



Restraint Use (Seat Belt and Child Passenger Seat) Survey

Final Report 670

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16. Abstract In Arizona, lack of restraint usage (seat belts and child passenger seats) was a contributing factor to an average of 687 fatalities per year which is nearly 60% of total fatalities. These tragic statistics could be dramatically decreased if effective strategies and educational messages encouraged more people to buckle up. Due to the great opportunity to save lives, increasing restraint usage has been identified as one of five key emphasis areas of Arizona's Strategic Highway Safety Plan. Arizona has seen a restraint usage rate of approximately 80% for the last several years as reported through the annual National Occupant Protection Use Survey (NOPUS). Although there is a good understanding of the reported seat belt usage, there is not a good understanding of who is not using seatbelts and why. To develop effective strategies and education messages to improve seat belt usage, there needs to be a better understanding of these factors. The objectives of this research were to 1) conduct a survey to identify why (or why not) people in Arizona use seatbelts and 2) develop criteria and provide recommendations on the most effective means to get drivers to buckle up.					
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ft	0.305	meters	m	meters	feet	ft	
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ac	0.405	hectares	ha	hectares	acres	ac	
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gal	3.785	liters	L	liters	gallons	gal	
ft ³	0.028	cubic meters	m ³	Cubic meters	cubic feet	ft ³	
yd ³	0.765	cubic meters	m ³	Cubic meters	cubic yards	yd ³	
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lb	0.454	kilograms	kg	kilograms	pounds	lb	
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<u>TEMPERATURE (exact)</u>							
°F	5(F-32)/9 or (F-32)/1.8	Celsius temperature	°C	Celsius temperature	Fahrenheit temperature	°F	
<u>ILLUMINATION</u>							
fc	10.76	lux	lx	lux	foot-candles	fc	
fl	3.426	candela/m ²	cd/m ²	candela/m ²	foot-Lamberts	fl	
<u>FORCE AND PRESSURE OR STRESS</u>							
lbf	4.45	newtons	N	newtons	poundforce	lbf	
lbf/in ²	6.89	kilopascals	kPa	kilopascals	poundforce per square inch	lbf/in ²	

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LIST OF ACRONYMS

ADOT	Arizona Department of Transportation
BRC	Behavior Research Center
EPSEM	Equal Probability Selection Method
GHSA	Governors' Highway Safety Association
GOHS	Governor's Office of Highway Safety
NHTSA	National Highway Traffic Safety Administration
NOPUS	National Occupant Protection Use Survey
RDD	Random Digital Dial
TAC	Technical Advisory Committee

EXECUTIVE SUMMARY

This study was commissioned by the Arizona Department of Transportation's Transportation Research Center for the purpose of gaining a better understanding of why some Arizona drivers do not wear seat belts. The information contained in this study is based on 600 in-depth telephone interviews conducted with Arizona drivers between October 22 and November 9, 2008.

The key findings of this research can be summarized as follows:

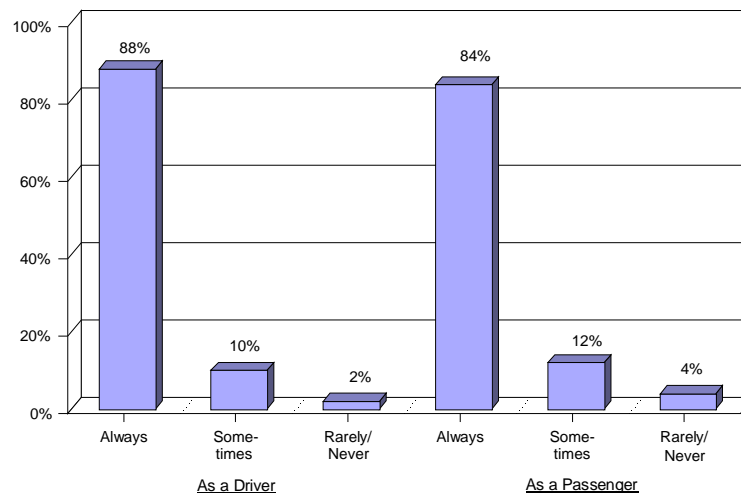
REASONS FOR NOT WEARING SEAT BELTS: Based on a variety of questions asked during this effort, it appears that above and beyond personal choice, the primary reasons for not wearing seat belts are...

- BASIC LAZINESS ON THE PART OF THE DRIVERS AND PASSENGERS.
- A BELIEF THAT SEAT BELTS ARE NOT NECESSARY ON SHORT TRIPS.
- A FEELING THAT SEAT BELTS ARE UNCOMFORTABLE.

These reasons closely mirror those reported nationally in the National Highway Traffic Safety Administration's 2007 Motor Vehicle Occupant Safety Survey.

SEAT BELT UTILIZATION: Figure 1 shows that 88% of Arizona drivers report that they "always" wear a seat belt when they are the driver of a passenger vehicle, while 10% indicate they "sometimes" wear a seat belt and 2% indicate they "never" wear a seat belt. The 88% "always" reading recorded in this study is somewhat higher than the 81% driver seat belt use reading recorded in the 2008 Arizona Seat Belt/Motorcycle Helmet/Child Restraint Use Survey. This annual observational survey, which consists of 14,000 to 15,000 direct observations of Arizona drivers at 127 sites in six counties, is conducted for the Governor's Office of Highway Safety and is considered the benchmark on seat belt use.

FIGURE 1. SEAT BELT UTILIZATION

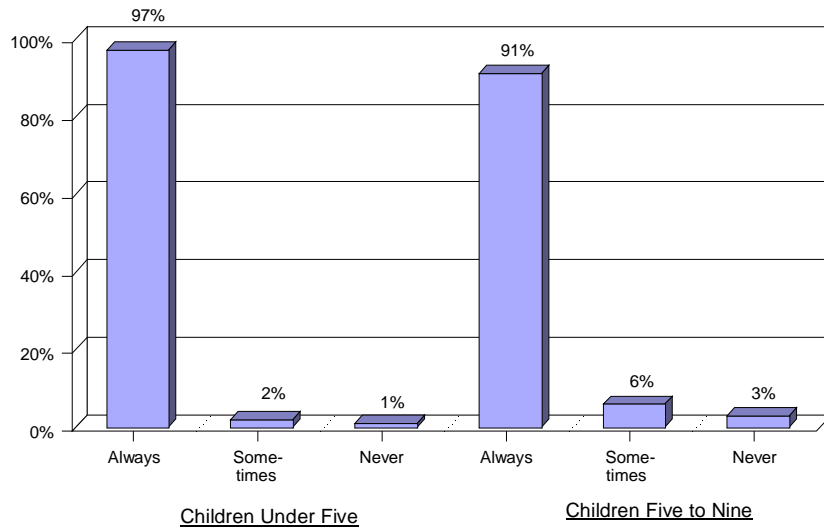


Those drivers who are most likely to not “always” wear a seat belt are Hispanics (21%), rural residents (20%), less-educated drivers (18%), males (17%) and younger drivers (16%). However, due to the sample sizes only the readings for rural residents and males can be said to be statistically significant. Thus, this research can not be said to reveal cultural differences in seat belt use by drivers.

Seat belt usage by drivers when they ride as passengers is similar although slightly lower than the 88% figure recorded when they are the drivers, with 84% indicating they “always” wear a seat belt when they ride as a passenger.

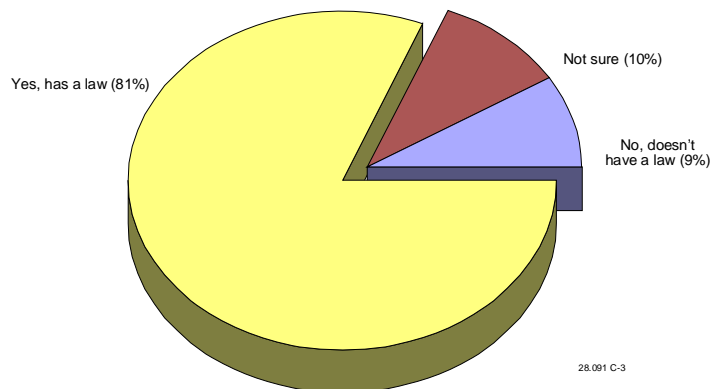
SEAT BELT USE PATTERNS WHEN CHILDREN ARE IN THE VEHICLE: Figure 2 shows 97% of drivers reveal that they always “require” that their passengers under five years old be restrained while 91% “always” require that their passengers from ages five to nine be restrained.

FIGURE 2. SEAT BELT USE PATTERNS WHEN CHILDREN IN VEHICLE



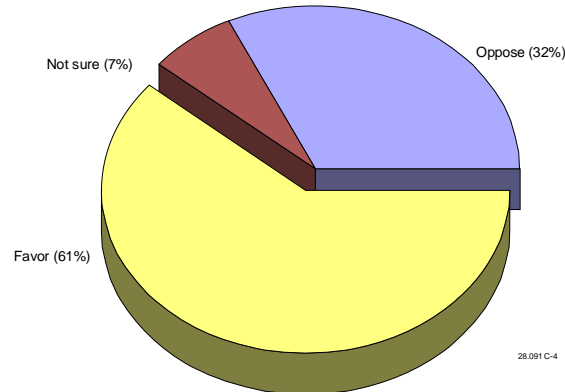
AWARENESS OF CURRENT SEAT BELT LAW: Figure 3 shows 81% of drivers believe Arizona has a law that requires all passengers to wear a seat belt, while 10% are not sure. Nine percent of drivers say the state does not have a law.

FIGURE 3. AWARENESS OF CURRENT SEAT BELT LAW



POSITION ON STRENGTHENING SEAT BELT LAW: As shown in Figure 4, a majority of Arizona drivers (61%) favor changing the state’s seat belt law to allow peace officers to stop vehicles and issue citations to drivers simply for not wearing a seat belt, while 32% oppose such a change and 7% are unsure. The data also reveals that 66% of drivers think an expanded law would be effective in encouraging more people to wear seat belts, while 64% do not believe an expanded law would lead to racial profiling.

FIGURE 4. POSITION ON STRENGTHING SEAT BELT LAW



MISCELLANEOUS ATTITUDES ABOUT SEAT BELT USE: The final information generated in this study reveals that:

- Three out of four drivers (73%) think more police officers writing tickets for non-use of seat belts would encourage more use.
- Two out of three drivers (66%) think television and radio ads encouraging seat belt use would result in more use.

RECOMMENDATIONS

Based on the information generated in this research and the fact that a primary objective of this effort was to provide recommendations on the most effective means to get drivers to buckle up, the Behavior Research Center offers the following comments:

Enact a primary seat belt law in Arizona. The number one step that could be taken to increase seat belt use in Arizona is for the state to become a Primary Enforcement Seat Belt Law state. While this process is difficult and can be costly, the National Highway Traffic Safety Administration’s annual National Occupant Protection Use Survey reveals that seat belt use in primary law states greatly exceeds use in secondary law states such as Arizona – 88% vs. 75% in 2008. This research shows that support for Arizona becoming a primary law state is strong with 61% favoring a change to a primary law state and only 32% opposing.

Educate Arizona residents on the importance of seat belt use. Going hand in hand with stricter enforcement, which would be possible as a primary law state, is the need to incorporate these survey results into developing educational and marketing strategies that will increase the restraint use by Arizonans.. Both earned media and paid media campaigns such as “Click It or Ticket” should be utilized in this effort, which needs to be targeted at those population groups that reveal the greatest propensity to not wear seat belts: rural drivers, males, Hispanics, less educated drivers, and young drivers.

INTRODUCTION

This study was commissioned by the Arizona Department of Transportation's Transportation Research Center for the purpose of gaining a better understanding of why some Arizona drivers do not wear seat belts. More specifically, this project addressed the following issues:

- Reasons for not wearing seat belts
- Seat belt utilization
- Seat belt use patterns when children are in the vehicle
- Awareness of current seat belt laws
- Position on strengthening seat belt laws
- Miscellaneous attitudes about seat belt use

The information contained in this report is based on 600 in-depth interviews conducted with a wide cross-section of Arizona drivers. All of the interviewing on this project was conducted via telephone by professional interviewers of the Behavior Research Center (BRC) between October 22 and November 9, 2008. For a detailed explanation of the procedures followed during this project, please refer to the Methodology section.

The BRC has presented all of the data germane to the basic research objectives of this project. Several tables were generated that provide a summary of the survey results, expressed primarily in percent of responses, for a particular question or set of questions. For each table, the survey question is cited along with the specific question number from the actual survey, which is located in the Appendix

METHODOLOGY

The information contained in this report was gathered from in-depth telephone interviews with 600 Arizona drivers. A sample of this size was used because it provides a good representation of Arizona's over four million licensed drivers and allows for meaningful analysis by key demographic subgroups (gender, age, area, etc.) Further, a disproportionate, stratified sample was used on this project to generate sampling errors of not more than +/- 5.8 percent at a 95 percent confidence level for urban and rural drivers.

In Table 1 the "Proportionate Driver Sample" shows the number of samples of urban and rural drivers that would have represented these proportions in a sample size of 600, along with their associated margin of error. To keep the margin of error consistent among sampling areas, 300 samples were used for both the urban and rural populations as shown in the "Disproportionate Driver Sample" columns. Consequently, the final survey results were weighted to account for the percent of rural and urban drivers in the state shown in Table 2.

Households were selected for survey from a computer-generated pure unweighted equal probability selection method (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This ensured that unlisted and newly listed telephone numbers were included in the sample. A pre-identification screening process was also used. This computer procedure screens the sample to

TABLE 1: GEOGRAPHIC SAMPLING AREAS – PROPORTIONATE/DISPROPORTIONATE

<u>GEOGRAPHIC SAMPLING AREA</u>	<u>PROPORTIONATE DRIVER SAMPLE</u>		<u>DISPROPORTIONATE DRIVER SAMPLE</u>	
	<u>Number</u>	<u>+/- M.E.*</u>	<u>NUMBER</u>	<u>+/- M.E.*</u>
Urban Arizona (Maricopa, Pima Counties)	453	4.7%	300	5.8%
Rural Arizona (Remainder of State)	147	8.2%	300	5.8%
TOTAL	600	4.1%	600	4.1%

*M.E. denotes margin of error

remove known business and commercial telephone prefixes, in addition to disconnects, faxes, and computers. This process is largely successful in limiting contacts to residential telephones.

A most recent birthday technique was used to select respondents. The interviews were conducted with the licensed driver in the household 16 years or over with the most recent birthday. This selection method has been demonstrated to be technically superior to other selection methods.

This survey employed a multi-stage sampling process. The first step stratified the subarea samples according to the current population residing in each area. Telephone households were then selected within those areas using the RDD methodology. A probability sample developed in this manner samples proportionately relative to an area's distribution of the population. This strengthens the ability of the sample to be compared with census data and other demographic information.

The questionnaire utilized on this study was designed by BRC in consultation with the project's Technical Advisory Committee (TAC). After BRC had designed the study questionnaire, it was submitted to the TAC for review and preliminary approval. Upon preliminary approval of the questionnaire, it was translated into Spanish and both the English and Spanish versions were pre-tested with respondents from the sample universe. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which explanations might be required, and the like. Following this process, no changes were made in the questionnaire and it received final TAC approval.

The interviews for this project were conducted between October 22 and November 9, 2008, at the BRC's computer-assisted telephone interviewing facility, where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing for this study was done during an approximately equal cross-section of late afternoon, evening, and weekend hours. This procedure was followed to further ensure that all drivers were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to five separate attempts — on different days and during different times of day — were made to contact each selected driver. Only after five unsuccessful attempts was a selected driver substituted in the sample. Using this methodology, the full sample was completed. Partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas. Twenty-eight interviews were conducted in Spanish during this project.

One hundred percent of the completed interviews were edited and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer’s work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during the phase of interviewing quality control.

As the data collection segment of this study was undertaken, completed and validated interviews were turned over to BRC’s in-house Coding Department. Upon completion of coding, a series of validity and logic checks were run on the data to ensure it was “clean” and representative of the sample universe. Following this procedure, the study data was “weighted” prior to generating any detailed tables. This process was necessary to make the final sample geographically representative of the study universe. In other words, the sample data was weighted in proportion to Arizona’s population where approximately 75.5% of the residents live in urban areas and 24.5% in rural areas as shown in Table 2.

TABLE 2: GEOGRAPHIC SAMPLING AREAS – WEIGHTED/UNWEIGHTED

<u>GEOGRAPHIC SAMPLING AREA</u>	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Urban Arizona (Maricopa, Pima Counties)	50.0%	75.5%
Rural Arizona (Remainder of State)	<u>50.0%</u>	<u>24.5%</u>
	100.0%	100.0%

All surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies to some extent with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95% level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50% / 50%). Survey findings that show a more one-sided distribution of opinion, such as 70% / 30% or 90% / 10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in Table 3, the overall sampling error for this study is approximately ± 4.1 percent for the total state and ± 5.8 percent within each geographic area when the samples are studied in total (i.e., all 600 cases or in all 300 cases). However, when subsets of the total samples are studied, the amount of sampling error increases based on the sample size within the subset.

TABLE 3: SAMPLING ERROR AT 95% CONFIDENCE LEVEL

<u>Sample Size</u>	<u>Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)</u>
600	4.1%
500	4.5%
400	5.0%
300	5.8%
200	7.1%

The profile of the 600 Arizona drivers that participated in this survey is shown in Table 4.

TABLE 4: SAMPLE PROFILE OF DRIVERS

<u>GENDER (%)</u>		<u>EDUCATION (%)</u>	
Male	50	High school or less	28
Female	<u>50</u>	Some college	26
	100%	College degree	44
		Refused	<u>2</u>
			100%
 <u>ETHNICITY (%)</u>		 <u>AGE (%)</u>	
Caucasian/White	73	Under 25	8
Hispanic	14	25 to 34	28
Native American	5	35 to 49	26
African-American	3	50 to 64	21
Asian	2	65 or over	<u>17</u>
Mixed	1		100%
Refused	<u>3</u>		
	101%*		

* Total exceeds 100% due to rounding.

SUMMARY OF THE FINDINGS

The appendix is a copy of the survey instrument.. This section summarizes the survey results.

REASONS FOR NOT WEARING SEAT BELTS

The main top-of-the-mind reason drivers give that they do not always wear a seat belt is laziness, with a reading of 36% as shown in Table 5A. Also receiving noteworthy responses are the belief that a belt is not necessary on short drives (17%) and personal choice (15%).

TABLE 5A: TOP-OF-THE-MIND REASONS FOR NOT WEARING SEAT BELTS - SELF

"You indicate that you do not always wear a seat belt when you drive or ride as a passenger in a passenger vehicle. Why is that?"

	Total (%)
Forgetful, lazy	36
Depends on distance driving, amount of traffic	17
Personal choice, that's what I choose to do, don't like being told what to do	15
Don't use when I'm passenger	11
Seat belts uncomfortable	8
Habit, used to not wearing	7
Irresponsible, stupid	5
Fear being trapped in car	5
Feel confined	4
Disabled, difficult to put on	4
Miscellaneous	2
Not sure	5

Number of respondents = 118

Totals exceed 100% due to multiple responses.

Reference: Survey question 4, asked of respondents who did not answer "always" to questions 1A & 1B.

The main reasons drivers say others do not wear a seat belt are that they are irresponsible/stupid (39%) or lazy (25%) as shown in Table 5B.

TABLE 5B: TOP-OF-THE-MIND REASONS FOR NOT WEARING SEAT BELTS - OTHERS
 “You indicate that you always wear a seat belt when you drive or ride as a passenger in a passenger vehicle. Why do you feel that some others choose not to?”

	Total (%)
Irresponsible, stupid	39
Forgetful, lazy	25
Seat belts uncomfortable	14
Personal choice, that’s what they chose to do, don’t like being told what to do	11
Habit, used to not wearing	6
Feel confined	3
Fear being trapped in car	3
Uninformed	3
Wrinkle clothes	2
Depends on distance driving, amount of traffic	1
Disabled, difficult to put on	1
No kids in car	1
Miscellaneous	1
Not sure	15

Number of respondents = 482

Totals exceed 100% due to multiple responses.

Reference: Survey question 2, asked of respondents who answered “always” to questions 1A & 1B.

In a follow-up question, the 118 drivers who do not always wear seat belts were asked to indicate if they felt each of nine specific reasons were major, minor, or not reasons, that they personally do not always wear belts. In Table 6A we find that personal choice receives the highest major reading of 55%, followed by forgetfulness at 45%. Also receiving major readings among more than one out of four drivers are:

- Seat belts are uncomfortable (35%);
- Seat belts are just as likely to harm you as help you (26%);
- Seat belts are not needed if not driving very far (26%).

TABLE 6A: REASONS PERSONALLY DO NOT WEAR SEAT BELTS
(AMONG THOSE WHO DO NOT ALWAYS WEAR SEAT BELTS)

“As we have been talking to Arizona drivers, they have mentioned a number of reasons why they do not always choose to wear a seat belt. As I read each one, please just tell me if it is a major reason, a minor reason, or not a reason you do not wear seat belts.”

	Major (%)	Minor (%)	Not a Reason (%)	Not Sure (%)
Personal choice	55	24	20	1
I sometimes simply forget to put it on	45	32	23	0
Seat belts are uncomfortable	35	21	43	1
Seat belts are just as likely to harm you as help you	26	28	43	3
I feel it is not needed if I'm not driving very far	26	23	49	2
Police in my community do not bother to write tickets for seat belt violations	18	32	41	9
My vehicle is equipped with airbags	18	29	48	5
I feel it is not needed if traffic is light	16	39	41	4
I don't want to wrinkle my clothes	11	22	64	3

Number of respondents = 118
Reference: Survey question 5

The data also reveals that urban and rural drivers offer very similar readings on the factor “police in my community do not bother to write tickets for seat belt violations” (urban: major = 17%, minor = 35%; rural: major = 20%, minor = 28%).

When drivers are asked why they feel other people choose not to wear seat belts, most of the same key factors mentioned in Table 6A are shown in Table 6B.

TABLE 6B: REASONS OTHERS DO NOT WEAR SEAT BELTS
(REASONS AMONG THOSE WHO ALWAYS WEAR SEAT BELTS)

“As we have been talking to Arizona drivers, they have mentioned a number of reasons why they feel some people choose not to wear a seat belt. As I read each one, please just tell me if you feel it is a major reason, a minor reason, or not a reason people do not wear seat belts.”

	Major (%)	Minor (%)	Not a Reason (%)	Not Sure (%)
Personal choice	55%	17%	24%	4%
People feel they are not needed if you're not driving very far	41	21	36	2
People sometimes simply forget to put them on	38	30	29	3
Seat belts are uncomfortable	33	29	35	3
Police in my community do not bother to write tickets for seat belt violations	26	26	38	10
People feel they are not needed if traffic is light	25	27	45	3
The vehicle is equipped with airbags	22	32	41	5
Seat belts are just as likely to harm you as help you	20	34	43	3
People don't want to wrinkle their clothes	17	35	45	3

Number of respondents = 482
Reference: Survey question 3

SEAT BELT UTILIZATION

As shown in Table 7A, 88% of Arizona drivers indicate they “always” wear a seat belt when they are the driver of a passenger vehicle, while ten percent indicate they “sometimes” wear a seat belt and two percent indicate they never wear a seat belt. Those drivers who are most likely to not “always” wear a seat belt are Hispanics (21%), rural residents (20%) less-educated drivers (18%), males (17%) and younger drivers (16%). The readings for these five subgroups indicate they are less likely than others to wear a seat belt. However, due to the sample sizes only the readings for rural residents and males can be said to be statistically significant. Thus, this research can not be said to reveal cultural differences in seat belt use by drivers.

The response patterns for seat belt usage when drivers ride as passengers are similar to, although slightly lower than, those for when they are the driver. Thus we find in Table 7B that 84% of Arizona drivers “always” wear a seat belt when they ride as a passenger.

TABLE 7A: SEAT BELT UTILIZATION AS A DRIVER

“Do you always, sometimes, or never wear a seat belt in a passenger vehicle such as a car, truck, SUV, or van when you are the driver?”

	Always (%)	Sometimes (%)	Never (%)
<u>TOTAL</u>	88	10	2
<u>AREA</u>			
Urban	91	7	2
Rural	80	18	2
<u>GENDER</u>			
Male	83	14	3
Female	93	6	1
<u>AGE</u>			
Under 25	84	15	1
25 to 34	84	14	2
35 to 49	92	6	2
50 to 64	88	9	3
65 or older	92	7	1
<u>ETHNICITY</u>			
White	89	9	2
Hispanic	79	16	5
African-American	82	18	0
Native American	90	10	0
Asian	100	0	0
<u>Education</u>			
High school or less	82	15	3
Some college	87	12	1
College graduate	93	6	1

Number of respondents = 600
Reference: Survey question 1A

TABLE 7B: SEAT BELT UTILIZATION AS A PASSENGER

“Do you always, sometimes, or never wear a seat belt in a passenger vehicle such as a car, truck, SUV, or van when you ride as a passenger?”

	Always (%)	Sometimes (%)	Never (%)
<u>TOTAL</u>	84	12	4
<u>AREA</u>			
Urban	87	10	3
Rural	76	19	5
<u>GENDER</u>			
Male	81	15	4
Female	88	9	3
<u>AGE</u>			
Under 25	70	28	2
25 to 34	82	13	5
35 to 49	89	8	3
50 to 64	83	13	4
65 or older	89	9	2
<u>ETHNICITY</u>			
White	86	12	2
Hispanic	72	16	12
African-American	91	9	0
Native American	79	20	1
Asian	100	0	0
<u>EDUCATION</u>			
High school or less	75	18	7
Some college	82	14	4
College graduate	91	8	1

Number of respondents = 600
Reference: Survey question 1B

The data also reveal that 79% of drivers “always” insist that all passengers in their vehicle wear a seat belt. In Table 8, males (72%), Hispanics (74%) and rural residents (74%) reveal particularly low “always” readings.

TABLE 8: REQUIRE ALL PASSENGERS TO WEAR SEAT BELT

“When you are the driver of a passenger vehicle, do you always, sometimes, or never insist that all passengers in your vehicle wear their safety belts?”

	Always (%)	Sometimes (%)	Never (%)
<u>TOTAL</u>	79	15	6
<u>AREA</u>			
Urban	81	14	5
Rural	74	18	8
<u>GENDER</u>			
Male	72	19	9
Female	86	11	3
<u>AGE</u>			
Under 25	80	12	8
25 to 34	78	17	5
35 to 49	77	17	6
50 to 64	83	13	4
65 or older	79	13	8
<u>ETHNICITY</u>			
White	79	15	6
Hispanic	74	18	8
African-American	100	0	0
Native American	85	8	7
Asian	84	16	0
<u>EDUCATION</u>			
High school or less	77	16	7
Some college	81	16	3
College graduate	79	14	7

Number of respondents = 600
Reference: Survey question 1a

By far, safety, with a reading of 87%, is mentioned as the primary reason drivers “always” insist that passengers wear seat belts as shown in Table 9. On the other hand, “personal choice” is offered as the primary reason drivers do not always insist that passengers wear seat belts.

TABLE 9: REASONS INSIST/DO NOT INSIST PASSENGERS WEAR SEAT BELTS

“Why is that?”

	Always Insist ¹ (%)	Do Not Always Insist ² (%)
Safety	87	13
It’s the law – don’t want a ticket	22	3
Insurance reasons	3	0
Habit – have always worn	3	2
Car beeps if belts not on	1	0
Personal choice, they can make their own decision	0	45
Depends if children or adults	0	13
Depends on distance driving, amount of traffic	0	7
Forget to look/ask to put on	0	5
Not needed if in back seat	0	5
Fear of being trapped	0	2
Not sure	1	9

Reference: Survey question 1a

¹ Number of drivers = 474 that always insist

² Number of drivers = 126 that sometimes or never insist

Totals exceed 100% due to multiple responses.

SEAT BELT USE PATTERNS WHEN CHILDREN IN VEHICLE

When drivers are asked if they insist that children be restrained in vehicles they are driving, we find that 97% “always” require that children under age five be restrained, as shown in Table 10, while 91% “always” require that those ages five to nine be restrained as shown in Table 11. These readings are consistent across population subgroups.

TABLE 10: REQUIRE CHILDREN UNDER AGE FIVE TO BE RESTRAINED

“When you are the driver of a passenger vehicle that has a child under the age of five in the vehicle, either in the front seat or rear seat, do you always, sometimes, or never insist that they are restrained in a passenger restraint device?”

	Always (%)	Sometimes (%)	Never (%)
<u>TOTAL</u>	97	2	1
<u>AREA</u>			
Urban	98	1	1
Rural	93	5	2
<u>GENDER</u>			
Male	96	2	2
Female	97	2	1
<u>AGE</u>			
Under 25	100	0	0
25 to 34	98	1	1
35 to 49	98	1	1
50 to 64	94	5	1
65 or older	94	0	6
<u>ETHNICITY</u>			
White	97	2	1
Hispanic	92	4	4
African-American	100	0	0
Native American	100	0	0
Asian	100	0	0
<u>EDUCATION</u>			
High school or less	93	5	2
Some college	98	0	2
College graduate	98	1	1

*Number of respondents = 439
Reference: Survey question 1b

*Excludes those drivers who indicate they never have passengers under age five.

TABLE 11: REQUIRE CHILDREN AGES FIVE TO NINE TO BE RESTRAINED

“When you are the driver of a passenger vehicle that has a child five to nine in the vehicle, either in the front seat or rear seat, do you always, sometimes, or never insist that they are restrained in a passenger restraint device?”

	Always (%)	Sometimes (%)	Never (%)
<u>TOTAL</u>	91	6	3
<u>AREA</u>			
Urban	91	6	3
Rural	91	7	2
<u>GENDER</u>			
Male	89	7	4
Female	93	5	2
<u>AGE</u>			
Under 25	100	0	0
25 to 34	90	7	3
35 to 49	86	10	4
50 to 64	93	5	2
65 or older	99	0	1
<u>ETHNICITY</u>			
White	91	6	3
Hispanic	88	8	4
African-American	100	0	0
Native American	96	4	0
Asian	100	0	0
<u>EDUCATION</u>			
High school or less	93	6	1
Some college	91	5	4
College graduate	90	7	3

*Number of respondents = 401
Reference: Survey question 1C

*Excludes those drivers who indicate they never have passengers ages five to nine.

The most common restraints drivers use with children five to nine years old are seat belts (42%), followed by booster seats (33%) and child car seats (25%) as shown in Table 12.

**TABLE 12: TYPE OF RESTRAINTS CHILDREN AGES FIVE TO NINE REQUIRED TO WEAR
(AMONG THOSE WHO ALWAYS/SOMETIMES REQUIRE 5 TO 9 YEAR-OLDS TO USE)**

“Is that restraint in a regular vehicle seat belt or in a booster or child car seat?”

	Seat Belt (%)	Booster (%)	Child Car Seat (%)
<u>TOTAL</u>	42	33	25
<u>AREA</u>			
Urban	44	32	24
Rural	38	36	26
<u>GENDER</u>			
Male	38	30	24
Female	45	36	19
<u>AGE</u>			
Under 25	20	48	32
25 to 34	42	33	25
35 to 49	43	34	23
50 to 64	45	27	28
65 or older	49	34	17
<u>ETHNICITY</u>			
White	40	36	24
Hispanic	50	27	23
African-American	46	38	16
Native American	47	19	34
Asian	0	32	68
<u>EDUCATION</u>			
High school or less	40	29	31
Some college	45	38	17
College graduate	41	33	26

Number of respondents = 390
Reference: Survey question 1c1

AWARENESS OF CURRENT SEAT BELT LAW

Table 13 shows that 81% of drivers believe Arizona has a law that requires all passengers to wear a seat belt, while 10% are not sure. Nine percent of drivers say the state does not have a law. The percentage of drivers who believe the state has a law is consistent across population subgroups.

TABLE 13: AWARENESS OF CURRENT ARIZONA SEAT BELT LAW

“Next, to the best of your knowledge, does the state of Arizona have a law which requires all passengers to wear a seat belt?”

	Yes, Has a Law (%)	No, Doesn't Have a Law (%)	Not Sure (%)
<u>TOTAL</u>	81	9	10
<u>AREA</u>			
Urban	80	9	11
Rural	83	10	7
<u>GENDER</u>			
Male	80	10	10
Female	81	8	11
<u>AGE</u>			
Under 25	81	5	14
25 to 34	78	15	7
35 to 49	82	10	8
50 to 64	83	7	10
65 or older	81	3	16
<u>ETHNICITY</u>			
White	82	9	9
Hispanic	78	11	11
African-American	71	9	20
Native American	90	0	10
Asian	68	32	0
<u>EDUCATION</u>			
High school or less	79	12	9
Some college	83	6	11
College graduate	81	10	9

Number of respondents = 600
Reference: Survey question 6

POSITION ON STRENGTHENING SEAT BELT LAW

Table 14 shows that 61% of Arizona drivers favor changing the state's seat belt law to allow peace officers to stop vehicles and issue citations to drivers simply for not wearing a seat belt, while 32% oppose such a change and 7% are unsure. A majority of all population subgroups favor the change. Note, however, that female drivers reveal far more support for the law than do male drivers – 69% vs. 53%, respectively.

TABLE 14: POSITION ON STRENGTHENING CURRENT SEAT BELT LAW

“Under the current Arizona seat belt law, a peace officer can only issue a citation to a vehicle driver for not wearing a seat belt when the driver is stopped for some other motor vehicle violation. There has been some discussion lately about changing this law to allow peace officers to stop vehicles and issue citations to drivers simply for not wearing a seat belt. Do you favor or oppose this change in the law?”

	Favor (%)	Oppose (%)	Not Sure (%)
<u>TOTAL</u>	61	32	7
<u>AREA</u>			
Urban	62	31	7
Rural	58	34	8
<u>GENDER</u>			
Male	53	39	8
Female	69	24	7
<u>AGE</u>			
Under 25	66	29	5
25 to 34	66	27	7
35 to 49	56	36	8
50 to 64	56	40	4
65 or older	64	23	13
<u>ETHNICITY</u>			
White	61	33	6
Hispanic	59	32	9
African-American	62	29	9
Native American	59	28	13
Asian	84	16	0
<u>EDUCATION</u>			
High school or less	59	36	5
Some college	61	27	12
College graduate	62	32	6
<u>AWARE OF CURRENT LAW</u>			
Yes – has law	63	30	7
No – doesn't have law	51	47	2

Number of respondents = 600
Reference: Survey question 7

In two related questions, drivers were asked to reveal their thoughts on the impact of an expanded seat belt law. Here we find the following:

Two out of three drivers (66%) think an expanded law would be effective in encouraging more people to wear seat belts. Response to this question is consistent across population subgroups (Table 15).

Sixty-four percent of drivers do not believe an expanded law would lead to racial profiling. Response to this question varies greatly by ethnicity with non-white drivers far more likely than white drivers to believe the law would lead to racial profiling. Thus, while only 22% of white drivers feel such a law would lead to racial profiling, 46% of Hispanic, 37% of African-American, 51% of Native American, and 31% of Asian drivers feel an expanded law would lead to racial profiling (Table 16).

TABLE 15: ATTITUDE ABOUT WHETHER EXPANDED SEAT BELT LAW WOULD BE EFFECTIVE

“Do you think such a law would be effective or not effective in encouraging more people to wear seat belts?”

	Effective (%)	Not Effective (%)	Not Sure (%)
<u>TOTAL</u>	66	28	6
<u>AREA</u>			
Urban	67	27	6
Rural	63	30	7
<u>GENDER</u>			
Male	63	31	6
Female	69	24	7
<u>AGE</u>			
Under 25	63	36	1
25 to 34	70	25	5
35 to 49	69	26	5
50 to 64	60	32	8
65 or older	63	25	12
<u>ETHNICITY</u>			
White	65	29	6
Hispanic	67	31	2
African-American	88	9	3
Native American	66	28	6
Asian	100	0	0
<u>EDUCATION</u>			
High school or less	64	29	7
Some college	71	24	5
College graduate	66	28	6

Number of respondents = 600
Reference: Survey question 7a

TABLE 16: ATTITUDE ABOUT WHETHER EXPANDED SEAT BELT LAW WOULD LEAD TO RACIAL PROFILING

“Do you think such a law would lead to racial profiling by peace officers?”

	Yes (%)	No (%)	Not Sure (%)
<u>TOTAL</u>	27	64	9
<u>AREA</u>			
Urban	28	63	9
Rural	24	67	9
<u>GENDER</u>			
Male	30	61	9
Female	25	67	8
<u>AGE</u>			
Under 25	32	57	11
25 to 34	37	57	6
35 to 49	28	63	9
50 to 64	26	65	9
65 or older	12	77	11
<u>ETHNICITY</u>			
White	22	70	8
Hispanic	46	45	9
African-American	37	46	17
Native American	51	41	8
Asian	31	53	16
<u>EDUCATION</u>			
High school or less	33	57	10
Some college	30	64	6
College graduate	23	68	9

Number of respondents = 600
Reference: Survey question 7b

MISCELLANEOUS ATTITUDES ABOUT SEAT BELT USE

Drivers were asked to respond to two statements about seat belt use. This line of questioning reveals the following:

Three out of four drivers (73%) think that having police officers write more tickets for non-use of seat belts would encourage more use. This attitude is relatively consistent across population subgroups (Table 17).

Two out of three drivers (66%) think television and radio ads encouraging seat belt use would result in more use. This attitude is relatively consistent across population subgroups (Table 18).

TABLE 17: ATTITUDE ABOUT WHETHER MORE TICKETS FOR NON-USE WOULD ENCOURAGE MORE SEAT BELT USE

“Do you think more police officers writing tickets for non-use would encourage more seat belt use?”

	Yes (%)	No (%)	Not Sure (%)
<u>TOTAL</u>	73	21	6
<u>AREA</u>			
Urban	73	21	6
Rural	72	21	7
<u>GENDER</u>			
Male	71	22	7
Female	74	21	5
<u>AGE</u>			
Under 25	69	28	3
25 to 34	73	23	4
35 to 49	75	21	4
50 to 64	67	23	10
65 or older	76	14	10
<u>ETHNICITY</u>			
White	74	21	5
Hispanic	68	22	10
African-American	80	11	9
Native American	81	19	0
Asian	84	16	0
<u>EDUCATION</u>			
High school or less	69	22	9
Some college	77	21	2
College graduate	74	20	6

Number of respondents = 600
Reference: Survey question 7c

TABLE 18: ATTITUDE ABOUT WHETHER MEDIA ADS ENCOURAGE SEAT BELT USE

“Do you think television and radio ads encouraging seat belt use result in more usage?”

	Yes (%)	No (%)	Not Sure (%)
<u>TOTAL</u>	66	27	7
<u>AREA</u>			
Urban	67	26	7
Rural	61	31	8
<u>GENDER</u>			
Male	64	28	8
Female	67	27	6
<u>AGE</u>			
Under 25	66	32	2
25 to 34	62	28	10
35 to 49	69	26	5
50 to 64	65	30	5
65 or older	67	21	12
<u>ETHNICITY</u>			
White	63	29	8
Hispanic	75	17	8
African-American	69	31	0
Native American	72	23	5
Asian	84	16	0
<u>EDUCATION</u>			
High school or less	61	29	10
Some college	72	24	4
College graduate	65	27	8

Number of respondents = 600
Reference: Survey question 7d

CONCLUSIONS

Based on the information generated in this research and the fact that a primary objective of this effort was to provide recommendations on the most effective means to get drivers to buckle up, the Behavior Research Center offers the following comments:

Enact a primary seat belt law in Arizona. The number one step that could be taken to increase seat belt use in Arizona is for the state to become a Primary Enforcement Seat Belt Law state. While this process is difficult and can be costly, the National Highway Traffic Safety Administration's annual National Occupant Protection Use Survey reveals that seat belt use in primary law states greatly exceeds use in secondary law states such as Arizona – 88% vs. 75% in 2008. This research shows that support is strong for Arizona becoming a primary law state with 61% favoring a change to being a primary law state and only 32% opposing.

Educate Arizona residents on the importance of seat belt use. Going hand in hand with stricter enforcement, which would be possible as a primary law state, is the need to incorporate these survey results into developing educational and marketing strategies that will increase the restraint use by Arizonans. Both earned media and paid media campaigns such as “Click It or Ticket” should be utilized in this effort, which needs to be targeted at those population groups that reveal the greatest propensity to not wear seat belts: rural drivers, males, Hispanics, less educated drivers, and young drivers.

APPENDIX: RESTRAINT USE SURVEY

OCTOBER 2008

Hello, my name is _____ and I'm with the Behavior Research Center. We are conducting a study for the state of Arizona on driving habits and I would like to speak with someone in your household for a few minutes.

- A. In order to select just one person to interview, could I speak to the licensed driver in your household, 16 or older, who had the most recent birthday? Male...1
Female...2

IF RESPONDENT IS THE PERSON – GO TO QUESTION C
IF OTHER PERSON COMES TO PHONE – GO TO QUESTION B
IF RESPONDENT NOT AVAILABLE – ARRANGE CALLBACK
IF REFUSE – THANK AND TERMINATE

- B. Hello, my name is _____ and I'm with the Behavior Research Center. We are conducting a study for the state of Arizona on driving habits and I would like to speak with you for a few minutes.

- C. Before we begin, in what year were you born? (RECORD ONE YEAR ONLY) YEAR: / / / / /

1. To begin, do you always, sometimes, or never wear a seat belt in a passenger vehicle such as a car, truck, SUV, or van in the following situations? (READ EACH)

	Always	Some- times	Not Never	Applicable
A. When you are the driver	1	2	3	4
B. When you ride as a passenger	1	2	3	4

(INSTRUCTION A: IF Q1A 1-3, GO TO Q1a;
OTHERWISE GO TO INSTRUCTION B)

- 1a. When you are the driver of a passenger vehicle, do you always, sometimes, or never insist that all passengers in your vehicle wear their safety belts? Always...1
Sometimes...2
Never...3

1a1. Why is that?

- 1b. When you are the driver of a passenger vehicle that has a child under the age of five in the vehicle, either in the front seat or rear seat, do you always, sometimes, or never insist that they are restrained in a passenger restraint device? Always...1
Sometimes...2
Never...3
Not applicable (Don't have as passengers)...4

- 1c. And when you are the driver of a passenger vehicle that has a child five to nine in the vehicle, either in the front seat or rear seat, do you always, sometimes, or never insist that they are restrained in a passenger restraint device? Always...1
(GO TO Q1c1) Sometimes...2
Never...3
(GO TO INSTRUCTION B) Not applicable
(Don't have as passengers)...4

1c1. Is that in a regular vehicle seat belt or in a booster or child car seat?

Vehicle seat belt...1
Booster...2
Child car seat...3

1c2. Why is that?

(INSTRUCTION B: IF BOTH Q1A and Q1B are 1, GO TO Q2; OTHERWISE GO TO Q4)

2. You indicate that you always wear a seat belt when you drive or ride as a passenger in a passenger vehicle. Why do you feel that some others choose not to?

3. As we have been talking to Arizona drivers they have mentioned a number of reasons why they feel some people choose not to wear a seat belt. As I read each one, please just tell me if you feel it is a major reason, a minor reason, or not a reason people do not wear seat belts. (ROTATE)

	<u>Major</u>	<u>Minor</u>	<u>Not a Reason</u>	<u>Not Sure</u>
A. Seat belts are just as likely to harm you as help you	1	2	3	4
B. People don't want to wrinkle their clothes	1	2	3	4
C. Police in my community do not bother to write tickets for seat belt violations	1	2	3	4
D. People sometimes simply forget to put them on	1	2	3	4
E. People feel they are not needed if your not driving very far.....	1	2	3	4
F. Seat belts are uncomfortable	1	2	3	4
G. People feel they are not needed if traffic is light	1	2	3	4
H. Their vehicle is equipped with airbags	1	2	3	4
I. Personal choice.....	1	2	3	4

(GO TO Q6)

4. You indicate that you do not always wear a seat belt when you drive or ride as a passenger in a passenger vehicle, why is that?

5. As we have been talking to Arizona drivers they have mentioned a number of reasons why they do not always choose to wear a seat belt. As I read each one, please just tell me if it is a major reason, a minor reason, or not a reason you do not always wear a seat belt. (ROTATE)

	<u>Major</u>	<u>Minor</u>	<u>Not a Reason</u>	<u>Not Sure</u>
A. Seat belts are just as likely to harm you as help you	1	2	3	4
B. I don't want to wrinkle my clothes.....	1	2	3	4
C. Police in my community do not bother to write tickets for seat belt violations	1	2	3	4
D. I sometimes simply forget to put it on	1	2	3	4
E. I feel it is not needed if I'm not driving very far	1	2	3	4
F. Seat belts are uncomfortable.....	1	2	3	4
G. I feel it is not needed if traffic is light.....	1	2	3	4
H. My vehicle is equipped with airbags	1	2	3	4
I. Personal choice	1	2	3	4

6. Next, to the best of your knowledge, does the state of Arizona have a law which requires all passengers to wear a seat belt?

Yes – has a law...1
No – doesn't have a law...2
Not sure...3

7. Under the current Arizona seat belt law, a peace officer can only issue a citation to a vehicle driver for not wearing a seat belt when the driver is stopped for some other motor vehicle violation. There has been some discussion lately about changing this law to allow peace officers to stop vehicles and issue citations to drivers simply for not wearing a seat belt. Do you favor or oppose this change in the law?
- Favor...1
Oppose...2
Not sure...3
- 7a. Do you think such a law would be effective or not effective in encouraging more people to wear seat belts?
- Effective...1
Not effective...2
Not sure...3
- 7b. Do you think such a law would lead to racial profiling by peace officers?
- Yes...1
No...2
Don't know/refused...3
- 7c. Do you think more police officers writing tickets for non-use would encourage more seat belt use?
- Yes...1
No...2
Don't know/refused...3
- 7d. Do you think television and radio ads encouraging seat belt use result in more usage?
- Yes...1
No...2
Don't know/refused...3

DEMOGRAPHICS

8. Now before we finish, I need a few pieces of information about yourself for classification purposes only. First, what is the highest level of schooling you have had the opportunity to complete? (READ LIST AND RECORD ONE RESPONSE)
- Less than high school...1
High school graduate...2
Some college...3
College degree...4
Some graduate school...5
Graduate degree...6
9. And finally, which of the following categories best describes your ethnic origin? (READ LIST AND RECORD ONE RESPONSE; ROTATE)
- Caucasian...1
African-American...2
Hispanic...3
Native American...4
Asian...5
Or something else (PLEASE SPECIFY) _____...6
(DO NOT READ) Not sure...99

From Sample: _____ County: _____

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? (VERIFY PHONE NUMBER)

NAME: _____

PHONE #: _____

REFERENCES

- 1) Behavior Research Center. Inc. *Arizona Seat Belt/Motorcycle Helmet/Child Restraint Use Survey*. Prepared for the Governor's Office of Highway Safety. Phoenix, November 2008.
- 2) Schulman, Ronca & Bucuvalas, Inc. *2007 Motor Vehicle Occupant Safety Survey*. Prepared for the National Highway Traffic Safety Administration. Washington D.C., August 2008.