Factors that Influence
Seat Belt Use

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FTS
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How to Interpret the Road User Profiles

The purpose of this page is to help users understand and interpret the nine road user profiles, so they can apply insights to improve seat belt use among different groups. Each profile represents drivers or passengers who wear their seat belts "most of the time," "sometimes," or demonstrate "low seat belt use." Profiles were created using national crash data, survey data, and market research data. For the methods used to create these profiles, please refer to the technical report.

OVERVIEW

Profile Name

Prevalence: The percentage of profile members relative to the sample of drivers/passengers. Rates are low because most people wear seat belts all of the time.

Defining Characteristics: Based on individual and behavioral factors:

- Age
- Gender
- Income
- Race or ethnicity
- Education level
- Past year impaired driving/riding behaviors (Risk: 0=None; 1=Low, 2=Moderate; 3–4=High; 1–4=Varied Risk)
- Body mass index
- Alcohol misuse in past year
- Marijuana use in past year

As shown in the technical report, each profile is defined by some combination of these factors, but not all. Non-defining characteristics are indicated with an asterisk.

Drivers and passengers are grouped by how often they wear seat belts. Different colors in the profiles reflect different types of use:

- Most of the Time (blue)
- Sometimes (yellow)
- Low (red)

About this Profile: Overview of key characteristics; circumstances of seat belt use; and recommended actions, communication channels, messengers, and attitudes to focus on to encourage consistent seat belt use.

CIRCUMSTANCES/REASONS/ CONSEQUENCES

Compares the situations and reasons that influence seat belt use for each profile with a profile of drivers with higher rates of seat belt use (for Profiles 1–5) or passengers with higher rates of seat belt use (for Profiles 6–9). For each factor, the top bar shows the average for this profile, and the bottom bar shows the average for the reference group.

Circumstances: Shows the main factors that influence each profile's seat belt use, e.g., who they travel with, where they travel, and when and in what conditions they travel. These are shown on a 4-point scale from 'Rarely or Never' to 'All of the Time' seat belt use.

Reasons for Use/Non-Use: Lists the top reasons each profile wears or does not wear seat belts, versus the reference group. These are shown as the percentage of the individuals in the profile who cited a given reason.

Consequences: Shows how likely each profile anticipates that key consequences will happen if they do not wear seat belts, on a 4-point scale from 'Very Unlikely' to 'Very Likely.'

For a complete list of circumstances, reasons, and consequences, see the technical report.

The results presented on this page do not include 'Not Applicable' responses.

MESSENGERS/MEDIA/ ATTITUDES AND BEHAVIORS

Highlights the messengers most likely to positively influence seat belt use for each profile, as well as key channels, attitudes, behaviors, and other relevant demographic characteristics.

Messengers: Shows the percentages of individuals in each profile that would be more likely to use their seat belt if asked by these types of people.

The results presented for Messengers do not include 'Not Applicable' responses.

Media: Lists top media channels each profile uses, as well as other media behaviors that are common for this profile.

Attitudes, Behaviors, and Other Demographics: Highlights key attitudes, behaviors, and other demographics (in addition to those that defined them) from market research data that are common in this profile and can be used to engage them in Recommended Actions.

For a complete list of messengers and media channels, see the technical report.

RECOMMENDED ACTIONS

Presents recommended actions associated with three strategies for each profile that traffic safety practitioners can use to increase seat belt use. Strategies are drawn from four selected "E's" of traffic safety: **Education** (formal or informal), **Encouragement** (e.g., campaigns and messaging), high-visibility **Enforcement**, and **Equity** to ensure inclusion of all population groups. Engineering, Emergency Response/EMS, and Evaluation actions are excluded as practitioners have limited ability to use them to affect seat belt use. *See the technical report for details.*

NAVIGATION

- Users can navigate within profiles by clicking on the page names at the top of the profile.
- Users can navigate between profiles by clicking on the icons below to jump to a specific profile or using the left and right arrows to navigate to the prior or next profile.

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How to Interpret the Road User Profiles

Seat Belt Use	DRIVERS	PASSENGERS
Most of the time	**Profile 1. ↗ 1.8% of drivers** Male drivers with low incomes who wear seat belts most of the time	**Profile 6. ↗ 2.9% of passengers** Passengers with high incomes who wear seat belts most of the time
	Profile 2. ↗ 4.1% of drivers Male drivers with moderate incomes who wear seat belts most of the time	**Profile 7. ↗ 10.2% of passengers** Passengers with low/moderate incomes who wear seat belts most of the time
	Profile 3. ↗ 12.4% of drivers Drivers aged 18–59 who wear seat belts most of the time	
Sometimes	**Profile 4. ↗ 7.7% of drivers** Risk-tolerant drivers who sometimes wear seat belts	**Profile 8. ↗ 4.6% of passengers** Passengers who sometimes wear seat belts
Low	**Profile 5. ↗ 3.0% of drivers** Drivers with low seat belt use	**Profile 9. ↗ 2.6% of passengers** Passengers with low seat belt use

Profile 1. Male drivers with low incomes who wear seat belts most of the time

– 1.8% OF DRIVERS –

DEFINING CHARACTERISTICS

Age range: *

Gender: Male

Income: Less than $30,000

Race/ethnicity: Black, White, or Hispanic

Education: *

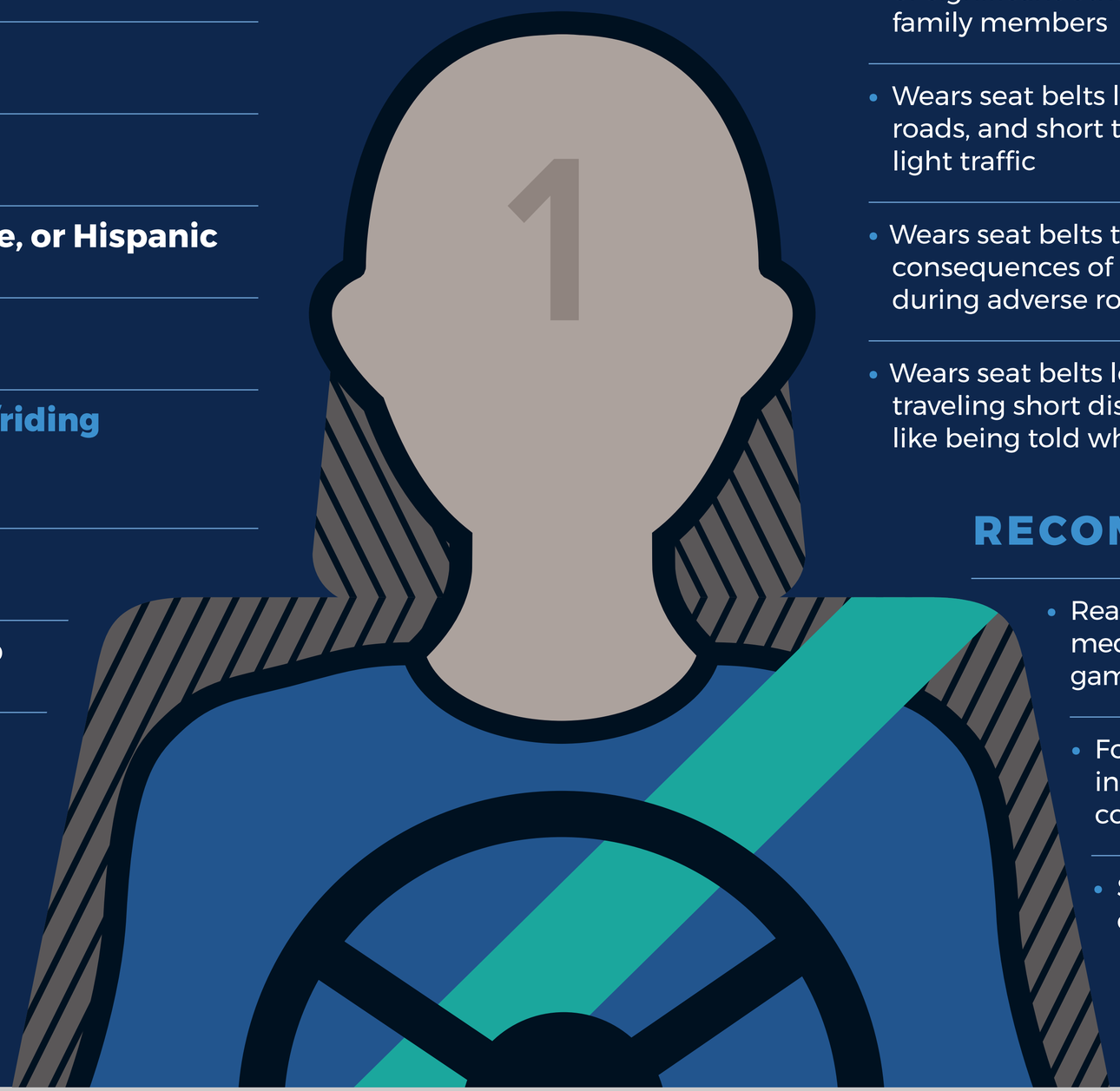
Past year impaired driving/riding behaviors: Varied risk

Alcohol misuse past year: *

Marijuana use past year: No

Body mass index: *

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Tends to wear seat belts more often with strangers or significant others than with parents or other family members
- Wears seat belts less often on rural roads, local roads, and short trips, especially during daylight or light traffic
- Wears seat belts to avoid tickets, financial consequences of tickets, and injury or death, and during adverse road, weather, and traffic conditions
- Wears seat belts less often because they are traveling short distances, they forget, and they don't like being told what to do

RECOMMENDATIONS

- Reach these drivers through social media (TikTok, Instagram, Facebook), gaming platforms, and TV
- Focus on habit-building, peer influence, and the legal and safety consequences
- Share short, authentic social media content in relatable scenarios

Profile 1. Male drivers with low incomes who wear seat belts most of the time

– 1.8% OF DRIVERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

	This Profile	Driver Always User Comparison
Their significant other/spouse	3.57	3.90
Their parent/guardian/ primary caregiver	3.25	3.88
Their child under age 12	3.41	3.87
Their teenage child	3.46	3.85
Their adult child	3.45	3.87
Another member of their family	3.39	3.91
Their friend	3.42	3.89
Someone they don't know	3.68	3.85

While driving on...

	This Profile	Driver Always User Comparison
Suburban roads	3.44	3.91
Urban roads	3.67	3.93
Rural roads	3.19	3.90
Short or somewhat short trips	3.31	3.87
Highways	3.61	3.94
Main roads	3.57	3.93
Local roads	3.35	3.91
Long or somewhat long trips	3.63	3.93

While driving during...

	This Profile	Driver Always User Comparison
Daylight	3.41	3.88
At/under speed limit	3.52	3.90
Light traffic	3.53	3.89
High visibility enforcement periods	3.70	3.91
Wet conditions	3.63	3.91
Dark	3.47	3.90
Speeding	3.60	3.91
Heavy traffic	3.70	3.89
Higher fine periods	3.52	3.91

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

	This Profile	Driver Always User Comparison
They want to avoid getting a ticket	98.7%	85.6%
They want to avoid serious injury or death	90.0%	96.8%
They are traveling during adverse road/weather/traffic conditions	86.0%	80.8%

For not wearing a seat belt

	This Profile	Driver Always User Comparison
They forget to put it on	69.3%	27.6%
They are traveling a short distance	56.9%	32.3%
They don't like being told what to do	55.6%	6.4%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

	This Profile	Driver Always User Comparison
If a passenger in their car doesn't wear their seat belt, the passenger will be injured in a crash	3.26	3.42
If a passenger in their car doesn't wear their seat belt and is injured in a crash, the cost of treatment will be more than they can pay	3.22	3.97
If they don't wear their seat belt, they will be injured in a crash	3.20	3.52

Comparison: ■ This Profile ■ Driver Always User Comparison

Profile 1. Male drivers with low incomes who wear seat belts most of the time

– 1.8% OF DRIVERS –

MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use

Their child under age 12	97.8%
Law enforcement officer	91.6%
Their significant other/spouse	90.3%
Taxi/rideshare driver	84.5%
Seat belt use advocate	81.9%
Their friend	78.3%

MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from

YouTube	80.0%
National TV networks	72.9%
Facebook or Instagram text/image posts	69.4%
Local TV stations	68.0%
Local newspapers	59.6%
Facebook or Instagram videos	59.2%

ATTITUDES^

Percentages of this profile who hold the following attitudes

Cultural/ethnic heritage is important part of identity	69.9%
Seek variety in everyday life	65.9%
Are as close to friends as they are to family	57.4%
Advertising helps them keep up to date about products/services	56.1%
Video games are main source of entertainment	39.9%
Like to stand out in a crowd	38.2%

OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following

Never married or separated, widowed or divorced	79.3%
Rent a home	67.3%
Not working	53.9%
Live in the South	46.3%
Highest degree obtained: High school or equivalent	45.7%
Gen Z (b. 1997–2010)	38.0%

MEDIA USE^

Percentages of this profile who indicated that they

Value social media for finding people with similar interests	48.7%
Value social media for sharing opinions and beliefs	42.9%
Value social media for playing games	33.8%
Are heavy users of social media	32.9%
Downloaded a video game on mobile/tablet (past 30 days)	31.7%
Are heavy users of the internet	28.2%

BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities*

Playing console video games	17.8%
Freshwater fishing	12.1%
Collecting coins	9.8%
Creating social media content (memes, videos)	9.7%
Playing basketball	9.3%
Playing Chess	7.3%

^Data come from ©MRI-Simmons 2025. The data herein derives from a confidential, proprietary syndicated product owned by GfK US MRI, LLC.
These data reflect attitudes, behaviors, and other characteristics that are more common for this profile relative to the U.S. population. For more details, see the technical report.
*Some percentages may appear low but represent behaviors with the highest prevalence for this profile.

Profile 1. Male drivers with low incomes who wear seat belts most of the time

– 1.8% OF DRIVERS –

EDUCATION

Integrate seat belt education into driver's ed and monitor use during instruction.

- Include seat belt messaging in lessons. Reinforce why seat belts matter by linking this behavior to safety outcomes and legal requirements.
- Provide feedback during in-vehicle sessions. Immediate correction and praise help build habits and make seat belt use second nature.

Create short, engaging social media content to influence peer norms.

- Use TikTok, Instagram Reels, and Facebook. These platforms reach Gen Z where they spend time, and consume and create social media content daily.
- Highlight relatable scenarios and peer influence. Showing peers buckling up normalizes the behavior and makes it socially rewarding.

ENCOURAGEMENT

Leverage social media, digital video, and TV to deliver messages.

- Use Facebook, Instagram, and YouTube for seat belt campaigns. These platforms are widely used by this group.
- Create short, engaging ads that feel authentic and entertaining. Embed advertising in programming on leisure or sports activities they may enjoy, such as basketball and freshwater fishing.

Embed seat belt messaging into gaming environments.

- Partner with gaming influencers. Influencers can normalize seat belt use and make it part of their gaming persona.
- Place ads or incentives within popular games or gaming events. Gamified rewards or branded giveaways can make safety messaging appealing and interactive. Messaging should blend seamlessly with gaming content they already enjoy to increase acceptance.

ENFORCEMENT

Use high-visibility enforcement featuring law enforcement spokespeople.

- Remind drivers to buckle up, even on short trips. These reminders counter common excuses like forgetting or short-distance travel.
- Emphasize legal and financial consequences. Highlight ticket costs and potential medical expenses to reinforce the importance of compliance.

Employ frequently used channels and direct interaction.

- Share enforcement messages on social media and digital video. Platforms like Facebook and YouTube are widely used by this group.
- Reinforce during traffic stops and routine checks. Positive reinforcement and quick reminders normalize seat belt use as a routine part of everyday driving.

Profile 2. Male drivers with moderate incomes who wear seat belts most of the time

– 4.1% OF DRIVERS –

DEFINING CHARACTERISTICS

Age range: *

Gender: Male

Income: $60,000–$99,999

Race/ethnicity: Black, White, or Hispanic

Education: *

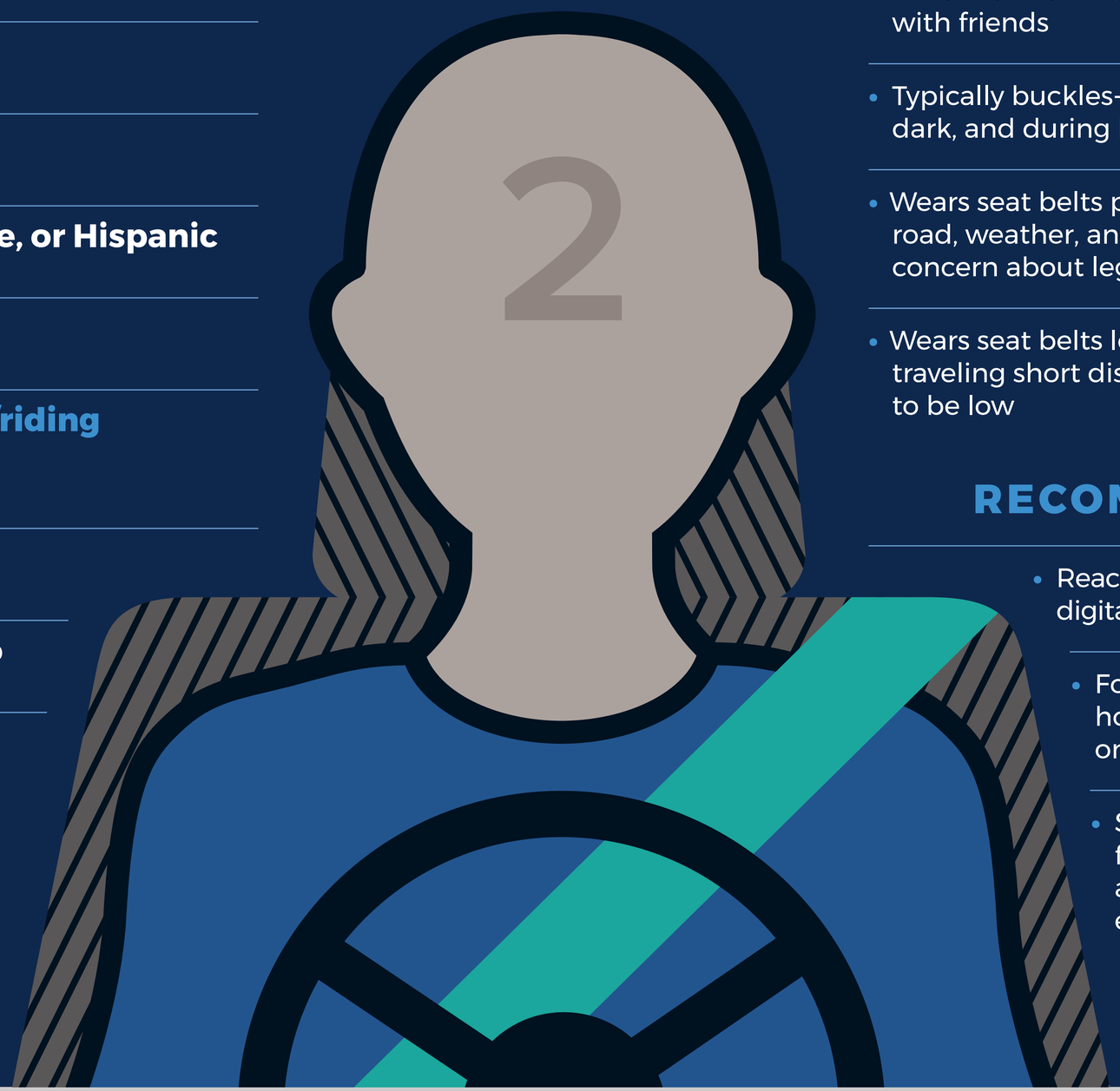
Past year impaired driving/riding behaviors: Varied risk

Alcohol misuse past year: *

Marijuana use past year: No

Body mass index: *

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Wears seat belts most of the time but less often on rural or local roads, short trips, and when driving with friends
- Typically buckles-up on highways, when it is wet or dark, and during high-visibility enforcement periods
- Wears seat belts primarily for safety during adverse road, weather, and traffic conditions, and less due to concern about legal consequences
- Wears seat belts less often because they are traveling short distances and perceive the crash risk to be low

RECOMMENDATIONS

- Reach these drivers via social media, digital video, and TV
- Focus messages on family values, household safety impacts, and risk on short trips
- Share multilingual messages from families, law enforcement, and people from diverse racial and ethnic backgrounds

Profile 2. Male drivers with moderate incomes who wear seat belts most of the time

– 4.1% OF DRIVERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): 1-Never or rarely 2-Some of the time 3-Most of the time 4-All of the time

While driving with...

Their significant other/spouse	3.78	3.90
Their parent/guardian/ primary caregiver	3.61	3.88
Their child under age 12	3.85	3.87
Their teenage child	3.86	3.85
Their adult child	3.80	3.87
Another member of their family	3.74	3.91
Their friend	3.68	3.89
Someone they don't know	3.76	3.85

While driving on...

Suburban roads	3.71	3.91
Urban roads	3.74	3.93
Rural roads	3.63	3.90
Short or somewhat short trips	3.57	3.87
Highways	3.85	3.94
Main roads	3.83	3.93
Local roads	3.65	3.91
Long or somewhat long trips	3.83	3.93

While driving during...

Daylight	3.67	3.88
At/under speed limit	3.69	3.90
Light traffic	3.70	3.89
High visibility enforcement periods	3.90	3.91
Wet conditions	3.87	3.91
Dark	3.78	3.90
Speeding	3.78	3.91
Heavy traffic	3.72	3.89
Higher fine periods	3.82	3.91

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

They want to avoid serious injury or death	96.4%	96.8%
They are traveling on the highway	91.6%	79.8%
They are traveling during adverse road/weather/traffic conditions	91.0%	80.8%

For not wearing a seat belt

They are traveling a short distance	70.7%	32.3%
They are traveling on low-speed roadways	46.4%	22.3%
The chance of being in a crash is too low	36.8%	17.6%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely 2-Somewhat unlikely 3-Somewhat likely 4-Very likely

If they don't wear their seat belt, they will be injured in a crash	3.42	3.52
If a passenger in their car doesn't wear their seat belt, the passenger will be injured in a crash	3.28	3.42
If they don't wear their seat belt, and get a ticket, it will increase the cost of their car insurance	3.14	3.20

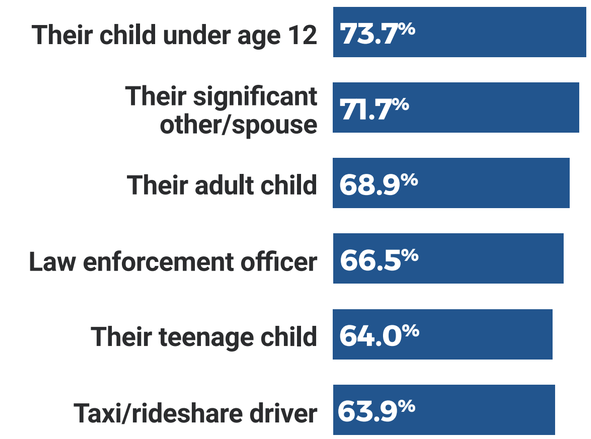
Comparison: ■ This Profile ■ Driver Always User Comparison

Profile 2. Male drivers with moderate incomes who wear seat belts most of the time

– 4.1% OF DRIVERS –

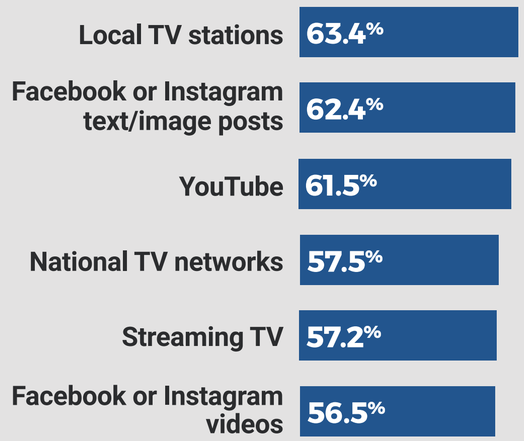
MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use



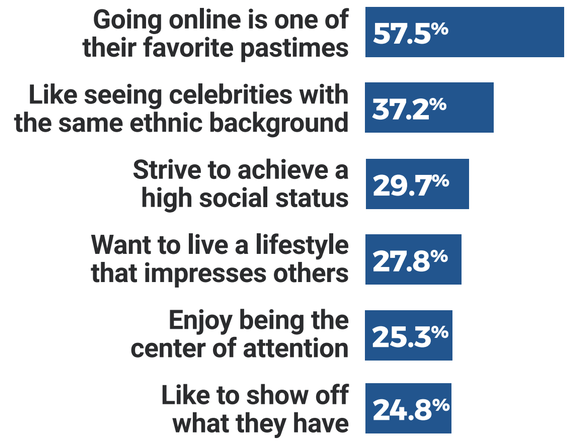
MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from



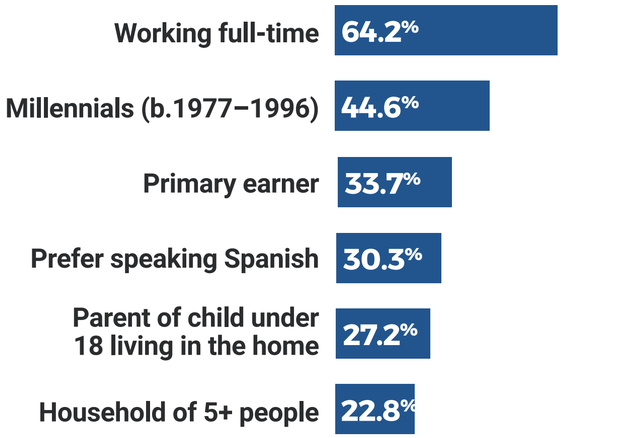
ATTITUDES^

Percentages of this profile who hold the following attitudes



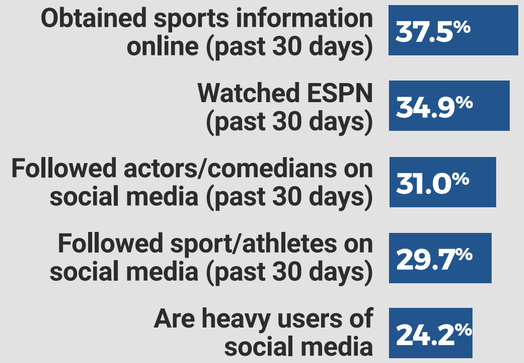
OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following



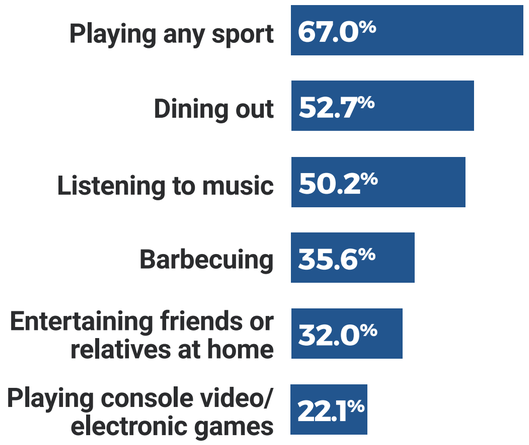
MEDIA USE^

Percentages of this profile who indicated that they



BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities



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Profile 2. Male drivers with moderate incomes who wear seat belts most of the time

– 4.1% OF DRIVERS –

EDUCATION

Use digital platforms for interactive learning to address short trip risks.

- Share short, engaging videos and games on social media and streaming platforms like Facebook and YouTube.
- Emphasize the message that short trips carry real crash risks, and wearing seat belts every time saves lives.

Develop self-paced online training with recognition incentives.

- Provide interactive training modules with videos and games to teach seat belt safety.
- Include praise and recognition in trainings and follow up via mail with physical items they can wear or display to acknowledge consistent seat belt use.
- Host the trainings online and on social media platforms and promote them via TV, social media posts, and digital video to reach this audience.

ENCOURAGEMENT

Leverage frequently-used digital/ broadcast media for reach and connection.

- Share messages on Facebook, Instagram, and streaming TV, and include national/ local broadcasts for Spanish-speaking audiences.
- Pair seat belt messaging with popular sports programming to capture attention.

Deliver inclusive, relatable messages that build trust.

- Acknowledge fears about injury for passengers without seat belts, reinforce existing safety habits, and stress that short trips carry real risks.
- Share materials in multiple languages featuring families, law enforcement officers, and people from diverse racial and ethnic backgrounds.
- Portray drivers in relatable social settings, including dining out, listening to music, barbecuing, and entertaining at home.

EQUITY

Share culturally relevant, Spanish-language messaging.

- Ensure materials are available in Spanish and partner with advocacy groups reaching Spanish speakers.
- Work with Hispanic celebrities, especially actors, comedians, and athletes, to deliver messages that resonate culturally and build trust.

Emphasize family values and household impact.

- Since some members of this profile live in larger households with children, highlight the consequences of being unbelted in a crash on children and family well-being to make the safety message more personal.
- Use trusted messengers like children, spouses, and law enforcement officers to reinforce the message.

Profile 3. Drivers aged 18–59 who wear seat belts most of the time

– 12.4% OF DRIVERS –

DEFINING CHARACTERISTICS

Age range:
Young adult (18–24) or adult (25–59)

Gender: *

Income:
$30,000–$59,999 or $100,000 or more

Race/ethnicity: **Black, White, or Hispanic**

Education: *

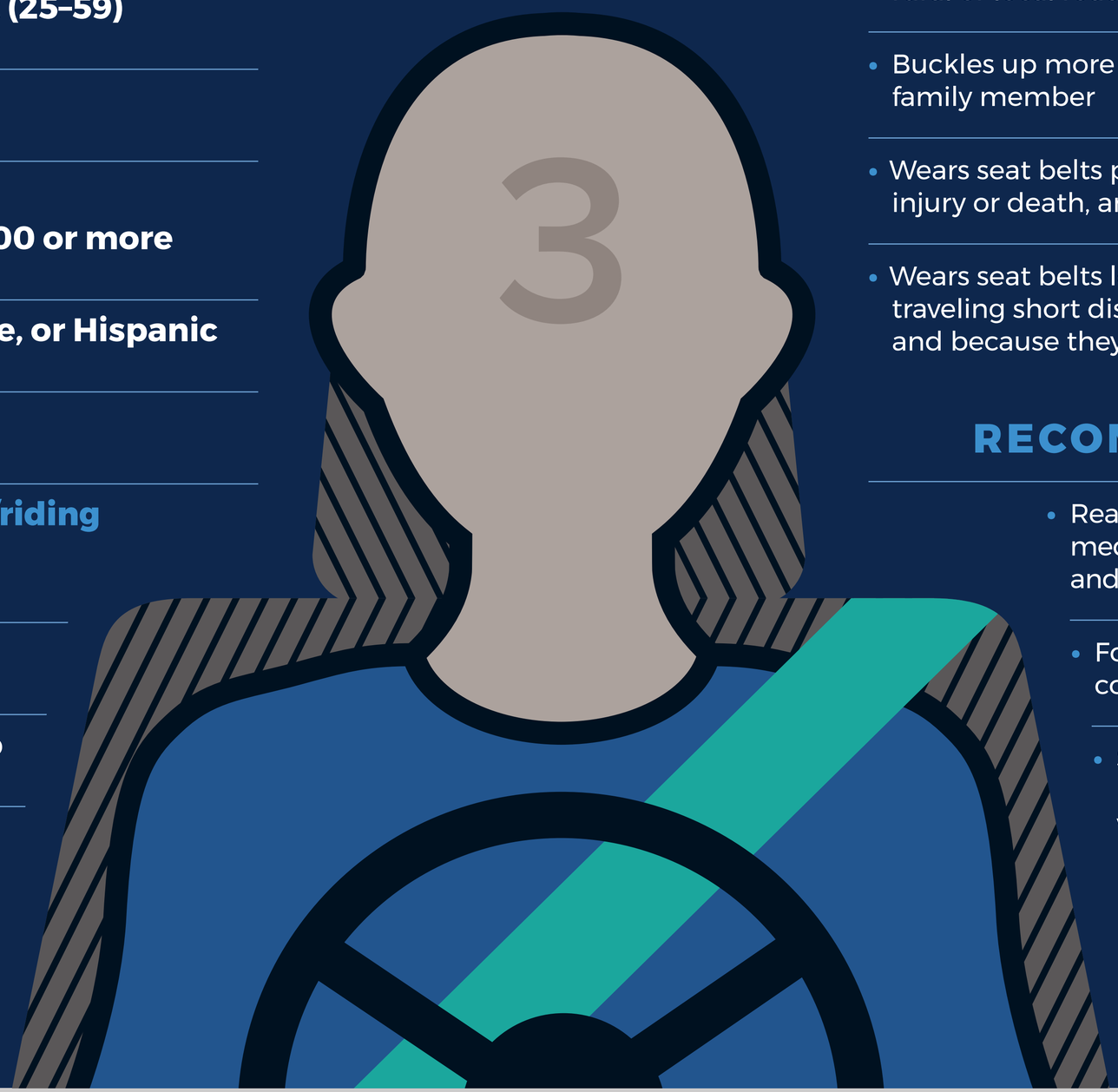
Past year impaired driving/riding behaviors: **Varied risk**

Alcohol misuse past year: *

Marijuana use past year: **No**

Body mass index: *

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Wears seat belts most of the time but less often on rural or local roads, short trips, and in light traffic
- Buckles up more often when driving with a family member
- Wears seat belts primarily out of habit, to prevent injury or death, and to avoid tickets
- Wears seat belts less often because they are traveling short distances and on low-speed roads, and because they forget

RECOMMENDATIONS

- Reach these drivers using social media platforms, streaming video, and podcasts
- Focus on family safety and consistent seat belt use
- Share messages in K–12 schools, parenting spaces, gambling venues, and community events

Profile 3. Drivers aged 18–59 who wear seat belts most of the time

– 12.4% OF DRIVERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

	This Profile	Driver Always User Comparison
Their significant other/spouse	3.71	3.90
Their parent/guardian/ primary caregiver	3.75	3.88
Their child under age 12	3.72	3.87
Their teenage child	3.71	3.85
Their adult child	3.68	3.87
Another member of their family	3.72	3.91
Their friend	3.67	3.89
Someone they don't know	3.68	3.85

While driving on...

	This Profile	Driver Always User Comparison
Suburban roads	3.72	3.91
Urban roads	3.76	3.93
Rural roads	3.65	3.90
Short or somewhat short trips	3.55	3.87
Highways	3.81	3.94
Main roads	3.80	3.93
Local roads	3.61	3.91
Long or somewhat long trips	3.74	3.93

While driving during...

	This Profile	Driver Always User Comparison
Daylight	3.71	3.88
At/under speed limit	3.68	3.90
Light traffic	3.69	3.89
High visibility enforcement periods	3.76	3.91
Wet conditions	3.82	3.91
Dark	3.77	3.90
Speeding	3.80	3.91
Heavy traffic	3.75	3.89
Higher fine periods	3.76	3.91

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

	This Profile	Driver Always User Comparison
They want to avoid serious injury or death	94.2%	96.8%
It's a habit	88.3%	94.8%
They want to avoid getting a ticket	87.0%	85.6%

For not wearing a seat belt

	This Profile	Driver Always User Comparison
They are traveling a short distance	59.8%	32.3%
They forget to put it on	44.8%	27.6%
They are traveling on low-speed roadways	39.8%	22.3%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

	This Profile	Driver Always User Comparison
If they don't wear their seat belt, they will be injured in a crash	3.47	3.52
If a passenger in their car doesn't wear their seat belt, the passenger will be injured in a crash	3.38	3.42
If they don't wear their seat belt, they will be killed in a crash	3.10	3.09

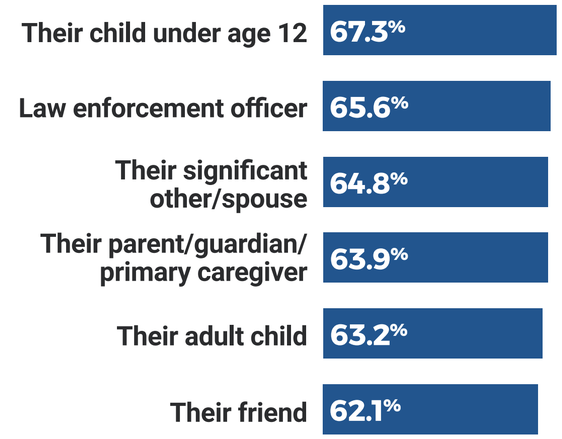
Comparison: ■ This Profile ■ Driver Always User Comparison

Profile 3. Drivers aged 18–59 who wear seat belts most of the time

– 12.4% OF DRIVERS –

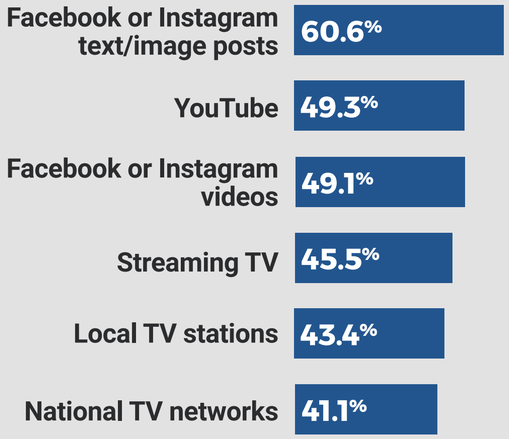
MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use



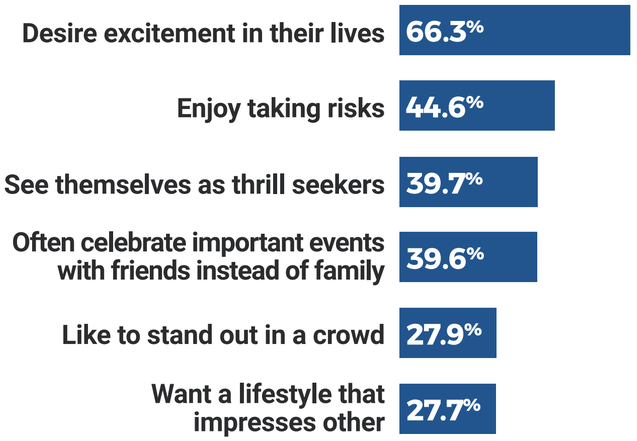
MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from



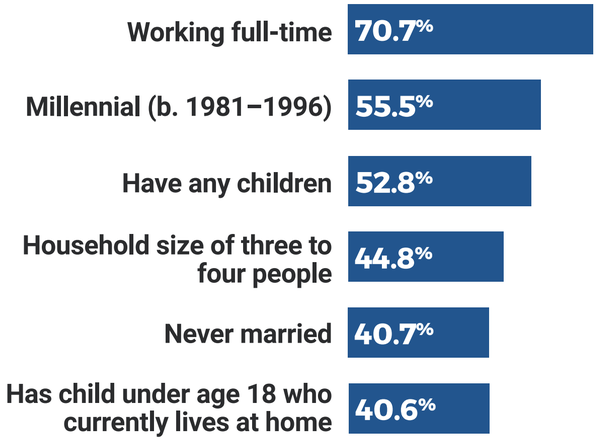
ATTITUDES^

Percentages of this profile who hold the following attitudes



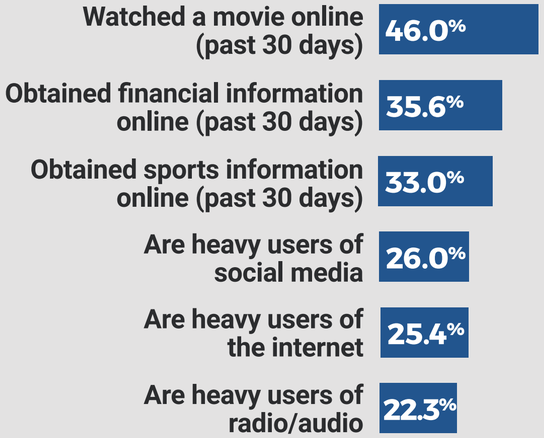
OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following



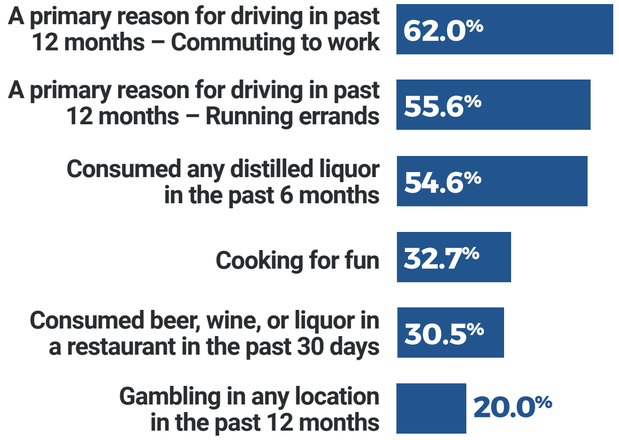
MEDIA USE^

Percentages of this profile who indicated that they



BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities



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Profile 3. Drivers aged 18–59 who wear seat belts most of the time

– 12.4% OF DRIVERS –

EDUCATION

Engage parents through child-focused education.

- Use K–12 programs to teach seat belt safety and include at-home activities that encourage parents to model consistent use.
- Provide parents with safety exercises that reinforce seat belt habits for the whole family.

Deliver parenting resources online and via frequently used media.

- Share short, easy-to-digest tips on modeling seat belt use through social media, parenting podcasts, and digital video platforms like YouTube and streaming TV.
- Highlight that consistent seat belt use, even on short trips, protects children and establishes lifelong safe driving habits.

ENCOURAGEMENT

Leverage gambling settings and risk-based framing to reach thrill-seekers.

- Share messages in casinos and sports betting venues using traffic statistics to highlight odds of injury when not wearing a seat belt.
- Emphasize the low "cost" of buckling up versus the high "payout" of survival, appealing to their interest in risk and reward.

Connect safety to family and lifestyle values to make risks personal.

- Highlight the potential impact of crashes on spouses and young children, framing seat belt use as protecting loved ones.
- Deliver messages via gambling apps, podcasts, and digital video platforms like YouTube and streaming TV to reach them where they engage most.

ENFORCEMENT

Use law enforcement to reinforce seat belt use alongside existing enforcement efforts

- Pair seat belt enforcement with planned sobriety checkpoints near restaurants and other drinking establishments.
- Provide officers brief scripts and small giveaways (e.g., decals or hang tags) to positively reinforce buckling up during stops.

Use interpersonal communication to influence behavior.

- Share messages with both seat belt wearers and non-wearers during routine stops, emphasizing positive reinforcement rather than punishment.
- Position law enforcement as credible voices for safety, as this profile trusts them more than family or friends.

Profile 4. Risk-tolerant drivers who sometimes wear seat belts

– 7.7% OF DRIVERS –

DEFINING CHARACTERISTICS

Age range: *

Gender: *

Income: *

Race/ethnicity: *

Education: Some college or less

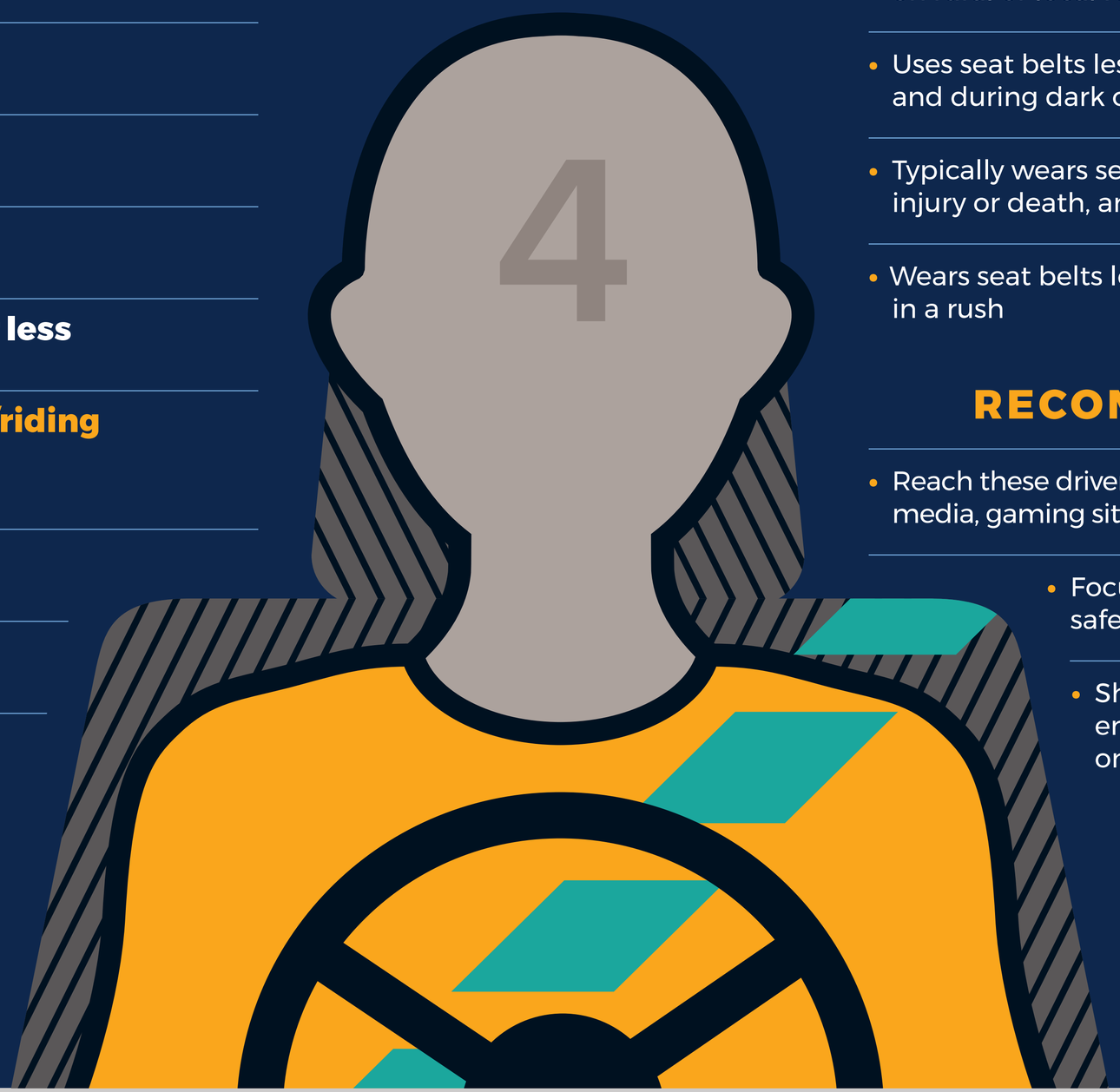
Past year impaired driving/riding behaviors: Varied risk

Alcohol misuse past year: *

Marijuana use past year: *

Body mass index: *

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Does not wear seat belts as often on short trips, and on rural or local roads
- Uses seat belts less often on urban roads, highways, and during dark or wet conditions
- Typically wears seat belts to avoid tickets, to prevent injury or death, and to follow the law
- Wears seat belts less often on short trips and when in a rush

RECOMMENDATIONS

- Reach these drivers via drivers' ed classes, social media, gaming sites, and community programs
- Focus on social norms and legal and safety consequences
- Share messages through law enforcement and friends on TV and online video

Profile 4. Risk-tolerant drivers who sometimes wear seat belts

– 7.7% OF DRIVERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

Their significant other/spouse	3.12	3.90
Their parent/guardian/| primary caregiver	3.08	3.88
Their child under age 12	3.19	3.87
Their teenage child	3.14	3.85
Their adult child	3.11	3.87
Another member of their family	3.18	3.91
Their friend	3.23	3.89
Someone they don't know	3.15	3.85

While driving on...

Suburban roads	3.21	3.91
Urban roads	3.37	3.93
Rural roads	2.99	3.90
Short or somewhat short trips	2.90	3.87
Highways	3.35	3.94
Main roads	3.24	3.93
Local roads	3.01	3.91
Long or somewhat long trips	3.20	3.93

While driving during...

Daylight	3.28	3.88
At/under speed limit	3.09	3.90
Light traffic	3.24	3.89
High visibility enforcement periods	3.19	3.91
Wet conditions	3.34	3.91
Dark	3.30	3.90
Speeding	3.25	3.91
Heavy traffic	3.08	3.89
Higher fine periods	3.22	3.91

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

They want to avoid serious injury or death	85.3%	96.8%
They want to avoid getting a ticket	87.2%	85.6%
It's the law	86.5%	92.2%

For not wearing a seat belt

They are traveling a short distance	52.0%	32.3%
They forget to put it on	51.4%	27.6%
They are in a rush	46.8%	17.6%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

If they don't wear their seat belt, they will be injured in a crash	3.07	3.52
If a passenger in their car doesn't wear their seat belt, the passenger will be injured in a crash	2.98	3.42
If they don't wear their seat belt, and are injured in a crash, the cost of treating their injury will be more than they can pay	2.95	2.84

Comparison: ■ This Profile ■ Driver Always User Comparison

Profile 4. Risk-tolerant drivers who sometimes wear seat belts

– 7.7% OF DRIVERS –

MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use

Law enforcement officer	65.2%
Seat belt use advocate	62.7%
Taxi/rideshare driver	56.8%
Their child under age 12	56.6%
Their parent/guardian/ primary caregiver	56.5%
Their teenage child	56.2%

MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from

Facebook or Instagram text/image posts	61.3%
Facebook or Instagram videos	59.6%
Local AM/FM	54.5%
National TV stations	53.2%
Streaming TV	52.7%
Local TV stations	52.2%

ATTITUDES^

Percentages of this profile who hold the following attitudes

Spending time with family is top priority	84.7%
Important for them to be respected by peers	84.0%
Like to give impression their life is under control	67.7%
Social media is important for watching videos	47.6%
Social media is important for news or other current events	45.9%
Social media is important for sharing opinions and beliefs	28.2%

OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following

White	72.0%
Never married or separated, widowed or divorced	53.3%
Women	50.0%
Highest degree obtained: High school or equivalent	44.7%
Not working	42.9%
Live in the South	40.0%

MEDIA USE^

Percentages of this profile who indicated that they

Played a game on mobile/ tablet (past 30 days)	58.6%
Used a map app on mobile/ tablet (past 30 days)	50.2%
Played games online (past 30 days)	40.7%
Have used TikTok (past 30 days)	29.5%
Are heavy TV users	24.0%
Are heavy social media users	22.8%

BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities

Playing any sport	62.0%
Dining out	49.1%
Listening to music	48.7%
Entertaining friends/ relatives at home	31.5%
Barbecuing	28.1%
Cooking for fun	25.9%

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Profile 4. Risk-tolerant drivers who sometimes wear seat belts

– 7.7% OF DRIVERS –

EDUCATION

Empower family influence through education.

- Integrate seat belt messaging into driver's education and community programs, encouraging learners to share safety messages with family members.
- Address common reasons for not wearing a seat belt—such as short trips, forgetting, or being in a rush—and reinforce key motivators like avoiding tickets, injury, or death.

Promote modeling behavior among friends.

- Design campaigns that stress wearing seat belts when riding with friends, focusing on leading by example rather than direct persuasion.
- Use social norm messaging—"When you buckle up, others follow"—to leverage peer influence effectively.

ENCOURAGEMENT

Use digital video and social media to engage.

- Share seat belt messages on Facebook, Instagram, YouTube, and streaming platforms like Netflix and Hulu, where this group spends significant time.
- Feature law enforcement officers or advocates discussing legal and safety consequences.

Leverage entertainment and interest-based framing.

- Create ads using humor or relatable scenarios (e.g., forgetting keys or phone) to make consistent seat belt use feel natural and essential.
- Connect messaging to popular interests like gaming, spending time with, and/or entertaining family and friends to resonate with their lifestyle.

ENFORCEMENT

Pair enforcement with risk messaging.

- Combine seat belt enforcement with campaigns targeting other risky driving behaviors, such as impaired driving and drowsy driving, to maximize resources and impact.
- Use law enforcement officers as trusted messengers to reinforce consistent seat belt use.

Focus outreach.

- Deliver messages on the risks and consequences of impaired and unbelted driving—emphasizing safety—while featuring real stories and trusted messengers.
- Share advertisements featuring law enforcement officers on websites related to gaming to increase reach and appeal.

Profile 5. Drivers with low seat belt use

– 3.0% OF DRIVERS –

DEFINING CHARACTERISTICS

Age range:
Young adult (18–24) or older adult (60+)

Gender: *

Income: *

Race/ethnicity: *

Education: *

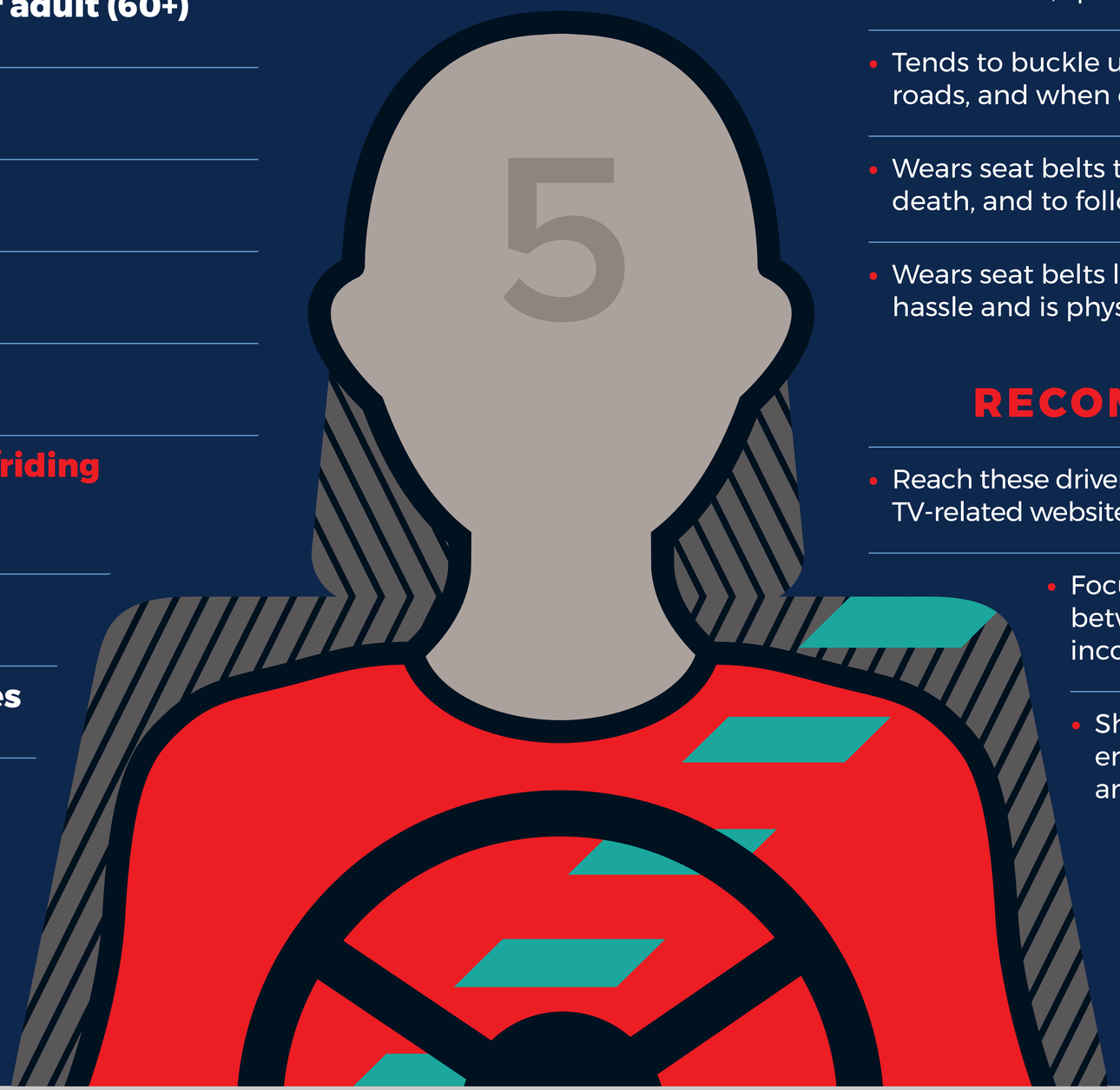
Past year impaired driving/riding behaviors: *

Alcohol misuse past year: *

Marijuana use past year: **Yes**

Body mass index: **BMI 30+**

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Wears seat belts occasionally when driving with their friends, spouse/significant other, or family
- Tends to buckle up on main roads, highways, urban roads, and when driving in the dark
- Wears seat belts to avoid tickets, to prevent injury or death, and to follow the law
- Wears seat belts less often because it feels like a hassle and is physically uncomfortable

RECOMMENDATIONS

- Reach these drivers through relatable content on TV, TV-related websites, print, and social media
- Focus on resolving the disconnect between low perceived crash risk and inconsistent belt use
- Share messages via family, law enforcement, taxi/rideshare drivers, and senior centers

Profile 5. Drivers with low seat belt use

– 3.0% OF DRIVERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

Their significant other/spouse	2.94	3.90
Their parent/guardian/ primary caregiver	3.61	3.88
Their child under age 12	2.64	3.87
Their teenage child	3.58	3.85
Their adult child	3.53	3.87
Another member of their family	2.88	3.91
Their friend	2.95	3.89
Someone they don't know	2.76	3.85

While driving on...

Suburban roads	2.95	3.91
Urban roads	3.02	3.93
Rural roads	2.87	3.90
Short or somewhat short trips	2.80	3.87
Highways	3.02	3.94
Main roads	3.11	3.93
Local roads	2.86	3.91
Long or somewhat long trips	2.87	3.93

While driving during...

Daylight	2.96	3.88
At/under speed limit	2.81	3.90
Light traffic	2.90	3.89
High visibility enforcement period	2.88	3.91
Wet conditions	2.97	3.91
Dark	3.01	3.90
Speeding	2.92	3.91
Heavy traffic	2.89	3.89
Higher fine periods	2.89	3.91

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

They want to avoid serious injury or death	81.3%	96.8%
It's the law	73.8%	92.2%
They want to avoid getting a ticket	68.5%	85.6%

For not wearing a seat belt

It's a hassle to put on	48.5%	19.9%
They are traveling a short distance	40.6%	32.3%
The seat belt is physically uncomfortable	30.5%	23.3%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

If a passenger in their car doesn't wear their seat belt, the passenger will be injured in a crash	3.12	3.42
If a passenger in their car doesn't wear their seat belt, and is injured in a crash, the cost of treatment will be more than they can pay	3.10	2.97
If they don't wear their seat belt, they will be injured in a crash	3.05	3.52

Comparison: ■ This Profile ■ Driver Always User Comparison

Profile 5. Drivers with low seat belt use

– 3.0% OF DRIVERS –

MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use

Their parent/guardian/ primary caregiver	71.4%
Law enforcement officer	69.5%
Their significant other/spouse	69.3%
Their adult child	69.1%
Taxi/rideshare driver	64.6%
Their child under age 12	62.5%

MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from

National TV networks	57.8%
Facebook or Instagram text/image posts	56.4%
YouTube	55.5%
Facebook or Instagram Videos	52.9%
National newspapers	31.5%
X/Twitter	27.2%

ATTITUDES^

Percentages of this profile who hold the following attitudes

Important to keep up to date with news and current affairs	79.9%
The dangers of self-driving cars outweigh the benefits	61.9%
Someone has to show them how to use new tech	56.3%
Desire excitement in their lives	41.6%
Enjoy taking risks	25.1%
Trust newspapers more than other media	21.4%

OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following

White	87.1%
Boomers (b. 1946-1964)	72.7%
Women	63.8%
Has adult child not living at home	63.2%
Retired	57.1%
Legally separated, widowed or divorced	28.8%

MEDIA USE^

Percentages of this profile who indicated that they

Visited CBS website (past 30 days)	62.2%
Used healthcare apps (past 30 days)	29.6%
Watched ABC (past 30 days)	63.3%
Watched Fox News (past 30 days)	32.1%
Watched ESPN (past 30 days)	30.7%
Are heavy TV users	36.5%

BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities

Dining out	65.3%
Listening to music	57.7%
Reading books	48.7%
Entertaining friends/ relatives at home	41.8%
Walking for exercise	41.8%
Baking	35.4%

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Profile 5. Drivers with low seat belt use

– 3.0% OF DRIVERS –

ENCOURAGEMENT

Make it personal.

- Address the gap between higher-risk seat belt use behaviors and lower perceived personal risk among older adults, and model safe behavior for younger adults who may be influenced by seeing others buckle up.
- Leverage trusted messengers by encouraging significant others, parents, and adult children to talk with them about the importance of seat belt use.

Meet them where they are with media and partnerships.

- Reach older adults via broadcast (TV and radio), print, and digital platforms tied to TV networks and younger adults through Facebook/Instagram and X/Twitter.
- Partner with high-viewership channels like ABC, Fox News, and ESPN to deliver PSAs showing people in relatable settings like baking, reading, listening to music, walking, dining out or entertaining friends or family to promote seat belt use.

EDUCATION

Address conflicting fears and misperceptions.

- Acknowledge fears of injury or death and concerns about seat belt-related harm for themselves and others and clarify that seat belts reduce injury risk.
- Contrast this profile's low perceived crash risk with the reality that inconsistent seat belt use significantly increases injury and fatality risk in common driving situations.

Position technology as a helpful partner, not a barrier.

- Build on support for safety technologies like seat belt alarms, interlock systems, and law enforcement cameras to frame technology as a complement, not a barrier.
- Emphasize that drivers can pair their personal seat belt habits with these technologies to protect themselves and passengers.

EQUITY

Build on their experience and emphasize their potential to continue to grow.

- For older adults, communications should address challenges with higher BMI scores like physical discomfort or fit issues. For younger adults, reinforce seat belt use by appealing to early social norms, such as being taught to buckle up from a young age.
- Acknowledge that while they have driven without incident in the past, risk still exists, and encourage them to adopt additional safe driving habits.

Collaborate on outreach.

- Partner with organizations that serve older adults, such as senior centers and health care practices, and promote seat belt use among younger adults through trusted messengers like parents and law enforcement officers.
- Use media that they frequently consume that may differ from other profiles, e.g., print for older adults, and ensure readability.

Profile 6. Passengers with high incomes who wear seat belts most of the time

– 2.9% OF PASSENGERS –

DEFINING CHARACTERISTICS

Age range: *

Gender: *

Income: **$100,000 or more**

Race/ethnicity: *

Education: **High school or less**

Past year impaired driving/riding behaviors: *

Alcohol misuse past year: *

Marijuana use past year: *

Body mass index: **BMI 25+**

* These characteristics did not define this profile.

ABOUT THIS PROFILE

- Wears seat belts most of the time but less often on rural or local roads
- Wears seat belts more often on urban roads, highways, main roads, in wet conditions, and during high visibility enforcement periods
- Wears seat belts because they are traveling during adverse road, weather, and traffic conditions, to prevent injury or death, and because it's a habit
- Wears seat belts less often because they are traveling on short trips and on low-speed roads, and because the seat belt is physically uncomfortable

RECOMMENDATIONS

- Reach these passengers through social media, TV, and radio
- Focus on lifestyle attitudes and activities, practical comfort solutions for seat belt fit and feel, and reinforcing positive social norms
- Share engaging materials in workplaces, leisure classes, restaurants, and coffee shops

Profile 6. Passengers with high incomes who wear seat belts most of the time

– 2.9% OF PASSENGERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): 1-Never or rarely 2-Some of the time 3-Most of the time 4-All of the time

While driving with...

	This Profile	Passenger Always User Comparison
Their significant other/spouse	3.74	3.89
Their parent/guardian/ primary caregiver	3.72	3.90
Their teenage child	3.84	3.90
Their adult child	3.76	3.90
Another member of their family	3.76	3.90
Their friend	3.69	3.90
Someone they don't know	3.77	3.88
Taxi/rideshare driver	3.55	3.79

While driving on...

	This Profile	Passenger Always User Comparison
Suburban roads	3.74	3.90
Urban roads	3.75	3.90
Rural roads	3.48	3.88
Short or somewhat short trips	3.41	3.82
Highways	3.82	3.92
Main roads	3.77	3.90
Local roads	3.62	3.89
Long or somewhat long trips	3.56	3.91

While driving during...

	This Profile	Passenger Always User Comparison
Daylight	3.60	3.89
At/under speed limit	3.34	3.89
Light traffic	3.62	3.89
High visibility enforcement periods	3.75	3.91
Wet conditions	3.86	3.92
Dark	3.64	3.90
Speeding	3.70	3.91
Heavy traffic	3.67	3.89
Higher fine periods	3.68	3.90

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

	This Profile	Passenger Always User Comparison
They want to avoid serious injury or death	96.3%	96.9%
It's a habit	95.3%	93.5%
They are traveling during adverse road/traffic/weather conditions	93.9%	82.0%

For not wearing a seat belt

	This Profile	Passenger Always User Comparison
They are traveling a short distance	69.7%	39.2%
They are riding on low-speed roadways	65.0%	25.3%
The seat belt is physically uncomfortable	26.3%	23.6%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely 2-Somewhat unlikely 3-Somewhat likely 4-Very likely

	This Profile	Passenger Always User Comparison
If they don't wear their seat belt, they will be injured in a crash	3.38	3.55
If they don't wear their seat belt, they will die in a crash	3.12	3.10
If they don't wear their seat belt, they will receive a fine	2.66	2.28

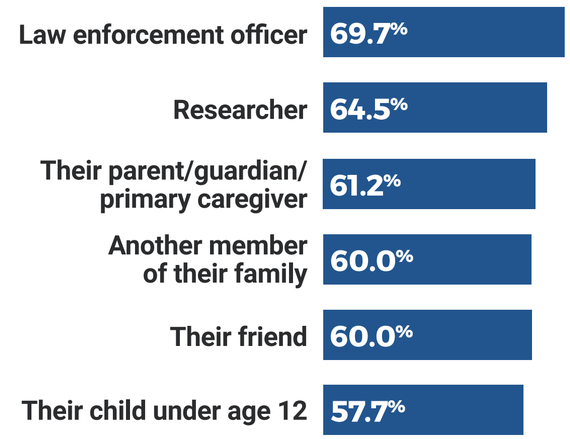
Comparison: ■ This Profile ■ Passenger Always User Comparison

Profile 6. Passengers with high incomes who wear seat belts most of the time

– 2.9% OF PASSENGERS –

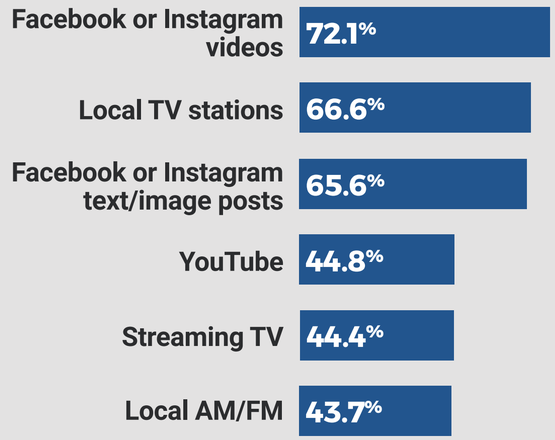
MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use



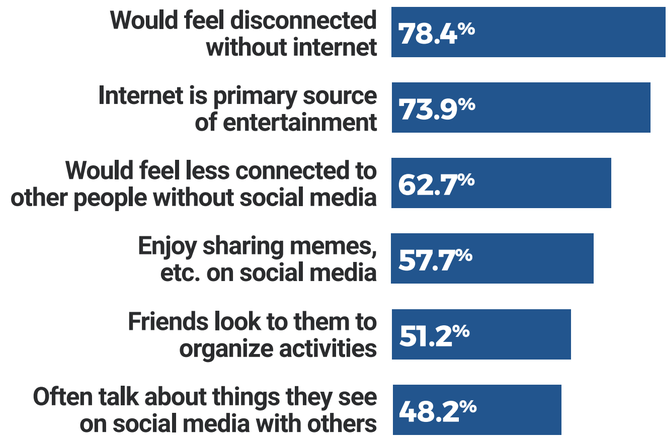
MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from



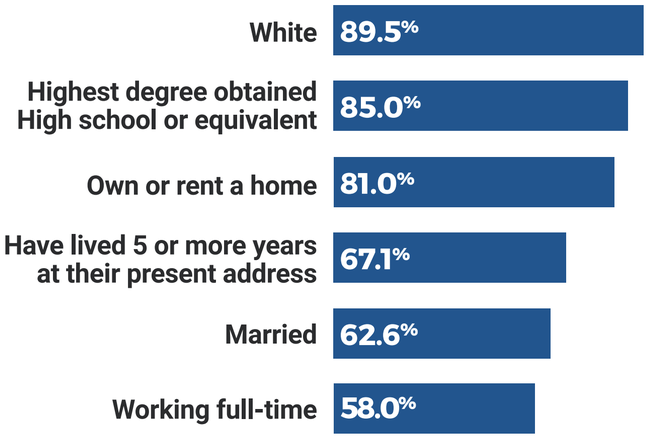
ATTITUDES^

Percentages of this profile who hold the following attitudes



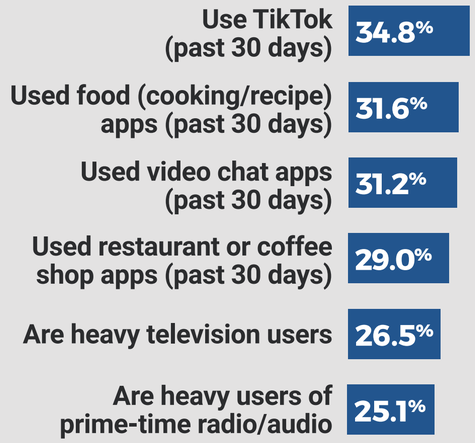
OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following



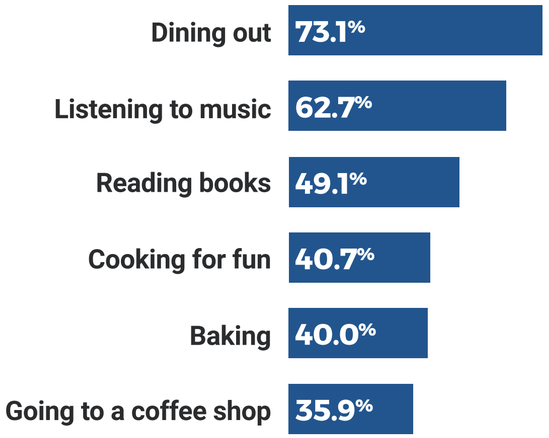
MEDIA USE^

Percentages of this profile who indicated that they



BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities



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Profile 6. Passengers with high incomes who wear seat belts most of the time

– 2.9% OF PASSENGERS –

EDUCATION

Encourage seat belt use in employment settings.

- Incorporate seat belt education into safety trainings at work and reinforce with signage to bring their attention to seat belt use.
- Frame seat belt use in terms of workplace safety whether for people or for products and processes.

Share information on seat belt use in adult leisure classes.

- Integrate seat belt use in adult continuing education or leisure classes on topics such as cooking and baking, for instance, by sponsoring printed recipes with PSAs on seat belt use on the back, drawing parallels between seat belt use, kitchen safety, and safe transportation of food.
- Offer short, self-paced mobile micro-lessons in popular food/cooking apps.

ENCOURAGEMENT

Lead with social, digital video, and local media.

- Reach these passengers on Facebook and Instagram, and local TV, radio, and newspapers; use live streams and in-app messaging focused on lifestyle.
- Feature friend groups and social support to normalize consistent seat belt use.

Embed messages in dining and social activities.

- Partner with restaurants and coffee shops to share safety tips through their products, social media, live streams, and in-app messaging.
- Encourage these passengers to support seat belt use and frame seat belts as essential for safely getting to and from dining, coffee, and social gatherings with friends and family.

EQUITY

Promote comfort-focused solutions to support consistent seat belt use.

- Acknowledge comfort concerns while emphasizing that not wearing a seat belt carries a higher risk of serious injury or death than wearing one.
- Promote safe, stigma-free seat belt accessories through targeted media and giveaways.

Use trusted messengers and personal stories to reinforce safety norms.

- Engage seat belt advocates who have lost family members in unbelted crashes to share compelling stories, and health-care providers to reinforce messages.
- Provide car dealerships with branded accessories and educational materials, reinforcing the message through frequently used service providers.

Profile 7. Passengers with low/moderate incomes who wear seat belts most of the time

– 10.2% OF PASSENGERS –

DEFINING CHARACTERISTICS

Age range: *

Gender: *

Income: Less than $100,000

Race/ethnicity: Black or White non-Hispanic

Education: High school or less

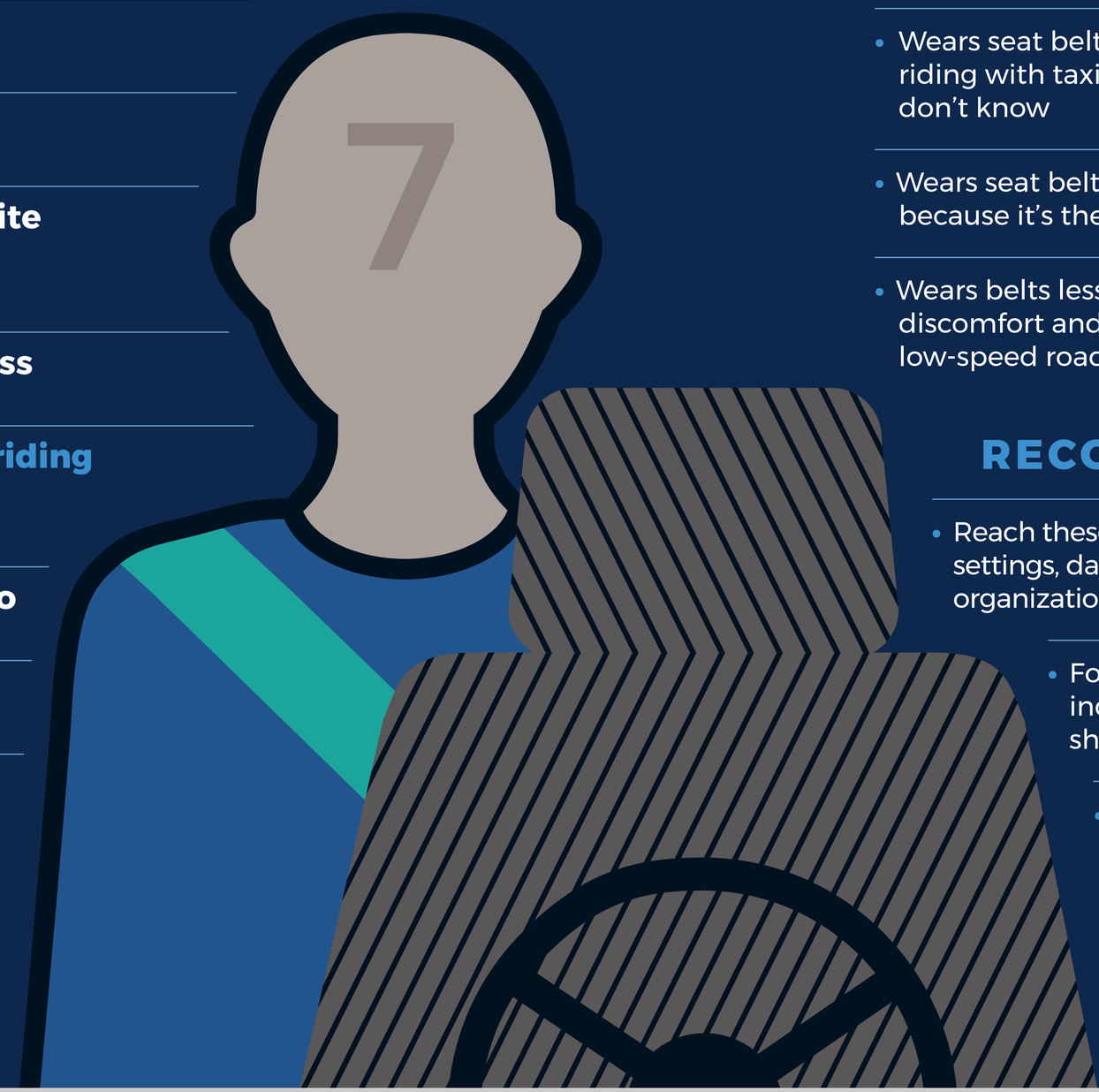
Past year impaired driving/riding behaviors: *

Alcohol misuse past year: No

Marijuana use past year: *

Body mass index: BMI 25+

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Wears seat belts in most situations, including on highways, main roads, and when it is wet or dark
- Wears seat belts less often on short trips or when riding with taxi/rideshare drivers or someone they don't know
- Wears seat belts to avoid tickets, injury or death, and because it's the law
- Wears belts less often because of physical discomfort and they are traveling on short trips or low-speed roads

RECOMMENDATIONS

- Reach these passengers through healthcare settings, daytime TV, and via community organizations
- Focus messaging on health, independence, and crash risks, even on short trips, to reinforce safety
- Share messages from healthcare providers, family members, taxi/rideshare drivers, and seat belt use advocates

Profile 7. Passengers with low/moderate incomes who wear seat belts most of the time

– 10.2% OF PASSENGERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

	This Profile	Passenger Always User Comparison
Their significant other/spouse	3.67	3.89
Their parent/guardian/ primary caregiver	3.52	3.90
Their teenage child	3.57	3.90
Taxi/rideshare driver	3.42	3.79
Their adult child	3.65	3.90
Another member of their family	3.55	3.90
Their friend	3.65	3.90
Someone they don't know	3.48	3.88

While driving on...

	This Profile	Passenger Always User Comparison
Suburban roads	3.55	3.90
Urban roads	3.57	3.90
Rural roads	3.51	3.88
Short or somewhat short trips	3.49	3.82
Highways	3.74	3.92
Main roads	3.71	3.90
Local roads	3.64	3.89
Long or somewhat long trips	3.68	3.91

While driving during...

	This Profile	Passenger Always User Comparison
Daylight	3.56	3.89
At/under speed limit	3.67	3.89
Light traffic	3.63	3.89
High visibility enforcement periods	3.72	3.91
Wet conditions	3.72	3.92
Dark	3.70	3.90
Speeding	3.74	3.91
Heavy traffic	3.65	3.89
Higher fine periods	3.69	3.90

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

	This Profile	Passenger Always User Comparison
It's the law	92.4%	90.6%
They want to avoid serious injury or death	92.2%	96.9%
They want to avoid getting a ticket	88.8%	86.1%

For not wearing a seat belt

	This Profile	Passenger Always User Comparison
They are traveling a short distance	50.8%	39.2%
The seat belt is physically uncomfortable	43.2%	23.6%
They are riding on low-speed roadways	39.0%	25.3%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

	This Profile	Passenger Always User Comparison
If they don't wear their seat belt, they will be injured in a crash	3.31	3.55
If they don't wear their seat belt, they will die in a crash	3.07	3.10
If they don't wear their seat belt, they will receive a fine	2.81	2.28

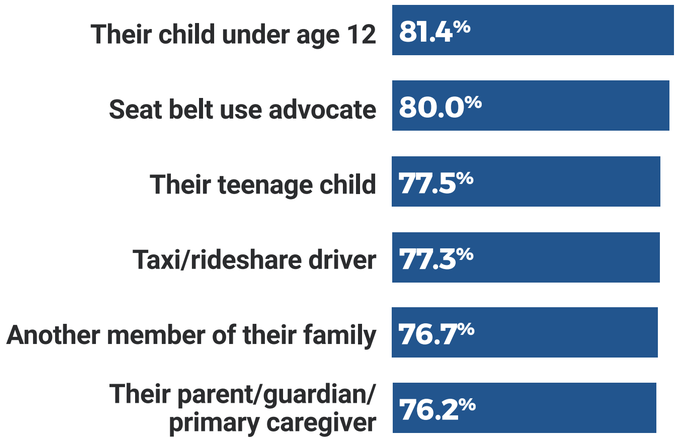
Comparison: ■ This Profile ■ Passenger Always User Comparison

Profile 7. Passengers with low/moderate incomes who wear seat belts most of the time

– 10.2% OF PASSENGERS –

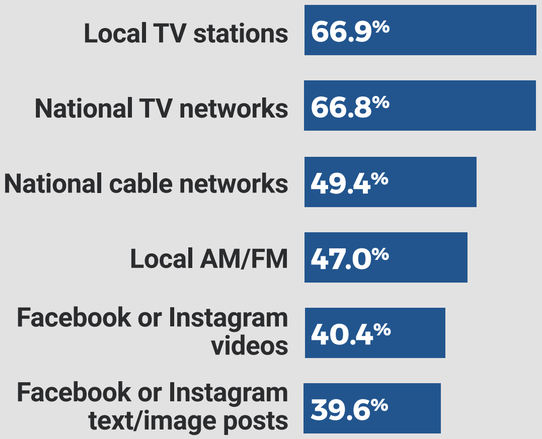
MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use



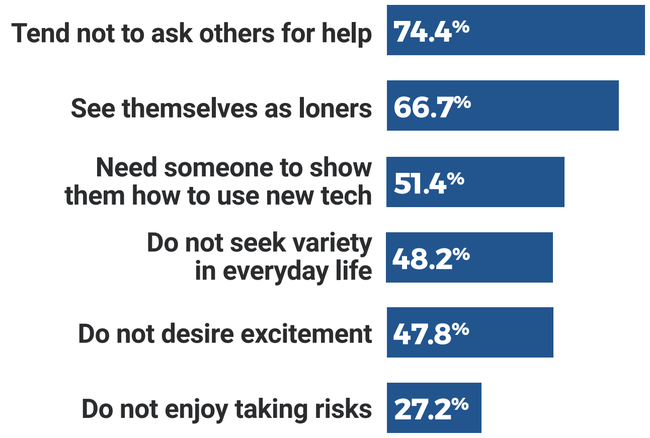
MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from



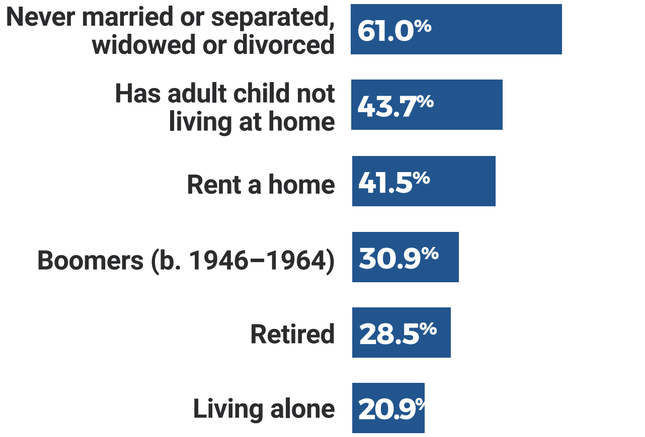
ATTITUDES^

Percentages of this profile who hold the following attitudes



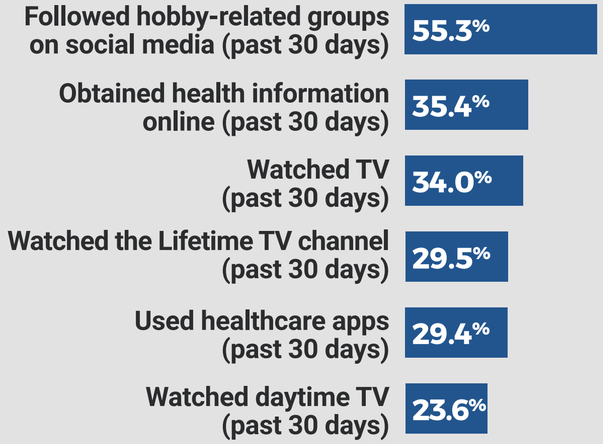
OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following



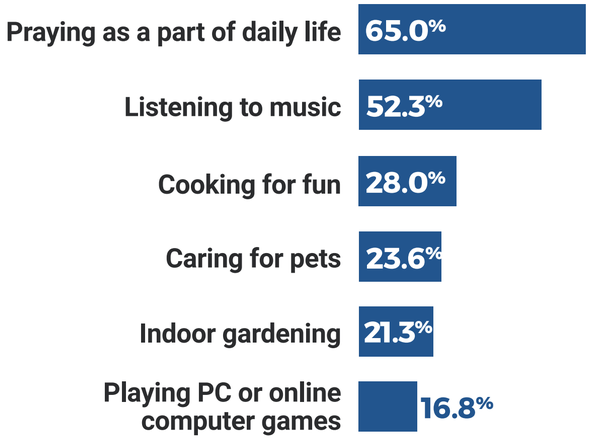
MEDIA USE^

Percentages of this profile who indicated that they



BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities*



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*Some percentages may appear low but represent behaviors with the highest prevalence for this profile.

EDUCATION

Provide education through health care settings.

- Provide educational materials and messages from health care providers during routine appointments. Messages from health care providers can reinforce healthy behaviors.
- Use screeners in healthcare apps to assess seat belt use and prompt follow-up conversations.

Address risk perceptions in messaging.

- Recognize their fears of being injured or killed in crash when not wearing a seat belt as well as their concerns about financial consequences.
- Emphasize that avoiding risk includes wearing a seat belt, and position seat belt use as part of overall health and safety.

ENCOURAGEMENT

Leverage TV programming for outreach.

- Share seat belt messages during daytime TV slots.
- Use human interest storytelling that highlights real crash experiences and the life-saving impact of seat belts.
- Show passengers in relatable activities, such as listening to music, cooking for fun, caring for pets, gardening, or playing computer games

Feature trusted messengers in seat belt promotion campaigns.

- Include family members, taxi/rideshare drivers, and seat belt use advocates in ads to reinforce credibility.
- Frame seat belt use as self-protection to appeal to risk-averse individuals.

EQUITY

Partner with trusted community organizations.

- Work with community health centers and religious organizations that work with these passengers to share seat belt materials and messages.
- Messages could show how injury due to lack of seat belt use could impede their ability to enjoy activities that they often engage in, such as cooking for fun, caring for pets, or indoor gardening.

Frame seat belt use as health and personal agency.

- Acknowledge their concerns about injury or death, and position seat belt use as proactive self-protection.
- Emphasize that seat belt use is a simple way to preserve their health and independence, reducing the risk of injury.

Profile 8. Passengers who sometimes wear seat belts

– 4.6% OF PASSENGERS –

DEFINING CHARACTERISTICS

Age range: *

Gender: *

Income: *

Race/ethnicity: *

Education: **High school or less**

Past year impaired driving/riding behaviors: **Varied risk**

Alcohol misuse past year: *

Marijuana use past year: *

Body mass index: **BMI 25+**

* These characteristics did not define this profile.

ABOUT THIS PROFILE

- Does not wear seat belts as often on short trips, local roads, or with rideshare drivers
- Wears seat belts more often on highways, suburban roads, with friends, and in dark or wet conditions
- Wears seat belts to prevent injury or death, during adverse road, weather, and traffic conditions, and to avoid a ticket
- Wears seat belts less often when in a rush, on short trips, and because they forget

RECOMMENDATIONS

- Reach these passengers via frequently used platforms like Facebook, Instagram, YouTube, and Spanish-language TV during non-prime time hours
- Focus on seat belt use in all driving situations with clear, multilingual messaging
- Share messages through law enforcement, government agencies, and celebrities

Profile 8. Passengers who sometimes wear seat belts

– 4.6% OF PASSENGERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

Their significant other/spouse	3.05	3.89
Their parent/guardian/ primary caregiver	3.12	3.90
Their teenage child	2.96	3.90
Taxi/rideshare driver	2.88	3.79
Their adult child	3.03	3.90
Another member of their family	2.96	3.90
Their friend	3.20	3.90
Someone they don't know	2.94	3.88

While driving on...

Suburban roads	3.18	3.90
Urban roads	2.99	3.90
Rural roads	3.04	3.88
Short or somewhat short trips	2.78	3.82
Highways	3.17	3.92
Main roads	3.06	3.90
Local roads	2.81	3.89
Long or somewhat long trips	2.87	3.91

While driving during...

Daylight	2.99	3.89
At/under speed limit	2.91	3.89
Light traffic	2.91	3.89
High visibility enforcement periods	3.01	3.91
Wet conditions	3.04	3.92
Dark	3.28	3.90
Speeding	3.00	3.91
Heavy traffic	2.76	3.89
Higher fine periods	2.90	3.90

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

They want to avoid serious injury or death	89.5%	96.9%
They are traveling during adverse road/traffic/weather conditions	97.1%	82.0%
They want to avoid getting a ticket	83.7%	86.1%

For not wearing a seat belt

They forget to put it on	53.4%	35.0%
They are traveling a short distance	50.1%	39.2%
They are in a rush	47.9%	19.8%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

If they don't wear their seat belt, they will be injured in a crash	2.93	3.55
If they don't wear their seat belt, they will die in a crash	2.81	3.10
If they don't wear their seat belt, they will receive a fine	2.72	2.28

Comparison: ■ This Profile ■ Passenger Always User Comparison

Profile 8. Passengers who sometimes wear seat belts

– 4.6% OF PASSENGERS –

MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use

Government agency involved in transportation	61.7%
Law enforcement officer	58.7%
Seat belt use advocate	55.7%
Their parent/guardian/ primary caregive	55.3%
Government agency involved in health	55.0%
Their teenage child	52.9%

MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from

National cable networks	61.0%
Facebook or Instagram videos	57.5%
YouTube	56.7%
Local TV stations	56.3%
Facebook or Instagram text/image post	52.6%
Streaming TV	52.3%

ATTITUDES^

Percentages of this profile who hold the following attitudes

Like seeing celebrities with the same ethnic background	32.9%
Social media is important for playing games	26.5%
Love keeping up with celebrity news and gossip	24.2%
More likely to trust social media for information than other sources	23.0%
Find themselves easily swayed by other people's views	22.8%
Enjoy being the center of attention	21.4%

OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following

Never married or separated, widowed or divorced	54.5%
Household income less than $50,000	43.9%
Rent a home	40.7%
Primary language is Spanish	25.1%
Household size of 5 or more people	22.8%
Gen Z (b. 1997-2010)	21.5%

MEDIA USE^

Percentages of this profile who indicated that they

Watch late evening weekday news programs – Mon–Fri	41.7%
Watched daytime talk shows (past 30 days)	40.4%
Used TikTok (past 30 days)	29.0%
Followed hobby-related groups on social media (past 30 days)	28.8%
Are heavy TV viewers	26.0%
Are heavy social media users	23.9%

BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities*

Carpooling on the average weekday	66.5%
Consumed wine in past 30 days at entertainment/sporting event	55.0%
Currently owns/leases a 2014 or older vehicle	46.7%
Barbecuing	26.5%
Attending state or county fairs	14.1%
Playing PC/online or console computer games	13.1%

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*Some percentages may appear low but represent behaviors with the highest prevalence for this profile.

Profile 8. Passengers who sometimes wear seat belts

– 4.6% OF PASSENGERS –

ENCOURAGEMENT

Target platforms and times that matter to this profile.

- Use social media platforms they frequent (YouTube, Facebook/Instagram, TikTok).
- Running TV spots during non-prime time hours, for instance, during weekday late evening news or daytime talk shows, may maximize reach.

Highlight seat belt use across all driving situations.

- Emphasize risk in all circumstances—short trips, local roads, and during heavy or light traffic—while using prompts and habit-building cues to help them remember to buckle up even when they are in a rush or likely to forget.
- Feature relatable scenarios with family members modeling seat belt use.

ENFORCEMENT

Integrate seat belt checks into high-visibility efforts.

- Pair impaired-driving checkpoints with seat belt enforcement, including for passengers.
- Share clear statistics on crashes, injuries, and costs to underscore consequences that they believe are likely: injury, death, and fines.

Amplify reasons for buckling up with trusted messengers.

- Reinforce the reasons they already wear seat belts (it's the law, avoid injury/death) to improve consistency.
- Feature law enforcement spokespeople and materials from local, state, or federal agencies involved in transportation.

EQUITY

Focus on seat belt messaging that is clear, inclusive, and accessible.

- Create multilingual materials at appropriate reading levels explaining passenger seat belt requirements and primary vs. secondary enforcement.
- Partner with advocacy groups who serve people with lower incomes and educational attainment.

Engage with frequently used channels and messengers.

- Run daytime PSAs on local TV and Spanish-language stations and feature celebrities reflecting diverse racial/ethnic backgrounds.
- Use plain language and visuals and include a clear call-to-action to wear seat belts.

Profile 9. Passengers with low seat belt use

– 2.6% OF PASSENGERS –

DEFINING CHARACTERISTICS

Age range:
Young adult (18–24) or adult (25–29)

Gender: *

Income: *

Race/ethnicity:
Black non-Hispanic or Asian-Pacific Islander, Other Race, and Multi-Racial Non-Hispanic

Education: **High school or less**

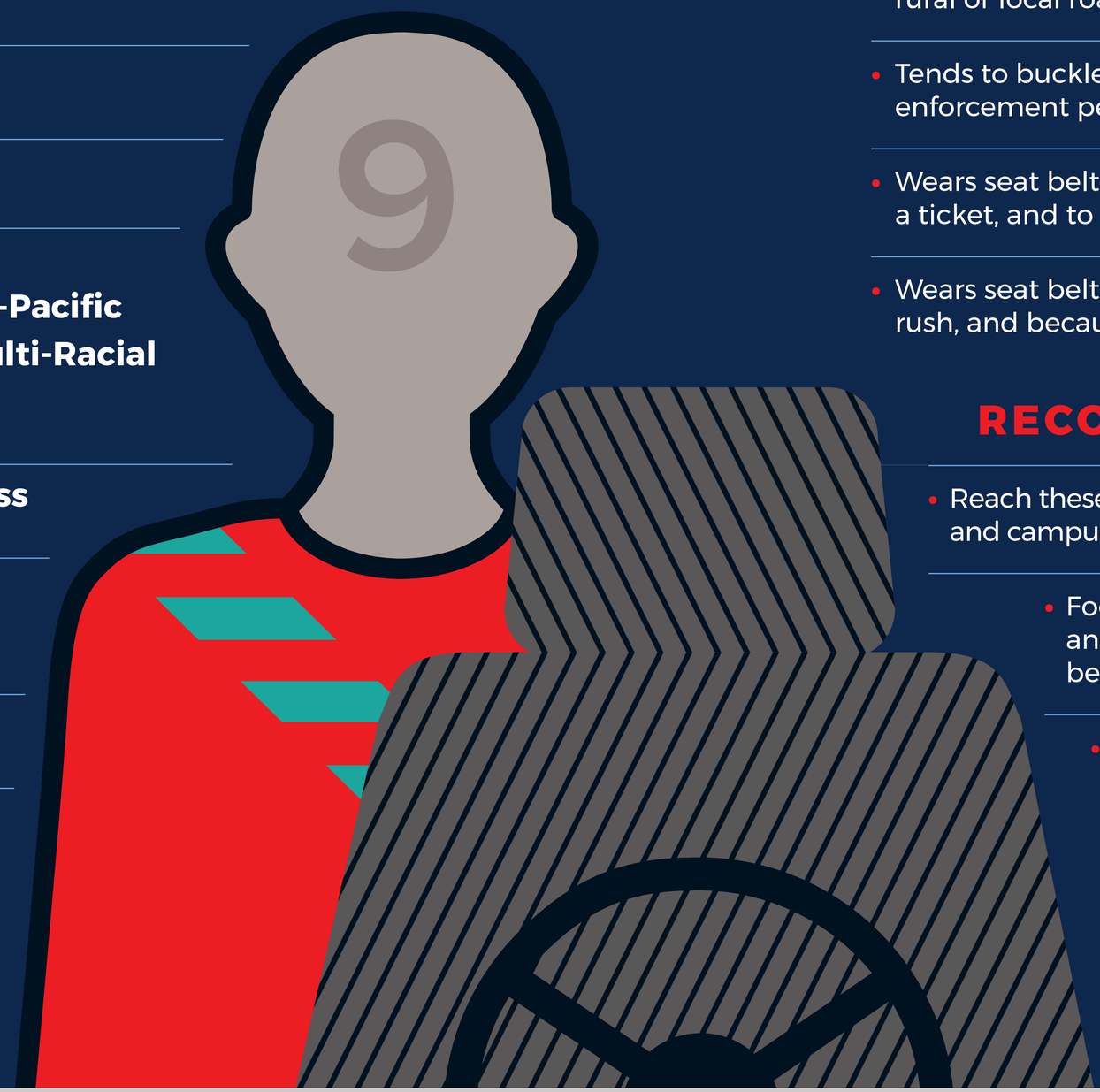
Past year impaired driving/ riding: *

Alcohol misuse past year: *

Marijuana use past year: **Yes**

Body mass index: *

* These characteristics did not define this profile.



ABOUT THIS PROFILE

- Wears seat belts occasionally when riding with their teenage children or significant other/spouse, on rural or local roads, and during short trips
- Tends to buckle up during high-visibility enforcement periods and when speeding
- Wears seat belts to prevent injury or death, to avoid a ticket, and to follow the law
- Wears seat belts less often on short trips, when in a rush, and because they forget

RECOMMENDATIONS

- Reach these passengers through social media and campus apps with pledges and reminders
- Focus messaging on social norms and offer incentives to increase seat belt use
- Share authentic stories from influencers and peers on trusted platforms

Profile 9. Passengers with low seat belt use

– 2.6% OF PASSENGERS –

CIRCUMSTANCES

Frequency of wearing seat belts

Mean (Scale of 1–4): **1**-Never or rarely **2**-Some of the time **3**-Most of the time **4**-All of the time

While driving with...

	This Profile	Passenger Always User Comparison
Their significant other/spouse	2.74	3.89
Their parent/guardian/ primary caregiver	2.97	3.90
Their teenage child	2.86	3.90
Taxi/rideshare driver	3.02	3.79
Their adult child	2.95	3.90
Another member of their family	3.08	3.90
Their friend	3.11	3.90
Someone they don't know	3.09	3.88

While driving on...

	This Profile	Passenger Always User Comparison
Suburban roads	2.89	3.90
Urban roads	2.81	3.90
Rural roads	3.65	3.88
Short or somewhat short trips	2.70	3.82
Highways	2.93	3.92
Main roads	2.96	3.90
Local roads	2.70	3.89
Long or somewhat long trips	2.84	3.91

While driving during...

	This Profile	Passenger Always User Comparison
Daylight	2.73	3.89
At/under speed limit	2.88	3.89
Light traffic	2.83	3.89
High visibility enforcement periods	3.08	3.91
Wet conditions	3.05	3.92
Dark	2.95	3.90
Speeding	3.09	3.91
Heavy traffic	2.63	3.89
Higher fine periods	2.90	3.90

REASONS

Top reasons that this profile wears or does not wear seat belts

For wearing a seat belt

	This Profile	Passenger Always User Comparison
They want to avoid serious injury or death	87.7%	96.9%
It's the law	83.8%	90.6%
They want to avoid getting a ticket	82.2%	86.1%

For not wearing a seat belt

	This Profile	Passenger Always User Comparison
They forget to put it on	55.4%	35.0%
They are traveling a short distance	53.7%	39.2%
They are in a rush	46.6%	19.8%

CONSEQUENCES

Top consequences that this profile is most concerned about

Mean (Scale of 1–4):
1-Very unlikely **2**-Somewhat unlikely **3**-Somewhat likely **4**-Very likely

	This Profile	Passenger Always User Comparison
If they don't wear their seat belt, they will be injured in a crash	3.14	3.55
If they don't wear their seat belt, they will receive a ticket	3.00	2.30
If they don't wear their seat belt, they will receive a fine	2.89	2.28

Comparison: ■ This Profile ■ Passenger Always User Comparison

Profile 9. Passengers with low seat belt use

– 2.6% OF PASSENGERS –

MESSENGERS

Percentages of this profile who indicated that the following were likely to positively influence their seat belt use

Seat belt use advocate	85.5%
Their parent/guardian/ primary caregiver	73.1%
Law enforcement officer	73.1%
Faith leader	72.8%
Another member of their family	71.9%
People they report to at work	69.6%

MEDIA SOURCES

Percentages of this profile who indicated they learned about current events on a weekly or daily basis from

Facebook or Instagram text/image post	59.5%
Facebook or Instagram videos	58.6%
National TV networks	57.4%
YouTube	53.8%
TikTok	51.9%
Local TV stations	51.5%

ATTITUDES^

Percentages of this profile who hold the following attitudes

Like seeing celebrities with the same ethnic background	61.0%
Social media is important for professional networking	44.9%
Social media is important for exclusive coupons and offers	44.4%
Strive to achieve a high social status	43.7%
Owning car less important than other options for getting around	35.9%
Social media is important for access to exclusive events	35.6%

OTHER DEMOGRAPHICS^

Percentages of this profile who indicated the following

Never married or separated, widowed or divorced	76.9%
Black/African American	74.4%
Gen Z (b. 1997–2010)	44.3%
Millennial (b. 1981–1996)	41.3%
Sole income earner	20.2%
Student	10.8%

MEDIA USE^

Percentages of this profile who indicated that they

Played games online (past 30 days)	44.3%
Watched Black Entertainment Television (BET) (past 30 days)	39.0%
Followed actors/comedians on social media sites (past 30 days)	37.2%
Are heavy social media users	36.0%
Visited Indeed.com or Indeed job search (past 30 days)	31.9%
Looked at an advertisement sent via text message (past 30 days)	31.9%

BEHAVIORS^

Percentages of this profile who engage in the following behaviors/activities*

Use cannabis for recreational purposes	54.0%
Used a rideshare or taxi (past 30 days)	15.3%
Plays video/electronic games	14.8%
Engages in adult education courses	13.8%
Attend R&B/hip-hop/ rap concerts	11.7%
Plays basketball	10.4%

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*Some percentages may appear low but represent behaviors with the highest prevalence for this profile.

Profile 9. Passengers with low seat belt use

– 2.6% OF PASSENGERS –

ENCOURAGEMENT

Use their highest-reach media channels to normalize seat belt use.

- Prioritize Facebook and Instagram, national TV networks, YouTube, TikTok, and local TV stations for regular messaging.
- Feature content during shows and platforms they already consume, such as BET.

Use tailored student-focused messaging in high-impact environments.

- Incorporate seat belt use norm-building messages in student portals, campus-adjacent apps, and event RSVPs – these channels can reach this profile, who are nearly four times more likely to be students.
- Offer status-driven incentives— discounts and VIP event/job fair access—for seat belt pledges, publicly spotlight student leaders, and partner with employers to reward consistent seat belt use.

ENFORCEMENT

Sync seat belt enforcement with high-profile enforcement efforts.

- Use law enforcement officers, parents/guardians, faith leaders, and seat belt advocates as messengers.
- Emphasize the likelihood of getting stopped by law enforcement and fined during high-visibility enforcement periods, given these passengers believe that non-use leads to a ticket and fine.

Use friends and authority voices to remind these passengers to buckle up.

- Position friends as key influencers and promote seat belt use by portraying them as responsible for each other's safety. Likewise, show employers as supportive of seat belt use as a component of employee safety.
- Share short, catchy messages and videos featuring law enforcement and peer advocates speaking to friend groups on trusted platforms.

EQUITY

Tailor messages and channels to increase reach with targeted groups.

- Share relatable PSAs on channels like BET that reflect everyday seat belt use scenarios, such as friends traveling together or using rideshares
- Partner with rap, hip-hop, and R&B artists, actors, and comedians to promote seat belt use through short social videos and voice prompts in rideshare apps that remind passengers to buckle up.

Partner with employment services and employers.

- Promote seat belt use on job-seeking websites and at job fairs and offer employment agencies rideshare vouchers encouraging seat belt use to distribute to job seekers.
- Encourage employers to award and acknowledge consistent seat belt use, using workplace authority figures as messengers who reinforce seat belt use as an essential part of employee safety.