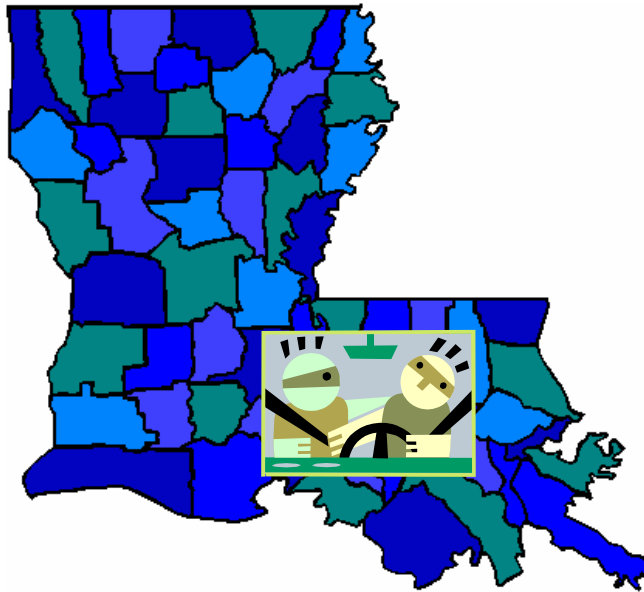


**Strap In 2002
Evaluation Report
Covering the Period of Performance:
October 1, 2001 through August 31, 2002**

**NHTSA Section 157
Seat Belt Media & Enforcement Campaign Grant
Project Number N157 02-12-00**



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I. Program/Project Scope

A. Project Objective, Participants, Stages

The Louisiana Highway Safety Commission (LHSC) conducted a seat belt program/project from October 2001 to August 2002. The objective of this project was to evaluate how media and enforcement efforts would affect an increase in seat belt usage and subsequently a reduction in traffic injuries and fatalities. The project occurred in several stages: planning, initiating, implementation, monitoring, and evaluation (see Table A1 in Appendix A for the project timeline). Several agencies participated in the seat belt program initiative; they represented the 11 parishes serving as the center of analysis and evaluation (see Table A2 Appendix A for a list of agencies and parishes). The project's planning occurred through several meetings (outlined in quarterly reports); several key meetings facilitated the program's initiation:

- **January 8, 2002:** Law enforcement orientation meeting conducted at Nicholls State University in Thibodeaux—project introduction to law enforcement officers.
- **January 28, 2002:** Second orientation and informational meeting held Troop B in the New Orleans area—public information officers attended.
- **February 22, 2002:** Louisiana State Police Troop L issued a press release regarding Operation “Strap In.” Release served to advise the public that the LHSC had awarded a grant to the Louisiana State Police and several law enforcement agencies for Occupant Protection Overtime Enforcement. The press release stressed that this grant now enabled additional Troopers, Police Officers, and Sheriffs Deputies to hit the roads with a mission--enforcing seat belt usage.
- **March 7, 2002:** LHSC sent letters to low performing and non-performing wave enforcement agencies working under “Safe and Sober” contracts.

B. Media/Public Relations Campaign Development and Implementation

DASA Marketing International, LLC, developed the public relations and media campaign for the seat belt program. In an effort to develop an optimum campaign, they used the results of an attitudinal survey conducted by Southern Media and Opinion Research. The attitudinal survey drew its sample from 11 selected parishes in and around the New Orleans area and in the southeast region of the state.

During the last week in May 2001, DASA (DASA Marketing International, LLC) contacted the seventeen law enforcement agencies participating in Operation Strap In—No Excuses to film videos for airing during the June, July, and August enforcement campaign. During this period, the LHSC benefited from earned media as well as paid media. Additionally, enforcement agencies received magnetic signs reading, “Seat Belt Enforcement.” Approximately 400 police vehicles displayed these signs during the campaign. The first and second press conferences for “Operation Strap-In—No Excuses” occurred on May 20, 2002 at State Police Troop C in the Houma/Thibodeaux area and May 23, 2002 at the Kenner Regional Medical Center in Kenner. There was high attendance for both and the speakers provided appropriate messages.

DASA Marketing and Jordan Leasing, Inc. completed video filming and coordination of the “occupant protection” video spots. They used law enforcement officers and police units from local and state agencies during filming. During July and August, 14,243 60-second and 30-second television spots ran in the targeted area. Agencies submitted performance affidavits indicating the various television programs, date, and time of video showings. Table 1 indicates the areas and number of spots shown.

Table 1: Television Spots Summary

<i>Area</i>	<i>Total Number TV Spots July 1-31,2002</i>	<i>Total Number TV Spots August 1-31,2002</i>
NEW ORLEANS	558	1,570
HOUMA	1,297	1,713
GOLDEN MEADOW	1,426	1,839
LAPLACE	1,377	1,849
ST. BERNARD	248	671
SLIDELL	336	395
THOBODEAUX	224	740

On June 20, 2002, public relations held the “Buckle-Up—No Excuses” kickoff press conference for New Orleans, Florida and Southeastern Parishes. Chief Johnson of the NOPD, Chief Congemi of the Kenner City Police, and Colonel James E. Champagne of the LHSC

spoke at the press conference. Television Stations “4” and “26” and the *New Orleans Times Picayune* all covered the press conference. DASA Marketing relations distributed the television spots and audio compact discs to the various enforcement agencies and news media present. All enforcement agencies received “Seat Belt Enforcement” magnetic signs. The enforcement agencies participating in the project placed these signs on all their vehicles.

II. Program Evaluation: Methodology

Evaluating program effectiveness involved testing three hypotheses relating to enforcement awareness, seat belt law compliance, and resulting injury and fatality percentages (See Table 2 Summary of Tested Hypotheses). Figure 1 shows the relationship between these variables as a process designed to reduce fatalities and injuries by seat belt usage.

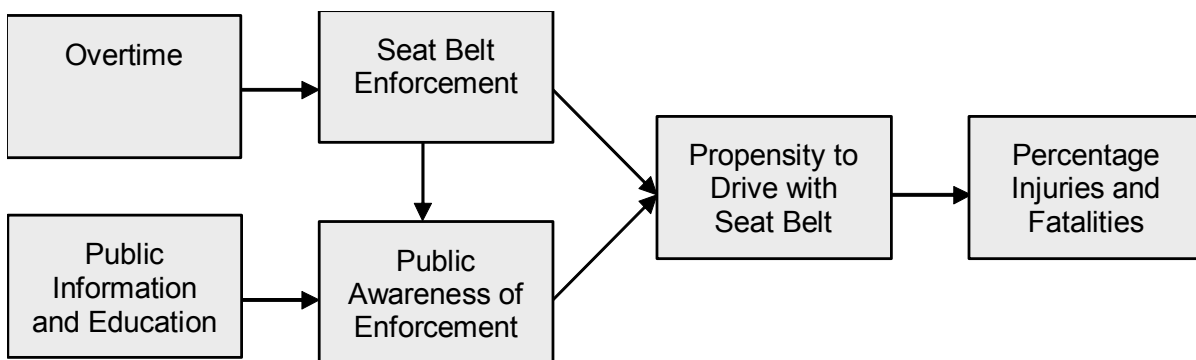


Figure 1: Model for Reducing Injuries and Fatalities through Seat Belt Usage

Overtime for police officers, designated exclusively for seat belt enforcement, should lead to an increase in seat belt enforcement. Public information and education, combined with the seat belt enforcement effort, should yield a higher propensity for drivers and front-seat passengers to wear seat belts while driving. Though these efforts do not directly impact the number of observed crashes, the increased seat belt usage should lead to a reduction in the percentages of injuries and fatalities in these crashes.

Several factors make the analysis of traffic crash data difficult:

1. Louisiana seat-belt law does not require passengers in the back seat of vehicles to wear seat belts. In addition, surveys only observed the belt usage in front seats. Therefore, using all occupant injuries and fatality data may conflict with the fact that back-seat occupants may or may not wear a seat belt.
2. In most cases, there is knowledge of the seat belt usage for fatality occupants in motor crashes; the seat belt usage in injury and property-damage-only crashes remains unknown to a large extent. Although we expect an increase in observed seat belt usage in fatal crashes as seat belt usage by all drivers increases, other factors, such as alcohol and speed, may confound this correlation. Hence, changes in other risk factors may affect the observed percentage of seat belt use in fatal crashes.

3. It is impossible to calculate the percentage of injured occupants since the total number of occupants in property-damage-only crashes is not available.

Table 2: Hypotheses

<i>Hypothesis Number</i>	<i>Hypothesis and Explanation</i>
H₁	<i>The public awareness campaign will increase the public awareness of seat belt laws and enforcements.</i> The primary measurements used to test H₁ are obtained from the two telephone surveys conducted during the program.
H₂	<i>Enhanced enforcement combined with public information and education will increase the percentage of drivers and front-seat passengers wearing seat belts.</i> A comparison of the August 2001 Observational Survey and the August 2002 Observational Survey provides the measurements to test H₂ (Representing parishes where increased enforcement occurred and was publicly communicated via advertising)
H₃	<i>The higher propensity for seat belt usage, due to enhanced enforcement efforts combined with public education and information, will reduce the percentage of drivers injured & fatally injured in observed traffic crashes.</i> Traffic crash data from 2001 and 2002 provides the measurements for testing H₃ .

For the above-mentioned reasons the measure we will use is the percentage of injured drivers in crashes, where injury includes fatal injuries. We make the assumption that wearing or not wearing a seat belt does not affect the risk of being in a crash. This assumption may not be entirely correct because arguments could be made that drivers not wearing a seat belt are high risk people who tend to take more risks driving. However, a counter argument can be made that drivers with seat belts take more risk since they feel safer. In any case, little data is available to support either argument. Between 1999 and 2001 in Louisiana, the fatality rate of drivers not wearing a seat belt has been between 0.41% and 0.43% based on a 70% seat belt usage rate. This means that, on the average, 4 out of 1,000 drivers getting involved in a crash and not wearing seat belts die. We compare this to 1 out of 1,000 drivers in crashes wearing a seat belt die. If these risks remain the same and seat belt usage increases we should see a decline in the percentage of fatal drivers without seat belts. However, there are many factors which cause the number of fatalities to vary greatly from year to year. For instance, driver fatalities in the last seven years have ranged from 533 in 1996 to 629 in 2001. These variations magnify at a local level. The average standard deviation of the rate of fatalities in parishes has been about 3 in the last three years. This means that that the range of normal variation in driver fatalities in parishes from year to year is about 18. If seat belt usage were to increase by 1%, given the above risk and assuming that other factors remain unchanged, we would expect a reduction of 8 driver fatalities in Louisiana as a whole. Analyzing the treatment effect in a number of selected parishes may thus result in a reduction well within the normal variation. Hence, it will be difficult to detect any change in fatalities on a parish level or group of parishes unless the change in seat belt use is very large. For instance, the standard deviation of the driver fatalities in the 11 selected parishes has been 10 for 1999 to 2001.

Using injury data increases the likelihood of detecting a treatment effect. The injury percentage in Louisiana has been at about 18% over the last four years with a standard deviation of 0.22%. In the eleven selected parishes this percentage has been about 16%. Assuming this constant percentage and using the fact that the number of vehicles in crashes per year in the eleven parishes was around 100,000, the binomial standard error is about 0.12%. The standard deviation using normality approximation over three years (1999-2001) was 0.28% for the 11 parishes.

A regression analysis for 1995 to 2001 data suggests that there is a strong correlation between seat belt usage and injury percentage. Figure 2 shows the percentage of all injuries versus the percentage of seat belt use from observational surveys.

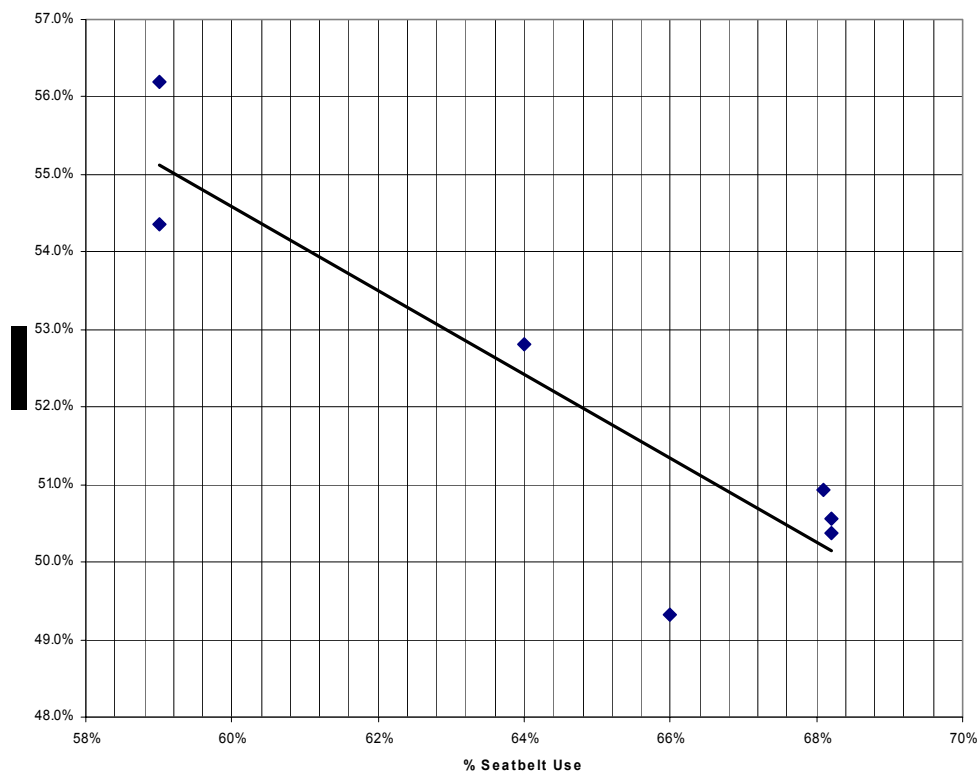


Figure 2: Percent Injuries versus Percent Seat Belt Use

The R^2 was 78% implying that 78% of the variation in injury percentages was explained by the percent seat belt usage. The slope of -0.5% was significant at the 0.5% level. This suggests that on the average one percentage point increase in seat belt use decreases the percentage of injuries by half a percent.

III. Analysis

A. Enforcement Effort

Table 3 shows the enforcement effort by Parish. “Column 1” shows the parish. The Louisiana State Police effort overlapped several of the parishes. “Column 2” shows the total enforcement hours spend as part of the project, while “Column 3” shows the total number of hours spend for seat belt enforcement. “Column 4” shows the overtime as percentage of total hours. “Column 5” gives the seat belt violation tickets written during the additional enforcement hours and “Column 6” shows the number of tickets per hour. The total number of tickets written is not available. Table 3 shows that the percentage of the additional enforcement hours varies from 1% in Orleans Parish to 100% in Plaquemine Parish. Overall, the additional enforcement hours accounted for 14% of all hours which amounts to an increase of 16% above normal enforcement hours. Tickets written per hour ranged from 1.6 to 4.2. The average was 2.2 tickets per hour.

Table 3: Enforcement Effort

<i>Parish</i>	<i>Enforcement Hours Total</i>	<i>Total Hours</i>	<i>Overtime as % of all hours</i>	<i>Seat Belt Violation Tickets Total</i>	<i>Hourly Ratio/Seat Belt Tickets</i>
Assumption	100	106	94%	363	3.6
Jefferson	1,208	11,960	10%	4,199	3.5
Lafourche	599	1,035	58%	968	1.6
Morehouse	216	226	96%	398	1.8
Orleans	19	2,480	1%	42	2.2
Plaquemine	219	219	100%	520	2.4
St. Charles	216	896	24%	680	3.2
St. James	350	1,491	23%	1,141	3.3
St. John	366	515	71%	1,327	3.6
St. Tammany	863	975	89%	1,945	2.3
Terrebonne	341	1,195	29%	1,416	4.2
Louisiana State Police	1,444	21,018	7%	3,036	2.1
Total	5,940	42,115	14%	12,999	2.2

B. Observational Surveys

The program/project also included two observational surveys conducted by Southern Media and Opinion Research. We compare the 2001 survey with the 2002 survey to determine if there is an increase in seat belt usage (Hypothesis H2). An analysis of the seat-belt survey procedure revealed that the raw data are incorrectly weighted. Thus for this analysis both survey data were weighted by the correct VMT amounts of the parishes. Only nine of the 11 parishes were included in the seat belt survey. Table 4 gives the percentage of seat belt use for both years and the difference for four different vehicle types, cars, pickup trucks, sport utility vehicles and vans. The last row shows two standard errors for the estimate of the difference. The comparison of the data shows that overall there was a 1.8% increase in seat belt use from 2001 to 2002. This difference is significant at the 5% level. A closer look at the data however shows that only pickup trucks, SUVs and vans showed a significant increase in seat belt usage. The increase for cars is within the confidence limits of 1.0%.

Table 4: Observational Surveys

<i>Survey Years</i>	<i>CAR</i>	<i>PKU</i>	<i>SUV</i>	<i>VAN</i>	<i>ALL</i>
2001	71.1%	59.7%	74.6%	69.2%	68.7%
2002	71.9%	64.3%	75.8%	73.7%	70.6%
Difference	0.8%	4.7%	1.2%	4.5%	1.8%
2 Standard Errors	1.0%	1.1%	0.9%	1.0%	1.0%

Table 5 shows the distribution of the difference of the percentage seat belt use between 2001 and 2002 by parish. There is much variation between parishes. While Morehouse and Plaquemine showed a significant decline in seat belt usage, St. John, St. Tammany, St. Charles and Terrebonne showed a significant increase in seat belt usage.

Table 5: Change in percent seat belt use by Parish

<i>Parish</i>	<i>% Change in Seat belt Use 2001-2002</i>	<i>2 Standard Errors</i>
Jefferson	0.3%	0.9%
Morehouse	-3.7%	1.4%
Orleans	1.1%	1.1%
Plaquemine	-8.7%	2.1%
St. Charles	3.4%	1.6%
St. James	1.7%	3.0%
St. John	9.7%	3.5%
St. Tammany	2.5%	1.1%
Terrebonne	3.2%	1.0%

C. Telephone Tracking Surveys

Four telephone surveys were conducted during the 2002 project. This poll was developed and conducted by Southern Media & Opinion Research, Incorporated, for the Louisiana Highway Safety Commission in conjunction with the Section 157 Year Two Innovative Program. The poll was designed to address sub-state regions one and three Louisiana drivers' opinions on highway safety issues with particular reference to safety restraint use.

Interviews were conducted by telephone with 1,000 self-professed, licensed Louisiana drivers in sub-state regions one and three from Saturday, March 2 through Thursday, March 14, 2002. The sample design provided for comparable levels of precision by conducting an equal number (500) of interviews within each of the two sub-state regions. Region one consists of the following parishes: Jefferson, Orleans, Plaquemines, St. Bernard and St. Tammany. Region three consists of the following parishes: Assumption, Lafourche, St. Charles, St. James, St. John the Baptist and Terrebonne.

The overall margin of error for the statistics obtained from the survey data is not greater than plus or minus 4.0% at the 95% level of confidence. In other words, there is a 95% certainty that the statistics presented from the results obtained on this survey of 1,000 licensed drivers in regions one and three (nominal sample of 622 across regions one and three with a sample of 378 within region three) will be no more than 4.0% above or below the figure that would be obtained if all of the licensed drivers in regions one and three would have been interviewed. The sample error for each regional sample of

500 is not greater than plus or minus 4.4%. The sample error is larger for subgroup responses, such as those based on respondents by sex, age, and other demographic, geographic or attribute variables. There are other sources of potential error which cannot be calculated including question wording and order of question presentation. The primary sample was drawn from a sample frame of telephoned Louisiana voter households using an interval sample design. A random digit dialing (RDD) procedure was employed to generate alternate numbers. The randomly generated numbers were derived from the primary sample of telephone numbers for voter households. Quotas were imposed to ensure nominal participation of male drivers, African-American drivers and pickup truck drivers by parish. A statistical weighting procedure was employed to adjust sample to the actual driving age population based on sex and parish of residence.

The baseline survey was conducted in January of 2002; the tracking surveys were conducted in June, August and September of 2002. Tables 6-8 summarize the results of the surveys. The tracking surveys show that there was a steady increase of respondents who believed that they were likely to get a ticket when not wearing a seat belt. For instance, Tables 6 shows that their belief that more tickets for seat belt violations were written increased from 40.2% in the June tracking survey to 47.6% in the September post survey. The percentage of drivers believing that “police do not write tickets decreased from 39.5% to 33.7% in these two surveys. Both changes are significant at a 95% confidence level for the respective sub-sample sizes.

Table 6: Survey Results of Believes in Policy Writing Tickets

<i>Question</i>	<i>Range of Response</i>	<i>Cumulative Percentage Over 2002</i>		
POLICE DO NOT WRITE TICKETS	<i>STRONGLY OR SOMEWHAT AGREE</i>	39.5%	35.4%	33.7%
WRITING MORE TICKETS	<i>STRONGLY OR SOMEWHAT AGREE</i>	40.2%	45.1%	47.6%

Table 7 shows that drivers believe that it is “very likely or somewhat likely” that a driver not wearing a seat belt to be stopped and ticketed, increased from 54.8% in the January baseline survey to 61.8% in the September post survey. A similar increase was observed for the second question relating to the chance of being ticketed if not wearing a seat belt. When asked “what do you think the chances are of you getting a ticket if you don’t wear your seat belt” the percentage answering “very or somewhat likely” increased from 50.7% to 55.6%. The believe that law enforcement agencies enforce seat belt laws “very or somewhat strict” increased also steadily for all agencies. The drivers who had heard or seen any seat belt enforcement zone increased from 33.1% to 38.8%. The percentage of drivers who claimed that they had worn a seat belt on their last trip increased from 91.3% to 95.1%. Although, this percentage is much higher than the observational survey suggests, it indicates that the message to wear a seat belt was acknowledged by drivers. The drivers who are wearing seat belts more often also

believe that they may be ticketed. For instance, 60% of those drivers wearing seat belt at least some times believe that they will be ticketed, while only 52% of those who wear seat belts rarely or never believe they will be ticketed.

Table 7: Survey Results of Enforcement Believes

			<i>Base</i>	<i>1</i>	<i>2</i>	<i>3</i>
<i>Question</i>	<i>Choices/Per Item Response</i>	<i>Range of Response</i>	<i>Cumulative Percentage% over 4 Surveys</i>			
How likely do you think it is for a driver not wearing a seat belt to be stopped and ticketed?		VERY OR SOMEWHAT LIKELY	54.8	56.5	62.4	61.8
What do you think the chances are of you getting a ticket if you don't wear your seat belt?		VERY OR SOMEWHAT LIKELY	50.7	53.9	55.4	55.6
Do you think the following law enforcement agencies enforce seat belt laws?	<i>LA STATE POLICE</i>	VERY OR SOMEWHAT STRICT	61.0	61.8	66.0	67.0
	<i>SHERIFF'S DEPUTIES</i>		46.9	48.0	52.3	53.1
	<i>THE LOCAL POLICE</i>		48.5	48.7	54.4	54.7
Have you personally heard about or seen any seat belt enforcement zones where police were issuing tickets to drivers who were not wearing seat belts?		YES	33.1	35.4	36.2	38.8
Did you wear a seat belt during that (last) trip?	<i>WEAR A SEAT BELT</i>	YES	91.3	93.0	94.1	95.1
When driving, how often would you say you wear your seat belt?	<i>BELT USE</i>	ALL THE TIME OR MOST OF THE TIME	90.7	91.8	93.7	94.5

Table 8 shows that the percentage of people who have “heard or seen anything about seat belt use” increased steadily over the year of 2002 from 47.4% to over 60%. This is greater than a 10% increase.

Table 8: Survey Results of “Having Seen or Heard About Seat Belts” Over the Year 2002

<i>Question</i>	<i>Cumulative Percent Over 2002</i>			
HEARD/SEEN ANYTHING ABOUT SEAT BELTS	47.4	58.1	62.3	61.1

However, the survey also shows that the percentage of drivers who believe that they “would want to wear a seat belt when in an accident” did not change significantly. The four polls showed 85%, 86%, 88% and 84% strongly agreeing. The difference between the four percentages is within the margin of error.

The following two tables look at some of the reasons why drivers do not wear a seat belt. Figure 3 shows that the percentage of drivers believing that “seat belts are just as likely to harm” increases with decreasing seat belt use. For instance, of those drivers who always wear a seat belt, 28.3% “strongly agree or somewhat agree” that “seat belts are just as likely to harm” this percentage increases to 70.2% for those drivers who rarely wear a seat belt and 65% for those who never wear a seat belt. The complete contingency table is presented in Appendix C.

Figure 3: Survey Results of “Seat Belts are just as likely to harm” Over the Year 2002

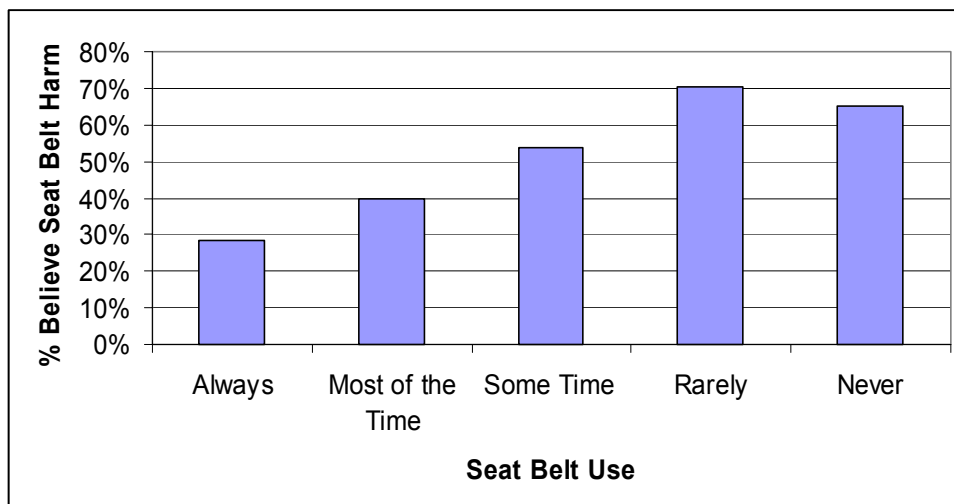
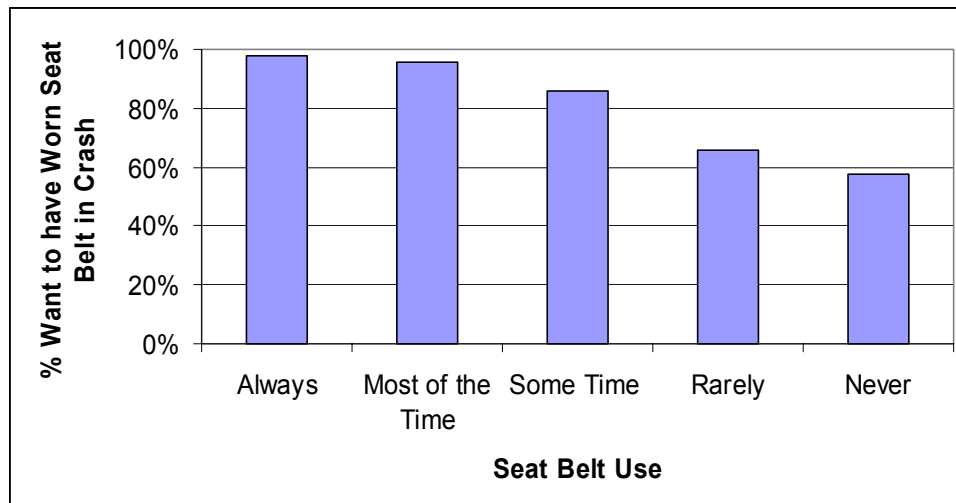


Figure 4 shows that the percentage of drivers who believe that they would want to wear a seat belt in a crash decreases with seat belt use. Thus a large percentage of drivers who rarely or never wear a seat belt also believe that they would not want to wear a seat belt in a

crash. Hence, there is evidence that a large percentage of drivers who do not wear seat belts all the time do so because they do not believe that seat belts do have any benefit. The complete contingency table is presented in Appendix C.

Figure 4: Survey Results of “If I were in an accident, I would want to be wearing my seat belt”” Over the Year 2002



D. Injury Percentages

We use the percentage of fatal and injured drivers in crashes to measure the effect of the treatment for the 11 parishes. Table 9 shows the 1.8% increase in seat belt use from 2001 to 2002 in the 11 parishes resulted in a 0.8% decrease in injuries which is in line with the prediction from the linear regression mentioned above. The injury percentage in Louisiana has been at about 18% over the last four years. In the eleven selected parishes this percentage has been about 16%. Assuming this constant percentage and using the fact that the number of vehicles in crashes per year in the eleven parishes was around 100,000, the binomial standard error is about 0.12%. The standard deviation using normality approximation over the first three years was 0.28%. The 0.8% decrease is out side two standards errors of both approaches. Hence, there is some evidence that increase in seat belt use lead to a reduction in percentage of injuries.

Table 9: Percent of Injury Crashes by Parish

<i>Parish</i>	<i>% Change in Seat belt Use 2001- 2002</i>	<u><i>% Drivers Injured or Killed</i></u>				
		<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>Difference 2001-2002</i>
Assumption		27.8%	34.8%	31.8%	27.9%	-3.9%
Jefferson	0.3%	14.6%	14.1%	13.8%	13.7%	-0.1%
Lafourche		21.1%	21.7%	20.6%	19.6%	-1.0%
Morehouse	-3.7%	22.4%	25.2%	25.2%	23.4%	-1.8%
Orleans	1.1%	17.0%	16.0%	17.9%	16.3%	-1.6%
Plaquemine	-8.7%	21.5%	20.0%	21.1%	19.6%	-1.5%
St. Charles	3.4%	17.7%	17.3%	19.6%	17.4%	-2.1%
St. James	1.7%	23.9%	24.4%	19.7%	23.2%	3.5%
St. John	9.7%	21.6%	20.4%	27.5%	27.1%	-0.4%
St. Tammany	2.5%	16.7%	16.6%	16.1%	15.5%	-0.6%
Terrebonne	3.2%	19.2%	19.4%	18.0%	17.4%	-0.7%
Total	1.8%	16.8%	16.3%	16.7%	15.9%	-0.8%

IV. Summary

The project's objective was to use increased enforcement and public awareness campaign in seat belt use to reduce injuries and fatalities in crashes. The evaluation has shown that the program was successful. All stated goals were achieved:

- Enforcement was increased by 14%
- Public awareness of enforcement was increased significantly by about 5 percentage points.
- Seat belt use was increased by 1.8 percentage points.
- The injury percentage was reduced by 0.8 percentage points.

The telephone survey also revealed some interesting insight into the “believes” of drivers. Twenty percent more drivers claim they wear seat belts than observational studies show. These 20% are most likely to respond to enforcement and public education. Also, over 30% believe that seat belts could harm more than help. This indicates that more public education is necessary. There are only about 3% of drivers who admit that they rarely or never wear a seat belt. This group is also least likely to respond to enforcement and public education. Overall the project provides evidence that public education combined with significant enforcement is likely to increase seat belt usage.

Appendix A

Table A2: Seat Belt Usage Program/Project Timeline

November-01	<ul style="list-style-type: none"> 130 Agency "Buckle Up America" (BUA) wave enforcement
January-02	<ul style="list-style-type: none"> Opinion (Attitudinal) Telephone Survey (11 parish area)
February-02	<ul style="list-style-type: none"> 50 hours STRAP IN overtime enforcement & 10 hours public information and education by contracted agencies. Enforcement to be conducted in high fatal & injury crash areas based on police agency records. Free media (agency press releases, PSA's etc.)
March-02	<ul style="list-style-type: none"> 50 hours STRAP IN overtime enforcement & 10 hours public information and education by contracted agencies. Enforcement to be conducted in high fatal & injury crash areas based on you own records. Free media (agency press releases, PSA's etc.)
April-02	<ul style="list-style-type: none"> No STRAP IN enforcement (You Drink & Drive Awareness)
May-02	<ul style="list-style-type: none"> 130-Agency "Buckle Up America" (BUA) wave enforcement with "STRAP IN media kick off in conjunction with the last week of BUA wave enforcement.
June-02	<ul style="list-style-type: none"> 50 hours STRAP IN overtime enforcement & 10 hours PIE per agency. Enforcement to be conducted in high fatal & injury crash areas based on police agency records. (Paid Media)
July-02	<ul style="list-style-type: none"> 50 hours STRAP IN overtime enforcement & 10 hours PIE per agency. Enforcement to be conducted in high fatal & injury crash areas based on police agency records. (Paid Media)
August-02	<ul style="list-style-type: none"> 50 hours STRAP IN overtime enforcement & 10 hours PIE per agency. Enforcement to be conducted in high fatal & injury crash areas based on police agency records. (Paid Media) Observational Survey
September-02	<ul style="list-style-type: none"> Opinion (Attitudinal) Telephone Survey

Table A3: Law Enforcement Agencies Involved

<i>Application Sent to Agency:</i>	<i>Parish</i>	<i>Observational Survey</i>	<i>Approved</i>
Assumption Parish Sheriff	Assumption	No	02/05/02
Jefferson Parish Sheriff	Jefferson	Yes	02/04/02
Harahan PD	Jefferson	Yes	01/22/02
Kenner PD	Jefferson	Yes	01/22/02
Westwego PD	Jefferson	Yes	02/12/02
Lafourche Parish Sheriff	Lafourche	No	02/14/02
Thibodeaux PD	Lafourche	No	01/29/02
New Orleans PD	Orleans	Yes	03/08/02
Plaquemine Parish Sheriff	Plaquemine	Yes	03/07/02
St. Charles Parish Sheriff	St. Charles Parish	Yes	02/04/02
St. James Parish Sheriff	St. James	Yes	01/22/02
St. John Parish Sheriff	St. John	Yes	01/22/02
St. Tammany Parish Sheriff	St. Tammany	Yes	02/05/02
Covington PD	St. Tammany	Yes	01/29/02
Mandeville PD	St. Tammany	Yes	01/22/02
Terrebonne Parish Sheriff	Terrebonne	Yes	Pending
Houma PD	Terrebonne	Yes	01/22/02
Louisiana State Police		Yes	01/22/02
Bastrop PD	Morehouse	Yes	02/04/02

Appendix B: Seat Belt Tickets by Agency

	February	March	June-August	Total	% of all hours
Assumption Parish Sheriff's Office					
Enforcement Hours		30	70	100	94%
Public Information & Education Hours		5	5	10	
Adult Seat Belt Violation Tickets		102	254	356	
Child Seat Belt Violation Tickets		3	4	7	
Hourly Ratio/Seat Belt Tickets		3.5	3.7	3.6	
Occupant Protection Regular Patrol Hours		2	4	6	
Other Moving Violation Tickets		15	23	38	
Seat Belt Checkpoints		0		0	
Bastrop Police Department					
Enforcement Hours		33	183	216	96%
Public Information & Education Hours		8	36	44	
Adult Seat Belt Violation Tickets		68	322	390	
Child Seat Belt Violation Tickets		2	6	8	
Hourly Ratio/Seat Belt Tickets		2.1	1.8	1.8	
Occupant Protection Regular Patrol Hours		0	10	10	
Other Moving Violation Tickets		6	42	48	
Seat Belt Checkpoints		0	0	0	
Covington Police Department					
Enforcement Hours	47	30	147	224	99%
Public Information & Education Hours	0	0	0	0	
Adult Seat Belt Violation Tickets	98	60	307	465	
Child Seat Belt Violation Tickets	3	2	8	13	
Hourly Ratio/Seat Belt Tickets	2.1	2.1	2.1	2.1	
Occupant Protection Regular Patrol Hours	0	0	3	3	
Other Moving Violation Tickets	3	1	5	9	
Seat Belt Checkpoints	12	9	49	70	
Harahan Police Department					
Enforcement Hours		25	172	196	100%
Public Information & Education Hours		0	17	17	
Adult Seat Belt Violation Tickets		83	483	566	
Child Seat Belt Violation Tickets		1	2	3	
Hourly Ratio/Seat Belt Tickets		3.4	2.8	2.9	
Occupant Protection Regular Patrol Hours		0	0	0	
Other Moving Violation Tickets		0	101	101	
Seat Belt Checkpoints		1	4	5	

Houma PD					
Enforcement Hours	50	50	241	341	29%
Public Information & Education Hours	2	0		2	
Adult Seat Belt Violation Tickets	187	222	951	1360	
Child Seat Belt Violation Tickets	5	13	38	56	
Hourly Ratio/Seat Belt Tickets	3.8	4.7	4.1	4.2	
Occupant Protection Regular Patrol Hours	192	235	427	854	
Other Moving Violation Tickets	13	18	77	108	
Seat Belt Checkpoints	0	0	18	18	
Jefferson Parish SO					
Enforcement Hours	45	42	258	344	4%
Public Information & Education Hours	0	8	12	19	
Adult Seat Belt Violation Tickets	199	235	1189	1623	
Child Seat Belt Violation Tickets	4	2	21	27	
Hourly Ratio/Seat Belt Tickets	4.6	5.7	4.7	4.8	
Occupant Protection Regular Patrol Hours	724	1207	5548	7479	
Other Moving Violation Tickets	4	12	35	51	
Seat Belt Checkpoints	0	0	0	0	
Kenner PD					
Enforcement Hours	36	48	234	318	10%
Public Information & Education Hours	10	10	50	70	
Adult Seat Belt Violation Tickets	109	178	768	1055	
Child Seat Belt Violation Tickets	3	2	24	29	
Hourly Ratio/Seat Belt Tickets	3.1	3.8	3.4	3.4	
Occupant Protection Regular Patrol Hours	242	237	2342	2821	
Other Moving Violation Tickets	15	7	185	207	
Seat Belt Checkpoints	0	0	0	0	
Lafourche Parish Sheriff's Office					
Enforcement Hours		66	227	293	85%
Public Information & Education Hours		8	14	22	
Adult Seat Belt Violation Tickets		79	234	313	
Child Seat Belt Violation Tickets		6	12	18	
Hourly Ratio/Seat Belt Tickets		1.3	1.1	1.1	
Occupant Protection Regular Patrol Hours		11	39	50	
Other Moving Violation Tickets		14	64	78	
Seat Belt Checkpoints		1	2	3	
Louisiana State Police					
Enforcement Hours		221	1223	1444	7%
Public Information & Education Hours		21	93	114	
Adult Seat Belt Violation Tickets		459	2536	2995	
Child Seat Belt Violation Tickets		5	36	41	
Hourly Ratio/Seat Belt Tickets		2.1	2.1	2.1	
Occupant Protection Regular Patrol Hours		823	18751	19574	
Other Moving Violation Tickets		3	15	18	
Seat Belt Checkpoints		0	0	0	

Mandeville PD					
Enforcement Hours	50	50	248	348	76%
Public Information & Education Hours	10	10	44	64	
Adult Seat Belt Violation Tickets	176	120	603	899	
Child Seat Belt Violation Tickets	0	2	2	4	
Hourly Ratio/Seat Belt Tickets	3.5	2.4	2.4	2.6	
Occupant Protection Regular Patrol Hours	19	14	76	109	
Other Moving Violation Tickets	13	33	87	133	
Seat Belt Checkpoints	12	4	58	74	
New Orleans Police Department					
Enforcement Hours			19	19	1%
Public Information & Education Hours			0	0	
Adult Seat Belt Violation Tickets			39	39	
Child Seat Belt Violation Tickets			3	3	
Hourly Ratio/Seat Belt Tickets			2.2	2.2	
Occupant Protection Regular Patrol Hours			2461	2461	
Other Moving Violation Tickets			6	6	
Seat Belt Checkpoints			1	1	
Plaquemine Parish Sheriff's Office					
Enforcement Hours		20	199	219	100%
Public Information & Education Hours		0	27	27	
Adult Seat Belt Violation Tickets		2	518	520	
Child Seat Belt Violation Tickets		0	0	0	
Hourly Ratio/Seat Belt Tickets		0.1	2.6	2.4	
Occupant Protection Regular Patrol Hours		0	0	0	
Other Moving Violation Tickets		19	62	81	
Seat Belt Checkpoints		2	2	4	
St. Charles Parish SO					
Enforcement Hours	0	42	174	216	24%
Public Information & Education Hours	4	10	44	58	
Adult Seat Belt Violation Tickets		120	552	672	
Child Seat Belt Violation Tickets		2	6	8	
Hourly Ratio/Seat Belt Tickets		2.9	3.2	3.2	
Occupant Protection Regular Patrol Hours		122	558	680	
Other Moving Violation Tickets		9	64	73	
Seat Belt Checkpoints		0	0	0	
St. James Parish SO					
Enforcement Hours	50	50	250	350	23%
Public Information & Education Hours	10	10	50	70	
Adult Seat Belt Violation Tickets	92	199	805	1096	
Child Seat Belt Violation Tickets	3	10	32	45	
Hourly Ratio/Seat Belt Tickets	1.9	4.2	3.3	3.3	
Occupant Protection Regular Patrol Hours	95	209	837	1141	
Other Moving Violation Tickets	23	31	129	183	
Seat Belt Checkpoints	8	9	32	49	

St. John the Baptist SO					
Enforcement Hours	50	52	264	366	71%
Public Information & Education Hours	10	10	50	70	
Adult Seat Belt Violation Tickets	147	238	857	1242	
Child Seat Belt Violation Tickets	8	11	66	85	
Hourly Ratio/Seat Belt Tickets	3.1	4.8	3.5	3.6	
Occupant Protection Regular Patrol Hours	15	22	112	149	
Other Moving Violation Tickets	15	21	157	193	
Seat Belt Checkpoints	4	4	20	28	
St. Tammany Sheriffs Office					
Enforcement Hours		50	241	291	100%
Public Information & Education Hours			12	12	
Adult Seat Belt Violation Tickets		95	467	562	
Child Seat Belt Violation Tickets		0	2	2	
Hourly Ratio/Seat Belt Tickets		1.9	2.0	1.9	
Occupant Protection Regular Patrol Hours				0	
Other Moving Violation Tickets		6	3	9	
Seat Belt Checkpoints		3	3	6	
Thibodaux Police Department					
Enforcement Hours		50	257	307	44%
Public Information & Education Hours		10	15	25	
Adult Seat Belt Violation Tickets		105	519	624	
Child Seat Belt Violation Tickets		3	10	13	
Hourly Ratio/Seat Belt Tickets		2.2	2.1	2.1	
Occupant Protection Regular Patrol Hours		75	311	386	
Other Moving Violation Tickets		14	20	34	
Seat Belt Checkpoints		0	0	0	
Westwego PD					
Enforcement Hours	50	50	250	350	44%
Public Information & Education Hours	10	10		20	
Adult Seat Belt Violation Tickets	127	108	618	853	
Child Seat Belt Violation Tickets	4	2	37	43	
Hourly Ratio/Seat Belt Tickets	2.6	2.2	2.6	2.6	
Occupant Protection Regular Patrol Hours	4		448	452	
Other Moving Violation Tickets	50	32	156	238	
Seat Belt Checkpoints	3	2	7	12	
Total					
Enforcement Hours	378	908	4654	5940	14%
Public Information & Education Hours	56	120	469	644	
Adult Seat Belt Violation Tickets	1135	2473	12022	15630	
Child Seat Belt Violation Tickets	30	66	309	405	
Hourly Ratio/Seat Belt Tickets	3.1	2.8	2.6	2.7	
Occupant Protection Regular Patrol Hours	1291	2957	31927	36175	
Other Moving Violation Tickets	136	241	1231	1608	
Seat Belt Checkpoints	39	35	196	270	

Appendix C: Contingency Tables

The following table presents belt use versus believe that seat belts harm as much as help. The results are from the three tracking surveys.

			HARM AS HELP					Total
			STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/WON'T SAY	
BELT USE:	ALL OF THE TIME	Count	198	489	566	1,088	88	2,429
		% within BELT USE:	8.2%	20.1%	23.3%	44.8%	3.6%	100.0%
		% within HARM AS HELP	65.3%	75.3%	82.5%	87.8%	74.6%	81.1%
		% of Total	6.6%	16.3%	18.9%	36.3%	2.9%	81.1%
	MOST OF THE TIME	Count	41	104	84	118	19	366
		% within BELT USE:	11.2%	28.4%	23.0%	32.2%	5.2%	100.0%
		% within HARM AS HELP	13.5%	16.0%	12.2%	9.5%	16.1%	12.2%
		% of Total	1.4%	3.5%	2.8%	3.9%	0.6%	12.2%
	SOME OF THE TIME	Count	26	35	22	24	6	113
		% within BELT USE:	23.0%	31.0%	19.5%	21.2%	5.3%	100.0%
		% within HARM AS HELP	8.6%	5.4%	3.2%	1.9%	5.1%	3.8%
		% of Total	0.9%	1.2%	0.7%	0.8%	0.2%	3.8%
	RARELY	Count	17	16	8	6	0	47
		% within BELT USE:	36.2%	34.0%	17.0%	12.8%	0.0%	100.0%
		% within HARM AS HELP	5.6%	2.5%	1.2%	0.5%	0.0%	1.6%
	% of Total	0.6%	0.5%	0.3%	0.2%	0.0%	1.6%	
NEVER	Count	21	5	6	3	5	40	
	% within BELT USE:	52.5%	12.5%	15.0%	7.5%	12.5%	100.0%	
	% within HARM AS HELP	6.9%	0.8%	0.9%	0.2%	4.2%	1.3%	
	% of Total	0.7%	0.2%	0.2%	0.1%	0.2%	1.3%	
Total	Count	303	649	686	1,239	118	2,995	
	% within BELT USE:	10.1%	21.7%	22.9%	41.4%	3.9%	100.0%	
	% within HARM AS HELP	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	10.1%	21.7%	22.9%	41.4%	3.9%	100.0%	

The following table presents belt use versus desire to wear seat belt in a crash. The results are from the three tracking surveys.

			SEAT BELT IF ACCIDENT					Total
			STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/WON'T SAY	
BELT USE:	ALL OF THE TIME	Count	2,177	200	21	5	26	2,429
		% within BELT USE:	89.6%	8.2%	0.9%	0.2%	1.1%	100.0%
		% within SEAT BELT IF ACCIDENT	84.4%	66.9%	44.7%	17.9%	63.4%	81.1%
		% of Total	72.7%	6.7%	0.7%	0.2%	0.9%	81.1%
	MOST OF THE TIME	Count	297	54	8	3	4	366
		% within BELT USE:	81.1%	14.8%	2.2%	0.8%	1.1%	100.0%
		% within SEAT BELT IF ACCIDENT	11.5%	18.1%	17.0%	10.7%	9.8%	12.2%
		% of Total	9.9%	1.8%	0.3%	0.1%	0.1%	12.2%
	SOME OF THE TIME	Count	72	25	9	1	6	113
		% within BELT USE:	63.7%	22.1%	8.0%	0.9%	5.3%	100.0%
		% within SEAT BELT IF ACCIDENT	2.8%	8.4%	19.1%	3.6%	14.6%	3.8%
		% of Total	2.4%	0.8%	0.3%	0.0%	0.2%	3.8%
	RARELY	Count	23	8	6	7	3	47
		% within BELT USE:	48.9%	17.0%	12.8%	14.9%	6.4%	100.0%
		% within SEAT BELT IF ACCIDENT	0.9%	2.7%	12.8%	25.0%	7.3%	1.6%
	% of Total	0.8%	0.3%	0.2%	0.2%	0.1%	1.6%	
NEVER	Count	11	12	3	12	2	40	
	% within BELT USE:	27.5%	30.0%	7.5%	30.0%	5.0%	100.0%	
	% within SEAT BELT IF ACCIDENT	0.4%	4.0%	6.4%	42.9%	4.9%	1.3%	
	% of Total	0.4%	0.4%	0.1%	0.4%	0.1%	1.3%	
Total	Count	2,580	299	47	28	41	2,995	
	% within BELT USE:	86.1%	10.0%	1.6%	0.9%	1.4%	100.0%	
	% within SEAT BELT IF ACCIDENT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
		% of Total	86.1%	10.0%	1.6%	0.9%	1.4%	100.0%

Appendix D: Baseline Survey

SMOR 2258
02.28.02

ID

INTERVIEWER

Hello, this is **(interviewer's name)** with Southern Media and Opinion Research. We are conducting a study of driving practices and attitudes about current driving laws.

PARISH

1. Are you licensed to drive in Louisiana? YES 1

2. What kind of vehicle do you drive most often; is it a car, a pickup truck, an SUV or a van?

CAR	1
PICKUP TRUCK	2
SUV	3
VAN	4
(MOTORCYCLE/OTHER) TERMINATE	
(DNK/WS)	TERMINATE

3. How many days in the past week did you
7
drive a motor vehicle? **(record number of days)**

NONE	1	2	3	4	5	6	
.....							_____
(DNK/WS)							9

4. In your opinion, is driving on streets and roads safer today than it was two years ago, about the same, or more dangerous today than it was two years ago?

SAFER TODAY	1
ABOUT THE SAME	2
MORE DANGEROUS	3
(DNK/WS)	4

5. How likely do you think it is for a driver not wearing a seat belt to be stopped and ticketed: very likely, somewhat likely, somewhat unlikely or very unlikely?

VERY LIKELY	1
SOMEWHAT LIKELY	2
SOMEWHAT UNLIKELY	3
VERY UNLIKELY	4
(DNK/WS)	5

6. What do you think the chances are of you getting a ticket if you don't wear your seat belt: very likely, somewhat likely, somewhat unlikely or very unlikely?

VERY LIKELY	1
SOMEWHAT LIKELY	2
SOMEWHAT UNLIKELY	3
VERY UNLIKELY	4
(DNK/WS)	5

7. Do you think the following law enforcement agencies enforce seat belt laws very strictly, somewhat strictly, not very strictly, rarely or not at all:

	VERY STRICT	SOMEWHAT STRICT	NOT VERY STRICT	RARELY	NOT AT ALL	(DNK /WS)
a. the Louisiana State Police	...123456
b. Sheriff's deputies123456
c. the local Police123456

8. Do you recall having heard or seen anything recently about seat belts? YES 1
 NO **(SKIP TO Q11)** 2
 (DNK/WS) **(SKIP TO Q11)**..... 3

9. What do you recall having heard or seen? **(RECORD UP TO TWO RESPONSES)**

(FIRST) _____

(SECOND) _____

10. Where did you hear or see it? **(CORRESPOND WITH RESPONSES TO Q9)**

(FIRST) _____

(SECOND) _____

11. Do you recall having heard or seen the following slogans:

	<u>YES</u>	<u>NO</u>	<u>(DNK/WS)</u>
a. Boost America.....	1	2	3
b. Buckle Up America.....	1	2	3
c. Blue Talon.....	1	2	3
d. Operation ABC.....	1	2	3
e. Use the Belt, No Excuses.....	1	2	3
f. Operation Strap In.....	1	2	3

Appendix E: Tracking Survey

SMOR 2258.1 Track #1
06.19.02

ID _____

INTERVIEWER _____

Hello, this is **(interviewer's name)** with Southern Media and Opinion Research. We are conducting a study of driving practices and attitudes about current driving laws.

PARISH _____

1. Are you a licensed Louisiana driver?
(Do you have a valid Louisiana driver's license?) YES 1

2. What kind of vehicle do you drive most often;
is it a car, a pickup truck, an SUV or a van?

	CAR	1
	PICKUP TRUCK	2
	SUV	3
	VAN	4
	(MOTORCYCLE/OTHER) TERMINATE	
	(DNK/WS)	TERMINATE

3. How many days in the past week did you
7
drive a motor vehicle? **(record number of days)**

	NONE	1	2	3	4	5	6	
							_____
	(DNK/WS)							9

4. In your opinion, is driving on streets and
roads safer today than it was two years ago,
about the same, or more dangerous today than
it was two years ago?

	SAFER TODAY	1
	ABOUT THE SAME	2
	MORE DANGEROUS	3
	(DNK/WS)	4

5. How likely do you think it is for a driver
not wearing a seat belt to be stopped and
ticketed: very likely, somewhat likely,
somewhat unlikely or very unlikely?

	VERY LIKELY	1
	SOMEWHAT LIKELY	2
	SOMEWHAT UNLIKELY	3
	VERY UNLIKELY	4
	(DNK/WS)	5

6. What do you think the chances are of you
getting a ticket if you don't wear your seat
belt: very likely, somewhat likely,
somewhat unlikely or very unlikely?

	VERY LIKELY	1
	SOMEWHAT LIKELY	2
	SOMEWHAT UNLIKELY	3
	VERY UNLIKELY	4
	(DNK/WS)	5

7. Do you think the following law enforcement agencies enforce
seat belt laws very strictly, somewhat strictly, not very
strictly, rarely or not at all:

	VERY <u>STRICT</u>	SOMEWHAT <u>STRICT</u>	NOT VERY <u>STRICT</u>	NOT <u>RARELY</u>	NOT <u>AT ALL</u>	(DNK <u>/WS)</u>
a. the Louisiana State Police ...	1	2	3	4	5	6
b. Sheriff's deputies	1	2	3	4	5	6
c. the local Police	1	2	3	4	5	6

8. Do you recall having heard or seen anything YES 1

recently about seat belts? NO (SKIP TO Q10) 2
 (DNK/WS) (SKIP TO Q10)..... 3

9. What do you recall having heard or seen? (RECORD UP TO TWO RESPONSES)

(FIRST) _____

(SECOND) _____

10. Have you personally heard about or seen any seat belt enforcement zones where police were issuing tickets to drivers who were not wearing seat belts? YES 1
 NO 2
 (DNK/WS) 3

11. We are interested in learning about people's driving habits. Thinking about the last time you drove the vehicle you say you most often drive (response to Q2), approximately how many minutes were you in the vehicle on that trip? _____

12. Did you wear a seat belt during that trip? YES 1
 NO 2
 (DNK/WS) 3

13. When driving, how often would you say you wear your seat belt: all of the time, most of the time, some of the time, rarely or never?

ALL OF THE TIME	1
MOST OF THE TIME	2
SOME OF THE TIME	3
RARELY	4
NEVER	5
(DNK/WS)	6

14. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

		<u>STRONGLY</u>	<u>SOME</u>	<u>SOME</u>	<u>STRONGLY</u>	<u>(DNK</u>			
		<u>AGREE</u>	<u>AGREE</u>	<u>DISAGREE</u>	<u>DISAGREE</u>	<u>/WS)</u>			
a. seat belts are just as likely to harm you as to help you.....	1	2	3	4	5
b. the police in my community generally do not bother to write tickets to people who are not wearing a seat belt.	1	2	3	4	5
c. if I were in an accident, I would want to be wearing my seat belt.....	1	2	3	4	5
d. wearing a seat belt is the intelligent thing to do.....	1	2	3	4	5
e. it is important for police to enforce seat belt laws.....	1	2	3	4	5
f. police in my community are writing more seat belt tickets now than they were a few months ago.....	1	2	3	4	5

15. What is the zip code at your home?

—
—
—

—
—

16. What is your age? (Are you:)

UNDER 25	1
25 - 34	2
35 - 44	3
45 - 54	4
55 - 64	5
65 OR OVER	6
(WS)	7

17. What is the highest grade you completed in school?
(FORMAL, ACADEMIC EDUCATION ONLY)

LESS THAN HIGH SCHOOL ..	1
HIGH SCHOOL GRAD	2
SOME COLLEGE-NOT GRAD ..	3
COLLEGE GRAD	4
(WS)	5

18. (ASK IF NECESSARY) Are you male or female?

MALE	1
FEMALE	2
(WS)	3

19. Would you describe your race or ethnic background as White, African-American, Hispanic, Native American, Asian or some other way?

- WHITE 1
- AFRICAN-AMERICAN 2
- HISPANIC 3
- NATIVE AMERICAN 4
- ASIAN 5
- OTHER 6
- (WS) 7

That concludes our survey, thank you for your cooperation!

TIME: ___ __:___ __

TELEPHONE NUMBER: (___ __ __) ___ __ - ___ __ ___

12. Have you personally heard about or seen any seat belt enforcement zones where police were issuing tickets to drivers who were not wearing seat belts? YES 1
NO 2
(DNK/WS) 3
13. We are interested in learning about people's driving habits. Thinking about the last time you drove the vehicle you say you most often drive **(response to Q2)**, approximately how many minutes were you in the vehicle on that trip? _____
14. Was any part of that trip:
- | | <u>YES</u> | <u>NO</u> | <u>(DNK/WS)</u> |
|----------------------------------|------------|-----------|-----------------|
| a. on an interstate highway..... | 1 | 2 | 3 |
| b. on a four lane highway..... | 1 | 2 | 3 |
| c. on a two lane highway..... | 1 | 2 | 3 |
15. What was the highest speed you drove on that trip?
(record speed in mph)

16. Did anyone age 13 years of age or older ride with you on that trip? YES 1
NO **(SKIP TO Q17)** 2
(DNK/WS) **(SKIP TO Q17)**..... 3
- a. Did they ride in the front seat or the back seat? FRONT SEAT 1
BACK SEAT **(SKIP TO Q17)** ... 2
(DNK/WS) **(SKIP TO Q17)**..... 3
- b. Did they wear a seat belt? YES 1
NO 2
(DNK/WS) 3
17. Did you wear a seat belt during that trip? YES 1
NO 2
(DNK/WS) 3
18. When driving, how often would you say you wear your seat belt: all of the time, most of the time, some of the time, rarely or never? ALL OF THE TIME **(GO TO Q19)** 1
MOST OF THE TIME **(SKIP TO Q20)** .. 2
SOME OF THE TIME **(SKIP TO Q20)** .. 3
RARELY **(SKIP TO Q20)** 4
NEVER **(SKIP TO Q20)** 5
(DNK/WS) **(SKIP TO Q20)**..... 6
19. Why do you wear your seat belt all of the time?

(SKIP TO Q22)
20. Why don't you wear your seat belt all of the time?

21. As I mention several reasons why you might not always wear your seat belt, please tell me if that reason applies to you a lot, some, a little or not at all:

	<u>A</u>		<u>A</u>	<u>NOT</u>	<u>(DNK</u>
	<u>LOT</u>	<u>SOME</u>	<u>LITTLE</u>	<u>AT ALL</u>	<u>/WS)</u>
a. I'm only driving a short distance.....	1	2	3	4	5
b. I'm too good a driver to worry about getting in an accident.....	1	2	3	4	5
c. I forget to put it on.....	1	2	3	4	5
d. the seat belt is uncomfortable.....	1	2	3	4	5
e. I don't want the government telling me what to do.....	1	2	3	4	5
f. I don't want to get trapped in case of an accident.....	1	2	3	4	5
g. I'm not worried about getting a ticket for not wearing the seat belt.....	1	2	3	4	5

22. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

	<u>STRONGLY</u> <u>AGREE</u>	<u>SOME</u> <u>AGREE</u>	<u>SOME</u> <u>DISAGREE</u>	<u>STRONGLY</u> <u>DISAGREE</u>	<u>(DNK</u> <u>/WS)</u>
a. seat belts are just as likely to harm you as to help you.....	1	2	3	4	5
b. the police in my community generally do not bother to write tickets to people who are not wearing a seat belt..	1	2	3	4	5
c. car insurance rates would go down if more people wore seat belts.....	1	2	3	4	5
d. if I were in an accident, I would want to be wearing my seat belt.....	1	2	3	4	5
e. if my vehicle ran into the water, I would want to be wearing my seat belt..	1	2	3	4	5
f. if my vehicle caught on fire, I would want to be wearing my seat belt..	1	2	3	4	5
g. I don't need to wear a seat belt if the vehicle I'm in has air bags.....	1	2	3	4	5
h. wearing a seat belt is the intelligent thing to do.....	1	2	3	4	5
i. it is important for police to enforce seat belt laws.....	1	2	3	4	5
j. police in my community are writing more seat belt tickets now than they were a few months ago.....	1	2	3	4	5
k. drivers who do not wear a seat belt should be fined.....	1	2	3	4	5

23. Do you think taxpayers end up paying some of the medical bills when motorists without insurance are injured in automobile accidents? YES 1
NO 2
(DNK/WS) 3

24. What is the zip code at your home? _____

25. What is your age? (Are you:) UNDER 25 1
25 - 34 2
35 - 44 3
45 - 54 4
55 - 64 5
65 OR OVER 6
(WS) 7

26. What is the highest grade you completed in school? LESS THAN HIGH SCHOOL .. 1
HIGH SCHOOL GRAD 2

(FORMAL, ACADEMIC EDUCATION ONLY)

SOME COLLEGE-NOT GRAD .. 3
COLLEGE GRAD 4
(WS) 5

27. (ASK IF NECESSARY) Are you male or female? MALE 1
FEMALE 2
(WS) 3

28. Would you describe your race or ethnic background as White, African-American, Hispanic, Native American, Asian or some other way? WHITE 1
AFRICAN-AMERICAN 2
HISPANIC 3
NATIVE AMERICAN 4
ASIAN 5
OTHER 6
(WS) 7

That concludes our survey, thank you for your cooperation!

TIME: ___ __:___ __ TELEPHONE NUMBER: (___ __) ___ __ - ___ __