

5757 Rear SBRS Survey  
Abt SRBI  
February 20, 2013  
V2.2

2013 Survey of Principal Drivers of Vehicles with a Rear Belt Reminder System  
Questionnaire

Sample Read-ins:

NAME  
VEHICLE  
VEHICLE\_FULL  
STYPE [1=Rear SBRS Driver, 2=Non-Rear SBRS Driver]  
STATE  
PHONE  
SPECS

QLAN. WHICH LANGUAGE INTERVIEW CONDUCTED IN

- 1 English
- 2 Spanish

**Introduction – Screening Questions**

**CELL SAMPLE**

SC1. Hello, I am \_\_\_\_\_ calling on behalf of the U.S. Department of Transportation. We are conducting a national study about seat belt safety.

Are you currently driving?

- 1 Yes **SKIP TO SCR2**
- 2 No
- 9 Refused **SKIP TO SCR2**

SC2. Are you in a safe place to talk right now?

- 1 Yes
- 2 No, call me later **SKIP TO SCR2**
- 3 No, CB on land-line **RECORD NUMBER**
- 4 Cell phone for business only **THANK AND END - BUSINESS#**
- 9 Refused **SKIP TO SCR2**

**LANDLINE AND CELL SAMPLE**

SI1. [CELL SAMPLE: As I mentioned,] I am \_\_\_\_\_ calling on behalf of the U.S. Department of Transportation and we are conducting a national study about driver's attitudes towards the use of seat belts and opinions regarding Seat Belt Reminders in your car.

This collection of information is voluntary and will be used for statistical purposes only. The interview will take approximately 15 minutes. Any answers you give are kept strictly private.

[If necessary read: Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB Control Number. The OMB Control Number for this information collection is \*\*\*. If you would like to learn more about the survey, you can call our toll-free number at \*\*\* or visit the DOT website at [www.nhtsa.gov/\\*\\*\\*](http://www.nhtsa.gov/***)]

S1. May I please speak with <NAME>?

1 Respondent on the line **SKIP TO S3a**

2 Respondent called to phone

3 Respondent unavailable **SCHEDULE CALLBACK**

9 Refused **THANK AND END**

SI2. Hello, I am \_\_\_\_\_ calling on behalf of the U.S. Department of Transportation. We are conducting a national study about driver's attitudes towards the use of seat belts and opinions regarding Seat Belt Reminders in your car.

This collection of information is voluntary and will be used for statistical purposes only. The interview will take approximately 15 minutes. Any answers you give are kept strictly private.

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S2. First, may I confirm that your name is <NAME>?

1 Yes

2 No

8 (VOL) Don't Know

9 (VOL) Refused

S3a. Can you please confirm that you are a driver, 18 years of age or older?

1 Yes

2 No **SKIP TO SCR1**

8 (VOL) Don't Know **SKIP TO SCR1**

9 (VOL) Refused **SKIP TO SCR1**

S4a. Our records indicate that you own a <VEHICLE\_FULL>. Is this correct?

1 Yes

2 No, I have never owned it **SKIP TO SCR1**

3 No, I no longer own it **SKIP TO SCR1**

4 (VOL) I do not own a car **SKIP TO SCR1**

8 (VOL) Don't know **SKIP TO SCR1**

9 (VOL) Refused **SKIP TO SCR1**

**IF S4a=1, QUAL=1**

S5. Do you transport passengers in the rear seat of the <VEHICLE\_FULL> at least once a month?

1 Yes **SKIP TO SA3**

2 No

8 (VOL) Don't know

9 (VOL) Refused

**IF S5=1, QUAL=2**

S6. Is there someone in your household who transports passengers in the rear seat of the <VEHICLE> at least once a month ?

1 Yes

2 No **SKIP TO SCR1**

8 (VOL) Don't know **SKIP TO SCR1**

9 (VOL) Refused **SKIP TO SCR1**

**IF S6=1, QUAL=3**

S7. May I speak with that person please?

1 Respondent called to phone

2 Respondent unavailable **SCHEDULE CALLBACK**

9 Refused **THANK AND END**

SI3. Hello, I am \_\_\_\_\_ calling on behalf of the U.S. Department of Transportation. We are conducting a national study about driver's attitudes towards the use of seat belts and opinions regarding Seat Belt Reminders in your car.

This collection of information is voluntary and will be used for statistical purposes only. The interview will take approximately 15 minutes. Any answers you give are kept strictly private.

**[IF NECESSARY READ:** Please note that an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB Control Number. The OMB Control Number for this information collection is \*\*\*. If you would like to learn more about the survey, you can call our toll-free number at \*\*\* or visit the DOT website at [www.nhtsa.gov/\\*\\*](http://www.nhtsa.gov/**)]

S3b. Can you please confirm that you are a driver, 18 years of age or older?

1 Yes

2 No **SKIP TO SCR1**

8 (VOL) Don't Know **SKIP TO SCR1**

9 (VOL) Refused **SKIP TO SCR1**

S5b. Can you please confirm that you transport passengers in the rear seat of the <VEHICLE> at least once a month?

1 Yes

2 No **SKIP TO SCR1**

8 (VOL) Don't know **SKIP TO SCR1**

9 (VOL) Refused **SKIP TO SCR1**

SA3. Record gender from observation (Ask only if necessary)

1 Male

2 Female

**QUAL=4**

S8. HOW OFTEN do you drive the <VEHICLE>? **READ LIST.**

- 1 Almost every day/everyday
- 2 Few days a week
- 3 Few days a month
- 4 Few days a year **SKIP TO SCR1**
- 5 Less than few days a year **SKIP TO SCR1**
- 6 Never **SKIP TO SCR1**
- 7 (VOL) Other (specify)
- 8 (VOL) Don't Know **SKIP TO SCR1**
- 9 (VOL) Refused **SKIP TO SCR1**

S9. When you drive the <VEHICLE>, how often do you transport passengers who do not use a child safety seat in the rear seat? Is it... **READ LIST.**

- 1 Almost every day
- 2 A few days a week
- 3 Once a week
- 4 A few times a month
- 5 Once a month
- 6 Less than once a month **SKIP TO SCR1**
- 7 Never **SKIP TO SCR1**
- 8 (VOL) Don't know **SKIP TO SCR1**
- 9 (VOL) Refused **SKIP TO SCR1**

**IF S9<6, QUAL=5**

## Seat Belt Usage Habits

Now, I'm going to ask you some questions about how often you use your seat belt as a driver. Please answer the following questions thinking ONLY about trips when you were driving the <VEHICLE>.

Q1. When you drive your <VEHICLE>, how often do you wear your seat belt? Please provide a percentage. Your best estimate is fine.

ENTER PERCENTAGE: \_\_\_\_\_

998 – DON'T KNOW

999 = REFUSED

**IF Q1 > 90, SKIP TO Q3.**

Q2. Those times you don't wear your seat belt while driving the <VEHICLE>, what is the main reason that you don't wear your seat belt?

**DO NOT READ. SINGLE RECORD.**

- 1 Only driving short distances
- 2 Driving in light traffic
- 3 In a rush
- 4 Forget to put it on
- 5 Don't want my clothes to get wrinkled
- 6 Seatbelt is uncomfortable
- 7 Probability of being in a crash is too low
- 8 People I am with are not wearing seatbelts
- 9 Don't like being told what to do
- 10 Seatbelt hurts <body part>
- 11 May cause injury/trap
- 12 Was in an accident where seatbelt caused injury
- 13 Know someone injured/killed because of seatbelt
- 14 Doesn't fit
- 15 Medically exempt
- 16 (VOL) Can't say one is most important/all important
- 17 (VOL) Other (Specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

## Demographics of Passengers

Now, I would like to know more about the FRONT and the REAR passengers that you transport in your vehicle once a month or more often. I'm also going to ask you some questions about their seat belt usage habits. Please answer the following questions thinking ONLY about trips when you were driving the <VEHICLE> and transporting at least one passenger in the rear seat.

Q3. During trips when there are passengers in the rear seat, how many total passengers, front and back seat combined, do you transport?

ENTER NUMBER: \_\_\_\_\_

RANGE: 1 to 7

7=7 or more

8 (VOL) Don't know

**LOOP TWICE**

9 (VOL) Refused

**SKIP TO Q9**

Now, I am going to ask you about these passengers one at a time.

**CATI: LOOP QUESTIONS 4 THRU 8. # OF LOOP BASED ON ANSWER TO Q3**

Q4. What is the age of the (next) oldest passenger you transport on a regular basis?

ENTER AGE: \_\_\_\_\_

RANGE: 1 to 97

97=97 or older

98 (VOL) Don't know

99 (VOL) Refused

Q5. Please tell me which seat this passenger sits in most of the time in the <VEHICLE>?

**SINGLE RECORD. READ LIST.**

1 Front passenger seat

2 Rear seat behind driver

3 Rear seat behind passenger

4 Rear seat center

5 Third row behind driver

6 Third row behind passenger

7 Third row center

8 Other (Specify)

98 (VOL) Don't Know

99 (VOL) Refused

Q6a. What is this passenger's relationship to you?

**MULTIPLE RECORD. READ ONLY IF NECESSARY.**

- 1 Your child
- 2 Your spouse
- 3 Your parent
- 4 Another member of your household
- 5 Adult relative
- 6 Child relative
- 7 Co-worker
- 8 Neighbor
- 9 Friend
- 10 Other (Specify)
- 98 (VOL) Don't Know
- 99 (VOL) Refused

Q6b. How often do you transport this passenger in your car? **READ LIST.**

- 1 Almost every day
- 2 A few days a week
- 3 Once a week
- 4 A few times a month
- 5 Once a month
- 6 Less than once a month
- 7 Never
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q7. How often does this passenger wear a seat belt? Please provide a percentage. Your best estimate is fine.

ENTER PERCENTAGE: \_\_\_\_\_

998 – DON'T KNOW

999 = REFUSED

**IF Q7 > 90, SKIP TO Q8**

**IF Q7=998 OR Q7=999, ASK Q7a, ELSE SKIP TO NEXT QUESTION**

Q7a. Can you tell me which of the following categories would best describe how often this passenger wore a seat belt?

- 1 91-100%
- 2 81-90%
- 3 61-80%
- 4 41-60%
- 5 40% or less
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q7b. In your opinion, what is the main reason that this passenger doesn't wear a seat belt all of the time?

**DO NOT READ. SINGLE RECORD.**

- 1 Only driving short distances
- 2 Driving in light traffic
- 3 In a rush
- 4 Forget to put it on
- 5 Don't want his/her clothes to get wrinkled
- 6 Seatbelt is uncomfortable
- 7 Probability of being in a crash is too low
- 8 People in the vehicle are not wearing seatbelts
- 9 Doesn't like being told what to do
- 10 Seatbelt hurts <body part>
- 11 May cause injury/trap
- 12 Was in an accident where seatbelt caused injury
- 13 Knows someone injured/killed because of seatbelt
- 14 Doesn't fit
- 15 Medically exempt
- 16 (VOL) Can't say one is most important/all important
- 17 (VOL) Other (Specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

**Ask if Q5> or =2 and Q5< or = 7**

Q8. How often did this passenger wear a seat belt in your previous vehicle? Please provide a percentage.

Your best estimate is fine.

- 1 91-100%
- 2 81-90%
- 3 61-80%
- 4 41-60%
- 5 40% or less
- 6 (VOL) I didn't transport passengers in the rear seat
- 8 (VOL) Don't know
- 9 (VOL) Refused

**END LOOP**

**IF STYPE=1, CONTINUE, ELSE SKIP TO NI**

## Rear SBRS Drivers Acceptability and Preferences

Now, I would like to ask you a few questions about Rear Seat Belt Reminders. A Rear Seat Belt Reminder alerts the driver or other occupants of the vehicle when a rear seat belt is being used at the beginning of a trip and provides a reminder if one of the rear passengers has unbuckled his/her seat belt during a trip.

Q9. Is your <VEHICLE> equipped with a reminder which <SPECS OF SPECIFIC VEHICLE> to inform you of the status of the rear seat belts?

- 1 Yes
- 2 No **SKIP TO N12**
- 8 (VOL) Don't know **SKIP TO N12**
- 9 (VOL) Refused **SKIP TO N12**

Q10. When you transport passengers in the rear seat, on how many trips do you check the Rear Seat Belt Reminder to find out the status of the rear seat belts? **READ LIST.**

- 1 All trips **SKIP TO Q12**
- 2 Most trips
- 3 Some trips
- 4 A few trips
- 5 None
- 6 (VOL) Not Relevant, Passengers always wear their seat belt **SKIP TO Q12**
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q11. During the last trip when you transported rear passengers and you did NOT check the Rear Seat Belt Reminder to know about the status of the rear seat belts, what were the reasons for this?

**MULTIPLE RESPONSE. DO NOT READ LIST.**

- 1 I always make sure that my passengers are wearing their seat belts before turning the engine on
- 2 The Rear Seat Belt Reminder doesn't alert me and I still have to make sure that my passengers are wearing their seat belts
- 3 My passengers always wear their seat belts and I never pay attention to the alert
- 4 It does not work properly
- 5 It is broken
- 6 I am often in a hurry and I don't pay attention to the alerts
- 7 It does not stay on long enough
- 8 I ignore the alerts
- 9 (VOL) Other (specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

Q12. When you bought or leased the <VEHICLE>, were you aware it was equipped with a Rear Seat Belt Reminder?

- 1 Yes
- 2 No **SKIP TO Q14**
- 3 (VOL) I did not buy/lease this vehicle **SKIP TO Q14**
- 8 (VOL) Don't know **SKIP TO Q14**
- 9 (VOL) Refused **SKIP TO Q14**

Q13. And when you bought or leased the <VEHICLE>, was the Rear Seat Belt Reminder a factor that influenced you in making the decision to purchase this specific model?

- 1 Yes
- 2 No
- 8 (VOL) Don't know
- 9 (VOL) Refused

Now, I am going to ask you specific questions about your Rear Seat Belt Reminder **when you first get in the <VEHICLE> and begin a trip.**

Q14. How does the Rear Seat Belt Reminder in your <VEHICLE> alert you that a rear passenger is not wearing the seat belt before you begin a trip? Does it alert you with . . .

**READ LIST. MULTIPLE RECORD.**

- 1 A chime
- 2 A buzz
- 3 A flashing light
- 4 A flashing icon representing each rear position on the dashboard
- 5 A warning message on the dashboard and/or the console ceiling
- 6 A voice message
- 7 Anything else? (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q15. How satisfied are you with your current Rear Seat Belt Reminder in terms of how well it notifies you whether a rear seat belt is being used when you start your vehicle? Are you...**READ LIST.**

- 1 Very satisfied **SKIP TO Q17**
- 2 Somewhat satisfied **SKIP TO Q17**
- 3 Neither satisfied nor dissatisfied **SKIP TO Q17**
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 6 (VOL) Passengers always wear their seat belts **SKIP TO Q17**
- 8 (VOL) Don't know **SKIP TO Q17**
- 9 (VOL) Refused **SKIP TO Q17**

Q16. Why are you dissatisfied with your current Rear Seat Belt Reminder in this situation?

**DO NOT READ. MULTIPLE RECORD.**

- 1 It does not alert me
- 2 It does not alert the concerned passenger
- 3 I still need to check if my passengers are buckled/tell my passengers to buckle
- 4 It is annoying
- 5 I can hardly see/hear the alerts
- 6 It does not stay on long enough
- 7 It is hard to understand/too complicated
- 8 It is useless
- 9 It does not work/reset properly after dropping off a passenger
- 10 I have no information about which seat belt is being used
- 11 Other (specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

Q17. Which of these indicators would you prefer in your vehicle to let you know about the status of the rear seat belts when you start your vehicle? **READ LIST. MULTIPLE RECORD.**

- 1 A chime
- 2 A buzz
- 3 A flashing light
- 4 A flashing icon representing each rear position
- 5 A warning message
- 6 A voice message
- 7 Anything else? (Specify)
- 8 (VOL) None of these
- 98 (VOL) Don't know
- 99 (VOL) Refused

Now, I am going to ask you specific questions about your Rear Seat Belt Reminder **during a trip.**

Q18. During a trip, how does the Rear Seat Belt Reminder in your <VEHICLE> alert you that a rear passenger has unbuckled the seat belt? Does it alert you with . . .

**READ LIST. MULTIPLE RECORD.**

- 1 A chime
- 2 A buzz
- 3 A flashing light
- 4 A flashing icon representing each rear position on the dashboard
- 5 A warning message on the dashboard/console ceiling
- 6 A voice message
- 7 Anything else? (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q19. Within the past year, did the Rear Seat Belt Reminder indicate a passenger had unbuckled his or her seat belt during a trip?

- 1 Yes
- 2 No **SKIP TO Q21**
- 8 (VOL) Don't know **SKIP TO Q21**
- 9 (VOL) Refused **SKIP TO Q21**

Q20. What was your reaction the last time this occurred? **DO NOT READ LIST.**

- 1 My passenger heard the reminder and refastened his or her seat belt on his or her own and I did not need to intervene
- 2 My passenger heard the reminder but I had to intervene and encourage him or her to refasten his or her seat belt, after which they refastened their seat belt.
- 3 My passenger did not hear/see the reminder and I had to intervene and encourage him or her to refasten his or her seat belt, after which they refastened their seat belt.
- 4 My passenger did not refasten his or her seat belt, I tried to encourage him or her but I gave up
- 5 My passenger did not refasten his or her seat belt and I did nothing
- 6 (VOL) Other (specify)
- 8 (VOL) Don't Know
- 9 (VOL) Refused

Q21. How satisfied are you with your current Rear Seat Belt Reminder in terms of how well it alerts you when a rear passenger has unbuckled his or her seat belt during a trip? Are you... **READ LIST.**

- 1 Very satisfied **SKIP TO Q23**
- 2 Somewhat satisfied **SKIP TO Q23**
- 3 Neither satisfied nor dissatisfied **SKIP TO Q23**
- 4 Somewhat dissatisfied
- 5 Very dissatisfied
- 6 (VOL) My passengers never unbuckle during a trip **SKIP TO Q23**
- 8 (VOL) Don't know **SKIP TO Q23**
- 9 (VOL) Refused **SKIP TO Q23**

Q22. Why are you dissatisfied with your Rear Seat Belt Reminder in this situation?

**DO NOT READ. MULTIPLE RECORD.**

- 1 I still need to check if my passenger refastens his or her seat belt
- 2 I still need to tell my passenger to refasten his or her seat belt
- 3 I don't know which of my passengers has unbuckled his or her seat belt
- 4 It does not alert the unbuckled passenger
- 5 I hardly see/hear the alerts
- 6 It is too stressful
- 7 It is too annoying
- 8 It is too distracting
- 9 It is too intrusive
- 10 It does not work properly
- 11 It does not stay on long enough
- 12 It stays on too long
- 13 It is too loud
- 14 It is too bright
- 15 Other (specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

Q23. Which of these indicators would you prefer in your vehicle to let you know that a rear passenger has unbuckled his or her seat belt? **READ LIST. MULTIPLE RECORD.**

- 1 A chime
- 2 A buzz
- 3 A flashing light
- 4 A flashing icon representing each rear position on the dashboard
- 5 A warning message on the dashboard
- 6 A voice message
- 7 Anything else? (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

These next few questions are about FRONT Seat Belt Reminders.

Q24a. If a front passenger is not wearing his or her seat belt, which of the following VISUAL alerts do you think would be the most effective in encouraging him or her to fasten the seat belt and to keep it on during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A visual reminder that stays on continuously
- 2 A visual reminder that stays on for some period then goes off and stays off
- 3 A visual reminder that comes on periodically
- 4 A visual reminder that gets progressively brighter or flashes faster as time goes on
- 5 Other (Specify)
- 8 (VOL) Don't know **SKIP TO Q25a**
- 9 (VOL) Refused **SKIP TO Q25a**

Q24b. Why did you select that one? [SBRs]

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q25a. If a front passenger is not wearing his or her seat belt, which of the following AUDIO alerts do you think would be most effective in encouraging him or her to fasten their seat belt and to keep it on during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A sound that stays on continuously
- 2 A sound that stays on for some period, then goes off and stays off
- 3 A sound that comes on periodically
- 4 A voice message that comes on periodically,
- 5 A sound that gets progressively louder or beeps faster as time goes on
- 6 Other (Specify)
- 8 (VOL) Don't know **SKIP TO Q27**
- 9 (VOL) Refused **SKIP TO Q27**

Q25b. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q26. For those passengers who do not normally buckle up, how effective is the FRONT Seat Belt Reminder in getting those in the front seat to buckle up?

**READ LIST.**

- 1 Very effective **SKIP TO Q28**
- 2 Somewhat effective **SKIP TO Q28**
- 3 Not too effective
- 4 Not at all effective
- 5 (VOL) My front passengers always wear their seat belts anyway **SKIP TO Q28**
- 8 (VOL) Don't Know **SKIP TO Q28**
- 9 (VOL) Refused **SKIP TO Q28**

Q27. Why is the FRONT Seat Belt Reminder not effective in getting those in the front seat to buckle up?

**DO NOT READ. MULTIPLE RECORD**

- 1 It does not stay on long enough
- 2 The front passenger can barely hear/see the alerts
- 3 It goes off randomly
- 4 The occupant seat detector is not sensitive enough
- 5 It will stop regardless of whether the passenger refastens his or her seat belt
- 6 It doesn't work
- 7 Other (specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

Now I would like to ask some questions about the effectiveness of the REAR Seat Belt Reminder.

Q28. Among the following types of alerts, which one do you think would be the most likely to get your rear passengers to fasten their seat belts? **READ LIST. SINGLE RECORD.**

- 1 Visual alert
- 2 Audio alert
- 3 Both
- 4 Anything else? (Specify) **SKIP TO Q31**
- 8 (VOL) Don't know **SKIP TO Q31**
- 9 (VOL) Refused **SKIP TO Q31**

**IF Q28=1 OR Q28=3, ASK Q29a, ELSE SKIP TO Q29a**

Q29a. If a REAR passenger is not wearing his or her seat belt, which of the following VISUAL alerts do you think would be the most effective in encouraging him or her to fasten their seat belt and to keep it on during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A visual reminder that stays on continuously
- 2 A visual reminder that stays on for some period then goes off and stays off
- 3 A visual reminder that comes on periodically
- 4 A visual reminder that gets progressively brighter or flashes faster as time goes on
- 5 Other (Specify)
- 8 (VOL) Don't know **SKIP TO Q30a**
- 9 (VOL) Refused **SKIP TO Q30a**

Q29b. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

**IF Q28=2 OR Q28=3, ASK Q30a**

Q30a. If a rear passenger is not wearing his or her seat belt, which of the following AUDIO alerts do you think would be most effective in encouraging him or her to fasten their seat belt and to keep it on during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A sound that stays on continuously
- 2 A sound that stays on for some period of time, then goes off and stays off
- 3 A sound that comes on periodically
- 4 A voice message that comes on periodically
- 5 A sound that gets progressively louder or beeps faster as time goes on
- 6 Other (Specify)
- 8 (VOL) Don't know **SKIP TO Q31**
- 9 (VOL) Refused **SKIP TO Q31**

Q30b. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q31. When purchasing or leasing your next vehicle, how important is it that the vehicle you choose come with a Rear Seat Belt Reminder? **READ LIST.**

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all
- 5 (VOL) I don't intend to buy or lease a vehicle in the future
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q32. Which of the following features or options would you like to have available on the Rear Seat Belt Reminder in your vehicle? **READ LIST. MULTIPLE RECORD.**

- 1 An occupant detection sensor for the rear seat
- 2 Being able to set the length of time the alert is on
- 3 A system that alerts only the driver
- 4 A system that alerts both the driver and the passengers
- 5 An option that allows you to turn off the Rear Seat Belt Reminder
- 6 Being able to acknowledge the alert
- 7 Being able to replay the alert
- 8 Having the information always available
- 9 Anything else? (Specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

Q33. Since you began driving a vehicle equipped with a Rear Seat Belt Reminder, would you say that the rear passengers are wearing their seat belt more often, less often, or is it about the same compared to your last vehicle without a reminder?

- 1 More often
- 2 Less often
- 3 About the same
- 4 (VOL) It is the first vehicle I have driven
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q34. For each of the following situations, please tell me whether the Rear Seat Belt Reminder has increased the use of seat belts in the rear seat.

**(READ AND ROTATE A-F)**

- A. When driving short distances
- B. When making frequent stops
- C. Driving in residential areas
- D. Driving on major highways
- E. Being in a hurry
- F. Forgetting to put the seat belt on

- 1 Yes
- 2 No
- 3 (VOL) I do not drive on these types of roads (C and D ONLY)
- 8 (VOL) Don't know
- 9 (VOL) Refused

**SKIP TO Q37**

Q37. Since you began driving a vehicle equipped with a Rear Seat Belt Reminder, have you heard any complaints from your passengers?

1 Yes

2 No

**SKIP TO Q39**

8 (VOL) Don't know

**SKIP TO Q39**

9 (VOL) Refused

**SKIP TO Q39**

Q38. What are they? **DO NOT READ. MULTIPLE RECORD**

1 It is annoying

2 It is stressful

3 It is too intrusive

4 It is too loud

5 The passenger hardly see/hear the alerts

6 It is annoying for the other passengers

7 The passenger cannot switch seats while the car is in motion

8 It goes off when the passenger unbuckles for a few seconds to reach something

9 Other (specify)

98 (VOL) Don't know

99 (VOL) Refused

Q39. Who would you prefer the Rear Seat Belt Reminder to alert?

**READ LIST. SINGLE RECORD.**

1 Only the driver

2 Only the unbuckled passenger

3 Both the driver and the unbuckled passenger

4 The unbuckled passenger and others in the rear seat

5 Everyone in the car

8 (VOL) Don't know

9 (VOL) Refused

Q40. Please tell me if you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each of the following statements.

**(READ A – G)**

- A. It is very important that all my passengers buckle their seat belts.
- B. When the Seat Belt Reminder notifies me that my seat belt is unfastened, I buckle up right away.
- C. The Seat Belt Reminder makes it easier for me to encourage my passengers to fasten their seat belt.
- D. I rely on the Seat Belt Reminder to know about the status of the rear seat belts.
- E. I am able to better concentrate on the road with a Rear Seat Belt Reminder in my vehicle.
- F. I prefer a Rear Seat Belt Reminder that I could turn on or off depending on the situation, for example I could turn it on if I am carrying passengers.
- G. I prefer a Rear Seat Belt Reminder that has rear seat occupant detection.

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 8 (VOL) Don't know
- 9 (VOL) Refused

Q41. Are there any features you particularly LIKE about your current Seat Belt Reminder?

- 1 Yes
- 2 No **SKIP TO Q43**
- 8 (VOL) Don't know **SKIP TO Q43**
- 9 (VOL) Refused **SKIP TO Q43**

Q41a. What are they? Anything else?

**[Open ended question]**

Q42. Are there any features you particularly DISLIKE about your current Seat Belt Reminder?

- 1 Yes
- 2 No **SKIP TO DH1**
- 8 (VOL) Don't know **SKIP TO DH1**
- 9 (VOL) Refused **SKIP TO DH1**

Q42a. What are they? Anything else?

**[Open ended question]**

Q43. Have you ever tried to take action to disable the Rear Seat Belt Reminder System of the <VEHICLE>?

**DO NOT READ LIST.**

- 1 Yes
- 2 No **SKIP TO DH1**
- 8 (VOL) Don't know **SKIP TO DH1**
- 9 (VOL) Refused **SKIP TO DH1**

Q43a.. Why did you try to disable the Rear Seat Belt Reminder System?

**DO NOT READ. MULTIPLE RECORD.**

- 1 It is annoying
- 2 It is stressful
- 3 It is too intrusive
- 4 It is too loud
- 5 The passenger hardly see/hear the alerts
- 6 It is annoying for the other passengers
- 7 The passenger cannot switch seats while the car is in motion
- 8 It goes off when the passenger unbuckles for a few seconds to reach something
- 9 The rear passengers won't buckle regardless of hearing/seeing the alerts
- 10 I have to tell my passengers to buckle up anyway.
- 11 Other (specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

**Non-Rear SBRS Drivers Acceptability and Preferences**

**READ NI IF STYPE=2, ELSE SKIP TO Instruction before NI2.**

NI. Now, I am going to ask you some questions about Rear Seat Belt Reminders. A Rear Seat Belt Reminder alerts the driver or other occupants of the vehicle when a rear seat belt is being used at the beginning of a trip and notifies those in the vehicle if one of the rear passengers has unbuckled his/her seat belt during a trip.

I realize you may not have such a reminder in your vehicle, however please answer each question the best you can.

**IF STYPE=2 GO TO NR1.**

**READ IF STYPE=1 AND Q9>1, ELSE SKIP TO DH1.**

NI2. I realize you may not have such a reminder in your vehicle, however I would like to ask you some questions about Rear Seat Belt Reminders in general. Please answer each question the best you can.

NR1. Which of these alerts would you prefer in your vehicle to let you know that the rear passenger is not wearing his or her seat belt? **READ LIST. MULTIPLE RECORD.**

- 1 A chime
- 2 A buzz
- 3 A flashing light
- 4 A flashing icon representing each rear position
- 5 A warning message
- 6 A voice message
- 7 Anything else? (Specify)
- 8 (VOL) None
- 98 (VOL) Don't know
- 99 (VOL) Refused

NR2. Which of these indicators do you think would be the most likely to get the rear passengers to fasten their seat belts? **READ LIST. SINGLE RECORD.**

- 1 A chime
- 2 A buzz
- 3 A flashing light
- 4 A flashing icon representing each rear position
- 5 A warning message
- 6 A voice message
- 7 Anything else? (Specify)
- 8 (VOL) None
- 98 (VOL) Don't know
- 99 (VOL) Refused

NR3. Who should the Rear Seat Belt Reminder alert? **READ LIST.**

- 1 Only the driver
- 2 Only the unbuckled passenger
- 3 Both the driver and the unbuckled passenger
- 4 The unbuckled passenger and others in the rear seat
- 5 Everyone in the car
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR4. If a REAR passenger is not wearing their seat belt, which of the following VISUAL alerts do you think would be the most effective in encouraging them to buckle up and stay buckled during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A visual reminder that stays on continuously
- 2 A visual reminder that stays on for some period then goes off and stays off
- 3 A visual reminder that comes on periodically
- 4 A visual reminder that gets progressively brighter or flashes faster as time goes on
- 5 Other (Specify)
- 8 (VOL) Don't know                   **SKIP TO NR6**
- 9 (VOL) Refused                       **SKIP TO NR6**

NR5. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR6. If a rear passenger is not wearing their seat belt, which of the following AUDIO alerts do you think would be most effective in encouraging them to buckle up and stay buckled during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A sound that stays on continuously
- 2 A sound that stays on for some period of time, then goes off and stays off
- 3 A sound that comes on periodically
- 4 A voice message that comes on periodically
- 5 A sound that gets progressively louder or beeps faster as time goes on
- 6 Other (Specify)
- 8 (VOL) Don't know                   **SKIP TO NR8**
- 9 (VOL) Refused                       **SKIP TO NR8**

NR7. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR8. Which of the following features or options would you like to have available on the Rear Seat Belt Reminder in your vehicle? **READ LIST. MULTIPLE RECORD.**

- 1 A rear occupant detection
- 2 Being able to set the length of time the alert is on
- 3 A system that alerts only the driver
- 4 A system that alerts both the driver and the passengers
- 5 An option that allows you to turn off the Rear Seat Belt Reminder
- 6 Being able to acknowledge the alert
- 7 Being able to replay the alert
- 8 Having the information always available
- 9 Anything else? (Specify)
- 98 (VOL) Don't know
- 99 (VOL) Refused

NR9. For each of the following situations, please tell me whether you think a Rear Seat Belt Reminder would increase the use of seat belts in the rear seat.

**(READ AND ROTATE A-D)**

- A. Driving short distances
- B. Making frequent stops
- C. Being in a hurry
- D. Forgetting to put the seat belt on

- 1 Yes
- 2 No
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR10. When purchasing or leasing your next vehicle, how important is it that the vehicle you choose come with a Rear Seat Belt Reminder? **READ LIST.**

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all
- 5 (VOL) I don't intend to buy or lease a vehicle in the future
- 8 (VOL) Don't know
- 9 (VOL) Refused

Now, I would like to ask you some questions about FRONT Seat Belt Reminders in general. Please answer each question the best you can.

NR12. If a FRONT seat passenger is not wearing his or her seat belt, which of the following VISUAL alerts do you think would be the most effective in encouraging him or her to fasten the seat belt and to keep it on during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A visual reminder that stays on continuously
- 2 A visual reminder that stays on for some period then goes off and stays off
- 3 A visual reminder that comes on periodically
- 4 A visual reminder that gets progressively brighter or flashes faster as time goes on
- 5 Other (Specify)
- 8 (VOL) Don't know                   **SKIP TO NR14**
- 9 (VOL) Refused                       **SKIP TO NR14**

NR13. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR14. If a front passenger is not wearing his or her seat belt, which of the following AUDIO alerts do you think would be most effective in encouraging him or her to fasten the seat belts and to keep it on during a trip?

**READ LIST. SINGLE RECORD.**

- 1 A sound that stays on continuously
- 2 A sound that stays on for some period, then goes off and stays off
- 3 A sound that comes on periodically
- 4 A voice message that comes on periodically
- 5 A sound that gets progressively louder or beeps faster as time goes on
- 6 Other (Specify)
- 8 (VOL) Don't know                   **SKIP TO NR16**
- 9 (VOL) Refused                       **SKIP TO NR16**

NR15. Why did you select that one?

**MULTIPLE RESPONSE. DO NOT READ.**

- 1 More acceptable
- 2 Safer
- 3 Less annoying
- 4 Less stressful
- 5 Less distracting
- 6 Less intrusive
- 7 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR16. For those passengers who don't buckle up, how effective is the FRONT Seat Belt Reminder in encouraging those in the front seat to fasten their seat belt?

**READ LIST.**

- 1 Very effective
- 2 Somewhat effective
- 3 Not too effective
- 4 Not at all effective
- 5 (VOL) My front passengers always wear their seat belt anyway
- 8 (VOL) Don't Know
- 9 (VOL) Refused

NR17. Please tell me if you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with each of the following statements.

**READ A – G**

- A. It is very important that all my passengers buckle their seat belt.
- B. I am more likely to buckle up if the Seat Belt Reminder reminds me to fasten my seat belt.
- C. The Seat Belt Reminder makes it easier for me to encourage my passengers to fasten their seat belt.
- D. I rely on the Seat Belt Reminder to let me know if any of my passengers are not wearing their seat belt.
- E. I would be able to better concentrate on the road with a Rear Seat Belt Reminder in my vehicle.
- F. I would prefer a Rear Seat Belt Reminder that I could turn on or off as required depending on the situation, for example I could turn it on if I am carrying passengers.
- G. I would prefer a Rear Seat Belt Reminder that has rear seat occupant detection.

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree
- 8 (VOL) Don't know
- 9 (VOL) Refused

NR18a. Are there any features you particularly LIKE about your current Seat Belt Reminder?

- 1 Yes
- 2 No **SKIP TO NR19a**
- 8 (VOL) Don't know **SKIP TO NR19a**
- 9 (VOL) Refused **SKIP TO NR19a**

NR18b. What are they? Anything else?

**[Open ended question]**

NR19a. Are there any features you particularly DISLIKE about your current Seat Belt Reminder?

1 Yes

2 No

**SKIP TO DH1**

8 (VOL) Don't know

**SKIP TO DH1**

9 (VOL) Refused

**SKIP TO DH1**

NR19b. What are they? Anything else?

**[Open ended question]**

### **Driving Habits and Seat Belt Law Awareness**

DH1. When driving your vehicle and transporting passengers in the rear seat, do these trips occur mostly during the

**READ LIST. MULTIPLE RECORD.**

1 Spring

2 Summer

3 Fall

4 Winter

5 School year

6 All year long

7 (VOL) I just bought/leased my vehicle

8 (VOL) Don't Know

9 (VOL) Refused

DH2. Are you aware of any existing seat belt laws in your State, county, or city?

**DO NOT READ LIST.** 1 Yes

2 No

8 (VOL) Don't know

9 (VOL) Refused

## Demographics

Now, I have just a few last questions for classification purposes only.

D1. What is your age?

ENTER AGE: \_\_\_\_\_

RANGE: 18 to 97

97=97 or older

98 Don't know

99 Refused

**If DK or RF in D1 Continue, ELSE SKIP TO D2**

D1a. Please stop me when I reach the category that includes your age?

**READ LIST.**

1 18 to 24

2 25 to 34

3 35 to 44

4 45 to 54

5 55 to 64

6 65 to 74, or

7 75 or older

8 (VOL) Don't know

9 (VOL) Refused

D2. Are you currently employed full-time, part-time, un-employed and looking for work, retired, going to school, a homemaker, or do you do something else? **MULTIPLE RECORD.**

1 Employed full-time

2 Employed part-time

3 Unemployed and looking for work

4 Retired

5 Going to school

6 Homemaker

7 (VOL) Disabled

8 Something else (Specify)

98 (VOL) Don't know

99 (VOL) Refused

D3. What is the highest grade or year of school you have completed?

**DO NOT READ LIST.**

1 No formal education

2 First through 7th grade

3 8th grade

4 Some high school

5 High school graduate or GED

6 Some college

7 2-year technical/Associates degree

8 Four-year college graduate

9 Some graduate school

10 Graduate degree

98 (VOL) Don't know

99 (VOL) Refused

D4. Are you currently married, divorced, separated, widowed, or single?

- 1 Married
- 2 Divorced
- 3 Separated
- 4 Widowed
- 5 Single
- 8 (VOL) Don't Know
- 9 (VOL) Refused

D5. Do you have any children, under the age of 18, living in your household?

- 1 Yes
- 2 No
- 8 (VOL) Don't know
- 9 (VOL) Refused

D6. Are you of Hispanic or Latino origin or descent?

- 1 Yes
- 2 No
- 8 (VOL) Don't know
- 9 (VOL) Refused

D7. Which of the following racial categories describes you? You may select more than one.

**READ LIST AND MULTIPLE RECORD.**

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian or Other Pacific Islander
- 5 White
- 6 (VOL) Hispanic/Latino
- 7 (VOL) Other (SPECIFY)
- 8 (VOL) Don't know
- 9 (VOL) Refused

**If code 6 ONLY in D7, Continue, ELSE SKIP TO D8**

D7a. Do you consider yourself to be white-Hispanic or black-Hispanic?

- 1 White-Hispanic
- 2 Black-Hispanic
- 3 (VOL) Hispanic/Respondent refused to discriminate
- 4 Other (Specify)
- 8 (VOL) Don't know
- 9 (VOL) Refused

D8. Which of the following categories best describes your total household income before taxes in 2012?  
Your best estimate is fine. Would it be . . .

**READ LIST.**

- 1 Less than \$5,000
- 2 \$5,000 to less than \$15,000
- 3 \$15,000 to less than \$30,000
- 4 \$30,000 to less than \$50,000
- 5 \$50,000 to less than \$75,000
- 6 \$75,000 to less than \$100,000, OR
- 7 \$100,000 or more
- 8 (VOL) Don't know
- 9 (VOL) Refused

**READ:** That completes the survey. Thank you very much for your time and cooperation. If you would like information about traffic safety, please visit [www.nhtsa.gov](http://www.nhtsa.gov).

SCR1. I am sorry but you are not eligible to participate in the survey today. Thank you for your cooperation and I hope you have a pleasant evening.

SCR2. Thank you, we will call back at a later time.