

Public Opinion on Air Bag Risks

Presentation by
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to

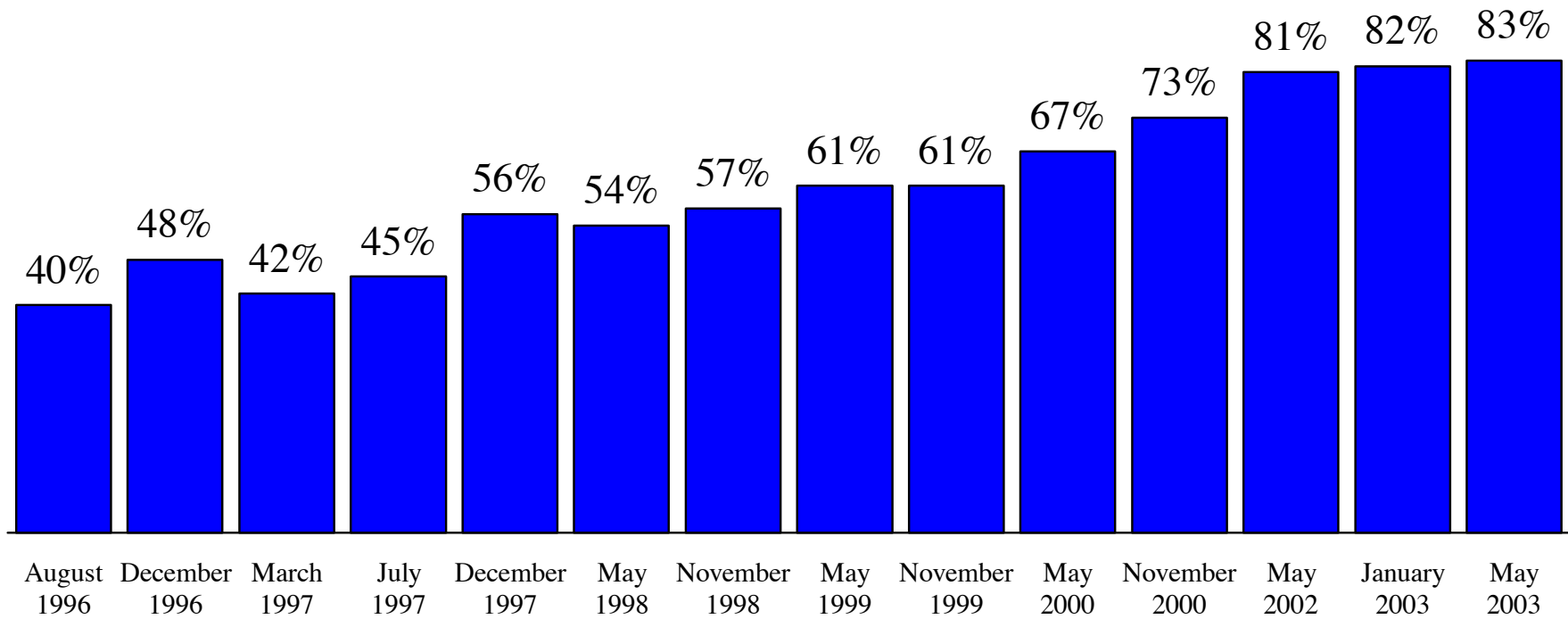
Blue Ribbon Panel on Evaluation of Advanced Airbags

April 14, 2004

The percentage of drivers saying they own a motor vehicle with a driver's air bag has doubled, while reported passenger air bag ownership has more than tripled in the last seven years.

% With Driver Air Bag

May 2003

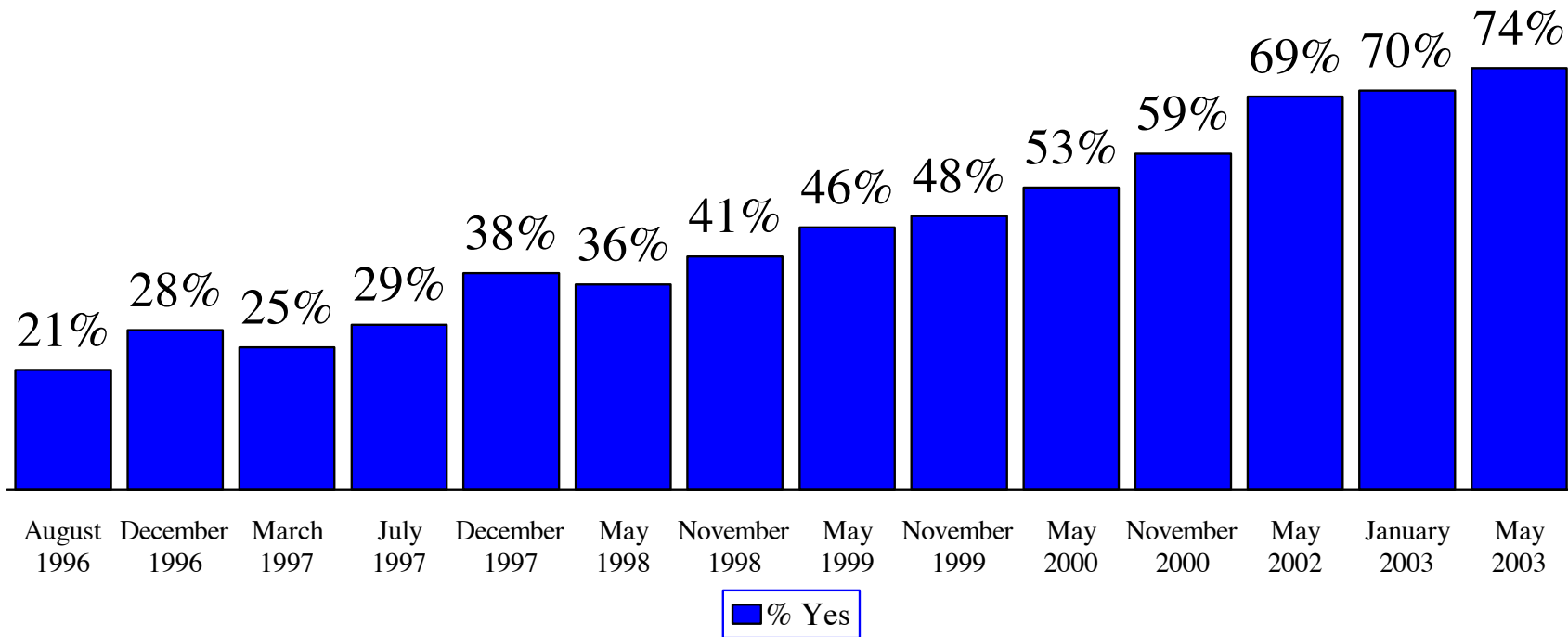


% Yes

The percentage of drivers saying they own a motor vehicle with a driver's air bag has doubled, while reported passenger air bag ownership has more than tripled in the last seven years.

% With Passenger Air Bag

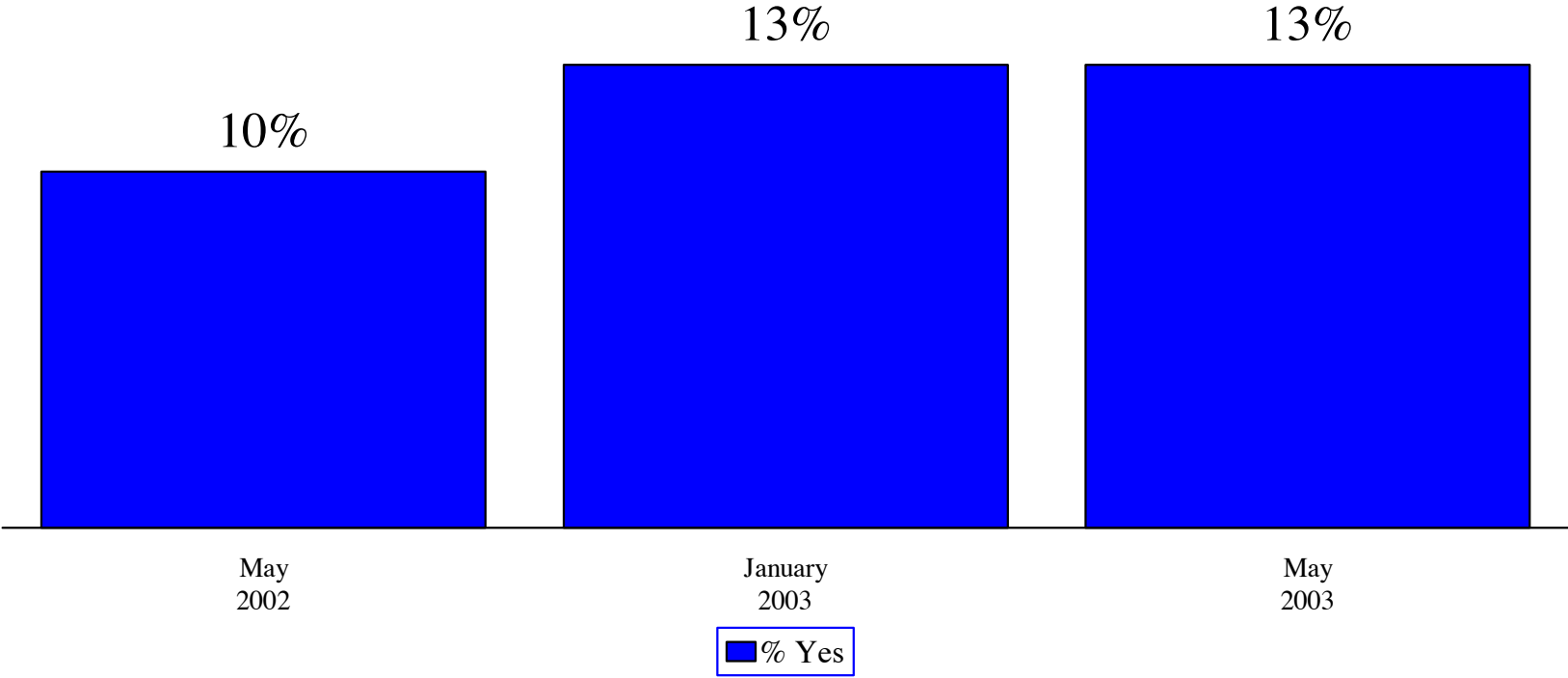
May 2003



While, side impact air bags are beginning to enter the market.

% With Side Impact Air Bag

May 2003

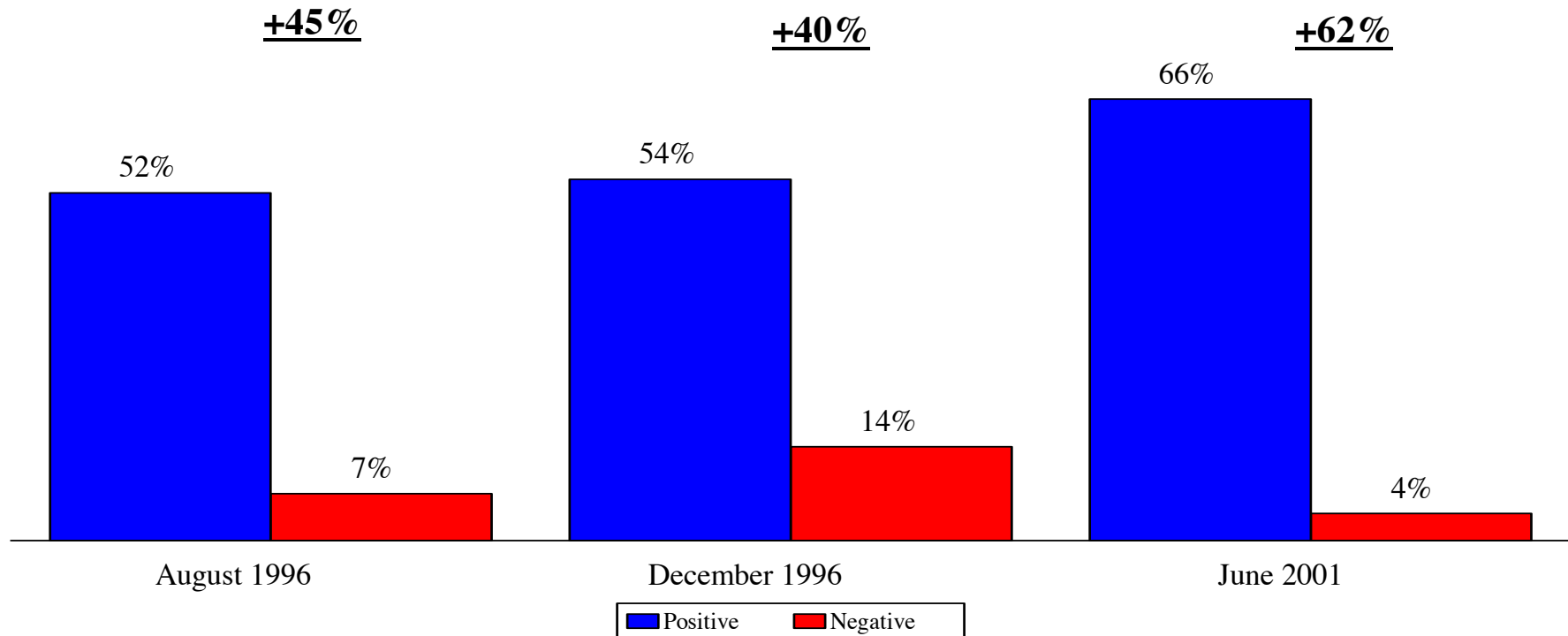


Respondents who transport children 12 or under have a more positive impression of driver and passenger air bags compared to December 1996.

From your experience . . . Or from what you have seen, read, or heard . . . Do you generally have a positive, negative or neutral impression of driver airbags, or are you not that familiar with them?

Impression of Driver's Air Bags

June 2001

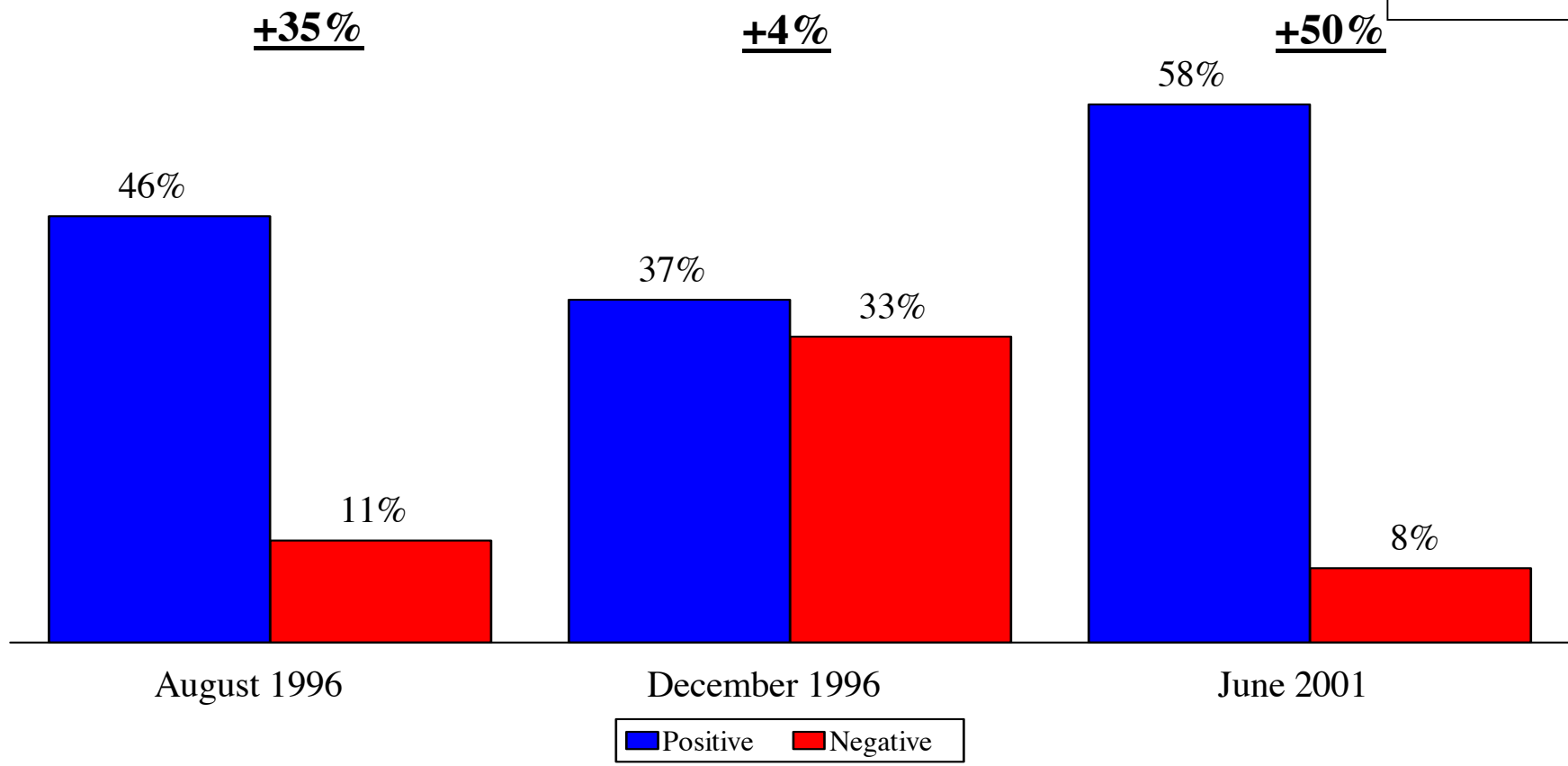


Respondents who transport children 12 or under have a more positive impression of driver and passenger air bags compared to December 1996.

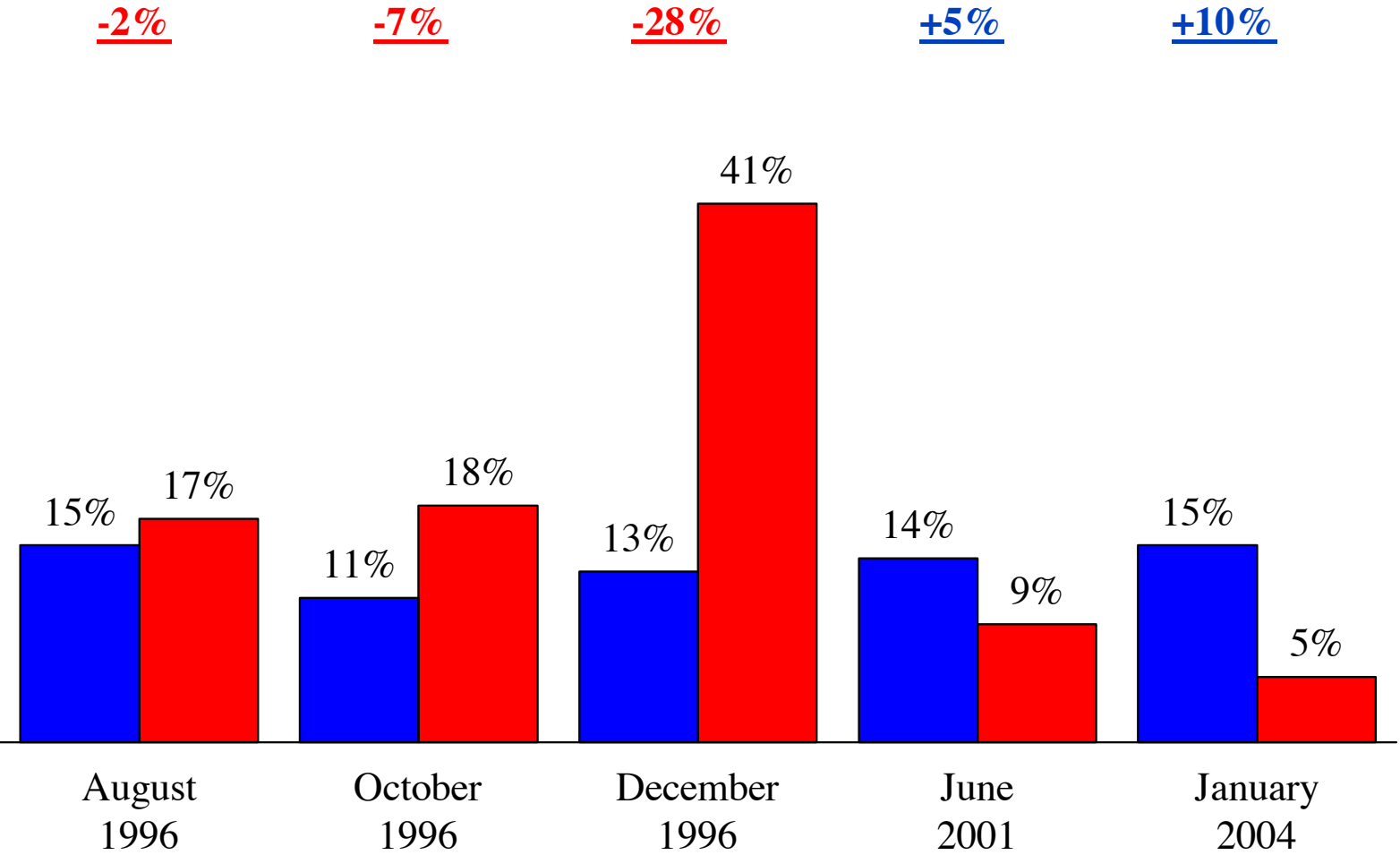
From your experience . . . Or from what you have seen, read, or heard . . . Do you generally have a positive, negative, or neutral impression of passenger air bags, or are you not that familiar with them?

Impression of Passenger Air Bags

June 2001



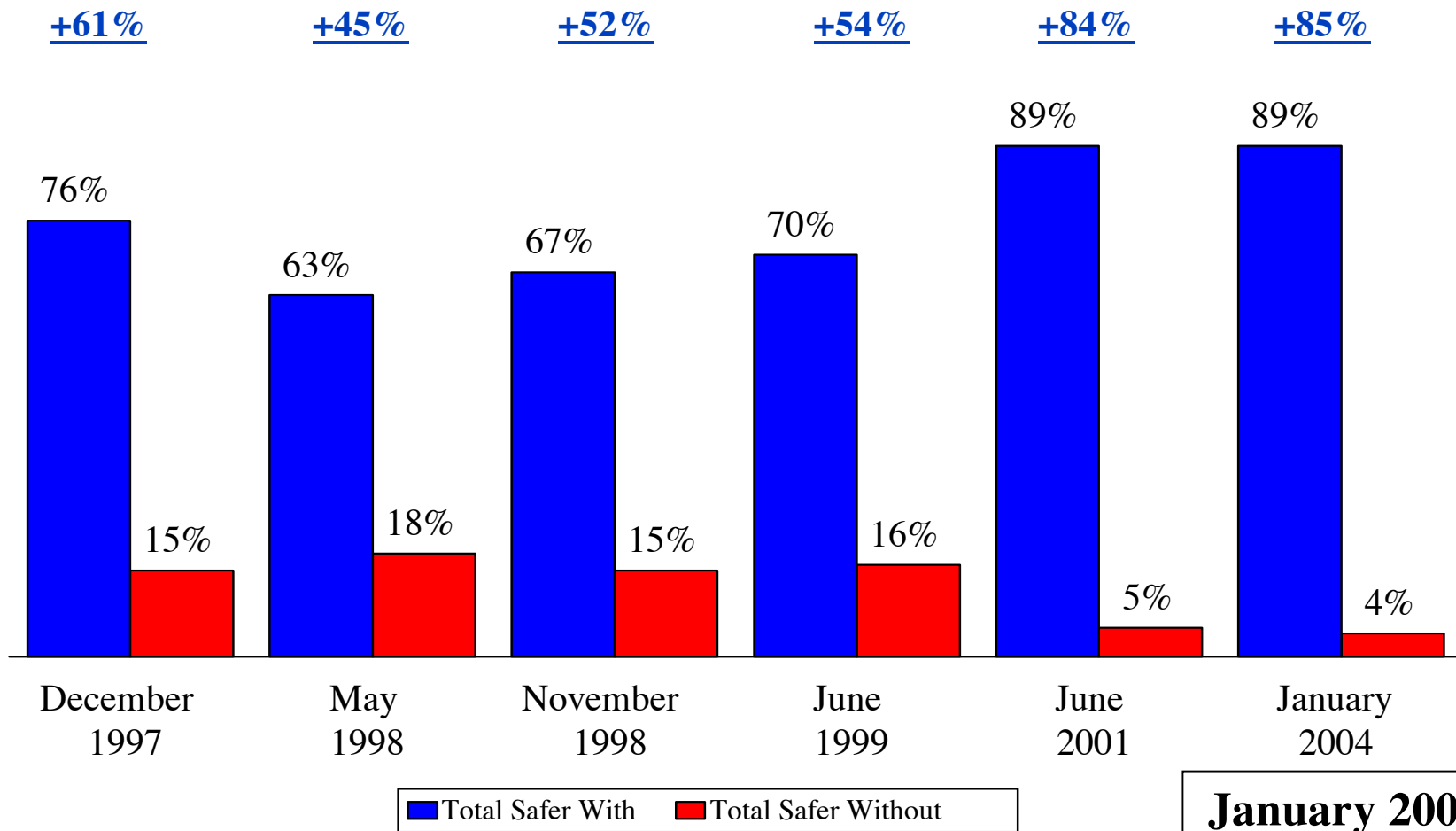
Even better news is the continued drop in the percentage of respondents who transport children 12 or under saying what they saw, read or heard gave them a less favorable impression of air bags.



■ More Favorable ■ Less Favorable

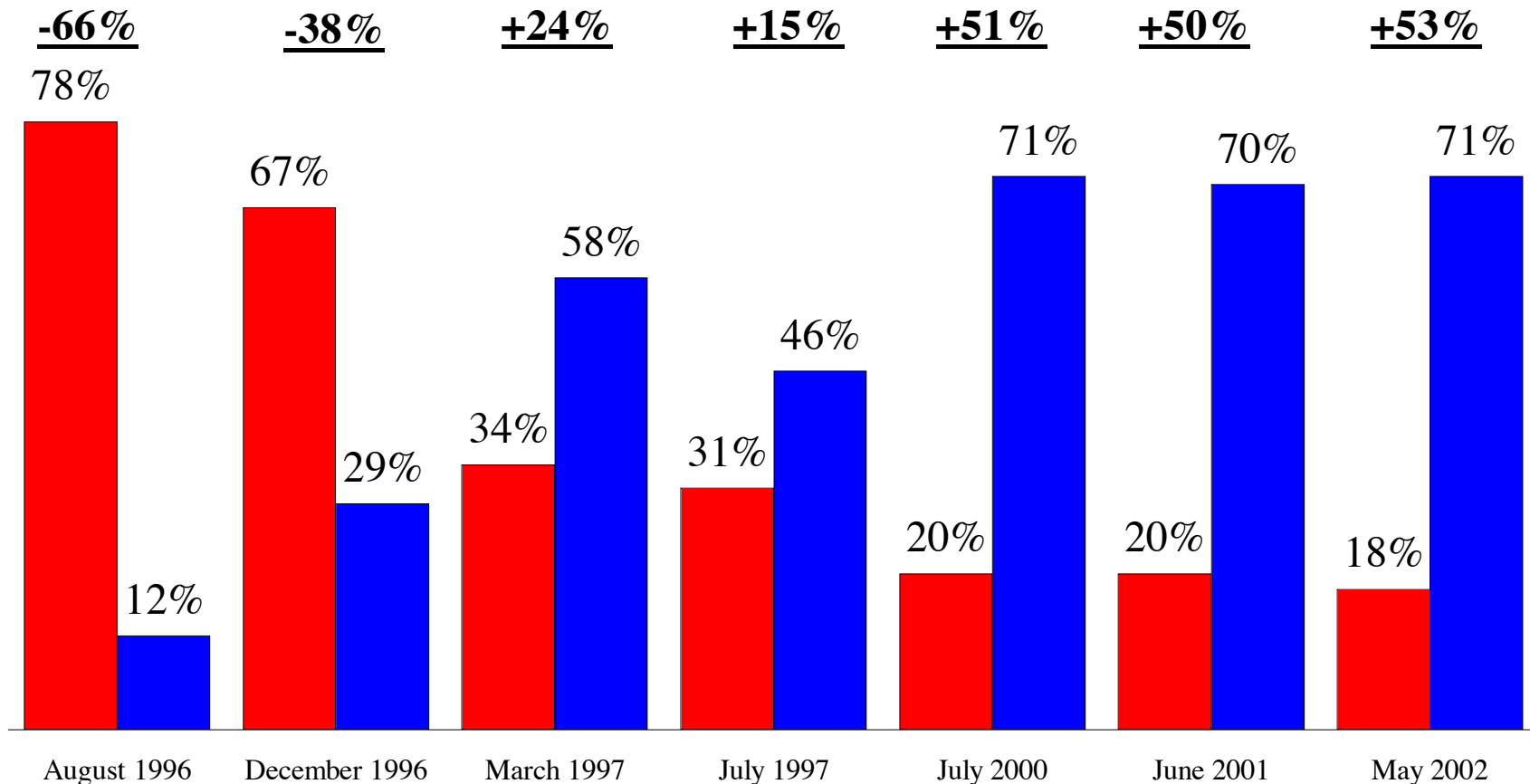
January 2004

In conjunction with the increase in respondents' positive impression towards air bags, nine out of ten drivers of children age 12 or under DO feel safer in a car with both driver and passenger air bags than in 1996.



A complete reversal in parents perception that putting a child age 8 or under in the front seat is safe.

Now, if children are no longer in child safety seats and are in a car with a passenger air bag, at what age are children typically large enough to ride safely in the front passenger seat if properly restrained?



May 2002

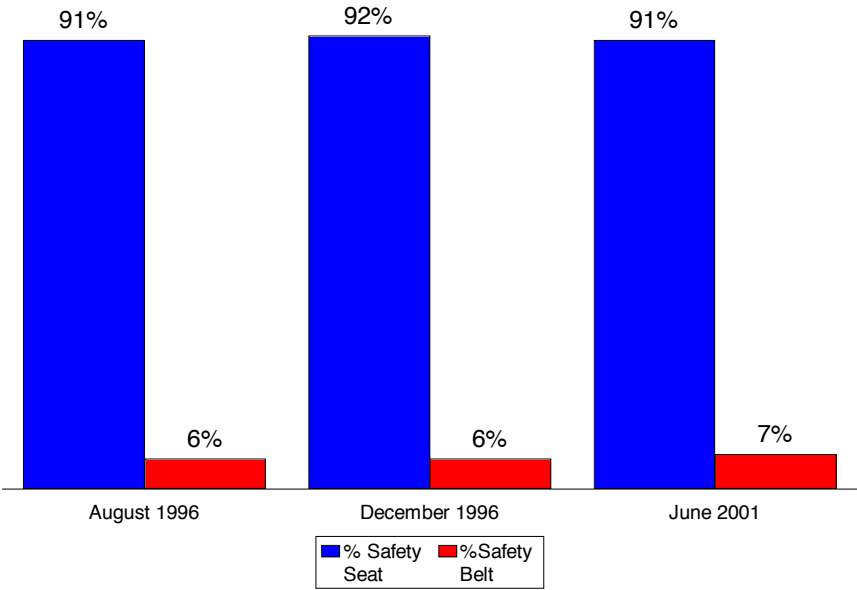
■ Age 8 or under ■ Age 9 or older

Nine out of ten respondents still secure an infant in a child safety seat, but the percentage of infants being placed in the front seat has dropped from 17% in 1996 to 2% today.

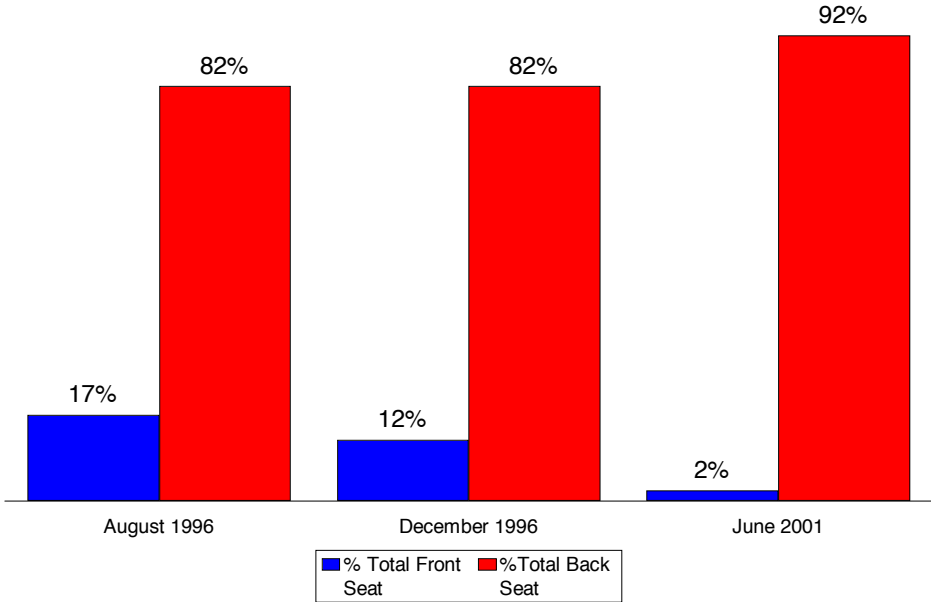
INFANTS

June 2001

Does your infant usually ride in an infant safety seat, or wearing a safety belt or in some other way, for example on someone's lap or unrestrained?



Where do you usually place the infant car seat your baby rides in?

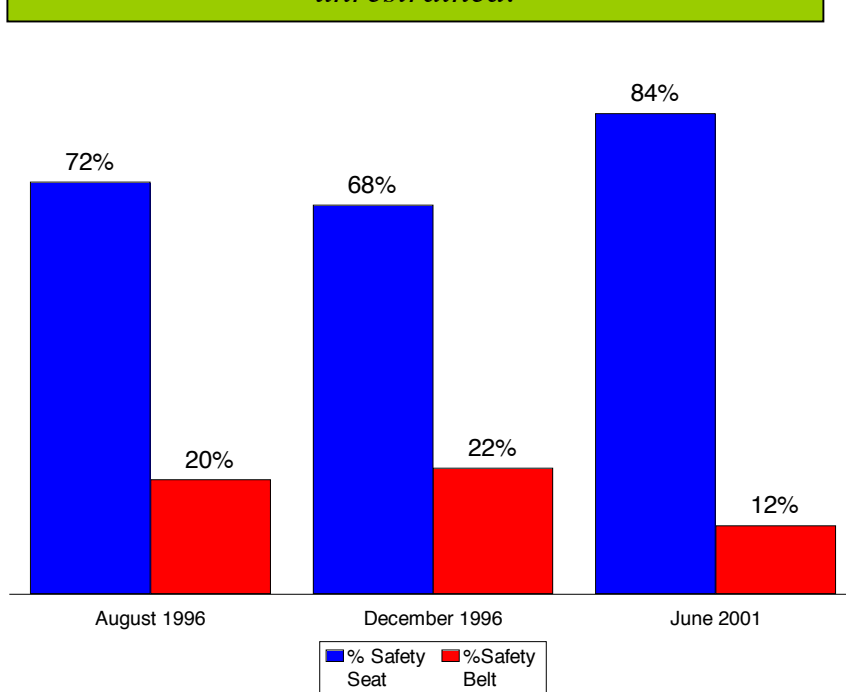


Less and less parents are securing their 1-4 year old child in seat belts, and instead using safety seats. Also, the number of respondents who place their 1-4 year old in the front seat has dropped.

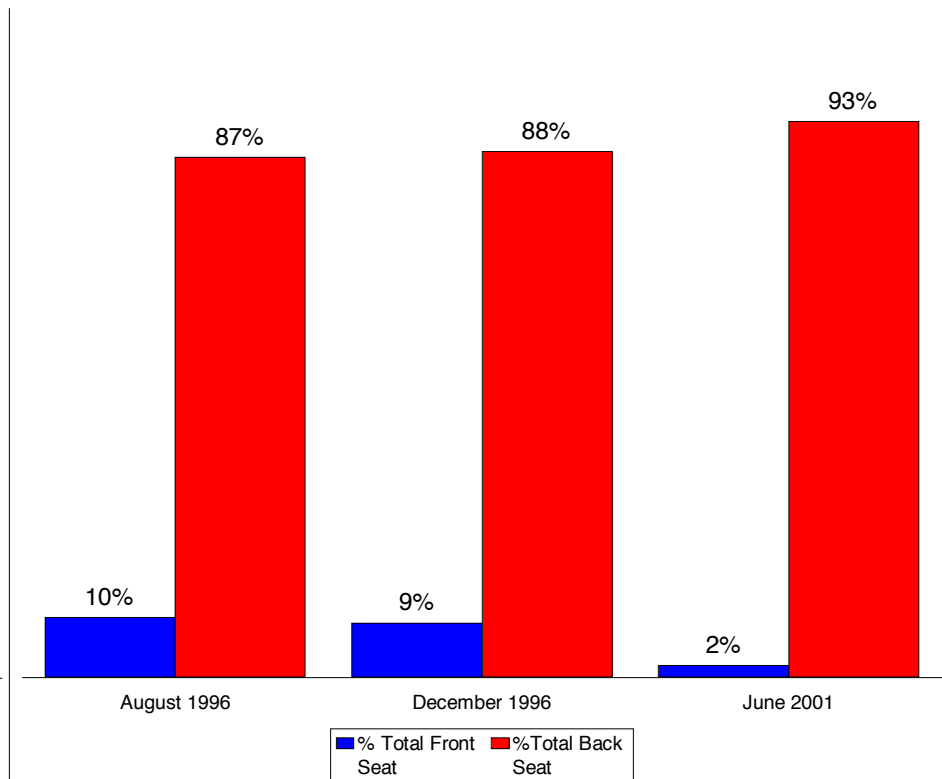
1 - 4 Year Olds

June 2001

Thinking about your youngest child aged one to four years old, does this child usually ride in a child safety seat, or wear a safety belt or in some other way, for example, on someone's lap or unrestrained.



Where do you usually place the child seat for this child aged 1-4 . . .

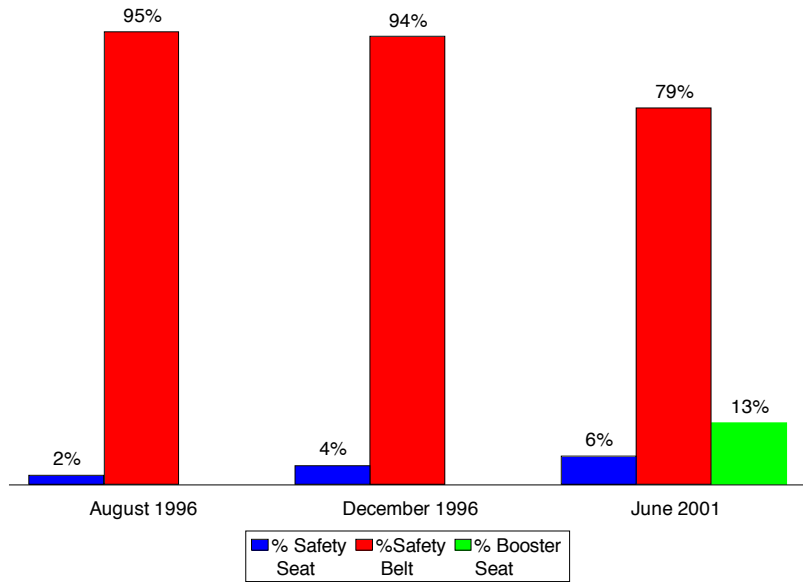


There has been an increase in the use of safety/booster seats among respondents with 5-12 year olds and a huge drop in the number of children 5-12 being placed in the front seat.

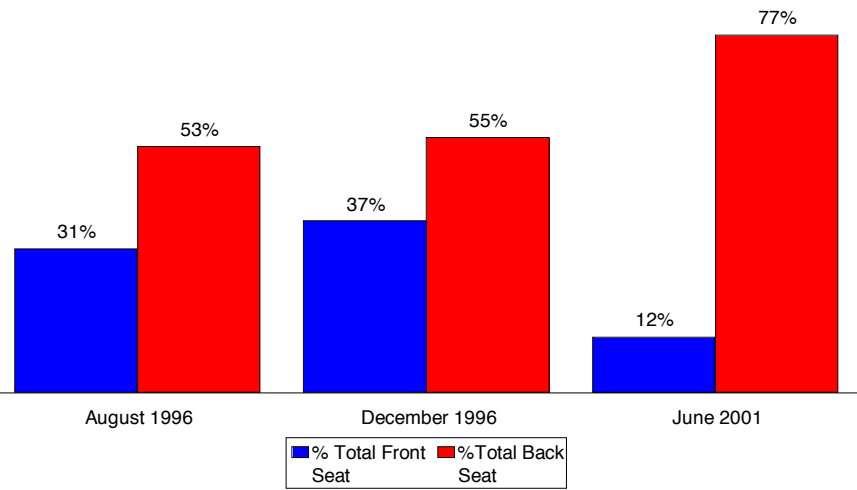
5 - 12 Year Olds

June 2001

Thinking about your youngest child aged 5-12 years old, does this child usually ride wearing a safety belt, in a booster seat wearing a safety belt, in a safety seat or in some other way, or unrestrained.

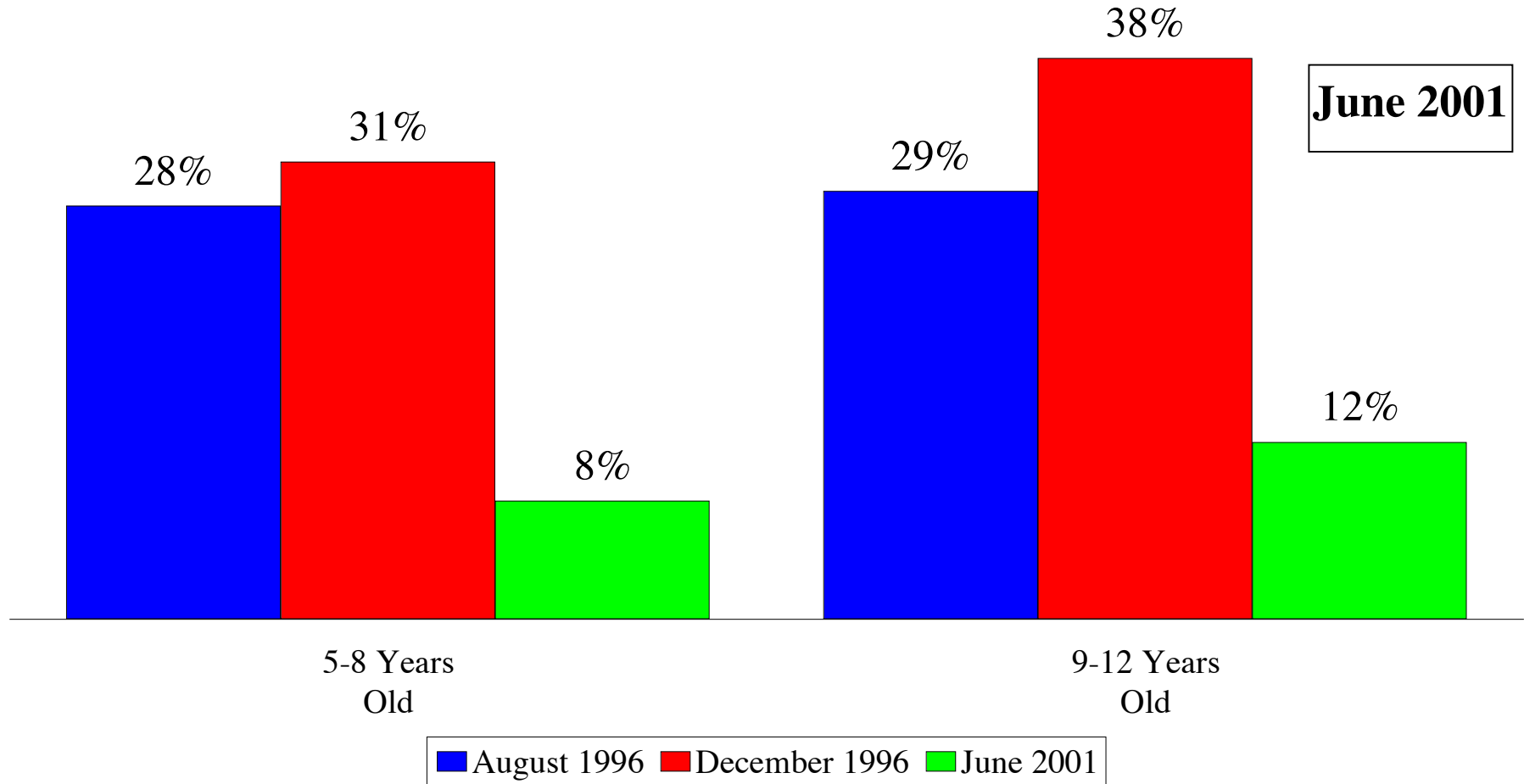


Where does your child aged 5 to 12 usually sit?



This drop in front seat child placement among respondents with children age 5-12 is more dramatic when we split this age group in two, 5 to 8 year olds and 9 to 12 year olds.

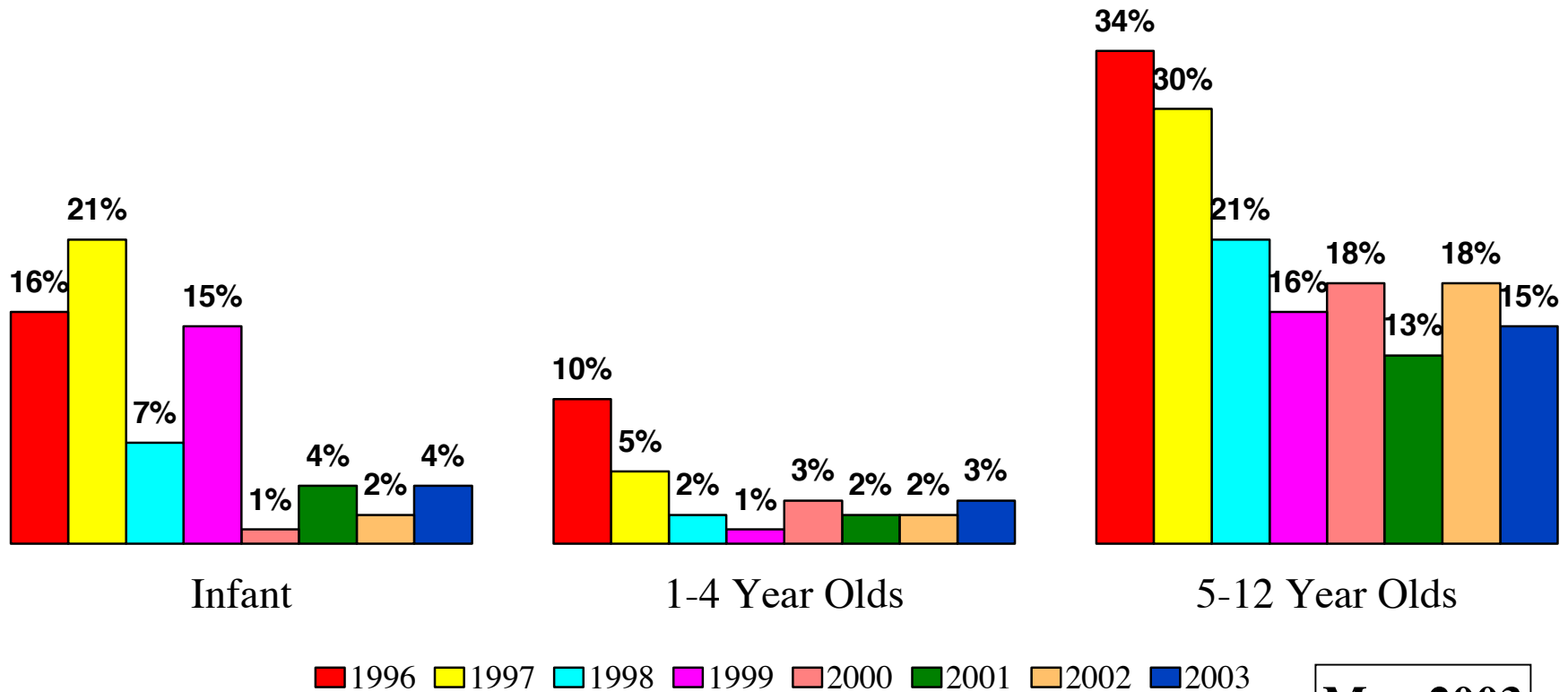
Percentage of respondents placing their child/children in the front seat



Getting children 12 or under out of the front seat and into the back seat.

*Among Drivers with Children age 12 or under
(Each survey year listed below is a merge of multiple surveys)*

% Placing Child in Front Seat



May 2003



**PUBLIC OPINION
STRATEGIES**



METHODOLOGY:

Public Opinion Strategies conducted three national surveys on behalf of the Air Bag & Seat Belt Safety Campaign January 20-25, 2004.

1. A national survey of 800 adults who transport children age 12 & under, with a margin of error of $\pm 3.46\%$;
2. A national survey of 300 African American adults who transport children age 12 & under, with a margin of error of $\pm 5.66\%$; and
3. A national survey of 363 Hispanic adults who transport children age 12 & under, with a margin of error of $\pm 5.14\%$.

The purpose of these surveys was to track any shift in attitude or behavior among drivers of children age 12 & under regarding how they secure their child/children in a motor vehicle, and specifically looking at any differences or similarities by ethnicity. This survey largely replicated questions from previous surveys among adults who transport children age 12 & under in 1996 and 2001.

This survey demonstrates how attitudes and reported behavior about child safety in motor vehicles **HAVE** shifted since 1996 and 2001.



SUMMARY OBSERVATIONS:

- Six percent (6%) of all parents nationally report placing children ages 0-12 in the front seat. This represents 3.3 million children whose parents tell us their children are placed in the front seat. Hispanics reported a similar percentage (7%) while African American parents (11%) were nearly twice as likely to seat their children 12 or under in the front seat.

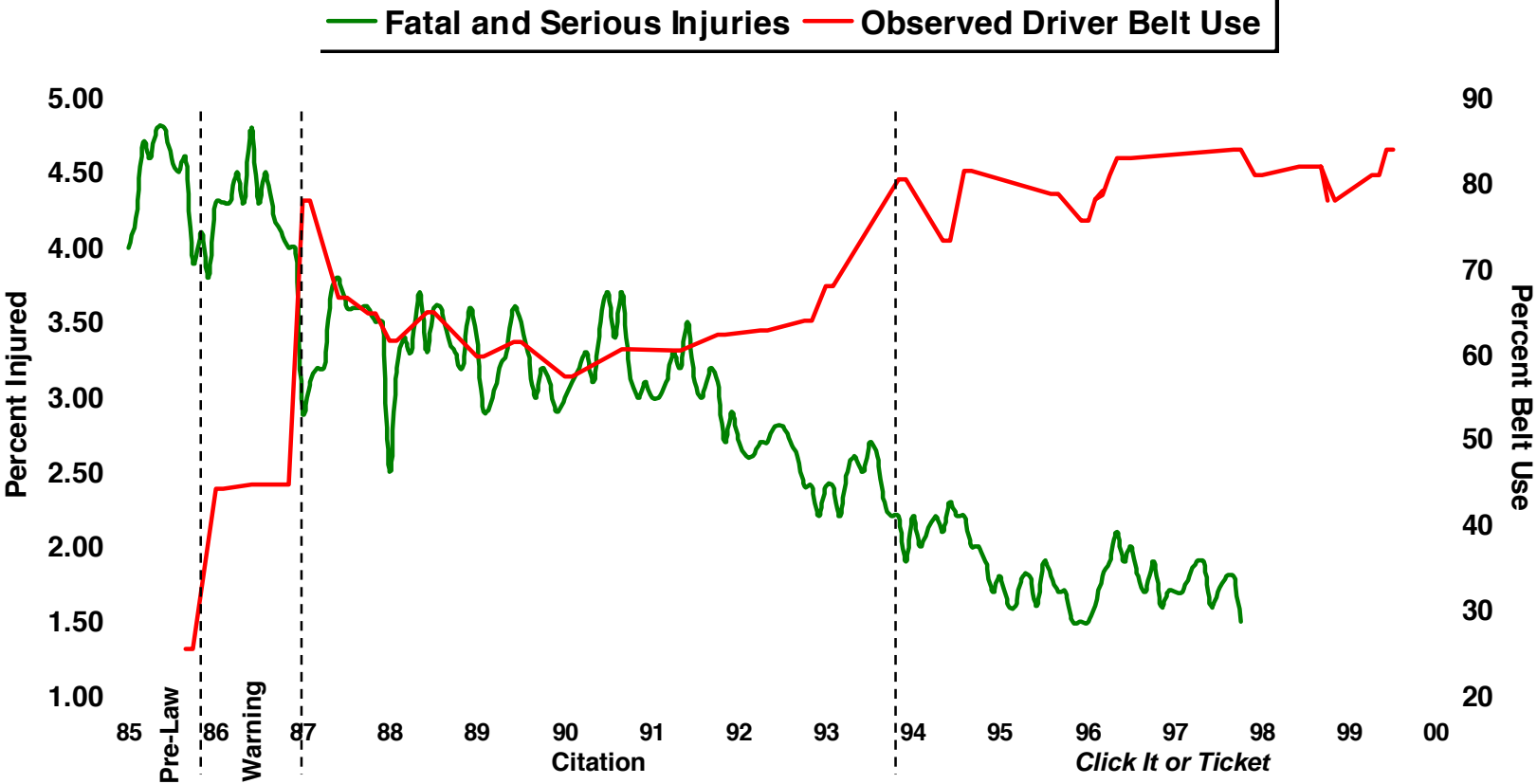
FRONT SEAT PLACEMENT

| Children | Total | African American | Hispanic |
|-----------------------|-----------|------------------|-----------|
| Total Age 0-12 | 6% | 11% | 7% |
| Under Age 1 | 7% | 13% | 13% |
| Ages 1-4 | 2% | 3% | 2% |
| Ages 5-12 | 8% | 14% | 10% |

- Seven percent (7%) of all parents of infants 0-1 report placing their infants in the front seat, while among Hispanics and African American parents the number is almost double at 13 percent (13%).
- Parents with lower incomes and education levels were significantly more likely to place their children in the front seat.

| EDUCATION | | | HOUSEHOLD INCOME | | |
|------------|--------------|-------------------|------------------|-------------|-----------------|
| HS or Less | Some College | College or Higher | Under \$40K | \$40K-\$80K | \$80K or Higher |
| 10% | 6% | 3% | 11% | 5% | 3% |

NC Driver Seat Belt Use and Covered Occupant Injury Rates 1985 - 1999



May 24 - June 6, 2004



- Media Kick Off: May 17, 2004
- Enforcement Kick Off: May 24, 2004

Discussion