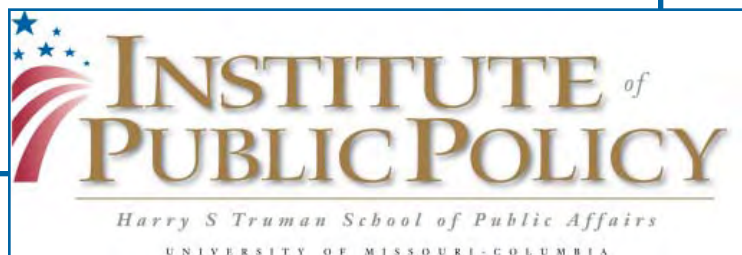


# An Analysis of Teen Seatbelt Use & a Media Campaign in Missouri

Prepared for:  
Missouri Department of Transportation

Prepared by:  
Institute of Public Policy  
Truman School of Public Affairs  
University of Missouri — Columbia

December 31, 2006



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## EXECUTIVE SUMMARY

From February 2006 through June of 2006, Institute researchers surveyed teens ages 15–18 at Missouri State Highway Patrol driver exam facilities, high schools, and at the start of focus groups of teens. The surveys were conducted before and after a Missouri Department of Transportation youth safety belt campaign in an effort to assess Missouri teens' behavior and attitudes regarding seat belt use, seat belt laws, and general traffic safety issues. The pretest survey included 415 teenagers, and the post test included 508 teenagers. The results of the survey focus on two areas:

1. Teen seat belt use in Missouri;
2. Effectiveness of a media campaign aimed at increasing teen seat belt use.

The results of the survey demonstrate that an alarming number of teens in Missouri feel that seat belts can cause harm. Second, a majority of teens do not wear their seat belt regularly; this is particularly prominent among teen males. Third, a large minority of Missouri teens do not perceive that there will be legal or financial penalties for not wearing their seat belt. Fourth, significant differences in attitude and behavior related to seat belt use were not noticed between the pre and post test, and only modest increases in slogan recognition were identified.

The results of this survey highlight the need for Missouri to adopt a primary seat belt law, increase passenger use of seat belts, and enact new efforts aimed at increasing seat belt usage among males. Media campaigns aimed at teens do not seem to be a particularly effective means for increasing seat belt use unless other means of communication are being used. While the survey data does not identify the most effective way to change teen behavior related to seat belt use, the focus group report submitted to MoDOT in June 2006 identifies some effective techniques for influencing teens.

Many of the questions on this survey were aimed directly at better understanding how teenagers use and perceive seat belt use. Agreeing or disagreeing with statements such as “seat belts are just as likely to harm you as help you” were designed to assess what teens thought, while questions like “how often do you wear your seat belt when driving” were aimed at creating a clearer understanding of teens' seat belt use. For instance, someone may strongly disagree with the notion that seat belts are more likely to harm than to help you, but still not wear their seat belt regularly because it is uncomfortable or they simply forget. The questions related to the media campaign focused on teen recall in hearing or seeing a seat belt slogan recently, where they saw that slogan, and what the name of the slogan was.



## BACKGROUND ON THE TEEN SURVEY OF TRAFFIC SAFETY ATTITUDES AND BEHAVIOR

According to the Missouri Department of Transportation (MoDOT), traffic crashes are the leading cause of death for people between 15 to 20 years old. One of the means to prevent death in traffic crashes is the effective use of seat belts, but recent surveys revealed that only 58% of teens actually wear seat belts:<sup>2</sup>

TABLE 1. *Safety belt usage (drivers & front seat outboard passengers)*

Year	Overall use		Teens
	MO	National	MO
2006	75.18%	*	57.90%
2005	77.41%	82%	56.40%
2004	75.88%	80%	53.50%
2003	72.93%	79%	N/A
2002	69.37%	75%	N/A
2001	67.91%	73%	N/A
2000	67.72%	71%	N/A
1999	60.82%	67%	N/A
1998	60.42%	N/A	N/A

In response to such low seat belt usage among teens, MoDOT developed the “Arrive Alive” program to promote seat belt use, especially among young people in the state. Two important components of the Arrive Alive campaign were media promotions (radio and billboard) and enhanced enforcement efforts by police. MoDOT commissioned a study by the Institute of Public Policy in the Truman School of Public Affairs at the University of Missouri — Columbia to test the impact of this effort on seat belt use by teenagers.

From February 2006 through June of 2006, Institute researchers surveyed teens ages 15-18. The surveys were conducted at Missouri State Highway Patrol driver exam facilities, high schools, and at the start of focus groups of teens. The surveys were conducted prior to a MoDOT youth safety belt campaign and after the campaign in order to assess Missouri teens’ behavior and attitudes regarding seat belt use, seat belt laws, and general traffic safety issues. The pre test survey included 415 teenagers, and the post test had 508 teenagers. The survey was conducted across a wide variety of locales across the state, and full details on the survey method are described later in this report under the Methods section. The appendices include the consent form completed by participants, the actual survey instrument, a picture of the

<sup>1</sup><http://www.modot.org/safety/YoungDrivingFacts.htm>

incentive used to solicit participation, and tables of all data obtained through both the pre and post tests.

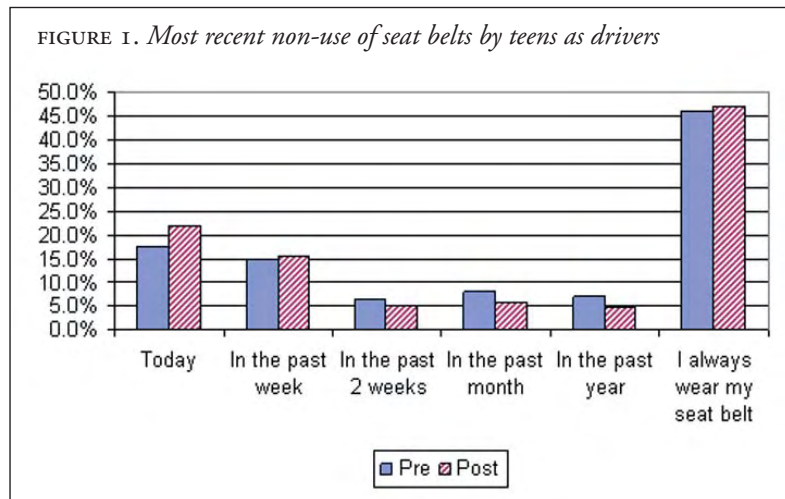
## TEEN SEAT BELT USE

The most important element of the survey was the assessment of whether teens are engaging in safe behavior by always wearing a seatbelt while in a vehicle. Because seatbelt use is a socially desirable behavior, it is likely that many people would give the “right answer” if asked whether they wear seatbelts, so care must be taken when asking about such behavior. Therefore, the question used in this survey took a different angle. The question asks when was the last time the respondent did not wear a seatbelt (either as a driver in one question or as a passenger in a second question). By framing the question from the point of view of the last time one did not wear a seat belt, it eliminates some of the social desirability element, and it asks for specific information rather than a broad notion such as generally wearing seatbelts. The wording of this and all survey questions is in APPENDIX B, and tables with all data from the pre and post test surveys are available in APPENDIX D.

On the positive side, a little over 45% of teens stated that they always wear their seat belt as a driver, and another 6% were in the category of non-use only in the past year; thus, about half of the teenagers could be described as steady users of seat belts as drivers (see FIGURE 1). On the negative side, there was no movement from the pre test to the post test in the percent reporting these more positive seat belt use categories. Of even greater concern, seventeen percent in the pre test and 22% in the post test indicated they had not worn their seat belt the day they took the survey. Further, about 15% reported not wearing a seat belt in the past week, and another 6% reported in the past two weeks. Clearly, many teens do not wear their seat belts regularly. Finally, about 13% of the teens in the survey either did not yet have a driving license or had just received their license, so they had no experience to report as a driver and were therefore left out of the graph and analysis for this question.

This pattern illustrates that respondents are split into two distinct groups: those who report that they wear their seat belts regularly (52% when adding the always and past year categories) and those who wear them infrequently (48% for everything from today to the past month categories). Disturbingly, these two groups are roughly the same size, indicating a great need to increase seat belt use among teens. It is also disappointing to see no improvement after the seat belt campaign. Finally, it is important to point out that these teen numbers are far worse than those reported by young adult drivers ages 18 to 35 (as described in a separate report for MoDOT on the Click It or Ticket campaign). A little over 55% of young adults report “always” wearing a seat belt versus only 45% of the teens, and about a quarter of young

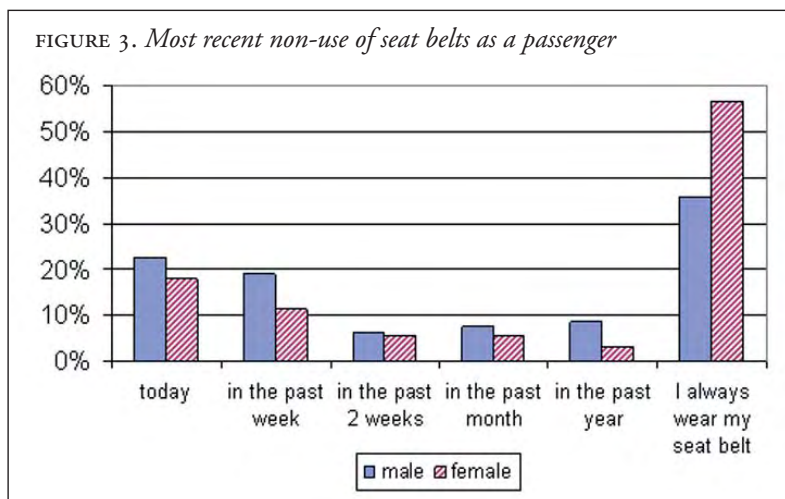
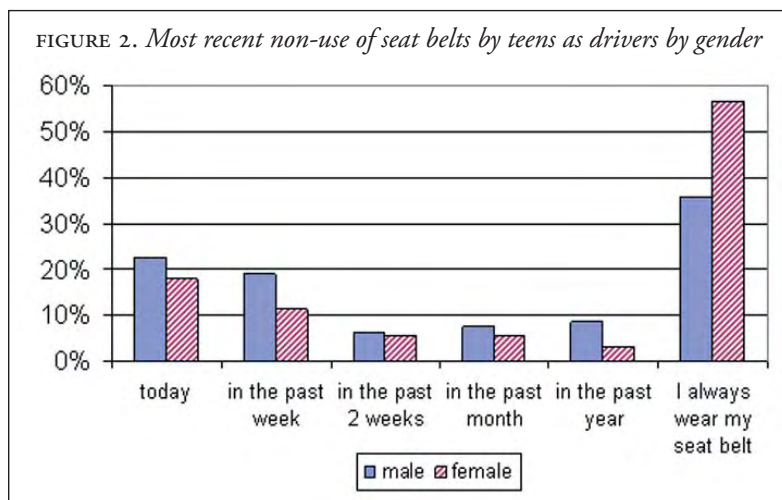




As passengers, teens are even worse about wearing their seat belts than they are as drivers. FIGURE 3 shows that only 30% of teens in the pretest always wore their seat belt, and this only improved to 33% in the post test. Large percentages did not wear their seat belt the day they took the survey (21% in the pre test and 16% in the post test) or within the past week (21% in pre and 28% in post). Considering that as a passenger a teen is likely to be with a teen driver, and that group situations increase distractions, the low seat belt use percents in Figure 3 may indicate even greater danger for teens than the poor teen driver seat belt numbers. Finally, there is a small degree of movement toward the healthier categories in the post test, but generally it does not appear that the teen safety campaign had large effects for either kind of seat belt use.

adults report the two lowest categories versus about a third of teens. Seat belt use is a challenge for both groups, but clearly teen use is more problematic.

When examined by gender, the percentage of teen males that do not wear their seat belt regularly is much worse than the female teen percent (see FIGURE 2). Only 36% of males stated they always wore their seat belt, compared with 56% of females. In every other category of less regular use, male teens have a higher percent than females, with an especially problematic difference of eight percentage points on the “past week” category and five percent gap in the “today” category. This data shows that teens in general are not wearing their seat belt enough, but it particularly shows that teen males are at very high risk.



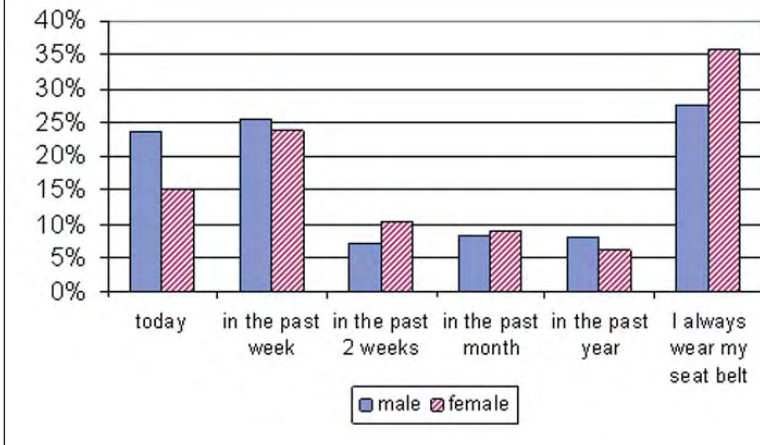
Similar to the pattern seen among teen drivers, male teen passengers exhibit more risky behavior than female teens (as FIGURE 4 shows). Males are less likely to always wear their seat belt (a gap of about eight percentage points), and males show much worse rates in the two lowest categories of belt use. About half of all male teens reported no belt use either today or within the past week, which is extremely problematic for their safety. The female rate of 39% for the two low use categories is certainly far from comforting, but the eleven point difference makes them look good in comparison to teen males.

Three observations emerge from the data on teen seat belt use. First, belt use rates for all teens are abysmal, and far more work is needed to change





FIGURE 4. *Most recent non-use of seat belts by teens as passengers by gender*



teen behaviors. Second, safety campaigns must devote more attention to the safety reasons for wearing a seat belt as a passenger. Third, considerable attention must be devoted to the problem of risky behavior by teen males.

**TEEN ATTITUDES ABOUT THE SAFETY OF SEAT BELT USE**

Alarming, many teens do not seem to fully understand the statistical evidence supporting the lifesaving potential of seatbelts. Approximately 25% of teens in the pretest and 18% in the posttest either agreed or strongly agreed with the statement that seat belts are just as likely to harm you as help you (See FIGURE 5). Also alarming is the high number of teens who were neutral about this statement (23% in the pre test and 27% in the post test), indicating a high number of teens that are either not aware or choose to disregard the overwhelming statistics

that seat belts are more likely to save lives than harm. There was some positive change from the pre test to the post test in that fewer teens agreed that seat belts are as likely to harm as help, but there was also a reduction in the percent strongly disagreeing with the statement, so much of the change was to a category of uncertainty. Clearly, safety campaigns need to directly address the urban myths that contribute to the beliefs underlying this perception of greater potential for harm than good from seat belts.

The attitudes identified in FIGURE 6 do not completely make sense in light of the percentage of respondents who agreed or strongly agreed that they would want their seat belts on if they were in an accident. Eighty-three percent of respondents

FIGURE 5. *Teen attitudes about potential harm from seat belts*

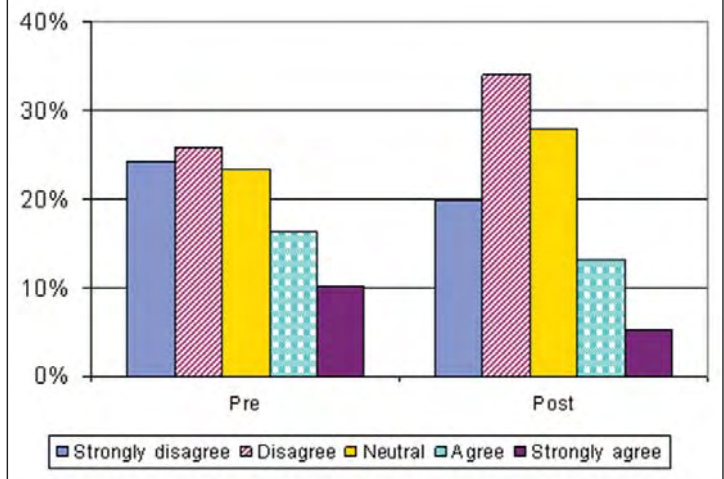
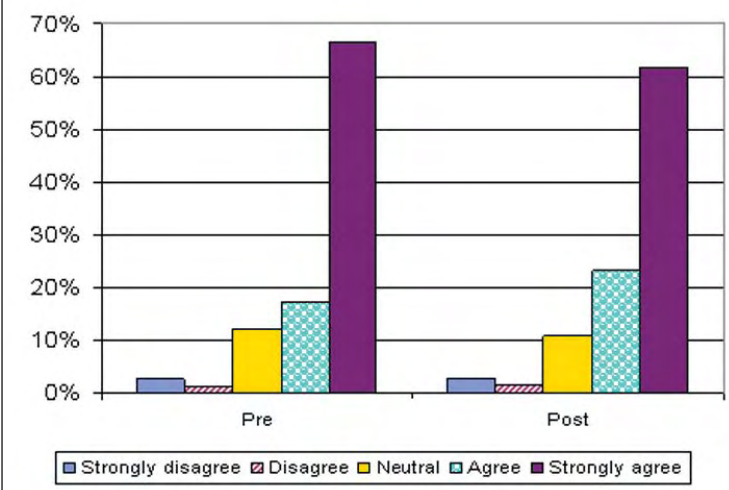


FIGURE 6. *Teen attitudes about having a seat belt on in a crash*



agreed or strongly agreed with the statement “If I were in an accident, I would want to have my seat belt on,” but over 50% of respondents were neutral or in agreement with the idea that seat belts are just as likely to harm as help. Despite the fact that overwhelmingly respondents wanted their seat belt on in an accident, this did not correspond to using seat belts regularly. One explanation for this may be that teens do not think they will be involved in an accident and therefore do not need a seat belt.

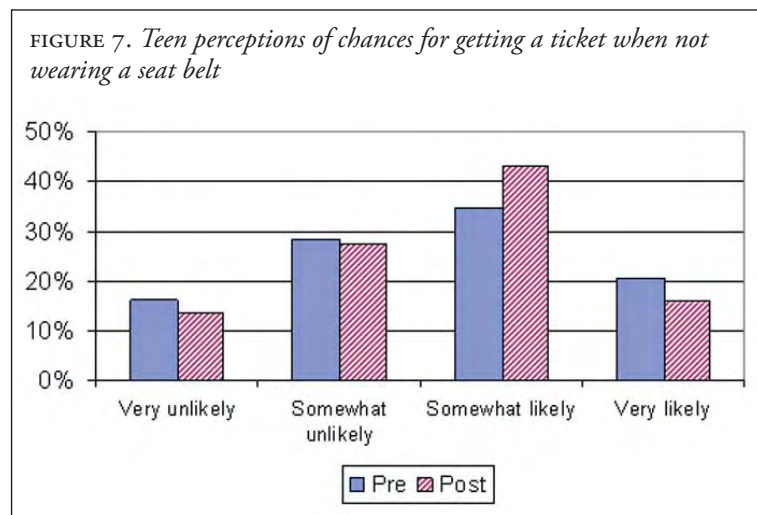
**TEEN PERCEPTIONS OF SEAT BELT ENFORCEMENT EFFORTS**

One reason why teens may not wear their seat belts or feel that it is not necessary is their perception of law enforcement. As FIGURE 7 shows, over 40% of teens



think it is somewhat or very unlikely that they would ever get a ticket for not wearing their seat belt. Less than one in five teens believes that it would be very likely that they would receive a ticket. Finally, there is some improvement from the pre test to the post test in the percent of teens

are a substantial number of teens who do not know or do not think that police will enforce the seat belt law in their community, which suggests considerable disregard for the actual enforcement of this law.



Even though over one-third of teens believe it is unlikely that they will be stopped by police, about three-quarters of teens perceive that “According to state law, police can stop a vehicle driven by a teenager if they observe a seat belt violation when no other traffic laws are being broken” (see FIGURE 10). In some ways this could be viewed as a positive situation, in that teens mistakenly believe the state has a primary enforcement provision for its seat belt law, but it is also a negative situation, in that a large percentage of teens think that police can pull them over for a simple seat belt violation but that it is unlikely that they will be stopped by police. If it is the law but police do not enforce it, then teens may believe that either police are indifferent or incompetent. Either interpretation reduces their respect for the law, which has negative implications beyond just the effort to get teens to buckle up.

who indicate a ticket is somewhat likely, but both the positive and negative extremes are reduced, so the direction of change is not at all clear. It appears that the teen seat belt campaign did not have a substantial impact on teen perceptions of the chance of getting a ticket.

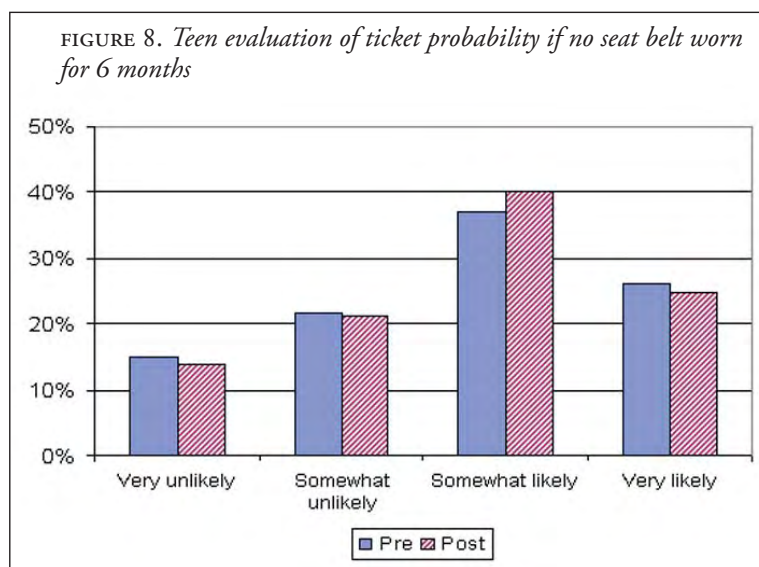


FIGURE 8, which asks about the chances of getting a ticket if one did not wear a seat belt at all for 6 months, shows little difference from the opinions in FIGURE 7. As the statement is much more extreme in its hypothetical case of no seat belt wearing for six months, one would expect more to say that a ticket is very likely, but only about a quarter of teens say it is very likely. Further, about a third of teens say it is somewhat or very unlikely that one would receive a ticket. The earlier results on teen safety perceptions of seat belts suggest that they are not concerned about the potential bodily harm that could occur from not wearing their seat belt, but it is also evident that at least a third of teens believe there is little chance of financial or legal repercussions for not wearing their seat belt.

It is also interesting to note that the vast majority of teens have not received a ticket for not wearing a seat belt, despite their poor usage habits. Only about ten percent in the pre test and approximately seven percent in the post test report having received a ticket for not wearing a seat belt, so the vast majority has not. Even more surprising is that about half of the teens do not know of anyone who has received a seat belt ticket. About 18% report that they know one person, a little over a quarter know “a few” people, and only about seven percent know “many” people who have received a ticket for not wearing a seat belt. The combination of

As more evidence of teen views on the lack of seat belt enforcement, FIGURE 9 shows the results for a question on whether police “bother to write tickets” for seat belt violations. Only about 40 – 45% of teens disagreed or strongly disagreed with the statement that “police in my community will generally not bother to write tickets for seat belt violations”. About 34% were neutral on this statement, while over 15% were in agreement. This indicates that there





FIGURE 9. Teen agreement with the statement that “police in my community will generally not bother to write tickets for seat belt violations”.

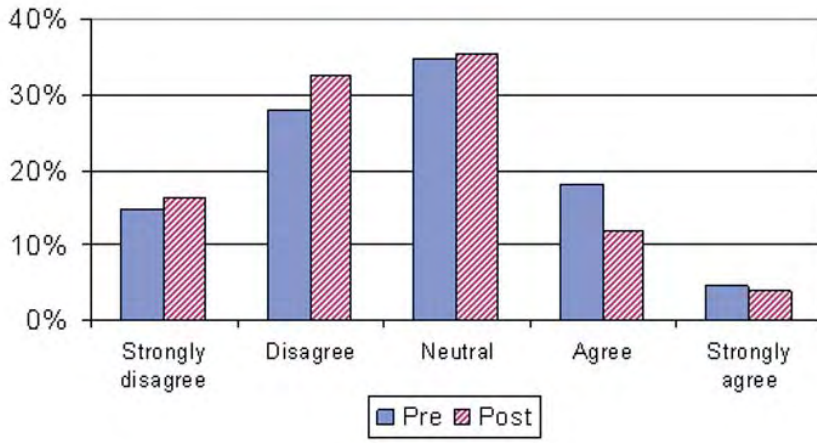
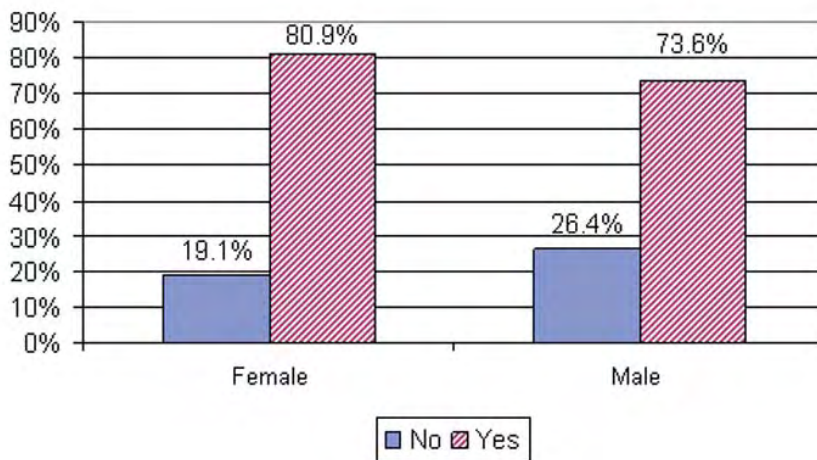


FIGURE 10. Teen agreement with “police can stop a vehicle for a seat belt violation only”.



information about poor seat belt usage, the personal experience of not getting tickets, and the second-hand knowledge of others not getting tickets makes a powerful case for the idea that teens are in an environment in which they know lots of people are getting away with violating the law. It is likely that they view a seat belt citation as a random event that may be used when a police officer wants to be tough on them, but that law enforcement is too random to be a major factor in the decision to wear a seat belt at all times, in all situations.

**CELL PHONE BEHAVIOR AND SEAT BELT USE**

One risky behavior also assessed in the survey was teen use of cell phones while driving. Results

displayed in FIGURE 11 indicate that about one-third of teens are either frequently or often talking on their cell phone while driving. Only a quarter say they never use the cell phone while driving, but this could be because they have had little time driving without a parent yet or because they do not yet have a cell phone to use. Another one in five teens report that they rarely use the cell phone while driving, and another one in five say they occasionally use cell phones while driving. Clearly, cell phones are becoming a regular part of the driving experience for Missouri teens.

Using a cell phone while driving can be a dangerous behavior, and in some cities and states it has been deemed risky enough to warrant a ticket (though not in Missouri). Although we have no evidence to present here of the safety effects of the cell phone use described in FIGURE 11, it does correlate with the risky behavior of not wearing a seat belt. The more often a teen reports using a cell phone while driving, the less likely that teen is to report regular seat belt usage.

As TABLE 2 shows, those teens reporting the lowest cell phone use are much less likely to report not wearing a seatbelt today (about 13%) than those with the highest category of cell phone use (with a 37% rate in the “today” category of not wearing a seat belt). Additionally, those teens in

FIGURE 11. Cell phone use

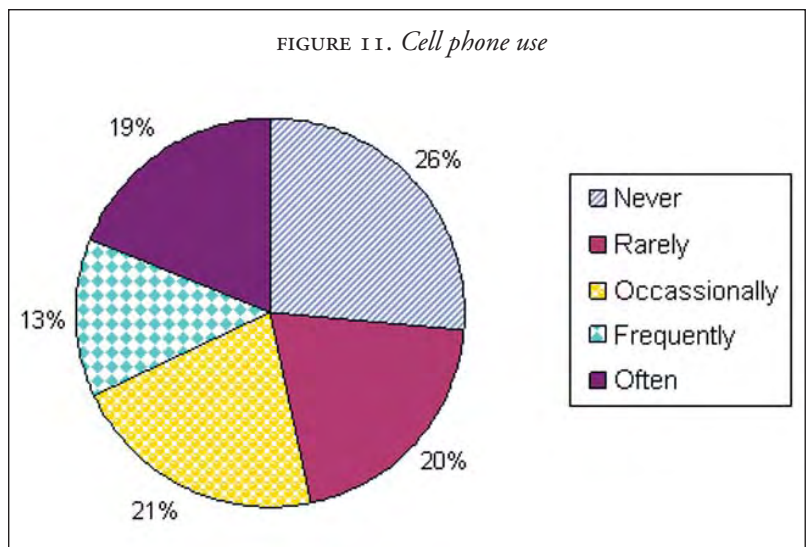


TABLE 2. Cell phone use compared with seat belt use

When was the last time you did not wear your seat belt when driving?	Cell phone use while driving (1 = none, 5 = frequently)					total
	1	2	3	4	5	
Today	12.63%	16.31%	19.35%	21.88%	37.14%	20.78%
In the past week	8.42%	13.48%	21.29%	18.75%	16.43%	15.1%
In the past 2 weeks	4.21%	4.26%	8.39%	5.21%	7.86%	5.96%
In the past month	6.32%	5.67%	5.16%	9.38%	7.14%	6.51%
In the past year	3.16%	8.51%	3.87%	8.33%	5.71%	5.54%
I always wear my seat belt	65.26%	51.77%	41.94%	36.46%	25.71%	46.12%

the lowest cell phone use category have the highest rate of reporting they “always” wear their seat belts, and it is more than twice as high as the “often” cell phone users (at 25.7%). At a minimum, the results in TABLE 2 suggest that the third of teens who report “frequent” or “often” using the cell phone while driving are engaging in the risky behavior of low seat belt use. But, if cell phones cause distractions that lead to more accidents (especially for less experienced drivers such as teens), then these teen drivers are compounding their risky behavior by also not wearing a seat belt, which would offer them more protection in the crashes that occur.

**REGRESSION ANALYSIS**

To further refine the analysis of seat belt usage, related attitudes and the Click It campaign, regression analysis was conducted. Because the dependent variables are ordinal (or scales), it is necessary to perform ordinal logistic regression analysis. This method allows one to observe significant effects while holding constant the effects of other variables.

The most important measure in ordinal logistic regression is the odds ratio. Essentially, an odds ratio of 1.0 indicates a variable had no effect, but scores above 1.0 indicate a positive relationship (meaning both go up together or down together), and numbers below 1.0 show a negative relationship. For example, an odds ratio of 2.0 for female gender would mean women were twice as likely to have a higher score on the dependent variable, but a 0.5 score would suggest women are half as likely.

The survey included several possible predictive factors, including gender (0=male, 1=female), ethnicity (1=white, 0=minority), urban, age and post test (pre test=0, post test=1). In addition, we tested the impact of two attitudinal variables described above, including agreement that seat belts can do as much harm as good and the perceived likelihood of getting a ticket for not wearing a seat belt. The first dependent variable to be explained is the question of how

recently one has not worn a seat belt, which is coded so that a low score indicates poor seat belt usage, and a high score shows regular seat belt use. TABLE 3 presents two models, one with just the demographic variables and the second with demographic variables and the attitudinal factors.

**TEEN SEAT BELT MEDIA CAMPAIGN**

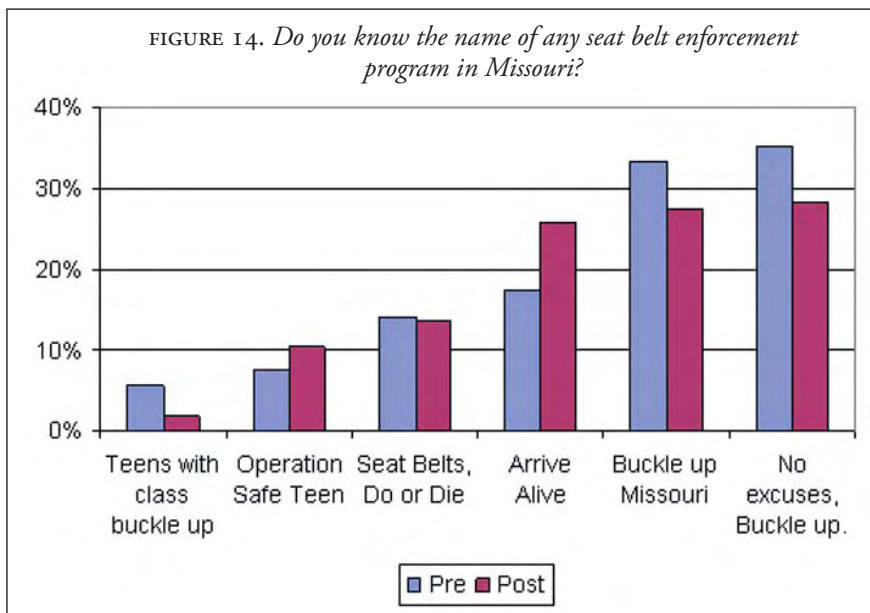
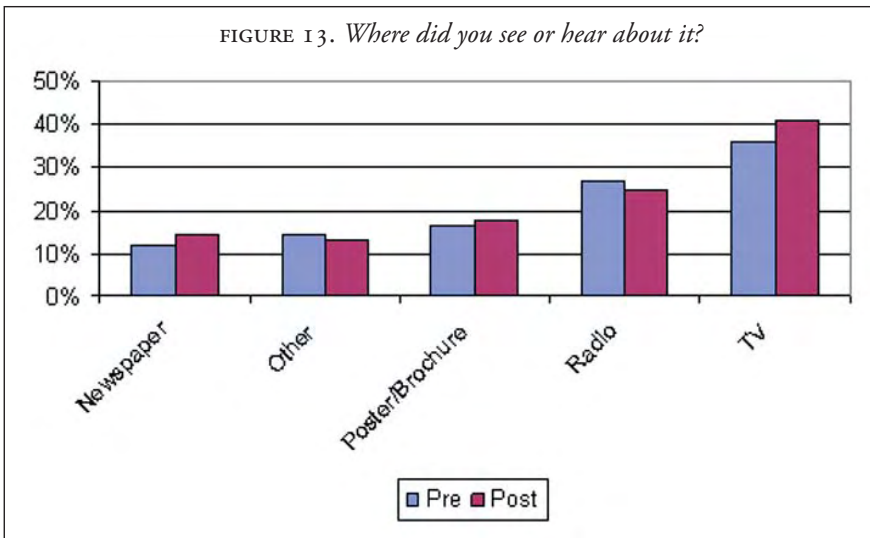
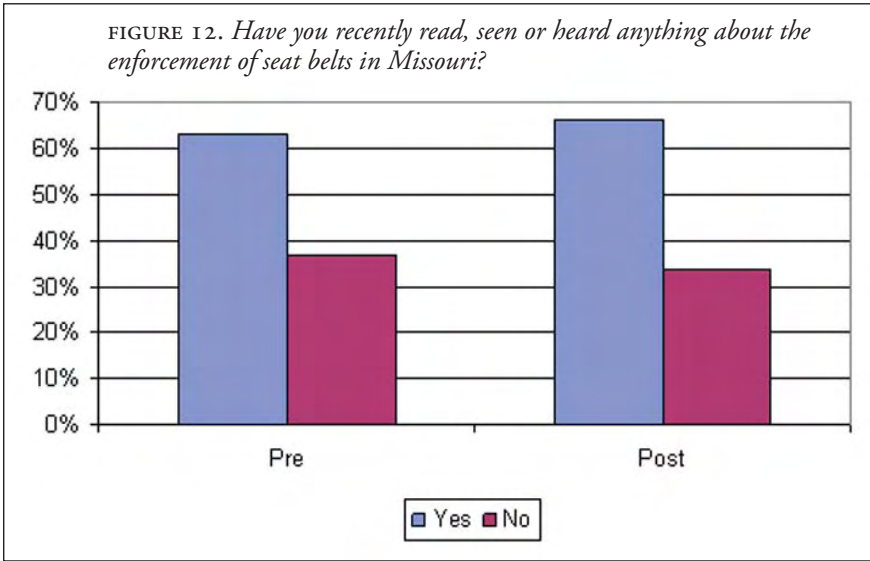
A significant barrier exists in analyzing the media campaign as a “pure” pre and post test. While MoDOT funded specific ad campaigns aimed at improving seat belt use among teens, national programs and other organizations may have been releasing similar advertisements. For instance, while MoDOT was heavily promoting their seat belt campaign, perhaps

TABLE 3. Logistic regression analysis of seat belt use

When was the last time you did NOT wear your seat belt when driving?	Odds ratio
Gender (1=female, 0=male)	1.60**
Ethnicity (1=white, 0=other)	1.42
Age	1.29**
Urban/Rural (1=urban, 0=rural)	1.24
Pre/Post campaign (1=Post, 0=Pre)	0.91
Ticket Very Likely, No Use	1.55**
Ever Had a SB Ticket	4.21**
Pickup as Primary Vehicle	0.56**
Cell Phone Use Scale	0.69**
Number of observations	632
LR chi2(6)	123.8
Probability > chi2	0.00

\* = 90% level of confidence/\*\* = 95% level of confidence





a national ad campaign had a slightly different slogan. Also, local schools or other youth related agencies may have posters or other ways of communicating the importance of wearing one’s seat belt. These activities, while encouraging seat belt use, may be in competition with the MoDOT funded campaigns. Therefore, teens may have answered that they recently saw an advertisement related to seat belts in Missouri, but that ad may have been sponsored by a different agency and included a different slogan. Similarly, a teen may have seen something about seat belt enforcement in their high school health class that was not part of the MoDOT 2006 campaign. Due to this, the media campaign results displayed below are tenuous, because it is difficult to connect the teen responses to one campaign when there are so many other similar messages in the media.

Only a small percent of teens recognized a media campaign aimed at increasing seat belt use. Sixty-three percent of respondents saw something seat belt related in the pre test while 66% saw something in the post test, as Figure 12 shows.

Of the respondents who have seen or heard about a campaign, the majority saw it on TV or heard it on the radio. Figure 13 shows that 60% of teens heard or saw the campaign on the radio or on TV and that posters/brochures, newspaper, and other media made up the remaining 40%. There was a slight upward trend in ad campaign recognition between the pre and post test and a downward trend for radio advertisement recognition.

Ad campaign name recognition had varied results. The main slogans chosen by MoDOT for the teen campaign, Operation Safe Teen and Arrive Alive, were not the most widely recognized slogans in either the pre or post test, as Figure 14 shows. Teens selected the slogans that included the phrase “Buckle Up” considerably more than the other slogans, particularly in the pre test. Respondents did recognize the Arrive Alive and Operation Safe Teen slogans more in the post test, and Arrive





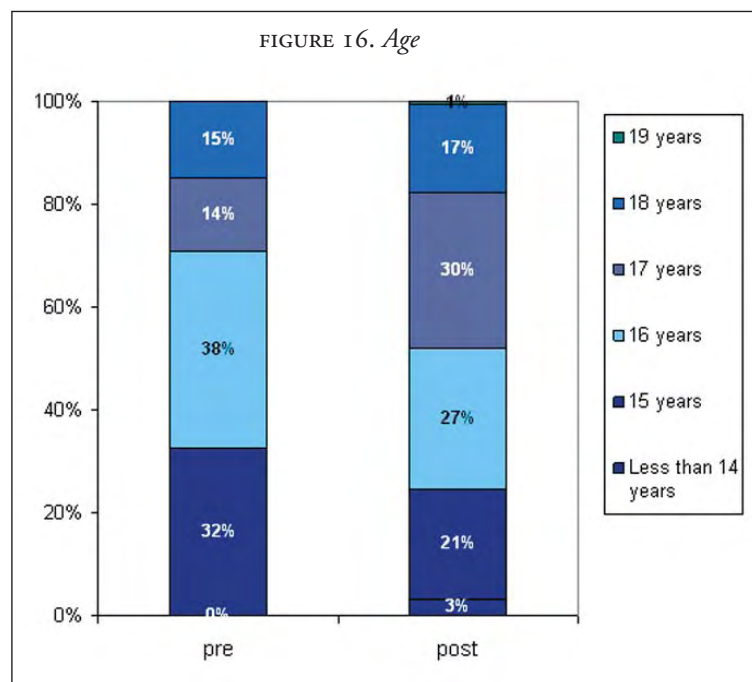
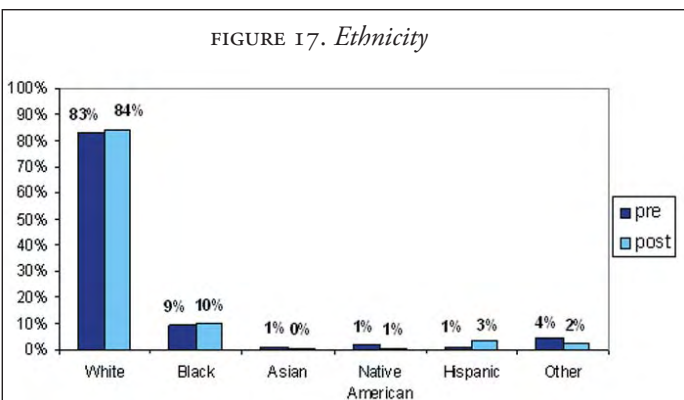
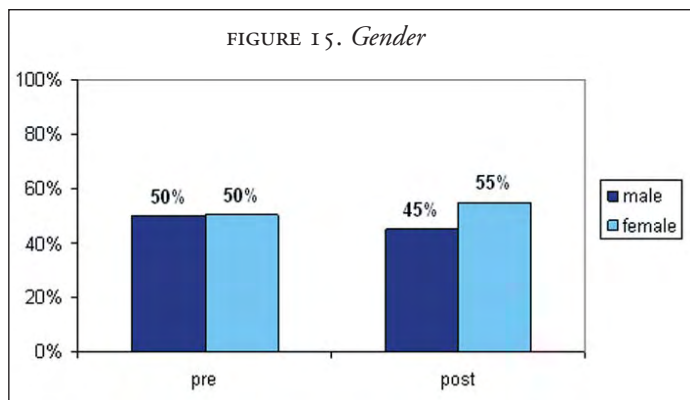
Alive was recognized almost as much as the Buckle Up slogans. One of the false slogans, Seat Belts: Do or Die, however, was more recognized than the actual teen related slogan, Operation Safe Teen. This shows that the slogans that had the most impact were the ones that have been used historically and nationally.

**DEMOGRAPHICS**

Generally, the demographics of the teen survey respondents mimicked Missouri as a whole. Roughly equal numbers of males and females were surveyed, with a slightly higher percent of females completing the post test. The difference, however, is not deemed significant enough to impact the overall results.

Almost 70% of the teens in the pretest were 16 years old and younger, while the post test had 50%. Part of this difference can be explained by the larger sample size of the post test, due to the inclusion of surveys completed by teen focus group participants.<sup>2</sup> Focus group participants were not part of the pre test because no focus groups were scheduled at the time. It was decided to include the focus group participant surveys in order to have a larger sample size, and they generally looked like the rest of the sample, with the exception of their age distribution.

The ethnicity of the teen respondents closely mimics the ethnic identity of Missouri as a whole according to the U.S. Census Bureau.<sup>3</sup> The white population and black population were within 2% of the state population percentage, and the other ethnic groups were also close to the state percentage.



**METHODS**

Building on previous surveys commissioned by NHTSA for seat belt campaigns, such as the studies in Tennessee, the survey examined attitudes on seat belt laws, safe driving behavior, and awareness of the media campaign.

To accomplish this task, appropriate locations were needed to contact teens. Initially, the Missouri Department of Revenue Driver’s License Bureau was contacted, because all driving teens have to go to these sites to get their license, as well as register vehicles. However, the license bureau would not cooperate with this study by granting permission to Institute researchers to conduct this survey outside their facilities. An alternative to these sites was the Missouri Highway Patrol driver exam sites. These

<sup>2</sup>Deciding to Click It: Seatbelt Use by Missouri Teens

<sup>3</sup>Missouri Quick Facts From the US Census Bureau. <http://quickfacts.census.gov/qfd/states/29000.html>, accessed on December 6th, 2006.



sites are another spot where teens must go to receive their license. The highway patrol did cooperate with this study and allowed researchers to conduct the survey at multiple locations around the state. In addition, surveys were distributed at high schools around the state and the survey was administered during focus groups of teens in June 2006 as part of another MoDOT project. TABLE 4 lists the sites around the state where surveys were completed as well as the type of site and whether it was used for the pre or post assessment. A map of these sites is also included (see FIGURE 18).

Each potential respondent was provided with a letter describing this research, informing them of their rights, and seeking human subjects approval from either the respondent or a parent or guardian (see APPENDIX A).

In order to secure cooperation with a cross-section of young drivers, a small inexpensive incentive was provided to each respondent for a completed survey. The incentive was a small pocket radio and stopwatch costing less than \$5 (see APPENDIX C). APPENDIX B shows the survey instrument that all respondents were provided.

All the surveys were catalogued and input into an SPSS file in order to manage and analyze the data. Each survey was input into this system immediately after the survey was received in the Institute office. In order to insure data consistency, the same person input this data while another person checked the data entry for any errors or unforeseen problems.

At least 400 surveys were needed for the pre test and another 400 were needed for the post test. Four hundred fourteen surveys were received for the pretest, and 508 surveys were received for the post test. Some of the questions were not entirely completed by all respondents, however, which brought the total number down slightly on some questions. Even with this issue, no one question received fewer than 400 responses.

Also, no more than 50 surveys were counted from any one site, to ensure that the sample was representative across the state.

## CONCLUSION AND RECOMMENDATIONS

Attitudes and behaviors related to seat belts amongst Missouri teens show some disturbing trends. A large percentage of Missouri teens think seat belts are not life saving, as empirical evidence has demonstrated. Use of seat belts among teens seems far too situational, as evidenced by the survey data and the focus group report.<sup>4</sup> It is important

TABLE 4. *Driver exam survey sites*

<i>City</i>	<i>Facility type</i>	<i>Pre or post</i>
<i>Sikeston</i>	Driver Exam	Pre
<i>Troy</i>	Driver Exam	Pre
<i>Columbia</i>	Driver Exam	Pre
<i>Maplewood (St Louis)</i>	Driver Exam	Pre
<i>Clinton</i>	Driver Exam	Pre
<i>Eldon</i>	High School	Pre
<i>Independence</i>	Driver Exam	Pre
<i>Kirkville</i>	Driver exam	Pre
<i>Macon</i>	High School	Pre
<i>Moberly</i>	High School	Pre
<i>Springfield</i>	High School	Pre
<i>St Joseph</i>	Driver Exam	Pre
<i>Lee's Summit</i>	Driver Exam	Post
<i>Jefferson City</i>	Driver Exam	Post
<i>Chillicothe</i>	Driver Exam	Post
<i>Lebanon</i>	Driver Exam	Post
<i>Sedalia</i>	Driver Exam	Post
<i>Branson</i>	High School	Post
<i>Van Buren</i>	High School	Post
<i>Kirkville</i>	High School	Post
<i>Hannibal</i>	High School	Post
<i>Cassville</i>	High School	Post
<i>Maplewood (St Louis)</i>	High School	Post
<i>St Louis</i>	Focus group	Post
<i>Kansas City</i>	Focus group	Post
<i>Farmington</i>	Focus group	Post
<i>Mexico</i>	Focus group	Post
<i>Kennett</i>	Focus group	Post
<i>St Joseph</i>	Focus group	Post
<i>Independence</i>	Focus group	Post
<i>Poplar Bluff</i>	Focus group	Post
<i>Springfield</i>	Focus group	Post
<i>Hannibal</i>	Focus group	Post

to point out that the percent of teens reporting they always wear their seatbelts is somewhat of an upper bound. As the discussion in the focus groups showed, many of those reporting in the survey that they always wear their seatbelts

<sup>4</sup>*Deciding to Click It: Seatbelt Use by Missouri Teens*





have many regular exceptions to that rule. Teens who stated they always wore seat belts, when probed further, often admitted they did not wear their seat belt on long trips or if a certain person was driving, or if some other situation arose. Therefore, even though approximately 40% of teens report always wearing their seat belt, the underlying behavior may be even more problematic in terms of the risk teens are taking with seatbelt use.

The survey data reflect similar results to the focus group data. Three distinct groups appear: habitual users, situational users and infrequent seat belt users. Both habitual and situational users report, in the survey and in the initial focus group discussion, that they always wear their seat belts, but with probing it becomes obvious that there are many situations in which they do not wear seat belts. The survey data depicts this by the number of teens who state they did not wear their seat belts at least once in a given time frame. For instance, over 10% of teens did not wear their seat belt in the past week, according to the survey, and another 5% did not wear their belt in the past 2 weeks. Further, there was a sizable gap of almost fifteen percentage points between the “always” wear a seat belt when driving as opposed to “always” as a passenger. While the survey data is useful in terms of identifying broad trends among teens related to seat belt use, having the focus group data provides a compliment that further identifies teen attitudes and behaviors as they pertain to seat belt use.

The survey results also seem to show that teens do not believe they will be involved in an accident. While over 80% of teens agreed they would want their seat belts on in accident, approximately half that percentage habitually wear their seat belt. Overcoming this by identifying the likelihood that a teen will be involved in an accident may

help bridge the gap between young people’s attitudes and behaviors.

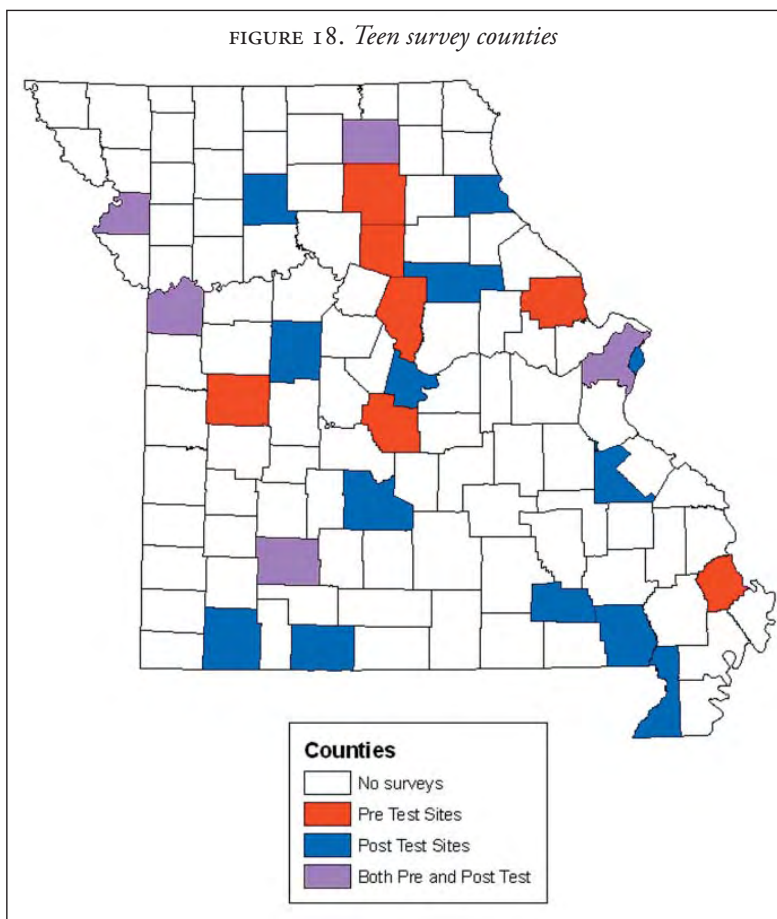
Another interesting result is that more teens wear their seat belts when driving, but fewer wear their seat belts regularly as a passenger. This pattern is consistent with what the teens stated during the focus groups. Namely, teens tend not to wear their seat belt when in a vehicle with peers, and most report little seatbelt usage in the back seat. Educational efforts aimed at teens, perhaps long before they start driving,

should focus on the need for everyone in the car to wear their seat belt. The focus group data clearly supported that seat belt use should be encouraged long before driving age.

Seat belt behavior among teens did not seem to change as a result of the Operation Safe Teen or Arrive Alive campaigns. Teens recognized the campaign slogans slightly more in the post test, but no connection with behavior seems evident. Unfortunately, old slogans not funded by this campaign containing the phrase “Buckle Up” were more recognized. Future media campaigns should perhaps use the Buckle Up and Arrive Alive slogans solely.

Combined with the information gleaned from the focus group report, the survey results indicate several recommendations that may improve seat belt use among teens. Several policies could be implemented that may help reverse the low percentage of teens that regularly wear their seat belts. They are:

1. **Safety belt laws:** Adopt a primary enforcement law that allows police to stop drivers not wearing their seat belt. Make it illegal to drive or be a passenger in a car without a seat belt.
2. **Increase sanctions:** Increase the penalties associated with not wearing a seat belt by raising the exceptionally



low fine amount of \$10 and/or putting points on licenses.

3. **High visibility law enforcement:** Use media campaigns that emphasize law enforcement's role in encouraging seat belt use. Also, encourage police agencies to engage in high visibility seat belt law campaigns similar to sobriety check points and speed enforcement actions.

These three tactics would encourage greater seat belt use among Missouri teens and therefore limit the number of fatal and serious injury accidents in Missouri.



## APPENDICES

### APPENDIX A: *Consent form*



**Institute of Public Policy**  
**Truman School of Public Affairs**  
University of Missouri-Columbia

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#### Overview

The Institute of Public Policy at the University of Missouri-Columbia has contracted with the Missouri Department of Transportation (MODOT) to conduct an assessment of media campaign effectiveness aimed at youth. Ten motor vehicle offices across the state have been identified and surveys will be distributed at each of these sites to approximately 50 people ages 15-18. **You must be 15-18 years old to complete this survey.**

#### Participation and Confidentiality

Your participation in this survey is completely **voluntary** and you do not have to respond to any questions you do not wish to answer. Your responses are **confidential, anonymous**, and will not be shared with the Department of Revenue, the Missouri Highway Patrol, your parents, or any other entity. Your response will not have any personal information on it. Only summary information will be reported to MODOT.

#### Time

Completing this survey will take approximately **5 minutes** of your time.

#### Incentive

After completing the survey you are eligible to receive a small gift as thanks for your participation.

#### Benefits and Risks

Results from this survey will be used by MODOT staff to help them design safe and effective roads. There are no known risks to participating in this survey.

#### Contact Information

Your efforts are greatly appreciated. If you have any questions regarding the study, please contact Dr. Lilliard Richardson at 573-884-3381. If you have any questions regarding your rights as a participant, please contact Campus Institutional Review Board at 483 McReynolds Hall, Columbia, MO 65211, 573-882-9585.

**THANKS FOR YOUR TIME!**



APPENDIX B: *Driving survey*

# Teen Driving Survey

1. Please indicate whether you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Seat belts are just as likely to harm you as help you.	1	2	3	4	5
Police in my community generally will not bother to write tickets for seat belt violations.	1	2	3	4	5
If I were in an accident, I would want to have my seat belt on.	1	2	3	4	5
Police in my community are writing more seat belt tickets now than they were a few months ago.	1	2	3	4	5
Missouri Highway Patrol strictly enforces the seat belt law.	1	2	3	4	5
Local police departments strictly enforce the seat belt law.	1	2	3	4	5
Work zones make driving more hazardous.	1	2	3	4	5
I drive more slowly when workers are present at a work zone.	1	2	3	4	5
Police strictly enforce traffic laws in work zones.	1	2	3	4	5

2. In the past 6 months, has your use of seat belts increased, decreased, or stayed the same?

- Decreased significantly
- Decreased
- Stayed the same
- Increased
- Increased significantly

3. When was the last time you did NOT wear your seat belt when driving?

- Today
- In the past week
- In the past two weeks
- In the past month
- In the past year
- I always wear my seat belt
- New driver

4. When was the last time you did NOT wear your seat belt when you were riding with someone else?

- Today
- In the past week
- In the past two weeks
- In the past month
- In the past year
- I always wear my seat belt

5. What do you think the chances are of getting a ticket if you don't wear your seat belt?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

Continued on other side





6. Now, assume that you do not wear your seat belt AT ALL while driving over the next six months. How likely do you think you will be to receive a ticket for not wearing a seat belt?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

7. According to state law, can police stop a vehicle driven by a teenager if they observe a seat belt violation when no other traffic laws are being broken?

- Yes
- No

8. Have you ever received a ticket for not wearing your seat belt?

- Yes
- No

9. How many people do you know who have received a ticket for not wearing their seat belt?

- None
- One
- A few
- Many

10. How likely are you to see law enforcement while driving through a work zone?

- Very unlikely
- Somewhat unlikely
- Somewhat likely
- Very likely

11. When driving how often do you talk on a cell phone?

- Often
- Frequently
- Occasionally
- Rarely
- Never
- New driver

12. Have you recently read, seen or heard anything about the enforcement of seat belts in Missouri?

- Yes
- No

If yes, where did you see or hear about it.

Please check all that apply.

- Newspaper
- Radio
- TV
- Poster/Brochure
- Other \_\_\_\_\_

13. Do you know the name of any seat belt enforcement program(s) in Missouri?

Please check all that apply.

- No Excuses, Buckle Up
- Buckle Up Missouri
- Operation Safe Teen
- Seat Belts, Do or Die
- Arrive Alive
- Teens with Class Buckle Up

14. What is your current age?

- 15
- 16
- 17
- 18

15. In what 5 digit zip code do you live?

\_\_\_\_\_

16. Are you...

- Female
- Male

17. What is the primary vehicle you are driving or plan on driving?

- Car
- Motorcycle
- Pickup truck
- SUV
- Van
- Other \_\_\_\_\_

18. Which ethnic category best describes you?

- White
- Black
- Asian
- Native American or Alaskan Native
- Hispanic
- Other \_\_\_\_\_





APPENDIX C: *Pocket radio incentive*



APPENDIX D: Results to survey questions

*Seat belts are just as likely to harm you as help you*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	100 24.2%	101 19.9%	201 21.8%
Disagree	107 25.8%	172 33.9%	279 30.3%
Neutral	97 23.4%	141 27.8%	238 25.8%
Agree	68 16.4%	67 13.2%	135 14.6%
Strongly agree	42 10.1%	27 5.3%	69 7.5%
TOTAL	414 100%	508 100%	922 100%

*Police in my community generally will not bother to write tickets for seat belt violations*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	60 14.6%	83 16.3%	143 15.5%
Disagree	115 27.9%	165 32.5%	280 30.4%
Neutral	143 34.7%	180 35.4%	323 35.1%
Agree	75 18.2%	60 11.8%	135 14.7%
Strongly agree	19 4.6%	20 3.9%	39 4.2%
TOTAL	412 100%	508 100%	920 100%



*If I were in an accident, I would want to have my seat belt on*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	11 2.7%	14 2.8%	25 2.7%
Disagree	5 1.2%	8 1.6%	13 1.4%
Neutral	50 12.1%	54 10.7%	104 11.3%
Agree	72 17.5%	117 23.2%	189 20.6%
Strongly agree	274 66.5%	312 61.8%	586 63.9%
TOTAL	412 100%	505 100%	917 100%

*Police strictly enforce traffic laws in work zones*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	7 1.7%	13 2.6%	20 2.2%
Disagree	34 8.2%	42 8.3%	76 8.3%
Neutral	133 32.1%	186 36.8%	319 34.7%
Agree	157 37.9%	181 35.8%	338 36.7%
Strongly agree	83 20.0%	84 16.6%	167 18.2%
TOTAL	414 100%	506 100%	920 100%

*Police in my community are writing more tickets than they were a few months ago*

	<i>Pre</i>	<i>Post</i>	<i>Total</i>
Strongly disagree	22 5.3%	27 5.3%	49 5.3%
Disagree	44 10.6%	59 11.6%	103 11.2%
Neutral	195 47.1%	237 46.7%	432 46.9%
Agree	107 25.8%	144 28.4%	251 27.3%
Strongly agree	46 11.1%	40 7.9%	86 9.3%
Total	414 100%	507 100%	921 100%



*Missouri Highway Patrol strictly enforces the seat belt law*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	11 2.7%	14 2.8%	25 2.7%
Disagree	36 8.7%	46 9.1%	82 8.9%
Neutral	141 34.2%	164 32.4%	305 33.2%
Agree	151 36.7%	192 37.9%	343 37.4%
Strongly agree	73 17.7%	90 17.8%	163 17.8%
TOTAL	412 100%	506 100%	918 100%

*Local police departments strictly enforce the seat belt law*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	16 3.9%	17 3.4%	33 3.6%
Disagree	48 11.6%	68 13.5%	116 12.6%
Neutral	175 42.3%	200 39.8%	375 40.9%
Agree	127 30.7%	167 33.2%	294 32.1%
Strongly agree	48 11.6%	51 10.1%	99 10.8%
TOTAL	414 100%	503 100%	917 100%

*Work zones make driving more hazardous*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	9 2.2%	7 1.4%	16 1.7%
Disagree	23 5.5%	37 7.3%	60 6.5%
Neutral	95 22.9%	102 20.1%	197 21.4%
Agree	182 43.9%	241 47.5%	423 45.9%
Strongly agree	106 25.5%	120 23.7%	226 24.5%
TOTAL	415 100%	507 100%	922 100%



*I drive more slowly when workers are present at a work zone*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Strongly disagree	6 1.5%	7 1.4%	13 1.4%
Disagree	12 2.9%	13 2.6%	25 2.8%
Neutral	61 14.8%	56 11.2%	117 12.9%
Agree	155 37.7%	231 46.4%	386 42.5%
Strongly agree	177 43.1%	191 38.4%	368 40.5%
TOTAL	411 100%	498 100%	909 100%

*In the past 6 months, has your use of seat belts increased, decreased, or stayed the same?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Decreased significantly	12 2.9%	9 1.8%	21 2.3%
Decreased	26 6.3%	22 4.4%	48 5.2%
Stayed the same	269 64.8%	356 70.5%	625 67.9%
Increased	70 16.9%	85 16.8%	155 16.8%
Increased significantly	38 9.2%	33 6.5%	71 7.7%
TOTAL	415 100%	505 100%	920 100%





*When was the last time you did not wear your seat belt when driving?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Today	60 14.5%	99 20.0%	159 17.5%
In the past week	51 12.3%	70 14.2%	121 13.3%
In the past 2 weeks	22 5.3%	23 4.7%	45 5.0%
In the past month	27 6.5%	26 5.3%	53 5.8%
In the past year	24 5.8%	21 4.3%	45 5.0%
I always wear my seat belt	156 37.6%	211 42.7%	367 40.4%
New driver or not yet licensed to drive	75 18.1%	44 8.9%	119 13.1%
TOTAL	415 100%	495 100%	909 100%

*When was the last time you did not wear your seat belt when riding with someone else?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Today	91 22.0%	83 16.4%	174 18.9%
In the past week	86 20.8%	141 27.9%	227 24.7%
In the past 2 weeks	34 8.2%	46 9.1%	80 8.7%
In the past month	41 9.9%	40 7.9%	81 8.8%
In the past year	36 8.7%	28 5.5%	64 7.0%
I always wear my seat belt	126 30.4%	168 33.2%	294 32.0%
TOTAL	414 100%	506 100%	920 100%



*What do you think the chances are of getting a ticket if you don't wear your seat belt?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Very unlikely	67 16.2%	68 13.4%	135 14.7%
Somewhat unlikely	117 28.3%	140 27.6%	257 27.9%
Somewhat likely	143 34.6%	218 43.0%	361 39.2%
Very likely	86 20.8%	81 16.0%	167 18.2%
TOTAL	413 100%	507 100%	920 100%

*Now, assume that you do not wear your seat belt at all for the next 6 months. How likely do you think you will be to receive a ticket for not wearing your seat belt?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Very unlikely	62 15.1%	70 13.9%	132 14.5%
Somewhat unlikely	89 21.7%	107 21.3%	196 21.5%
Somewhat likely	152 37.1%	201 40.0%	353 38.7%
Very likely	107 26.1%	125 24.9%	232 25.4%
TOTAL	410 100%	503 100%	913 100%

*According to state law, can police stop a vehicle driven by a teenager if they observe a seat belt violation when no other traffic laws are being broken?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Yes	315 77.8%	385 77.0%	700 77.3%
No	90 22.2%	115 23.0%	205 22.7%
TOTAL	405 100%	500 100%	905 100%

*Have you ever received a ticket for not wearing your seat belt?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Yes	38 9.8%	32 6.5%	70 7.9%
No	349 90.2%	464 93.5%	813 92.1%
TOTAL	387 100%	496 100%	883 100%



*How many people do you know who have received a ticket for not wearing their seat belt?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
None	202	231	433
	49.9%	46.0%	47.7%
One	70	93	163
	17.3%	18.5%	18.0%
A few	99	147	246
	24.4%	29.3%	27.1%
Many	34	31	65
	8.4%	6.2%	7.2%
TOTAL	405	502	907
	100%	100%	100%

*How likely are you see law enforcement while driving through a work zone?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Very unlikely	72	66	138
	17.7%	13.3%	15.3%
Somewhat unlikely	109	156	265
	26.8%	31.5%	29.4%
Somewhat likely	167	217	384
	41.1%	43.8%	42.6%
Very likely	58	56	114
	14.3%	11.3%	12.7%
TOTAL	406	495	901
	100%	100%	100%

*When driving how often do you talk on a cell phone?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Often	61	86	147
	15.0%	17.6%	16.4%
Frequently	39	63	102
	9.6%	12.9%	11.4%
Occasionally	59	108	167
	14.5%	22.1%	18.7%
Rarely	67	90	157
	16.5%	18.4%	17.5%
Never	109	96	205
	26.8%	19.6%	22.9%
New driver	71	46	117
	17.5%	9.4%	13.1%
TOTAL	406	489	895
	100%	100%	100%

*Have you recently read, seen, or heard anything about the enforcement of seat belts in Missouri?*

	<i>Pre</i>	<i>Post</i>	<i>Total</i>
Yes	257	327	584
	63.1%	66.2%	64.8%
No	150	167	317
	36.9%	33.8%	35.2%
Total	407	494	901
	100%	100%	100%

*Newspaper*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Yes	48	70	118
	11.8%	14.3%	13.2%
No	359	419	778
	88.2%	85.7%	86.8%
TOTAL	407	489	896
	100%	100%	100%



<i>Radio</i>				<i>TV</i>			
	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>		<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Yes	108 26.7%	121 24.7%	229 25.6%	Yes	146 35.9%	200 41.0%	346 38.7%
No	297 73.3%	369 75.3%	666 74.4%	No	261 64.1%	288 59.0%	549 61.3%
TOTAL	405 100%	490 100%	895 100%	TOTAL	407 100%	488 100%	895 100%

<i>Poster/brochure</i>				<i>Other</i>			
	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>		<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Yes	67 16.5%	88 17.9%	155 17.3%	Yes	58 14.3%	65 13.2%	123 13.7%
No	340 83.5%	403 82.1%	743 82.7%	No	348 85.7%	426 86.8%	774 86.3%
TOTAL	407 100%	491 100%	898 100%	TOTAL	406 100%	491 100%	897 100%

*Do you know the name of any seat belt enforcement program in Missouri?*

<i>“No excuses, Buckle up”</i>				<i>“Buckle up Missouri”</i>				<i>“Operation Safe Teen”</i>			
	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>		<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>		<i>Pre</i>	<i>Post</i>	<i>Total</i>
Yes	144 35.3%	143 28.4%	287 31.5%	Yes	136 33.3%	138 27.5%	274 30.1%	Yes	31 7.6%	53 10.5%	84 9.2%
No	264 64.7%	360 71.6%	624 68.5%	No	271 66.4%	363 72.3%	634 69.7%	No	377 92.4%	450 89.5%	827 90.8%
TOTAL	408 100%	503 100%	911 100%	TOTAL	408 100%	502 100%	910 100%	Total	408 100%	503 100%	911 100%

<i>“Seat Belts, Do or Die”</i>				<i>“Arrive Alive”</i>				<i>“Teens with class buckle up”</i>			
	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>		<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>		<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Yes	58 14.2%	69 13.7%	127 14.0%	Yes	71 17.4%	130 25.8%	201 22.1%	Yes	23 5.6%	2 1.8%	25 4.8%
No	349 85.5%	433 86.3%	782 85.9%	No	337 82.6%	373 74.2%	710 77.9%	No	385 94.4%	108 98.2%	493 95.2%
TOTAL	408 100%	502 100%	910 100%	TOTAL	408 100%	503 100%	911 100%	TOTAL	408 100%	110 100%	518 100%



*What is your current age?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
<15	0 0.0%	16 3.2%	16 3.2%
15	130 32.4%	106 21.2%	236 26.2%
16	154 38.4%	137 27.4%	291 32.3%
17	58 14.5%	152 30.4%	210 23.3%
18	59 14.7%	86 17.2%	145 16.1%
19	0 0.0%	3 0.6%	3 0.3%
TOTAL	401 100%	500 100%	901 100%

*What is the primary vehicle you are driving or plan on driving?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Car	266 66.2%	309 64.0%	575 65.0%
Motorcycle	2 .5%	5 1.0%	7 0.8%
Pickup truck	52 12.9%	70 14.5%	122 13.8%
SUV	46 11.4%	67 13.9%	113 12.8%
Van	10 2.5%	18 3.7%	28 3.2%
Other	26 6.5%	14 2.9%	40 4.5%
TOTAL	402 100%	483 100%	885 100%

*Gender*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
Female	202 50.4%	273 54.8%	475 52.8%
Male	199 49.6%	225 45.2%	424 47.2%
TOTAL	401 100%	498 100%	899 100%

*What ethnic category best describes you?*

	<i>Pre</i>	<i>Post</i>	<i>TOTAL</i>
White	336 83.0%	416 84.0%	752 83.6%
Black	38 9.4%	48 9.7%	86 9.6%
Asian	4 1.0%	2 0.4%	6 0.7%
Native American or Alaskan Native	6 1.5%	4 0.8%	10 1.1%
Hispanic	4 1.0%	15 3.0%	19 2.1%
Other	17 4.2%	10 2.0%	27 3.0%
TOTAL	405 100%	495 100%	900 100%

