

Grantee Observation of Seat Belt Use 2010 Survey Results



Prepared for:
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GRANTEE OBSERVATION OF SEAT BELT USE 2010 SURVEY RESULTS



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ACKNOWLEDGEMENTS

Funding provided by the U.S. Department of Transportation and the
National Highway Traffic Safety Administration

The Ohio Department of Public Safety (ODPS) and its Ohio Traffic Safety Office (OTSO), with funding from the National Highway Traffic Safety Administration (NHTSA), demonstrate their ongoing commitment to reduce highway fatalities and serious injuries by increasing county seat belt use through OTSO sponsored Safe Communities and other grantee initiatives. I sincerely appreciate the support provided by Karlton F. Moore, Executive Director, Office of Criminal Justice Services, and the assistance provided by Felice J. Moretti, Federal Projects Manager, Ohio Department of Public Safety Office and its Ohio Traffic Safety Office. Also, Robert Wakefield graciously provided timely assistance throughout the project.

The Ohio Department of Public Safety and its Ohio Traffic Safety Office administration and the Applied Research Center's Director and staff are sincerely grateful to individuals from the 49 grantee counties for their invaluable commitment and contributions to this important project, especially their field observations of seat belt use.

Robert L. Seufert
February, 2011

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INTRODUCTION

During 2010, the Ohio Department of Public Safety (ODPS) and the Ohio Traffic Safety Office (OTSO) continued to require annual observation survey data on seat belt use from 49 OTSO-sponsored grantees, including 31 Safe Communities counties and 18 other grantee counties (i.e., law enforcement and occupant protection grantees). These annual surveys are an important component of OTSO's commitment to reduce highway fatalities and serious injuries by increasing seat belt use. Toward that goal, this report contains information on grantee county seat belt use overall and by each grantee county. The highest observed usage rate from the previous annual survey, when available, serves as the comparison benchmark or baseline seat belt use rate.¹ June 2010 survey data were collected concurrently with the national and the Ohio Department of Public Safety and Ohio Traffic Safety Office's statewide *Click It or Ticket Campaign Earned Media*, Paid Media, and Law Enforcement initiatives to increase seat belt use. Follow-up survey data were collected during September 2010. Overall, grantees conducted 204,778 surveys of seat belt use by front seat occupants, including 174,476 drivers and 30,302 outboard passengers.

The accompanying figures and tables contain data from those surveys and depict observed seat belt use rates by specified front seat occupants in counties served by OTSO grantees. It is important to note that survey results for each county vary as a function of grantee fidelity to the survey protocol, such as the sample of observation sites (i.e., number and location of sites and site characteristics), vehicle and occupant sample size at each site, time of day and day of week when survey data were collected, and other potentially confounding factors. This caveat should be considered when interpreting, planning, and acting to improve highway safety based on the 2010 survey results. The grantee survey results indicate an overall un-weighted statewide seat belt use rate of 78% at baseline and 77% during the June and September 2010 surveys. It is very important to emphasize that seat belt use rates obtained through the OTSO grantee surveys are **not derived solely from random probability samples**. Consequently, they **do not** replace or replicate Ohio's annual statewide observational survey which conforms to National Highway Traffic Safety Association (NHTSA) guidelines. During that annual survey, all observation sites are randomly selected signaled intersections or off-ramps from each of Ohio's five planning regions and all sites have an equal probability of being selected (Seufert, Walton, Kubilius, & Newton, 2010).

METHODS

While the 2010 OTSO survey methodological protocol was similar to that of the annual statewide survey, grantees were not required to strictly adhere to NHTSA's standards. For instance, when statewide survey sites were present in a county, OTSO required grantees to conduct surveys at those sites. However, additional sites required by OTSO were either randomly selected by the Applied Research Center staff from the Ohio Department of Transportation database of Ohio roads and/or selected by grantees based on programmatic or judgmental criteria related to their county's specific highway safety goals, seat belt use concerns, and available resources. The 31 OTSO designated Safe Communities counties were assigned a minimum of 19 observation sites and the remaining 18 grantee counties were each assigned a minimum of four observation sites; however, grantees could exceed the minimum number of sites in response to their unique highway safety concerns. Nevertheless, grantees sometimes failed to satisfy these minimum requirements.

Assuming that the survey protocol for each OTSO grantee county remained unchanged during the June through September 2010 surveys, grantee counties – especially Safe Communities counties – are hypothesized to have comparatively higher observed rates of seat belt use

¹ In the absence of 2009 data, the highest prior usage data submitted to the Applied Research Center served as the comparative benchmark or baseline seat belt use rate.

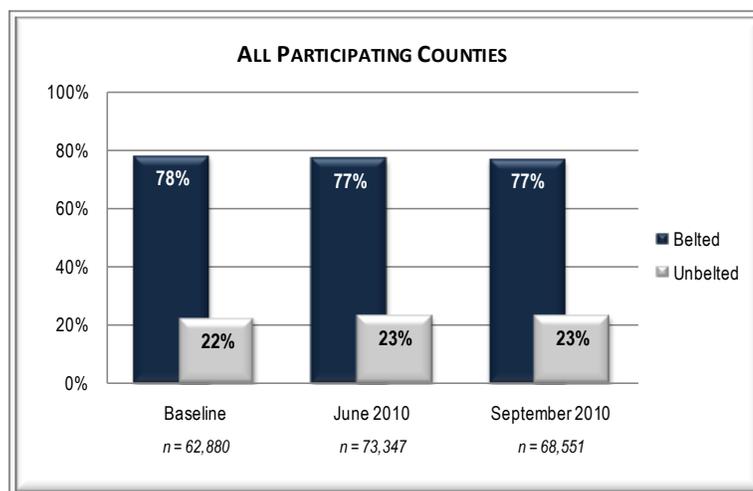
during the June 2010 survey than during the September 2010 survey. As previously stated, this outcome was expected since the June 2010 observation survey data were collected concurrently with the national and statewide *Click It or Ticket Campaign* initiatives to increase seat belt use. Furthermore, it was expected that counties with Safe Communities sponsored seat belt initiatives and with their larger and more representative samples would be better able than other OTSO grantees to replicate or maintain the positive effects of the *Click It or Ticket Campaign* through September 2010. Consequently, this report contains a descriptive analysis of the annual June and September 2010 grantee survey results for each county relative to its own benchmark data and its contribution to achieving an 85% seat belt use rate in Ohio, a goal which has been formally adopted by ODPS and OTSO. Overall, survey data from the 49 OTSO grantee counties are included in this report. The results should be used to enhance statewide, county, and local seat belt use and highway safety with the above sample selection criteria, goals, and limitations in mind.

The complete survey methodology was presented to OTSO and its grantees for vetting, and subsequently revised, before, during, and after the first year of this OTSO initiative. *A Guidebook for Observing Occupant Restraint System Use and Misuse: Adapted for Ohio with Permission of the AAA Foundation for Traffic Safety* (Seufert, Kubilius, & Walton, 2006; from Decina & Lococo, 2005; and Eby, 2000) contains the complete survey protocol and resources used to conduct this study, including the current Seat Belt Survey Site Description Form and Seat Belt Survey Data Collection Form. The resources and current forms used to complete this study are available online at: http://ohiohighwaysafetyoffice.ohio.gov/otso_grantee_info.stm. In preparation for the 2011 OTSO observational survey and subsequent surveys, these resources and forms should be carefully examined by all new grantee observers of seat belt use and reviewed by continuing and experienced observers. In addition to reproducing and using the available online forms, grantees and their observers should consult their designated OTSO Planner (see Appendix A) and/or the Miami University Applied Research Center director or staff for additional information or assistance. Finally, results from the *Observational Survey of Seat Belt Use in Ohio* (Seufert et al., 2010) are available online through the above URL.

RESULTS

ALL PARTICIPATING COUNTIES

As previously stated, OTSO grantees conducted 204,778 observation surveys of seat belt use by front seat occupants, including 174,476 drivers and 30,302 passengers. The benchmark or baseline surveys included 62,880 front seat occupants, while the June 2010 survey had 73,347 occupants and September 2010 had 68,551 occupants. During these surveys, observed seat belt use by front seat occupants declined slightly between the baseline and the 2010 surveys to 77%, remaining well below the 85% seat belt use goal.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN ALL PARTICIPATING COUNTIES

	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	637	53,055	62,880
JUNE 2010	626	62,417	73,347
SEPTEMBER 2010	622	59,004	68,551

CROSS-TABULATION OF ALL COUNTIES SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

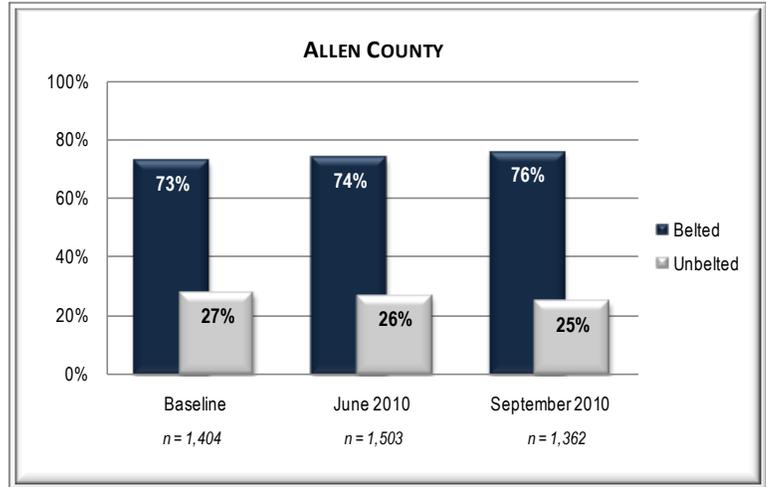
		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR ALL COUNTIES		77.4%	22.6%	174,476	76.6%	23.4%	30,302
SURVEY	BASELINE	78.2%	21.8%	53,055	76.9%	23.1%	9,825
	JUNE 2010	77.1%	22.9%	62,417	76.6%	23.4%	10,930
	SEPTEMBER 2010	77.0%	23.0%	59,004	76.3%	23.7%	9,547
VEHICLE TYPE	PASSENGER CAR	78.4%	21.6%	87,684	76.9%	23.1%	15,059
	VAN/MINIVAN	81.2%	18.8%	19,978	80.7%	19.3%	4,373
	SUV	80.9%	19.1%	33,977	81.4%	18.6%	5,815
	PICKUP TRUCK	68.8%	31.2%	32,398	66.8%	33.2%	4,983
SEX	MALE	74.0%	26.0%	98,153	68.2%	31.8%	10,848
	FEMALE	82.0%	18.0%	73,649	81.3%	18.7%	19,168
AGE	0 - 4	-	-	-	87.4%	12.6%	183
	5 - 14	-	-	-	82.4%	17.6%	2,562
	15 - 25	70.4%	29.6%	23,078	68.3%	31.7%	7,097
	26 - 64	78.0%	22.0%	128,216	76.3%	23.7%	15,408
	65+	82.1%	17.9%	18,412	86.6%	13.4%	4,496
RACE	CAUCASIAN	78.1%	21.9%	155,475	77.7%	22.3%	26,629
	AFRICAN AMERICAN	67.6%	32.4%	10,965	60.8%	39.2%	2,085
	OTHER	78.2%	21.8%	2,138	75.8%	24.2%	454

TOTAL BELTED OCCUPANTS FOR EACH COUNTY BY SURVEY FOR 2010. (* DENOTES SAFE COMMUNITIES)

	BASELINE	JUNE	SEPTEMBER
ALL COUNTIES	78%	77%	77%
ALLEN COUNTY *	73%	74%	76%
ASHLAND COUNTY	74%	84%	78%
ASHTABULA COUNTY *	77%	77%	74%
BROWN COUNTY *	76%	69%	75%
BUTLER COUNTY *	77%	71%	71%
CARROLL COUNTY	71%	65%	66%
CLARK COUNTY *	69%	68%	70%
CLERMONT COUNTY *	81%	78%	79%
COLUMBIANA COUNTY *	51%	86%	92%
CRAWFORD COUNTY	89%	89%	87%
CUYAHOGA COUNTY *	79%	74%	69%
DELAWARE COUNTY *	90%	78%	77%
FAIRFIELD COUNTY *	77%	74%	75%
FAYETTE COUNTY	-	67%	60%
FRANKLIN COUNTY *	74%	76%	75%
GALLIA COUNTY	7%	-	60%
GEAUGA COUNTY	76%	83%	77%
GREENE COUNTY *	83%	75%	80%
HAMILTON COUNTY *	77%	82%	84%
HANCOCK COUNTY	91%	88%	92%
HARRISON COUNTY	81%	77%	78%
HIGHLAND COUNTY	77%	82%	77%
HOLMES COUNTY *	77%	76%	74%
KNOX COUNTY *	86%	85%	88%
LAKE COUNTY *	71%	74%	72%
LICKING COUNTY *	78%	76%	76%
LOGAN COUNTY	86%	89%	85%
LORAIN COUNTY *	74%	78%	73%
LUCAS COUNTY *	79%	85%	88%
MAHONING COUNTY *	74%	76%	74%
MARION COUNTY	71%	75%	69%
MEDINA COUNTY *	85%	79%	73%
MIAMI COUNTY	80%	89%	62%
MONTGOMERY COUNTY	84%	86%	-
MORROW COUNTY *	85%	79%	81%
MUSKINGUM COUNTY	55%	80%	80%
PICKAWAY COUNTY	67%	64%	64%
PORTAGE COUNTY *	76%	79%	76%
RICHLAND COUNTY *	84%	83%	84%
ROSS COUNTY *	76%	77%	76%
SENECA COUNTY	83%	91%	87%
STARK COUNTY *	66%	69%	74%
SUMMIT COUNTY *	67%	61%	54%
TRUMBULL COUNTY *	71%	69%	72%
TUSCARAWAS COUNTY	68%	65%	61%
UNION COUNTY *	89%	80%	79%
WAYNE COUNTY *	75%	79%	78%
WILLIAMS COUNTY *	82%	77%	90%
WOOD COUNTY	89%	87%	94%

ALLEN COUNTY

Seat belt use in Allen County, a 2010 Safe Communities grantee, increased from the 2009 baseline rate of 73% to 74% during June 2010 and 76% during September 2010. Therefore, the Allen County seat belt use rate remained well below the 85% seat belt use goal.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN ALLEN COUNTY

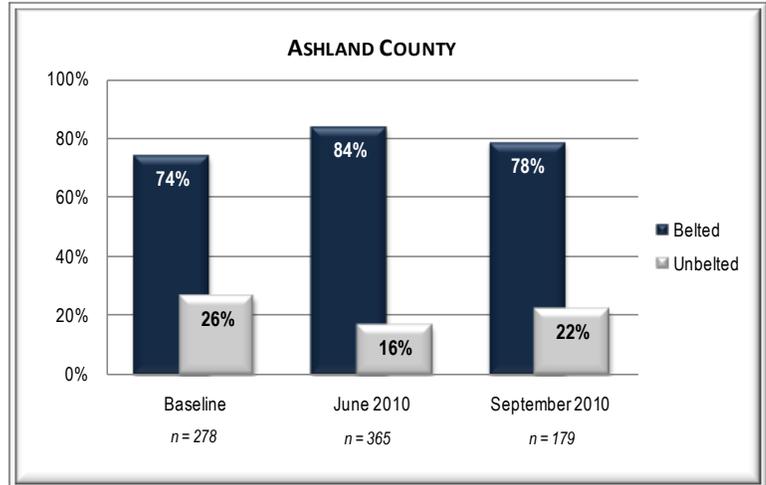
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,218	1,404
JUNE 2010	19	1,265	1,503
SEPTEMBER 2010	19	1,254	1,362

CROSS-TABULATION OF ALLEN COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR ALLEN COUNTY		74.1%	25.9%	3,737	72.6%	27.4%	532
SURVEY	BASELINE	72.6%	27.4%	1,218	73.1%	26.9%	186
	JUNE 2010	74.6%	25.4%	1,265	68.9%	31.1%	238
	SEPTEMBER 2010	75.0%	25.0%	1,254	79.6%	20.4%	108
VEHICLE TYPE	PASSENGER CAR	75.2%	24.8%	1,968	72.4%	27.6%	294
	VAN/MINIVAN	81.0%	19.0%	521	81.1%	18.9%	74
	SUV	78.0%	22.0%	632	78.9%	21.1%	90
	PICKUP TRUCK	60.7%	39.3%	611	56.2%	43.8%	73
SEX	MALE	71.0%	29.0%	2,121	59.1%	40.9%	186
	FEMALE	78.3%	21.7%	1,602	79.9%	20.1%	344
AGE	0 - 4	-	-	-	-	100.0%	2
	5 - 14	-	-	-	75.0%	25.0%	44
	15 - 25	62.9%	37.1%	626	50.4%	49.6%	123
	26 - 64	76.1%	23.9%	2,574	77.3%	22.7%	238
	65+	77.9%	22.1%	525	85.5%	14.5%	124
RACE	CAUCASIAN	74.8%	25.2%	3,561	74.8%	25.2%	503
	AFRICAN AMERICAN	55.0%	45.0%	140	30.4%	69.6%	23
	OTHER	69.2%	30.8%	13	66.7%	33.3%	3

ASHLAND COUNTY

Seat belt use in Ashland County fluctuated during the survey periods. For instance, seat belt use by front seat occupants increased from 74% during the baseline survey to 84% during the June 2010 survey, and then decreased to 78% during September 2010. This fluctuation was likely due to the small and varied samples of sites, vehicles, and occupants. Because of apparent confounding influences, the county's survey protocol should be reviewed, adjusted, and standardized to comply with the methodological information cited in the Introduction.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN ASHLAND COUNTY

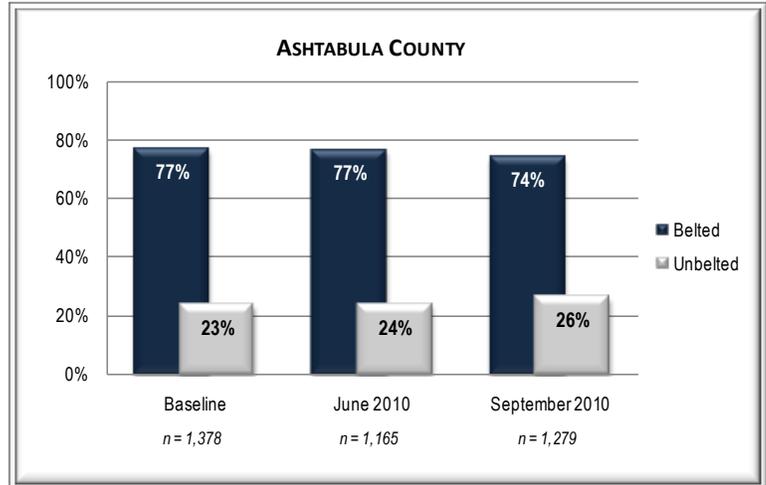
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	236	278
JUNE 2010	3	312	365
SEPTEMBER 2010	2	159	179

CROSS-TABULATION OF ASHLAND COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR ASHLAND COUNTY		79.2%	20.8%	707	78.3%	21.7%	115
SURVEY	BASELINE	72.9%	27.1%	236	78.6%	21.4%	42
	JUNE 2010	84.0%	16.0%	312	81.1%	18.9%	53
	SEPTEMBER 2010	79.2%	20.8%	159	70.0%	30.0%	20
VEHICLE TYPE	PASSENGER CAR	79.9%	20.1%	364	75.4%	24.6%	61
	VAN/MINIVAN	73.8%	26.2%	84	87.5%	12.5%	16
	SUV	86.7%	13.3%	135	85.7%	14.3%	14
	PICKUP TRUCK	71.4%	28.6%	119	73.9%	26.1%	23
SEX	MALE	76.3%	23.7%	333	75.5%	24.5%	49
	FEMALE	82.0%	18.0%	366	82.5%	17.5%	63
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	100.0%	-	8
	15 - 25	69.2%	30.8%	91	66.7%	33.3%	27
	26 - 64	79.1%	20.9%	531	78.5%	21.5%	65
	65+	90.0%	10.0%	80	85.7%	14.3%	14
RACE	CAUCASIAN	79.4%	20.6%	669	78.1%	21.9%	114
	AFRICAN AMERICAN	100.0%	-	5	100.0%	-	1
	OTHER	-	-	-	-	-	-

ASHTABULA COUNTY

Seat belt use in Ashtabula County, a 2010 Safe Communities grantee, declined from 77% during the baseline and June 2010 surveys to 74% during September 2010. Consequently, seat belt use was well below the target of 85%. Due to the change in the number of observations sites, the survey protocol should be examined, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN ASHTABULA COUNTY

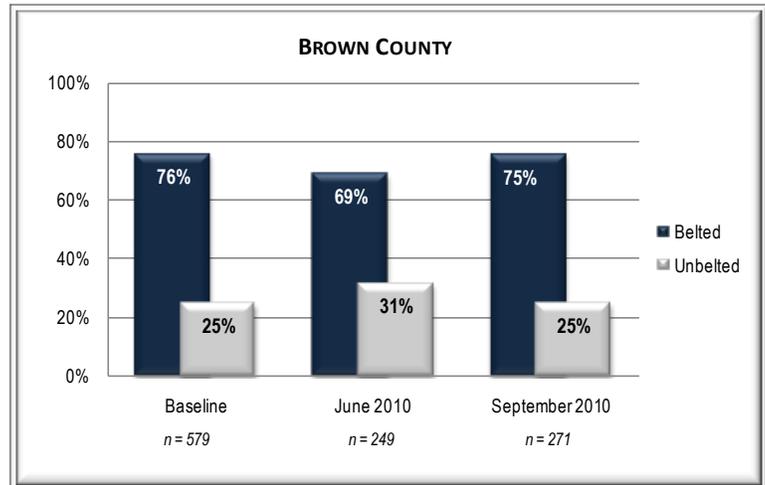
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	18	1,104	1,378
JUNE 2010	18	972	1,165
SEPTEMBER 2010	19	1,117	1,279

CROSS-TABULATION OF ASHTABULA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR ASHTABULA COUNTY		74.5%	25.5%	3,193	82.0%	18.0%	629
SURVEY	BASELINE	75.1%	24.9%	1,104	82.8%	17.2%	274
	JUNE 2010	75.3%	24.7%	972	82.4%	17.6%	193
	SEPTEMBER 2010	73.1%	26.9%	1,117	80.2%	19.8%	162
VEHICLE TYPE	PASSENGER CAR	77.1%	22.9%	1,808	84.6%	15.4%	345
	VAN/MINIVAN	79.4%	20.6%	350	90.1%	9.9%	91
	SUV	76.8%	23.2%	384	82.6%	17.4%	86
	PICKUP TRUCK	62.4%	37.6%	607	67.0%	33.0%	103
SEX	MALE	70.6%	29.4%	1,987	71.1%	28.9%	142
	FEMALE	81.0%	19.0%	1,174	85.4%	14.6%	479
AGE	0 - 4	-	-	-	100.0%	-	10
	5 - 14	-	-	-	96.7%	3.3%	61
	15 - 25	71.5%	28.5%	316	74.5%	25.5%	110
	26 - 64	75.2%	24.8%	2,526	82.1%	17.9%	341
	65+	72.8%	27.2%	331	77.8%	22.2%	99
RACE	CAUCASIAN	74.7%	25.3%	2,885	82.7%	17.3%	544
	AFRICAN AMERICAN	72.9%	27.1%	155	66.7%	33.3%	9
	OTHER	74.2%	25.8%	120	80.0%	20.0%	5

BROWN COUNTY

The seat belt use rate in Brown County, a 2010 Safe Communities grantee, decreased significantly between the baseline (76%) and June 2010 (69%) surveys. Usage then increased to 75% in September 2010. Fluctuation in seat belt use was likely due to variation in the number of observation sites and the small and varied sample sizes. Consequently, because of these confounding influences, the Brown County survey protocol should be examined, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN BROWN COUNTY

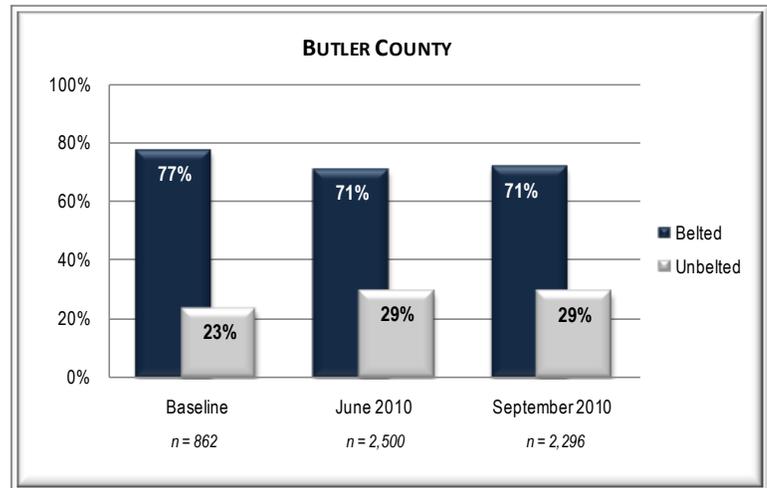
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	488	579
JUNE 2010	14	181	249
SEPTEMBER 2010	17	200	271

CROSS-TABULATION OF BROWN COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR BROWN COUNTY		73.8%	26.2%	869	74.3%	25.7%	230
SURVEY	BASELINE	74.2%	25.8%	488	82.4%	17.6%	91
	JUNE 2010	71.3%	28.7%	181	61.8%	38.2%	68
	SEPTEMBER 2010	75.0%	25.0%	200	76.1%	23.9%	71
VEHICLE TYPE	PASSENGER CAR	74.7%	25.3%	395	71.1%	28.9%	97
	VAN/MINIVAN	73.0%	27.0%	63	66.7%	33.3%	21
	SUV	76.0%	24.0%	171	91.1%	8.9%	56
	PICKUP TRUCK	70.6%	29.4%	235	64.8%	35.2%	54
SEX	MALE	74.7%	25.3%	530	63.9%	36.1%	83
	FEMALE	72.4%	27.6%	333	80.1%	19.9%	146
AGE	0 - 4	-	-	-	80.0%	20.0%	5
	5 - 14	-	-	-	64.3%	35.7%	14
	15 - 25	70.1%	29.9%	194	67.1%	32.9%	85
	26 - 64	72.3%	27.7%	530	76.2%	23.8%	101
	65+	84.0%	16.0%	144	96.0%	4.0%	25
RACE	CAUCASIAN	73.9%	26.1%	838	75.8%	24.2%	219
	AFRICAN AMERICAN	77.8%	22.2%	18	42.9%	57.1%	7
	OTHER	-	-	-	-	-	-

BUTLER COUNTY

Seat belt use in Butler County, a 2010 Safe Communities grantee, decreased from 77% during the baseline survey to 71% during both the June and September 2010 surveys. It is important to note that since 2009 survey data were unavailable, Butler County's baseline rate was derived from the seven sites observed during June 2008. The present results suggest the Butler County survey protocol, including the number of observation sites, should be reviewed, modified, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN BUTLER COUNTY

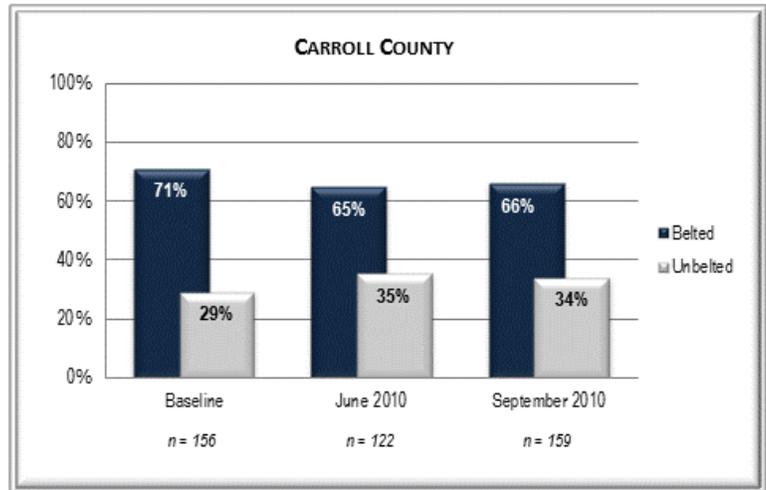
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	7	685	862
JUNE 2010	19	2,108	2,500
SEPTEMBER 2010	19	1,952	2,296

CROSS-TABULATION OF BUTLER COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR BUTLER COUNTY		72.1%	27.9%	4,745	70.1%	29.9%	913
SURVEY	BASELINE	76.5%	23.5%	685	79.1%	20.9%	177
	JUNE 2010	71.0%	29.0%	2,108	68.1%	31.9%	392
	SEPTEMBER 2010	71.8%	28.2%	1,952	67.7%	32.3%	344
VEHICLE TYPE	PASSENGER CAR	74.2%	25.8%	2,213	72.5%	27.5%	444
	VAN/MINIVAN	73.4%	26.6%	542	69.7%	30.3%	142
	SUV	75.5%	24.5%	861	75.0%	25.0%	148
	PICKUP TRUCK	64.7%	35.3%	1,114	59.8%	40.2%	174
SEX	MALE	68.8%	31.2%	2,678	63.2%	36.8%	329
	FEMALE	77.6%	22.4%	1,761	73.8%	26.2%	581
AGE	0 - 4	-	-	-	100.0%	-	9
	5 - 14	-	-	-	78.3%	21.7%	60
	15 - 25	66.6%	33.4%	560	59.8%	40.2%	209
	26 - 64	73.1%	26.9%	3,348	69.0%	31.0%	494
	65+	73.1%	26.9%	521	83.1%	16.9%	136
RACE	CAUCASIAN	73.2%	26.8%	4,098	70.9%	29.1%	836
	AFRICAN AMERICAN	57.7%	42.3%	265	55.6%	44.4%	63
	OTHER	75.0%	25.0%	52	81.8%	18.2%	11

CARROLL COUNTY

Since 2009 survey data were unavailable, baseline data for Carroll County were taken from the June 2008 survey. The county's seat belt use increased slightly between the June and September 2010 surveys; however, usage was well below the targeted rate of 85%. Fluctuation in seat belt use was most likely due to the relatively small and varied sample size. Therefore, the survey protocol should be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN CARROLL COUNTY

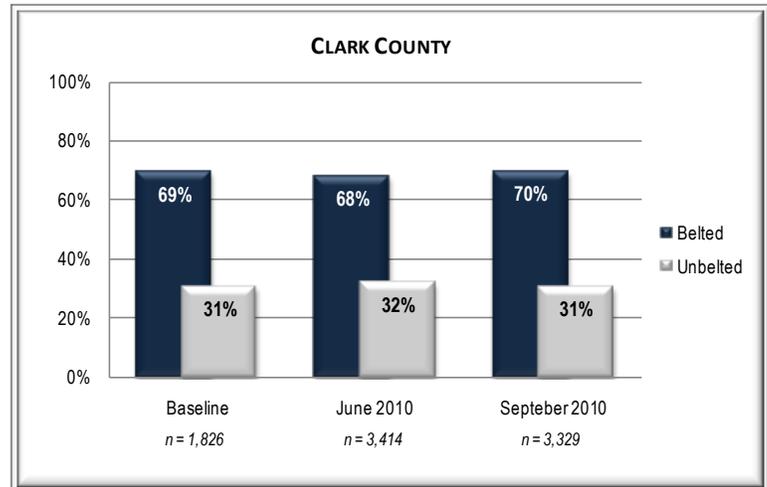
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	120	156
JUNE 2010	4	101	122
SEPTEMBER 2010	4	135	159

CROSS-TABULATION OF CARROLL COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR CARROLL COUNTY		66.0	34.0	356	74.1%	25.9%	81
SURVEY	BASELINE	68.3	31.7	120	80.6%	19.4%	36
	JUNE 2010	64.4	35.6	101	66.7%	33.3%	21
	SEPTEMBER 2010	65.2	34.8	135	70.8%	29.2%	24
VEHICLE TYPE	PASSENGER CAR	73.9	26.1	157	84.8%	15.2%	33
	VAN/MINIVAN	63.6	36.4	44	61.5%	38.5%	13
	SUV	72.2	27.8	72	83.3%	16.7%	18
	PICKUP TRUCK	47.0	53.0	83	52.9%	47.1%	17
SEX	MALE	63.0	37.0	189	56.7%	43.3%	30
	FEMALE	69.5	30.5	167	87.0%	13.0%	46
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	100.0%	-	7
	15 - 25	67.6	32.4	34	72.7%	27.3%	11
	26 - 64	63.9	36.1	280	71.7%	28.3%	53
	65+	78.0	22.0	41	66.7%	33.3%	9
RACE	CAUCASIAN	66.1	33.9	351	73.8%	26.3%	80
	AFRICAN AMERICAN	-	-	-	-	-	-
	OTHER	-	-	-	-	-	-

CLARK COUNTY

Clark County, a 2010 Safe Communities grantee, experienced a 1% decline in seat belt use between the baseline and June 2010 survey. Seat belt use then increased to 70% during the September 2010 survey. However, changes in survey protocol also occurred. For example, although the number of sites increased from 18 to 19, the total sample of vehicles and occupants declined during the September survey. Due to the apparent confounding influences, the survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN CLARK COUNTY

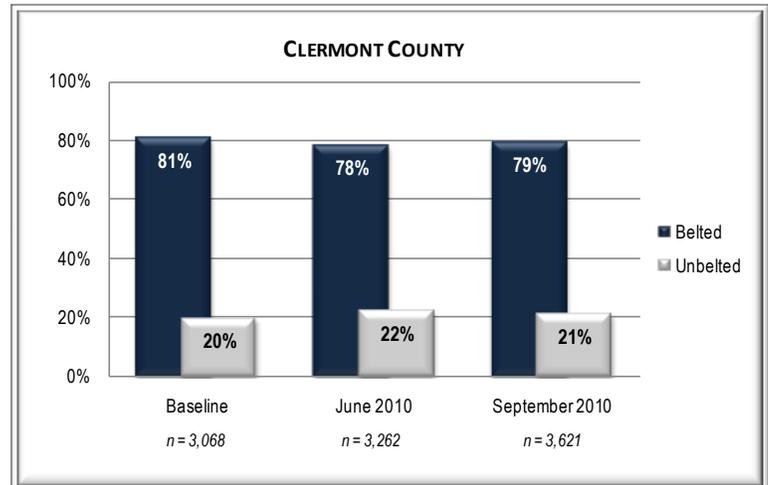
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	18	1,608	1,826
JUNE 2010	18	3,060	3,414
SEPTEMBER 2010	19	2,722	3,329

CROSS-TABULATION OF CLARK COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR CLARK COUNTY		69.0%	31.0%	7,390	68.4%	31.6%	1,179
SURVEY	BASELINE	69.2%	30.8%	1,608	71.6%	28.4%	218
	JUNE 2010	68.7%	31.3%	3,060	62.7%	37.3%	354
	SEPTEMBER 2010	69.3%	30.7%	2,722	70.5%	29.5%	607
VEHICLE TYPE	PASSENGER CAR	70.2%	29.8%	3,582	68.2%	31.8%	601
	VAN/MINIVAN	72.3%	27.7%	990	74.5%	25.5%	192
	SUV	70.2%	29.8%	1,176	75.7%	24.3%	177
	PICKUP TRUCK	63.2%	36.8%	1,535	57.3%	42.7%	206
SEX	MALE	67.2%	32.8%	4,081	59.8%	40.2%	425
	FEMALE	71.9%	28.1%	2,880	74.1%	25.9%	691
AGE	0 - 4	-	-	-	90.0%	10.0%	20
	5 - 14	-	-	-	77.0%	23.0%	113
	15 - 25	60.3%	39.7%	1,112	64.4%	35.6%	340
	26 - 64	68.9%	31.1%	4,999	64.4%	35.6%	553
	65+	82.1%	17.9%	777	88.0%	12.0%	133
RACE	CAUCASIAN	69.7%	30.3%	6,168	69.5%	30.5%	1,022
	AFRICAN AMERICAN	60.9%	39.1%	496	67.0%	33.0%	106
	OTHER	65.1%	34.9%	129	53.6%	46.4%	28

CLERMONT COUNTY

Seat belt use in Clermont County, a 2010 Safe Communities grantee, decreased from 81% during the baseline survey to 78% during the June 2010 survey. Seat belt use then increased to 79% during the September 2010 survey. Nevertheless, the county's seat belt use remains below the goal of 85%. Due to sample variation, the survey protocol should be reviewed, modified if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN CLERMONT COUNTY

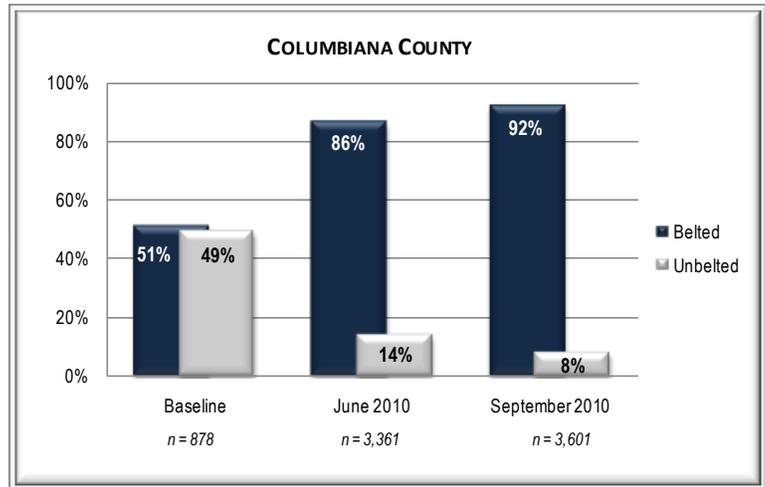
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	2,551	3,068
JUNE 2010	19	2,754	3,262
SEPTEMBER 2010	19	3,143	3,621

CROSS-TABULATION OF CLERMONT COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR CLERMONT COUNTY		79.4%	20.6%	8,448	78.2%	21.8%	1,503
SURVEY	BASELINE	81.4%	18.6%	2,551	76.4%	23.6%	517
	JUNE 2010	78.3%	21.7%	2,754	77.8%	22.2%	508
	SEPTEMBER 2010	78.8%	21.2%	3,143	80.5%	19.5%	478
VEHICLE TYPE	PASSENGER CAR	81.7%	18.3%	4,200	79.7%	20.3%	763
	VAN/MINIVAN	81.6%	18.4%	1,042	84.8%	15.2%	223
	SUV	83.2%	16.8%	1,455	81.3%	18.8%	256
	PICKUP TRUCK	69.6%	30.4%	1,740	64.7%	35.3%	258
SEX	MALE	75.7%	24.3%	4,847	71.4%	28.6%	559
	FEMALE	84.4%	15.6%	3,563	82.2%	17.8%	930
AGE	0 - 4	-	-	-	100.0%	-	10
	5 - 14	-	-	-	88.4%	11.6%	146
	15 - 25	72.7%	27.3%	1,703	68.7%	31.3%	441
	26 - 64	80.3%	19.7%	5,603	77.9%	22.1%	674
	65+	85.6%	14.4%	1,035	90.3%	9.7%	207
RACE	CAUCASIAN	79.5%	20.5%	8,190	78.3%	21.7%	1,446
	AFRICAN AMERICAN	77.9%	22.1%	113	85.0%	15.0%	20
	OTHER	75.0%	25.0%	40	60.0%	40.0%	10

COLUMBIANA COUNTY

Baseline seat belt use in Columbiana County, a 2010 Safe Communities grantee, was just 51% for front seat occupants. However, seat belt use increased significantly during 2010 (i.e., to 86% during June 2010 and to 92% during September 2010). It is important to note that the number of observation sites and survey sample sizes during 2010 were significantly larger than at baseline. While county seat belt use was above 85% during 2010, the survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN COLUMBIANA COUNTY

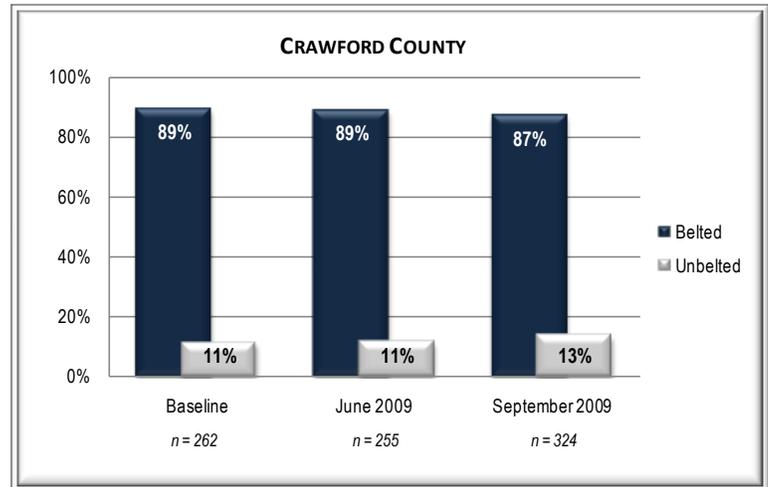
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	10	718	878
JUNE 2010	18	2,654	3,361
SEPTEMBER 2010	17	3,017	3,601

CROSS-TABULATION OF COLUMBIANA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR COLUMBIANA COUNTY		84.3%	15.7%	6,389	88.4%	11.6%	1,451
SURVEY	BASELINE	50.7%	49.3%	718	53.1%	46.9%	160
	JUNE 2010	84.8%	15.2%	2,654	91.9%	8.1%	707
	SEPTEMBER 2010	91.7%	8.3%	3,017	93.7%	6.3%	584
VEHICLE TYPE	PASSENGER CAR	84.7%	15.3%	3,303	88.6%	11.4%	745
	VAN/MINIVAN	86.5%	13.5%	617	90.9%	9.1%	143
	SUV	87.9%	12.1%	1,101	93.0%	7.0%	271
	PICKUP TRUCK	79.1%	20.9%	1,362	82.1%	17.9%	291
SEX	MALE	80.2%	19.8%	3,104	74.9%	25.1%	411
	FEMALE	88.1%	11.9%	3,274	93.6%	6.4%	1,038
AGE	0 - 4	-	-	-	100.0%	-	10
	5 - 14	-	-	-	86.0%	14.0%	50
	15 - 25	69.0%	31.0%	1,197	69.2%	30.8%	266
	26 - 64	88.4%	11.6%	4,569	93.2%	6.8%	1,029
	65+	82.7%	17.3%	602	88.8%	11.2%	89
RACE	CAUCASIAN	84.2%	15.8%	6,231	88.7%	11.3%	1,412
	AFRICAN AMERICAN	84.5%	15.5%	103	66.7%	33.3%	27
	OTHER	75.0%	25.0%	4	-	-	-

CRAWFORD COUNTY

Seat belt use in Crawford County remained 89% during the baseline and the June 2010 surveys. While a slight decline occurred between the June and September 2010 surveys, seat belt use remained above the 85% target. It should be noted that findings for Crawford County are based on a relatively small number of observation sites and surveys. Therefore, the survey protocol should be examined, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN CRAWFORD COUNTY

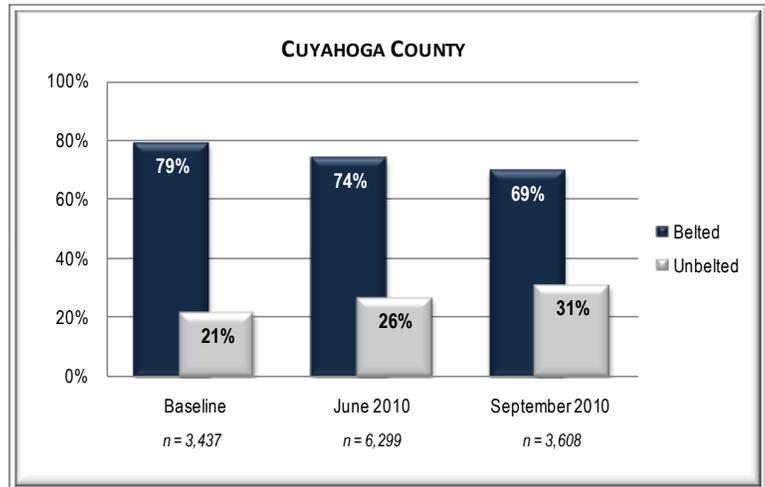
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	4	197	262
JUNE 2010	3	180	255
SEPTEMBER 2010	4	238	324

CROSS-TABULATION OF CRAWFORD COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR CRAWFORD COUNTY		88.3%	11.7%	615	87.2%	12.8%	226
SURVEY	BASILINE	89.8%	10.2%	197	86.2%	13.8%	65
	JUNE 2010	88.9%	11.1%	180	88.0%	12.0%	75
	SEPTEMBER 2010	86.6%	13.4%	238	87.2%	12.8%	86
VEHICLE TYPE	PASSENGER CAR	90.5%	9.5%	296	84.9%	15.1%	106
	VAN/MINIVAN	89.7%	10.3%	68	87.9%	12.1%	33
	SUV	94.0%	6.0%	133	94.4%	5.6%	54
	PICKUP TRUCK	75.7%	24.3%	115	81.8%	18.2%	33
SEX	MALE	84.7%	15.3%	365	75.4%	24.6%	61
	FEMALE	93.6%	6.4%	249	91.5%	8.5%	164
AGE	0 - 4	-	-	-			
	5 - 14	-	-	-	93.3%	6.7%	30
	15 - 25	83.7%	16.3%	92	81.4%	18.6%	59
	26 - 64	89.3%	10.7%	441	87.0%	13.0%	115
	65+	87.5%	12.5%	80	95.5%	4.5%	22
RACE	CAUCASIAN	88.1%	11.9%	604	86.9%	13.1%	222
	AFRICAN AMERICAN	100.0%	-	6	100.0%	-	1
	OTHER	100.0%	-	4	100.0%	-	2

CUYAHOGA COUNTY

The seat belt usage rate in Cuyahoga County, a 2010 Safe Communities grantee, was 79% during the baseline survey but declined to 69% during September 2010. It should be noted that the relatively large number of observations (i.e., vehicles and occupants) during June 2010 was due to a methodological error; this issue was corrected during the September survey. Nevertheless, Cuyahoga County seat belt use continued to decline and remained well below the 85% goal. Surveys results are likely due to variation in the survey protocol, which should be reviewed and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN CUYAHOGA COUNTY

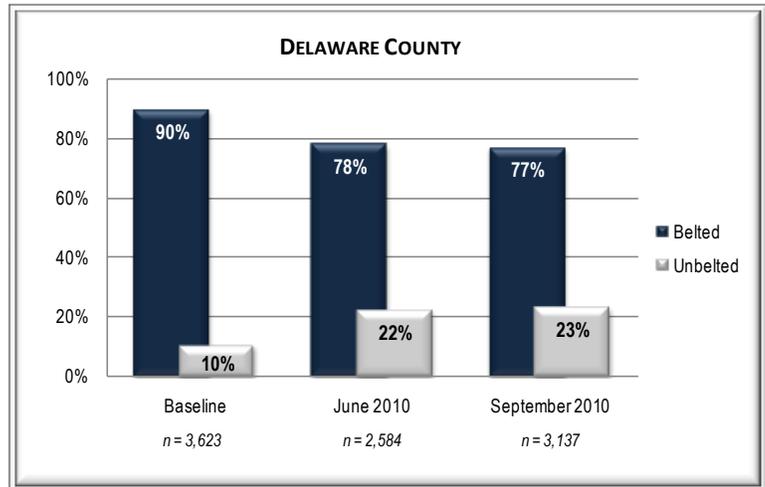
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	3,145	3,437
JUNE 2010	19	5,804	6,299
SEPTEMBER 2010	19	3,309	3,608

CROSS-TABULATION OF CUYAHOGA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR CUYAHOGA COUNTY		73.8%	26.2%	12,258	72.7%	27.3%	1,086
SURVEY	BASELINE	78.4%	21.6%	3,145	81.5%	18.5%	292
	JUNE 2010	73.7%	26.3%	5,804	71.5%	28.5%	495
	SEPTEMBER 2010	69.7%	30.3%	3,309	65.9%	34.1%	299
VEHICLE TYPE	PASSENGER CAR	73.5%	26.5%	7,126	71.9%	28.1%	622
	VAN/MINIVAN	78.8%	21.2%	1,141	76.6%	23.4%	141
	SUV	77.8%	22.2%	2,567	79.2%	20.8%	226
	PICKUP TRUCK	61.3%	38.7%	1,055	54.7%	45.3%	86
SEX	MALE	68.7%	31.3%	6,469	64.5%	35.5%	386
	FEMALE	80.1%	19.9%	5,410	77.4%	22.6%	686
AGE	0 - 4	-	-	-	50.0%	50.0%	2
	5 - 14	-	-	-	81.2%	18.8%	69
	15 - 25	69.5%	30.5%	531	69.5%	30.5%	164
	26 - 64	73.1%	26.9%	9,807	69.2%	30.8%	646
	65+	81.1%	18.9%	978	82.7%	17.3%	127
RACE	CAUCASIAN	76.1%	23.9%	8,907	76.4%	23.6%	726
	AFRICAN AMERICAN	62.0%	38.0%	2,184	57.4%	42.6%	249
	OTHER	82.3%	17.7%	231	73.3%	26.7%	30

DELAWARE COUNTY

Seat belt use in Delaware County, a 2010 Safe Communities grantee, decreased from 90% during the baseline survey to 78% during June 2010 and to 77% during September 2010. Consequently, Delaware County seat belt use remained below Ohio's target seat belt use rate of 85% throughout the 2010 surveys. Fluctuation in seat belt use was probably due to the variation in observation sites and sample sizes (i.e., vehicles and occupants). Given these confounding influences, the survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN DELAWARE COUNTY

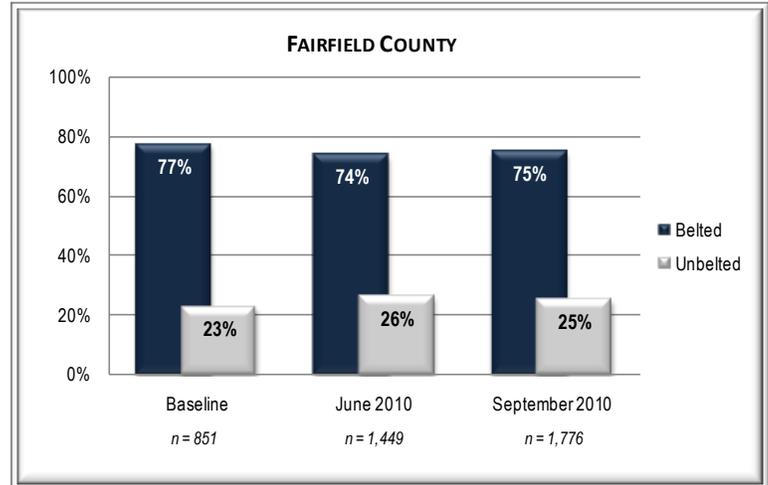
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	3,156	3,623
JUNE 2010	18	2,081	2,584
SEPTEMBER 2010	16	2,647	3,137

CROSS-TABULATION OF DELAWARE COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR DELAWARE COUNTY		82.1%	17.9%	7,884	82.4%	17.6%	1,460
SURVEY	BASELINE	89.1%	10.9%	3,156	92.9%	7.1%	467
	JUNE 2010	78.0%	22.0%	2,081	77.7%	22.3%	503
	SEPTEMBER 2010	76.8%	23.2%	2,647	77.1%	22.9%	490
VEHICLE TYPE	PASSENGER CAR	83.2%	16.8%	3,881	83.9%	16.1%	666
	VAN/MINIVAN	85.5%	14.5%	1,038	84.7%	15.3%	261
	SUV	94.9%	15.1%	1,781	84.0%	16.0%	324
	PICKUP TRUCK	70.8%	29.2%	1,172	72.7%	27.3%	205
SEX	MALE	78.6%	21.4%	4,241	75.1%	24.9%	526
	FEMALE	86.1%	13.9%	3,631	86.6%	13.4%	925
AGE	0 - 4	-	-	-	100.0%	-	6
	5 - 14	-	-	-	88.2%	11.8%	153
	15 - 25	78.8%	21.2%	1,098	75.5%	24.5%	319
	26 - 64	82.2%	17.8%	5,614	82.4%	17.6%	665
	65+	84.5%	15.5%	1,097	88.0%	12.0%	283
RACE	CAUCASIAN	82.3%	17.7%	7,357	82.9%	17.1%	1,333
	AFRICAN AMERICAN	74.3%	25.7%	237	72.5%	27.5%	40
	OTHER	81.3%	18.8%	176	80.9%	19.1%	47

FAIRFIELD COUNTY

Seat belt use in Fairfield County, a 2010 Safe Communities grantee, remained relatively consistent throughout the surveys. For instance, the baseline rate of 77% declined to 74% during the June 2010 survey and then increased slightly to 75% during September 2010, remaining well below 85%. Observation site and sample size variation between 2009 and 2010 are probable confounding factors. Therefore, the Fairfield County survey protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN FAIRFIELD COUNTY

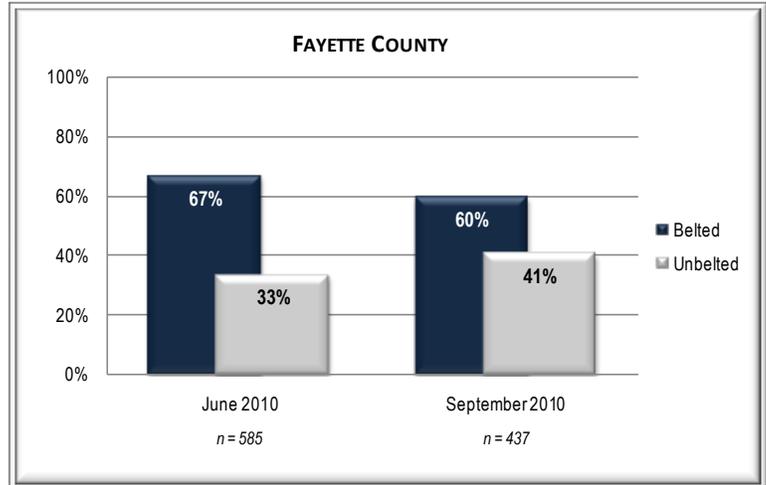
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	16	657	851
JUNE 2010	16	1,237	1,449
SEPTEMBER 2010	19	1,558	1,776

CROSS-TABULATION OF FAIRFIELD COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR FAIRFIELD COUNTY		74.6%	25.4%	3,452	77.7%	22.3%	624
SURVEY	BASELINE	75.3%	24.7%	657	84.5%	15.5%	194
	JUNE 2010	74.0%	26.0%	1,237	73.1%	26.9%	212
	SEPTEMBER 2010	74.7%	25.3%	1,558	76.1%	23.9%	218
VEHICLE TYPE	PASSENGER CAR	75.5%	24.5%	1,623	81.9%	18.1%	260
	VAN/MINIVAN	80.4%	19.6%	484	78.0%	22.0%	109
	SUV	78.2%	21.8%	735	82.0%	18.0%	139
	PICKUP TRUCK	63.5%	36.5%	586	63.9%	36.1%	108
SEX	MALE	70.7%	29.3%	1,926	74.7%	25.3%	221
	FEMALE	79.5%	20.5%	1,507	79.7%	20.3%	399
AGE	0 - 4	-	-	-	88.9%	11.1%	9
	5 - 14	-	-	-	76.0%	24.0%	50
	15 - 25	71.1%	28.9%	461	75.2%	24.8%	161
	26 - 64	75.5%	24.5%	2,662	77.0%	23.0%	318
	65+	73.4%	26.6%	286	89.3%	10.7%	75
RACE	CAUCASIAN	75.0%	25.0%	3,220	77.7%	22.3%	582
	AFRICAN AMERICAN	70.6%	29.4%	136	72.7%	27.3%	22
	OTHER	61.9%	38.1%	21	100.0%		4

FAYETTE COUNTY

Baseline data were unavailable for Fayette County; however, seat belt use by front seat occupants decreased from 67% during June 2010 to 60% during September 2010. Furthermore, Fayette County seat belt use remained significantly below the seat belt use goal of 85%. It is recommended that Fayette County's survey protocol be reviewed, modified, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN FAYETTE COUNTY

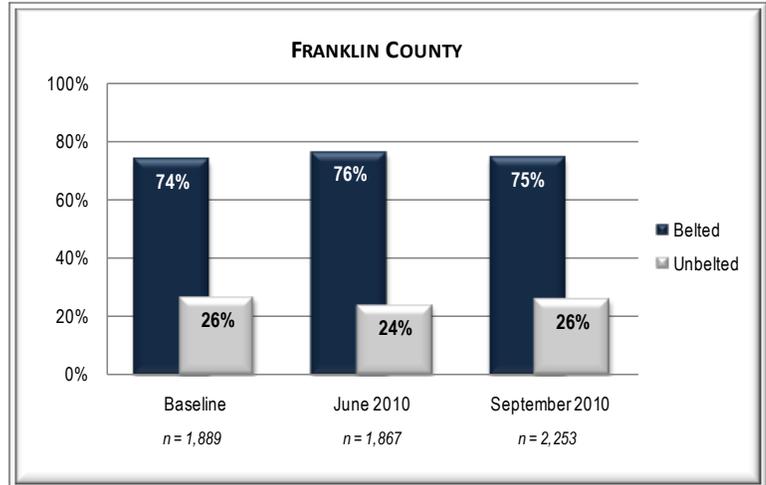
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	-	-	-
JUNE 2010	4	413	585
SEPTEMBER 2010	4	312	437

CROSS-TABULATION OF FAYETTE COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR FAYETTE COUNTY		63.2%	36.8%	725	64.6%	35.4%	297
SURVEY	BASELINE	-	-	-	-	-	-
	JUNE 2010	66.8%	33.2%	413	66.3%	33.7%	172
	SEPTEMBER 2010	58.3%	41.7%	312	62.4%	37.6%	125
VEHICLE TYPE	PASSENGER CAR	63.4%	36.6%	287	66.4%	33.6%	107
	VAN/MINIVAN	71.1%	28.9%	83	70.2%	29.8%	47
	SUV	76.9%	23.1%	143	65.3%	34.7%	75
	PICKUP TRUCK	50.5%	49.5%	210	57.4%	42.6%	68
SEX	MALE	59.6%	40.4%	455	54.4%	45.6%	125
	FEMALE	69.3%	30.7%	267	72.1%	27.9%	172
AGE	0 - 4	-	-	-		100.0%	1
	5 - 14	-	-	-	75.8%	24.2%	33
	15 - 25	45.1%	54.9%	102	52.9%	47.1%	70
	26 - 64	67.1%	32.9%	519	67.7%	32.3%	155
	65+	62.4%	37.6%	101	65.8%	34.2%	38
RACE	CAUCASIAN	63.2%	36.8%	688	64.9%	35.1%	282
	AFRICAN AMERICAN	50.0%	50.0%	16	60.0%	40.0%	5
	OTHER	78.6%	21.4%	14	55.6%	44.4%	9

FRANKLIN COUNTY

Seat belt use in Franklin County, a 2010 Safe Communities grantee, increased from the baseline rate of 74% to 76% during June 2010, and then decreased to 75% during September 2010. Therefore, Franklin County seat belt use remained well below the seat belt use goal of 85%. Also, because of possible confounding influences of variation in observation sites and sample sizes, the Franklin County survey protocol should be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN FRANKLIN COUNTY

	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	21	1,601	1,889
JUNE 2010	20	1,557	1,867
SEPTEMBER 2010	21	1,955	2,253

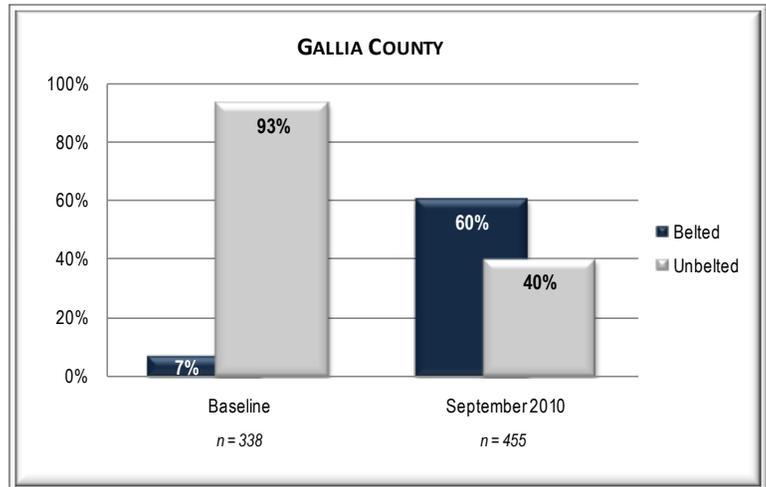
CROSS-TABULATION OF FRANKLIN COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR FRANKLIN COUNTY		75.9%	24.1%	5,113	68.9%	31.1%	896
SURVEY	BASELINE	75.7%	24.3%	1,601	62.5%	37.5%	288
	JUNE 2010	77.6%	22.4%	1,557	70.3%	29.7%	310
	SEPTEMBER 2010	74.7%	25.3%	1,955	73.5%	26.5%	298
VEHICLE TYPE	PASSENGER CAR	76.0%	24.0%	2,819	66.1%	33.9%	466
	VAN/MINIVAN	81.7%	18.3%	546	74.1%	25.9%	139
	SUV	78.1%	21.9%	1,048	78.8%	21.2%	184
	PICKUP TRUCK	67.2%	32.8%	676	56.7%	43.3%	104
SEX	MALE	70.7%	29.3%	2,910	63.6%	36.4%	379
	FEMALE	82.9%	17.1%	2,184	72.6%	27.4%	515
AGE	0 - 4	-	-	-	100.0%	-	4
	5 - 14	-	-	-	81.4%	18.6%	70
	15 - 25	65.1%	34.9%	902	67.1%	32.9%	325
	26 - 64	78.4%	21.6%	3,771	65.9%	34.1%	413
	65+	76.8%	23.2%	401	80.0%	20.0%	75
RACE	CAUCASIAN	77.0%	23.0%	4,030	69.7%	30.3%	699
	AFRICAN AMERICAN	69.3%	30.7%	703	60.2%	39.8%	128
	OTHER	74.2%	25.8%	279	76.9%	23.1%	65

GALLIA COUNTY

Baseline data for Gallia County were from 2007 since surveys were not conducted in 2008 or 2009.

Additionally, only September surveys were conducted during 2010. Results show a significant increase in seat belt use from the baseline rate of just 7% to 60% during the September survey. Nevertheless, the final usage rate is significantly below the seat belt use goal of 85%. Due to confounding protocol issues and the small number of observations, Gallia County results should be viewed with caution. Consequently, the county protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN GALLIA COUNTY

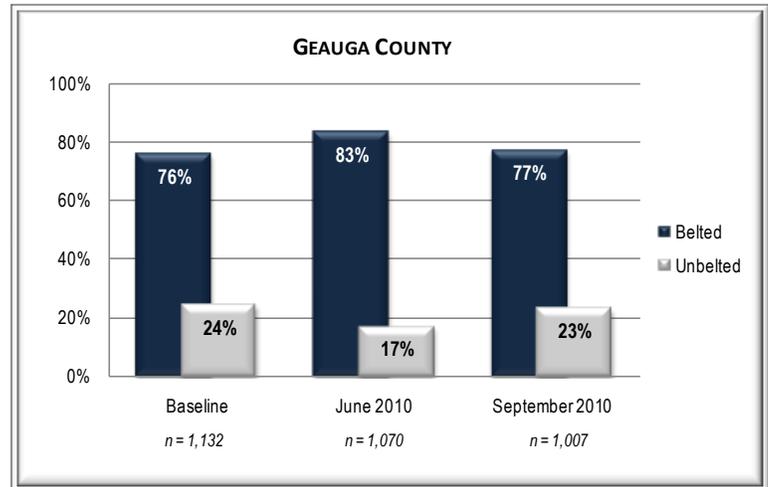
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	266	338
JUNE 2010	-	-	-
SEPTEMBER 2010	4	385	455

CROSS-TABULATION OF GALLIA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR GALLIA COUNTY		37.0%	6.0%	651	40.8%	59.2%	142
SURVEY	BASELINE	4.5%	95.5%	266	18.1%	81.9%	72
	JUNE 2010	-	-	-	-	-	-
	SEPTEMBER 2010	59.5%	40.5%	385	64.3%	35.7%	70
VEHICLE TYPE	PASSENGER CAR	40.9%	59.1%	296	43.5%	56.5%	62
	VAN/MINIVAN	47.2%	52.8%	53	54.5%	45.5%	22
	SUV	33.3%	66.7%	114	40.0%	60.0%	20
	PICKUP TRUCK	30.3%	69.7%	188	28.9%	71.1%	38
SEX	MALE	38.4%	61.6%	385	43.1%	56.9%	51
	FEMALE	34.5%	65.5%	264	39.6%	60.4%	91
AGE	0 - 4	-	-	-	66.7%	33.3%	3
	5 - 14	-	-	-	36.4%	63.6%	11
	15 - 25	17.1%	82.9%	41	42.1%	57.9%	19
	26 - 64	40.5%	59.5%	573	43.6%	56.4%	94
	65+	-	100.0%	33	20.0%	80.0%	15
RACE	CAUCASIAN	37.2%	62.8%	637	40.8%	59.2%	142
	AFRICAN AMERICAN	33.3%	66.7%	6	-	-	-
	OTHER	-	-	-	-	-	-

GEAUGA COUNTY

Observed seat belt use in Geauga County increased from 76% to 83% between the baseline and June 2010 surveys. However, survey results depict a significant decrease in seat belt use between June 2010 and September 2010; the latter usage rate of 77% is well below the 85% goal. Protocol variation may be partly responsible for the observed seat belt use results and should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN GEAUGA COUNTY

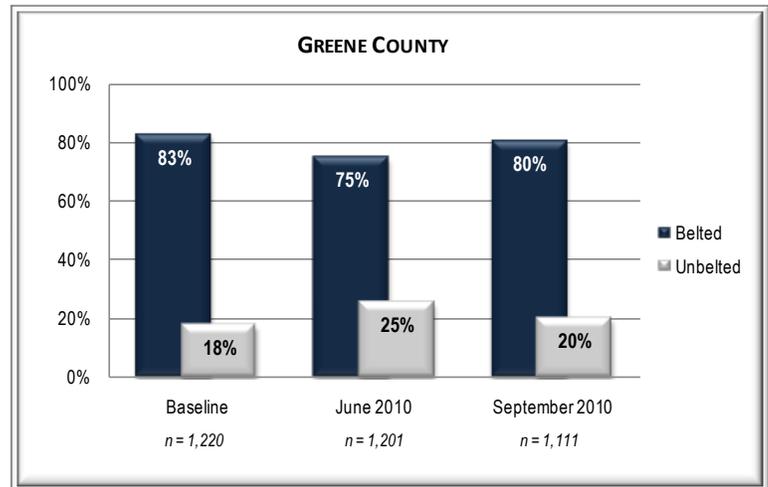
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	4	1,009	1,132
JUNE 2010	4	948	1,070
SEPTEMBER 2010	4	927	1,007

CROSS-TABULATION OF GEAUGA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR GEAUGA COUNTY		78.8%	21.2%	2,884	77.5%	22.5%	325
SURVEY	BASILINE	76.4%	23.6%	1,009	70.7%	29.3%	123
	JUNE 2010	83.0%	17.0%	948	84.4%	15.6%	122
	SEPTEMBER 2010	77.0%	23.0%	927	77.5%	22.5%	80
VEHICLE TYPE	PASSENGER CAR	81.4%	18.6%	1,275	77.1%	22.9%	131
	VAN/MINIVAN	81.9%	18.1%	360	78.1%	21.9%	64
	SUV	83.6%	16.4%	511	88.3%	11.7%	60
	PICKUP TRUCK	69.3%	30.7%	735	68.1%	31.9%	69
SEX	MALE	74.4%	25.6%	1,892	65.5%	34.5%	139
	FEMALE	87.1%	12.9%	987	86.6%	13.4%	186
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	100.0%	-	18
	15 - 25	72.3%	27.7%	296	61.4%	38.6%	57
	26 - 64	78.2%	21.8%	2,265	73.7%	26.3%	186
	65+	88.3%	11.7%	31	96.9%	3.1%	64
RACE	CAUCASIAN	78.8%	21.2%	2,846	77.8%	22.2%	315
	AFRICAN AMERICAN	77.8%	22.2%	27	60.0%	40.0%	5
	OTHER	50.0%	50.0%	2	50.0%	50.0%	2

GREENE COUNTY

Seat belt use in Greene County, a 2010 Safe Communities grantee, decreased from a baseline of 83% to 75% during June 2010, and then increased to 80% during September 2010. While survey results suggest the 85% usage rate goal is attainable in the county, the survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN GREENE COUNTY

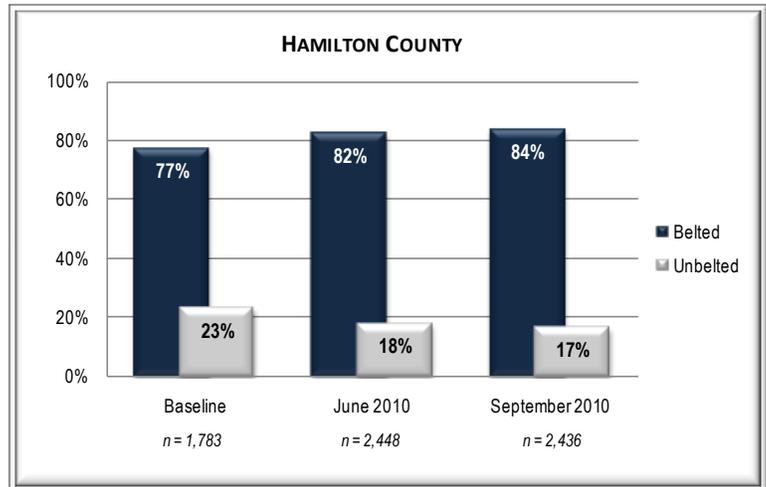
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,047	1,220
JUNE 2010	19	984	1,201
SEPTEMBER 2010	19	976	1,111

CROSS-TABULATION OF GREENE COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR GREENE COUNTY		78.8%	21.2%	2,923	81.0%	19.0%	503
SURVEY	BASELINE	82.5%	17.5%	1,047	82.1%	17.9%	173
	JUNE 2010	73.9%	26.1%	984	78.8%	21.2%	217
	SEPTEMBER 2010	79.8%	20.2%	976	83.0%	17.0%	135
VEHICLE TYPE	PASSENGER CAR	79.4%	20.6%	1,525	79.3%	20.7%	246
	VAN/MINIVAN	87.1%	12.9%	342	86.4%	13.6%	88
	SUV	83.2%	16.8%	600	88.0%	12.0%	100
	PICKUP TRUCK	66.5%	33.5%	525	72.7%	27.3%	88
SEX	MALE	74.3%	25.7%	1,735	73.0%	27.0%	189
	FEMALE	85.0%	15.0%	1,272	85.4%	14.6%	335
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	70.6%	29.4%	17
	15 - 25	70.8%	29.2%	305	78.4%	21.6%	88
	26 - 64	79.5%	20.5%	2,363	81.5%	18.5%	340
	65+	81.1%	18.9%	339	83.3%	16.7%	78
RACE	CAUCASIAN	80.6%	19.4%	2,620	83.3%	16.7%	443
	AFRICAN AMERICAN	65.5%	34.5%	354	64.4%	35.6%	73
	OTHER	84.6%	15.4%	26	100.0%	-	5

HAMILTON COUNTY

Hamilton County was a 2010 Safe Communities grantee. During the baseline survey, seat belt use by front seat occupants was 77%. Seat belt use then increased to 82% during June 2010 and 84% during September 2010, slightly below the goal of 85%. Consequently, survey results illustrate that 85% seat belt use is an attainable goal in Hamilton County. Nevertheless, the county's survey protocol should be examined and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN HAMILTON COUNTY

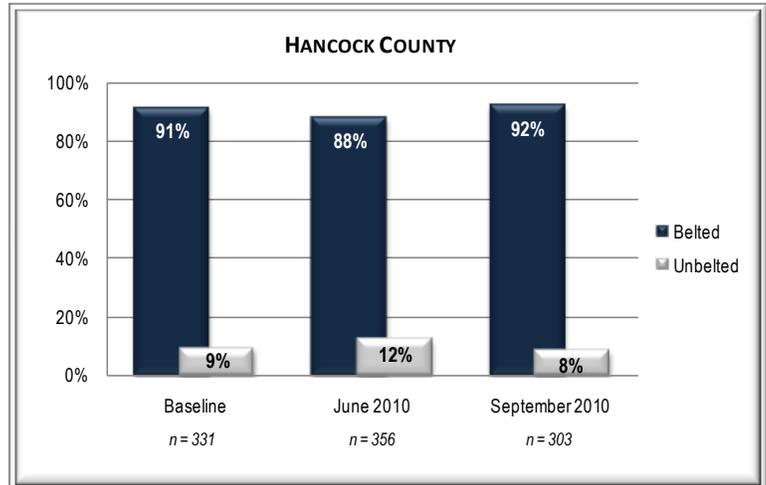
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,497	1,783
JUNE 2010	19	2,012	2,448
SEPTEMBER 2010	19	2,100	2,436

CROSS-TABULATION OF HAMILTON COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR HAMILTON COUNTY		82.0%	18.0%	5,609	77.7%	22.3%	1,058
SURVEY	BASELINE	78.1%	21.9%	1,497	71.3%	28.7%	286
	JUNE 2010	82.8%	17.2%	2,012	80.3%	19.7%	436
	SEPTEMBER 2010	84.0%	16.0%	2,100	79.8%	20.2%	336
VEHICLE TYPE	PASSENGER CAR	82.8%	17.2%	3,284	79.8%	20.2%	605
	VAN/MINIVAN	81.4%	18.6%	581	81.2%	18.8%	133
	SUV	83.3%	16.7%	1,303	76.1%	23.9%	234
	PICKUP TRUCK	72.8%	27.2%	430	61.6%	38.4%	86
SEX	MALE	79.1%	20.9%	3,178	72.2%	27.8%	478
	FEMALE	85.8%	14.2%	2,408	82.3%	17.7%	577
AGE	0 - 4	-	-	-	100.0%	-	3
	5 - 14	-	-	-	93.1%	6.9%	102
	15 - 25	76.0%	24.0%	1,038	70.7%	29.3%	324
	26 - 64	82.7%	17.3%	4,068	76.1%	23.9%	473
	65+	88.9%	11.1%	488	87.9%	12.1%	149
RACE	CAUCASIAN	84.7%	15.3%	4,105	84.4%	15.6%	713
	AFRICAN AMERICAN	73.5%	26.5%	1,268	60.1%	39.9%	288
	OTHER	82.0%	18.0%	217	84.9%	15.1%	53

HANCOCK COUNTY

Hancock County seat belt use by front seat occupants fluctuated during the three surveys. Between the baseline (91%) and June 2010 survey, seat belt use decreased to 88%, and then increased to 92% during September 2010. Hancock County consistently remained above the targeted seat belt use goal of 85%. However, due to the relatively small number of observation sites and surveys, results should be interpreted with caution. In addition, the survey protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN HANCOCK COUNTY

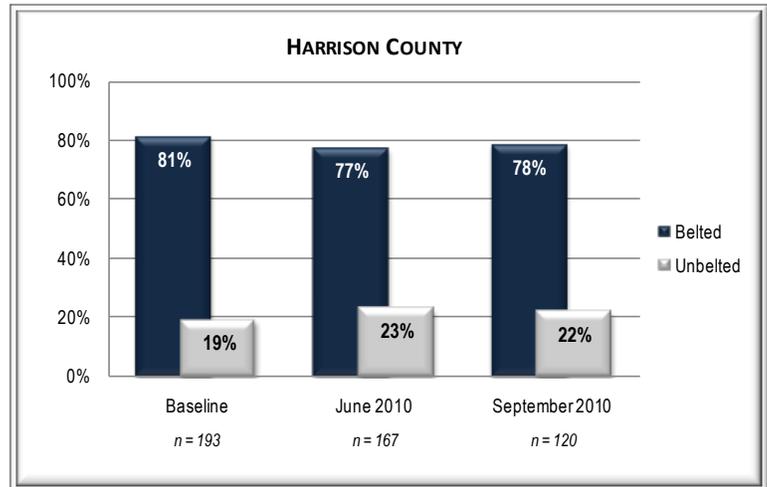
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	281	331
JUNE 2010	3	271	356
SEPTEMBER 2010	3	243	303

CROSS-TABULATION OF HANCOCK COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR HANCOCK COUNTY		89.8%	10.2%	795	90.8%	9.2%	195
SURVEY	BASELINE	90.7%	9.3%	281	92.0%	8.0%	50
	JUNE 2010	87.5%	12.5%	271	88.2%	11.8%	85
	SEPTEMBER 2010	91.4%	8.6%	243	93.3%	6.7%	60
VEHICLE TYPE	PASSENGER CAR	90.7%	9.3%	389	90.3%	9.7%	103
	VAN/MINIVAN	92.1%	7.9%	101	92.0%	8.0%	25
	SUV	90.7%	9.3%	151	97.4%	2.6%	38
	PICKUP TRUCK	85.6%	14.4%	153	82.8%	17.2%	29
SEX	MALE	87.6%	12.4%	482	86.7%	13.3%	60
	FEMALE	93.3%	6.7%	313	92.5%	7.5%	134
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	100.0%	-	9
	15 - 25	84.5%	15.5%	129	91.7%	8.3%	36
	26 - 64	91.7%	8.3%	507	88.6%	11.4%	88
	65+	88.1%	11.9%	159	91.9%	8.1%	62
RACE	CAUCASIAN	89.6%	10.4%	762	90.4%	9.6%	188
	AFRICAN AMERICAN	94.7%	5.3%	19	100.0%	-	4
	OTHER	88.9%	11.1%	9	100.0%	-	3

HARRISON COUNTY

Survey data for Harrison County were unavailable for 2009; therefore, the benchmark front seat belt usage rate of 81% was taken from the June 2008 survey. Front seat occupant belt use decreased from the baseline rate to 77% during June of 2010 and then increased slightly to 78% during September of 2010, remaining well below the goal of 85% seat belt usage. Due to the small sample of observation sites and surveys, the survey protocol should be reviewed and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN HARRISON COUNTY

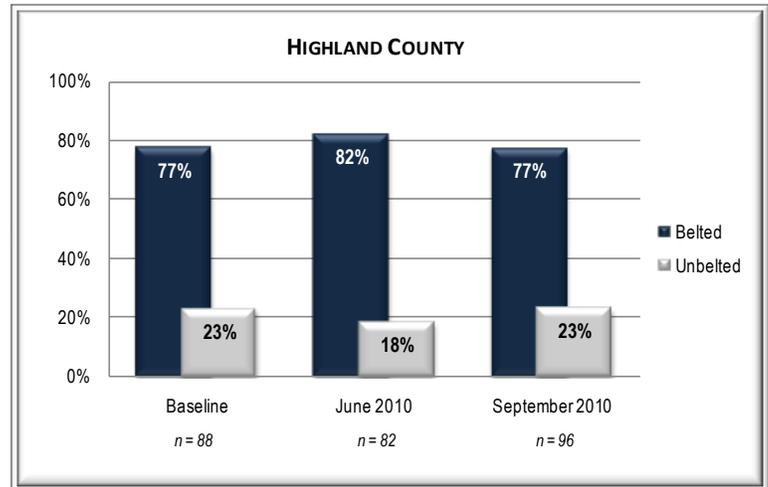
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	166	193
JUNE 2010	3	112	167
SEPTEMBER 2010	3	95	120

CROSS-TABULATION OF HARRISON COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR HARRISON COUNTY		78.3%	21.7%	373	82.2%	17.8%	107
SURVEY	BASELINE	81.9%	18.1%	166	77.8%	22.2%	27
	JUNE 2010	75.9%	24.1%	112	80.0%	20.0%	55
	SEPTEMBER 2010	74.7%	25.3%	95	92.0%	8.0%	25
VEHICLE TYPE	PASSENGER CAR	78.9%	21.1%	190	79.3%	20.7%	58
	VAN/MINIVAN	79.5%	20.5%	39	92.9%	7.1%	14
	SUV	73.5%	26.5%	49	91.7%	8.3%	12
	PICKUP TRUCK	79.1%	20.9%	91	77.3%	22.7%	22
SEX	MALE	73.2%	26.8%	231	72.5%	27.5%	40
	FEMALE	87.1%	12.9%	140	87.9%	12.1%	66
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	50.0%	50.0%	6
	15 - 25	77.9%	22.1%	86	80.6%	19.4%	36
	26 - 64	77.9%	22.1%	217	85.4%	14.6%	41
	65+	79.7%	20.3%	69	90.5%	9.5%	21
RACE	CAUCASIAN	78.3%	21.7%	336	82.4%	17.6%	102
	AFRICAN AMERICAN	81.3%	18.8%	32	80.0%	20.0%	5
	OTHER	-	-	-	-	-	-

HIGHLAND COUNTY

The benchmark Highland County seat belt use rate of 77% increased to 82% during June of 2010, and then decreased to 77% during September of 2010. These rates are below the usage rate goal of 85%. It should be noted that seat belt use estimates for Highland County are based on a very small sample of observation sites and surveys. Therefore, the Highland County survey protocol should be reviewed, modified, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN HIGHLAND COUNTY

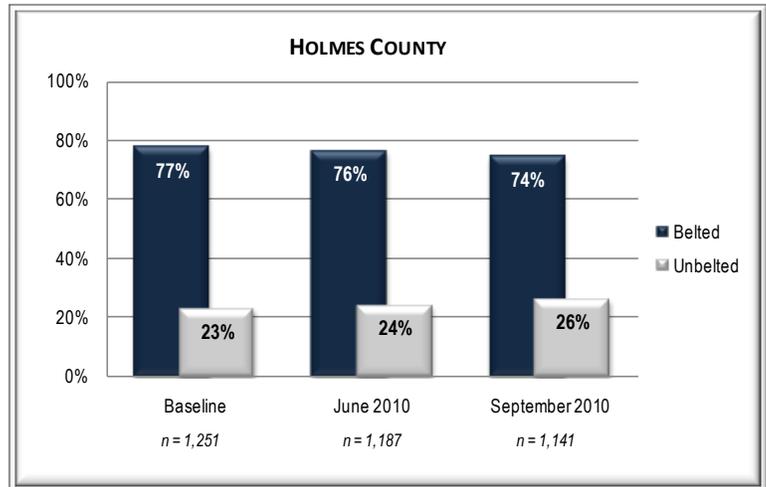
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	3	81	88
JUNE 2010	3	82	82
SEPTEMBER 2010	3	96	96

CROSS-TABULATION OF HIGHLAND COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR HIGHLAND COUNTY		78.8%	21.2%	259	71.4%	28.6%	7
SURVEY	BASELINE	77.8%	22.2%	81	71.4%	28.6%	7
	JUNE 2010	81.7%	18.3%	82	-	-	-
	SEPTEMBER 2010	77.1%	22.9%	96	-	-	-
VEHICLE TYPE	PASSENGER CAR	86.0%	14.0%	107	75.0%	25.0%	4
	VAN/MINIVAN	95.7%	4.3%	23	-	-	-
	SUV	91.1%	8.9%	45	66.7%	33.3%	3
	PICKUP TRUCK	58.3%	41.7%	84	-	-	-
SEX	MALE	68.2%	31.8%	154	-	100.0%	1
	FEMALE	94.3%	5.7%	105	83.3%	16.7%	6
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	-	-	-
	15 - 25	84.8%	15.2%	33	-	100.0%	1
	26 - 64	79.2%	20.8%	207	75.0%	25.0%	4
	65+	61.1%	38.9%	18	100.0%	-	1
RACE	CAUCASIAN	78.3%	21.7%	244	50.0%	50.0%	4
	AFRICAN AMERICAN	86.7%	13.3%	15	100.0%	-	3
	OTHER	-	-	-	-	-	-

HOLMES COUNTY

Holmes County, a 2010 Safe Communities grantee, experienced a decrease in seat belt use from the benchmark of 77% to the June survey rate of 76% and the September rate of 74%. Consequently, Holmes County seat belt use remains well below the goal of 85% usage. Although survey results are relatively consistent, it is recommended the survey protocol be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN HOLMES COUNTY

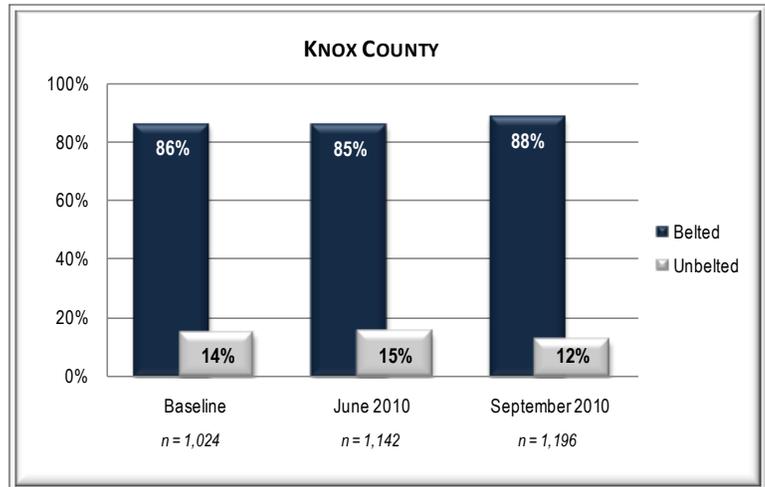
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	906	1,251
JUNE 2010	19	872	1,187
SEPTEMBER 2010	19	868	1,141

CROSS-TABULATION OF HOLMES COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR HOLMES COUNTY		75.4%	24.6%	2,646	77.4%	22.6%	933
SURVEY	BASELINE	76.0%	24.0%	906	80.6%	19.4%	345
	JUNE 2010	76.5%	23.5%	872	75.2%	24.8%	315
	SEPTEMBER 2010	73.7%	26.3%	868	75.8%	24.2%	273
VEHICLE TYPE	PASSENGER CAR	80.2%	19.8%	1,018	78.8%	21.2%	397
	VAN/MINIVAN	81.6%	18.4%	376	82.1%	17.9%	168
	SUV	81.8%	18.2%	543	83.3%	16.7%	174
	PICKUP TRUCK	60.5%	39.5%	706	65.3%	34.7%	193
SEX	MALE	71.3%	28.7%	1,548	66.9%	33.1%	308
	FEMALE	81.4%	18.6%	1,096	82.6%	17.4%	625
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	73.7%	26.3%	99
	15 - 25	71.1%	29.0%	290	70.3%	29.7%	111
	26 - 64	74.4%	25.6%	1,954	75.2%	24.8%	509
	65+	84.2%	15.8%	398	87.8%	12.2%	213
RACE	CAUCASIAN	75.4%	24.6%	2,615	77.4%	22.6%	911
	AFRICAN AMERICAN	50.0%	50.0%	8	71.4%	28.6%	7
	OTHER	85.7%	14.3%	7	75.0%	25.0%	8

KNOX COUNTY

Seat belt use in Knox County, a 2010 Safe Communities grantee, remained very consistent between the baseline rate of 86% and the June 2010 rate of 85%. Observed seat belt use then increased to 88% during September 2010. Survey results show that seat belt use in Knox County was at or above the goal of 85% during all surveys. However, due to the variation in the sample of observation sites, it is recommended the survey protocol be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN KNOX COUNTY

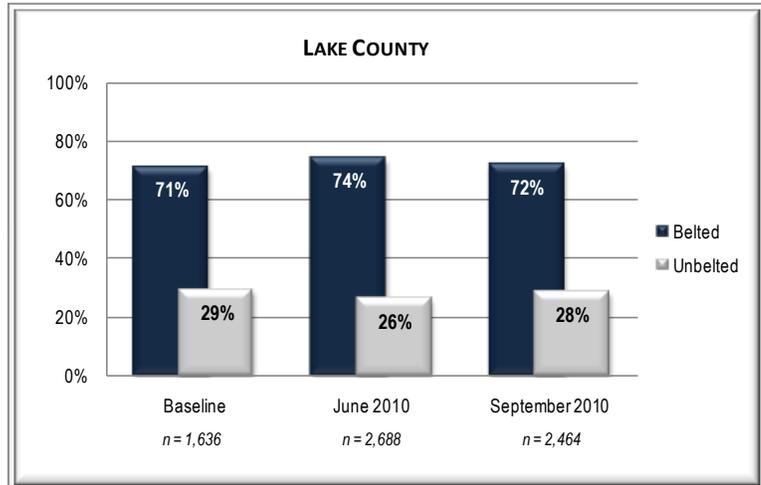
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	891	1,024
JUNE 2010	19	929	1,142
SEPTEMBER 2010	18	1,011	1,196

CROSS-TABULATION OF KNOX COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR KNOX COUNTY		85.6%	14.4%	2,831	90.8%	9.2%	531
SURVEY	BASELINE	85.0%	15.0%	891	90.2%	9.8%	133
	JUNE 2010	84.4%	15.6%	929	89.2%	10.8%	213
	SEPTEMBER 2010	87.1%	12.9%	1,011	93.0%	7.0%	185
VEHICLE TYPE	PASSENGER CAR	87.7%	12.3%	1,219	92.4%	7.6%	224
	VAN/MINIVAN	87.7%	12.3%	333	93.4%	6.6%	106
	SUV	88.0%	12.0%	709	88.1%	11.9%	126
	PICKUP TRUCK	76.8%	23.2%	569	86.7%	13.3%	75
SEX	MALE	81.2%	18.8%	1,522	86.9%	13.1%	183
	FEMALE	90.6%	9.4%	1,307	92.8%	7.2%	346
AGE	0 - 4	-	-	-	100.0%	-	3
	5 - 14	-	-	-	95.8%	4.2%	48
	15 - 25	87.6%	12.4%	411	88.9%	11.1%	126
	26 - 64	86.2%	13.8%	1,742	88.5%	11.5%	183
	65+	82.7%	17.3%	678	92.9%	7.1%	170
RACE	CAUCASIAN	85.6%	14.4%	2,789	91.1%	8.9%	519
	AFRICAN AMERICAN	85.2%	14.8%	27	75.0%	25.0%	4
	OTHER	90.0%	10.0%	10	100.0%	-	1

LAKE COUNTY

Results for Lake County, a 2010 Safe Communities grantee, depict an increase in seat belt use from the baseline (71%) to the June 2010 survey (74%). However, seat belt use declined to 72% during the September 2010 survey. Consequently, seat belt use in Lake County is significantly below the goal of 85%. Even though the number of sites remained the same during the three surveys, the sample size during the baseline survey was much smaller relative to the 2010 surveys. Those results suggest the survey protocol should be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN LAKE COUNTY

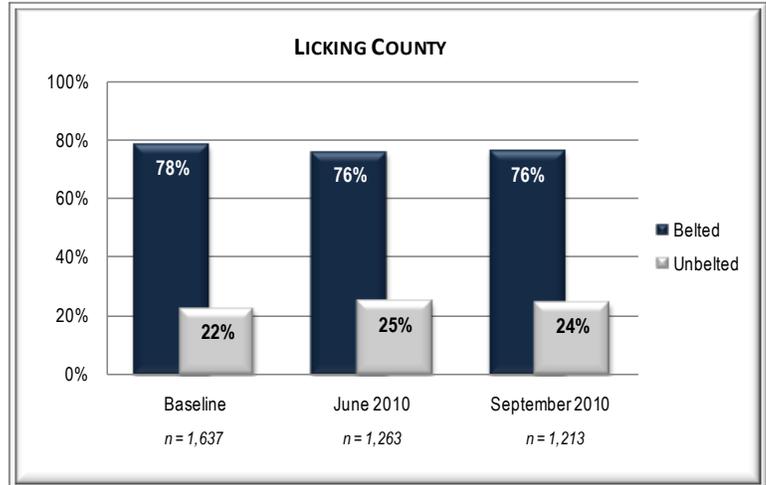
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,369	1,636
JUNE 2010	19	2,198	2,688
SEPTEMBER 2010	19	2,090	2,464

CROSS-TABULATION OF LAKE COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR LAKE COUNTY		72.4%	27.6%	5,657	72.9%	27.1%	1,131
SURVEY	BASELINE	71.7%	28.3%	1,369	67.0%	33.0%	267
	JUNE 2010	73.1%	26.9%	2,198	78.0%	22.0%	490
	SEPTEMBER 2010	72.0%	28.0%	2,090	70.6%	29.4%	374
VEHICLE TYPE	PASSENGER CAR	72.5%	27.5%	3,073	70.9%	29.1%	647
	VAN/MINIVAN	76.7%	23.3%	695	82.9%	17.1%	158
	SUV	75.3%	24.7%	1,172	76.4%	23.6%	212
	PICKUP TRUCK	62.7%	37.3%	700	63.3%	36.7%	109
SEX	MALE	68.4%	31.6%	3,093	65.3%	34.7%	409
	FEMALE	77.1%	22.9%	2,553	77.3%	22.7%	715
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	76.9%	23.1%	91
	15 - 25	66.0%	34.0%	718	65.7%	34.3%	341
	26 - 64	73.0%	27.0%	4,398	73.6%	26.4%	549
	65+	75.8%	24.2%	513	85.2%	14.8%	142
RACE	CAUCASIAN	72.8%	27.2%	5,064	73.8%	26.2%	964
	AFRICAN AMERICAN	64.6%	35.4%	339	64.8%	35.2%	88
	OTHER	74.4%	25.6%	78	83.3%	16.7%	24

LICKING COUNTY

Results from Licking County, a 2010 Safe Communities grantee, indicate the seat belt usage rate for front seat occupants was 78% at baseline, and decreased to 76% for the June and September 2010 surveys. Therefore, Licking County seat belt use is below the target usage rate of 85%. However, the number of 2010 observations (i.e., vehicles and occupants) declined significantly relative to the baseline. Consequently, the Licking County survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN LICKING COUNTY

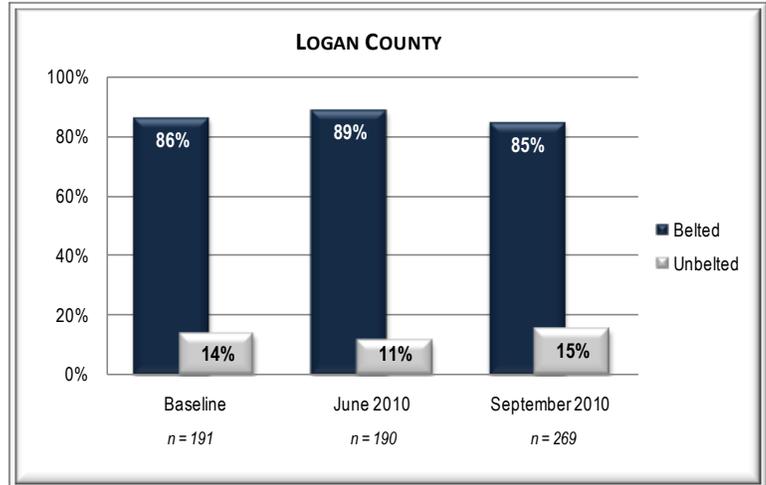
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	19	1,251	1,637
JUNE 2010	19	983	1,263
SEPTEMBER 2010	19	979	1,213

CROSS-TABULATION OF LICKING COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR LICKING COUNTY		76.9%	23.1%	3,213	75.4%	24.6%	900
SURVEY	BASILINE	78.5%	21.5%	1,251	76.2%	23.8%	386
	JUNE 2010	75.2%	24.8%	983	76.8%	23.2%	280
	SEPTEMBER 2010	76.5%	23.5%	979	72.6%	27.4%	234
VEHICLE TYPE	PASSENGER CAR	77.2%	22.8%	1,566	75.5%	24.5%	432
	VAN/MINIVAN	82.3%	17.7%	334	85.5%	14.5%	131
	SUV	83.6%	16.4%	658	78.4%	21.6%	167
	PICKUP TRUCK	66.5%	33.5%	654	64.7%	35.3%	170
SEX	MALE	73.1%	26.9%	1,822	67.6%	32.4%	364
	FEMALE	81.8%	18.2%	1,390	80.7%	19.3%	535
AGE	0 - 4	-	-	-	100.0%	-	2
	5 - 14	-	-	-	83.3%	16.7%	90
	15 - 25	72.1%	27.9%	520	69.4%	30.6%	222
	26 - 64	76.8%	23.2%	2,296	73.3%	26.7%	457
	65+	83.2%	16.8%	393	87.6%	12.4%	129
RACE	CAUCASIAN	77.0%	23.0%	3,120	75.7%	24.3%	878
	AFRICAN AMERICAN	69.7%	30.3%	76	52.9%	47.1%	17
	OTHER	100.0%	-	13	100.0%	-	4

LOGAN COUNTY

Surveys of front seat occupants in Logan County indicate that seat belt use increased from 86% during the baseline to 89% during the June 2010 survey, and then declined to 85% during September 2010. Consequently, Logan County achieved the 85% target rate during the three survey periods; however, it is important to note there were relatively few surveys completed during the baseline through September 2010. Thus, the Logan County survey protocol should be examined, revised if necessary, and standardized due to this sampling issue.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN LOGAN COUNTY

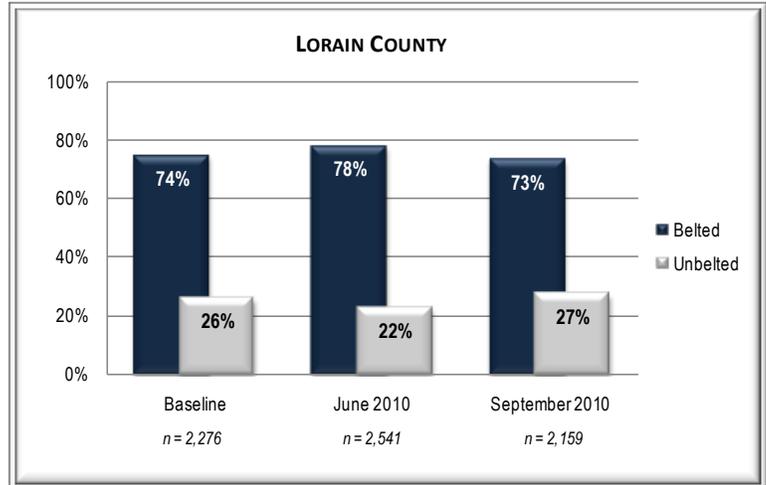
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	153	191
JUNE 2010	4	158	190
SEPTEMBER 2010	4	215	269

CROSS-TABULATION OF LOGAN COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR LOGAN COUNTY		85.9%	14.1%	526	88.7%	11.3%	124
SURVEY	BASELINE	86.3%	13.7%	153	86.8%	13.2%	38
	JUNE 2010	87.3%	12.7%	158	96.9%	3.1%	32
	SEPTEMBER 2010	84.7%	15.3%	215	85.2%	14.8%	54
VEHICLE TYPE	PASSENGER CAR	86.6%	13.4%	232	86.0%	14.0%	50
	VAN/MINIVAN	88.1%	11.9%	59	87.5%	12.5%	24
	SUV	90.8%	9.2%	120	96.2%	3.8%	26
	PICKUP TRUCK	78.3%	21.7%	115	87.5%	12.5%	24
SEX	MALE	82.0%	18.0%	316	77.1%	22.9%	35
	FEMALE	92.3%	7.7%	208	93.3%	6.7%	89
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	100.0%	-	4
	15 - 25	74.6%	25.4%	63	82.4%	17.6%	17
	26 - 64	87.4%	12.6%	413	86.1%	13.9%	79
	65+	87.8%	12.2%	49	100.0%	-	23
RACE	CAUCASIAN	85.6%	14.4%	515	88.1%	11.9%	118
	AFRICAN AMERICAN	100.0%	-	9	100.0%	-	5
	OTHER	100.0%	-	2	-	-	-

LORAIN COUNTY

Seat belt use in Lorain County, a 2010 Safe Communities grantee, fluctuated between the baseline (74%), the June 2010 (78%), and the September 2010 (73%) surveys. Consequently, seat belt use remained below the usage goal of 85%. Results suggest the survey protocol should be reviewed, revised if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN LORAIN COUNTY

	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	19	1,927	2,276
JUNE 2010	19	2,182	2,541
SEPTEMBER 2010	19	1,824	2,159

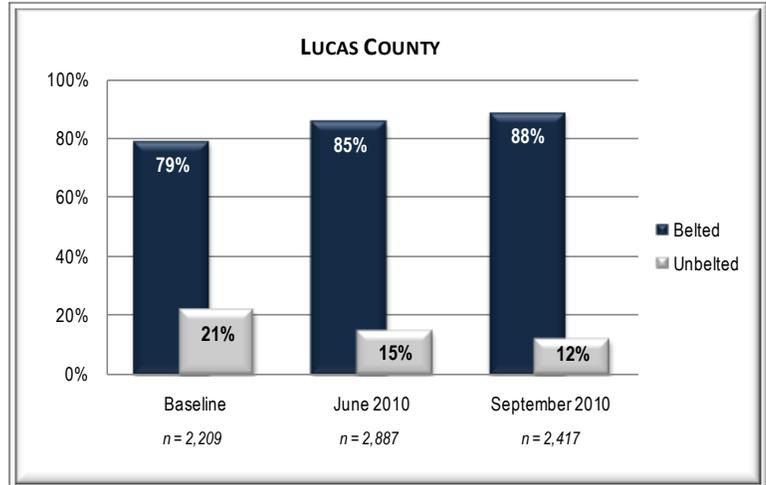
CROSS-TABULATION OF LORAIN COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR LORAIN COUNTY		75.3%	24.7%	5,933	73.8%	26.2%	1,043
SURVEY	BASILINE	74.9%	25.1%	1,927	71.1%	28.9%	349
	JUNE 2010	77.4%	22.6%	2,182	78.8%	21.2%	359
	SEPTEMBER 2010	73.1%	26.9%	1,824	71.3%	28.7%	335
VEHICLE TYPE	PASSENGER CAR	75.5%	24.5%	3,082	75.3%	24.7%	527
	VAN/MINIVAN	78.5%	21.5%	671	76.3%	23.7%	152
	SUV	80.3%	19.7%	1,222	76.6%	23.4%	209
	PICKUP TRUCK	66.2%	33.8%	938	62.3%	37.7%	146
SEX	MALE	73.2%	26.8%	3,303	66.8%	33.2%	367
	FEMALE	77.8%	22.2%	2,618	77.3%	22.7%	666
AGE	0 - 4	-	-	-	93.1%	6.9%	29
	5 - 14	-	-	-	80.5%	19.5%	113
	15 - 25	66.2%	33.8%	928	65.7%	34.3%	286
	26 - 64	76.2%	23.8%	4,348	72.2%	27.8%	449
	65+	82.6%	17.4%	638	84.7%	15.3%	157
RACE	CAUCASIAN	76.4%	23.6%	5,430	75.0%	25.0%	939
	AFRICAN AMERICAN	63.0%	37.0%	351	61.7%	38.3%	81
	OTHER	64.1%	35.9%	92	68.8%	31.3%	16

LUCAS COUNTY

Lucas County, a 2010 Safe Communities grantee, had a baseline seat belt use rate of 79%. During subsequent surveys, seat belt use increased to 85% during June 2010 and reached 88% during September 2010.

Consequently, Lucas County achieved the Ohio goal of 85% seat belt use during both June and September of 2010. However, due to variation in the number of sites and surveys, the protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN LUCAS COUNTY

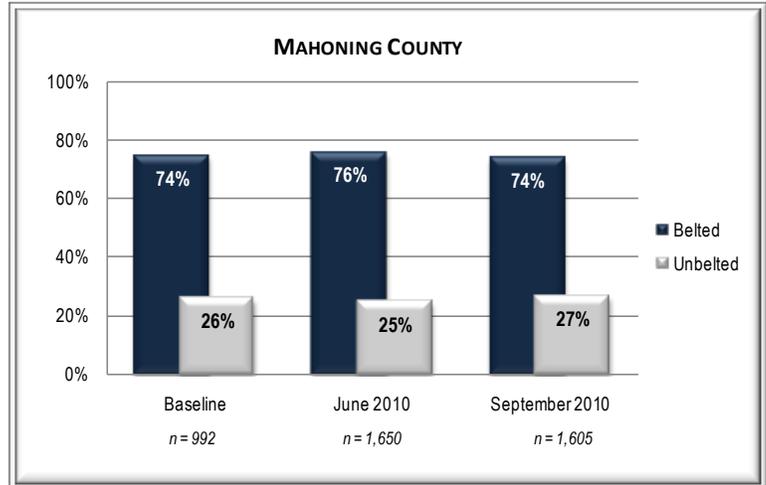
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	17	1,862	2,209
JUNE 2010	18	2,511	2,887
SEPTEMBER 2010	17	2,245	2,417

CROSS-TABULATION OF LUCAS COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR LUCAS COUNTY		84.5%	15.5%	6,618	82.5%	17.5%	895
SURVEY	BASELINE	78.5%	21.5%	1,862	79.0%	21.0%	347
	JUNE 2010	85.4%	14.6%	2,511	84.6%	15.4%	376
	SEPTEMBER 2010	88.6%	11.4%	2,245	84.9%	15.1%	172
VEHICLE TYPE	PASSENGER CAR	84.1%	15.9%	3,443	80.3%	19.7%	446
	VAN/MINIVAN	87.9%	12.1%	811	86.3%	13.7%	146
	SUV	86.9%	13.1%	1,332	87.5%	12.5%	176
	PICKUP TRUCK	80.1%	19.9%	1,021	78.6%	21.4%	126
SEX	MALE	83.4%	16.6%	3,811	71.9%	28.1%	285
	FEMALE	86.0%	14.0%	2,770	87.2%	12.8%	602
AGE	0 - 4	-	-	-	91.7%	8.3%	12
	5 - 14	-	-	-	88.3%	11.7%	77
	15 - 25	77.3%	22.7%	981	79.5%	20.5%	268
	26 - 64	86.4%	13.6%	4,844	80.4%	19.6%	423
	65+	87.0%	13.0%	437	92.9%	7.1%	99
RACE	CAUCASIAN	85.7%	14.3%	5,287	86.0%	14.0%	723
	AFRICAN AMERICAN	80.3%	19.7%	893	65.0%	35.0%	143
	OTHER	81.5%	18.5%	65	75.0%	25.0%	8

MAHONING COUNTY

In Mahoning County, a 2010 Safe Communities grantee, seat belt use increased from 74% at baseline to 76% during June 2010. Observed seat belt use then declined again to 74% during the September 2010 survey. Consequently, seat belt use in Mahoning County remained below the goal of 85%. It is important to note the sample size was considerably smaller during the baseline survey versus the 2010 surveys. Consequently, the survey protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MAHONING COUNTY

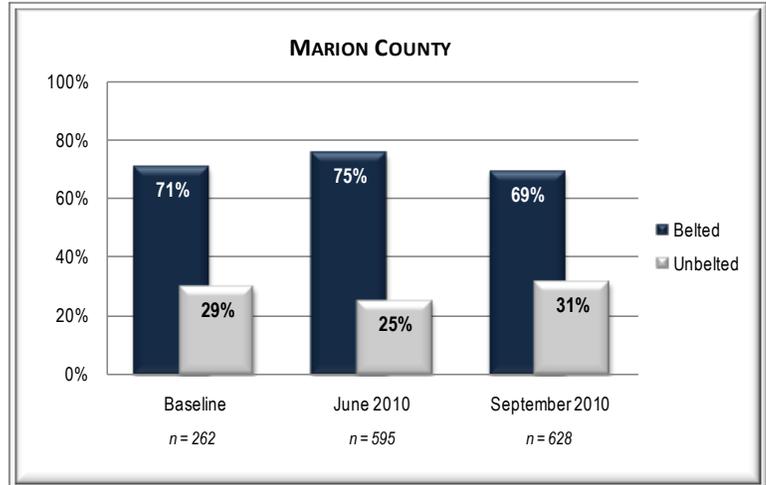
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	15	774	992
JUNE 2010	17	1,316	1,650
SEPTEMBER 2010	18	1,328	1,605

CROSS-TABULATION OF MAHONING COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MAHONING COUNTY		73.7%	26.3%	3,418	77.7%	22.3%	829
SURVEY	BASELINE	74.0%	26.0%	774	75.7%	24.3%	218
	JUNE 2010	75.0%	25.0%	1,316	77.2%	22.8%	334
	SEPTEMBER 2010	72.2%	27.8%	1,328	79.8%	20.2%	277
VEHICLE TYPE	PASSENGER CAR	73.4%	26.6%	1,810	77.6%	22.4%	460
	VAN/MINIVAN	80.6%	19.4%	325	85.0%	15.0%	80
	SUV	76.5%	23.5%	707	82.6%	17.4%	178
	PICKUP TRUCK	67.5%	32.5%	575	65.5%	34.5%	110
SEX	MALE	70.9%	29.1%	1,953	67.4%	32.6%	242
	FEMALE	77.6%	22.4%	1,458	81.9%	18.1%	586
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	85.2%	14.8%	61
	15 - 25	63.4%	36.6%	563	72.1%	27.9%	154
	26 - 64	75.3%	24.7%	2,362	75.3%	24.7%	417
	65+	78.1%	21.9%	485	85.1%	14.9%	194
RACE	CAUCASIAN	74.5%	25.5%	3,082	76.9%	23.1%	445
	AFRICAN AMERICAN	63.1%	36.9%	263	62.8%	37.2%	43
	OTHER	61.3%	38.7%	31	57.1%	42.9%	7

MARION COUNTY

Seat belt use in Marion County by front seat occupants increased from the baseline rate of 71% to 75% during the June 2010 survey. Seat belt use then decreased to 69% during the September 2010 survey. However, the relatively small and varied sample sizes make the results difficult to interpret and may be responsible for the fluctuation in survey results. Therefore, the survey protocol should be reviewed, revised if necessary, and standardized for Marion County since seat belt use remains well below the 85% goal.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MARION COUNTY

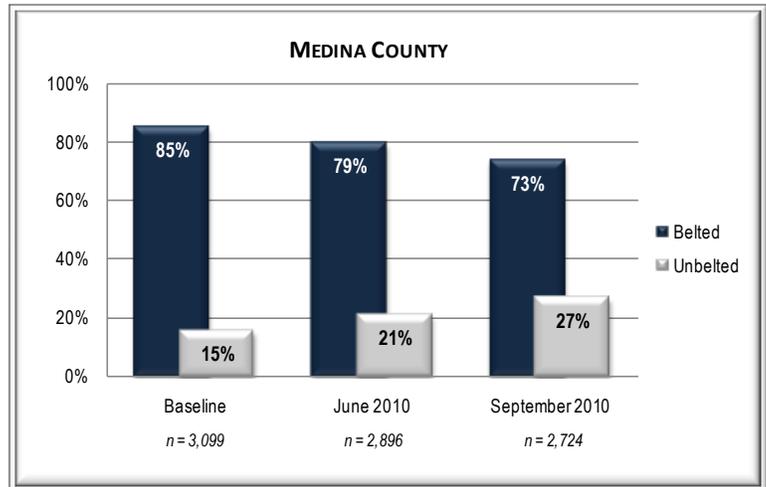
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	4	224	262
JUNE 2010	4	492	595
SEPTEMBER 2010	4	533	628

CROSS-TABULATION OF MARION COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MARION COUNTY		72.2%	27.8%	1,249	69.1%	30.9%	236
SURVEY	BASILINE	71.9%	28.1%	224	63.2%	36.8%	38
	JUNE 2010	75.8%	24.2%	492	72.8%	27.2%	103
	SEPTEMBER 2010	69.0%	31.0%	533	67.4%	32.6%	95
VEHICLE TYPE	PASSENGER CAR	73.6%	26.4%	598	68.7%	31.3%	115
	VAN/MINIVAN	75.2%	24.8%	153	75.0%	25.0%	32
	SUV	76.0%	24.0%	263	77.6%	22.4%	49
	PICKUP TRUCK	62.2%	37.8%	233	53.8%	46.2%	39
SEX	MALE	69.8%	30.2%	685	55.0%	45.0%	80
	FEMALE	74.9%	25.1%	557	76.1%	23.9%	155
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	100.0%	-	12
	15 - 25	66.0%	34.0%	156	57.1%	42.9%	56
	26 - 64	71.6%	28.4%	909	67.0%	33.0%	115
	65+	80.9%	19.1%	183	79.6%	20.4%	49
RACE	CAUCASIAN	72.0%	28.0%	1,196	68.1%	31.9%	213
	AFRICAN AMERICAN	69.2%	30.8%	39	62.5%	37.5%	8
	OTHER	100.0%	-	6	75.0%	25.0%	4

MEDINA COUNTY

In Medina County, a 2010 Safe Communities grantee, seat belt use decreased from 85% during the baseline to 79% during June 2010 and to 73% during September 2010. This decline put Medina County significantly below the usage rate target of 85%. Survey protocol variation (i.e., number of observation sites and vehicles) is probably responsible for the results and should be examined, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MEDINA COUNTY

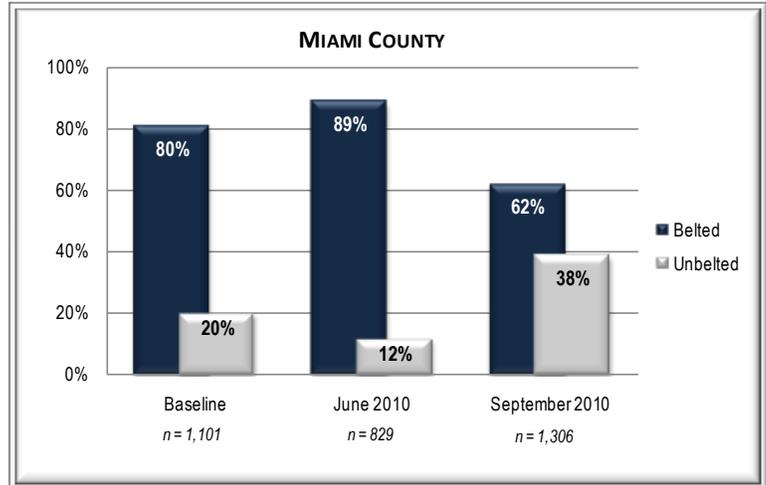
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	17	2,592	3,099
JUNE 2010	18	2,704	2,896
SEPTEMBER 2010	16	2,235	2,724

CROSS-TABULATION OF MEDINA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MEDINA COUNTY							
		79.1%	20.9%	7,531	81.4%	18.6%	1,188
SURVEY	BASELINE	83.5%	16.5%	2,592	90.5%	9.5%	507
	JUNE 2010	79.1%	20.9%	2,704	81.8%	18.2%	192
	SEPTEMBER 2010	73.8%	26.2%	2,235	71.8%	28.2%	489
VEHICLE TYPE	PASSENGER CAR	81.3%	18.7%	3,516	82.2%	17.8%	523
	VAN/MINIVAN	81.6%	18.4%	938	81.9%	18.1%	171
	SUV	81.8%	18.2%	1,543	85.5%	14.5%	276
	PICKUP TRUCK	69.6%	30.4%	1,523	73.4%	26.6%	214
SEX	MALE	76.1%	23.9%	4,608	75.6%	24.4%	389
	FEMALE	83.7%	16.3%	2,884	84.2%	15.8%	780
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	90.5%	9.5%	105
	15 - 25	63.8%	36.2%	828	76.6%	23.4%	261
	26 - 64	80.8%	19.2%	6,027	81.2%	18.8%	680
	65+	81.9%	18.1%	612	83.0%	17.0%	100
RACE	CAUCASIAN	79.2%	20.8%	7,321	81.4%	18.6%	1,117
	AFRICAN AMERICAN	68.1%	31.9%	113	61.1%	38.9%	18
	OTHER	83.9%	16.1%	31	100.0%	-	6

MIAMI COUNTY

Observed seat belt use in Miami County by front seat vehicle occupants increased significantly from 80% during the baseline to 89% during the June 2010 survey. However, seat belt use decreased to 62% during September 2010. This large decrease places Miami County well below the usage rate goal of 85%. Variation in the survey protocol is likely responsible for the results. Therefore, the survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MIAMI COUNTY

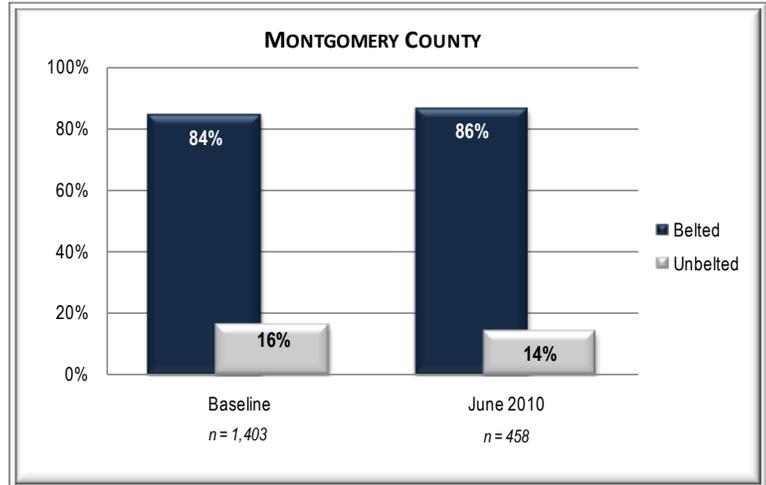
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	999	1,101
JUNE 2010	19	751	829
SEPTEMBER 2010	18	1,104	1,306

CROSS-TABULATION OF MIAMI COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MIAMI COUNTY		75.4%	24.6%	2,854	70.4%	29.6%	382
SURVEY	BASELINE	81.0%	19.0%	999	73.5%	26.5%	102
	JUNE 2010	87.9%	12.1%	751	94.9%	5.1%	78
	SEPTEMBER 2010	62.0%	38.0%	1,104	59.4%	40.6%	202
VEHICLE TYPE	PASSENGER CAR	76.9%	23.1%	1,376	72.1%	27.9%	179
	VAN/MINIVAN	81.3%	18.7%	342	78.1%	21.9%	64
	SUV	79.0%	21.0%	481	73.6%	26.4%	53
	PICKUP TRUCK	66.6%	33.4%	653	59.3%	40.7%	86
SEX	MALE	73.0%	27.0%	1,683	60.6%	39.4%	137
	FEMALE	79.1%	20.9%	1,167	75.9%	24.1%	245
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	75.0%	25.0%	16
	15 - 25	61.3%	38.7%	530	52.8%	47.2%	108
	26 - 64	78.9%	21.1%	1,916	75.4%	24.6%	171
	65+	77.5%	22.5%	404	81.0%	19.0%	84
RACE	CAUCASIAN	75.4%	24.6%	2,777	70.1%	29.9%	364
	AFRICAN AMERICAN	71.0%	29.0%	31	50.0%	50.0%	4
	OTHER	79.2%	20.8%	24	84.6%	15.4%	13

MONTGOMERY COUNTY

Baseline survey results for Montgomery County are from the June 2008 survey since no surveys were submitted during 2009. The baseline results found an 84% seat belt use rate by front seat occupants. Seat belt use increased to 86% during the June 2010 survey. However, results for June 2010 should be interpreted with caution due to the relatively small number of observation sites and surveys. Also, no surveys were submitted during September of 2010. It is recommended that Montgomery County review, adjust, and standardize its survey protocol. Also, the county should seek Safe Communities status.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MONTGOMERY COUNTY

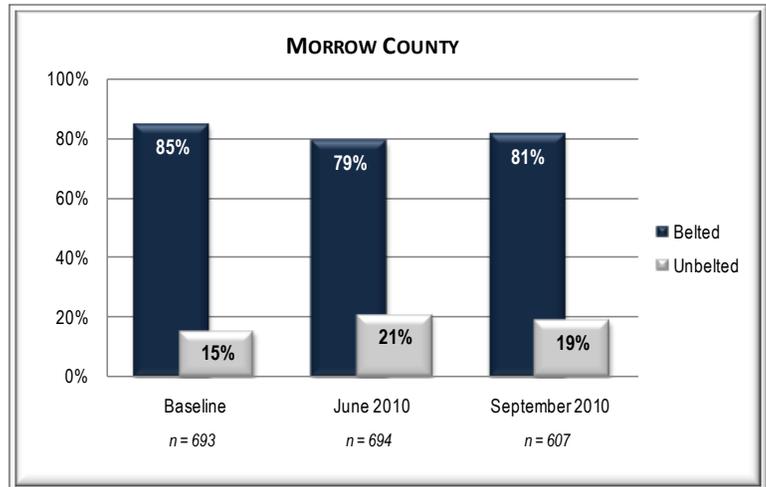
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,170	1,403
JUNE 2010	3	386	456
SEPTEMBER 2010	-	-	-

CROSS-TABULATION OF MONTGOMERY COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MONTGOMERY COUNTY		84.6%	15.4%	1,556	82.6%	17.4%	305
SURVEY	BASELINE	84.2%	15.8%	1,170	81.1%	18.9%	233
	JUNE 2010	86.0%	14.0%	386	87.5%	12.5%	72
	SEPTEMBER 2010	-	-	-	-	-	-
VEHICLE TYPE	PASSENGER CAR	85.2%	14.8%	862	82.6%	17.4%	155
	VAN/MINIVAN	86.8%	13.2%	167	84.3%	15.7%	51
	SUV	84.9%	15.1%	317	85.0%	15.0%	60
	PICKUP TRUCK	80.5%	19.5%	210	76.9%	23.1%	39
SEX	MALE	83.5%	16.5%	859	75.7%	24.3%	115
	FEMALE	86.1%	13.9%	691	86.7%	13.3%	188
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	94.4%	5.6%	18
	15 - 25	83.1%	16.9%	266	77.4%	22.6%	115
	26 - 64	84.7%	15.3%	1,155	81.8%	18.2%	121
	65+	87.3%	12.7%	134	92.0%	8.0%	50
RACE	CAUCASIAN	85.5%	14.5%	1,273	84.8%	15.2%	257
	AFRICAN AMERICAN	79.2%	20.8%	250	66.7%	33.3%	42
	OTHER	89.3%	10.7%	28	100.0%	-	5

MORROW COUNTY

Baseline survey results from 18 observation sites found an 85% seat belt usage rate in Morrow County, a 2010 Safe Communities grantee. The rate decreased to 79% during the June 2010 survey, then increased to 81% during the September 2010 survey. While baseline survey results suggest the 85% seat belt use goal is attainable in Morrow County, the survey protocol should be reviewed, revised if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MORROW COUNTY

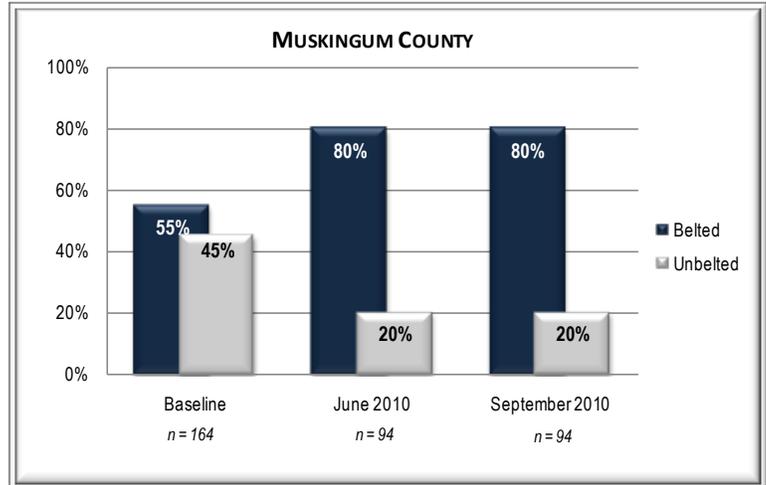
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	18	567	693
JUNE 2010	18	595	694
SEPTEMBER 2010	18	548	607

CROSS-TABULATION OF MORROW COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MORROW COUNTY		82.6%	17.4%	1,710	77.8%	22.2%	284
SURVEY	BASELINE	84.7%	15.3%	567	85.7%	14.3%	126
	JUNE 2010	80.2%	19.8%	595	74.7%	25.3%	99
	SEPTEMBER 2010	83.0%	17.0%	548	66.1%	33.9%	59
VEHICLE TYPE	PASSENGER CAR	84.7%	15.3%	713	77.1%	22.9%	140
	VAN/MINIVAN	89.3%	10.7%	205	88.9%	11.1%	36
	SUV	87.6%	12.4%	331	89.4%	10.6%	47
	PICKUP TRUCK	72.5%	27.5%	458	63.3%	36.7%	60
SEX	MALE	77.4%	22.6%	964	65.7%	34.3%	105
	FEMALE	89.2%	10.8%	743	84.7%	15.3%	176
AGE	0 - 4	-	-	-	100.0%	-	2
	5 - 14	-	-	-	85.7%	14.3%	35
	15 - 25	67.3%	32.7%	165	65.9%	34.1%	85
	26 - 64	84.0%	16.0%	1,405	80.2%	19.8%	126
	65+	86.2%	13.8%	138	87.5%	12.5%	32
RACE	CAUCASIAN	82.6%	17.4%	1,688	77.4%	22.6%	279
	AFRICAN AMERICAN	100.0%	-	9	100.0%	-	1
	OTHER	100.0%	-	1	-	-	-

MUSKINGUM COUNTY

Since no surveys were provided during 2008 or 2009, baseline results for Muskingum County are from the 2007 survey period. Baseline results found a 55% seat belt usage rate for front seat occupants. This rate increased to 80% for the 2010 June and September surveys. However, results for Muskingum County should be interpreted with caution due to the relatively small sample of sites (i.e., 2 rather than 4 sites) and surveys. Therefore, the Muskingum County survey protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN MUSKINGUM COUNTY

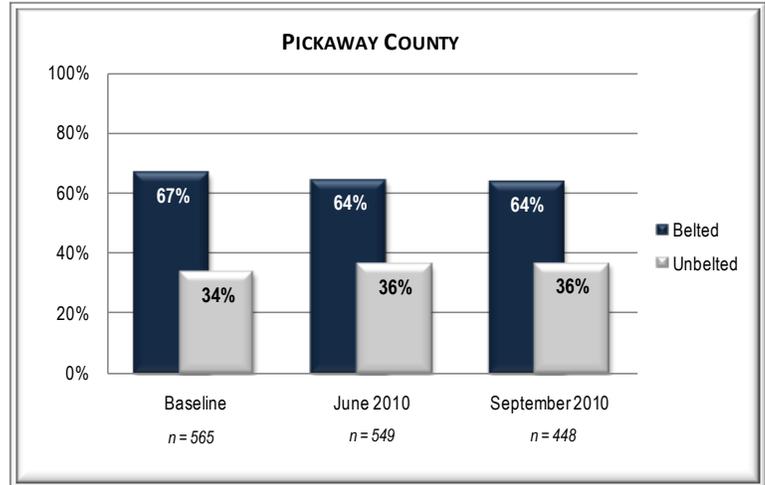
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	2	120	164
JUNE 2010	2	70	94
SEPTEMBER 2010	2	80	94

CROSS-TABULATION OF MUSKINGUM COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR MUSKINGUM COUNTY		72.6%	27.4%	270	53.7%	46.3%	82
SURVEY	BASELINE	59.2%	40.8%	120	43.2%	56.8%	44
	JUNE 2010	88.6%	11.4%	70	54.2%	45.8%	24
	SEPTEMBER 2010	78.8%	21.3%	80	85.7%	14.3%	14
VEHICLE TYPE	PASSENGER CAR	74.2%	25.8%	124	57.9%	42.1%	38
	VAN/MINIVAN	72.2%	27.8%	36	44.4%	55.6%	9
	SUV	77.4%	22.6%	53	66.7%	33.3%	15
	PICKUP TRUCK	64.3%	35.7%	56	40.0%	60.0%	20
SEX	MALE	66.5%	33.5%	164	30.8%	69.2%	26
	FEMALE	81.9%	18.1%	105	62.3%	37.7%	53
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	75.0%	25.0%	4
	15 - 25	50.0%	50.0%	32	37.5%	62.5%	24
	26 - 64	73.5%	26.5%	211	50.0%	50.0%	38
	65+	92.6%	7.4%	27	76.9%	23.1%	13
RACE	CAUCASIAN	72.9%	27.1%	262	52.6%	47.4%	78
	AFRICAN AMERICAN	57.1%	42.9%	7	100.0%	-	1
	OTHER	100.0%	-	1	-	100.0%	1

PICKAWAY COUNTY

Seat belt use in Pickaway County decreased between the baseline rate of 67% and the June and September survey results of 64%. These results show Pickaway County is well below the usage goal of 85%. Additionally, survey results should be considered with caution due to the relatively small number of observation surveys. Therefore, it is recommended the survey protocol be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN PICKAWAY COUNTY

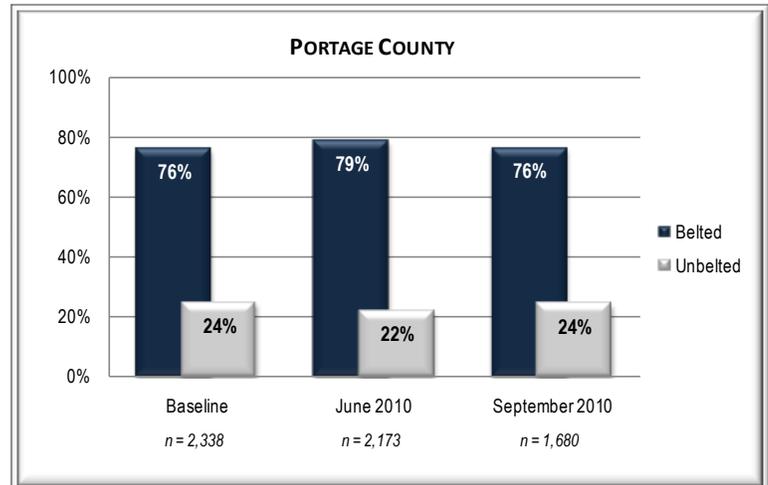
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	466	565
JUNE 2010	4	468	549
SEPTEMBER 2010	4	399	448

CROSS-TABULATION OF PICKAWAY COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR PICKAWAY COUNTY		66.2%	33.8%	1,333	56.8%	43.2%	229
SURVEY	BASELINE	67.4%	32.6%	466	62.6%	37.4%	99
	JUNE 2010	66.0%	34.0%	468	53.1%	46.9%	81
	SEPTEMBER 2010	65.2%	34.8%	399	51.0%	49.0%	49
VEHICLE TYPE	PASSENGER CAR	68.5%	31.5%	584	59.1%	40.9%	93
	VAN/MINIVAN	67.3%	32.7%	98	64.0%	36.0%	25
	SUV	70.1%	29.9%	278	56.5%	43.5%	46
	PICKUP TRUCK	59.2%	40.8%	370	50.8%	49.2%	65
SEX	MALE	65.4%	34.6%	842	45.8%	54.2%	96
	FEMALE	67.6%	32.4%	487	64.7%	35.3%	133
AGE	0 - 4	-	-	-	50.0%	50.0%	2
	5 - 14	-	-	-	66.7%	33.3%	12
	15 - 25	57.0%	43.0%	302	43.0%	57.0%	79
	26 - 64	68.1%	31.9%	899	59.6%	40.4%	104
	65+	76.6%	23.4%	124	78.1%	21.9%	32
RACE	CAUCASIAN	66.3%	33.7%	1,324	56.6%	43.4%	228
	AFRICAN AMERICAN	-	100.0%	2	-	-	-
	OTHER	-	-	-	-	-	-

PORTAGE COUNTY

Baseline survey results for Portage County, a 2010 Safe Communities grantee, indicate that seat belt use by front seat occupants was 76%. Seat belt use increased to 79% during June 2010 and then decreased to 76% during September 2010. Therefore, Portage County is below the target usage rate of 85%. Since the survey results are likely due to fluctuation in the survey protocol and sample size, the protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN PORTAGE COUNTY

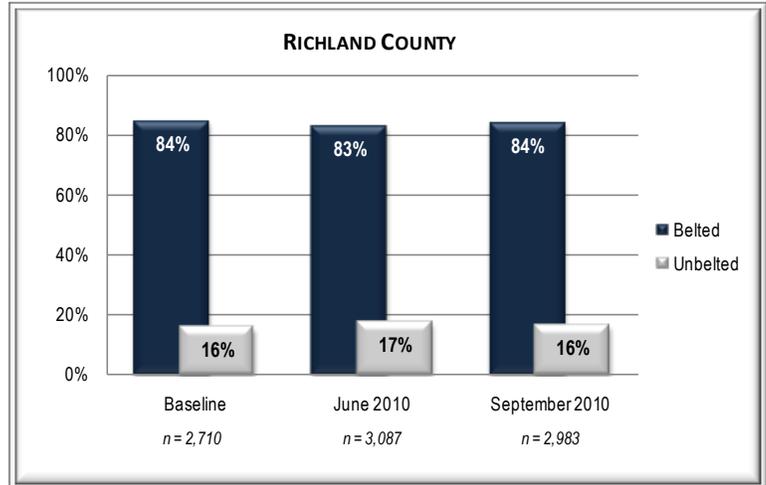
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	19	1,982	2,338
JUNE 2010	17	1,880	2,173
SEPTEMBER 2010	17	1,538	1,680

CROSS-TABULATION OF PORTAGE COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR PORTAGE COUNTY		76.8%	23.2%	5,400	76.4%	23.6%	791
SURVEY	BASILINE	76.0%	24.0%	1,982	73.9%	26.1%	356
	JUNE 2010	78.5%	21.5%	1,880	78.8%	21.2%	293
	SEPTEMBER 2010	75.8%	24.2%	1,538	77.5%	22.5%	142
VEHICLE TYPE	PASSENGER CAR	76.5%	23.5%	2,793	77.3%	22.7%	383
	VAN/MINIVAN	84.7%	15.3%	581	82.5%	17.5%	103
	SUV	79.3%	20.7%	1,087	80.2%	19.8%	167
	PICKUP TRUCK	69.9%	30.1%	938	64.5%	35.5%	138
SEX	MALE	74.3%	25.7%	3,051	68.4%	31.6%	310
	FEMALE	80.3%	19.7%	2,330	81.3%	18.7%	477
AGE	0 - 4	-	-	-	80.0%	20.0%	5
	5 - 14	-	-	-	86.2%	13.8%	65
	15 - 25	71.0%	29.0%	877	70.1%	29.9%	194
	26 - 64	76.9%	23.1%	3,931	74.5%	25.5%	412
	65+	86.6%	13.4%	545	90.9%	9.1%	99
RACE	CAUCASIAN	77.1%	22.9%	4,941	77.5%	22.5%	716
	AFRICAN AMERICAN	69.7%	30.3%	284	67.5%	32.5%	40
	OTHER	83.3%	16.7%	78	66.7%	33.3%	12

RICHLAND COUNTY

Richland County, a 2010 Safe Communities grantee, had a baseline seat belt use rate of 84%. Seat belt use then decreased to 83% during June 2010 and then rose to 84% during September 2010. Survey results remained slightly below the 85% seat belt usage rate goal established for Ohio. Consequently, survey results suggest the 85% seat belt use goal is attainable in Richland County.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN RICHLAND COUNTY

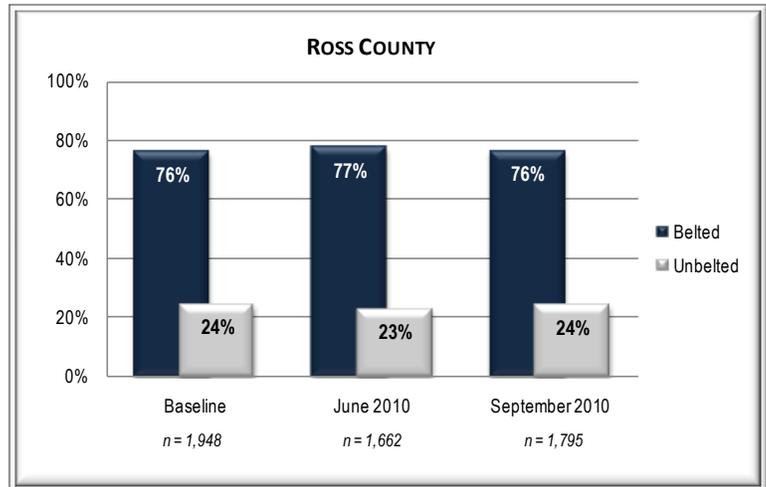
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	2,223	2,710
JUNE 2010	19	2,516	3,087
SEPTEMBER 2010	19	2,494	2,983

CROSS-TABULATION OF RICHLAND COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR RICHLAND COUNTY		84.2%	15.8%	7,233	80.7%	19.3%	1,547
SURVEY	BASELINE	85.0%	15.0%	2,223	81.3%	18.7%	487
	JUNE 2010	83.3%	16.7%	2,516	80.7%	19.3%	571
	SEPTEMBER 2010	84.4%	15.6%	2,494	80.2%	19.8%	489
VEHICLE TYPE	PASSENGER CAR	83.4%	16.6%	3,462	78.1%	21.9%	749
	VAN/MINIVAN	88.5%	11.5%	786	86.2%	13.8%	232
	SUV	88.8%	11.2%	1,443	88.9%	11.1%	289
	PICKUP TRUCK	79.4%	20.6%	1,542	74.7%	25.3%	277
SEX	MALE	81.4%	18.6%	4,121	75.1%	24.9%	586
	FEMALE	88.0%	12.0%	3,110	84.2%	15.8%	960
AGE	0 - 4	-	-	-	-	100.0%	1
	5 - 14	-	-	-	85.2%	14.8%	183
	15 - 25	79.3%	20.7%	1,095	64.8%	35.2%	310
	26 - 64	84.8%	15.2%	5,054	82.7%	17.3%	735
	65+	86.5%	13.5%	1,083	89.2%	10.8%	316
RACE	CAUCASIAN	85.7%	14.3%	6,392	83.3%	16.7%	1,356
	AFRICAN AMERICAN	72.0%	28.0%	732	62.3%	37.7%	159
	OTHER	79.0%	21.0%	105	57.1%	42.9%	28

ROSS COUNTY

Baseline seat belt use in Ross County, a 2010 Safe Communities grantee, was 76%. Usage remained at 77% or 76% during 2010. Therefore, Ross County seat belt use remained significantly below the 85% goal for Ohio. Due to variation in the number of observations by survey period, the protocol should be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN ROSS COUNTY

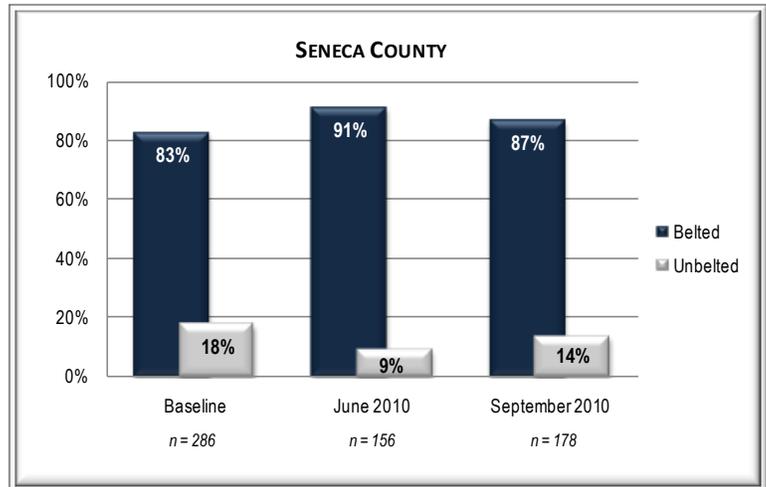
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,736	1,948
JUNE 2010	19	1,518	1,662
SEPTEMBER 2010	19	1,773	1,795

CROSS-TABULATION OF ROSS COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR ROSS COUNTY		76.5%	23.5%	5,027	74.1%	25.9%	378
SURVEY	BASELINE	76.3%	23.7%	1,736	72.2%	27.8%	212
	JUNE 2010	77.3%	22.7%	1,518	77.1%	22.9%	144
	SEPTEMBER 2010	76.0%	24.0%	1,773	72.7%	27.3%	22
VEHICLE TYPE	PASSENGER CAR	77.9%	22.1%	2,516	76.9%	23.1%	186
	VAN/MINIVAN	78.5%	21.5%	497	71.4%	28.6%	42
	SUV	78.6%	21.4%	906	81.0%	19.0%	63
	PICKUP TRUCK	70.9%	29.1%	1,107	64.4%	35.6%	87
SEX	MALE	72.8%	27.2%	2,844	58.7%	41.3%	126
	FEMALE	81.4%	18.6%	2,180	81.5%	18.5%	249
AGE	0 - 4	-	-	-	-	100.0%	2
	5 - 14	-	-	-	83.9%	16.1%	31
	15 - 25	61.6%	38.4%	86	60.0%	40.0%	40
	26 - 64	76.6%	23.4%	4,790	75.5%	24.5%	257
	65+	83.9%	16.1%	124	72.1%	27.9%	43
RACE	CAUCASIAN	76.9%	23.1%	4,915	74.0%	26.0%	366
	AFRICAN AMERICAN	50.7%	49.3%	67	60.0%	40.0%	5
	OTHER	-	-	-	-	-	-

SENECA COUNTY

Seat belt usage by front seat occupants in Seneca County fluctuated during the three observation periods. For instance, the baseline seat belt usage rate of 83% increased to 91% during June 2010 and then declined slightly to 87% during September 2010. It is important to note that these results are based on a relatively small sample of observation sites and surveys. Therefore, even though the 85% usage rate was achieved during 2010, Seneca County's survey protocol should be reviewed and modified if necessary.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN SENECA COUNTY

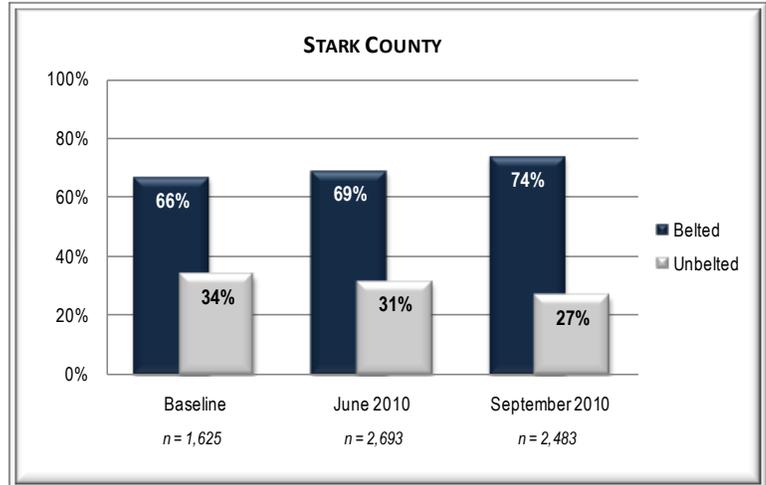
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	4	238	286
JUNE 2010	4	142	156
SEPTEMBER 2010	4	154	178

CROSS-TABULATION OF SENECA COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR SENECA COUNTY		86.0%	14.0%	534	84.9%	15.1%	86
SURVEY	BASELINE	82.4%	17.6%	238	83.3%	16.7%	48
	JUNE 2010	90.8%	9.2%	142	92.9%	7.1%	14
	SEPTEMBER 2010	87.0%	13.0%	154	83.3%	16.7%	24
VEHICLE TYPE	PASSENGER CAR	88.8%	11.2%	276	86.0%	14.0%	43
	VAN/MINIVAN	85.5%	14.5%	55	70.0%	30.0%	10
	SUV	86.2%	13.8%	94	88.9%	11.1%	18
	PICKUP TRUCK	78.9%	21.1%	109	86.7%	13.3%	15
SEX	MALE	83.5%	16.5%	272	86.1%	13.9%	36
	FEMALE	88.4%	11.6%	259	84.0%	16.0%	50
AGE	0 - 4	-	-	-	-	-	-
	5 - 14	-	-	-	100.0%	-	6
	15 - 25	85.0%	15.0%	60	88.9%	11.1%	18
	26 - 64	86.5%	13.5%	415	84.3%	15.7%	51
	65+	82.5%	17.5%	57	77.8%	22.2%	9
RACE	CAUCASIAN	85.8%	14.2%	508	87.5%	12.5%	80
	AFRICAN AMERICAN	81.8%	18.2%	11	75.0%	25.0%	4
	OTHER	92.3%	7.7%	13	-	100.0%	1

STARK COUNTY

Seat belt use in Stark County, a 2010 Safe Communities grantee, increased from 66% at baseline to 69% during June 2010 and reached 74% during September 2010; still well below the usage rate goal of 85%. Due to significant variation in the number of observation surveys at baseline relative to those during 2010, the survey protocol should be carefully reviewed, revised if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN STARK COUNTY

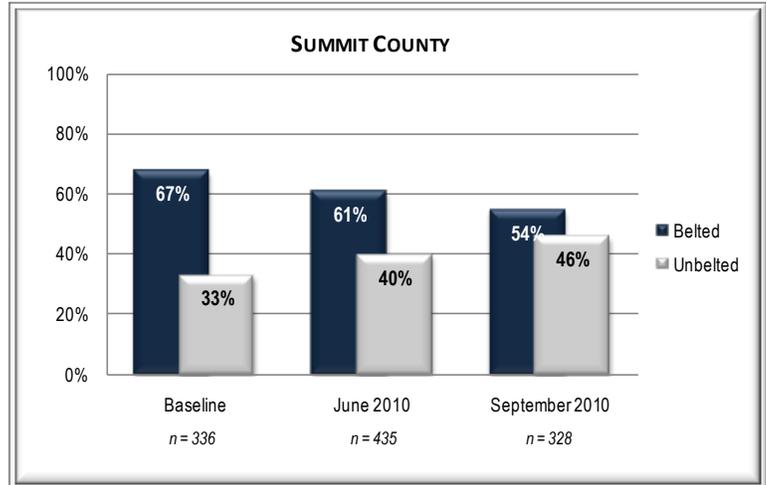
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	19	1,406	1,625
JUNE 2010	19	2,231	2,693
SEPTEMBER 2010	19	2,055	2,483

CROSS-TABULATION OF STARK COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR STARK COUNTY		70.3%	29.7%	5,692	67.8%	32.2%	1,109
SURVEY	BASILINE	67.1%	32.9%	1,406	61.6%	38.4%	219
	JUNE 2010	69.2%	30.8%	2,231	66.7%	33.3%	462
	SEPTEMBER 2010	73.7%	26.3%	2,055	72.2%	27.8%	428
VEHICLE TYPE	PASSENGER CAR	72.6%	27.4%	2,803	68.4%	31.6%	579
	VAN/MINIVAN	73.2%	26.8%	694	66.9%	33.1%	139
	SUV	73.1%	26.9%	1,013	72.8%	27.2%	202
	PICKUP TRUCK	60.8%	39.2%	1,179	61.2%	38.8%	188
SEX	MALE	68.4%	31.6%	3,326	57.8%	42.2%	467
	FEMALE	73.0%	27.0%	2,355	75.0%	25.0%	637
AGE	0 - 4	-	-	-	40.0%	60.0%	5
	5 - 14	-	-	-	64.6%	35.4%	65
	15 - 25	65.3%	34.7%	924	64.5%	35.5%	310
	26 - 64	71.0%	29.0%	4,264	67.8%	32.2%	615
	65+	73.4%	26.6%	492	80.0%	20.0%	105
RACE	CAUCASIAN	71.4%	28.6%	5,049	70.2%	29.8%	928
	AFRICAN AMERICAN	60.9%	39.1%	586	54.1%	45.9%	170
	OTHER	70.0%	30.0%	30	60.0%	40.0%	5

SUMMIT COUNTY

Seat belt use in Summit County, a 2010 Safe Communities grantee, declined during the three surveys. For instance, seat belt use was 67% at baseline, 61% during June 2010, and 54% during September 2010. Thus, the county is well below the usage goal of 85%. Communication problems during the transition to a new Safe Communities lead agency, contributed to the small sample of sites for a Safe Communities grantee (i.e., 6 rather than 19). Also, the sample of observations was relatively small and fluctuated during the surveys. These results suggest the survey protocol for 2011 should be reviewed, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN SUMMIT COUNTY

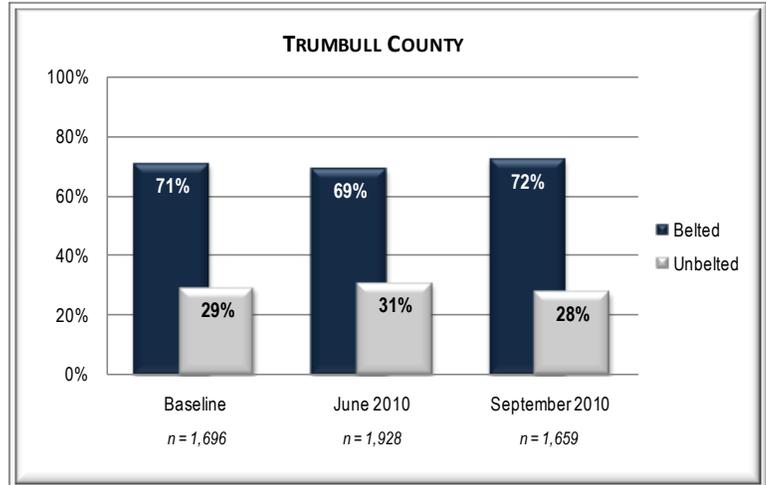
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	6	266	336
JUNE 2010	6	339	435
SEPTEMBER 2010	6	285	328

CROSS-TABULATION OF SUMMIT COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR SUMMIT COUNTY		62.1%	37.9%	890	54.5%	45.5%	209
SURVEY	BASELINE	69.2%	30.8%	266	60.0%	40.0%	70
	JUNE 2010	62.5%	37.5%	339	53.1%	46.9%	96
	SEPTEMBER 2010	55.1%	44.9%	285	48.8%	51.2%	43
VEHICLE TYPE	PASSENGER CAR	62.9%	37.1%	536	55.0%	45.0%	140
	VAN/MINIVAN	60.9%	39.1%	92	56.5%	43.5%	23
	SUV	64.2%	35.8%	165	51.6%	48.4%	31
	PICKUP TRUCK	54.3%	45.7%	94	53.3%	46.7%	15
SEX	MALE	59.8%	40.2%	498	53.7%	46.3%	95
	FEMALE	65.0%	35.0%	391	54.9%	45.1%	113
AGE	0 - 4	-	-	-	50.0%	50.0%	2
	5 - 14	-	-	-	69.2%	30.8%	26
	15 - 25	50.9%	49.1%	106	47.2%	52.8%	53
	26 - 64	62.8%	37.2%	712	51.8%	48.2%	110
	65+	71.8%	28.2%	71	72.2%	27.8%	18
RACE	CAUCASIAN	68.0%	32.0%	651	65.3%	34.7%	118
	AFRICAN AMERICAN	45.9%	54.1%	233	39.1%	60.9%	87
	OTHER	60.0%	40.0%	5	66.7%	33.3%	3

TRUMBULL COUNTY

As a 2010 Safe Communities grantee, seat belt use in Trumbull County by front seat occupants was relatively low and declined slightly between the baseline (71%) and June 2010 survey (69%). Seat belt use then increased to 72% during the September 2010 survey. However, Trumbull County is well below the goal of an 85% usage rate for Ohio. Due to variation in the number of observation sites and surveys, the Trumbull County survey protocol should be examined, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN TRUMBULL COUNTY

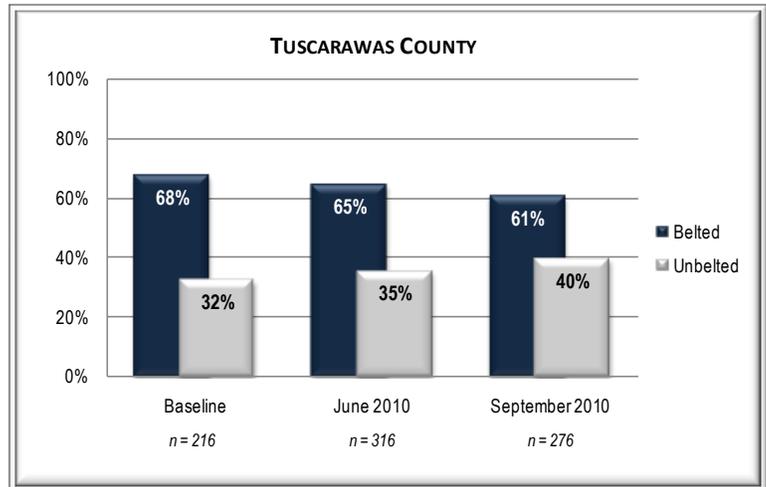
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	18	1,350	1,696
JUNE 2010	19	1,561	1,928
SEPTEMBER 2010	18	1,395	1,659

CROSS-TABULATION OF TRUMBULL COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR TRUMBULL COUNTY		71.6%	28.4%	4,306	66.9%	33.1%	977
SURVEY	BASILINE	71.8%	28.2%	1,350	67.3%	32.7%	346
	JUNE 2010	70.9%	29.1%	1,561	62.9%	37.1%	367
	SEPTEMBER 2010	72.3%	27.7%	1,395	72.0%	28.0%	264
VEHICLE TYPE	PASSENGER CAR	71.9%	28.1%	2,347	67.6%	32.4%	521
	VAN/MINIVAN	76.1%	23.9%	385	68.2%	31.8%	107
	SUV	72.8%	27.2%	826	72.0%	28.0%	186
	PICKUP TRUCK	67.0%	33.0%	737	57.5%	42.5%	160
SEX	MALE	69.1%	30.9%	2,427	62.9%	37.1%	356
	FEMALE	74.8%	25.2%	1,864	69.3%	30.7%	612
AGE	0 - 4	-	-	-	100.0%	-	3
	5 - 14	-	-	-	77.6%	22.4%	98
	15 - 25	63.1%	36.9%	282	59.1%	40.9%	220
	26 - 64	71.5%	28.5%	3,645	65.7%	34.3%	536
	65+	81.4%	18.6%	290	83.7%	16.3%	104
RACE	CAUCASIAN	72.3%	27.7%	4,010	67.8%	32.2%	902
	AFRICAN AMERICAN	55.1%	44.9%	198	58.7%	41.3%	46
	OTHER	100.0%	-	4	66.7%	33.3%	3

TUSCARAWAS COUNTY

Baseline seat belt use for Tuscarawas County was taken from the 2007 survey since data were unavailable in 2008 or 2009. Seat belt use by front seat occupants declined between the baseline (68%) and the June 2010 survey (65%). The usage rate declined again to 61% during the September 2010 survey. The results show that Tuscarawas County is well below the goal of an 85% usage rate for Ohio. Furthermore, the number of observation sites and surveys were relatively small. Thus, the survey protocol should be reviewed, revised, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN TUSCARAWAS COUNTY

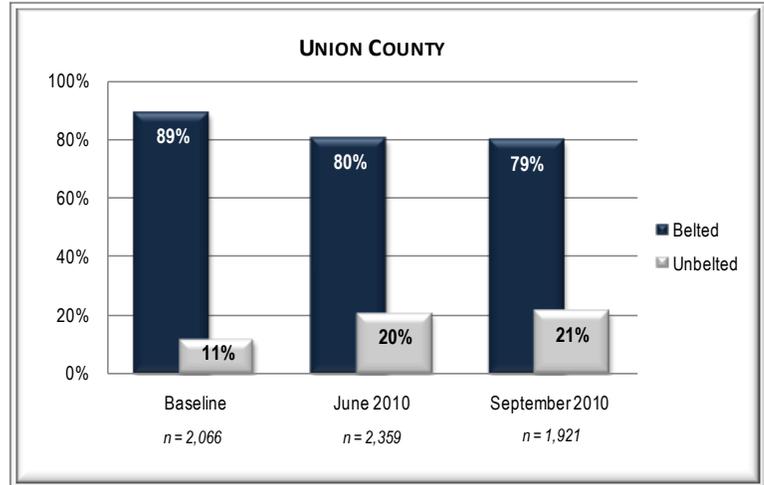
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	3	174	216
JUNE 2010	3	246	316
SEPTEMBER 2010	3	240	276

CROSS-TABULATION OF TUSCARAWAS COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR TRUMBULL COUNTY		63.8%	36.2%	660	64.9%	35.1%	148
SURVEY	BASELINE	69.0%	31.0%	174	61.9%	38.1%	42
	JUNE 2010	63.0%	37.0%	246	70.0%	30.0%	70
	SEPTEMBER 2010	60.8%	39.2%	240	58.3%	41.7%	36
VEHICLE TYPE	PASSENGER CAR	65.9%	34.1%	273	57.9%	42.1%	57
	VAN/MINIVAN	70.1%	29.9%	67	72.2%	27.8%	18
	SUV	70.9%	29.1%	134	76.5%	23.5%	34
	PICKUP TRUCK	54.1%	45.9%	183	60.5%	39.5%	38
SEX	MALE	58.1%	41.9%	406	55.8%	44.2%	52
	FEMALE	73.1%	26.9%	253	69.8%	30.2%	96
AGE	0 - 4	-	-	-	-	100.0%	1
	5 - 14	-	-	-	50.0%	50.0%	22
	15 - 25	67.6%	32.4%	68	71.4%	28.6%	21
	26 - 64	63.3%	36.7%	531	64.8%	35.2%	91
	65+	65.0%	35.0%	60	91.7%	8.3%	12
RACE	CAUCASIAN	63.7%	36.3%	647	64.4%	35.6%	146
	AFRICAN AMERICAN	100.0%	-	3	100.0%	-	1
	OTHER	50.0%	50.0%	2	-	-	-

UNION COUNTY

Seat belt use in Union County, a 2010 Safe Communities grantee, declined between the baseline (89%), the June 2010 survey (80%), and also the September 2010 survey (79%). Although, Union County results suggest the 85% goal is attainable, the sample of observation surveys varied over the survey periods. Therefore, the survey protocol should be carefully examined, adjusted if necessary, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN UNION COUNTY

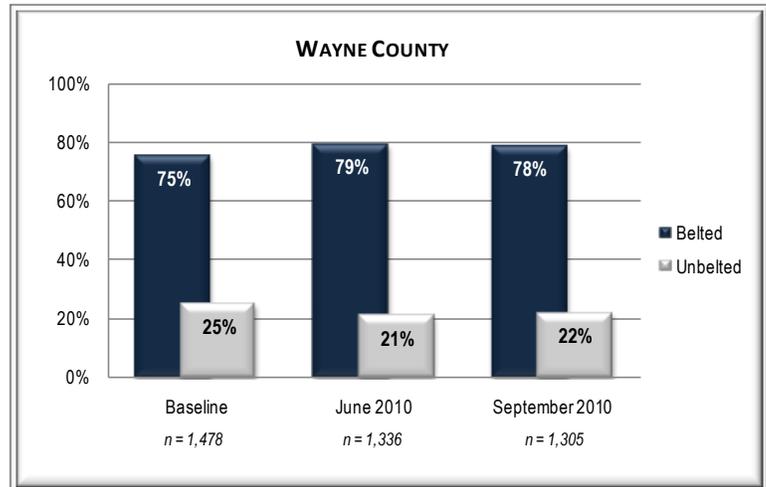
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	1,881	2,066
JUNE 2010	19	2,313	2,359
SEPTEMBER 2010	19	1,921	1,921

CROSS-TABULATION OF UNION COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR UNION COUNTY		82.5%	17.5%	6,115	87.0%	13.0%	231
SURVEY	BASELINE	88.6%	11.4%	1,881	90.8%	9.2%	185
	JUNE 2010	80.2%	19.8%	2,313	71.7%	28.3%	46
	SEPTEMBER 2010	79.4%	20.6%	1,921	-	-	-
VEHICLE TYPE	PASSENGER CAR	85.2%	14.8%	2,755	88.2%	11.8%	110
	VAN/MINIVAN	83.7%	16.3%	719	87.9%	12.1%	33
	SUV	88.8%	11.2%	1,314	95.8%	4.2%	48
	PICKUP TRUCK	70.2%	29.8%	1,327	72.5%	27.5%	40
SEX	MALE	78.2%	21.8%	3,592	80.7%	19.3%	88
	FEMALE	88.7%	11.3%	2,520	92.6%	7.4%	135
AGE	0 - 4	-	-	-	100.0%	-	2
	5 - 14	-	-	-	94.1%	5.9%	17
	15 - 25	78.7%	21.3%	506	81.8%	18.2%	55
	26 - 64	82.8%	17.2%	4,832	75.0%	25.0%	32
	65+	83.6%	16.4%	764	86.8%	13.2%	53
RACE	CAUCASIAN	82.6%	17.4%	5,846	81.7%	18.3%	115
	AFRICAN AMERICAN	86.3%	13.7%	51	100.0%	-	3
	OTHER	87.5%	12.5%	64	100.0%	-	1

WAYNE COUNTY

Seat belt use in Wayne County, a 2010 Safe Communities grantee, increased 4% from the baseline survey (75%) to the June 2010 survey (79%). Observed seat belt use remained relatively stable through the September 2010 survey (78%), although well below the usage goal of 85%. In addition, the number of sites observed varied over the survey periods, indicating the survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN WAYNE COUNTY

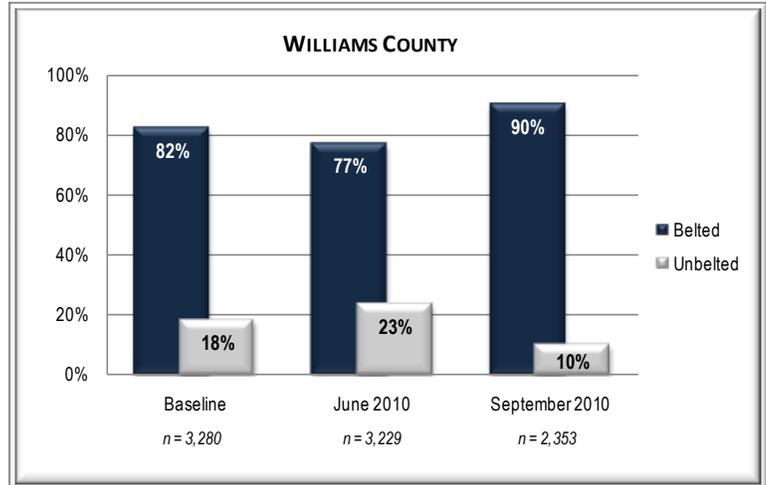
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASILINE	17	1,148	1,478
JUNE 2010	18	1,020	1,336
SEPTEMBER 2010	17	1,010	1,305

CROSS-TABULATION OF WAYNE COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR WAYNE COUNTY		78.9%	21.1%	3,178	73.0%	27.0%	941
SURVEY	BASILINE	77.4%	22.6%	1,148	67.9%	32.1%	330
	JUNE 2010	80.3%	19.7%	1,020	75.6%	24.4%	316
	SEPTEMBER 2010	79.1%	20.9%	1,010	75.9%	24.1%	295
VEHICLE TYPE	PASSENGER CAR	81.5%	18.5%	1,541	73.3%	26.7%	453
	VAN/MINIVAN	83.9%	16.1%	353	76.0%	24.0%	146
	SUV	79.8%	20.2%	598	78.5%	21.5%	158
	PICKUP TRUCK	69.6%	30.4%	680	65.4%	34.6%	182
SEX	MALE	76.1%	23.9%	1,754	65.0%	35.0%	326
	FEMALE	82.3%	17.7%	1,420	77.3%	22.7%	613
AGE	0 - 4	-	-	-	100.0%	-	1
	5 - 14	-	-	-	70.8%	29.2%	113
	15 - 25	74.4%	25.6%	481	60.7%	39.3%	145
	26 - 64	78.6%	21.4%	2,270	72.5%	27.5%	494
	65+	85.0%	15.0%	413	85.2%	14.8%	183
RACE	CAUCASIAN	78.8%	21.2%	3,106	72.9%	27.1%	912
	AFRICAN AMERICAN	63.0%	37.0%	27	63.6%	36.4%	11
	OTHER	100.0%	-	19	90.0%	10.0%	10

WILLIAMS COUNTY

As a 2010 Safe Communities grantee, Williams County seat belt use decreased between the baseline (82%) and the June 2010 survey (77%). The September 2010 results showed seat belt use increased to 90%, surpassing the 85% goal. Variation in the survey results and the number of observation sites and surveys suggests the protocol should be examined, revised if needed, and standardized. For instance, while an additional site was included during September 2010, the total sample of vehicles and occupants declined significantly.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN WILLIAMS COUNTY

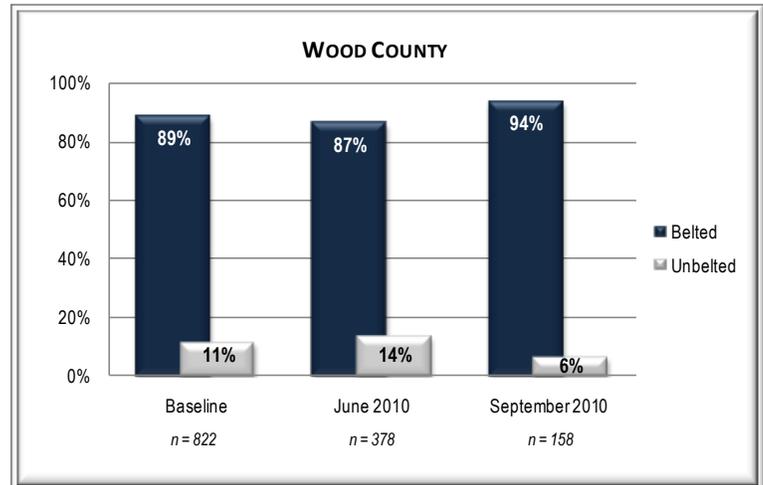
	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	19	2,901	3,280
JUNE 2010	19	2,990	3,229
SEPTEMBER 2010	20	1,986	2,353

CROSS-TABULATION OF WILLIAMS COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR WILLIAMS COUNTY		81.9%	18.1%	7,877	86.2%	13.8%	985
SURVEY	BASELINE	81.5%	18.5%	2,901	87.1%	12.9%	379
	JUNE 2010	76.9%	23.1%	2,991	77.7%	22.3%	238
	SEPTEMBER 2010	90.0%	10.0%	1,985	90.8%	9.2%	368
VEHICLE TYPE	PASSENGER CAR	83.8%	16.2%	3,530	88.6%	11.4%	483
	VAN/MINIVAN	85.8%	14.2%	967	87.3%	12.7%	142
	SUV	85.5%	14.5%	1,267	87.9%	12.1%	165
	PICKUP TRUCK	74.8%	25.2%	2,088	78.2%	21.8%	193
SEX	MALE	78.8%	21.2%	3,733	80.8%	19.2%	317
	FEMALE	89.0%	11.0%	2,620	89.5%	10.5%	600
AGE	0 - 4	-	-	-	100.0%	-	7
	5 - 14	-	-	-	78.3%	21.7%	60
	15 - 25	77.1%	22.9%	699	75.0%	25.0%	148
	26 - 64	83.6%	16.4%	4,090	88.2%	11.8%	450
	65+	88.1%	11.9%	780	94.0%	6.0%	184
RACE	CAUCASIAN	83.5%	16.5%	5,272	87.2%	12.8%	814
	AFRICAN AMERICAN	85.2%	14.8%	27	66.7%	33.3%	6
	OTHER	84.9%	15.1%	53	75.0%	25.0%	8

WOOD COUNTY

Wood County seat belt use by front seat occupants decreased slightly from the baseline survey (89%) to the June 2010 survey (87%). However, seat belt use during the September 2010 survey increased to 94%, well above the 85% usage rate goal. However, results for Wood County are based on a relatively small and varied sample of sites and observation surveys. Therefore, the Wood County survey protocol should be reviewed, adjusted, and standardized.



TOTAL SITES, VEHICLES, AND OCCUPANTS OBSERVED IN WOOD COUNTY

	TOTAL SITES	TOTAL VEHICLES OBSERVED	TOTAL OCCUPANTS OBSERVED
BASELINE	7	648	822
JUNE 2010	3	318	378
SEPTEMBER 2010	3	154	158

CROSS-TABULATION OF WOOD COUNTY SEAT BELT USE RATES BY SURVEY, DRIVER, AND FRONT SEAT PASSENGER, VEHICLE TYPE, AND OCCUPANTS' DEMOGRAPHIC CHARACTERISTICS

		DRIVER			PASSENGER		
		BELTED	UNBELTED	TOTAL	BELTED	UNBELTED	TOTAL
OVERALL RESULTS FOR WOOD COUNTY		88.6%	11.4%	1,120	88.7%	11.3%	238
SURVEY	BASELINE	88.4%	11.6%	648	89.1%	10.9%	174
	JUNE 2010	86.2%	13.8%	318	88.3%	11.7%	60
	SEPTEMBER 2010	94.2%	5.8%	154	75.0%	25.0%	4
VEHICLE TYPE	PASSENGER CAR	89.4%	10.6%	548	92.7%	7.3%	110
	VAN/MINIVAN	88.2%	11.8%	127	85.3%	14.7%	34
	SUV	93.6%	6.4%	234	89.1%	10.9%	55
	PICKUP TRUCK	81.2%	18.8%	207	79.5%	20.5%	39
SEX	MALE	86.3%	13.7%	663	74.4%	25.6%	78
	FEMALE	91.9%	8.1%	456	96.2%	3.8%	158
AGE	0 - 4	-	-	-	50.0%	50.0%	2
	5 - 14	-	-	-	100.0%	-	20
	15 - 25	81.4%	18.6%	194	81.4%	18.6%	59
	26 - 64	90.0%	10.0%	829	89.0%	11.0%	118
	65+	90.6%	9.4%	96	97.3%	2.7%	37
RACE	CAUCASIAN	88.4%	11.6%	1,048	88.9%	11.1%	216
	AFRICAN AMERICAN	96.8%	3.2%	31	83.3%	16.7%	12
	OTHER	87.2%	12.8%	39	100.0%	-	9

CONCLUSIONS

In summary, the 2010 OTSO Grantee Observation of Seat Belt Use had an overall un-weighted seat belt use rate of 78% at baseline and a seat belt usage rate of 77% during both the June and September 2010 surveys. Consequently, seat belt usage in the majority of OTSO grantee counties remained below the goal of 85% seat belt usage.

Ohio Traffic Safety Office grantees – especially Safe Communities – were hypothesized to have comparatively higher observed rates of seat belt use during the June 2010 survey than during the September 2010 survey. As previously stated, this outcome was expected since the June 2010 observation survey was concurrent with the national and statewide *Click It or Ticket Campaign* Earned Media, Paid Media, and Law Enforcement initiatives to increase seat belt use. Also, it was expected that counties with Safe Communities sponsored seat belt use initiatives would be better able than other OTSO grantees to maintain the positive effects of the *Click It or Ticket Campaign* through September 2010. Overall, ten grantee counties achieved the 85% seat belt use goal during June, including three Safe Communities grantee counties. During September, eight grantees achieved the 85% usage goal, including four Safe Communities grantee counties. As hypothesized, more of the grantee counties had comparatively higher observed rates of seat belt use during the June 2010 survey than during the September 2010 survey. Moreover, as expected, Safe Communities grantee counties were somewhat better able than other OTSO grantees to maintain the effects of the *Click It or Ticket Campaign* through September 2010; however, the difference was slight.

As emphasized throughout this report, it is imperative that grantees remember that observation survey results for each county varies as a function of grantee fidelity to the survey protocol. Therefore, in order to enhance fidelity, the complete survey methodology was presented to OTSO and its grantees for vetting, and subsequently revised, before, during, and after the first year of this OTSO initiative. In addition, *A Guidebook for Observing Occupant Restraint System Use and Misuse: Adapted for Ohio with Permission of the AAA Foundation for Traffic Safety* (Seufert, Kubilius, & Walton, 2006; from Decina & Lococo, 2005; and Eby, 2000) contains the complete survey protocol and resources, including the current Seat Belt Survey Site Description Form and Seat Belt Survey Data Collection Form. These resources are available at: http://ohiohighwaysafetyoffice.ohio.gov/otso_grantee_info.stm. Consequently, in preparation for the 2011 OTSO observational survey, new grantee observers and continuing experienced observers should carefully review these resources. In addition to reproducing and using the available online forms, grantees and their observers should consult their designated OTSO Planner (see Appendix A) and/or the Miami University Applied Research Center director or staff for additional information or assistance throughout the survey period. Grantees are encouraged to personally report and document any protocol or methodological changes or problems on their Site Description Form. This will enable immediate corrective action during the survey. In conclusion, while multiple grantee counties achieved the goal of 85% seat belt use, much remains to be accomplished regarding seat belt use.

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Seufert, R.L., Walton, A.J., Kubilius, K.A., & Newton, T.D. (2010). *Observational Survey of Seat Belt Use in Ohio 2010*. Middletown, OH: Applied Research Center, Miami University.

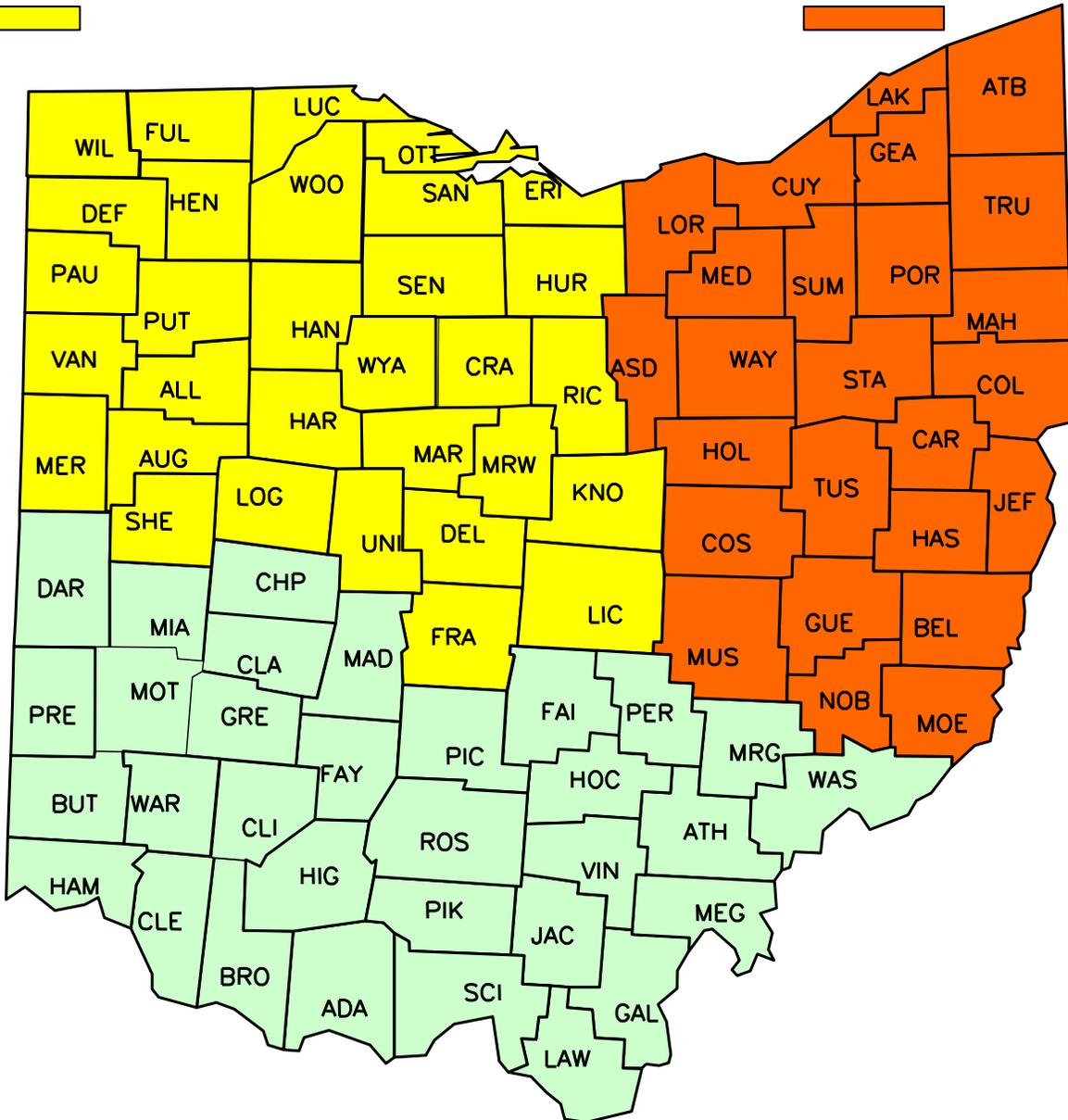
APPENDIX A

Figure 1: FFY 2010 Planner Assigned Regions

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