist surveys. These surveys took place in the driver's license offices and county Probate Judge's offices in six counties throughout the state. These surveys gathered information about motorist seat belt use as well as their awareness of traffic safety programs, including the CIOT program. Similar to this, telephone surveys were conducted. These surveys asked questions that were similar to those in the motorist surveys and included a sampling of individuals across the state. A final evaluation method was that of direct observation of vehicles and the occupants in the vehicles at various points throughout the state. Each of these efforts were conducted before and after the CIOT program, and they helped to gain insight into the effectiveness of the program as well as the percentage of Alabamians who wear their seat belts.

One of the most recognized portions of the 2002 CIOT program was the enforcement portion. This included checkpoints throughout the state during the two-week enforcement period of the program where all drivers passing through a checkpoint were stopped, checked, and, where necessary, ticketed for failure to wear seat belts, as well as for any other violations that were found.

The 2002 CIOT program was judged to be effective in increasing seat belt use throughout the state. Over the course of the program, restraint use rose from 70.3% to 78.6%. The success of the 2002 program indicated that other programs in the future can experience similar success and effectiveness.

2003 Alabama Click It or Ticket

The 2001 and 2002 CIOT programs were considered very successful in the state of Alabama. Due to the past success of this program Alabama chose to participate in the 2003 CIOT program. The 2003 campaign was very similar to the campaign in 2002. Various activities were organized throughout the state to help educate citizens and get out the message of the importance of the use of seat belts. This outreach included a number of methods including TV and radio ads, press conferences, advertisements within the schools, and a website with information about the program and a list of the various checkpoints throughout the state.

In 2003, there were three types of surveys performed. These surveys were the same type of surveys as were performed in 2002. The first type was the motorist surveys. The second type of survey that was performed was telephone surveys. These surveys were very similar in makeup to those in the motorist surveys and included a sampling of individuals across the state. A final evaluation method was that of direct observation of vehicles and the occupants in the vehicles at various points throughout the state. The enforcement portion was one of the most recognized portions of the 2003 CIOT program. This included checkpoints throughout the state during the two-week enforcement period of the program where all drivers passing through a checkpoint were stopped, checked, and ticketed if they had failed to be wearing seat belts, or for any other violations that they were found to have. The results in terms of total number of checkpoints, number of tickets issued and criminals apprehended were higher during the 2003 enforcement than in past years.

Again in 2003, the CIOT program was judged to be effective in increasing seat belt use throughout the state. The past success of the CIOT program in the state helped the state to decide to participate in the program again, and the results from 2003 were instrumental in helping the state to see the effectiveness of the program and to participate again in future years. Over the course of the program, restraint use rose from 74.39% to 77.41%.

2004 Alabama Click It or Ticket

Because Alabama had participated in successful Click It or Ticket programs in each year since 2001, it again participated in the nationwide program in 2004. The major components of the 2004 program did not change from the components that existed in previous years. There were three major surveys performed to measure the effectiveness of the program. These were: motorist surveys, telephone surveys and observational surveys. In order to help get the message out to the public about the importance of seat belt usage, various activities were organized. These included TV and radio ads, press

conferences, print advertisements, and a website that provided information about the implementation of the CIOT program across the state.

The essential enforcement component of the CIOT program was recognized and continued in 2004. The CIOT program continued to see a positive effect on seat belt usage in Alabama, demonstrating that it is effective even when essentially replicated each year. Over the course of the 2004 program, restraint usage rose from 73.50% to 80.00%.

2005 Alabama Click It or Ticket

For the fifth consecutive year, Alabama participated in CIOT, and saw great benefits. Over the course of the program, restraint usage rose from 78.7% to 81.85%. Data from local and national surveys indicated that drivers of certain vehicles were less likely to buckle up. In particular, pick-up trucks, which are ubiquitous in Alabama, seemed to lag behind. This led to the introduction of the Buckle Up in Your Truck (BUIYT) program. This program was held in conjunction with the CIOT campaign and was primarily aimed at increasing public awareness of the problem among those driving and riding in pickup trucks. The observed belt use rates of pick-up drivers rose from 68.6% to 72.92% over the course of the program. Because of its great success, the decision was made to repeat the BUIYT program in 2006.

Three types of surveys were performed. These surveys were the same type of surveys as were performed in 2004. To ensure the public was aware of the program, paid and earned media campaigns were put in place. Also, an innovative website provided information about the program. One of the most recognized portions of the 2005 CIOT program was the enforcement blitz. Agencies worked together to make CIOT a great success.

2006 Alabama Click It or Ticket

In 2006, Alabama again elected to participate in the NHTSA CIOT program. The past experience with the program had proved its effectiveness on increasing seat belt usage in the state. This single program has been one of the most effective methods in increasing and in maintaining a high level of seat belt usage. The 2006 CIOT campaign was conducted by a partnership of agencies and organizations.

The BUIYT program was continued for the second year. The past year saw great success, so it was repeated in 2006. The rates for occupants of pickup trucks rose from 71.06% to 77.3% over the course of the program. While this improvement was a positive result, the pickup truck rates remain the lowest of all vehicle types.

The components of the 2006 CIOT campaign remained the same. Over the course of the program, overall restraint usage rose from 78.6% to 82.9%. This new rate marked a new all-time high for the state. Also, for the first time since 2003, the rate was higher than the national average of 82%. The CIOT campaign continued to produce positive results.

2007 Alabama Click It or Ticket

For the seventh consecutive year, Alabama participated in CIOT. Over the course of the program, restraint usage decreased slightly to 82.19%. A group of agencies, many of which have been working on the program for several years, worked together on the program.

The BUIYT program was continued for the third consecutive year. The past year saw great success, with a greater than 6% improvement in the pick-up restraint usage rate from before to after CIOT, so it was repeated in 2007. The rates for occupants of pickup trucks rose from 75.94% to 77.10% over the course of the program. While this improvement was a positive result, the pickup truck rates are still the lowest of all vehicle types.

Two types of surveys were performed. The first was a telephone survey that was performed after the CIOT campaign to determine the effectiveness of the program. The survey gathered information about motorist seat belt use as well as the awareness of traffic safety programs, including the CIOT program.

The second method was that of direct observation of vehicles and the occupants in the vehicles at various points throughout the state. This survey was conducted before and after the CIOT campaign in order to help measure the effectiveness of the program. To ensure the public was aware of the program, paid and earned media campaigns were put in place. Also, an informative website provided facts about the program.

One of the most recognized portions of the 2007 CIOT program was the enforcement blitz. This included checkpoints throughout the state during the two-week enforcement period of the program where all drivers passing through a checkpoint were stopped, checked, and ticketed if they failed to be wearing seat belts, or for any other violation that they were found to have.

2008 Alabama Click It or Ticket

In 2008, Alabama participated in the NHTSA Click It or Ticket program. The results from the program had seen improvements in the seat belt usage rate over the past several years. The 2008 Click It or Ticket campaign was conducted by a partnership of agencies and organizations.

The components of the 2008 CIOT campaign consisted of two main evaluation methods: 1) a telephone survey was conducted at the end of the CIOT campaign, and 2) an observational study was conducted once at the beginning of the campaign and again at the end of the campaign.

Over the course of the program, overall restraint usage rose from 85.31% to 86.14%. This new rate marked a new all-time high for the state. Also, the rate was consistent with the national rate of 86%.

2009 Alabama Click It or Ticket

For the ninth consecutive year, Alabama participated in CIOT, and continued to see more improvements in the seat belt usage rate. At the conclusion of the program, restraint usage rose to a new all-time high of 90%. The campaign components remained the same. A group of agencies, most of which have contributed to the program for several years, worked together to help the program continue to be a success in Alabama.

2010 Alabama Click It or Ticket

The 2010 CIOT campaign was a great success, as the seat belt usage rate increased to a new all-time high of 91%. Two surveys were conducted at the conclusion of the campaign: a telephone survey and an observational study. Both research methods found an increase in awareness and in seat belt usage rates in Alabama. The combined efforts of the agencies involved in the CIOT program continue to administer a positive effect on seat belt usage in Alabama. Based on the results from the observational survey, over the course of the 2010 program, restraint usage rose from 90.6% to 91.43%.

2011 Alabama Click It or Ticket

Alabama participated in CIOT once again. Restraint usage decreased slightly to 88%. While the estimate for 2011 was slightly lower than what was estimated for 2010, it was not a statistically significant difference, and the number was consistent with the overall growth over the past twelve years.

According to the telephone survey results, 96% of respondents stated that they wore seat belts all of the time or most of the time. Also, another positive outcome was that 76% of respondents stated that they had seen or heard messages that encouraged people to wear seat belts in the past 30 days. Even though there was a slight decline in the usage rate, overall the CIOT campaign served to sustain positive results.

2012 Alabama Click It or Ticket

The Alabama seat belt usage rate increased to 89.46% in 2012, an increase of 1.46% from the previous year. This improvement was encouraging as the rate continued to improve over the history of the program. The rate improved overall by 18.86%, starting from 70.60% in 2000. Pre- and post-observational surveys were performed, and a post telephone survey was performed to estimate restraint usage in the state. Both types of surveys confirmed that females are more likely to buckle up, but males saw an outstanding improvement in their rates, going from 83.7% in 2012 to 94.3% in 2013, as shown by the post observational studies. Both surveys found positive results; Alabamians have increased their use of seat belts over the past thirteen years and are using their seat belts above a rate compared to the national average (86%).

2013 Alabama Click It or Ticket

The pre-campaign rate in 2013 was 93.73% and the post-campaign rate was 97.26%. The CIOT program had a positive result on seat belt use when comparing 2012 to 2013 and also comparing pre-campaign to post-campaign in 2013. The national rate for 2013 was 87%. Both the state and national rate set all-time high records for restraint use. Click It or Ticket in 2013 included a period of highly publicized enforcement activity.

The primary type of public information used was public relations, consisting of both earned media and paid advertising. The Alabama Department of Commerce (ADC) conducted the campaign to saturate the state with a clear message that law enforcement officials were out in force with the goal of increasing seat belt usage.

2014 Alabama Click It or Ticket

The 2014 restraint use rate was 96%, and the national rate stayed at 87%. Of all telephone survey respondents, 94% stated they would want to be wearing a seat belt if involved in a crash. Public relations efforts were coupled with paid ads to increase program awareness. Both television and radio spots ran statewide to saturate the public media. The CIOT website was updated to educate the public on various topics from an explanation of the Alabama seat belt law to current seat belt usage rates.

2015 Alabama Click It or Ticket

From 2000 to 2015, the seat belt use rate in Alabama improved from 71% to 93%, an overall increase of 22%. The national rate increased to 89%. The child restraint usage rate was observed and calculated to be 96%. Of the telephone respondents 73% said that it had been more than a year since they drove without a seat belt. An extensive enforcement exercise was conducted over a two week period in which 23,787 total citations, arrests, and warnings were issued. The data showed clear results: the CIOT campaign was effective and continued to contribute to saving lives.

2016 Alabama Click It or Ticket

Alabama participated in the Click It or Ticket program from April 25 through June 16, 2016. The Alabama seat belt rate was 92% in 2016, while the national rate was slightly lower at 90%. Both the state and national rates have shown a growing trend over the past sixteen years. In 2016, women in Alabama wore their seat belts more than men, 93.5% compared to 86.6%. The child restraint usage rate was 95.5%. Of the telephone respondents, 95% stated they wore their seat belts all of the time or most of the time. Also, 95% of phone respondents wanted to be wearing their seat belts if they were ever involved in a crash. Various local and state agencies contributed to the seat belt campaign. Over 7,000 office hours were devoted to special enforcement, and 4,548 seat belt citations were given during the campaign.

2017 Alabama Click It or Ticket

In 2017, Alabama participated in the NHTSA Click It or Ticket program from April 24 through June 15. The past results from the program have proven that the rates of seat belt use have improved significantly over the past several years. The 2017 Click It or Ticket campaign was conducted by a partnership of agencies and organizations. The magnitude of the total effort may be gathered from Table 1-1

Table 1-1: Agencies and Organizations on 2017 “Click It or Ticket” Team

LETS (ADECA)	Law Enforcement and Traffic Safety Division of the Alabama Department of Economic and Community Affairs	Lead agency, organized project, secured partners to conduct project, coordinated activities, funded project.
NHTSA	National Highway Traffic Safety Administration	Key federal agency that encourages safety, provided Section 405 funding for LETS to conduct project.
ALEA and local law enforcement agencies	Alabama Law Enforcement Agency Local law enforcement agencies	Conducted enforcement and road blocks for seat belt use.
ALDOT	Alabama Department of Transportation	Used changeable message signs along highways to emphasize the “Click It or Ticket” program.
CTSPs	Community Traffic Safety Program Coordinators	Regional coordinators for LETS, assisted in local public relations, planned local law enforcement checkpoints, etc.
Research Strategies	Research Strategies, Inc. Mobile, AL	Engaged to conduct the pre- and post-media observational surveys, and involved in recruiting and training personnel to conduct the surveys. Also conducted the phone surveys to evaluate the media campaign.
AMG	Auburn Media Group Auburn, Alabama	Engaged to produce ads, place ads in various media, conduct public relations portion, and support the project.
UA/CAPS	Center for Advanced Public Safety, University of Alabama	Engaged to assist in coordination of project, evaluation of results, and preparation of project final report. Contracted company to conduct observational and phone surveys. Computed the observational rate and completed NHTSA certification forms.

The 2017 Alabama CIOT was conducted between April 24 and June 15, 2017. The types of activities and the dates associated with the Alabama CIOT are set out in Table 1-2.

Table 1-2 Timeline of Events for 2017 Alabama “Click It or Ticket”

Week	Dates	Activity Description
Weeks 1-2	April 24 – May 7	Statewide Observational Survey (Baseline)
Weeks 3-8	May 8 – June 15	Earned Media
Weeks 4-5	May 15 – May 29	Paid Media
Weeks 5-6	May 22 – June 4	Enforcement
Weeks 7-8	June 5 – 18	Telephone Survey (Post Survey)
Weeks 7-8	June 5 – 19	Statewide Observational Survey (Post Survey)

Public Education Program

Public information efforts consisted of both earned media (i.e., bonus spots) and paid advertising. These various components of the program are explained below.

Earned media was used to explain program details and results in a way that made them newsworthy events that could be circulated to the public by broadcasts and newspapers. The Office of Highway Safety held a press conference concerning Click It or Ticket at a Hands Across the Border event for Alabama and Tennessee.

Paid media was a second type of publicity that involved purchase of airtime at selected times in selected markets. Radio, cable TV advertising, digital streaming services such as Pandora and Spotify, along with electronic billboards and movie theater ads were used.

Public Relations The Auburn Media Group (AMG) conducted the campaign to saturate the state with a clear message that law enforcement officials were out in force with the goal of increasing seat belt usage.

Paid Advertising Public relations efforts were coupled with paid ads to increase program awareness. Radio and television public service announcements were aired extensively on radio, TV, and cable outlets. In addition, ads were placed in online outlets, like YouTube, Pandora, Facebook, and Bleacher Report. Also, digital screens at various restaurants and movie theater ads were used to spread the message. The paid media effort was sponsored and paid for by LETS, with the AMG administering it. The television, radio, digital, and online spots ran statewide from May 15th through 28th in an intensive saturation program. By all accounts, the effort was effective.

Website To better educate the general public about the Click It or Ticket campaign, various websites explained the event. These sites are:

<http://adeca.alabama.gov/Divisions/lets/TrafficSafety/Pages/ClickItOrTicket.aspx>
<http://www.safehomealabama.gov/SafetyTopics/Enforcement/ClickItorTicket.aspx>

There is also information about Click It and Ticket on the UA/CAPS website at <http://www.caps.ua.edu/outreach/programs/click-it-or-ticket/>

Statewide Observational Surveys

UA/CAPS coordinated statewide surveys of vehicle seat belt usage. Research Strategies, Inc. was engaged by UA/CAPS to conduct the observational surveys. A total of 96,114 motorists were observed throughout 40 selected counties in order to determine and record their seat belt usage. The survey was conducted and analyzed following the new NHTSA guidelines. The NHTSA sampling system incorporates a probability-based multi-staged stratified sampling approach. This approach provides data from both rural and urban roadways.

Enforcement

Click It or Ticket included a period of highly publicized enforcement activity. The goal was to display a large, united enforcement presence across the state. To accomplish this, enforcement was conducted during a two-week enforcement period. Both the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies participated. ADECA/LETS provided funding for the law enforcement efforts, mostly for overtime pay for officers to staff the checkpoints.

Statewide Telephone Survey

Research Strategies, Inc. was engaged by UA/CAPS to perform telephone surveys. Research Strategies' Telephone Researchers made thousands of calls with an average interview length of about 10 minutes in order to obtain 500 complete interviews after the conclusion of the program. A cell phone component has been included the past several years in order to collect better data. Most young adults do not have landlines these days, so the responses were coming from an older demographic when only landlines were used. Of the 500 total completed interview phone calls, a combination of landlines and cell phones were called. Of the respondents in this survey, 38.40% of them belong to households with cell phones only. Each participant was qualified as: 1) living in one of the sixty-seven (67) specified Alabama counties and 2) being 19 years or older. The interview script may be found in Appendix B of this report, and the results and conclusions resulting from the survey may be found in Section 3.0.

Section 2.0 Evaluation Methods

Observations of Seat Belt Use

Field observation surveys were performed to measure shoulder seat belt use rates by drivers and front seat outboard passengers in passenger motor vehicles. The observation surveys were performed in 40 Alabama counties at two different times during the campaign to collect a pre-campaign rate and a post-campaign rate. These counties are identified in Table 2-1. These counties and the sites within them were chosen in order to satisfy the NHTSA guidelines.

Table 2-1: Seat Belt Observation Counties

Pre and Post Surveys			
Autauga	Cullman	Jefferson	Morgan
Baldwin	Dale	Lauderdale	Pike
Blount	Dallas	Lawrence	Russell
Calhoun	Dekalb	Lee	Shelby
Chambers	Elmore	Limestone	St. Clair
Chilton	Escambia	Madison	Talladega
Coffee	Etowah	Marshall	Tallapoosa
Colbert	Franklin	Mobile	Tuscaloosa
Conecuh	Houston	Monroe	Walker
Covington	Jackson	Montgomery	Winston

Observation Study Design

The National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use (NHTSA, 2011a), the final rule of which was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. This survey plan represents Alabama's response to the requirement to submit to NHTSA a study and data collection protocol for an annual state survey to estimate passenger vehicle occupant restraint and child safety restraint use. This plan is fully compliant with the Uniform Criteria, and it has been used for the past four years.

The University of Alabama Center for Advanced Public Safety (UA/CAPS) managed the process of the annual survey of vehicle belt usage and child restraint usage throughout Alabama working together with faculty within the University Transportation Center for Alabama (UTCA) and faculty within the Department of Information Systems, Statistics, and Management Science in the Culverhouse College of Commerce and Business Administration, also at the University of Alabama. UA/CAPS contracted with a highly qualified survey company, Research Strategies, Inc., to conduct the observational seat belt surveys throughout the state.

The sampling of observation sites was done in two stages, as indicated by the following summary:

- Stage 1: County Selection and Determination of the Number of Sites
- Stage 2: Site Selection
 - Data sources
 - Stratification and number of observations with each stratum
 - Sampling and the site selection probabilities.

The NHTSA sampling system incorporates a probability-based multi-staged stratified sampling approach. This approach provides data from both rural and urban roadways. The old uniform criterion had population-based exclusion criteria. Following the old criterion, 15 counties were included in the vehicle belt usage survey, and 23 sites were selected for each of the 15 counties. The new uniform criterion has fatality-based exclusion criteria. This new criterion requires an update to the counties included in the sampling framework. The sample includes any combination of counties to account for at least 85% of Alabama's passenger vehicle occupant fatalities. The criterion instrument used was Alabama Crash Fatality data 2008-2010.

The first stage of sampling allows for the counties with the fewest number of passenger vehicle occupant fatalities to be eliminated, leaving at least 85% of Alabama's passenger vehicle occupant fatalities in the remaining counties. This elimination process left 40 out of a total of 67 counties. The percentage of total deaths per county was used to determine the number of sites, setting a minimum number of five sites in each county. This ensured that enough county data were collected to show an effect, and it was more cost-effective than surveying fewer sites per county. Although Jefferson and Mobile counties have much larger numbers than the other 38 counties surveyed, their totals are only slightly higher than the prior strategy of surveying 23 sites in each county. The calculation leads to a total of 343 sites, which is approximately the same as in past surveys, to be randomly selected from the sampling framework. The past surveys have average sample sizes of 40,000 to 50,000 vehicles, and the number of current observations turned out to be in the same range to the surveys performed in prior years.

In Stage 2, UA/CAPS and UTCA personnel worked jointly to provide randomized site selection using a stratified sampling approach. The 2010 Census Bureau's Master Address File/Topologically Integrated Geographic Encoding and Referencing (TIGER) database was used in this project. The database provided a complete listing of eligible road segments in the state. Each data point in the Census database is a road segment defined with one set of GPS coordinates (one point on the map) and a segment length. Data for the 40 counties selected in Stage 1 comprised the sampling framework. The framework was then stratified into smaller groups. A simple random sampling (SRS) was performed, and at least two observation sites were selected from each stratum.

A full study was conducted prior to the CIOT to estimate the "baseline" seat belt usage rate. The full study was repeated after the CIOT to estimate the "post" seat belt usage

rate. The same design, sites, and observation methods were used in both studies. The formulas used to calculate the restraint usage rates are explained in Table 2-2.

Table 2-2: Formulas Used to Determine CIOT Restraint Use Rates

The seat belt usage rate estimator can be expressed as follows:	
$p = \frac{\sum_{l=1}^{ I } \sum_{i \in I} L_i \sum_{all \ jklmn \ in \ i} w_{ijklm} y_{ijklmn}}{\sum_{l=1}^{ I } \sum_{i \in I} w_i L_i}$	
y_{ijklmn} denotes seatbelt usage status of front-seat occupant n in vehicle m traveling in lane l along direction k during time period j at site i	$y_{ijklmn} = \begin{cases} 1 & \text{if belt used} \\ 0 & \text{if belt not used} \end{cases}$
The selection probability of a time segment j at site i , $\pi_{j i}$:	1 over the total number of eligible hours in the observation year
The selection probability of a road direction k at site i and j , $\pi_{k ij}$:	1 over the total number of road directions at that site
The selection probability of a lane l , $\pi_{l ijk}$:	1 over the total number of lanes in the selected direction k at site i
The selection probability of a vehicle m , $\pi_{m ijkl}$:	1 over the total number of vehicles passing lane l in direction k at site i during hour j
The overall vehicle inclusion probability is:	$\pi_{ijklm} = \pi_i \pi_{j i} \pi_{k ij} \pi_{l ijk} \pi_{m ijkl}$
The sampling weight (design weight) for vehicle m is:	$w_{ijklm} = \frac{1}{\pi_{ijklm}}$
Where:	j – Subscript for time segment k – Subscript for road direction l – Subscript for lane m – Subscript for vehicle n – Subscript for front-seat occupant

A standard error of less than 2.5% on the seat belt use estimates is required by the Final Rule. The sampling frame was constructed to optimize observations by utilizing the maximum number of sites in counties with the highest percentage of fatalities.

Enforcement Activity

The enforcement program was twin pronged, state level and local level. ALEA planned and conducted enforcement activities on state routes, and LETS' Community Traffic Safety Program (CTSP) coordinators conducted planning for other law enforcement agencies that operate on local routes. Most of the state's local law enforcement agencies participated in either the educational portion or enforcement portion of CIOT.

Detailed enforcement operations plans were prepared prior to the two-week enforcement blitz. The type and duration of enforcement activity varied from location to location to maximize the effect of the program. The most common types of enforcement activities are outlined in Table 2-3.

Table 2-3: Types of Enforcement Activities	
Type	Description
Checkpoint	A road block at an intersection; each car is stopped so officers can look for belt use.
Line Patrol	Officers patrol a section of one road looking for violators.
Road Block	Similar to a checkpoint, but it does not have to be at an intersection.
Saturation Point	A large number of enforcement officers patrol a relatively small area (i.e., one road, several roads close together, or several blocks of a city).

Telephone Surveys

Research Strategies made enough phone calls to obtain 500 completed interviews about the "Click It or Ticket" seat belt enforcement program after the program was completed. The sample was a statewide cross section of telephone households and cell phone users in Alabama, and telephone numbers were randomly generated by computer to avoid any stratification. The surveyors asked 33 questions to bring out respondents' attitudes about the seat belt law, seat belt wearing habits, and media evaluation. The telephone script used by the callers is shown in Appendix B of this report.

It is important to note that telephone surveys gather self-reported information. Typically, belt use is overstated. Thus the phone survey use rates per se would not be as accurate as field observations. However, these estimates do have significant value when compared over time, geographically or demographically.

Section 3.0 Results

Observed Seat Belt Use

A total of 96,114 front seat occupants were observed at sites scattered among 40 selected counties for the observational surveys. There were 47,884 front seat occupants observed during April 24 through May 4 for the pre-media campaign period, and 48,230 front seat occupants observed June 5 through 19 during the post-media campaign. The University of Alabama Center for Advanced Public Safety (UA/CAPS) contracted a company to conduct the surveys of vehicle belt usage and child restraint usage throughout Alabama.

Using the procedures presented in Table 2-2, the Alabama seat belt use rate was established. Variance and standard error were calculated and considered acceptable. The estimated usage rate for the statewide observations in 2017 is reflected in Table 3-1. Statewide estimates for 2000 through 2016 are also included in the table for comparative purposes.

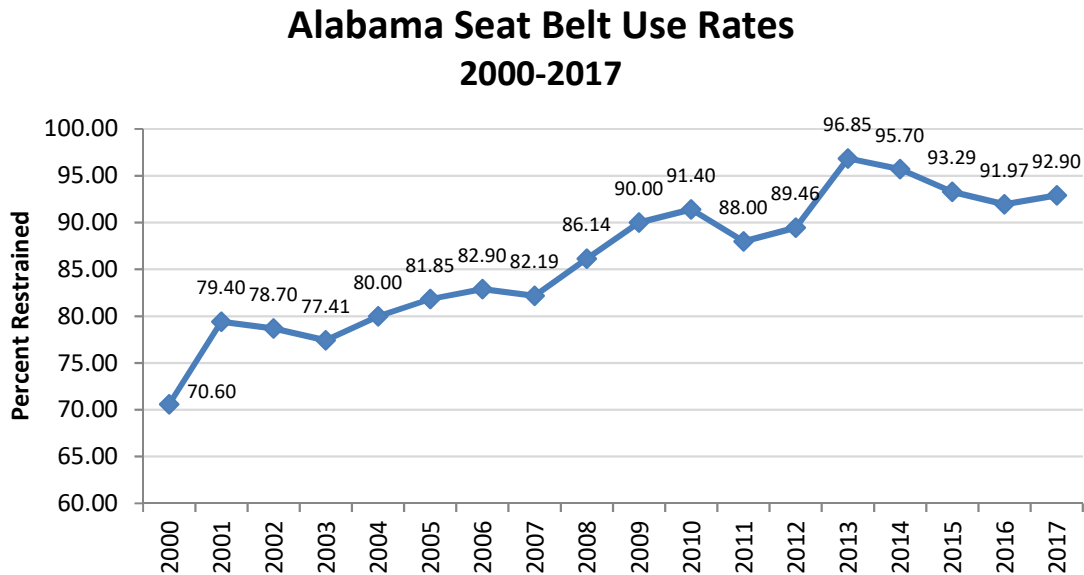
Table 3-1: Observation Surveys of Belt Use

CIOT April - June	Seat Belt Use Rate
Statewide – 2017	92.90%
Statewide – 2016	91.97%
Statewide – 2015	93.29%
Statewide – 2014	95.70%
Statewide – 2013*	97.26%
Statewide – 2012	89.46%
Statewide – 2011	88.00%
Statewide – 2010	91.43%
Statewide – 2009	90.00%
Statewide – 2008	86.14%
Statewide – 2007	82.19%
Statewide – 2006	82.90%
Statewide – 2005	81.85%
Statewide – 2004	80.00%
Statewide – 2003	77.41%
Statewide – 2002	78.70%
Statewide – 2001	79.40%
Statewide – 2000	70.60%

Source: 2017 Observational Surveys

* A new observational survey sampling and estimation plan was implemented in 2013 and repeated each year following.

Figure 3-1: Seat Belt Use Rates



Source: 2017 Observational Surveys

*A new observational survey sampling and estimation plan was implemented in 2013 and repeated each year following.

The results seen above indicate overall improvement in the year-to-year changes in rates. The following conclusions can be drawn:

- Between 2000 and 2001, belt use grew from 70.6% to 79.4%. This was a healthy improvement and implied that there were a significant number of Alabamians who would change their belt use habits, given the right types of motivation. This increased use rate gives incentive for the state of Alabama to perform more programs along these same lines in future years.
- Between 2001 and 2002, belt use was virtually the same, 79.4% to 78.7%. This reaffirms the results of the 2001 program, which was the state's first attempt at such a large and complex program in such a tight time frame. Since the tendency is for past good results to regress when no effective program is implemented, "holding your own" should not be considered a failure; especially if there have been recent significant gains. However, it would have been desirable for the belt use rate to continue to move upward.
- Between 2002 and 2003, belt use saw a slight decline going from 78.6% to 77.4%. While the improvement seen over the course of the CIOT was a positive sign, the decline seen between the rates in 2001 and 2002, as well as between 2002 and 2003, indicated some drop-off following the initial CIOT programs. There is some question as to whether any innovative approaches were used in this time period. While it might seem that the same programs are being repeated, it is the initiative of the individuals involved to make them fresh and appealing to the general public.

- Between 2003 and 2004, belt use saw an increase, going from 77.41% to 80.00%. The overall increase seen over the course of the Click It or Ticket period in 2004 was encouraging. These results indicated that the Click It or Ticket campaign was effective in producing the desired results of increased seat belt use throughout the campaign.
- In 2005, belt use rose again, going from 80.00% to 81.85%, a new high. This increase throughout the Click It or Ticket period had not been seen in years prior to 2003 and was a selling point for implementation of future campaigns similar to the 2004 and 2005 Click It or Ticket (CIOT) campaigns.
- In 2006, seat belt use reached a new high at 82.90%. This was an increase from the 81.85% seen in the previous year. The CIOT campaign had been in place for a number of years but continued to produce positive results. The 2006 rate of 82.90% was a new record for the state.
- In 2007, the seat belt use rate saw a slight decline, going to 82.19%. This decline was only a 0.71% difference from the record-setting rate of 82.90% from 2006, and it was well within the range of sampling variation.
- In 2008, the Alabama seat belt use rate saw a dramatic increase by almost 4% points to 86.14%. This was a new all-time high for the state and was very encouraging for programs directed toward increasing safety restraint use.
- In 2009, the rate of 90% set a new record. The 4% increase indicated a very encouraging response to the CIOT program. This was the 2nd consecutive year that the Alabama rate saw a dramatic improvement.
- In 2010, the seat belt use rate reached another new high at 91.4%. This new, all-time high rate indicated that the vast majority of Alabama drivers were getting the message to buckle up.
- The rate in 2011 dropped to 88%. While the estimate for 2011 was slightly lower than what was estimated for 2010, it was not a statistically significant difference, and the number supported the overall growth over the past eleven years.
- The rate in 2012 increased to 89.45%. After a minimal drop in the rate the previous year, this increase was encouraging.
- An increase in the seat belt usage rate was seen in 2013, with the number rising to a record high of 97.26%. A new observational survey sampling and estimation plan was implemented in 2013 and this difference in sampling should be recognized as a potential reason for a portion of the increase.
- A slight decrease was seen in 2014, with the rate dropping to 95.7%. This high rate should still be celebrated as a success.
- The rate in 2015 dropped only slightly to 93.3%. This decrease is statistically insignificant, and the overall improvement seen over the past fifteen years should be noted.
- Another insignificant decline was seen in 2016, with the seat belt usage rate at 92%, which is still above most other states.
- The rate in 2017 improved to 92.9%. The pre-campaign rate was 90.3%, so there was a 2.6% increase from pre-campaign to post-campaign.
- **It is proven that seat belts save lives, and as long as CIOT is producing a consistent high rate of belt usage, serious consideration should be given to continued implementation of the program in future years. The overall improvement in rates indicates that the CIOT campaign is reminding drivers to buckle up, and it is a major cause for the state sustaining its high rate.**

Additional study might be needed to fully understand the overall improvement of the final rates over the past seventeen years. It might be that all of the Alabamians with easily changed attitudes had already converted to seat belt use, and that the only the hard-core non-users remain. Can certain categories of low-use motorists (i.e., younger male drivers) be improved through special educational programs? Should the type of PR efforts or the PR message change? Can this 7% of non-users be reached? What if the degree of punishment (i.e., citation fine) is increased? Finding the answers to these and similar questions is essential if Alabama's use rates are to continue to climb or stay somewhat consistent.

In addition to establishing the basic seat belt use rates, the observation studies also gathered demographic data on belt use. These results are displayed in Figure 3-2 and Figure 3-3.

Figure 3-2 reflects belt use by gender for the CIOT periods from 2016 and 2017. Clearly, females in Alabama are more prone to wear seat belts than men: 93.5% versus 86.6% in 2016 and 93.7% versus 85.8% in 2017. There is no doubt that the male component of the driving population should continue to be given future emphasis, as in the television and radio ads designed to specifically appeal to males.

Figure 3-2: Restraint Use by Gender

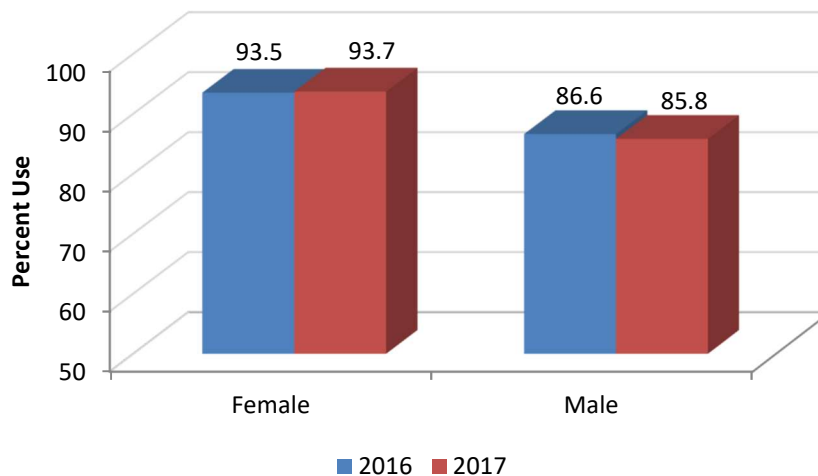
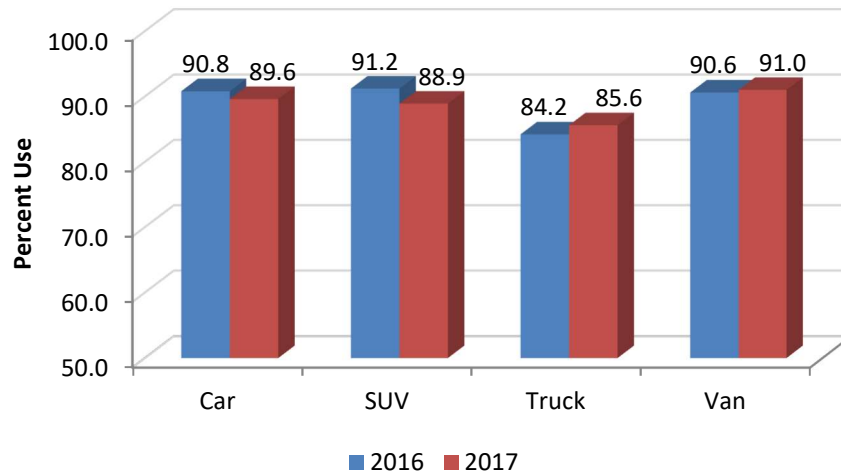


Figure 3-3 on the next page explores the seat belt usage rates based on the type of vehicle driven from 2016 and 2017. This figure shows that the lowest CIOT rate came in the Truck category, with rates of 84.2% in 2016 and 85.6% in 2017. The highest usage rate in 2016 was SUV (91.2%), and the highest rate in 2017 was Van (91.0%), with Car and SUV not far behind (89.6% for Car and 88.9% for SUV). The information in these figures can be used to help determine if a certain type of vehicle or a certain demographic of driver should be targeted in future campaigns.

Figure 3-3: Restraint Use by Vehicle Type

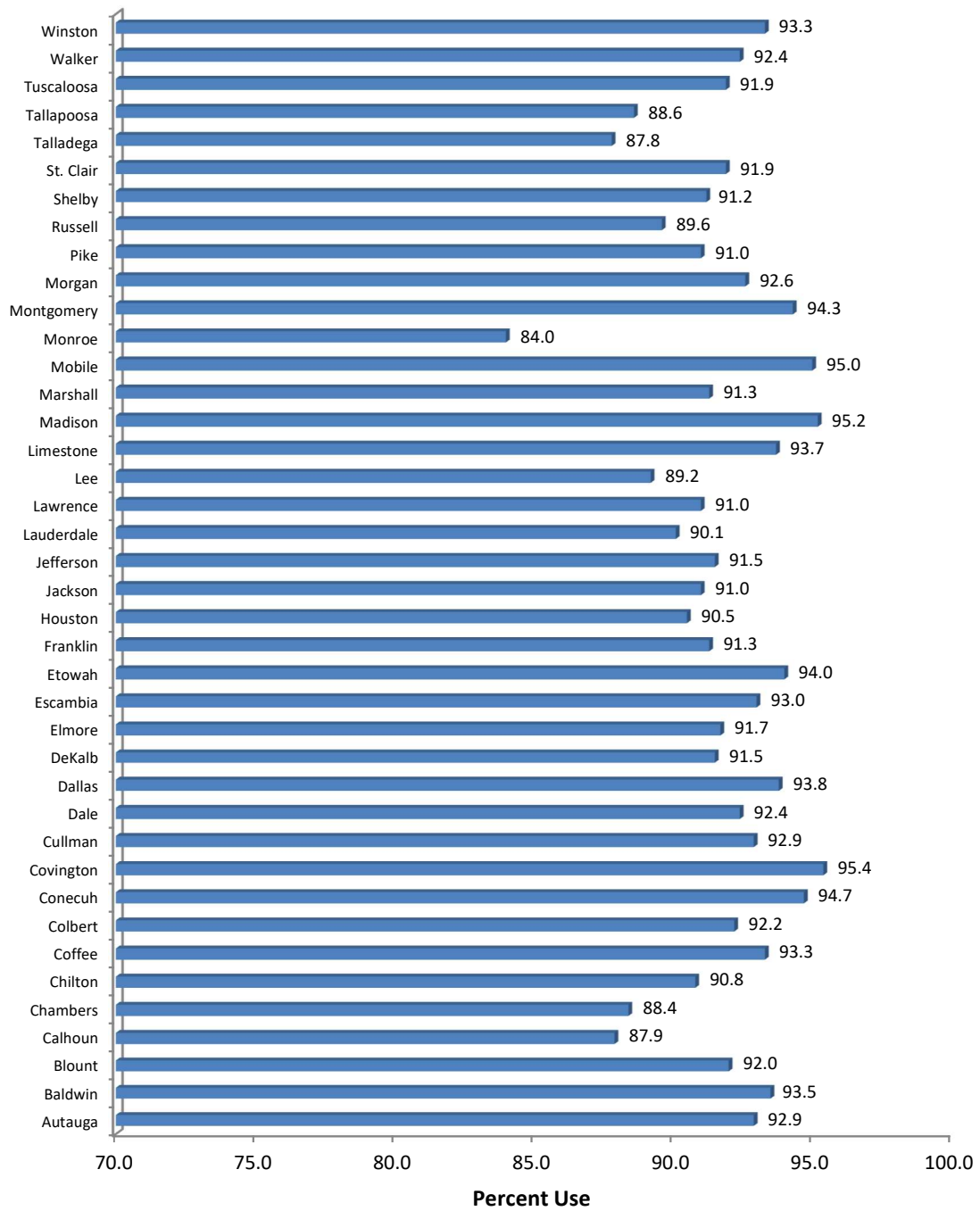


*Source for Figures 3-2, and 3-3: 2017 Observational Surveys
These rates are not weighted.*

The demographic information gathered during the study can be of great assistance in understanding the belt use characteristics of Alabamians. Also, it can also be used to help guide future STEP programs.

The data in Figure 3-4 on the following page gives the County observed seat belt use rates in 2017. The highest usage rates were seen in Covington (95.4%), Madison (95.2%), and Mobile (95.0%) counties, while the lowest usage rates were seen in Calhoun (87.9%), Talladega (87.8%) and Monroe (84.0%) counties. For the last several years, Monroe County has had one of the lowest rates (85.4% in 2016, 84.3% in 2015, 78.4% in 2014, and 89.9% in 2013). It is interesting to note that for 2017 Covington County had the highest rate of 95.4%, while Monroe County had the lowest rate of 84.0%, a difference of over 11%.

Figure 3-4: Restraint Use by County



Source: 2017 Observational Surveys

Telephone Survey

Research Strategies, Inc. conducted telephone interviews after the 2017 CIOT campaign. Thousands of numbers were dialed in order to obtain 500 complete interviews. Random telephone numbers are used; so many numbers could be invalid. There are various other reasons it takes so many calls to get at least 500 complete interviews. The process is continued until the desired number of interviews are obtained so as to have a good sample size. The responses to the 33-question interview are discussed in the following paragraphs.

All sixty-seven (N = 67) Alabama counties were sampled. Each of the sixty-seven (67) Alabama counties' sub-samples was proportionately weighted by the population. The sub-samples were randomly pulled from the top residential ZIP Codes in each county and also weighted within each county by population. This Stratified Sample Matrix offers the survey a demographic/geographic sound sample. And, it also offers a margin of error of +/- 5.0 percentage points or less, at a 95% confidence level.

Interview Results The most important questions dealt with the respondent's use or non-use of seat belts. This information is captured in Table 3-2, stratified by gender, age, and race. Results were positive; the most frequent answer was "All of the time." It was given by 90% of the respondents.

Table 3-2: Telephone Survey, Frequency of Seat Belt Usage

Respondents	All of the time	Most of the time	Some of the time	Rarely	Never
Total N = 490	90.4%	6.5%	2.1%	0.6%	0.4%
Male N = 233	85.8%	10.3%	2.2%	1.3%	0.4%
Female N = 257	94.6%	3.1%	1.9%	0.0%	0.4%
Age 19-24 N = 43	86.1%	9.3%	4.6%	0.0%	0.0%
Age 25-44 N = 219	86.8%	9.6%	1.8%	1.4%	0.4%
Age 45-64 N=175	93.7%	3.4%	2.3%	0.0%	0.6%
Age 65 and up N = 53	98.1%	1.9%	0.0%	0.0%	0.0%
White N = 333	90.4%	6.3%	2.1%	0.6%	60.0%
Non-White N = 154	90.3%	7.0%	2.0%	0.7%	0.0%
Hispanic N = 10	83.3%	10.0%	0.0%	0.0%	0.0%

Source: "Seat Belt Tracking Surveys: Alabama 2017" and Banner Reports prepared by Research Strategies, Inc.

Of all respondents, about 97% reported that they used their seat belts “all of the time” or “most of the time” at the end of the CIOT campaign. This result was slightly lower than the outcome gathered at the end of the 2016 CIOT campaign (95%). Less than 1% stated that they “never” wore their seat belts in 2017, which is good news.

As for gender, according to the 2017 phone survey, females were more likely to “buckle up” than males. Of the females, 94.6% and 85.8% of the males responded “all of the time” when asked how often they wear their seat belts. These self-reported belt use rates improved slightly from the 2016 to 2017 telephone survey results. Generally, self-reported seat belt use rates have been higher than the observed rates for both men and women.

In age group responses, the “65+” category had the highest positive response (98.1%) to “all of the time” seat belt usage when compared to the other age categories. The next highest age category was “45-64” at 93.7%. The “19-24” year olds had the lowest rate of 85.1%. A subset of this younger age group has been specifically targeted through the CIOT media campaign in recent years. Of the “25-44” age group, 86.8% reported they buckle up “all of the time.” It seems clear that campaign emphasis placed on younger drivers (19-24 and 25-44) should be continued.

It appears that race of the respondents did not make a significant difference in belt usage. In the self-reported rates for “all of the time,” seat belt usage was 90% for “Hispanic,” 90.3% for “Non-White,” and 90.4% for “White.” The rate for the Hispanic group increased from 2016 (83.3%). It is important to note the very small sample size of the Hispanic respondents (6 in 2016 and 10 in 2017), so no firm conclusions can be drawn for this subset.

The Research Strategies survey responses for other topics were tabulated and included in Table 3-3. Several of the topics seen in that table will be addressed here. When questioned about their seat belt use and the last time they did not wear their seat belt when driving, the percentage of those questioned who said that they did not wear their seat belt within the past day was only 4%. Another key response deals with the awareness of a seat belt law in Alabama. Approximately 94% answered “yes” to being aware of the law. When questioned about crashes, 97% of respondents indicated that they wanted to be wearing their seat belts if they were ever involved in a crash. These results could suggest that the CIOT campaign had a positive effect on making drivers and passengers more aware of the seat belt laws and the benefits of wearing restraints.

Other noteworthy points are that following the 2017 campaign 81% of the respondents reported having seen or heard the Click It or Ticket slogan in the past 30 days, and 61% saw or heard messages promoting seat belt use on the TV or radio. Also, 94% are aware that Alabama has a seat belt law, and 93% of those surveyed feel it is important for police to enforce seat belt laws. These results make it clear that the message is out and the people are receiving it. They know that they should be wearing their seat belts, and most support the enforcement efforts.

To briefly summarize this part of the project, the outcome is positive. Because self-reported belt use is positive and agrees with the overall results of other in-state studies, it can be concluded with a high level of certainty that the public education and enforcement programs over the past few years have been effective.

Table 3-3: Telephone Survey, Summary of Key Responses

Questions	Post- Enforcement
When was the last time you did not wear your seat belt when driving? <i>Within the past day</i>	4%
In the past 30 days, has your use of seat belts when driving increased, decreased, or stayed the same? <i>Increased</i>	2%
What caused your use of seat belts to increase? <i>Increased awareness</i> <i>More Long Distance Driving</i> <i>Influence from others</i>	27% 9% 9%
Does Alabama have a law requiring seat belt use by adults? <i>Yes</i>	94%
According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle? <i>Can stop for seat belt violation</i>	82%
Seat belts are just as likely to harm you as help you. <i>Agree (net)</i>	38%
If I was in an accident, I would want to have my seat belt on. <i>Agree (net)</i>	97%
Police in my community generally will not bother to write tickets for seat belt violations. <i>Agree (net)</i>	31%
Is it important for police to enforce the seat belts laws? <i>Agree (net)</i>	93%
Putting on a seat belt makes me worry about being in an accident. <i>Agree (net)</i>	14%
In the past 30 days, do you recall seeing or hearing the Click It or Ticket slogan? <i>Yes</i>	81%
Where did you hear or see messages encouraging people to wear their seat belts? <i>TV</i> <i>Billboard/Signs</i> <i>Radio</i> <i>Personal observation</i> <i>Newspaper</i>	41% 20% 12% 3% 2%

Source: "Seat Belt Tracking Surveys: Alabama 2017" prepared by Research Strategies, Inc.

Enforcement Summary

Enforcement took place during a two-week blitz period, May 22 through June 4, 2017. To prepare for the blitz, ALEA developed an enforcement program by examining traffic volumes, crash history, and other factors to establish sites, dates and times, and types of enforcement. Community Traffic Safety Program (CTSP) coordinators prepared the same types of plans for local law enforcement agencies.

While conducting the checkpoints and patrols, officers made arrests and issued warnings for any observed violation, but they emphasized seat belts and child restraints. The magnitude of effort involved in this program is apparent from the summary shown in Table 3-4.

The table indicates that a vigorous program was conducted by law enforcement agencies, and that a clear message was sent to Alabama motorists – seat belt laws will be enforced. Or in simpler terms: **CLICK IT OR TICKET!** Table 3-4 is full of interesting tidbits of information, and a few of the more important points are listed below:

- Thousands of patrol miles were driven and over 7,683 special enforcement officer hours were devoted to seat belt and child restraint enforcement.
- The majority of all law enforcement agencies in Alabama including the Alabama Law Enforcement Agency (ALEA), County Sheriffs and larger city and smaller town police participated in some manner (presentations, press conferences, checkpoints, etc.).
- 2,495 seat belt citations, including child restraint citations, were given.
- 3,369 citations were issued for speeding violations.
- 34 DUI arrests were made.
- 971 citations were issued to uninsured motorists, and 471 citations were issued for suspended licenses.
- 17,087 total citations, warnings and arrests were issued for all violations.
- Law enforcement officials contributed substantially to the public awareness program through media contacts and distribution of literature.

Source: Mobilization Enforcement Report provided by ADECA/LETS

In summary, the enforcement blitz was well planned, well documented, and successful. It portrayed to motorists that law enforcement agencies were out in mass, and that violators stood a high chance of being caught. The total number of citations and warnings issued underscores that message.

Table 3-4: Enforcement Blitz Results

Combination of Check Point Plus Patrol Data										
	2008 Total	2009 Total	2010 Total	2011 Total	2012 Total	2013 Total	2014 Total	2015 Total	2016 Total	2017 Total
Number of Checkpoints	322	310	348	336	386	386	224	143	9	25
Safety belt Citations	13,501	14,247	9,119	7,213	6,167	10,935	3,885	4,061	4,548	2,149
Child Restraint Citations	393	640	338	307	248	269	204	190	103	106
DUI Arrests-Alcohol Only	909	741	408	443	221	198	121	148	21	28
DUI and DUID Arrests	400	390	381	202	248	305	52	131	144	93
Felony Warnings & Arrests	850	689	353	283	202	273	208	321	80	38
Speeding Citations	15,655	15,329	5,033	4,861	4,953	6,197	6,019	6,866	9,937	1,732
Driving With Suspended or Revoked License	3,304	2,642	1,614	1,495	1,245	1,092	930	1,029	746	471
Violation – Mandatory Insurance Law	8,748	9,816	4,085	4,571	3,859	2,965	2,282	2,469	1,980	971
Stolen Vehicles Recovered	55	33	19	28	38	43	5	5	0	-
Fugitives Apprehended	781	517	511	435	416	537	361	174	159	-
Reckless Driving	88	117	65	32	49	52	54	47	103	-
Other Arrests & Warnings	16,164	12,513	9,684	11,665	8,055	2,731	6,974	8,346	13,081	9,268
Overall Total – All Items	60,848	57,674	31,610	31,535	25,701	25,597	21,095	23,787	30,835	14,856

Public Education

In an effort to make the public more aware of the Click It or Ticket (CIOT) campaign and the importance of seat belts, a number of measures were taken to get the message out. These efforts, coordinated by the Auburn Media Group (AMG), included TV ads (including network and cable stations), radio ads, electronic billboards, movie theater ads, and online digital messages.

AMG was responsible for creating new and innovative advertising mediums for the message, and starting in 2016, they made a special effort to reach males aged 18-34. In the past, advertising was placed mostly in newspapers and on TV or radio. Since currently young people seldom read print newspapers, more emphasis is placed with advertising in locations where the message can be seen or heard: digital radio, movie theater trailers, out of home media such as digital bulletin boards and digital posters, and other digital sources such as ads on AL.com and similar sites. Tables 3-5 and 3-6 on the next page summarize the advertising efforts during the CIOT campaign.

Table 3-5: Summary of Advertisements

Media	No. of Stories/ Advertisements								
	2009	2010	2011	2012	2013	2014	2015	2016	2017
Print News Stories Run	25	32	29	50	32	19	226	5	-
Radio News Stories Aired	1	12	63	10	32	13	15	6	-
TV News Stories Aired	10	19	31	33	64	26	31	5	-
Press Conferences Held	4	8	11	14	6	5	18	1	-
Paid Media Advertisements:									
Television	10,155	9,138	9,263	4,020	11,356	12,201	14,984	1,261	647
Radio	1,849	4,066	5,979	10,110	7,754	5,420	5,189	2,271	1,670
Digital Radio (Impressions)	-	-	-	-	-	-	-	2,462,224	2,277,732
Digital (Impressions)	-	-	-	-	-	-	-	6,351,441	6,343,296
Theater (Locations)	-	-	-	-	-	-	-	-	48
Theater (Screen total)	-	-	-	-	-	-	-	-	519
Out Of Home (Locations)	-	-	-	-	-	-	-	-	38
Out Of Home (Impressions)	-	-	-	-	-	-	-	3,443,896	7,693,835

**Source: AMG Subgrant Narrative Progress Report and Mobilizations Enforcement Report*

Table 3-6: Media Mix for Advertising Campaign

Media	Percent of Budget
Television	31.20%
Radio	17.15%
Digital Radio	10.33%
Digital	24.79%
Out Of Home	16.53%
TOTAL	100.00%

**Source: AMG Subgrant Narrative Progress Report and Mobilizations Enforcement Report*

Section 4.0 Findings and Summary

This report has documented a Special Traffic Enforcement Program called “Click It or Ticket,” conducted in Alabama from April 24 to June 15, 2017. Many different agencies and organizations played important roles in this effort to increase seat belt use and save lives. This section of the report will briefly discuss the primary activities and findings from the project.

Findings

Seat Belt History in Alabama Several important points are worth noting in this brief discussion of Alabama seat belt history:

- The 1991 adoption of the state’s first seat belt act helped, but pushed belt use to only 58%.
- 1999 legislation made nonuse of a seat belt a primary offense. This act plus strong educational/enforcement programs pushed seat belt use to 71%. This was the main reason that highway fatalities fell from 1148 to 986 in 1999-2000. In other words, 162 lives were potentially saved by increased seat belt use.
- Seat belt use in Alabama was below the national average until 2000.
- Between 2000 and 2001, Alabama seat belt use increased to 79% another all-time high. This was 6% above the national average.
- In 2002 the national usage rate began to catch Alabama’s usage rate and in 2003 Alabama’s average fell back below the national average at 77% for Alabama versus 79% for the national average.
- Alabama’s usage rate was higher than that for the Southern region as a whole in 2002 but fell slightly behind the Southern region in 2003.
- In 2004, Alabama’s usage rate again reached the same usage rate as that of the country as a whole. The usage rate of 80% was also a new all-time high for Alabama.
- In 2005, Alabama’s usage rate reached another all-time high at 82%. The CIOT proved successful, and a new Buckle Up in Your Truck (BUIYT) campaign was introduced.
- In 2006, Alabama set another record, with a seat belt usage rate of 83%. The BUIYT program was repeated because of its success in 2005.
- In 2007, the seat belt usage rate decreased from the previous year for the first time since the inception of the CIOT campaign. Fortunately, the new 82.2% rate was only 0.7% below the 2006 rate. Also, for the previous three years, Alabama’s rate had been consistent with the national average, between 80% and 82%.
- In 2008, Alabama’s seat belt usage reached increased dramatically to a new all-time high of 86.14%, almost 4% higher than last year’s rate. The 2008 usage rate of 86% was above the national average of 83%.
- In 2009, the seat belt use rate in Alabama climbed all the way to 90%. This record high rate marked another 4% increase over the previous year and was still above the national rate of 84%.

- In 2010 the rate jumped again to an impressive 91%. The national rate also rose to 85%.
- The seat belt usage rate for 2011 decreased slightly to 88%. The national average also decreased, from 85% to 84%. While the estimates for 2011 were slightly lower, there was not a statistically significant difference.
- The rate increased in 2012 up to 89.5%, which was encouraging. The national rate increased to 86%.
- Another increase in the seat belt usage rate was seen in 2013, with the number rising to 97.3%. Nationwide seat belt use was at a record high in 2013 at 87%.
- In 2014, the seat belt rate dropped by an insignificant amount to 95.7%, while the national average remained at 87%.
- The seat belt usage rate declined to 93.3% in 2015, which was still above the national rate (89%).
- In 2016, the restraint use rate declined slightly to 92%. Even with the small decrease, this number is consistent with the overall growth over the previous sixteen years. The national rate was 90.1%.
- **In 2017, the restraint use rate increased to 92.9%. The national average for 2017 decreased slightly to 89.7%.**

Conclusions: Five conclusions may be drawn from the historical seat belt use in Alabama:

- (1) Seat belt laws encourage seat belt use, and as a result they do save lives.
- (2) Special Primary Traffic Enforcement Programs have the potential to cause rapid increases in seat belt use.
- (3) Seat belt use declines with time unless there are continued concerted education/enforcement efforts to periodically remind the public about this issue.
- (4) Special Traffic Enforcement Programs (combined enforcement and public education) can achieve long term success in bringing the usage rate back up after a decline of one or more years.
- (5) These Special Traffic Enforcement Programs can also achieve long term success by continuing to increase usage rates even after being implemented for a number of consecutive years.

Seat Belt Observation Study A carefully designed survey led to observation of seat belt use of over 96,000 individuals in the front seats of vehicles. NHTSA guidelines were used to design the study and to process the data to estimate countywide and statewide values. The resulting analysis of the observation data produced the following conclusions:

- **The seat belt usage rate in 2017 is 92.9%. The national rate for 2017 is 89.7%.**
- As for gender in 2017, women were observed wearing their seat belts 93.7% of the time and men 85.8% of the time.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The truck seat belt usage rate is the lowest at 85.6%, the SUV rate is 88.9%, the car rate is 89.6%, and the Van rate is 91.0%.

- In 2017, Alabama's seat belt usage increased over the previous year whereas the National rate decreased a slight amount, 0.40%.
- The past few years, until this year, have seen slight decreases in the seat belt usage rates for Alabama: 95.7% in 2014, 93.29% in 2015, and 92% in 2016. The national rates were 87%, 89%, and 90.1%.
- In 2013, the post-campaign seat belt rate was 97.3%. The national rate was 87%.
- In 2012, the seat belt use rate in Alabama rose to 89.5%. The overall rate increase over the past 12 years indicated that the CIOT program was positively affecting Alabama drivers. The national rate for 2012 was 86%.
- In 2011, the seat belt use rate in Alabama fell slightly to 88%. The national rate for 2011 also dropped slightly, going down from 85% to 84%.
- In 2010, the seat belt use rate in Alabama climbed all the way to 91.4%. This record high rate at that time indicated that the CIOT program positively affected even more Alabama drivers. The new estimated rate remained well above the national rate of 85%.
- In 2009, restraint usage in Alabama reached 90%, which was another 4% improvement over the previous year. This new rate was above the national rate of 84%.
- The 2008 Alabama seat belt use rate rose during the CIOT campaign from 85.31% to 86.14%. This ending rate was almost 4% higher than the rate following the 2007 campaign and marked a new all-time high for the state.
- The 2008 pre-campaign rate of 85.31% was higher than the pre-campaign rate of 80.88% for 2007. This is a positive result, indicating increased long-term retention among the public of Alabama.
- The 2007 Alabama seat belt use rate rose during the CIOT campaign from 80.88% to 82.19%. One desired result, an increase in seat belt usage from pre-campaign to post campaign, was achieved. Also, the 2007 rate is consistent with the national average of 82%.
- Although the 82.19% post-campaign result from 2007 was a slight decrease from the 82.90% post-campaign result from 2006, the decrease was only slight. For the previous three years (2004 - 2006), the Alabama rate had been consistent with the national rate. For the previous 2 years (2005 and 2006) the Alabama and national rate both have been holding around 82%. The decrease was not statistically significant, and it can be viewed as sampling variation over the years.

Conclusions: The observations found positive results; Alabamians have increased their use of seat belts over the past sixteen years, and they are using their seat belts above a rate compared to the national average.

Previous to 1999, there was a decline seen from year to year and it appeared that there was a "ceiling" just below 60%. In 1999, the estimated seat belt usage rate was only 58%, but it increased to 71% in 2000. The rate increased again in 2001. From 2001 until 2004, it appeared that use rates had hit a ceiling, but the years from 2004 to 2006 showed an increase in usage rates. Then, the rate in 2007 saw a slight decline, but the rate increased again in 2008. The rate continued to rise each year from 2008 to 2010. A slight decrease was seen in 2011, with the rate dropping to 88%. The rate rose again in

2012 to 89.5%. The 2013 rate set a new all-time high at 97.26%. Even though the seat belt usage rate declined slightly in the years 2014 through 2016, the rate increased again in 2017 and has increased substantially over the past seventeen years from 70.6% to 92.9%. This improvement is great news and provides support for continuing the CIOT campaign in future years.

In examining the rate of seat belt use, it is possible that a ceiling exists and has just been raised somewhat from previous years. However, this cannot be absolutely determined until future studies have been completed. Regardless of whether or not the trend will rise or fall next year, it is important to continue all efforts possible to reach the remaining 7% and ensure that the rate is consistent or continues to rise.

For the group that appears to be less likely to respond to special enforcement efforts, it is important to recognize that non-use of restraints is not necessarily the “cause” of the safety problem; most likely, it is just another “symptom” of high-risk-taking behavior. In other words, members of this group routinely practice a whole range of risky driving behaviors (e.g., speeding, DUI, distracted driving, reckless driving, etc.), in addition to not wearing seat belts. Improving seat belt use in this group will likely require an entirely different approach and entirely different countermeasures from those used in traditional seat belt programs. While it is beyond the approach of this year’s CIOT and this report to identify what those different countermeasures might be, it is clear that they will need to be different from those used previously so that they can influence those who practice risky behavior, especially young males.

Telephone Survey Research Strategies conducted telephone interviews after the CIOT campaign in 2017 about seat belt attitudes and use. Calls were randomly made until 503 complete interviews were obtained. Several conclusions were drawn from this data.

- A high percentage (90%) of the interviewees’ self-reported “all of the time” use of their seat belts.
- 97% self-reported the use of seat belts “all the time” or “most of the time.” This number was slightly lower than the past telephone studies.
- Females were more likely to buckle up than males (94.6% for females versus 85.8% for males).
- The 65+ age group had the highest self-reported rate at 98.1%. The 19-24 age group had the lowest rate at 86.1%.
- Of all respondents 81% had seen or heard the CIOT slogan in the past month in the surveys conducted after the CIOT campaign.
- 94% of telephone respondents are aware of the Alabama seat belt law.
- One question was very revealing – over 9 out of every 10 respondents wanted to be wearing their seat belts if they were ever involved in a crash. The self-reported rate of 97% indicates that Alabamians understand the importance of wearing their seat belts.

Conclusions: This survey indicates that Alabamians are aware that they should be wearing their seat belts. The message is out; 97% of those surveyed report that they wear them all of the time or most of the time.

Enforcement Activities An intensive enforcement blitz was conducted over a two-week period. The ALEA and local law enforcement agencies participated.

- The majority of all law enforcement agencies in the state of Alabama participated in the 2017 CIOT campaign in some manner.
- Thousands of patrol miles were driven and over 6,400 officer hours were devoted to seat belt and child restraint enforcement efforts.
- 25 check points were conducted.
- 106 child restraint citations were given.
- 2,149 seat belt citations were given.
- 1,732 citations were issued for speeding violations.
- 38 felony arrests were made.
- 14,856 total citations, arrests, and warnings were issued.

Conclusions: Both state and local law enforcement officials are fully committed to heavy enforcement, and this effort is a key to increased seat belt use.

Website The following websites have information about the Click It or Ticket campaign:
<http://adeca.alabama.gov/Divisions/lets/TrafficSafety/Pages/ClickItOrTicket.aspx>
<http://www.safehomealabama.gov/SafetyTopics/Enforcement/ClickItorTicket.aspx>

There is also information about Click It and Ticket on the UA/CAPS website at
<http://www.caps.ua.edu/outreach/programs/click-it-or-ticket/>

Comparison There were two primary types of evaluation: field observations and telephone surveys. The first of these was a direct measurement by experienced surveyors. The latter was self-reported and less likely to be accurate in the absolute sense. Even so, the relative change in answer rates for these two methods was likely to provide a valid measurement of trends.

An analysis was performed by comparing the 2016 and 2017 values found in both data sets. The results are shown in Table 4-1.

Table 4-1: Analysis of 2016 and 2017 Responses from Both Databases

	2016 Observations (n=50,978)	2017 Observations (n=48,230)		2016 Phone (n=503)	2017 Phone (n=500)
Total Belt Use	92.0%	92.9%		87.5%	90.0%
Car*	90.8%	89.6%		92.1%	92.0%
Truck*	84.2%	85.6%		75.8%	81.3%
SUV*	91.2%	88.9%		84.4%	95.8%
Van*	90.6%	91.0%		93.1%	90.9%
Female	93.5%	93.7%		94.5%	94.6%
Male	86.6%	85.8%		79.8%	85.8%
Heard seat belt Message in last 30 days.				68%	65%
Want to wear belt if in crash.				95%	97%

* Unweighted

The first line in the table shows various estimates of total seat belt use from 2016 and 2017. It is interesting to note that the reported seat belt use rate from the phone surveys in 2016 and 2017 was lower than the observed rate.

Looking at gender, the females were more consistent with buckling up, which is expected. The male rate from the telephone survey was lower in 2016 (79.8%) than the past few years (93.2% in 2015, 83.1% in 2014, and 87.3% in 2013).

In the observational study results, Van drivers had the highest seat belt use rate in 2017 and SUV drivers had the highest rate 2016. The truck rate was the lowest in the observational and telephone surveys in both years.

Another noticeable fact that this summary points out is the response to whether or not respondents had heard CIOT slogan in the past 30 days. Of those interviewed in 2017, 81% responded affirmatively. This number has improved from past results.

The last item in the table shows that motorists realize that seat belts translate into safety. Responses to the phone survey question “Would you want to be wearing your seat belt if you were in a crash?” indicate that over 9 out of 10 Alabamian respondents know that wearing seat belts is safer practice than non-use.

Summary

This report has demonstrated by two forms of evaluation that the “Click It or Ticket” program conducted in April – June of 2017 in Alabama was well run and effective. Most Alabamians clearly got the message; they know they should be wearing their seat belts. Belt use has increased from 70.6% in 2000 to 92.9% in 2017. This overall increase in seat belt use is a great success for this state, and it has undoubtedly saved hundreds of lives.

The overall trend over the past seventeen years is an outstanding 22.3 percentage point increase in rates. This equates to a 31.6% improvement over these seventeen years. The many individuals and agencies that participated in the CIOT can be proud of their efforts. They must continue their efforts to make Alabama roads and highways even safer in 2018. Also, the goal should be to see continued increase in the seat belt use rate. The ultimate goal is to make a difference, to prevent fatal crashes and serious injuries, and to save lives by wearing seat belts. Continuing the CIOT effort is highly recommended, but it is important to look critically at each aspect of it, and to recognize that we should continue to strive for improvement in all elements of the program.

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Section 6.0 Appendices

Appendix A Alabama Seat Belt Law

Section 32-5B-1

Title.

This chapter shall be known and may be cited as the "Alabama Seat Belt Act of 1991."

(Acts 1991, No. 91-255, p. 483, §1.)

Section 32-5B-2

Definition of "passenger car."

For purposes of this chapter, the term "passenger car" means a motor vehicle with motive power designed for carrying 10 or fewer passengers. Such term does not include a motorcycle or a trailer.

(Acts 1991, No. 91-255, p. 483, §2.)

Section 32-5B-3

Legislative findings.

The Legislature finds that it is the policy of the State of Alabama that all precautionary measures be taken to save the lives of the state's citizens from vehicle accidents and thereby, to preserve the most valuable resource of the state.

(Acts 1991, No. 91-255, p. 483, §3.)

Section 32-5B-4

Requirement of front seat occupants of passenger cars to wear seat belts; exemptions of certain persons.

(a) Each front seat occupant of a passenger car manufactured with seat belts in compliance with Federal Motor Vehicle Safety Standard No. 208 shall have a seat belt properly fastened about his body at all times when the vehicle is in motion.

(b) The provisions of subsection (a) shall not apply to:

(1) A child passenger under the purview of Section 32-5-222, who is required to use a child passenger restraint system or a seat belt pursuant to Section 32-5-222.

(2) An occupant of a passenger car who possesses a written statement from a licensed physician that he is unable for medical reasons to wear a seat belt.

(3) A rural letter carrier of the United States Postal Service while performing his duties as a rural letter carrier.

(4) A driver or passenger delivering newspapers or mail from house to house.

(5) Passengers in a passenger car with model year prior to 1965.

(6) Passengers in motor vehicles which normally operate in reverse.

(Acts 1991, No. 91-255, p. 483, §4.)

Section 32-5B-5

Penalty for violations of chapter.

Any person violating the provisions of this chapter may be fined up to \$25.00. The violation of the provisions of this chapter shall not constitute probable cause for search of the vehicle involved.

(Acts 1991, No. 91-255, p. 483, §5.)

Section 32-5B-6

(Repealed effective December 9, 1999) Issuance of citation or warrant.

Repealed by Act 99–397, §1, effective December 9, 1999.

(Acts 1991, No. 91-255, p. 483, §6; Act 99–397, §1.)

Section 32-5B-7

Failure to wear seat belt; not evidence of contributory negligence; liability of insurer not limited; driving record of individual charged.

Failure to wear a seat belt in violation of this chapter shall not be considered evidence of contributory negligence and shall not limit the liability of an insurer, nor shall the conviction be entered on the driving record of any individual charged under the provisions of this chapter.

(Acts 1991, No. 91-255, p. 483, §7.)

Section 32-5B-8

Disposition of funds; searches; statistics.

(a) A person subject to a penalty pursuant to Section 32-5B-5, shall not be assessed court costs on a conviction.

(b) In any case brought by a law enforcement officer employed by the Department of Public Safety, sixty percent (60%) of the funds generated shall be allocated to the Department of

Public Safety, Law Enforcement Division. The remaining forty percent (40%) of the funds shall be allocated to the State General Fund.

(c) A law enforcement officer may not search or inspect a motor vehicle, its content, the driver, or a passenger solely because of a violation of this chapter.

(d) Each state, county, and municipal police department must maintain statistical information on traffic stops of this nature on minorities and report that information monthly to the Department of Public Safety and the Attorney General.

(Act 99-397, & sect 3-5.)

New Child Restraint Regulations Set Forth Guidelines for Infant-only, Forward-facing, and Booster Seats

Act 2006-623
Effective July 1, 2006

ENROLLED, An Act,

To amend Section 32-5-222 of the Code of Alabama 1975, relating to child passenger restraints, to further provide for the use of child passenger restraints; to increase the fine; to provide for a point system; to provide for dismissal of charges upon proof of acquisition of an appropriate child passenger restraint; to provide for \$15 to be deposited in the State Treasury to be disbursed by the State Comptroller to the Alabama Head Injury Foundation to administer; to subject the foundation to examination by the Department of Examiners of Public Accounts; and in connection therewith would have as its purpose or effect the requirement of a new or increased expenditure of local funds within the meaning of Amendment 621 of the Constitution of Alabama of 1901.

BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

Section 1. Section 32-5-222 of the Code of Alabama 1975, is amended to read as follows:

§32-5-222.

"(a) Every person transporting a child in a motor vehicle operated on the roadways, streets, or highways of this state, shall provide for the protection of the child by properly using an aftermarket or integrated child passenger restraint system meeting applicable federal motor vehicle safety standards and the requirements of subsection (b). This section shall not be interpreted to release in part or in whole the responsibility of an automobile manufacturer to insure the safety of children to a level at least equivalent to existing federal safety standards for adults. In no event shall failure to wear a child

passenger restraint system be considered as contributory negligence. The term "motor vehicle" as used in this section shall include a passenger car, pickup truck, van (seating capacity of 10 or less), minivan, or sports utility vehicle.

"(b) The size appropriate restraint system required for a child in subsection (a) shall include all of the following:

"(1) Infant only seats and convertible seats used in the rear facing position for infants until at least one year of age or 20 pounds.

"(2) Convertible seats in the forward position or forward facing seats until the child is at least five years of age or 40 pounds.

"(3) Booster seats until the child is six years of age.

"(4) Seat belts until 15 years of age.

However this bill must meet the requirements of Code Section 32-5b-4.

Appendix B Telephone Survey

CLICK IT OR TICKET ALABAMA SURVEYS (June 2017)

LANDLINE INTRODUCTION:

Hello, I'm _____ calling for the ALABAMA OFFICE OF HIGHWAY SAFETY. We are conducting a research study of driving habits and seat belt usage in Alabama. Your telephone number was selected at random from a list of telephone numbers of residents of Alabama. I would like to ask some questions about seat belt usage of adults that live in your household. Is there an adult in the household above age 19?

If No, -- Thank you for your time

If Yes, -- (Go to A. below) - (IF THE SAME PERSON CONTINUE, IF NEW PERSON REPEAT INTRODUCTION ABOVE THEN CONTINUE BELOW).

- A. In order to select just one person to interview, could I speak to the person age 19 or older, who is now at home and [**RANDOMIZE:** has had the most recent/will have the next] birthday?
- B. I would like to ask you some questions about seat belt usage of any adults that live in your household, which will take about 10 minutes of your time. I will not ask for your last name, address, or other personal information that can identify you. Your participation will help provide better data for research and there are no foreseeable risks for participating. Answering the questions is voluntary. If you decide to participate in the study, you may decide not to answer any questions or to stop the interview at any time. Any information you give me will be confidential. If you have questions about your rights as a research participant, contact Ms. Tanta Myles at 877-820-3066. May we begin now?

GEO1. Do you live in Alabama?

- 1 Yes
- 2 No
- 3 Refused

GO GEO3
Terminate
Terminate

[IF GEO1= 2,9]

I'm sorry but this survey is limited to people who live in Alabama.

CELL PHONE INTRODUCTION:

Hello, I'm _____ calling for the ALABAMA OFFICE OF HIGHWAY SAFETY. We are conducting a research study of driving habits and attitudes in Alabama. Your telephone number was selected at random from a list of telephone numbers of residents of Alabama. I would like to ask some questions about seat belt usage which will take about 10 minutes of your time. I will not ask for your last name, address, or other personal information that can identify you. Your participation will help provide better data for research and there are no foreseeable risks for participating. Answering the questions is voluntary. If you decide to participate in the study, you may decide not to answer any questions or to stop the interview at any time. Any information you give me will be confidential. If you have questions about your rights as a research participant, contact Ms. Tanta Myles at 877-820-3066. May we begin now?

SC1 Are you in a safe place to talk right now?

- | | | |
|---|--------------------|------------------------------------------|
| 1 | Yes | |
| 2 | No, call me later | SCHEDULE CALLBACK |
| 3 | No, CB on landline | RECORD NUMBER, schedule call back |
| 4 | Refused | Terminate |

Sc3 Are you at least 19 years old?

- | | | |
|---|------------------------|--------------------------|
| 1 | Yes | |
| 2 | Yes, but call me later | SCHEDULE CALLBACK |
| 3 | No | Terminate |
| 4 | Refused | Terminate |

GEO2. Do you live in Alabama?

- | | | |
|---|---------|-------------------|
| 1 | Yes | GO TO GEO3 |
| 2 | No | Terminate |
| 3 | Refused | Terminate |

[IF GEO2= 2,9]

I'm sorry but this survey is limited to people who live in Alabama.

GEO3 And which county do you live in? [DO NOT READ, CONFIRM RESPONSE]

- | | |
|----|----------|
| 1 | Autauga |
| 2 | Baldwin |
| 3 | Barbour |
| 4 | Bibb |
| 5 | Blount |
| 6 | Bullock |
| 7 | Butler |
| 8 | Calhoun |
| 9 | Chambers |
| 10 | Cherokee |
| 11 | Chilton |

12	Choctaw
13	Clarke
14	Clay
15	Cleburne
16	Coffee
17	Colbert
18	Conecuh
19	Coosa
20	Covington
21	Crenshaw
22	Cullman
23	Dale
24	Dallas
25	DeKalb
26	Elmore
27	Escambia
28	Etowah
29	Fayette
30	Franklin
31	Geneva
32	Greene
33	Hale
34	Henry
35	Houston
36	Jackson
37	Jefferson
38	Lamar
39	Lauderdale
40	Lawrence
41	Lee
42	Limestone
43	Lowndes
44	Macon
45	Madison
46	Marengo
47	Marion
48	Marshall
49	Mobile
50	Monroe
51	Montgomery
52	Morgan
53	Perry
54	Pickens
55	Pike
56	Randolph
57	Russell
58	St. Clair
59	Shelby
60	Sumter
61	Talladega
62	Tallapoosa
63	Tuscaloosa
64	Walker
65	Washington
66	Wilcox
67	Winston
99	Other/Refused/No answer

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 Q8**
- Other (SPECIFY)6
- (VOL) Don't know.....7
- (VOL) Refused.....8

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 Q8**
- Pickup truck.....4
- Sport Utility Vehicle.....5
- Other.....6
- Other truck (SPECIFY)....7
- (VOL) Don't know.....8
- (VOL) Refused.....9

Q.3 When driving this (car/truck/van), how often do you wear your seat belt... (READ LIST)

- ALL OF THE TIME.....1
- MOST OF THE TIME.....2
- SOME OF THE TIME.....3
- RARELY OR.....4
- NEVER.....5
- (VOL) Don't know.....6
- (VOL) Refused.....7

Q.4 When was the last time you did NOT wear your seat belt when driving? Would you say...?

- Within the past day.....1
- Within the past week.....2
- Within the past month.....3
- Within the past year.....4
- I always wear it.....5 **Skip to Q6**
- (VOL) Don't know.....6
- (VOL) Refused.....7

Q.5 What is your reason for not wearing a seat belt?

- Don't believe they are effective....1
- They are uncomfortable...2
- Don't think I will be in a crash...3
- Afraid of getting trapped if in a crash...4
- Only going a short distance...5
- Forget to buckle up...6
- Other reason?...7

Q.6 In the past 30 days, has your use of seat belts when driving (vehicle driven most often) increased, decreased, or stayed the same?

I always wear it so it can't increase...1 **SKIP TO 8**

Increased.....2

Decreased.....3 **SKIP TO 8**

Stayed the same.....4 **SKIP TO Q8**

New driver.....5 **SKIP TO Q8**

(VOL) Don't know.....6 **SKIP TO Q8**

(VOL) Refused.....7 **SKIP TO Q8**

Q.7 What caused your use of seat belts to increase?
(DO NOT READ LIST - MULTIPLE RECORD)

Increased awareness of safety.....1

Seat belt law.....2

Don't want to get a ticket.....3

Was in a crash.....4

New car with automatic belt.....5

Influence/pressure from others.....6

More long distance driving.....7

Remember more/more in the habit.....8

The weather.....9

The holidays.....10

Driving faster.....11

Other (SPECIFY _____).....12

(VOL) Don't know.....13

(VOL) Refused.....14

Q.8 Does Alabama have a law requiring seat belt use by front seat passengers?

Yes.....1

No.....2 **SKIP TO Q10**

(VOL) Don't know.....3 **SKIP TO Q10**

(VOL) Refused.....4 **SKIP TO Q10**

Q.9 According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle?

Can stop just for seat belt violation.....1

Must observe another offense first.....2

(VOL) Don't know.....3

(VOL) Refused.....4

(VOL) Can stop for child seat belt violation, but not adult.....5

Please tell me whether you 1 strongly agree, 2 somewhat agree, 3 somewhat disagree or 4 strongly disagree with the following statements?

ROTATE

Q.10 a) Seat belts are just as likely to harm you as help you.

Strongly agree 1

Somewhat agree 2

Somewhat disagree 3

Strongly disagree 4

Q.11 If I was in a crash, I would want to have my seat belt on.

Strongly agree 1
Somewhat agree 2
Somewhat disagree 3
Strongly disagree 4

Q.12 Police in my community generally will not bother to write tickets for seat belt violations.

Strongly agree 1
Somewhat agree 2
Somewhat disagree 3
Strongly disagree 4

Q.13 It is important for police to enforce the seat belt laws.

Strongly agree 1
Somewhat agree 2
Somewhat disagree 3
Strongly disagree 4

Q.14 Putting on a seat belt makes me worry more about being in a crash.

Strongly agree 1
Somewhat agree 2
Somewhat disagree 3
Strongly disagree 4

Q.15 Police in my community are writing more seat belt tickets now than they were a few months ago.

Strongly agree 1
Somewhat agree 2
Somewhat disagree 3
Strongly disagree 4

Q.16 Thinking about everything you have heard, how important do you think it is for [respondent's STATE] to enforce seat belt laws 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
(VOL) Don't know.....5
(VOL) Refused.....6

Q.17 In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community if they are not wearing seat belts?

Yes.....1
No.....2

(VOL) Don't know.....3
(VOL) Refused.....4

Q.18

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

Yes.....1
No.....2 **Skip to Q23**
(VOL) Don't know.....3 **Skip to Q23**
(VOL) Refused.....4 **Skip to Q23**

ASK EVERYONE

Q.19 Where did you see or hear these messages? **[READ--MULTIPLE RESPONSE]**

TV.....1
Traditional Radio.....2
iHeart, Spotify and Pandora radio.....3.
Friend/Relative.....4 **SKIP TO Q23**
Newspaper.....5
Personal observation/on the road....6 **SKIP TO Q23**
Billboard/signs.....7
Internet (examples-Bleacher Report, YouTube, True View, etc.) 8
Movie trailer previews9
I'm a police officer/judge.....10 **SKIP TO Q23**
Direct contact by police officer.....11 **SKIP TO Q23**
Other (specify).....12 **SKIP TO Q23**
Don't know.....13 **SKIP TO Q23**
Refused.....14 **SKIP TO Q23**

Q.20 Was the message a commercial (or advertisement), was it part of a news program, or was it something else? **MULTIPLE RECORD**

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

Q.21 Do these messages cause you to wear your seat belt more often that you usually do?

Yes.....1
No.....2
(VOL) I always wear my seat belt...3
(VOL) Don't know.....4
(VOL) Refused.....5

Q.22 Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same as usual?

More than usual.....1
Fewer than usual.....2

About the same.....3
(VOL) Don't know.....4
(VOL) Refused.....5

Q.23 If you drive a pickup truck in addition to other types of vehicles, are you less likely, more likely or about the same to buckle up in your truck than in your other vehicles?

Less likely to buckle up in truck.....1
More likely to buckle up in truck2
About the same.....3
(VOL) Never drive a pickup truck.....4
(VOL) Don't know.....5
(VOL) Refused.....6

Q.24 Do you wear your seat belt when you ride in the back seat?

Always....1
Sometimes....2
Never....3

Q.25 If you wear your seat belt in the front seat but not the back seat, why are you less likely to wear your seat belt in the back seat?

Not as necessary in the back seat...1
Law doesn't require use in the back seat...2
They are uncomfortable in the back seat...3
Hard to find it/buckle it...4
Forget to buckle up in back seat...5
Other reason?....6

Q.26 Can you recall any slogans you heard or have seen in the past 30 days encouraging seat belt use? **(Unaided recall of slogans) (THIS IS NOT A YES OR NO QUESTION. WE NEED THE SLOGAN THEY REMEMBER)**

Q.27 Do you recall hearing or seeing the following slogans in the past 30 days? **READ LIST AND MULTIPLE RECORD YESES**

ROTATE PUNCHES 1-70

Buckle up Alabama1
Click it or ticket2
You don't get a second chance3
3 Seconds to Life4
Don't play the odds.....5
Buckle up what you love.....6
None of these7
Don't Know8
Refused9

ASK ALL

Now, I need to ask you some basic information about you and your household.

Q.28 What is your age?

_____ AGE (VOL) REFUSED=99

Q.29 AGE RANGE

- 19 to 21 Years1
- 22 to 24 Years2
- 25 to 34 Years3
- 35 to 44 Years4
- 45 to 54 Years5
- 55 to 64 Years6
- 65 to 74 Years7
- 75+ Years8

Q.30 Including yourself, how many persons, are living in your household at least half of the time or consider it their primary residence?

- _____ Enter number 1-7
- 8 8 or more
- 9 Refused

Q.31 Which of the following describes your race?

- 1 White (e.g., Caucasian, European)
- 2 Black or African-American (e.g., Kenyan, Nigerian, Haitian)
- 3 Asian or Asian-American (e.g., Asian Indian, Chinese, Filipino, or other Asian group)
- 4 Hispanic or Latino
- 5 Some other race
- 6 Don't know (VOL.)
- 7 Refused (VOL.)

Q.32 What is the highest grade or year of school you completed?

- 8th grade or less.....1
- 9th grade.....2
- 10th grade.....3
- 11th grade.....4
- 12th grade/GED.....5
- Some college.....6
- College graduate or higher....7
- (VOL) Refused.....8

[ASK IF LANDLINE SAMPLE]

L1. Does anyone in your household, including yourself, have a working cell phone?

- 1 Yes, respondent or someone in household has cell phone
- 2 No
- 3 (VOL) Don't know/Refused

[ASK IF CELL PHONE SAMPLE]

C1 Now thinking about your telephone use, is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

- 1 Yes, has a home telephone
- 2 No, no home telephone
- 3 (VOL) Don't know/Refused

Q.33 FROM OBSERVATION, ENTER SEX OF RESPONDENT

Male.....1
Female.....2

**That completes the survey.
Thank you very much for your time and cooperation.**

Appendix C

Electronic Advertising

Outdoor Media and Internet Ads



Appendix D – Part A Certifications

STATE SEAT BELT USE SURVEY REPORTING FORM

PART A: To be completed by the Governor's Highway Safety Representative (GR) or if applicable, the Coordinator of the State Highway Safety Office.

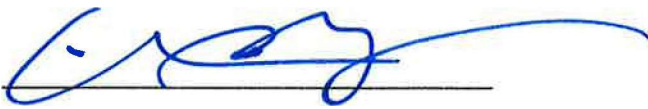
State: Alabama

Calendar Year of Survey: 2017

Statewide Seat Belt Use Rate: 92.9%

I hereby certify that:

- Mr. Bill Babington has been designated by the Governor as the State's Highway Safety Representative (GR), and if applicable, the GR has delegated the authority to sign the certification in writing to n/a, the Coordinator of the State Highway Safety Office.
- The reported Statewide seat belt use rate is based on a survey design that was approved by NHTSA, in writing, as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340.
- The survey design has remained unchanged since the survey was approved by NHTSA.
- Dr. Jason Parton, a qualified survey statistician, has reviewed the seat belt use rate reported above and information reported in Part B and has determined that they meet the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340 .


Signature

October 10, 2017
Date

William M. Babington
Printed name of signing official

Appendix D - Part B

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
Autauga								
1	Orig	14-Jun-17	673076.9	175	229	208	16	5
2	Orig	14-Jun-17	1338462	279	366	341	23	2
3	Orig	14-Jun-17	3620000	224	291	260	23	8
344	Alt	14-Jun-17	1531538	238	315	285	17	13
347	Alt	14-Jun-17	60000	24	29	26	3	0
Baldwin								
6	Orig	20-Jun-17	176885.2	315	462	444	16	2
7	Orig	20-Jun-17	258688.5	340	340	317	5	18
8	Orig	20-Jun-17	233852.5	325	325	296	22	7
9	Orig	20-Jun-17	618852.5	341	494	471	16	7
10	Orig	20-Jun-17	48666.67	65	87	73	11	3
11	Orig	20-Jun-17	881333.3	292	322	291	24	7
12	Orig	20-Jun-17	264666.7	160	204	180	16	8
13	Orig	20-Jun-17	41000	51	65	56	5	4
14	Orig	20-Jun-17	527333.3	323	404	367	24	13
15	Orig	20-Jun-17	820666.7	364	469	433	16	20
16	Orig	20-Jun-17	505666.7	225	284	250	23	11
17	Orig	20-Jun-17	1084667	360	360	329	24	7
18	Orig	20-Jun-17	590333.3	356	452	371	59	22
Blount								
19	Orig	6-Jun-17	478666.7	119	167	151	16	0
20	Orig	6-Jun-17	238666.7	82	107	99	6	2
21	Orig	6-Jun-17	87500	28	39	32	5	2
22	Orig	6-Jun-17	87500	28	34	31	3	0
354	Alt	6-Jun-17	500666.7	157	214	194	15	5
Calhoun								
24	Orig	15-Jun-17	312000	75	102	81	16	5
25	Orig	15-Jun-17	60000	96	126	103	17	6
26	Orig	15-Jun-17	956500	173	226	191	22	13
27	Orig	15-Jun-17	1780000	112	132	112	12	8
29	Orig	15-Jun-17	4077500	171	205	172	21	12
30	Orig	15-Jun-17	747500	70	85	59	21	5
33	Orig	15-Jun-17	178125	57	73	56	13	4
360	Alt	15-Jun-17	941500	192	244	195	35	14
Chambers								
34	Orig	16-Jun-17	37125	94	105	85	14	6
35	Orig	16-Jun-17	43500	79	95	73	16	6
36	Orig	16-Jun-17	41250	68	74	61	9	4
37	Orig	16-Jun-17	13500	12	12	10	2	0
38	Orig	16-Jun-17	238500	223	279	236	29	14

¹Identify if the observation site is an original observation site or an alternate observation site.

² Occupants refer to both drivers and passengers.

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
Chilton								
39	Orig	13-Jun-17	128947.4	71	95	83	12	0
40	Orig	14-Jun-17	156315.8	50	68	61	7	0
43	Orig	14-Jun-17	144000	10	11	10	1	0
369	Alt	14-Jun-17	86315.79	51	71	62	9	0
370	Alt	14-Jun-17	295263.2	123	181	167	14	0
Coffee								
44	Orig	17-Jun-17	24864.86	38	46	41	5	0
45	Orig	17-Jun-17	45135.14	30	38	36	2	0
46	Orig	17-Jun-17	74594.59	88	121	103	15	3
47	Orig	17-Jun-17	31351.35	31	39	35	4	0
48	Orig	17-Jun-17	101351.4	104	134	130	3	1
Colbert								
49	Orig	13-Jun-17	1158947	208	268	248	19	1
50	Orig	14-Jun-17	612105.3	190	252	227	24	1
51	Orig	13-Jun-17	729166.7	175	227	210	15	2
52	Orig	14-Jun-17	91666.67	22	29	26	3	0
53	Orig	13-Jun-17	283333.3	68	87	77	10	0
Conecuh								
54	Orig	14-Jun-17	80769.23	168	222	211	8	3
55	Orig	14-Jun-17	49487.18	92	111	102	6	3
56	Orig	14-Jun-17	71794.87	138	203	184	13	6
57	Orig	14-Jun-17	407692.3	278	391	366	21	4
58	Orig	14-Jun-17	76153.85	110	156	145	8	3
Covington								
59	Orig	13-Jun-17	218604.7	157	206	192	8	6
60	Orig	13-Jun-17	3779.07	13	19	18	1	0
61	Orig	13-Jun-17	50930.23	98	126	120	5	1
62	Orig	13-Jun-17	123023.3	87	117	109	8	0
63	Orig	13-Jun-17	61627.91	119	156	145	6	5
Cullman								
64	Orig	16-Jun-17	179220.8	219	296	269	20	7
65	Orig	16-Jun-17	196536.8	250	354	331	17	6
66	Orig	16-Jun-17	197445.9	260	364	335	21	8
67	Orig	16-Jun-17	183246.8	241	333	309	16	8
68	Orig	15-Jun-17	365833.3	170	233	208	25	0
69	Orig	16-Jun-17	69444.44	83	109	104	5	0
70	Orig	15-Jun-17	203888.9	140	188	173	13	2
71	Orig	15-Jun-17	253055.6	138	171	159	12	0
72	Orig	16-Jun-17	157500	129	167	146	18	3
Dale								
73	Orig	17-Jun-17	373846.2	227	292	270	20	2
74	Orig	17-Jun-17	311538.5	143	192	174	17	1
75	Orig	17-Jun-17	51282.05	57	76	68	7	1
76	Orig	17-Jun-17	451538.5	231	302	275	23	4
77	Orig	17-Jun-17	474615.4	206	268	246	20	2
Dallas								
78	Orig	15-Jun-17	123500	72	98	92	6	0
79	Orig	15-Jun-17	137750	132	168	152	14	2
80	Orig	15-Jun-17	217250	159	217	205	9	3
81	Orig	15-Jun-17	181750	115	147	134	9	4
82	Orig	15-Jun-17	148750	88	123	109	10	4

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
Dekalb								
83	Orig	8-Jun-17	24482.76	41	52	50	1	1
84	Orig	8-Jun-17	665517.2	257	346	311	29	6
85	Orig	8-Jun-17	126896.6	61	84	76	6	2
86	Orig	8-Jun-17	126896.6	68	92	82	7	3
87	Orig	8-Jun-17	89310.34	65	93	82	10	1
Elmore								
88	Orig	13-Jun-17	74516.13	67	93	82	9	2
89	Orig	13-Jun-17	433548.4	262	352	320	28	4
90	Orig	13-Jun-17	166451.6	110	150	134	15	1
91	Orig	13-Jun-17	160645.2	113	157	146	11	0
92	Orig	13-Jun-17	27083.33	13	18	15	2	1
93	Orig	13-Jun-17	58333.33	28	37	33	4	0
95	Orig	13-Jun-17	18750	9	9	7	2	0
416	Alt	13-Jun-17	31250	15	20	18	2	0
Escambia								
97	Orig	13-Jun-17	184090.9	164	211	187	20	4
98	Orig	13-Jun-17	453181.8	237	292	268	16	8
99	Orig	13-Jun-17	138863.6	157	198	182	12	4
100	Orig	13-Jun-17	127272.7	158	213	206	7	0
101	Orig	13-Jun-17	300681.8	230	305	269	27	9
Etowah								
102	Orig	6-Jun-17	613333.3	96	131	120	11	0
103	Orig	6-Jun-17	335238.1	130	185	165	17	3
104	Orig	6-Jun-17	1588095	286	393	367	18	8
107	Orig	6-Jun-17	365000	43	55	46	8	1
422	Alt	6-Jun-17	356666.7	168	246	235	8	3
423	Alt	6-Jun-17	798571.4	113	148	132	15	1
Franklin								
108	Orig	14-Jun-17	78260.87	85	109	101	8	0
109	Orig	14-Jun-17	124130.4	123	164	146	13	5
110	Orig	14-Jun-17	25217.39	58	76	66	10	0
111	Orig	14-Jun-17	26739.13	49	64	54	10	0
112	Orig	14-Jun-17	18206.52	67	84	75	9	0
Houston								
113	Orig	18-Jun-17	59375	19	24	18	6	0
114	Orig	18-Jun-17	709375	227	294	271	22	1
115	Orig	18-Jun-17	25000	8	8	6	2	0
116	Orig	18-Jun-17	56250	18	23	18	4	1
117	Orig	18-Jun-17	810000	136	175	153	21	1
Jackson								
118	Orig	8-Jun-17	55555.56	46	64	57	4	3
119	Orig	8-Jun-17	39259.26	30	41	36	5	0
120	Orig	8-Jun-17	433703.7	159	215	192	19	4
121	Orig	8-Jun-17	17407.41	22	32	29	3	0
438	Alt	8-Jun-17	55555.56	28	38	35	3	0
Jefferson								
123	Orig	10-Jun-17	3758621	449	558	496	31	31
124	Orig	7-Jun-17	1450345	393	475	411	38	26
125	Orig	8-Jun-17	5389655	255	295	256	25	14
126	Orig	8-Jun-17	1995517	376	426	377	30	19
127	Orig	7-Jun-17	2240690	221	271	238	17	16
128	Orig	9-Jun-17	1748421	274	327	277	34	16
129	Orig	8-Jun-17	1957895	193	227	186	29	12

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
130	Orig	8-Jun-17	1832632	200	255	210	32	13
131	Orig	9-Jun-17	638947.4	177	214	179	20	15
132	Orig	9-Jun-17	1276842	151	182	159	15	8
133	Orig	9-Jun-17	877368.4	176	202	169	19	14
134	Orig	10-Jun-17	5695263	601	682	616	45	21
135	Orig	8-Jun-17	808333.3	194	224	196	18	10
136	Orig	8-Jun-17	412500	99	118	93	19	6
137	Orig	9-Jun-17	345833.3	83	102	83	15	4
138	Orig	7-Jun-17	345833.3	83	99	69	25	5
139	Orig	9-Jun-17	625000	150	170	133	26	11
140	Orig	10-Jun-17	254166.7	61	65	49	13	3
141	Orig	9-Jun-17	162500	39	44	36	5	3
142	Orig	10-Jun-17	154166.7	37	45	40	4	1
143	Orig	9-Jun-17	516666.7	124	162	144	11	7
144	Orig	8-Jun-17	495833.3	119	155	134	14	7
145	Orig	8-Jun-17	754166.7	181	224	185	26	13
146	Orig	8-Jun-17	25000	6	8	8	0	0
147	Orig	9-Jun-17	116666.7	28	34	29	4	1
148	Orig	10-Jun-17	1029167	247	283	243	27	13
149	Orig	10-Jun-17	725000	174	199	171	18	10
150	Orig	9-Jun-17	2026667	187	220	185	22	13
151	Orig	9-Jun-17	291666.7	70	84	72	9	3
152	Orig	9-Jun-17	990000	57	62	52	6	4
153	Orig	8-Jun-17	241666.7	58	69	54	12	3
154	Orig	7-Jun-17	445833.3	107	125	98	20	7
155	Orig	8-Jun-17	520833.3	125	157	126	27	4
156	Orig	10-Jun-17	300000	72	91	80	7	4
157	Orig	9-Jun-17	420833.3	101	109	84	17	8
158	Orig	7-Jun-17	379166.7	91	120	80	34	6
159	Orig	8-Jun-17	241666.7	58	68	52	13	3
Lauderdale								
160	Orig	13-Jun-17	240625	77	98	90	7	1
161	Orig	13-Jun-17	912500	82	101	86	13	2
162	Orig	13-Jun-17	71875	23	32	28	4	0
163	Orig	13-Jun-17	537500	172	219	197	17	5
164	Orig	13-Jun-17	71875	23	32	29	3	0
Lawrence								
165	Orig	11-Jun-17	27500	4	5	5	0	0
166	Orig	11-Jun-17	37500	24	31	29	2	0
167	Orig	11-Jun-17	50000	32	44	36	8	0
168	Orig	11-Jun-17	62500	40	56	54	2	0
169	Orig	11-Jun-17	25000	16	21	18	3	0
Lee								
170	Orig	17-Jun-17	222850	322	428	370	33	25
171	Orig	17-Jun-17	219950	262	334	289	24	21
172	Orig	17-Jun-17	256550	327	395	341	33	21
173	Orig	17-Jun-17	71111.11	91	114	92	16	6
174	Orig	17-Jun-17	191777.8	226	271	225	34	12
175	Orig	17-Jun-17	71111.11	74	85	68	11	6
176	Orig	17-Jun-17	619333.3	278	346	288	40	18
177	Orig	17-Jun-17	63777.78	86	98	75	17	6
178	Orig	17-Jun-17	1302500	166	212	177	24	11
179	Orig	16-Jun-17	115000	10	11	8	3	0
181	Orig	17-Jun-17	982500	85	106	90	12	4

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
464	Alt	17-Jun-17	222850	269	350	301	25	24
Limestone								
182	Orig	10-Jun-17	547826.1	169	220	200	19	1
183	Orig	10-Jun-17	320000	109	140	129	11	0
184	Orig	11-Jun-17	538260.9	135	190	179	11	0
185	Orig	11-Jun-17	395000	29	37	35	2	0
187	Orig	11-Jun-17	97500	17	22	19	3	0
470	Alt	10-Jun-17	638695.7	149	201	193	7	1
471	Alt	11-Jun-17	200000	64	78	71	7	0
Madison								
189	Orig	10-Jun-17	219214	218	273	258	11	4
190	Orig	9-Jun-17	195283.8	270	364	342	18	4
191	Orig	9-Jun-17	195283.8	248	338	323	15	0
192	Orig	9-Jun-17	195283.8	248	341	313	16	12
193	Orig	10-Jun-17	450567.7	282	358	350	6	2
194	Orig	10-Jun-17	690869.6	146	185	173	4	8
195	Orig	10-Jun-17	2783478	229	287	267	14	6
196	Orig	10-Jun-17	1464783	223	304	275	25	4
197	Orig	9-Jun-17	932608.7	180	245	227	14	4
198	Orig	10-Jun-17	1288261	227	276	253	15	8
199	Orig	10-Jun-17	1596522	252	348	325	23	0
200	Orig	9-Jun-17	718260.9	198	269	251	15	3
202	Orig	10-Jun-17	7920000	214	277	263	9	5
203	Orig	9-Jun-17	112500	18	25	22	3	0
204	Orig	9-Jun-17	275000	44	48	43	4	1
476	Alt	9-Jun-17	450567.7	262	331	321	9	1
477	Alt	9-Jun-17	2090000	240	323	295	23	5
479	Alt	10-Jun-17	1239565	247	340	323	13	4
Marshall								
207	Orig	6-Jun-17	34390.24	80	110	99	10	1
208	Orig	7-Jun-17	46585.37	78	108	98	10	0
209	Orig	7-Jun-17	63414.63	75	97	86	11	0
210	Orig	7-Jun-17	342439	211	290	264	23	3
211	Orig	7-Jun-17	48780.49	78	112	101	11	0
212	Orig	7-Jun-17	78414.63	107	136	125	11	0
213	Orig	7-Jun-17	40121.95	86	124	105	18	1
214	Orig	7-Jun-17	103292.7	137	187	173	11	3
215	Orig	7-Jun-17	41341.46	77	100	92	7	1
216	Orig	7-Jun-17	114512.2	120	171	152	16	3
217	Orig	7-Jun-17	1829.268	29	40	39	1	0
218	Orig	7-Jun-17	351219.5	221	300	271	28	1
Mobile								
219	Orig	20-Jun-17	592571.4	215	235	196	22	17
220	Orig	20-Jun-17	1324000	432	536	461	40	35
221	Orig	20-Jun-17	919428.6	294	397	342	32	23
222	Orig	20-Jun-17	919428.6	265	349	307	22	20
223	Orig	20-Jun-17	308285.7	220	288	249	22	17
224	Orig	16-Jun-17	918823.5	219	250	227	18	5
225	Orig	14-Jun-17	691176.5	119	145	118	22	5
226	Orig	13-Jun-17	1798235	226	258	247	10	1
227	Orig	16-Jun-17	1191176	293	364	333	20	11
228	Orig	15-Jun-17	1056471	179	221	204	10	7
229	Orig	15-Jun-17	908823.5	282	313	278	21	14
230	Orig	14-Jun-17	133333.3	32	41	34	6	1

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
231	Orig	15-Jun-17	104166.7	25	32	29	2	1
233	Orig	13-Jun-17	245833.3	59	66	50	16	0
234	Orig	13-Jun-17	1280000	111	122	80	29	13
235	Orig	15-Jun-17	670000	43	50	45	5	0
236	Orig	13-Jun-17	25000	6	6	4	2	0
237	Orig	13-Jun-17	13330000	372	446	438	7	1
238	Orig	14-Jun-17	1133333	107	123	111	5	7
239	Orig	6-Jun-17	2430000	264	293	259	16	18
244	Orig	15-Jun-17	1606667	117	131	70	45	16
245	Orig	13-Jun-17	6833333	249	280	267	7	6
246	Orig	20-Jun-17	1324714	414	508	434	41	33
488	Orig	13-Jun-17	964285.7	70	70	67	1	2
489	Orig	13-Jun-17	1305294	341	378	292	60	26
490	Orig	15-Jun-17	191666.7	46	50	37	10	3
491	Alt	16-Jun-17	108823.5	148	162	147	9	6
496	Orig	15-Jun-17	137500	33	36	33	3	0
497	Alt	20-Jun-17	466666.7	112	126	105	14	7
Monroe								
247	Orig	17-Jun-17	63606.56	86	99	79	14	6
248	Orig	17-Jun-17	21803.28	80	86	58	22	6
249	Orig	17-Jun-17	40983.61	37	43	37	4	2
250	Orig	17-Jun-17	21803.28	31	38	34	4	0
251	Orig	17-Jun-17	3073.77	15	17	14	3	0
Montgomery								
252	Orig	15-Jun-17	495000	293	424	396	23	5
253	Orig	16-Jun-17	830125	288	408	390	13	5
254	Orig	15-Jun-17	988125	270	372	348	21	3
255	Orig	15-Jun-17	527941.2	275	344	309	22	13
256	Orig	16-Jun-17	180882.4	134	176	158	13	5
257	Orig	15-Jun-17	363235.3	269	369	335	31	3
259	Orig	16-Jun-17	492941.2	173	246	226	20	0
503	Orig	15-Jun-17	1242500	266	370	350	19	1
504	Orig	16-Jun-17	121764.7	86	115	100	13	2
589	Orig	16-Jun-17	58529.41	84	105	96	7	2
590	Orig	15-Jun-17	271176.5	169	230	210	18	2
Morgan								
265	Orig	15-Jun-17	652631.6	167	214	208	6	0
266	Orig	15-Jun-17	241578.9	87	110	96	12	2
267	Orig	15-Jun-17	605789.5	206	284	257	26	1
270	Orig	15-Jun-17	2476667	102	134	124	8	2
508	Alt	15-Jun-17	221578.9	90	122	114	8	0
509	Alt	15-Jun-17	1131053	198	280	252	27	1
Pike								
271	Orig	16-Jun-17	317352.9	241	337	301	30	6
272	Orig	16-Jun-17	220735.3	219	291	256	24	11
273	Orig	16-Jun-17	15588.24	45	56	50	6	0
274	Orig	16-Jun-17	38235.29	71	93	80	11	2
275	Orig	16-Jun-17	466764.7	289	395	355	35	5
Russell								
276	Orig	16-Jun-17	22727.27	37	43	33	8	2
277	Orig	16-Jun-17	725151.5	202	254	211	30	13
278	Orig	16-Jun-17	233939.4	119	168	141	17	10
281	Orig	16-Jun-17	165000	66	82	65	13	4
519	Alt	16-Jun-17	955757.6	191	244	212	18	14

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
521	Alt	16-Jun-17	233939.4	103	121	96	16	9
Shelby								
282	Orig	13-Jun-17	2578125	294	364	325	22	17
283	Orig	13-Jun-17	1555625	251	306	264	23	19
284	Orig	13-Jun-17	131250	137	160	138	16	6
285	Orig	13-Jun-17	1895625	257	319	275	27	17
286	Orig	13-Jun-17	281250	45	48	42	4	2
287	Orig	13-Jun-17	200000	32	35	31	4	0
288	Orig	13-Jun-17	5030000	181	207	177	21	9
289	Orig	13-Jun-17	268750	43	52	45	6	1
290	Orig	13-Jun-17	5290000	208	238	204	21	13
St. Clair								
291	Orig	14-Jun-17	1439333	264	355	312	24	19
292	Orig	14-Jun-17	2894667	186	228	196	17	15
293	Orig	14-Jun-17	254000	98	110	93	12	5
294	Orig	14-Jun-17	70833.33	17	19	15	3	1
295	Orig	14-Jun-17	270833.3	65	78	61	13	4
296	Orig	14-Jun-17	183333.3	44	49	37	10	2
530	Alt	14-Jun-17	325333.3	108	137	115	16	6
Talladega								
298	Orig	15-Jun-17	103188.4	92	109	95	6	8
299	Orig	15-Jun-17	108521.7	95	128	113	8	7
300	Orig	14-Jun-17	134956.5	265	354	298	34	22
301	Orig	14-Jun-17	125855.1	295	353	306	27	20
301	Orig	14-Jun-17	161428.6	125	171	136	25	10
302	Orig	15-Jun-17	362285.7	103	114	90	18	6
303	Orig	14-Jun-17	68571.43	52	62	53	5	4
304	Orig	14-Jun-17	607714.3	210	253	210	32	11
305	Orig	14-Jun-17	37428.57	30	34	25	7	2
Tallapoosa								
307	Orig	18-Jun-17	20714.29	36	57	51	4	2
308	Orig	18-Jun-17	17142.86	37	45	40	3	2
309	Orig	18-Jun-17	16190.48	11	12	9	3	0
310	Orig	18-Jun-17	29285.71	41	50	42	5	3
311	Orig	18-Jun-17	17619.05	32	40	31	8	1
Tuscaloosa								
312	Orig	6-Jun-17	397984.5	344	430	369	34	27
313	Orig	7-Jun-17	396666.7	92	122	111	5	6
314	Orig	6-Jun-17	247441.9	183	237	207	16	14
315	Orig	6-Jun-17	399069.8	200	242	210	18	14
316	Orig	6-Jun-17	209302.3	177	200	174	14	12
317	Orig	6-Jun-17	1569643	265	318	278	22	18
318	Orig	6-Jun-17	1861071	338	398	345	25	28
319	Orig	6-Jun-17	609642.9	113	135	120	11	4
320	Orig	6-Jun-17	236785.7	167	192	169	11	12
321	Orig	7-Jun-17	129642.9	58	70	62	4	4
322	Orig	7-Jun-17	71428.57	30	39	36	2	1
323	Orig	6-Jun-17	609642.9	229	286	252	20	14
324	Orig	6-Jun-17	5180000	79	95	79	10	6
325	Orig	6-Jun-17	1795000	111	121	103	10	8
326	Orig	7-Jun-17	306250	49	54	48	4	2
327	Orig	7-Jun-17	268750	43	48	41	5	2
Walker								
328	Orig	17-Jun-17	93437.5	99	128	115	10	3

Site ID	Site Type ¹	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants ² Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
329	Orig	17-Jun-17	473125	218	297	265	20	12
330	Orig	17-Jun-17	111875	77	99	90	7	2
331	Orig	17-Jun-17	82500	126	176	159	15	2
332	Orig	17-Jun-17	38750	83	111	100	10	1
333	Orig	16-Jun-17	37500	15	17	12	5	0
334	Orig	17-Jun-17	47500	19	21	15	6	0
335	Orig	16-Jun-17	35000	14	19	17	2	0
336	Orig	17-Jun-17	77500	31	36	31	5	0
337	Orig	16-Jun-17	72500	29	40	34	5	1
338	Orig	17-Jun-17	222000	41	53	49	3	1
Winston								
339	Orig	15-Jun-17	42173.91	98	135	123	12	0
340	Orig	15-Jun-17	118405.8	210	290	270	18	2
341	Orig	15-Jun-17	73913.04	109	151	143	8	0
342	Orig	15-Jun-17	57971.01	84	115	108	7	0
343	Orig	15-Jun-17	54782.61	116	163	148	15	0
Total			216142475.1	48230	61198	54356	4930	1912

Standard Error of Statewide Belt Use Rate³: 0.117%

Nonresponse Rate, as provided in § 1340.9(f)

Nonresponse rate for the survey variable seat belt use: 3.12%

³ The standard error may not exceed 2.5 percent.