

# **EVALUATION OF 2022 “CLICK IT OR TICKET”**

for

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

by

Ms. Rhonda Stricklin and Ms. Kim D. Wright  
Center for Advanced Public Safety  
The University of Alabama  
Tuscaloosa, Alabama

Prepared by



**September 30, 2022**

This project was supported by Subgrant 2022-OP-IS-45 awarded by ADECA/LETS  
and the National Highway Traffic Safety Administration (NHTSA).

## Technical Report Documentation Page

<b>1. Report No</b> FHWA/CA/OR-	<b>2. Government Accession No.</b>	<b>3. Recipient Catalog No.</b>	
<b>4. Title and Subtitle</b>  Evaluation of “Click It or Ticket” 2022	<b>5. Report Date</b> September 30, 2022		
	<b>6. Performing Organization Code</b>		
<b>7. Authors</b>  Ms. Rhonda Stricklin and Ms. Kim D. Wright	<b>8. Performing Organization Report No.</b>  UA/CAPS Final Report		
<b>9. Performing Organization Name and Address</b>  Center for Advanced Public Safety P O Box 870289 University of Alabama Tuscaloosa, AL 35487-0290	<b>10. Work Unit No.</b>		
	<b>11. Contract or Grant No.</b>  ADECA Subgrant 2022-OP-IS-45		
<b>12. Sponsoring Agency Name and Address</b>  Alabama Department of Economic and Community Affairs Montgomery, Alabama	<b>13. Type of Report and Period Covered</b>  Final Report: September 30, 2022		
	<b>14. Sponsoring Agency Code</b>		
<b>16. Abstract</b>  <p>The “Click It or Ticket” (CIOT) campaign program was conducted during April through June, 2022 in Alabama. Multiple agencies and organizations participated in this effort. Waves of public education and enforcement were conducted, working toward the single goal of improving seat belt use to increase highway safety.</p> <p>The evaluations from 2022 show that overall Alabamians are getting the message; they know they should be wearing their seat belts. Restraint use increased from 91.3% in 2021 to <b>92.7% in 2022</b>. Some of the other important facts and findings from the program are summarized below:</p> <ul style="list-style-type: none"> <li>• Women wore their seat belts a greater percentage of the time than men (96.0% vs. 87.8%).</li> <li>• The child restraint usage rate was observed to be 93.5%.</li> <li>• 93% of phone respondents are aware of the Alabama seat belt law.</li> <li>• 96% of phone respondents stated that they wanted to be wearing their seat belts if they were ever involved in a crash.</li> <li>• An enforcement exercise was conducted over a two-week period. <ul style="list-style-type: none"> <li>○ Members from 83 law enforcement agencies participated from the municipal to the state level.</li> <li>○ Local officers worked a total of 4,450 hours.</li> <li>○ 14,103 total citations, arrests, and warnings were issued by officers.</li> </ul> </li> </ul> <p>In summary the 2022 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. Due to COVID-19 restrictions during 2020, the CIOT enforcement and media campaign was conducted but observational and phone surveys were not conducted that year.</p>			
<b>17. Key Words</b> Seat belts, child restraints, selective traffic enforcement programs		<b>18. Distribution Statement</b>	
<b>19. Security Class (of this report)</b>	<b>20. Security Class. (Of this page)</b>	<b>21. No of Pages</b> 63	<b>22. Price</b>

## Contents

Contents .....	iii
List of Tables .....	v
List of Figures .....	v
Executive Summary: “Click It or Ticket” .....	vi

### **“Click It or Ticket” Study**

1.0 Background .....	1
Introduction .....	1
Seat Belt Use in Alabama .....	1
Historical Trends .....	1
Comparison to the National Rate .....	4
Alabama’s Seat Belt Law .....	5
2001 Alabama Click It or Ticket .....	6
2002 Alabama Click It or Ticket .....	6
2003 Alabama Click It or Ticket .....	7
2004 Alabama Click It or Ticket .....	7
2005 Alabama Click It or Ticket .....	8
2006 Alabama Click It or Ticket .....	8
2007 Alabama Click It or Ticket .....	8
2008 Alabama Click It or Ticket .....	9
2009 Alabama Click It or Ticket .....	9
2010 Alabama Click It or Ticket .....	9
2011 Alabama Click It or Ticket .....	10
2012 Alabama Click It or Ticket .....	10
2013 Alabama Click It or Ticket .....	10
2014 Alabama Click It or Ticket .....	10
2015 Alabama Click It or Ticket .....	11
2016 Alabama Click It or Ticket .....	11
2017 Alabama Click It or Ticket .....	11
2018 Alabama Click It or Ticket .....	11
2019 Alabama Click It or Ticket .....	12
2020 Alabama Click It or Ticket .....	12
2021 Alabama Click It or Ticket .....	12
2022 Alabama Click It or Ticket .....	13
Public Education Program .....	14
Earned Media .....	14
Paid Media .....	14
Public Relations .....	14
Paid Advertising .....	14
Website .....	15
Statewide Observational Surveys .....	15
Enforcement .....	15
Statewide Telephone Survey .....	15

## Contents (continued)

2.0 Evaluation Methods .....	16
Observations of Seat Belt Use .....	16
Observation Study Design .....	16
Enforcement Activity .....	19
Telephone Surveys.....	19
3.0 Results.....	20
Observed Seat Belt Use.....	20
Telephone Survey.....	26
Interview Results .....	26
Enforcement Summary .....	29
Public Education.....	30
4.0 Findings and Summary .....	32
Findings.....	32
Seat Belt History in Alabama .....	32
Seat Belt Observation Study .....	33
Telephone Survey .....	35
Enforcement Activities .....	36
Websites .....	36
Comparison.....	37
Summary .....	38
5.0 References.....	39
6.0 Appendices	
A - Alabama Seat Belt Law.....	41
B - Telephone Survey .....	45
C - Electronic Advertising .....	55
D - Certifications .....	56

## Contents (continued)

### List of Tables

No.		Page
<b><u>“Click It or Ticket” Program</u></b>		
1-1	Agencies and Organizations on 2022 “Click It or Ticket” Team .....	13
1-2	Timeline of Events for 2022 Alabama Click It or Ticket.....	14
2-1	Seat Belt Observation Counties.....	16
2-2	Formulas Used to Determine CIOT Restraint Use Rates .....	18
2-3	Types of Enforcement Activities .....	19
3-1	Observation Surveys of Belt Use .....	20
3-2	Telephone Survey, Frequency of Seat Belt Usage.....	26
3-3	Telephone Survey, Summary of Key Responses .....	28
3-4	Summary of Advertisements .....	31
4-1	Analysis of 2021 and 2022 Responses from Both Databases .....	37

### List of Figures

No.		Page
<b><u>“Click It or Ticket” Study</u></b>		
1-1	Alabama Statewide Seat Belt Use Rate, 1986-2022.....	3
1-2	Comparison of Alabama and National Seat Belt Use Rates .....	3
3-1	Seat Belt Use Rates 2001 through 2022 .....	21
3-2	Restraint Use by Gender.....	23
3-3	Restraint Use by Vehicle Type .....	24
3-4	Restraint Use by County .....	25

## Executive Summary: “Click It or Ticket”

A targeted campaign called “Click It or Ticket” (CIOT) was conducted between April 25 and June 16 (2022) 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. “Before and after” seat belt usage rates were evaluated by direct observation, and “after” seat belt usage rates were evaluated through the telephone survey.

The evaluations showed that the CIOT program is producing positive results. Most Alabamians are getting the message and know that they should be wearing their seat belts. **Restraint use was reported at 92.7 % in 2022. Many positive results came from the 2022 CIOT campaign.**

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

- 2022 was the ninth year to implement the revamped NHTSA-approved observational survey plan. Note: The CIOT observational surveys were not conducted in 2020; however, the media and enforcement campaigns were conducted that year.
- Women wore their seat belts a greater percentage of the time than men (96.0% vs. 87.8%).
- The child restraint usage rate was observed to be 93.5%.
- Only 3% of phone respondents said they drove without a seat belt within the past week.
- During the telephone survey, interviewees were asked how often they used their seat belts. The results were positive: 89.3% answered “all the time” and 96.2% of the phone survey participants self-reported their seat belt use as either “all of the time” or “most of the time.”
- The survey indicated that 59% of phone respondents had seen or heard messages in the past month that encouraged seat belt use. This result and other data show that most Alabamians are getting the message about seat belt usage.
- The self-reported use rates by gender are 93.6% for females and 84.3% for males (all of the time).
- One question is very revealing – 96% 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 observational seat belt usage rate has improved over the last twenty-two years: from 71% in 2000 to 92.7% in 2022.

A massive enforcement exercise was conducted over a two-week period from May 23 through June 5, 2022. The following immediate results were observed:

- Members from 83 law enforcement agencies from the municipal to the state level in the state of Alabama participated in the 2022 CIOT campaign in some manner.
- The local officers worked a total of 4,450 hours devoted to seat belt special enforcement efforts.
- As a result, 6,952 total citations were issued, about one per hour by troopers or officers.

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, along with 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 2022 Click It or Ticket campaign was extremely beneficial, and it has paved the way for continued success in the future.

## **Section 1.0 Background**

### **Introduction**

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

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

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

North Carolina adopted a seat belt law in 1986 and saw its seat belt use rate climb to 78% (NHTSA, Evaluation of South Carolina, 2001). When the rate began to fall, North Carolina conducted the first program named "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 were 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 stable position of 52%. In other words, at that time nearly half of Alabamians still refused to wear seat belts.

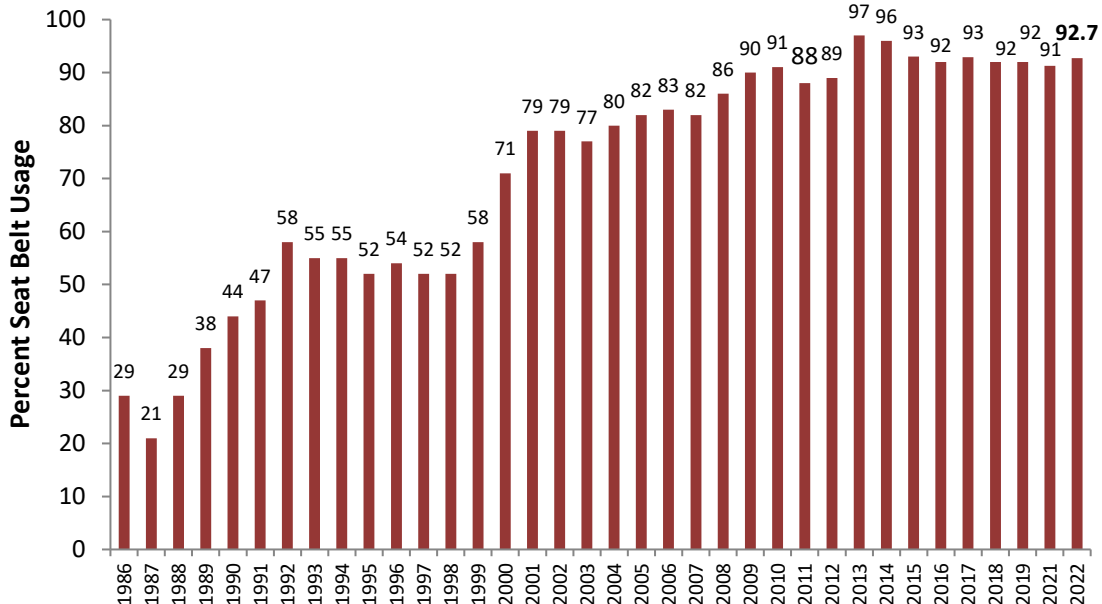


The situation improved significantly when the legislature made it a primary offense for a front-seat passenger to fail to wear a seat belt in December 10, 1999. The new law, public information campaigns, and enforcement programs combined to raise seat belt use rate to 71% in 2000. This was a 13% increase and represented another all-time high. This 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, now to 82%, which 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 fell 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 slightly decreased to 91.8%, which was still higher than the national rate (90.1%). For the years 2019 and 2021, the Alabama and national rates remained consistent. The CIOT campaign was not performed in 2020 due to COVID-19 restrictions. Since the year 2000, seat belt use in Alabama has risen and remains consistently high. Most of the credit for reaching and maintaining a high rate can be attributed to the Click It or Ticket campaign.

While the consistent improvement seen in past years is encouraging, lives can still be saved if the percentage of seat belt use continues to increase. Programs such as Click It or Ticket help to increase the awareness of the importance of seat belts and encourage seat belt use, helping to keep this percentage high with the goal of raising it even higher. The overall increase from 71% to 92.7% between 2000 and 2022 should be celebrated as a victory for the roadway users of the state, but it should not cause us to relax our efforts. 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

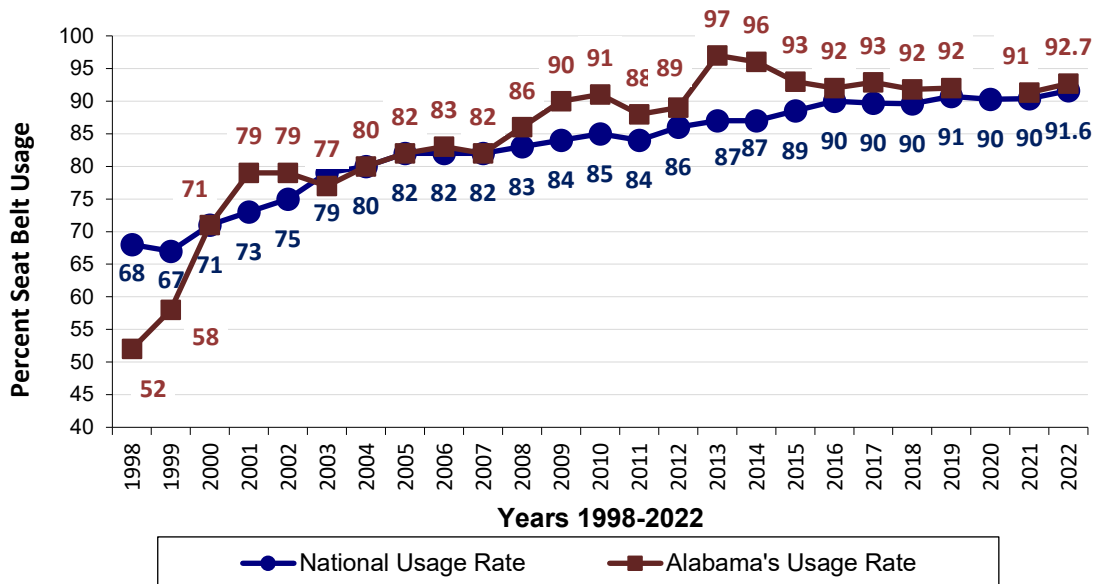
shows the Alabama seat belt use rates from 1986 through 2022. Further insight into Alabama's seat belt usage may be gained from a comparison to the national picture, as shown in Figure 1-2.

**Figure 1-1: Alabama Statewide Seat Belt Use Rate, 1986-2022**



*Source for 2022 Data: 2022 Observational Survey*

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



*Source for 2022 Alabama Usage Rate: 2022 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 3<sup>rd</sup> 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 (to 93% in 2015, 92% in 2016), while the national rate increased (to 89% in 2015 and 90.1% in 2016 national). Following two years of slight decline, the Alabama rate improved in 2017 to 92.9%, while the national rate saw another slight decrease to 89.7%. In 2018, the Alabama rate decreased slightly to 91.8% but remained above the new national rate of 90.1%. Slight rate increases occurred in 2019: the Alabama rate increased to 92.3%, and the national rate increased to 90.7%. Alabama's seat belt law was amended in 2019 to require all persons in a vehicle to be restrained. The CIOT campaign was not conducted in 2020 due to COVID-19 restrictions. The Alabama seat belt use rate was 91.3% in 2021 and rose to 92.7 % in 2021. The national rate has remained between 90% and 91% since 2016. In 2021, the national rate was 90.4%, and in 2022 it increased to 91.6%, which is only slightly lower than the Alabama rate (92.7%).

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, CIOT campaigns improve belt use over time, even when they are implemented in several 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 types of programs that have been implemented in Alabama over the past several years.

### **Alabama's Seat Belt Law:**

Act 2019-386, SB254, amends Section 32-5B-4, Code of Alabama 1975, to: (1) require all occupants of a motor vehicle to use seat belts; and (2) provide that a violation by any person other than a front seat occupant is a secondary violation, and that the issuance of a citation or arrest warrant for the violation may only result from a lawful stop of the vehicle based on probable cause of another violation of law.

EFFECTIVE DATE: September 1, 2019.

The seat belt 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 or older.

Alabama's seat belt law now requires all vehicle drivers and occupants, of any age, be restrained. The amended law states that failure for a back seat passenger to wear a seat belt will result in a secondary violation.

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" campaign 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 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 if they had failed to be wearing seat belts, or for any other violations that they were found to have. The results in terms of total number of checkpoints, number of tickets issued and criminals apprehended were higher during the 2003 enforcement than in past years.

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

## **2004 Alabama Click It or Ticket**

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

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

## **2005 Alabama Click It or Ticket**

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

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

## **2006 Alabama Click It or Ticket**

In 2006, Alabama again elected to participate in the NHTSA CIOT program. The past experience with the program had proved its effectiveness in 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 BUIYT, 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 media 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, the seat belt use rate in Alabama saw a minor decline to 91.5%. The national rate in 2018 decreased slightly to 89.6%. The Alabama child restraint usage rate was 91.8%, which was consistent with past years. Based on the observational study, as expected, females buckled up more than males (93% compared to 86.2%). For the vehicle categories, the SUVs had the highest usage rate (93.8%), and the Trucks had the lowest rate (83.5%). From the telephone surveys, 97% of those interviewed stated they would want to be wearing a seat belt if ever involved in a crash, and 94% stated that police should enforce the seat belt laws. Of those surveyed, 79.2% had heard the CIOT slogan in the past month. The majority of all law enforcement agencies in Alabama, including Alabama Law Enforcement Agency (ALEA), County sheriffs, and city police officers

participated in some manner. Almost 2,500 seat belt citations were given over the course of the CIOT campaign.

### **2019 Alabama Click It or Ticket**

For the nineteenth consecutive year, Alabama participated in CIOT and saw great benefits. From 2000 to 2019, the seat belt use rate in Alabama has improved from 71% to 92.3%, an overall increase of 21.3%. The 2019 national rate is up to 90.7%. Alabama females continue to buckle up at higher rates than males: the observation survey rate is 93.0% and the phone survey rate is 94.8%. For the males, 86.2% of those observed were wearing seat belts, and 86.1% of those surveyed by telephone reported to always wear seat belts. Two telephone surveys were conducted, and results from over 750 respondents were collected. As expected, of those surveyed by phone, over 97% stated they would want to be wearing a seat belt if involved in a crash. Two observational studies were performed and data from over 80,000 drivers and passengers was collected. In the enforcement campaign, 139 checkpoints were in place. Over 15,000 total citations were given (1,846 for seat belts and 136 for child restraints), and over 8,000 office hours were devoted to seat belt and child restraint enforcement.

### **2020 Alabama Click It or Ticket**

Due to COVID-19 restrictions during 2020, the CIOT campaign was scaled back. It was not a typical year and would not have made for good comparisons. The media and enforcement campaigns were conducted but the observational and phone surveys were not conducted. The full campaign program resumed in 2021.

### **2021 Alabama Click It or Ticket**

2021 was the eighth year to implement the revamped NHTSA-approved observational survey plan. Alabama participated in the NHTSA Click It or Ticket program from April 26 through June 17. The observed rate for Alabama was 91.3% and the national rate was 90.4%. In Alabama women wore their seat belts a greater percentage of the time than men (94.7% vs. 84.9%). The child restraint usage rate was observed to be 92.7%. During the telephone survey, interviewees were asked how often they used their seat belts. The results were positive: 89.2% answered “all the time” and 94.5% of the phone survey participants self-reported their seat belt use as either “all of the time” or “most of the time.” Members from 94 law enforcement agencies from the municipal to the state level in the state of Alabama participated in the 2021 CIOT campaign in some manner. Overall, the seat belt rate has improved from 71% in 2000 to 91.3% in 2021, an improvement of over 28%.

## 2022 Alabama Click It or Ticket

In 2022, Alabama participated in the NHTSA Click It or Ticket program from April 25 through June 16. The past results from the program have proven that the rates of seat belt use have remained consistent over the past several years.

The 2022 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 2022 “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 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, Inc.	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 UA/ATI	Center for Advanced Public Safety and Alabama Transportation Institute, 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 2022 Alabama CIOT was conducted between April 25 and June 16. 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 2022 Alabama “Click It or Ticket”**

Week	Dates	Activity Description
Weeks 1-2	April 25 – May 8	Statewide Observational Survey (Baseline)
Weeks 3-8	May 9 – June 16	Earned Media
Weeks 4-6	May 16 – June 5	Paid Media
Weeks 5-6	May 23 – June 5	Enforcement
Week 7	June 5 –12	Telephone Survey (Post Survey)
Weeks 7-8	June 5 – 16	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. A press conference was held and law enforcement officials from Alabama participated to help spread the word about seat belts and traffic safety.

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

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

Paid Advertising Public relations efforts were coupled with paid ads to increase program awareness. Radio and television public service announcements were aired extensively on radio, TV, and cable outlets. In addition, ads were placed in online outlets, like YouTube, Pandora, Facebook, and Bleacher Report. 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 16<sup>th</sup> through June 5<sup>th</sup> 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:

<https://adeca.alabama.gov/ciot/>

<https://www.caps.ua.edu/outreach/programs/click-it-or-ticket/> (UA/CAPS website)

### **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 80,628 motorists were observed at 350 sites throughout 41 selected counties in order to determine and record their seat belt usage. From April 25 through May 8, a pre-campaign rate was obtained by observing 40,550 Alabama drivers. From June 5 through 16, a post-campaign rate was obtained by observing 40,078 Alabama drivers. The surveys were 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 from May 23<sup>rd</sup> through June 5<sup>th</sup>. The goal was to display a large, united enforcement presence across the state. To accomplish this, enforcement was conducted during a two-week enforcement period. Both the Alabama Law Enforcement Agency (ALEA) and local law enforcement agencies participated. ADECA/LETS provided funding for the law enforcement efforts, mostly for overtime pay for officers to staff the checkpoints.

### **Statewide Telephone Surveys**

Research Strategies, Inc. was engaged by UA/CAPS to perform post telephone surveys from June 5<sup>th</sup> through 12<sup>th</sup>. Research Strategies' Telephone Researchers made thousands of calls with an average interview length of about 10 minutes to obtain 504 total interviews after the conclusion of the program. A cell phone component has been included the past several years to collect better data, since most young adults no longer have landlines. Of the 504 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 to satisfy the NHTSA guidelines. The observational sites must be reselected every five years according to NHTSA requirements. The sites are selected from the counties with the top 85% of the fatalities from the state. Sites were re-selected in 2018 so this is the fourth year to use these specific sites (the observational surveys were not conducted in 2020).

**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 ten years.

The Alabama Transportation Institute (ATI) at The University of Alabama managed the process of the annual survey of vehicle belt usage and child restraint usage throughout Alabama. They worked together with personnel within the Center for Advanced Public Safety (UA/CAPS) 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/ATI 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; and
  - 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 UA/ATI 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 strata, local, primary and secondary roads. In some small counties, two road types were 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:	
$p = \frac{\sum_{l=1}^{ I } \sum_{i \in I} L_i \sum_{all\ jklmn\ in\ i} w_{ijklm} y_{ijklmn}}{\sum_{l=1}^{ I } \sum_{i \in I} w_i L_i}$	
$y_{ijklmn}$ denotes seatbelt usage status of front-seat occupant $n$ in vehicle $m$ traveling in lane $l$ along direction $k$ during time period $j$ at site $i$	$y_{ijklmn} = \begin{cases} 1 & \text{if belt used} \\ 0 & \text{if belt not used} \end{cases}$
The selection probability of a time segment $j$ at site $i$ , $\pi_{j i}$ :	1 over the total number of eligible hours in the observation year
The selection probability of a road direction $k$ at site $i$ and $j$ , $\pi_{k ij}$ :	1 over the total number of road directions at that site
The selection probability of a lane $l$ , $\pi_{l ijk}$ :	1 over the total number of lanes in the selected direction $k$ at site $i$
The selection probability of a vehicle $m$ , $\pi_{m ijkl}$ :	1 over the total number of vehicles passing lane $l$ in direction $k$ at site $i$ during hour $j$
The overall vehicle inclusion probability is:	$\pi_{ijklm} = \pi_i \pi_{j i} \pi_{k ij} \pi_{l ijk} \pi_{m ijkl}$
The sampling weight (design weight) for vehicle $m$ is:	$w_{ijklm} = \frac{1}{\pi_{ijklm}}$
Where:	$j$ – Subscript for time segment $k$ – Subscript for road direction $l$ – Subscript for lane $m$ – Subscript for vehicle $n$ – Subscript for front-seat occupant

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

## Enforcement Activity

The enforcement program was twin pronged: state level and local level. ALEA planned and conducted enforcement activities on state routes, and LETS' Community Traffic Safety Program (CTSP) coordinators conducted planning for other law enforcement agencies that operate on local routes. Most of the state's local law enforcement agencies participated in either the educational portion or enforcement portion of the 2022 CIOT program.

Detailed enforcement operations plans were prepared prior to the two-week enforcement blitz from May 23<sup>rd</sup> until June 5<sup>th</sup>. 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.

<b>Table 2-3: Types of Enforcement Activities</b>	
<b>Type</b>	<b>Description</b>
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 Patrol	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

For the 2022 CIOT program, Research Strategies, Inc. made enough phone calls to obtain 504 completed interviews of Alabama drivers, 19 years or older, with calls to each of the 67 counties about the "Click It or Ticket" seat belt enforcement program. These phone telephone surveys were collected at the end of the CIOT campaign. The post-campaign study 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 12, 2022. 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 80,628 front seat occupants were observed at sites scattered among 41 selected counties for the observational surveys. There were 40,550 front seat occupants observed during April 25 – May 8 for the pre-media campaign period. There were 40,078 front seat occupants observed June 5 – June 16 during the post-media campaign. The Alabama Transportation Institute (ATI) at The University of Alabama (UA/ATI) 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 2022 is reflected in Table 3-1. Statewide estimates for 2000 through 2021 are also included in the table for comparative purposes. The study was not performed in 2020.

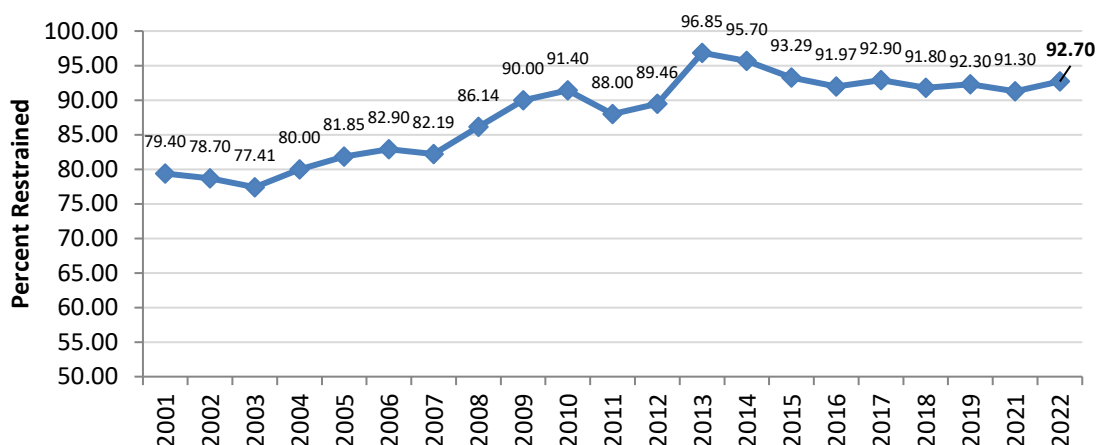
**Table 3-1: Observation Surveys of Belt Use**

<b>CIOT April - June</b>	<b>Seat Belt Use Rate</b>
<b>Statewide – 2022</b>	<b>92.70%</b>
Statewide – 2021	91.30%
Statewide – 2019	92.30%
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: 2022 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  
2001-2022**



*Source: 2022 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 belt 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 2<sup>nd</sup> 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 was still 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 previous fifteen years was encouraging.
- Another slight decline was seen in 2016, with the seat belt usage rate at 92%, which was still above most other states.
- The rates between 2016 and 2021 remained consistent, varying only slightly for each year in that timeframe.
- The new seat belt usage rate in 2022 is **92.7%**.
- **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 consistently high rate.**

Additional study might be needed to fully understand the overall improvement of the final rates over the past few decades. It might be that all of the Alabamians with easily changed attitudes had already converted to seat belt use, and that the only the hard-core non-users remain. Can certain categories of low-use motorists (i.e., younger male drivers) be improved through special educational programs? Should the type of PR efforts or the PR message change? Can this 7.3% of non-users be reached? What if the degree of punishment (i.e., citation fine) is increased? Efforts will continue at finding the answers to these and similar questions, which is essential if Alabama's use rates are to continue to climb or stay consistently high.

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 2021 and 2022. Clearly, females in Alabama are more prone to wear seat belts than men: 94.7% versus 84.9% in 2021 and 96.0% versus 87.8% in 2022. 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.

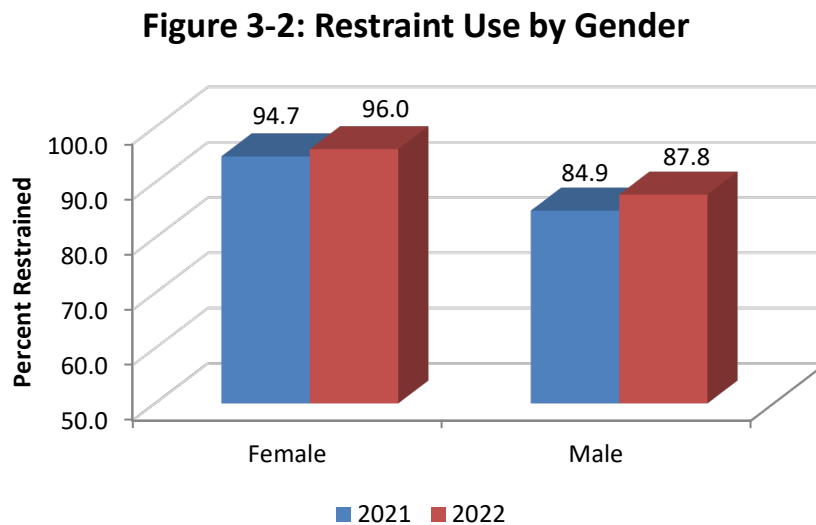
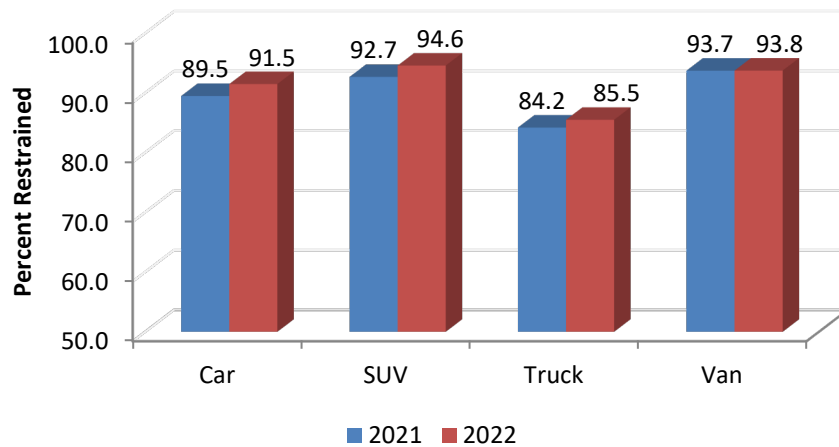


Figure 3-3 on the next page explores the seat belt usage rates based on the type of vehicle driven, comparing 2021 with 2022. This figure shows that the lowest usage rate for both 2021 and 2022 came in the Truck category (84.1% and 85.5%). The highest usage rate in 2021 was Van (93.7%), and the highest rate in 2022 was SUV (94.6%). 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**

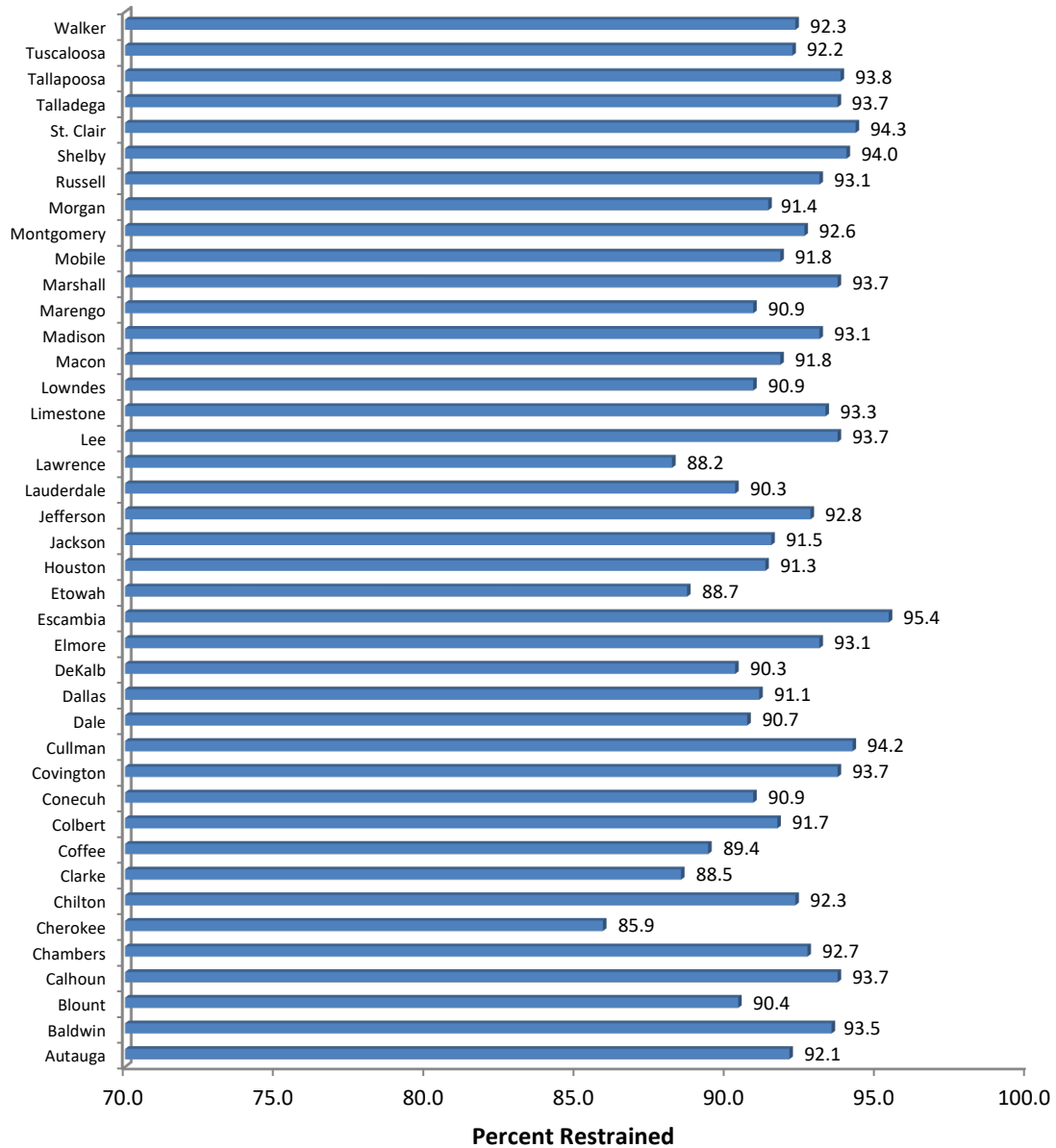


*Source for Figures 3-2, and 3-3: 2022 Observational Surveys  
These rates are not weighted.*

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

The data in Figure 3-4 on the following page gives the County observed seat belt use rates in 2022. The highest usage rates were in Escambia (95.4%), St. Clair (94.3%), and Cullman (94.2%) counties, while the lowest usage rates were in Lawrence (88.2%) and Cherokee (85.9%) counties. An interesting note for 2022 is Escambia County had the highest rate of 95.4%, while Cherokee County had the lowest rate of 85.9%, a difference of almost 10%.

**Figure 3-4: Restraint Use by County**



*Source: 2022 Observational Surveys*



## Telephone Survey

Research Strategies, Inc. conducted post-telephone interviews after the 2022 CIOT campaign. Thousands of numbers were dialed. Random telephone numbers were used; so many numbers could be invalid. The process was continued until the desired number of interviews were obtained, to obtain a good sample size. Results from a total of 504 complete interviews were collected. 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 the 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 over 89% of the respondents.

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

Respondents	All of the time	Most of the time	Some of the time	Rarely/Never
<b>Total (N = 468)</b>	<b>89.3%</b>	<b>6.9%</b>	<b>0.6%</b>	<b>3.2%</b>
<b>Male (N = 217)</b>	84.3%	8.8%	1.4%	5.5%
<b>Female (N = 251)</b>	93.6%	5.2%	0.0%	1.2%
<b>Age 19-24 (N = 18)</b>	72.2%	22.2%	0.0%	5.6%
<b>Age 25-44 (N = 151)</b>	87.4%	9.3%	0.7%	2.6%
<b>Age 45-64 (N = 190)</b>	90.5%	4.7%	1.1%	3.7%
<b>Age 65 and up (N = 109)</b>	92.7%	4.6%	0.0%	2.7%
<b>White (N = 334)</b>	89.2%	6.0%	0.9%	3.9%
<b>Non-White (N = 115)</b>	88.7%	9.6%	0.0	1.7%
<b>Hispanic (N = 7)</b>	85.7%	14.3%	0.0%	0.0%

Source: "Seat Belt Tracking Surveys: Alabama 2022" and Banner Reports prepared by Research Strategies, Inc.

Of all respondents, 96.2% reported that they used their seat belts “all of the time” or “most of the time.” This result was consistent with the outcomes gathered in previous years. Only about 1.3% stated that they “never” wore their seat belts in 2022, which is relatively good news.

As for gender, according to the 2022 phone survey, females were more likely to “buckle up” than males. When asked how often they wear their seat belts, 98.8% of the females and 93.1% of the males responded, “all of the time” or “most of the time.” These self-reported belt use rates were also fairly 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 “65 and up” category had the highest positive response (92.7%) to “all of the time” seat belt usage when compared to the other age categories. The next highest age category was “45 to 64” at 90.5%. The “19-24” group had the lowest rate of 70.2%. 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, 87.4% 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 85.7% for “Hispanic,” 88.7% for “Non-White,” and 89.2% for “White.” It is important to note the very small sample size of the Hispanic respondents (10), so no firm conclusions should be drawn for this subset.

The Research Strategies, Inc. telephone survey responses for other topics were tabulated and included in Table 3-3. Several of the topics seen in this 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 week was only 3.4%. Another key response deals with the awareness of a seat belt law in Alabama. Approximately 92.7% answered “yes” to being aware of the law. When questioned about crashes, 96% of respondents indicated that they wanted to be wearing their seat belts if they were ever involved in a crash. These results 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 2022 campaign 59% of the respondents reported having seen or heard messages encouraging seat belt use in the past 30 days. Also, 91.5% 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 confidence that the public education and enforcement programs over the past few years have been effective.

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

Questions	Post- Enforcement
When was the last time you did not wear your seat belt when driving? <i>Within the past week</i>	3%
In the past 30 days, has your use of seat belts when driving increased, decreased, or stayed the same? <i>Increased</i>	2%
What caused your use of seat belts to increase? <i>Remember More/Habit</i>	11%
Does Alabama have a law requiring seat belt use by adults? <i>Yes</i>	93%
According to your state law, can police stop a vehicle if they observe a seat belt violation or do they have to observe some other offense first in order to stop the vehicle? <i>Can stop for seat belt violation</i>	80%
Seat belts are just as likely to harm you as help you. <i>Disagree (net)</i>	63%
If I was in a crash, I would want to have my seat belt on. <i>Agree (net)</i>	96%
Police in my community generally will not bother to write tickets for seat belt violations. <i>Disagree (net)</i>	63%
Is it important for police to enforce the seat belts laws? <i>Agree (net)</i>	92%
Putting on a seat belt makes me worry about being in a crash. <i>Disagree (net)</i>	94%
In the past 30 days, have you seen or heard any messages encouraging seat belt use? <i>Yes</i>	59%
Where did you hear or see messages encouraging people to wear their seat belts? <i>TV (Cable, Hulu, and Netflix)</i> <i>Billboard/Signs</i> <i>Interstate signs</i> <i>Radio (Traditional, iHeart, Spotify, Pandora)</i> <i>Personal Observation</i> <i>Facebook</i>	32% 31% 14% 10% 4% 1%

Source: "Seat Belt Tracking Surveys: Alabama 2022" prepared by Research Strategies, Inc.

## **Enforcement Summary**

Enforcement took place during a two-week blitz period, May 23 through June 5, 2022. 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.

A vigorous program was conducted by law enforcement agencies, and a clear message was sent to Alabama motorists – seat belt laws will be enforced. Or in simpler terms: CLICK IT OR TICKET! Some important points are listed below:

- Thousands of patrol miles were driven and over 4,450 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 83 state and local agencies participated.
- A total of 14,103 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.

## **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 public information measures were taken to get the message out. These efforts, coordinated by the Auburn Media Group (AMG), included TV ads (both network and cable stations), radio ads, electronic billboards, social media 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 young people seldom read print newspapers, more emphasis was placed with advertising in locations where they can see or hear the message: digital radio, out-of-home media such as digital bulletin boards and digital posters, and other digital sources such as ads on Facebook, YouTube, Instagram, and similar sites. Table 3-4 on the next page summarizes the advertising efforts during the CIOT campaign over the years. The specific breakdown for 2022 is listed below:

### **2022 Media Campaign**

- **572,594** total ads on paid media commercials
  - 568,399 – OTT (Hulu & SpotX)
  - 3,026 – Radio
  - 1,169 – Cable
- **4,365,634** total digital impressions
  - 1,107,409 – Programmatic Video
  - 1,071,635 – Facebook & Instagram
  - 635,781 – Pandora
  - 606,362 – Spotify
  - 323,968 – Programmatic Display
  - 322,630 – YouTube/TrueView Ad
  - 297,849 – Native
- **40,695,010** total out of home placements/impressions
  - 37,787,364 – Consolidated OOH
  - 2,907,646 – Gas Station Toppers

**Table 3-4: Summary of Advertisements**

Media	No. of Stories/ Advertisements										
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2021	2022
Print News Stories Run	29	50	32	19	226	5	-	-	-	-	-
Radio News Stories Aired	63	10	32	13	15	6	-	-	-	-	-
TV News Stories Aired	31	33	64	26	31	5	-	-	-	-	-
Press Conferences Held	11	14	6	5	18	1	-	-	-	-	-
<b>Paid Media Advertisements:</b>											
Television	10,155	9,138	9,263	4,020	11,356	12,201	647	1,644	2,168	575,933	572,594
Radio	5,979	10,110	7,754	5,420	5,189	2,271	1,670	1,784	2,857		
Digital Radio (Impressions)	-	-	-	-	-	2,462,224	2,277,732	1,686,851	1,979,765		
Digital (Impressions)	-	-	-	-	-	6,351,441	6,343,296	4,042,209	7,052,885	3,346,911	4,365,634
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	10,797,595	43,726,661	40,695,010

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

## Section 4.0 Findings and Summary

This report documented above the most recent targeted campaign called “Click It or Ticket,” conducted in Alabama from April 25 to June 16, 2022. 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 that 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 it only pushed belt use to 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 up with 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 it 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 the previous 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 it was still above the national rate of 84%.

- In 2010 the Alabama 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, it 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 of 89%.
- In 2016, the Alabama 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 in 2016 was 90.1%.
- In 2017, the restraint use rate for Alabama increased to 92.9%. The national average for 2017 decreased slightly from its value in 2016 to 89.7%.
- The Alabama rate in 2018 was 91.8%, and the national rate was 90.1%.
- In 2019 the Alabama rate increased to 92.3%. The new national rate was 90.7%.
- In a bill approved by the Alabama Legislature, starting September 1, 2019, everyone in a vehicle traveling in Alabama is required to be properly restrained. The new law includes back seat passengers.
- The Alabama seat belt rate has remained consistent from 2018-2021 with only slight variations. The rate in 2021 was 91.3%.
- **The seat belt usage rate in 2022 improved to 92.7%.**

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** Two carefully designed surveys led to observation of seat belt use of over 80,000 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 2022 is 92.7%.** The national rate for 2022 is not too far behind at 91.6%.
- As for gender in 2022, women were observed wearing their seat belts 96.0% of the time and men 87.8% of the time.
- Drivers of certain types of vehicles have historically been less likely to wear their seat belts. The Truck rate (including pickups) is the lowest of all categories (85.5%). The SUV rate is the highest (94.6%), with Van being a close second (93.8%).
- The Alabama seat belt usage rate in 2021 was 91.3%, and the national rate was 90.4%
- The Alabama CIOT campaign was not performed in 2020 due to COVID-19 restrictions.
- The Alabama seat belt usage rate in 2019 was 92.3%, and the national rate was 90.7%.
- 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 during these years were 87%, 88.5%, 90%, 89.7%, and 89.6%.
- In 2013, the post-CIOT campaign seat belt rate was 97.3%. The national rate was 87%.
- In 2012, the seat belt use rate in Alabama rose from the previous year 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 two 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 consistently positive results; Alabamians have increased their use of seat belts over the past few decades, and they are using their seat belts above a rate compared to the national average.

Previous to 1999, there was a decline seen from year to year and it appeared that there was a “ceiling” just below 60%. In 1999, the estimated seat belt usage rate was only 58%, but it increased to 71% in 2000. The rate increased again in 2001. From 2001 until 2004, it appeared that use rates had again 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%. From 2018 through 2021, the Alabama seat belt rate remained fairly consistent, with a few changes. Over the past two decades, the Alabama seat belt rate has increased substantially from 71% in 2000 to 92.7% in 2022. This improvement is great news and provides support for continuing the CIOT campaign in future years.

In examining the rate of seat belt use, it is possible that a ceiling exists and has just been raised somewhat from previous years. However, this cannot be absolutely determined until future studies have been completed. Regardless of whether or not the trend will rise or fall next year, it is important to continue all efforts possible to reach the remaining 7.3% 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, clearly 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, Inc. conducted telephone interviews after the CIOT campaign in 2022 about seat belt attitudes and use. This section focuses on the telephone survey results at the conclusion of the CIOT campaign. Several conclusions can be drawn from these data.

- A high percentage (96.2%) of the interviewees' self-reported "all of the time" or "most of the time" use of their seat belts. This number is consistent with the past telephone studies.
- 89.3% self-reported the use of seat belts "all the time."
- However, fewer drivers (68.1%) stated they always wear their seat belt when riding in the back seat.
- When asked "if you wear your seat belt in the front seat but not the backseat, why are you less likely to wear your seat belt in the back seat?" 21.1% said "forget to buckle up in back seat" and 14.3% responded "not as necessary in the back seat." In 2019, before the law required seat belt use in the back seat, over 18% stated "law does not require use in back seat" compared to 5.6% giving the same response in 2022.
- For the question "when was the last time you did not wear a seat belt," only 3.4% responded "within the past week."
- For those respondents who do not wear a seat belt, 37.3% stated the reason is "only going a short distance."
- Of all respondents, 58.9% had seen or heard messages in the past month that encourage people to wear their seat belts.
- 92.7% of telephone respondents are aware of the Alabama seat belt law, and 91.5% agree it is important for police to enforce the 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 96% 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; 96% 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 from May 23 through June 5. The ALEA and local law enforcement agencies participated.

- The majority of all law enforcement agencies in the state of Alabama participated in the 2022 CIOT campaign in some manner.
- The local officers worked a total of 4,450 hours.
- Members from 83 local law enforcement agencies participated.
- A total of 14,103 citations, arrests, and warnings were issued.

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

**Websites** The following websites have information about the Click It or Ticket campaign:

<https://adeca.alabama.gov/ciot/>

<https://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 2021 and 2022 values found in both data sets. The results are shown in Table 4-1.

**Table 4-1: Analysis of 2021 and 2022 Responses from Both Databases**

	2021 Observations (n=40,210)	2022 Observations (n=40,078)		2021 Phone (n=506)	2022 Phone (n=504)
Total Belt Use	91.3%	92.7%		89.2%	89.3%
Car*	89.5%	91.5%		92.8%	91.4%
Truck*	84.2%	85.5%		76.0%	80.6%
SUV*	92.7%	<b>94.6%</b>		91.2%	<b>94.2%</b>
Van*	<b>93.7%</b>	93.8%		<b>94.1%</b>	88.5%
Female	94.7%	96.0%		93.8%	93.6%
Male	84.9%	87.8%		84.1%	84.3%
Heard seat belt message in last 30 days.				54%	59%
Want to wear belt if in crash.				96%	96%

\* Unweighted

The first line in the table shows various estimates of total seat belt use from 2021 and 2022. 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 both surveys increased for 2022. The male self-reported versus observed rates for both years were similar.

In the observational study results, Van drivers had the highest seat belt use rate in 2021 and SUV drivers had the highest rate in 2022. The truck rate was the lowest in the observational and telephone surveys in both years. The truck rates increased from 2021 to 2022 in both surveys.

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 2022 in Alabama was well run and effective. Most Alabamians clearly got the message; they know they should be wearing their seat belts. Belt use has increased from 70.6% in 2000 to 92.7% in 2022. 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 twenty-two years is an outstanding 21.9% 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 2023. 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

Alabama Law Enforcement Agency. "Healthy Alabama 2010." Montgomery 2002. Date Accessed: 08/03/2001 (<http://www.alapubhealth.org/ha2010-new.pdf>).

Alabama Department of Public Health. "Alabama Observational Survey of Occupant Restraint Use. Montgomery, Alabama. 2001.

Code of Alabama, 1975, Chapter 5B, §32-5B-1 through §32-5B-7.

Glassbrenner, Donna. *Seat belt Use in 2004 – Overall Results*. Traffic Safety Facts Research Note. DOT HS 809 783. September 2004.

Insurance Institute for Highway Safety. "Super success in North Carolina (Status Report)." Arlington, Virginia. (1994).

Jonah, B.A., Dawson, N.E., & Smith, G.A. Effects of a selective traffic enforcement program on seat belt usage. *Journal of Applied Psychology*, 67, 89-96. (1982).

Lindly, J. K., Alex T., Turner S. D., Brown D., Analysis of 2001 Alabama Seat Belt Use. UTCA Final Report. University Transportation Centre for Alabama. May 2002.

National Highway Traffic Safety Administration. *Evaluation of South Carolina's Click it or Ticket Program*. Report DTNH 22-99-25099, February 2001.

Parrish, Allen S. and Keith, Kerri M. *Evaluation of 2003 "Click It or Ticket."* CARE Research & Development Laboratory. September 2003.

Parrish, Allen S. and Keith, Kerri M. *Evaluation of 2004 "Click It or Ticket."* CARE Research & Development Laboratory. September 2004.

Parrish, Allen S. and Keith, Kerri M. *Evaluation of 2005 "Click It or Ticket."* CARE Research & Development Laboratory. September 2005.

Parrish, Allen S. and Keith, Kerri M. *Evaluation of 2006 "Click It or Ticket."* CARE Research & Development Laboratory. September 2006.

Parrish, Allen S. and Keith, Kerri M. *Evaluation of 2007 "Click It or Ticket."* CARE Research & Development Laboratory. September 2007.

Parrish, Allen S. and Wright, Kim D. *Evaluation of 2008 "Click It or Ticket."* CARE Research & Development Laboratory. September 2008.

Parrish, Allen S. and Wright, Kim D. *Evaluation of 2009 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2009.

Parrish, Allen S. and Wright, Kim D. *Evaluation of 2010 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2010.

Parrish, Allen S. and Wright, Kim D. *Evaluation of 2011 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2011.

Parrish, Allen S. and Wright, Kim D. *Evaluation of 2012 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2012.

Solomon, M.G., Nissen, W.J., Preusser, D.F. *Occupant protection special traffic enforcement program evaluation (final report)*. Washington DC: U.S. Department of Transportation, report number DOT HS 808 884. (1999).

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2013 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2013.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2014 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2014.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2015 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2015.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2016 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2016.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2017 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2017.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2018 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2018.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2019 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2019.

Stricklin, Rhonda and Wright, Kim D. *Evaluation of 2021 "Click It or Ticket."* CAPS Center for Advanced Public Safety. September 2021.

Turner, D. S. and Alex, T. *Evaluation of 2002 "Click It or Ticket."* UTCA Report Number 02407. University Transportation Center for Alabama. August 2002.

Williams, A.F., Lund, A.K., Preusser, D.F., Blomberg, R.D. Results of a seat belt use law enforcement and publicity campaign in Elmira, New York. *Accident Analysis and Prevention*, 19, 243-249. (1987).

Williams, A.F., Wells, J.K., McCartt, A.T., Preusser, D.F. "Buckle Up NOW!" an enforcement program to achieve high seat belt use. *Journal of Safety Research*, 31, 195-201 (2000).

## **Section 6.0 Appendices**

### **Appendix A Alabama Seat Belt Law**

**Act 2019-386, SB254**, amends Section 32-5B-4, Code of Alabama 1975, to: (1) require all occupants of a motor vehicle to use seat belts; and (2) provide that a violation by any person other than a front seat occupant is a secondary violation, and that the issuance of a citation or arrest warrant for the violation may only result from a lawful stop of the vehicle based on probable cause of another violation of law. EFFECTIVE DATE: September 1, 2019.

#### **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, &sect;6; Act 99&ndash;397, &sect;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.

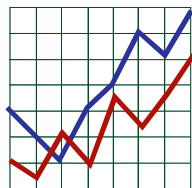
"(2) Convertible seats in the forward position or forward facing seats until the child is at least five years of age or 40 pounds.

"(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



### 2022 Alabama Drivers Click It or Ticket It Survey

#### 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  
2 No  
3 Refused

**GO GEO3**  
**Terminate**  
**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  | <b>SCHEDULE CALLBACK</b>                 |
| 3 | No, CB on landline | <b>RECORD NUMBER, schedule call back</b> |
| 4 | Refused            | <b>Terminate</b>                         |

Sc3 Are you at least 19 years old?

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

GEO2. Do you live in Alabama?

- |   |         |                   |
|---|---------|-------------------|
| 1 | Yes     | <b>GO TO GEO3</b> |
| 2 | No      | <b>Terminate</b>  |
| 3 | Refused | <b>Terminate</b>  |

**[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 live in? [DO NOT READ, CONFIRM RESPONSE]

- |    |           |
|----|-----------|
| 1  | Autauga   |
| 2  | Baldwin   |
| 3  | Barbour   |
| 4  | Bibb      |
| 5  | Blount    |
| 6  | Bullock   |
| 7  | Butler    |
| 8  | Calhoun   |
| 9  | Chambers  |
| 10 | Cherokee  |
| 11 | Chilton   |
| 12 | Choctaw   |
| 13 | Clarke    |
| 14 | Clay      |
| 15 | Cleburne  |
| 16 | Coffee    |
| 17 | Colbert   |
| 18 | Conecuh   |
| 19 | Coosa     |
| 20 | Covington |
| 21 | Crenshaw  |
| 22 | Cullman   |
| 23 | Dale      |
| 24 | Dallas    |
| 25 | DeKalb    |
| 26 | Elmore    |

27	Escambia
28	Etowah
29	Fayette
30	Franklin
31	Geneva
32	Greene
33	Hale
34	Henry
35	Houston
36	Jackson
37	Jefferson
38	Lamar
39	Lauderdale
40	Lawrence
41	Lee
42	Limestone
43	Lowndes
44	Macon
45	Madison
46	Marengo
47	Marion
48	Marshall
49	Mobile
50	Monroe
51	Montgomery
52	Morgan
53	Perry
54	Pickens
55	Pike
56	Randolph
57	Russell
58	St. Clair
59	Shelby
60	Sumter
61	Talladega
62	Tallapoosa
63	Tuscaloosa
64	Walker
65	Washington
66	Wilcox
67	Winston
99	Other/Refused/No answer

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

Almost every day.....1  
Few days a week.....2  
Few days a month.....3  
Few days a year.....4  
Never.....5  
Other (SPECIFY) .....6  
(VOL) Don't know.....7  
(VOL) Refused.....8

**SKIP TO Q8**

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

**SKIP TO Q8**

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  
(VOL) Don't know.....6  
(VOL) Refused.....7

**Skip to Q6**

(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

Q16a - What electronic entertainment media do you normally use in your residence, vehicle or at the office? (Multiple responses)

- 1 ☐ Cable TV
- 2 ☐ Netflix TV
- 3 ☐ Hulu TV
- 4 ☐ iHeart radio
- 5 ☐ Spotify radio
- 6 ☐ Pandora radio
- 7 ☐ Facebook
- 8 ☐ Twitter
- 9 ☐ YouTube
- 10 ☐ Instagram
- 11 ☐ Pinterest
- 12 ☐ Google+
- 13 ☐ Other – What is it?
- 14 - None

Q17 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**

Q21. Do these messages cause you to wear your seat belt more often than 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

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

Q26 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

#### Billboard Advertising



#### Internet Ad

<https://adeca.alabama.gov/ciot/>



## 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: 2022

Statewide Seat Belt Use Rate: 92.69%

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. Kofi Adanu, 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

Bill Babington

Printed name of signing official

01/18/2023

Date

## Appendix D - Part B

Site ID	Site Type <sup>1</sup>	Date Observed	Sample Weight	Number of Drivers	Number of Front Passengers	Number of Occupants <sup>2</sup> Belted	Number of Occupants Unbelted	Number of Occupants With Unknown Belt Use
<b>Autauga</b>								
2	Orig	6/9/2022	174029.6138	267	57	303	20	1
3	Orig	6/10/2022	4870.446133	142	26	153	14	1
4	Orig	6/9/2022	1497792.064	181	28	196	12	1
5	Orig	6/10/2022	249098.1942	253	41	262	30	2
6	Orig	6/10/2022	4870.446133	58	11	60	9	0
<b>Baldwin</b>								
7	Orig	6/15/2022	61796.70113	265	61	308	13	5
8	Orig	6/15/2022	126177.7981	266	81	330	15	2
9	Orig	6/15/2022	95815.0467	272	71	325	13	5
10	Orig	6/15/2022	44188.64814	51	6	46	9	2
11	Orig	6/16/2022	468411.4461	313	24	302	30	5
12	Orig	6/16/2022	329869.2887	75	16	79	10	2
13	Orig	6/15/2022	36534.3853	26	3	23	5	1
14	Orig	6/16/2022	386186.9995	243	56	280	14	5
15	Orig	6/15/2022	29188.55809	15	1	15	1	0
16	Alt	6/16/2022	68417.33396	105	15	109	7	4
17	Orig	6/16/2022	145942.7904	26	11	35	2	0
18	Alt	6/16/2022	58377.11617	38	2	30	10	0
19	Alt	6/15/2022	29188.55809	26	1	24	3	0
<b>Blount</b>								
20	Orig	6/7/2022	147163.1206	145	19	139	22	3
21	Orig	6/7/2022	88075.21029	107	22	120	9	0
22	Orig	6/7/2022	51572.97576	44	6	48	2	0
23	Orig	6/7/2022	51572.97576	43	4	43	4	0
24	Orig	6/7/2022	160007.4221	129	16	129	14	2
<b>Calhoun</b>								
25	Orig	6/14/2022	95052.49761	159	42	187	13	1
26	Orig	6/14/2022	372096.7229	158	43	183	18	0
27	Orig	6/14/2022	685905.1861	222	52	253	20	1
28	Orig	6/14/2022	3336884.644	230	69	288	8	3
29	Orig	6/14/2022	799044.82	70	15	77	8	0
30	Orig	6/14/2022	36737.69287	33	15	45	3	0
<b>Chambers</b>								
31	Orig	6/12/2022	59087.78842	81	16	89	6	2
32	Orig	6/12/2022	50640.2794	76	15	86	5	0
33	Alt	6/12/2022	20491.92561	58	12	64	5	1
34	Alt	6/12/2022	5307.855626	22	3	22	3	0
35	Alt	6/12/2022	10615.71125	33	13	42	4	0

<sup>1</sup>Identify if the observation site is an original observation site or an alternate observation site.

<sup>2</sup> Occupants refer to both drivers and passengers.



<b>Cherokee</b>								
36	Alt	6/7/2022	4260.395365	17	0	14	3	0
37	Orig	6/8/2022	8520.790729	15	1	12	3	1
38	Orig	6/8/2022	138974.0968	59	4	55	8	0
39	Orig	6/7/2022	366223.5856	63	9	63	9	0
40	Orig	6/7/2022	8520.790729	10	0	8	2	0
<b>Chilton</b>								
41	Orig	6/8/2022	59676.82703	45	9	49	5	0
42	Orig	6/8/2022	322984.6592	264	41	279	21	5
43	Orig	6/8/2022	68857.87734	28	6	30	4	0
44	Orig	6/9/2022	27699.54607	72	17	82	6	1
45	Orig	6/8/2022	95987.54183	123	17	126	13	1
46	Orig	6/8/2022	9181.050312	23	3	24	2	0
47	Orig	6/8/2022	119353.6541	30	5	34	1	0
<b>Clarke</b>								
48	Alt	6/7/2022	283951.6129	47	7	45	9	0
49	Orig	6/7/2022	8064.516129	29	3	30	2	0
50	Orig	6/7/2022	126209.6774	36	9	39	6	0
51	Orig	6/7/2022	71008.06452	50	13	57	4	2
52	Alt	6/2/2022	161290.3226	8	0	6	2	0
<b>Coffee</b>								
53	Orig	6/7/2022	76074.33217	69	18	80	7	0
54	Orig	6/7/2022	141332.7526	30	6	29	7	0
55	Orig	6/7/2022	231779.9071	72	15	79	8	0
56	Orig	6/7/2022	81155.63299	73	21	84	9	1
57	Orig	6/7/2022	289343.7863	118	24	126	16	0
<b>Colbert</b>								
58	Orig	6/11/2022	211880.1843	137	37	163	9	2
59	Orig	6/11/2022	110829.4931	166	27	175	15	3
60	Orig	6/11/2022	89766.60682	170	30	179	19	2
61	Alt	6/11/2022	125314.1831	26	4	25	4	1
62	Orig	6/11/2022	17953.32136	152	15	150	14	3
63	Orig	6/11/2022	12276.4977	27	7	30	4	0
<b>Conecuh</b>								
64	Orig	6/9/2022	8248.102936	6	1	5	2	0
65	Orig	6/9/2022	16496.20587	8	1	8	1	0
66	Orig	6/9/2022	8248.102936	20	4	21	2	1
67	Orig	6/9/2022	215875.6035	223	44	239	21	7
68	Orig	6/9/2022	88140.32228	77	20	86	10	1
<b>Covington</b>								
69	Orig	6/10/2022	465017.3947	138	28	149	10	7
70	Orig	6/10/2022	19327.40626	26	5	29	1	1
71	Orig	6/10/2022	265365.288	60	18	76	2	0
72	Orig	6/10/2022	106010.8234	97	24	109	12	0
73	Orig	6/10/2022	261596.4438	67	19	80	5	1
<b>Cullman</b>								
74	Orig	6/13/2022	430281.9622	275	92	351	13	3
75	Orig	6/13/2022	482126.3036	276	85	343	13	5
76	Orig	6/13/2022	80001.93125	176	16	175	13	4
77	Orig	6/13/2022	119341.4446	126	10	120	12	4
78	Orig	6/13/2022	88059.17577	27	3	27	2	1
79	Orig	6/13/2022	17611.83515	101	14	98	13	4
80	Orig	6/13/2022	35223.67031	20	5	20	5	0
81	Alt	6/13/2022	35223.67031	9	0	9	0	0
<b>Dale</b>								
82	Orig	6/6/2022	886349.3064	246	52	268	27	3
83	Orig	6/7/2022	719157.2089	184	40	194	25	5
84	Orig	6/7/2022	227301.3871	81	12	80	12	1
85	Orig	6/6/2022	1014554.435	246	95	308	31	2
86	Orig	6/6/2022	1054802.438	211	70	258	19	4
<b>Dallas</b>								
87	Orig	6/9/2022	327508.3215	154	35	168	19	2
88	Orig	6/9/2022	380765.573	177	34	187	20	4

89	Orig	6/8/2022	442522.5868	185	40	205	19	1
90	Orig	6/8/2022	563361.864	165	43	191	16	1
91	Orig	6/8/2022	351283.8802	74	20	84	7	3
<b>DeKalb</b>								
92	Orig	6/8/2022	18602.56626	36	5	37	4	0
93	Orig	6/8/2022	389449.2072	200	37	216	17	4
94	Orig	6/8/2022	106712.6128	115	24	122	14	3
95	Orig	6/8/2022	16479.89453	12	2	12	2	0
96	Orig	6/8/2022	29004.61437	17	4	19	2	0
97	Orig	6/8/2022	16479.89453	22	2	21	2	1
98	Orig	6/8/2022	16479.89453	92	11	86	15	2
<b>Elmore</b>								
99	Orig	6/9/2022	40280.45092	71	10	73	8	0
100	Orig	6/9/2022	222237.4973	257	48	287	16	2
101	Orig	6/9/2022	94308.49601	131	29	149	11	0
102	Orig	6/9/2022	93590.5661	98	15	103	8	2
103	Orig	6/9/2022	12642.22503	22	8	29	1	0
104	Orig	6/9/2022	25284.45006	16	0	13	3	0
105	Alt	6/9/2022	6321.112516	26	5	30	1	0
106	Orig	6/9/2022	25284.45006	32	5	33	4	0
<b>Escambia</b>								
107	Orig	6/10/2022	133391.3167	159	20	172	7	0
108	Orig	6/10/2022	205367.6027	158	36	187	7	0
109	Orig	6/9/2022	53161.27658	157	46	193	6	4
110	Orig	6/9/2022	15708.45115	53	13	63	3	0
111	Orig	6/9/2022	15708.45115	59	15	63	9	2
112	Alt	6/9/2022	15708.45115	20	3	20	3	0
<b>Etowah</b>								
113	Alt	6/6/2022	27630.2763	40	10	45	3	2
114	Orig	6/6/2022	175771.7577	151	12	139	19	5
115	Orig	6/6/2022	441971.9197	270	22	258	29	5
116	Orig	6/6/2022	120279.9479	30	5	35	0	0
117	Orig	6/6/2022	81380.20833	150	14	147	17	0
118	Orig	6/6/2022	32552.08333	16	2	10	8	0
119	Orig	6/6/2022	325520.8333	33	3	27	8	1
<b>Houston</b>								
120	Orig	6/6/2022	29619.18195	22	2	16	7	1
121	Orig	6/6/2022	14104.37236	187	52	215	19	5
122	Orig	6/6/2022	70521.86178	14	5	15	4	0
123	Orig	6/6/2022	28208.74471	16	2	13	5	0
124	Orig	6/6/2022	323607.3908	263	63	292	28	6
125	Orig	6/6/2022	382318.3732	233	59	271	18	3
126	Orig	6/6/2022	442259.3342	275	66	308	27	6
<b>Jackson</b>								
127	Orig	6/9/2022	45253.40728	56	22	72	4	2
128	Orig	6/9/2022	27582.74825	37	12	47	2	0
129	Orig	6/8/2022	192135.2292	162	43	188	15	2
130	Orig	6/8/2022	41955.6172	19	4	18	5	0
131	Alt	6/8/2022	346740.638	29	3	26	5	1
132	Alt	6/8/2022	433425.7975	42	10	46	6	0
<b>Jefferson</b>								
133	Orig	6/13/2022	585489.1229	260	71	312	11	8
134	Orig	6/15/2022	468784.8029	264	59	296	18	9
135	Orig	6/14/2022	538808.1904	279	37	289	18	9
136	Orig	6/15/2022	492824.6412	254	60	282	27	5
137	Orig	6/15/2022	603597.2253	257	63	297	19	4
138	Orig	6/16/2022	343492.6297	222	61	267	13	3
139	Orig	6/14/2022	309185.3328	205	45	229	17	4
140	Orig	6/14/2022	279441.8507	208	48	236	14	6
141	Orig	6/16/2022	309526.3075	148	33	168	9	4
142	Orig	6/16/2022	337446.8866	215	67	256	20	6
143	Orig	6/15/2022	208243.7182	215	13	212	16	0

144	Orig	6/13/2022	1221410.586	257	65	302	13	7
145	Orig	6/15/2022	27878.44996	102	5	95	12	0
146	Orig	6/14/2022	6969.61249	23	6	20	9	0
147	Alt	6/16/2022	944800.6691	115	20	124	8	3
148	Orig	6/15/2022	13939.22498	25	3	21	7	0
149	Orig	6/16/2022	1393.922498	69	9	71	6	1
150	Orig	6/13/2022	41817.67494	12	4	14	2	0
151	Orig	6/15/2022	1393.922498	73	25	90	5	3
152	Alt	6/15/2022	27878.44996	52	10	56	6	0
153	Orig	6/14/2022	27878.44996	17	5	21	1	0
154	Alt	6/14/2022	41399.49819	21	1	18	4	0
155	Alt	6/14/2022	354753.2757	29	5	31	3	0
156	Alt	6/16/2022	6969.61249	24	3	23	3	1
157	Alt	6/14/2022	1303875.105	69	17	83	2	1
158	Alt	6/14/2022	278784.4996	11	2	10	3	0
159	Alt	6/13/2022	55756.89992	28	4	28	4	0
160	Orig	6/14/2022	642458.8793	133	12	118	26	1
161	Orig	6/14/2022	41817.67494	37	11	43	4	1
162	Orig	6/15/2022	502230.276	73	11	73	7	4
163	Orig	6/15/2022	13939.22498	31	5	29	7	0
164	Orig	6/15/2022	27878.44996	35	8	38	5	0
165	Orig	6/14/2022	41817.67494	98	19	102	10	5
166	Orig	6/13/2022	13939.22498	7	0	7	0	0
167	Orig	6/14/2022	41817.67494	101	17	109	7	2
168	Alt	6/14/2022	418176.7494	66	9	65	10	0
169	Alt	6/15/2022	69696.1249	45	8	47	6	0
170	Orig	6/13/2022	6969.61249	24	5	27	2	0
171	Orig	6/13/2022	41817.67494	18	4	20	2	0
172	Orig	6/13/2022	34848.06245	156	48	189	13	2
<b>Lauderdale</b>								
173	Orig	6/12/2022	16496.20587	102	9	99	10	2
174	Orig	6/12/2022	645661.4979	101	19	108	10	2
175	Orig	6/12/2022	32992.41175	21	0	15	6	0
176	Alt	6/12/2022	41240.51468	227	23	222	24	4
177	Orig	6/12/2022	247346.4318	151	18	148	17	4
178	Orig	6/11/2022	183604.336	104	15	109	7	3
179	Orig	6/12/2022	226513.0985	158	24	160	19	3
<b>Lawrence</b>								
180	Orig	6/10/2022	17061.54075	8	0	7	1	0
181	Orig	6/10/2022	49471.01773	22	7	25	2	2
182	Orig	6/10/2022	1490.090896	19	1	16	3	1
183	Orig	6/10/2022	22351.36343	10	1	9	2	0
184	Alt	6/10/2022	7450.454478	11	0	10	1	0
<b>Lee</b>								
185	Orig	6/12/2022	378982.0306	264	94	332	22	4
186	Orig	6/12/2022	431087.4035	257	98	325	25	5
187	Orig	6/12/2022	60255.68436	151	40	181	10	0
188	Orig	6/12/2022	125055.8751	165	54	204	13	2
189	Alt	6/12/2022	271552.8802	30	8	35	3	0
190	Orig	6/12/2022	1013683.305	153	38	175	14	2
191	Orig	6/12/2022	273752.1515	215	57	255	14	3
192	Orig	6/12/2022	1713080.895	95	23	109	9	0
<b>Limestone</b>								
193	Orig	6/10/2022	113893.9438	126	12	128	8	2
194	Orig	6/10/2022	117501.5165	94	34	119	7	2
195	Orig	6/10/2022	150616.1607	129	16	132	10	3
196	Orig	6/10/2022	261233.0199	68	10	70	6	2
197	Orig	6/10/2022	56818.18182	34	1	33	2	0
198	Orig	6/10/2022	123718.9924	170	19	170	13	6
199	Orig	6/10/2022	731713.6886	69	9	68	8	2
200	Orig	6/10/2022	34293.55281	65	10	70	3	2

Lowndes								
201	Orig	6/8/2022	30960.15921	64	18	73	7	2
202	Orig	6/10/2022	94711.05103	93	22	106	8	1
203	Orig	6/10/2022	1252815.91	152	28	160	17	3
204	Orig	6/10/2022	4399.859205	14	0	11	3	0
205	Orig	6/10/2022	17599.43682	9	3	11	1	0
Macon								
206	Orig	6/10/2022	50860.79022	116	19	119	15	1
207	Orig	6/10/2022	472580.5727	252	42	274	19	1
208	Orig	6/10/2022	36891.24863	41	5	40	6	0
209	Alt	6/10/2022	45770.77993	48	9	52	5	0
210	Alt	6/10/2022	71036.25046	48	10	54	4	0
Madison								
211	Orig	6/9/2022	68346.66835	256	56	296	15	1
212	Orig	6/9/2022	36388.83639	267	53	293	24	3
213	Orig	6/9/2022	36388.83639	280	42	296	22	4
214	Orig	6/9/2022	54583.25458	278	52	309	18	3
215	Orig	6/9/2022	78016.47802	275	53	311	16	1
216	Orig	6/9/2022	176753.7827	173	23	171	21	4
217	Orig	6/9/2022	326012.0395	267	40	284	22	1
218	Orig	6/9/2022	452256.2897	235	25	240	15	5
219	Orig	6/9/2022	220093.6238	218	21	218	16	5
220	Orig	6/9/2022	228298.6496	214	33	223	20	4
221	Orig	6/9/2022	438368.017	240	16	240	16	0
222	Orig	6/9/2022	194446.9095	241	27	243	19	6
223	Orig	6/9/2022	11860864.04	193	12	181	16	8
224	Orig	6/9/2022	63532.40153	27	0	24	3	0
225	Orig	6/9/2022	1270648.031	51	3	47	7	0
226	Alt	6/9/2022	3024581.799	135	9	133	10	1
Marengo								
228	Orig	6/8/2022	63871.73085	44	9	45	7	1
229	Orig	6/7/2022	198186.3583	65	10	68	6	1
230	Orig	6/8/2022	14587.98791	15	3	17	1	0
231	Orig	6/8/2022	65711.65725	17	4	20	1	0
232	Alt	6/8/2022	385727.4281	70	19	81	8	0
Marshall								
233	Orig	6/7/2022	54312.87572	91	14	102	3	0
234	Orig	6/6/2022	57440.93387	48	8	53	2	1
235	Orig	6/7/2022	90171.95582	158	12	158	12	0
236	Orig	6/6/2022	273504.1241	281	43	301	17	6
237	Alt	6/6/2022	85313.85433	175	35	201	6	3
238	Alt	6/7/2022	83688.6621	177	18	173	20	2
239	Alt	6/6/2022	246024.3954	276	32	279	25	4
240	Orig	6/6/2022	143843.4983	42	7	46	3	0
Mobile								
241	Orig	6/17/2022	140430.2127	194	35	202	14	13
242	Orig	6/16/2022	324981.6671	345	70	385	28	2
243	Orig	6/16/2022	241139.0858	247	81	297	15	16
244	Orig	6/16/2022	160759.3905	291	55	308	17	21
245	Orig	6/16/2022	80692.034	205	83	266	9	13
246	Orig	6/16/2022	212223.6706	104	29	119	10	4
247	Orig	6/15/2022	326679.7024	146	27	157	11	5
248	Orig	6/16/2022	275962.7397	259	14	240	29	4
249	Orig	6/15/2022	709738.7431	319	58	327	31	19
250	Orig	6/15/2022	150833.7407	75	11	75	7	4
251	Orig	6/16/2022	488430.8294	246	39	254	22	9
252	Orig	6/17/2022	242395.8503	151	30	159	11	11
253	Orig	6/15/2022	71022.72727	23	5	23	4	1
254	Alt	6/16/2022	355113.6364	161	16	126	40	11
255	Orig	6/16/2022	473484.8485	53	6	52	7	0
256	Orig	6/16/2022	853219.697	63	8	50	15	6
257	Orig	6/16/2022	475615.5303	53	12	57	6	2

258	Orig	6/16/2022	23674.24242	14	2	14	2	0
259	Orig	6/15/2022	2946575.126	258	62	285	22	13
260	Orig	6/15/2022	744318.1818	83	14	91	4	2
261	Orig	6/15/2022	1547821.97	115	12	118	4	5
262	Orig	6/16/2022	575047.3485	74	11	58	24	3
263	Orig	6/16/2022	2473603.22	176	17	174	16	3
264	Alt	6/15/2022	1937973.485	152	28	154	18	8
265	Orig	6/16/2022	23674.24242	3	0	2	1	0
266	Orig	6/16/2022	1626775.568	202	9	194	14	3
267	Orig	6/15/2022	1556581.439	240	65	281	16	8
268	Orig	6/15/2022	319365.5303	33	4	28	7	2
<b>Montgomery</b>								
269	Orig	6/9/2022	132939.5746	255	54	289	18	2
270	Orig	6/8/2022	218235.5683	212	48	237	23	0
271	Orig	6/9/2022	257559.3091	258	34	268	23	1
272	Orig	6/9/2022	127473.8253	213	38	233	18	0
273	Orig	6/8/2022	49955.31154	173	44	201	16	0
274	Orig	6/9/2022	95800.881	113	23	126	9	1
275	Orig	6/7/2022	132429.4561	182	33	198	16	1
276	Orig	6/7/2022	60776.30235	84	23	99	8	0
277	Orig	6/7/2022	85766.42336	17	5	20	2	0
278	Alt	6/9/2022	140145.9854	23	1	21	3	0
279	Orig	6/7/2022	1824.817518	9	2	10	1	0
280	Orig	6/9/2022	18248.17518	8	0	7	1	0
281	Orig	6/9/2022	182481.7518	42	7	47	2	0
<b>Morgan</b>								
282	Orig	6/11/2022	186833.5944	152	17	156	12	1
283	Orig	6/11/2022	141518.0151	142	5	132	13	2
284	Orig	6/11/2022	149287.483	200	25	207	13	5
285	Orig	6/10/2022	1012465.374	195	29	196	26	2
286	Orig	6/10/2022	153893.5057	54	5	53	5	1
287	Orig	6/10/2022	527700.831	61	4	61	4	0
288	Orig	6/10/2022	76946.75285	41	6	39	6	2
<b>Russell</b>								
289	Orig	6/11/2022	13978.29441	31	9	36	4	0
290	Orig	6/10/2022	157970.6868	224	54	251	20	7
291	Orig	6/11/2022	67736.87291	153	43	178	16	2
292	Orig	6/10/2022	8925.383792	43	15	54	4	0
293	Orig	6/10/2022	784898.2506	126	35	147	13	1
294	Alt	6/10/2022	797750.8033	172	42	202	10	2
295	Alt	6/10/2022	17850.76758	22	9	30	1	0
<b>Shelby</b>								
296	Orig	6/16/2022	576295.4745	223	49	247	17	8
297	Orig	6/16/2022	277550.5016	214	77	274	14	3
298	Orig	6/16/2022	57782.09217	108	37	139	5	1
299	Orig	6/16/2022	302131.0036	216	64	261	17	2
300	Alt	6/16/2022	310237.66	61	16	67	8	2
301	Alt	6/16/2022	9140.767825	114	42	142	12	2
302	Orig	6/16/2022	1950091.408	197	73	252	15	3
303	Orig	6/16/2022	54844.60695	30	3	30	2	1
<b>St. Clair</b>								
304	Orig	6/15/2022	411701.3755	95	34	121	7	1
305	Orig	6/14/2022	832160.3034	248	61	297	12	0
306	Orig	6/14/2022	115599.6915	53	11	56	5	3
307	Orig	6/15/2022	24378.35202	65	21	78	8	0
308	Orig	6/15/2022	12189.17601	28	7	32	3	0
309	Orig	6/15/2022	243783.5202	36	9	42	3	0
310	Orig	6/15/2022	176436.56	145	44	181	6	2
311	Alt	6/15/2022	73135.05607	40	13	46	7	0
312	Orig	6/15/2022	330326.6699	73	18	84	6	1
<b>Talladega</b>								
313	Orig	6/14/2022	396943.4727	225	55	263	16	1

314	Orig	6/14/2022	409491.8063	245	65	290	20	0
315	Orig	6/14/2022	87608.17529	142	60	190	11	1
316	Orig	6/14/2022	122887.1294	164	39	191	11	1
317	Alt	6/14/2022	172896.3359	188	36	203	13	8
318	Orig	6/14/2022	115984.4055	39	10	42	6	1
319	Orig	6/14/2022	81221.57245	40	7	40	5	2
320	Orig	6/14/2022	48732.94347	147	43	176	13	1
321	Orig	6/14/2022	32488.62898	25	2	24	2	1
<b>Tallapoosa</b>								
322	Orig	6/13/2022	101097.8957	40	4	42	2	0
323	Orig	6/13/2022	103385.1784	63	14	75	2	0
324	Orig	6/13/2022	83371.45471	44	8	46	6	0
325	Orig	6/13/2022	146614.8216	47	10	52	5	0
326	Orig	6/13/2022	103385.1784	64	12	72	4	0
<b>Tuscaloosa</b>								
327	Orig	6/17/2022	102930.5432	258	55	284	22	7
328	Orig	6/16/202	153048.0413	240	56	267	25	4
329	Orig	6/17/2022	91579.47344	233	64	276	19	2
330	Orig	6/1/2022	385270.7123	251	55	283	20	3
331	Orig	6/17/2022	587694.6736	253	68	288	28	5
332	Orig	6/17/2022	188412.3419	161	47	183	23	2
333	Orig	6/17/2022	194600.4003	124	27	137	12	2
334	Orig	6/17/2022	45818.48362	118	25	132	10	1
335	Orig	6/16/202	948901.0989	106	21	111	15	1
336	Orig	6/17/2022	736996.337	129	61	175	12	3
337	Alt	6/17/2022	18315.01832	46	18	60	4	0
338	Orig	6/17/2022	9157.509158	14	4	16	2	0
339	Alt	6/17/2022	293223.4432	110	45	144	9	2
340	Alt	6/17/2022	815934.0659	72	19	85	5	1
341	Orig	6/16/202	16666.66667	17	2	14	5	0
<b>Walker</b>								
342	Orig	6/14/2022	55983.96641	67	12	75	4	0
343	Orig	6/14/2022	213428.1351	226	47	259	11	3
344	Orig	6/14/2022	36514.60202	101	11	101	7	4
345	Orig	6/14/2022	41210.15461	58	4	51	9	2
346	Alt	6/14/2022	2483434.438	26	3	22	6	1
347	Orig	6/14/2022	5832.94447	11	1	11	1	0
348	Alt	6/14/2022	11665.88894	26	5	25	5	1
349	Orig	6/14/2022	23331.77788	14	2	15	1	0
350	Orig	6/14/2022	58329.4447	51	3	47	6	1
351	Orig	6/14/2022	212319.1787	67	9	69	6	1
<b>Total</b>			107798008.2	40075	8194	43956	3592	721

Standard Error of Statewide Belt Use Rate<sup>3</sup>: 0.1301%

Nonresponse Rate, as provided in § 1340.9(f)

Nonresponse rate for the survey variable seat belt use: 1.4948 %

---

<sup>3</sup> The standard error may not exceed 2.5 percent.