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Macro International Quarterly Telephone Survey June 2008 Summary Results

In June 2008, Macro International conducted their quarterly telephone survey, which is designed to gather a representative sample of the attitudes and opinions held by Vermonters statewide. Four hundred interviews were conducted beginning in mid-June. The Governor's Highway Safety Program submitted five questions for inclusion in the poll specifically around child passenger safety.

- Only 41% of the 400 Vermonters polled recognized that children should sit in the back seat until they are 13 years old.
- A slight majority (54%) of dual-parent households understand that children should ride in the back seat until they are 13 years old.
- The majority of Vermonters polled (51%) do not recognize that a 70-pound, 7-year old should ride in a booster seat.
- Less than half (49%) of single-parent households with children recognize that a 70-pound 7-year old child should be in a booster seat. That number rises slightly to 61% for couples with children in the household.
- Slightly over half (54%) of the respondents agreed that it is incorrect to tuck a seat belt under a child's arm or behind a child's back.
- Nearly three-quarters (73%) of all respondents believe the use of regular seatbelts depends on a child's height and weight, with eight out of ten parents answering correctly.
- Nearly nine out of ten (89%) respondents expect to find current and correct information on car seat and seat belt use for children in multiple locations¹.

¹ Please note, respondents were read the options to this multiple-choice question and did not have to provide a fill-in-the-blank answer.