EVALUATION OF 2018
"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

A Special Traffic Enforcement Program called "Click It or Ticket" (CIOT) was conducted during April through June, 2018 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.

The evaluations showed that overall Alabamians are getting the message; they know they should be wearing their seat belts. **Restraint use decreased slightly from 92.9% in 2017 to 91.8% in 2018**. Important facts and findings from the program are summarized below:

- Women wore their seat belts a greater percentage of the time than men (93.0% vs. 86.2%).
- The child restraint usage rate was observed to be 91.8%.
- 79% of phone respondents had seen or heard the Click It or Ticket message in the past month.
- Only 3.25% 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.
    - 79 child restraint citations were given.
    - 2,013 seat belt citations were given.
    - 16,787 total citations, arrests, and warnings were issued.

In summary, the 2018 Click It or Ticket program was extremely effective, although there is room for improvement. The Click It or Ticket campaign has been conducted in Alabama since 2001.

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Executive Summary: "Click It or Ticket"

The enforcement campaign, "Click It or Ticket" (CIOT) was conducted between April 23 and June 18 of 2018 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 91.8 % in 2018. Many positive results came from the 2018 CIOT campaign.**

Important facts and findings from this year's campaign are:

- 2018 was the sixth consecutive year to implement the revamped NHTSA-approved observational survey plan.
- Women wore their seat belts a greater percentage of the time than men (93.03% vs. 86.17%).
- The child restraint usage rate was observed to be 91.8%.
- 66.6% of phone respondents had seen or heard messages that encourage seat belt use.
- Only 3.25% 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: 89.6% answered "yes" and 97.2% of the phone survey participants self-reported their seat belt use as either "all of the time" or "most of the time."
- 79.2% 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 94.8% for females and 84.5% for males.
- One question is very revealing – 97.2% 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 eighteen years: from 71% in 2000 to 91.8% in 2018.

A massive enforcement exercise was conducted over a two-week period from May 21 through June 3, 2018. The following immediate results were observed:

- The majority of all law enforcement agencies in the state of Alabama participated in the 2018 CIOT campaign in some manner.
- Thousands of patrol miles were driven and over 12,840 officer hours were devoted to seat belt special enforcement efforts.
- 2,013 seat belt citations, including child restraint citations, were given.
- 2,658 speeding citations were issued.
- 49 DUI arrests were made.
- 79 child restraint citations were given.
- 16,787 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 2018 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 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:

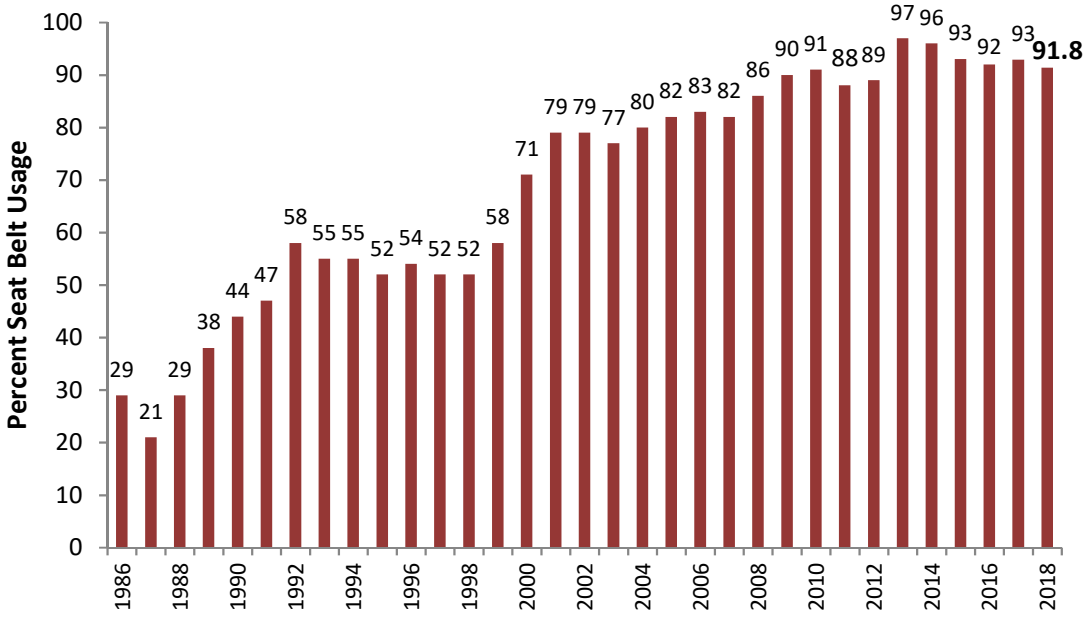
The history of seat belt usage in Alabama is shown in Figure 1-1. Seat belt and child restraint use rates traditionally lagged behind those of other states before 1990. The adoption of the Alabama Seat Belt Act of 1991 made a major difference. Belt use spiked upward by 11 percentage points the following 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 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, while the national rate dropped slightly to 89.7%. Alabama's rate in 2018 saw an insignificant decrease to 91.8%, which is still higher than the current national rate (90.1%). Since the year 2000, seat belt use in Alabama has risen and remains consistently high. The Click It or Ticket campaign must be attributed most of the credit for reaching and maintaining a high rate.

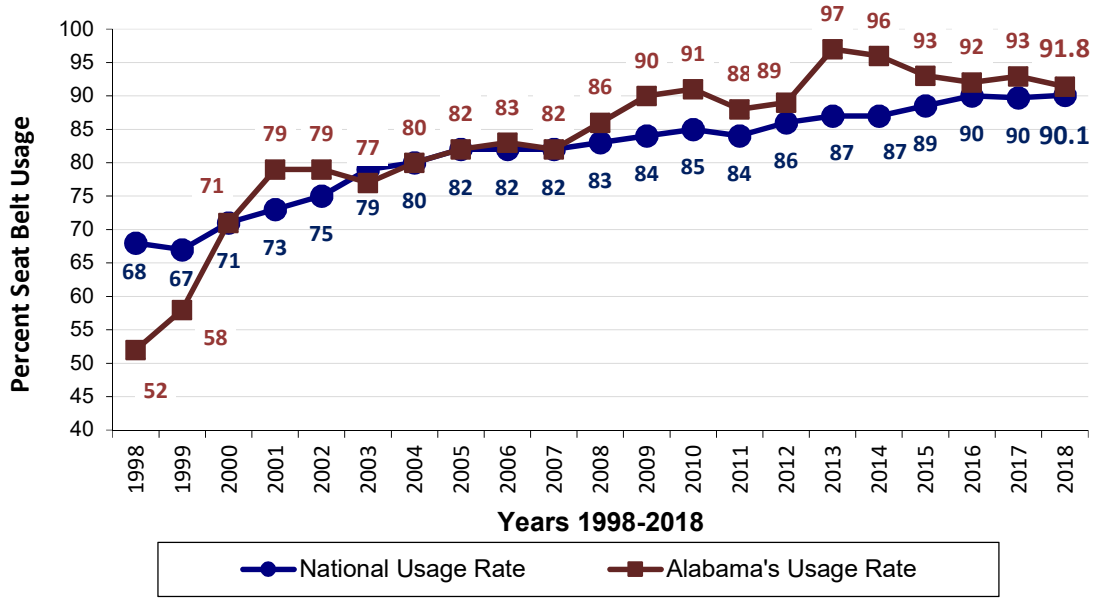
While the consistent improvement seen in past years is encouraging, lives can still be saved if the percentage of seat belt use continues to increase. Programs such as Click It or Ticket help to increase the awareness of the importance of seat belts and encourage seat belt use, helping to keep this percentage high with the goal of raising it even higher. The overall increase from 71% to 91.8% between 2000 and 2018 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 rates from 1986 through 2018. 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, 1986-2018



Source for 2018 Data: 2018 Observational Survey

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



Source for 2018 Alabama Usage Rate: 2018 Observational Survey

*The redesigned observational survey sampling and estimation plan has been implemented since 2013.

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 saw a slight decline to 89.7%. In 2018, the Alabama rate decreased slightly to 91.8% but remained above the new national rate of 90.1%.

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.

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

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 it 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

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

Alabama participated in the Click It or Ticket program from April 23 through June 14, 2017. An observational study was performed before the CIOT campaign, and then a separate observational study was performed at the conclusion of the campaign. The pre-campaign rate was determined to be 90.3% and the post-campaign rate was 92.9%. These results showed a 2.6% seat belt rate increase over the course of the program. The child restraint usage rate was 92.4%. Alabama's restraint usage rate (92.9%) continues to be above the national rate (89.7%)

2018 Alabama Click It or Ticket

In 2018, Alabama participated in the NHTSA Click It or Ticket program from April 23 through June 18. The past results from the program have proven that the rates of seat belt use have improved significantly over the past several years.

The 2018 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 2018 "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 402 and Section 405b funding for LETS to conduct project.
ALEA and local law enforcement agencies	Alabama Law Enforcement Agency Local law enforcement agencies	Conducted enforcement 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 2018 Alabama CIOT was conducted between April 23 and June 18, 2018. 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 2018 Alabama "Click It or Ticket"

Week	Dates	Activity Description
Weeks 1-2	April 23 – May 6	Statewide Observational Survey (Baseline)
Weeks 3-8	May 7 – June 14	Earned Media
Weeks 4-5	May 14 – June 3	Paid Media
Weeks 5-6	May 21 – June 3	Enforcement
Weeks 7-8	June 4 – 14	Telephone Survey (Post Survey)
Weeks 7-8	June 4 – 18	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.

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 Media was a second type of publicity that involved purchase of airtime at selected times in selected markets. Public service announcements aired extensively on radio, TV, and cable outlets. In addition, ads were placed in online outlets, like YouTube, Facebook, and Bleacher Report. Digital streaming services such as Pandora and Spotify, along with electronic billboards and movie theater ads were used. 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/tag/click-it-or-ticket

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 81,783 motorists were observed throughout 41 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.

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. 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 41 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	Colbert	Etowah	Macon	St. Clair
Baldwin	Conecuh	Houston	Madison	Talladega
Blount	Covington	Jackson	Marengo	Tallapoosa
Calhoun	Cullman	Jefferson	Marshall	Tuscaloosa
Chambers	Dale	Lauderdale	Mobile	Walker
Cherokee	Dallas	Lawrence	Montgomery	
Chilton	DeKalb	Lee	Morgan	
Clarke	Elmore	Limestone	Russell	
Coffee	Escambia	Lowndes	Shelby	

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 six 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. They worked 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 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 a FARS dataset of Alabama Crash Fatality data for the latest five years available, which was 2010-2014.

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 41 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 39 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 350 sites, which is only slightly more than 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. Data for the 41 counties selected in Stage 1 comprised the sampling framework. The framework was then stratified into smaller groups. A simple random sampling (SRS) was performed following the previously NHTSA approved design plan. Each county has observational sites from the three different stratums, local, primary and secondary roads. In some small counties, two road types are collapsed into one category.

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: $$p = \frac{\sum_{I=1}^{\lvert I \rvert} \sum_{i \in I} L_i \sum_{all\ jklmn\ in\ i} w_{ijklm} y_{ijklmn}}{\sum_{I=1}^{\lvert I \rvert} \sum_{i \in I} w_i L_i}$$	
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	$y_{ijklmn} = \begin{cases} 1\ if\ belt\ used \\ 0\ if\ belt\ not\ used \end{cases}$
The selection probability of a time segment j at site i, $\pi_{j\lvert i}$:	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, $\pi_{k\lvert ij}$:	1 over the total number of road directions at that site
The selection probability of a lane l, $\pi_{l\lvert ijk}$:	1 over the total number of lanes in the selected direction k at site i
The selection probability of a vehicle m, $\pi_{m\lvert ijkl}$:	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:	$\pi_{ijklm} = \pi_i \pi_{j\lvert i} \pi_{k\lvert ij} \pi_{l\lvert ijk} \pi_{m\lvert ijkl}$
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

Beginning June 4, 2018 Research Strategies made enough phone calls to obtain 500 completed interviews of Alabama drivers, 19 years or older, in each of the 67 counties about the "Click It or Ticket" seat belt enforcement program. 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 interviews were completed on June 14, 2018. 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 99,701 front seat occupants were observed at sites scattered among 41 selected counties for the observational surveys. There were 49,265 front seat occupants observed during April 19 – May 5 for the pre-media campaign period. There were 50,436 front seat occupants observed June 4 – 18 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 formulas presented in Table 2-2, the Alabama seat belt use rate was calculated. Variance and standard error were calculated and considered acceptable. The estimated usage rate for the statewide observations in 2018 is reflected in Table 3-1. Statewide estimates for 2000 through 2017 are also included in the table for comparative purposes.

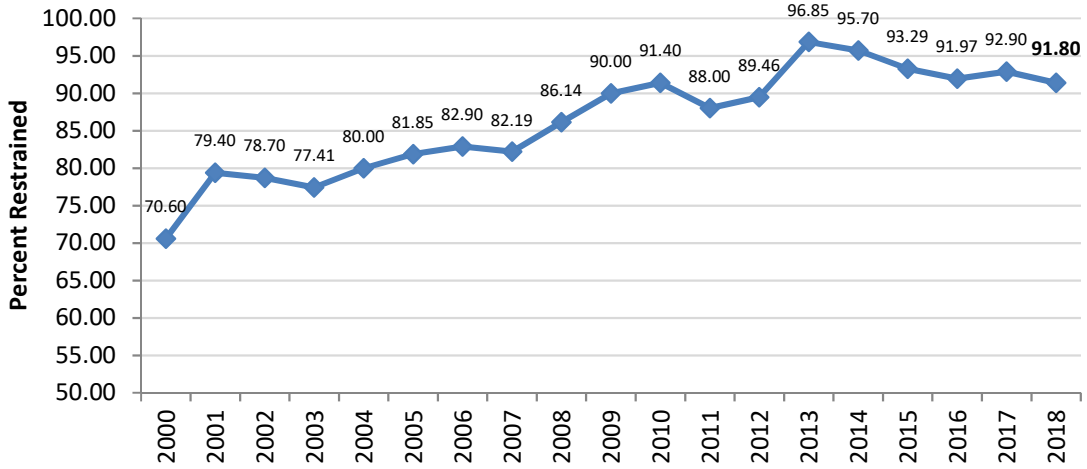
Table 3-1: Observation Surveys of Belt Use

CIOT April - June	Seat Belt Use Rate
Statewide – 2018	**91.80%**
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: 2018 Observational Surveys

*The observational survey sampling and estimation plan was redesigned and has been implemented since 2013.

Figure 3-1: Alabama Seat Belt Use Rates
2000-2018



Source: 2018 Observational Surveys

*The observational survey sampling and estimation plan was redesigned and has been implemented since 2013.

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 was the first year for Alabama to conduct a Click It or Ticket campaign. 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 CIOT campaigns.
- In 2006, seat belt use reached a new high at 82.90%. The CIOT campaign had been in place for a number of years but continued to produce positive results.
- 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.
- The new rate in 2018 was 91.8%, which was only slightly lower than the previous year.
- **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 eighteen years. It might be that 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 8.6% 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 2017 and 2018. Clearly, females in Alabama are more prone to wear seat belts than men: 93.7% versus 85.8% in 2017 and 93.0% versus 86.2% in 2018. 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

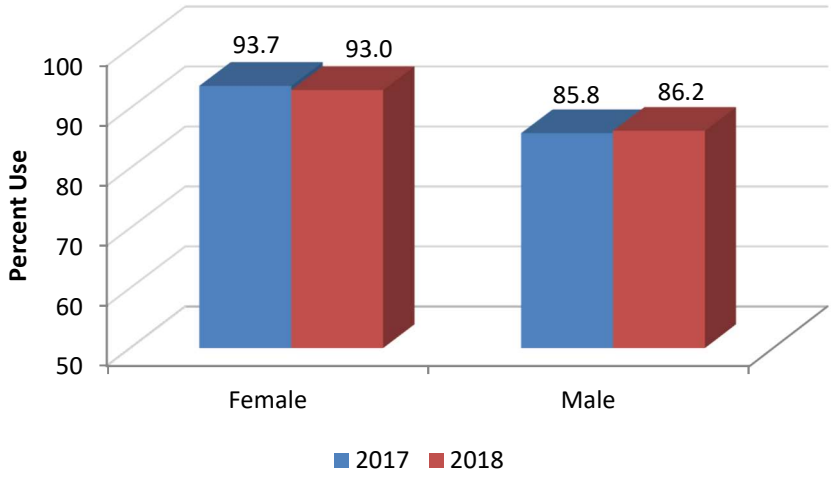
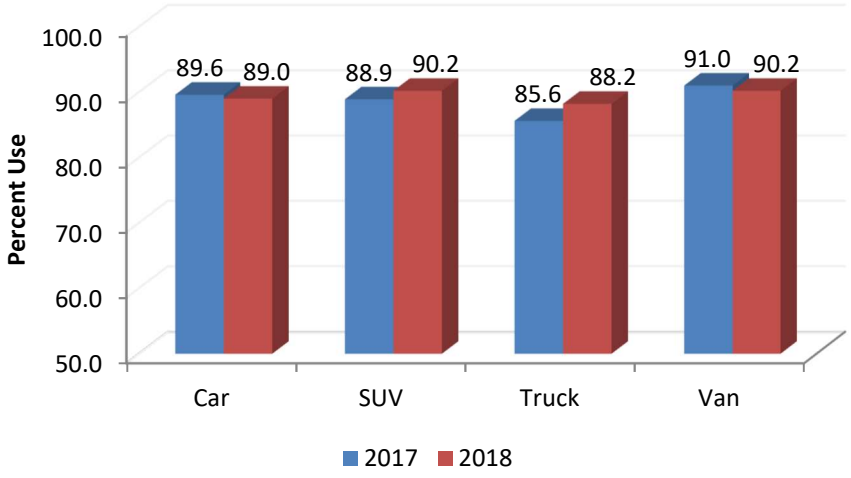


Figure 3-3 on the next page explores the seat belt usage rates based on the type of vehicle driven from 2017 and 2018. This figure shows that the lowest usage rate for both years came in the Truck category, with rates of 85.6% in 2017 and 88.2% in 2018. The highest usage rate in 2017 was Van (91.0%), and the highest rate in 2018 was both Van and SUV (90.2%). 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

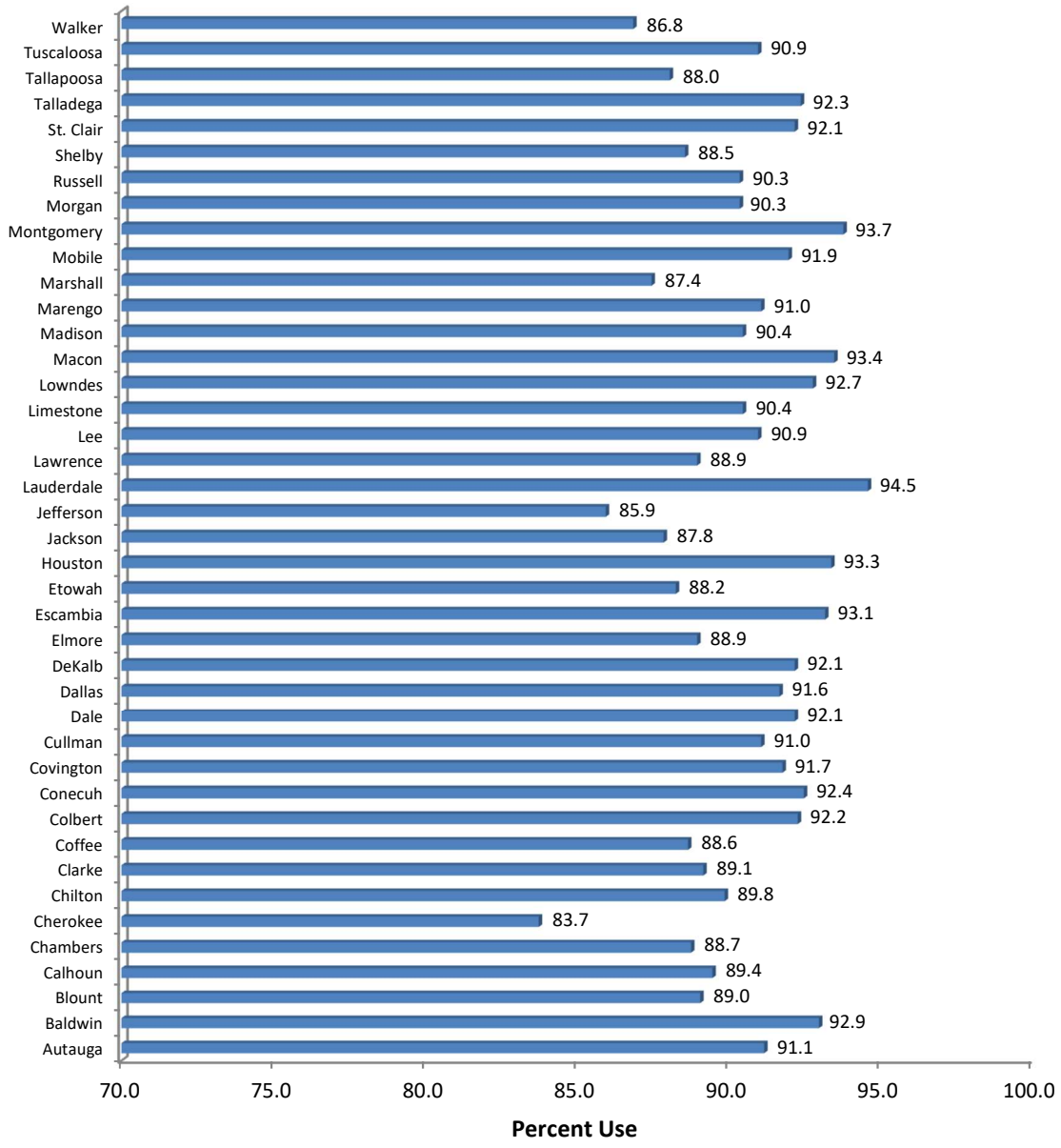


Source for Figures 3-2, and 3-3: 2018 Observational Surveys
These rates are not weighted.

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 2018. The highest usage rates were in Lauderdale (94.5%), Montgomery (93.7%), Macon (93.4%), Houston (93.3%), and Escambia (93.1%) counties, while the lowest usage rates were in Walker (86.8%), Jefferson (85.9%) and Cherokee (83.7%) counties. It is interesting to note that for 2018 Lauderdale County had the highest rate of 94.5%, while Cherokee County had the lowest rate of 83.7%, a difference of almost 11%.

Figure 3-4: Restraint Use by County



Source: 2018 Observational Surveys

Telephone Survey

Research Strategies, Inc. conducted telephone interviews after the 2018 CIOT campaign. Over a thousand 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. Also, it 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 almost 90% of the respondents.

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

Respondents	All of the time Post	Most of the time Post	Some of the time Post	Never Post
Total (N = 493)	**89.7%**	**7.5%**	**2.0%**	**0.8%**
Male (N = 207)	84.5%	10.6%	3.3%	1.6%
Female (N = 235)	94.8%	4.4%	0.8%	0.0%
Age 19-24 (N = 36)	77.8%	22.2%	0.0%	0.0%
Age 25-44 (N = 147)	89.1%	6.8%	3.4%	0.7%
Age 45-64 (N=183)	92.3%	6.0%	1.1%	0.5%
Age 65 and up (N = 127)	89.8%	6.3%	2.4%	1.6%
White (N = 318)	90.9%	6.0%	1.9%	1.3%
Non-White (N = 164)	87.2%	10.4%	2.4%	0.0%
Hispanic (N = 10)	100.0%	0.0%	0.0%	0.0%

Source: "Seat Belt Tracking Surveys: Alabama 2018" 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 consistent with the outcome gathered at the end of the 2017 CIOT campaign. Less than 1% stated that they "never" wore their seat belts in 2018, which is good news.

As for gender, according to the 2018 phone survey, females were more likely to "buckle up" than males. Of the females, 94.8% and 84.5% of the males responded "all of the time" when asked how often they wear their seat belts. These self-reported belt use rates were also consistent with the telephone survey results from last year. Generally, self-reported seat belt use rates have been higher than the observed rates for both men and women.

In age group responses, the "45-64" category had the highest positive response (92.31%) to "all of the time" seat belt usage when compared to the other age categories. The next highest age category was "65 and up" at 89.8%. The "19-24" year olds had the lowest rate of 77.8%. 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, 89.1% reported they buckle up "all of the time. It seems clear that campaign emphasis placed on younger drivers (19-24) should be continued.

In the self-reported rates for "all of the time," seat belt usage was 100% for "Hispanic," 87.2% for "Non-White," and 90.9% for "White." The rate for the Hispanic group increased from 2017 (90%). It is important to note the very small sample size of the Hispanic respondents (10), so no firm conclusions can be drawn for this subset.

The Research Strategies telephone 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 5%. Another key response deals with the awareness of a seat belt law in Alabama. Approximately 95% 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 2018 campaign 79% of the respondents reported having seen or heard the Click It or Ticket slogan in the past 30 days, and 76% saw or heard messages promoting seat belt use on the TV or radio. Also, 94% 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 encouraging. 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?	
Within the past day	*5%*
In the past 30 days, has your use of seat belts when driving increased, decreased, or stayed the same?	
Increased	*2%*
What caused your use of seat belts to increase?	
Increased awareness	*33%*
Does Alabama have a law requiring seat belt use by adults?	
Yes	*95%*
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 for seat belt violation	*81%*
Seat belts are just as likely to harm you as help you.	
Agree (net)	*39%*
If I was in an accident, I would want to have my seat belt on.	
Agree (net)	*97%*
Police in my community generally will not bother to write tickets for seat belt violations.	
Agree (net)	*34%*
Is it important for police to enforce the seat belts laws?	
Agree (net)	*94%*
Putting on a seat belt makes me worry about being in an accident.	
Agree (net)	*12%*
In the past 30 days, do you recall seeing or hearing the Click It or Ticket slogan?	
Yes	*79%*
Where did you hear or see messages encouraging people to wear their seat belts?	
TV	*47%*
Billboard/Signs	*29%*
Radio	*18%*
Personal observation	*2%*
Newspaper	*1%*
Other	*3%*

Source: "Seat Belt Tracking Surveys: Alabama 2018" prepared by Research Strategies, Inc.

Enforcement Summary

Enforcement took place during a two-week blitz period, May 21 through June 3, 2018. 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 12,842 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 contributed in some manner. A total of 88 agencies participated.
- 2,013 seat belt citations, including child restraint citations, were given.
- 2,658 citations were issued for speeding violations.
- 79 DUI child restraint citations.
- 49 DUI arrests were made.
- 16,787 total citations, warnings and arrests were issued for all violations.
- Law enforcement officials contributed substantially to the public awareness program through media contacts.

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										
	2009 Total	2010 Total	2011 Total	2012 Total	2013 Total	2014 Total	2015 Total	2016 Total	2017 Total	2018 Total
Number of Checkpoints	310	348	336	386	386	224	143	9	25	-
Safety belt Citations	14,247	9,119	7,213	6,167	10,935	3,885	4,061	4,548	2,149	2,013
Child Restraint Citations	640	338	307	248	269	204	190	103	106	79
DUI Arrests-Alcohol Only	741	408	443	221	198	121	148	21	28	49
DUI and DUID Arrests	390	381	202	248	305	52	131	144	93	-
Felony Warnings & Arrests	689	353	283	202	273	208	321	80	38	-
Speeding Citations	15,329	5,033	4,861	4,953	6,197	6,019	6,866	9,937	1,732	2,658
Driving With Suspended or Revoked License	2,642	1,614	1,495	1,245	1,092	930	1,029	746	471	-
Violation – Mandatory Insurance Law	9,816	4,085	4,571	3,859	2,965	2,282	2,469	1,980	971	-
Stolen Vehicles Recovered	33	19	28	38	43	5	5	0	-	-
Fugitives Apprehended	517	511	435	416	537	361	174	159	-	-
Reckless Driving	117	65	32	49	52	54	47	103	-	-
Other Arrests & Warnings	12,513	9,684	11,665	8,055	2,731	6,974	8,346	13,081	9,268	11,988
Overall Total – All Items	57,674	31,610	31,535	25,701	25,597	21,095	23,787	30,835	14,856	16,787

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 since 2016, they have 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								
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Print News Stories Run	32	29	50	32	19	226	5	-	-
Radio News Stories Aired	12	63	10	32	13	15	6	-	-
TV News Stories Aired	19	31	33	64	26	31	5	-	-
Press Conferences Held	8	11	14	6	5	18	1	-	-
Paid Media Advertisements:									
Television	9,138	9,263	4,020	11,356	12,201	14,984	1,261	647	1,644
Radio	4,066	5,979	10,110	7,754	5,420	5,189	2,271	1,670	1,784
Digital Radio (Impressions)	-	-	-	-	-	-	2,462,224	2,277,732	1,686,851
Digital (Impressions)	-	-	-	-	-	-	6,351,441	6,343,296	4,042,209
Theater (Locations)	-	-	-	-	-	-	-	48	-
Theater (Screen total)	-	-	-	-	-	-	-	519	514
Out Of Home (Locations)	-	-	-	-	-	-	-	38	47
Out Of Home (Impressions)	-	-	-	-	-	-	3,443,896	7,693,835	3,503,359

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

Table 3-6: Media Mix for Advertising Campaign

Media	Percent of Budget
Television	21.46%
Radio	16.11%
Digital Radio	10.73%
Digital	27.25%
Out Of Home	24.45%
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 23 to June 18, 2018. 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. This was the first year Alabama conducted a Click It or Ticket campaign.
- 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 from 2017 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 99,000 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 2018 is 91.8%. The national rate for 2018 is 90.1%.**
- As for gender in 2018, women were observed wearing their seat belts 93.03% of the time and men 86.17% 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 88.16%, the car rate is 89%, the SUV rate is 90.17%, and the Van rate is 90.21%.

- 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 have seen slight decreases in the seat belt usage rates for Alabama: 95.7% in 2014, 93.29% in 2015, 92% in 2016, 92.9% in 2017, and 91.8% in 2018. The national rates were 87%, 88.5%, 90%, 89.7%, and 9 0.1%.
- 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 nineteen years, and they are using their seat belts above a rate compared to the national average.

Before 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 to 92.9%. For 2018, the Alabama seat belt rate declined slightly to 91.8%, but it has increased substantially over the past nineteen years from 71% to 91.8%. 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 the trend will rise or fall next year, it is important to continue all efforts possible to reach the remaining 8.6% 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 2018 about seat belt attitudes and use. Calls were randomly made until 500 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 is consistent with the past telephone studies.
- Females were more likely to buckle up than males (94.8% for females versus 84.5% for males).
- The 45-64 age group had the highest self-reported rate at 92.3%. The 19-24 age group had the lowest rate at 77.8%.
- Of all respondents, 79% had seen or heard the CIOT slogan in the past month in the surveys conducted after the CIOT campaign.
- 95% 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 2018 CIOT campaign in some manner.
- Thousands of patrol miles were driven and over 12,840 officer hours were devoted to seat belt and child restraint enforcement efforts.
- 79 child restraint citations were given.
- 2,013 seat belt citations were given.
- 2,658 citations were issued for speeding violations.
- 49 DUI arrests were made.
- 16,787 total citations, arrests, and warnings were issued.

*Conclusion*s: 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/tag/click-it-or-ticket/

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 2017 and 2018 values found in both data sets. The results are shown in Table 4-1.

Table 4-1: Analysis of 2017 and 2018 Responses from Both Databases

	2017 Observations (n=48,230)	2018 Observations (n=41,062)		2017 Phone (n=500)	2018 Phone (n=500)
Total Belt Use	92.9%	91.8%		90.0%	89.7%
Car*	89.6%	89.0%		92.0%	90.9%
Truck*	85.6%	88.2%		81.3%	83.5%
SUV*	88.9%	90.2%		95.8%	93.8%
Van*	91.0%	90.2%		90.9%	88.5%
Female	93.7%	93.0%		94.6%	94.8%
Male	85.8%	86.2%		85.8%	84.5%
Heard CIOT slogan in last 30 days.				80.6%	79.2%
Want to wear belt if in crash.				96.8%	97.2%

* Unweighted

The first line in the table shows various estimates of total seat belt use from 2017 and 2018. It is interesting to note that the reported seat belt use rates from the phone surveys in both years were slightly lower than the observed rates.

Looking at gender, the females were more consistent with buckling up, which is expected. The male rate from the telephone survey increased for 2018. The observed male rates for both years were consistent.

In the observational study results, Van drivers had the highest seat belt use rate in 2017 and SUV and Van drivers both had the highest rates in 2018. 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 the CIOT slogan in the past 30 days. Of those interviewed in both years, about 80% 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 2018 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 91.8% in 2018. 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 eighteen years is an outstanding 21.2 percentage point increase in rates. The many individuals and agencies that participated in the CIOT can be proud of their efforts. They should continue their efforts to make Alabama roads and highways even safer in 2019. 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.

Section 5.0 References

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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 2018)

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?

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	**GO GEO3**
2 No	**Terminate**
3 Refused	**Terminate**

[IF GEO1= 2,3]
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 OR 3]
I'm sorry but this survey is limited to people who live in Alabama.

GEO3 And which county do you line 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

(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

(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

Q8 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

Q10. 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

Q11.) 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

Q12) 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

Q13) It is important for police to enforce the seat belt laws.

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

Q14) 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

Q15.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

Q16 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

Q18

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]**

1 Cable TV……..
2 Hulu TV
3 Netflix TV
4 Traditional Radio…….……
5 iHeart radio
6 Spotify radio
7 Pandora radio……
8 Friend/Relative…….…. **SKIP TO Q23**
9 Newspaper…….
10 Personal observation/on the road…. **SKIP TO Q23**
11 Billboard/signs……...
12 Facebook
13 Twitter
14 YouTube
15 Bleacher Report
16 True View…….
17 Movie trailer previews ……..
18 Interstate message sign boards……
19 I'm a police officer/judge……. **SKIP TO Q23**
20 Direct contact by police officer……**SKIP TO Q23**
21 Other (specify)_……**SKIP TO Q23**
22 Don't know.....**SKIP TO Q23**
23 Refused.....**SKIP TO Q23**

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 Q23. 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 truck ……2
About the same……..3
(VOL) Never drive a pickup truck……4
(VOL) Don't know…….5
(VOL) Refused……6

Q24 Do you wear your seat belt when you ride in the back seat?

Always….1 Skip to Q26
Sometimes….2
Never….3

Q25. 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)**

Q27 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 Alabama ……...1
Click it or ticket …….2
You don't get a second chance …….3
———3 Seconds to Life ……...4
Don't play the odds……5
Buckle up what you love…….6
None of these ……..7
Don't Know ……8
Refused ……..9

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

Q29 AGE RANGE

19 to 21 Years ……..1
22 to 24 Years ……..2
25 to 34 Years ……..3
35 to 44 Years ……..4
45 to 54 Years ……..5
55 to 64 Years ……..6
65 to 74 Years ……..7
75+ Years ……8

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

Internet Ads

Appendix D – Part A
Certifications

STATE SEAT BELT USE SURVEY REPORTING FORM

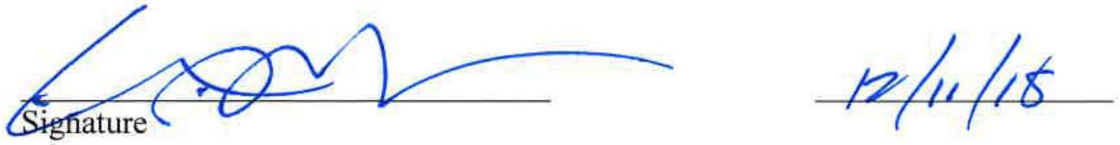
PART A: To be completed by the Governor's Highway Safety Representative (GR) or if applicable, the Coordinator of the State Highway Safety Office.

State: Alabama Calendar Year of Survey: 2018

Statewide Seat Belt Use Rate: 91.8%

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

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								
2	Orig	7-Jun-18	263575.700	218	257	225	25	7
3	Orig	7-Jun-18	4870.446	43	51	47	4	0
4	Orig	7-Jun-18	864017.100	160	196	176	16	4
5	Orig	7-Jun-18	339635.200	269	328	299	22	7
6	Orig	7-Jun-18	4870.446	16	17	14	3	0
Baldwin								
7	Orig	14-Jun-18	58759.910	247	325	282	27	16
8	Orig	16-Jun-18	82627.870	282	400	350	32	18
9	Orig	15-Jun-18	74697.880	312	437	384	35	18
10	Orig	15-Jun-18	44159.210	47	59	46	10	3
11	Orig	15-Jun-18	398757.700	358	410	359	33	18
12	Orig	15-Jun-18	239342.900	68	92	70	20	2
13	Orig	15-Jun-18	33266.600	23	26	23	2	1
14	Orig	15-Jun-18	318142.600	230	336	291	32	13
15	Orig	15-Jun-18	29188.560	8	8	6	1	1
16	Alt	15-Jun-18	59762.130	103	125	108	11	6
17	Orig	16-Jun-18	145942.800	24	34	31	3	0
18	Alt	15-Jun-18	58377.120	52	62	50	10	2
19	Alt	15-Jun-18	29188.560	19	23	16	6	1
Blount								
20	Orig	8-Jun-18	168027.400	159	200	177	23	0
21	Orig	8-Jun-18	78550.220	99	126	108	16	2
22	Orig	8-Jun-18	51572.980	36	38	34	4	0
23	Orig	8-Jun-18	51572.980	19	23	19	4	0
24	Orig	8-Jun-18	155038.800	115	151	139	11	1
Calhoun								
25	Orig	7-Jun-18	108017.800	136	171	159	12	0
26	Orig	7-Jun-18	108017.800	172	201	182	15	4
27	Orig	6-Jun-18	108017.800	230	314	292	22	0
28	Orig	7-Jun-18	1247245.000	233	286	261	21	4
29	Orig	7-Jun-18	2494489.000	71	95	90	5	0
30	Orig	7-Jun-18	2494489.000	20	22	19	3	0
Chambers								
31	Orig	5-Jun-18	101340.300	55	57	52	4	1
32	Orig	4-Jun-18	101340.300	77	101	87	10	4
33	Alt	5-Jun-18	101340.300	27	28	24	3	1
34	Alt	4-Jun-18	720806.800	45	54	46	7	1
35	Alt	4-Jun-18	720806.800	35	42	37	4	1

[1]Identify 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
Cherokee								
36	Alt	12-Jun-18	578561.700	15	19	17	2	0
37	Orig	12-Jun-18	578561.700	17	23	22	1	0
38	Orig	12-Jun-18	578561.700	54	73	68	5	0
39	Orig	12-Jun-18	578561.700	63	81	70	11	0
40	Orig	12-Jun-18	578561.700	8	10	7	3	0
Chilton								
41	Orig	6-Jun-18	623393.300	39	44	36	8	0
42	Orig	7-Jun-18	56243.990	271	336	308	25	3
43	Orig	6-Jun-18	623393.300	21	25	22	3	0
44	Orig	6-Jun-18	112488.000	57	70	64	6	0
45	Orig	7-Jun-18	1124.880	107	141	129	12	0
46	Orig	6-Jun-18	623393.300	31	37	30	7	0
47	Orig	7-Jun-18	623393.300	21	23	20	3	0
Clarke								
48	Alt	16-Jun-18	547580.600	41	46	40	6	0
49	Orig	16-Jun-18	547580.600	22	25	22	3	0
50	Orig	16-Jun-18	547580.600	67	80	67	9	4
51	Orig	16-Jun-18	547580.600	70	84	73	9	2
52	Alt	16-Jun-18	547580.600	40	44	39	4	1
Coffee								
53	Orig	5-Jun-18	492886.200	54	71	64	6	1
54	Orig	5-Jun-18	492886.200	18	26	23	3	0
55	Orig	5-Jun-18	492886.200	68	94	90	4	0
56	Orig	5-Jun-18	492886.200	69	88	75	11	2
57	Orig	5-Jun-18	492886.200	113	151	141	10	0
Colbert								
58	Orig	11-Jun-18	234470.000	114	124	100	17	7
59	Orig	11-Jun-18	110875.600	160	188	156	25	7
60	Orig	11-Jun-18	89766.610	229	272	227	32	13
61	Alt	11-Jun-18	123877.900	22	33	30	3	0
62	Orig	12-Jun-18	17953.320	176	198	159	27	12
63	Orig	11-Jun-18	11797.240	12	16	15	1	0
Conecuh								
64	Orig	11-Jun-18	8248.103	13	15	12	3	0
65	Orig	11-Jun-18	16496.210	39	46	37	6	3
66	Orig	11-Jun-18	8248.103	10	11	9	2	0
67	Orig	11-Jun-18	262477.300	196	246	225	18	3
68	Orig	11-Jun-18	84488.060	73	90	78	11	1
Covington								
69	Orig	12-Jun-18	454194.000	132	169	144	25	0
70	Orig	12-Jun-18	19327.410	56	66	55	11	0
71	Orig	12-Jun-18	210668.700	68	86	72	14	0
72	Orig	12-Jun-18	167182.100	111	140	122	17	1
73	Orig	12-Jun-18	209702.400	48	53	48	5	0
Cullman								
74	Orig	14-Jun-18	401796.100	270	338	299	24	15
75	Orig	14-Jun-18	440614.100	324	450	396	35	19
76	Orig	13-Jun-18	147740.400	164	194	169	17	8
77	Orig	13-Jun-18	93375.820	120	139	114	17	8
78	Orig	13-Jun-18	88059.180	31	36	28	7	1
79	Orig	13-Jun-18	35223.670	25	29	22	7	0
80	Orig	13-Jun-18	35223.670	19	23	17	5	1
81	Alt	14-Jun-18	35223.670	10	13	8	4	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
Dale								
82	Orig	4-Jun-18	755569.600	192	244	228	16	0
83	Orig	5-Jun-18	663619.200	170	240	223	17	0
84	Orig	4-Jun-18	240647.300	74	96	87	8	1
85	Orig	4-Jun-18	1000946.000	183	229	213	14	2
86	Orig	4-Jun-18	987810.000	206	260	239	18	3
Dallas								
87	Orig	6-Jun-18	332857.800	90	110	96	12	2
88	Orig	6-Jun-18	391107.900	140	176	157	17	2
89	Orig	6-Jun-18	514740.800	183	229	212	13	4
90	Orig	6-Jun-18	513552.100	217	275	252	20	3
91	Orig	6-Jun-18	376842.600	92	117	107	10	0
DeKalb								
92	Orig	12-Jun-18	17650.030	36	43	40	3	0
93	Orig	11-Jun-18	282400.400	226	302	279	22	1
94	Orig	11-Jun-18	105339.800	115	155	144	10	1
95	Orig	12-Jun-18	16479.890	9	12	10	2	0
96	Orig	12-Jun-18	26367.830	14	16	15	1	0
97	Orig	12-Jun-18	16479.890	10	11	10	1	0
98	Orig	11-Jun-18	16479.890	86	106	95	11	0
Elmore								
99	Orig	8-Jun-18	29633.700	63	77	68	8	1
100	Orig	8-Jun-18	119909.600	262	312	278	29	5
101	Orig	7-Jun-18	95622.160	122	140	124	13	3
102	Orig	7-Jun-18	88290.100	91	110	95	13	2
103	Orig	7-Jun-18	12642.230	18	18	14	4	0
104	Orig	8-Jun-18	25284.450	17	19	16	3	0
105	Alt	8-Jun-18	6321.113	8	8	7	1	0
106	Orig	7-Jun-18	25284.450	37	42	37	5	0
Escambia								
107	Orig	12-Jun-18	130995.100	110	134	115	19	0
108	Orig	11-Jun-18	187617.600	173	197	177	19	1
109	Orig	11-Jun-18	187617.600	122	126	110	15	1
110	Orig	11-Jun-18	15708.450	62	78	68	9	1
111	Orig	11-Jun-18	15708.450	58	71	63	8	0
112	Alt	11-Jun-18	15708.450	78	92	80	12	0
Etowah								
113	Alt	9-Jun-18	30600.310	36	44	39	4	1
114	Orig	8-Jun-18	112801.100	134	170	153	13	4
115	Orig	8-Jun-18	442691.900	262	296	253	31	12
116	Orig	9-Jun-18	120442.700	38	42	36	6	0
117	Orig	9-Jun-18	162760.400	37	42	35	7	0
118	Orig	9-Jun-18	32552.080	17	19	17	2	0
119	Orig	9-Jun-18	325520.800	44	47	40	7	0
Houston								
120	Orig	4-Jun-18	29619.180	14	17	13	4	0
121	Orig	5-Jun-18	7052.186	167	188	172	14	2
122	Orig	4-Jun-18	90267.980	24	30	20	9	1
123	Orig	4-Jun-18	28208.740	18	23	20	3	0
124	Orig	4-Jun-18	303804.700	259	308	285	20	3
125	Orig	4-Jun-18	370633.600	222	266	248	17	1
126	Orig	4-Jun-18	411906.200	266	323	292	28	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
Jackson								
127	Orig	13-Jun-18	45430.410	71	98	89	9	0
128	Orig	13-Jun-18	38055.340	33	40	36	4	0
129	Orig	12-Jun-18	157088.900	176	224	201	23	0
130	Orig	12-Jun-18	31206.660	14	16	14	2	0
131	Alt	13-Jun-18	346740.600	43	52	49	3	0
132	Alt	13-Jun-18	346740.600	54	67	62	5	0
Jefferson								
133	Orig	4-Jun-18	597522.300	349	375	325	31	19
134	Orig	4-Jun-18	346596.900	325	378	331	28	19
135	Orig	4-Jun-18	618337.700	330	417	370	30	17
136	Orig	4-Jun-18	473160.000	356	475	427	33	15
137	Orig	4-Jun-18	357017.900	173	217	194	12	11
138	Orig	4-Jun-18	354351.400	290	340	299	26	15
139	Orig	5-Jun-18	499790.200	207	253	203	35	15
140	Orig	4-Jun-18	467791.000	198	235	191	31	13
141	Orig	4-Jun-18	326286.500	247	268	217	31	20
142	Orig	4-Jun-18	325893.100	202	220	181	24	15
143	Orig	5-Jun-18	223994.100	181	214	188	16	10
144	Orig	5-Jun-18	969242.300	352	367	323	30	14
145	Orig	5-Jun-18	27878.450	195	239	207	23	9
146	Orig	6-Jun-18	6969.612	171	189	158	23	8
147	Alt	7-Jun-18	762475.600	123	139	119	14	6
148	Orig	5-Jun-18	13939.220	66	76	52	19	5
149	Orig	6-Jun-18	1393.922	63	73	65	5	3
150	Orig	4-Jun-18	41817.670	6	7	5	2	0
151	Orig	6-Jun-18	1393.922	64	73	57	13	3
152	Alt	5-Jun-18	27878.450	66	77	59	12	6
153	Orig	6-Jun-18	27878.450	8	8	8	0	0
154	Alt	6-Jun-18	36241.980	11	12	8	4	0
155	Alt	6-Jun-18	468358.000	63	73	54	18	1
156	Alt	5-Jun-18	6969.612	7	8	4	4	0
157	Alt	5-Jun-18	1123502.000	214	239	203	25	11
158	Alt	6-Jun-18	278784.500	15	17	11	5	1
159	Alt	5-Jun-18	557569.000	62	74	65	4	5
160	Orig	7-Jun-18	1265682.000	158	177	147	20	10
161	Orig	6-Jun-18	41817.670	46	56	49	5	2
162	Orig	6-Jun-18	423752.400	57	62	45	13	4
163	Orig	5-Jun-18	13939.220	91	116	87	24	5
164	Orig	5-Jun-18	27878.450	93	114	93	14	7
165	Orig	6-Jun-18	41817.670	124	149	126	14	9
166	Orig	5-Jun-18	13939.220	45	51	45	4	2
167	Orig	7-Jun-18	41817.670	73	87	73	10	4
168	Alt	4-Jun-18	418176.700	45	48	32	13	3
169	Alt	4-Jun-18	69696.120	128	156	133	19	4
170	Orig	4-Jun-18	69696.120	66	79	65	10	4
171	Orig	4-Jun-18	41817.670	36	43	40	2	1
172	Orig	4-Jun-18	34848.060	269	322	287	20	15
Lauderdale								
173	Orig	11-Jun-18	16496.210	119	128	108	15	5
174	Orig	12-Jun-18	625206.200	86	102	92	6	4
175	Orig	12-Jun-18	32992.410	9	12	9	3	0
176	Alt	11-Jun-18	82481.030	209	251	220	19	12
177	Orig	11-Jun-18	226964.800	138	164	139	18	7

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
178	Orig	11-Jun-18	175248.400	157	198	168	20	10
179	Orig	11-Jun-18	233739.800	153	188	169	13	6
Lawrence								
173	Orig	11-Jun-18	16496.210	119	128	108	15	5
174	Orig	12-Jun-18	625206.200	86	102	92	6	4
175	Orig	12-Jun-18	32992.410	9	12	9	3	0
176	Alt	11-Jun-18	82481.030	209	251	220	19	12
177	Orig	11-Jun-18	226964.800	138	164	139	18	7
Lee								
185	Orig	9-Jun-18	347692.000	280	366	321	43	2
186	Orig	9-Jun-18	405578.600	259	339	303	34	2
187	Orig	9-Jun-18	48872.070	150	182	162	18	2
188	Orig	9-Jun-18	115177.200	162	197	180	12	5
189	Alt	9-Jun-18	170903.200	32	41	34	7	0
190	Orig	9-Jun-18	2000000.000	130	168	150	18	0
191	Orig	9-Jun-18	557659.200	235	287	255	24	8
192	Orig	9-Jun-18	1974182.000	113	143	134	9	0
Limestone								
193	Orig	15-Jun-18	103039.300	100	133	114	18	1
194	Orig	15-Jun-18	120358.800	92	106	89	16	1
195	Orig	15-Jun-18	101203.600	91	118	100	16	2
196	Orig	15-Jun-18	211598.700	59	76	69	7	0
197	Orig	15-Jun-18	52246.600	57	68	61	7	0
198	Orig	15-Jun-18	120119.400	152	202	171	28	3
199	Orig	15-Jun-18	632183.900	68	81	72	8	1
200	Orig	15-Jun-18	65308.250	57	66	56	9	1
Lowndes								
201	Orig	5-Jun-18	32480.940	76	96	91	5	0
202	Orig	6-Jun-18	91434.790	145	186	172	11	3
203	Orig	5-Jun-18	565821.900	191	229	217	9	3
204	Orig	5-Jun-18	4399.859	32	40	36	4	0
205	Orig	6-Jun-18	17599.440	68	88	84	3	1
Macon								
206	Orig	8-Jun-18	51355.240	90	96	88	8	0
207	Orig	8-Jun-18	469726.300	262	329	304	22	3
208	Orig	8-Jun-18	52178.690	30	40	35	5	0
209	Alt	9-Jun-18	45770.780	53	63	59	4	0
210	Alt	8-Jun-18	57671.180	37	40	35	5	0
Madison								
211	Orig	14-Jun-18	37352.040	260	310	289	18	3
212	Orig	14-Jun-18	32746.030	268	324	294	24	6
213	Orig	14-Jun-18	49119.050	236	285	247	31	7
214	Orig	14-Jun-18	49119.050	263	308	284	21	3
215	Orig	13-Jun-18	75474.080	284	341	313	22	6
216	Orig	13-Jun-18	179704.500	187	236	211	18	7
217	Orig	15-Jun-18	482909.600	270	332	271	38	23
218	Orig	14-Jun-18	381151.000	275	339	305	27	7
219	Orig	14-Jun-18	242712.000	237	298	274	22	2
220	Orig	13-Jun-18	335226.500	251	305	277	23	5
221	Orig	14-Jun-18	415428.000	155	177	155	18	4
222	Orig	14-Jun-18	188310.200	229	270	244	21	5
223	Orig	14-Jun-18	10266836.000	225	271	248	20	3
224	Orig	14-Jun-18	63532.400	16	18	16	2	0
225	Orig	13-Jun-18	1270648.000	98	115	112	3	0

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
226	Alt	14-Jun-18	6724497.000	140	174	160	13	1
Marengo								
228	Orig	16-Jun-18	62426.070	34	41	34	6	1
229	Orig	16-Jun-18	224076.800	65	85	78	7	0
230	Orig	16-Jun-18	15113.680	33	36	33	3	0
231	Orig	16-Jun-18	65711.660	6	7	5	2	0
232	Alt	16-Jun-18	328.558	110	132	113	19	0
Marshall								
233	Orig	9-Jun-18	50678.040	95	121	112	9	0
234	Orig	9-Jun-18	60988.400	106	133	120	12	1
235	Orig	9-Jun-18	88948.690	140	175	161	13	1
236	Orig	9-Jun-18	299874.200	256	321	301	19	1
237	Alt	11-Jun-18	83880.890	182	225	204	19	2
238	Alt	11-Jun-18	78288.830	166	214	190	20	4
239	Alt	9-Jun-18	260292.900	275	340	311	23	6
240	Orig	11-Jun-18	143843.500	36	54	47	7	0
Mobile								
241	Orig	11-Jun-18	99608.900	346	508	455	33	20
242	Orig	13-Jun-18	222779.000	253	329	321	8	0
243	Orig	11-Jun-18	154698.200	354	538	491	31	16
244	Orig	12-Jun-18	232047.300	346	482	431	32	19
245	Orig	13-Jun-18	76726.690	231	314	281	18	15
246	Orig	13-Jun-18	209657.300	89	98	82	9	7
247	Orig	13-Jun-18	319374.300	119	147	135	12	0
248	Orig	11-Jun-18	328472.100	100	117	101	12	4
249	Orig	13-Jun-18	281760.900	162	227	197	21	9
250	Orig	13-Jun-18	149367.200	175	218	196	20	2
251	Orig	13-Jun-18	499701.300	234	314	280	21	13
252	Orig	11-Jun-18	214953.000	208	321	289	20	12
253	Orig	13-Jun-18	71022.730	11	13	10	3	0
254	Alt	11-Jun-18	355113.600	115	138	97	34	7
255	Orig	11-Jun-18	473484.800	20	23	13	9	1
256	Orig	11-Jun-18	930397.700	45	51	37	11	3
257	Orig	13-Jun-18	487689.400	34	38	27	9	2
258	Orig	13-Jun-18	23674.240	19	20	19	1	0
259	Orig	13-Jun-18	3233112.000	259	339	326	13	0
260	Orig	13-Jun-18	823863.600	147	197	187	10	0
261	Orig	13-Jun-18	1768466.000	113	139	126	11	2
262	Orig	11-Jun-18	584753.800	53	66	45	18	3
263	Orig	13-Jun-18	2485795.000	228	263	256	7	0
264	Alt	13-Jun-18	1796875.000	139	156	127	19	10
265	Orig	13-Jun-18	23674.240	3	6	6	0	0
266	Orig	13-Jun-18	1760180.000	207	250	244	6	0
267	Orig	13-Jun-18	2690578.000	195	245	217	19	9
268	Orig	13-Jun-18	355113.600	18	20	17	2	1
Montgomery								
269	Orig	15-Jun-18	122972.900	261	337	307	16	14
270	Orig	14-Jun-18	214451.300	317	453	414	23	16
271	Orig	14-Jun-18	170179.000	244	304	268	21	15
272	Orig	14-Jun-18	137736.200	180	210	189	12	9
273	Orig	14-Jun-18	104698.700	135	181	160	13	8
274	Orig	15-Jun-18	78843.210	132	140	122	11	7
275	Orig	14-Jun-18	137975.600	124	146	132	7	7
276	Orig	14-Jun-18	66075.080	73	98	89	6	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
277	Orig	14-Jun-18	116788.300	12	14	13	1	0
278	Alt	14-Jun-18	3149635.000	15	15	13	1	1
279	Orig	14-Jun-18	1824.818	3	3	3	0	0
280	Orig	14-Jun-18	18248.180	4	4	3	1	0
281	Orig	15-Jun-18	182481.800	23	24	20	3	1
Morgan								
269	Orig	15-Jun-18	122972.900	261	337	307	16	14
270	Orig	14-Jun-18	214451.300	317	453	414	23	16
271	Orig	14-Jun-18	170179.000	244	304	268	21	15
272	Orig	14-Jun-18	137736.200	180	210	189	12	9
273	Orig	14-Jun-18	104698.700	135	181	160	13	8
274	Orig	15-Jun-18	78843.210	132	140	122	11	7
275	Orig	14-Jun-18	137975.600	124	146	132	7	7
Russell								
289	Orig	4-Jun-18	14762.990	28	38	34	4	0
290	Orig	4-Jun-18	163057.900	218	265	239	20	6
291	Orig	4-Jun-18	59849.980	137	169	152	15	2
292	Orig	4-Jun-18	8925.384	26	34	29	3	2
293	Orig	4-Jun-18	776508.400	127	156	137	13	6
294	Alt	4-Jun-18	809978.600	182	230	208	20	2
Shelby								
296	Orig	11-Jun-18	491956.700	317	445	410	21	14
297	Orig	11-Jun-18	294688.700	233	272	247	16	9
298	Orig	11-Jun-18	49692.600	164	189	157	22	10
299	Orig	11-Jun-18	359057.900	271	340	298	26	16
300	Alt	12-Jun-18	318098.700	48	57	51	3	3
301	Alt	11-Jun-18	9140.768	121	138	124	12	2
302	Orig	11-Jun-18	1884826.000	216	256	226	21	9
303	Orig	12-Jun-18	54844.610	22	24	22	1	1
St. Clair								
304	Orig	7-Jun-18	357693.800	196	238	212	26	0
305	Orig	6-Jun-18	741740.600	242	308	290	18	0
306	Orig	5-Jun-18	117624.400	70	93	83	8	2
307	Orig	7-Jun-18	24378.350	77	92	82	9	1
308	Orig	5-Jun-18	12189.180	18	22	20	2	0
309	Orig	6-Jun-18	243783.500	41	53	45	8	0
310	Orig	7-Jun-18	157153.900	117	141	122	18	1
311	Alt	7-Jun-18	338859.100	38	41	36	5	0
312	Orig	5-Jun-18	338859.100	75	101	92	9	0
Talladega								
313	Orig	6-Jun-18	348370.500	223	305	286	19	0
314	Orig	6-Jun-18	366415.000	218	306	288	15	3
315	Orig	6-Jun-18	114159.500	86	107	95	8	4
316	Orig	6-Jun-18	119038.900	141	164	155	9	0
317	Alt	6-Jun-18	173448.700	217	268	246	20	2
318	Orig	6-Jun-18	146198.800	39	58	49	9	0
319	Orig	5-Jun-18	81221.570	52	72	63	9	0
320	Orig	6-Jun-18	48732.940	160	215	204	11	0
321	Orig	6-Jun-18	32488.630	65	77	72	5	0
Tallapoosa								
322	Orig	5-Jun-18	101784.100	37	46	37	8	1
323	Orig	5-Jun-18	100640.400	29	37	33	4	0
324	Orig	5-Jun-18	80054.890	25	30	25	5	0
325	Orig	5-Jun-18	22872.830	29	36	33	2	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
326	Orig	5-Jun-18	99496.800	63	79	69	7	3
Tuscaloosa								
327	Orig	7-Jun-18	144799.200	352	404	357	28	19
328	Orig	7-Jun-18	93945.390	76	92	78	9	5
329	Orig	7-Jun-18	87645.140	242	332	292	24	16
330	Orig	7-Jun-18	366401.400	217	231	196	26	9
331	Orig	7-Jun-18	651637.900	314	384	335	31	18
332	Orig	7-Jun-18	213469.700	119	138	113	18	7
333	Orig	8-Jun-18	165747.200	185	211	171	30	10
334	Orig	8-Jun-18	165747.200	103	118	101	11	6
335	Orig	8-Jun-18	621794.900	93	114	93	15	6
336	Orig	7-Jun-18	673992.700	58	67	58	6	3
337	Alt	8-Jun-18	1243590.000	11	12	10	2	0
338	Orig	8-Jun-18	9157.509	2	2	2	0	0
339	Alt	8-Jun-18	1243590.000	77	92	77	10	5
340	Alt	8-Jun-18	621794.900	68	83	72	7	4
341	Orig	8-Jun-18	16483.520	7	7	5	1	1
Walker								
342	Orig	9-Jun-18	129604.900	90	113	92	15	6
343	Orig	14-Jun-18	43201.630	190	235	205	20	10
344	Orig	8-Jun-18	64802.440	99	121	105	12	4
345	Orig	14-Jun-18	129604.900	93	104	86	13	5
346	Alt	8-Jun-18	792113.900	23	27	20	7	0
347	Orig	1-May-18	792113.900	62	72	61	10	1
348	Alt	20-Apr-18	792113.900	32	38	31	5	2
349	Orig	14-Jun-18	792113.900	3	3	3	0	0
350	Orig	19-Apr-18	792113.900	60	75	57	16	2
351	Orig	14-Jun-18	792113.900	95	123	105	12	6
Total			128723776.886	41062	50776	44951	4490	1335

Standard Error of Statewide Belt Use Rate[3]: ___0.125%_____

Nonresponse Rate, as provided in § 1340.9(f)

Nonresponse rate for the survey variable seat belt use: _2.63_%_____

[3] The standard error may not exceed 2.5 percent.