



CLICK IT OR TICKET MEDIA CAMPAIGN

A Survey of Tennesseans, May–June 2008

Introduction

According to the Tennessee Department of Safety Daily Fatality Report, 1200 fatalities occurred on Tennessee roads in 2007. In 2008, as of Dec. 28th, this number has decreased to less than 1000. However, occupant safety restraints (seatbelts) were not used in nearly half of these fatalities. The goal of media campaigns like *Click It or Ticket* is to highlight and educate drivers on the importance of using seatbelts.

The Governor’s Highway Safety Office (GHSO), through a federally funded program with the National Highway Safety Transportation Administration (NHSTA), develops and implements media campaigns that target unsafe behavior on the road in hopes of warning Tennesseans of the dangers and consequences of such behavior. GHSO’s goal is to mitigate crashes and fatalities by modifying perceptions and ultimately behavior. To help measure the effectiveness of these campaigns, The University of Tennessee Center for Transportation Research conducts telephone surveys across the state of Tennessee on behalf of the GHSO.



CLICK IT OR TICKET

The *Click It or Ticket* media campaign ran from May 15th through June 2nd, 2008. To measure awareness of and exposure to this campaign, data collection was segmented into three phases—pre, during and post campaign. The data include surveys conducted from March 3rd through August 8th, 2008 to get a baseline of the pre and post phases.

Overall, nearly 68% of those interviewed responded that they had seen or heard a seatbelt message during the five month data collection period. When looking at a breakdown by campaign phases, the number is highest at 73% for the during phase. This represents an increase from 63% in the 2007 pre timeframe while the post phase remains consistent at 71%. Figure 1 shows there was a slight decline in the percentages from 2007 across all phases.

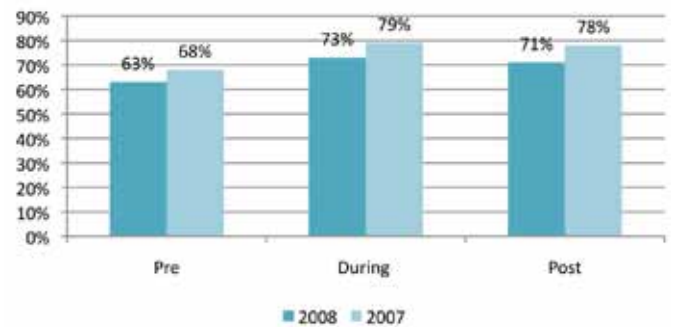


Fig 1: In the past 60 days have you seen or heard any messages that encourage people to wear their seatbelts?

Of those who had seen a seatbelt message, 73% indicated the amount of messages was about the same as usual and 14% indicated they thought the amount of messages were more than usual.

When asked specifically about the *Click It or Ticket* slogan, 82% of the respondents recognized (aided) this slogan. For the pre timeframe this number was 79%, the during timeframe increased slightly to 86%, and for the post period this number held fairly steady at 84%. Again, a slight decline is evident in these values as compared to the 2007 data. See Figure 2

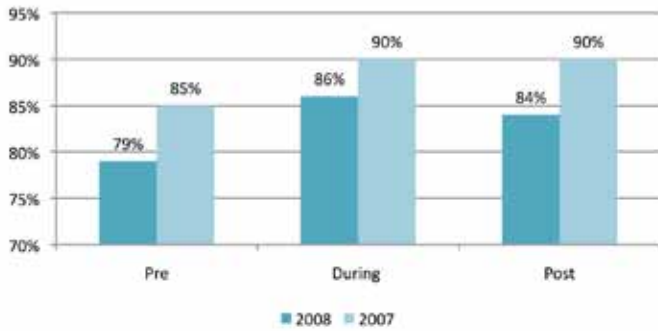


Fig 2: Which of the following slogans (*Click It or Ticket*) do you recall seeing or hearing?

When respondents were asked to recall (unaided) the *Click It or Ticket* slogan, 51% of those who said they had seen or heard a seatbelt message could actually name *Click It or Ticket*. This is consistent with data collected in 2007. When isolating the three phases, 18% recalled *Click It or Ticket* in the pre, only 8% in the during and 24% could name this slogan in the post timeframe. Figure 3 compares 2008 data with a similar time period in 2007.

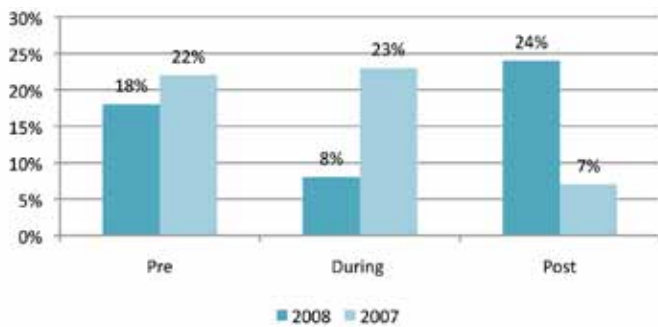


Figure 3: Which of the following (*Click It or Ticket*) do you recall ... ? (unaided)

When asked where they had seen or heard the seatbelt messages, 65% indicated television, 30% said road sign and 17% specified radio.

Seatbelt Usage

Respondents were asked how often they wore their seatbelt when they were driving or a front-seat passenger. Overall, 82% of the respondents reported they “always” wear their seatbelt. However, if the categories “always” and “nearly always” are combined, self-reported seatbelt usage jumps to 91%. Note that the annual statewide seatbelt study, which observes drivers and passengers at various places across Tennessee, showed that for the timeframe of April through June 2008 the observed seatbelt use rate was a somewhat lower 81%. When asked if their seatbelt use had increased, stayed the same, or decreased in the past 12 months, 87% indicated it had stayed the same. Figure 4 shows the breakdown of this question by age category. This is quite consistent with data from previous surveys.

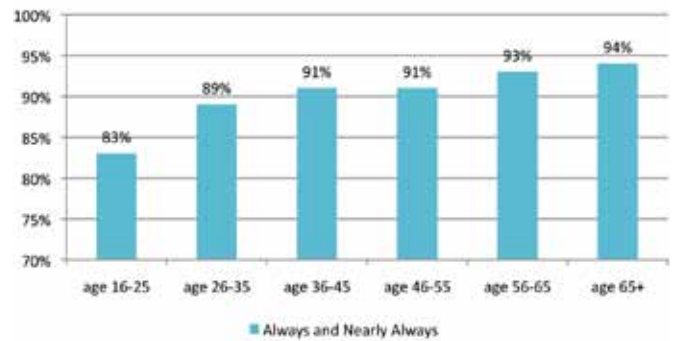


Fig 4: How often do you wear your seatbelt when you are a front-seat passenger?

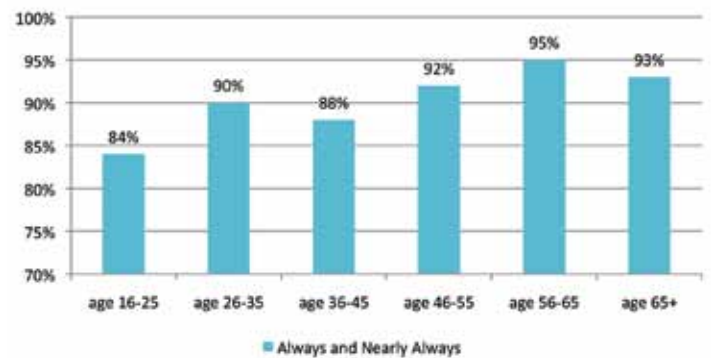


Fig 4A: How often do you wear your seatbelt when driving a motor vehicle?

Other Safety Issues

Respondents were asked to rate a number of driving safety issues. Drunk drivers garnered the highest rate of concern with 70% indicating it is a severe or very much a problem, followed closely by distracted drivers with 68%. See Table 1

Table 1

...I would like to ask you a few questions about some driving safety issues...

	Severe/very much a problem	Somewhat/small problem	Not a problem	N
Drunk drivers	70%	23%	4%	3603
Distracted drivers	68%	29%	3%	3505
Drivers speeding	52%	41%	6%	3608
Aggressive drivers	53%	41%	6%	3591
Numbers of large trucks on road	30%	45%	24%	3578
Tired drivers	34%	49%	10%	3371
Road construction	20%	58%	20%	3548

A list of reasons why one might wear a seatbelt was read to those participating in this survey. Respondents were asked to indicate yes or no if the reason applied to them. See Table 2.

Table 2

... As I'm reading, tell me yes or no whether each reason applies to you.

	Yes
Avoid serious injury	93%
Habit	82%
It's the law	82%
Set example	78%
Uncomfortable without one	63%
Avoid a ticket	71%
Others in car wear one	39%
Reminder signal in car	42%
Others want me to wear one	40%

When asked to pick what the most important reason was for wearing a seatbelt was, 55% said avoiding serious injury.

Demographics

The survey participants were evenly split among females and males. The racial makeup of the respondents consisted of 83% white and 13% blacks. The remaining four percent encompassed other races. The age distribution compared to 2000 census data for Tennessee is shown in Figure 5.

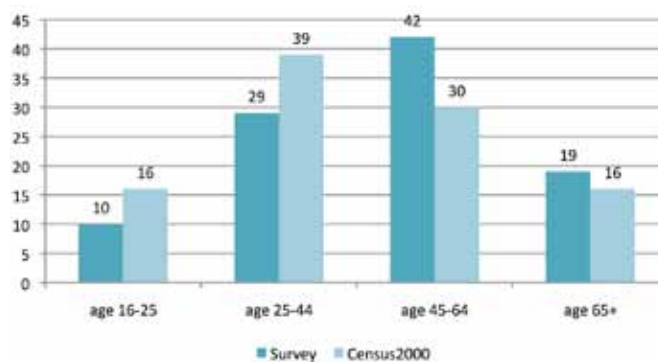


Fig 5: What is your age?

*The age categories in our survey differed slightly from the state's and were combined for the two mid range categories.

More than one third of the respondents indicated the highest level of formal education they had received was a high school diploma. Twenty percent said they had some college and 18% had a bachelor's degree. According to the 2000 US census data 32% of Tennesseans had a high school diploma, 13% a bachelor's degree, and 7% a graduate or professional degree. See Figure 6

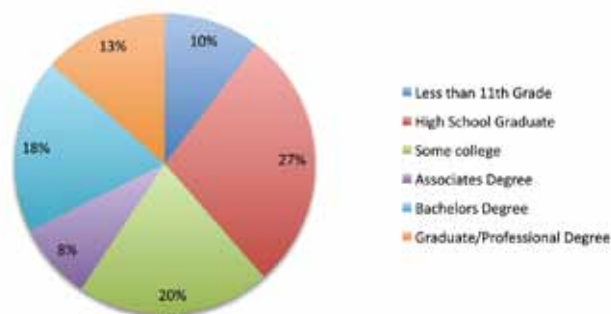


Fig 6: What is the highest level of formal education you have completed?

Background

The Center for Transportation Research has conducted data collection regularly since 2004. Initially, the survey was conducted twice a year to correspond with *Booze it and Lose it*, a major emphasis campaign of GHSO, but has since evolved to include evaluation of up to six major campaign initiatives. NHSTA's guidelines state that campaigns totaling more than \$100,000 must have supporting data collection to document exposure to the message.

Methodology

The Human Dimensions Lab at the University of Tennessee administered this telephone survey to 3633 individuals from randomly selected households in Tennessee from March 3rd to August 8th, 2008. A total of 1642 (24 per day) respondents were interviewed in the period defined as "pre campaign" (3/3/08 through 5/14/08), 474 interviews (26 per day) were completed in the during phase, (5/15/08 through 6/2/08), and 1517 (24 per day) individuals were interviewed in the "post campaign" phase (6/3/08 through 8/8/08).