

Buckle Up: Every Ride, Every Time
Findings from a parent survey

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SAFE KIDS
WHAT WOULD YOU DO?

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Our Motivation

Problem> **INJURY**

The #1 killer of children in the US.
One million children die globally every year.


This is a problem we can solve.

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Where We Work

600+ State and Local Safe Kids Coalitions and Chapters in the United States




27 member countries and counting

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Child Passenger Safety Week 2013

Research objective:
To understand situations when parents find it acceptable for a child to ride unrestrained

- Parent survey
- Fatal and nonfatal crash data
- Policy
- Parent story



Buckle Up
Every Ride, Every Time




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Key findings

SAFE KIDS WORLDWIDE Is Your Child Always Buckled Up?

Car crashes are a leading cause of death to children in the U.S.



Of those children who died in crashes in 2011, **33% were not buckled up.***

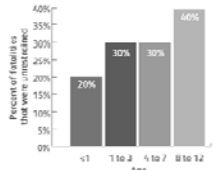


221 children unrestrained

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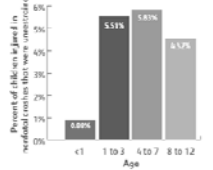
Key findings

Older children are more often unrestrained in fatal car crashes, compared to younger children.



Age	Percent of fatalities that were unrestrained
<1	20%
1 to 3	30%
4 to 7	30%
8 to 12	40%

A greater proportion of injured children ages 1 to 7 are unrestrained in nonfatal crashes as compared to children under 1 year.




Age	Percent of children injured in nonfatal crashes that were unrestrained
<1	8.8%
1 to 3	55%
4 to 7	58%
8 to 12	47%

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Key findings

Who and Why? We asked 1,000 parents what risks they were willing to take while driving with their kids. The results were surprising.



1 in 4
parents say they have driven with their children unrestrained.

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Parent survey

Survey of 1,002 parents and caregivers with children ages 10 and under

- Use of restraints
- Situations when they think it is acceptable not buckle up kids
- What they think other parents do
- 32 questions
- Fielded June 2013

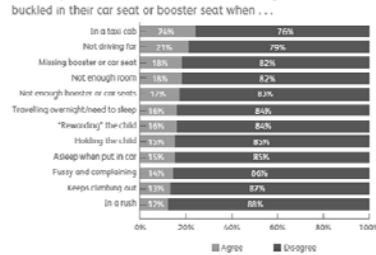
Table 1: I have at least once (or occasionally, or often) driven with my child(ren) not fully buckled in their car seat or booster in certain circumstances.

Gender	Education
Women 22%	High School and Below 19%
Men 26%	High School to College 23%
	Graduate School 36%
Age	Ethnicity
18-29 28%	White 22%
30-49 22%	African American 27%
	Other 20%
	Hispanic 26%
Income	Overall
Under \$25k 21%	23%
\$25k-\$49.9k 21%	
\$50k-\$74.9k 28%	
\$75k-\$100k 19%	
\$100k+ 33%	

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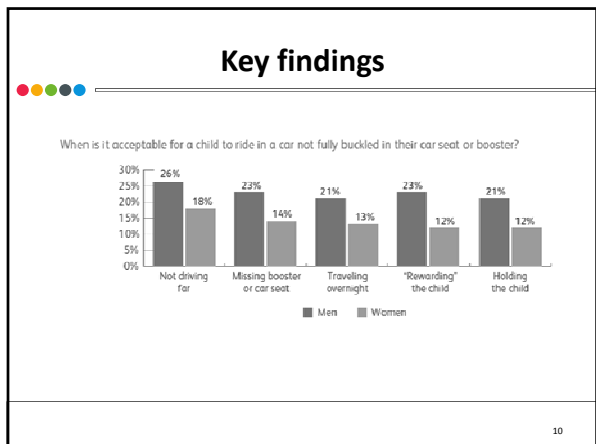
Key findings

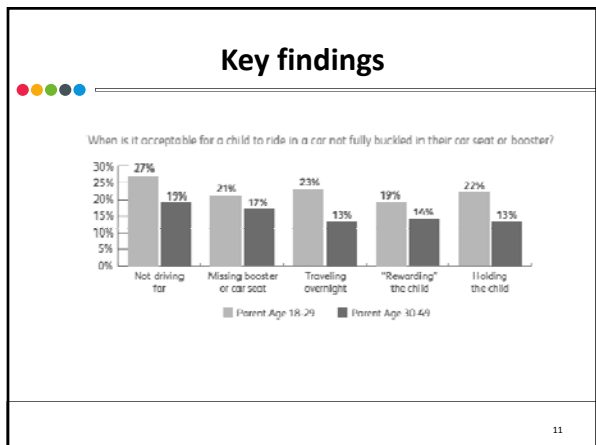
It is acceptable for a child to ride in a car not fully buckled in their car seat or booster seat when ...

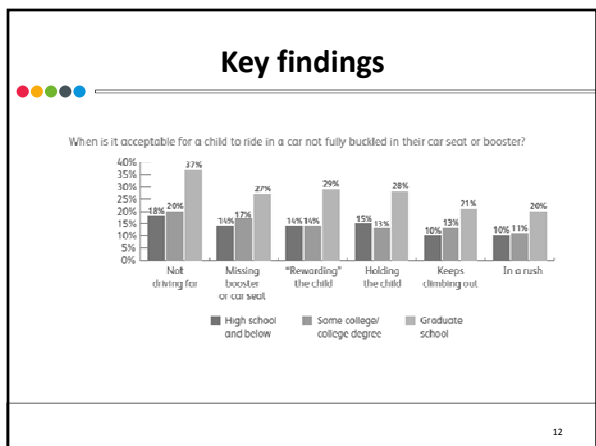


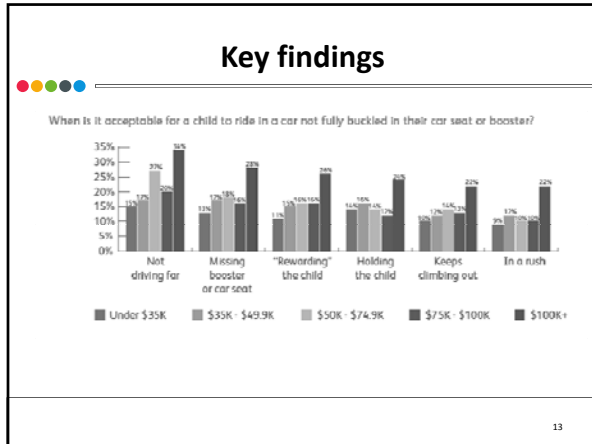
Situation	Agree	Disagree
In a taxi cab	76%	24%
Not driving for	75%	21%
Missing booster or car seat	82%	18%
Not enough room	87%	13%
Not enough booster or car seats	84%	17%
Travelling overnight/need to sleep	84%	16%
"Borrowing" the child	84%	16%
Holding the child	83%	17%
Asleep when put in car	83%	17%
Fussy and complaining	85%	15%
Keeps climbing out	87%	13%
In a rush	86%	14%

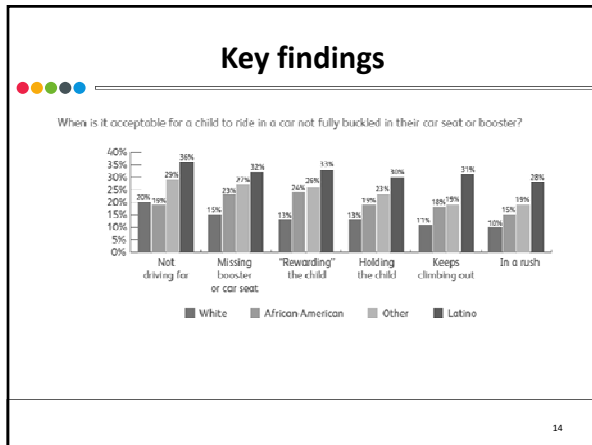
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Conclusions

- One in four parents say they don't buckle up their children for every ride
 - Not driving far
 - In a rush
 - Keeps climbing out
- 33 percent of fatalities were unrestrained
- Power of parents
- Future research: connecting parent behavior to the child's

BUCKLE UP: Every Ride, Every Time

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