

Is Your Child *Always* Buckled Up?

Car crashes are a leading cause of death

to children in the U.S.

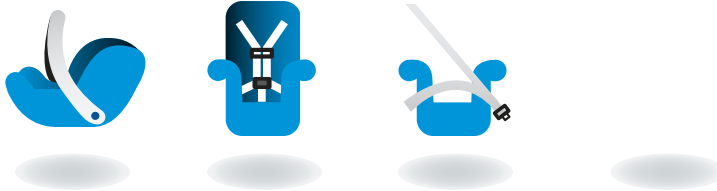


Of those children who died in crashes in 2011, **33% were not buckled up.**



221 children unrestrained

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



1 in 4

parents say they have driven with their children unrestrained.

INCOME

1 in 3 affluent parents, with a household income of \$100,000 or higher, say it is acceptable to leave their child unrestrained if they are not driving a far distance, compared to 15 percent of parents making less than \$35,000.

However, 60 percent of crashes involving children occur 10 minutes or less from home.

“Not driving far.”



AGE

23% of younger parents (ages 18-29) said it would be acceptable to ride with a child unrestrained when traveling overnight compared to 13 percent of older parents (ages 30-49).

However, this is the time period when children are most likely to be injured in a crash.

“Traveling overnight.”

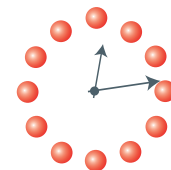


EDUCATION

Parents with graduate degrees are twice as likely to say it is acceptable to drive without buckling up their children, compared to parents with a high school education, particularly when they are in a rush (20 percent compared to 10 percent).

However, drivers in a rush may not be as careful as when they are fully attentive.

“In a rush.”



BUCKLE UP: Every Ride, Every Time

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