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SCHOOL OF MEDICINE

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2025
Maryland Seat Belt Usage Report
NHTSA Jurisdictions

THIS REPORT WAS PREPARED IN COOPERATION WITH THE
Maryland Department of Transportation
Highway Safety Office
And
U.S. Department of Transportation
National Highway Traffic Safety Administration

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EXECUTIVE SUMMARY

The National Study Center for Trauma and EMS at the University of Maryland, Baltimore conducted a comprehensive study of seat belt usage in the State of Maryland in June 2025. Seat belt usage data were collected on drivers and front seat outboard passengers observed in a total of 29,835 vehicles at 140 randomly selected sites located within 14 jurisdictions of the State. Observed vehicles included passenger cars, vans, sport utility vehicles (SUV), pick-up trucks, and other vehicles below 10,000 pounds of gross vehicle weight. Data were collected on occupants of vehicles traveling on Primary (interstate roadways), Secondary (arterial roadways), and Local roads.

Overall usage rate and standard error (SE) results of the Statewide study, following weighted adjustment by probability of road segment selection and proportion of jurisdiction-level vehicle miles traveled (VMT) and exclusion of unknown observations, were as follows:

All Vehicles	**Occupants (N)**	**Usage Rate (%)**	**SE* (%)**
All Roadways	36,156	93.4	0.6
Primary Roads	13,229	94.7	0.8
Secondary Roads	21,468	93.4	0.5
Local Roads**	1,459	85.7	0.0
Passenger Cars/SUVs	**Occupants (N)**	**Usage Rate (%)**	**SE* (%)**
All Roadways	29,943	94.2	0.6
Primary Roads	11,196	95.4	0.7
Secondary Roads	17,505	94.1	0.5
Local Roads**	1,242	87.6	0.0
Pick-up Trucks	**Occupants (N)**	**Usage Rate (%)**	**SE* (%)**
All Roadways	6,213	88.6	1.6
Primary Roads	2,033	89.7	1.8
Secondary Roads	3,963	89.3	1.6
Local Roads**	217	73.8	0.0

* Standard Error (SE)
** SE = 0% because no more than one Local Road was observed per jurisdiction, thus no variability was measured.

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INTRODUCTION

The National Highway Traffic Safety Administration (NHTSA) published new Uniform Criteria for State Observational Surveys of Seat Belt Use in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. This report represents the fourteenth year of Maryland's response to the requirement to submit to NHTSA a data collection protocol and resulting observation findings of an annual State survey to estimate passenger vehicle occupant restraint use. This plan is fully compliant with the Uniform Criteria and has been used for the implementation of Maryland's 2025 seat belt survey. Using a consistent method to collect Statewide seat belt information will provide documentation for Maryland and the Nation on the success of occupant protection traffic safety programs.

Maryland is comprised of 24 jurisdictions, including 23 counties and Baltimore City; 14 of these jurisdictions account for about 86% of the passenger vehicle crash-related fatalities according to Fatality Analysis Reporting System (FARS) data averages for the period 2017 to 2019. These data contributed to the selection of roadway observation sites for use during the five-year period from 2022 to 2026 and were therefore employed to assess belt usage for this report. Road segments were mapped according to the latitude and longitude of their midpoints. A selected road segment was identified by an intersection or interchange that occurred within or just beyond the segment. If no intersection or interchange occurred within the segment, any point on that road could be used for observation. Data collection sites were selected such that traffic would be moving during the observation period. Data collection occurred as per the Site Assignment Sheets: at controlled intersections, ramps, overpasses, or on the side of the road. For interstate highways, data collection occurred on the next closest overpass. The observed direction of travel was randomly assigned for each road segment. The locations of the data collection sites were described on Site Assignment Sheets for each jurisdiction and maps were developed to aid the Data Observation Teams and Quality Control (QC) Monitors in traveling to the assigned locations.

OBJECTIVES

This research initiative used the NHTSA Uniform Criteria for State Observational Surveys of Seat Belt Use to address the following objectives for 2025:

- Develop and implement a strategic process for observing seat belt use in the State of Maryland for drivers and right front seat passengers.
- Determine the seat belt usage rate for Maryland.
- Develop and implement a means of Quality Control to ensure that data were collected properly following all survey protocols.

SAMPLING METHODOLOGY

Study Design

All of Maryland's 24 jurisdictions were ranked in descending order of the average number of motor vehicle crash-related fatalities for the period of 2017 to 2019 (Table 1). Data from the FARS were used to determine the average number of crash-related fatalities per jurisdiction. It was determined that 14 jurisdictions accounted for at least 85% of Maryland's total crash-related fatalities during that time period. The 85% threshold is a requirement of the NHTSA Uniform Criteria. These 14 jurisdictions comprise the sample frame (NHTSA Defined) and accounted for 86.2% of Maryland's motor vehicle crash-related fatalities as determined by FARS. The remaining 10 jurisdictions were classified as 'Non-NHTSA Defined' with limited data collection. The analyses provided in this report is limited to seat belt usage by drivers and right front seat passengers observed within the 14 NHTSA Defined jurisdictions.

Road Segment Selection

After the 14 jurisdictions were identified, and to assure sufficient sample allocation and maintenance of errors below a threshold of 2.5% as mandated by the NHTSA Uniform Criteria, site sample sizes remained at 10 road segments per jurisdiction, for a total of 140 road segments. A probability proportional to size (PPS) sample was employed to select the road segments to be used as observation sites, using segment length as the measure of size (MOS). Maryland exercised the available exclusion option and removed non-public roads, unnamed roads, unpaved roads, vehicular trails, access ramps, cul-de-sacs, traffic circles and service drives from the dataset.

Maryland employed the Topologically Integrated Geographic Encoding and Referencing (TIGER) database from the Census Bureau, as provided by NHTSA, for the selection of road segments. The Maryland Department of Transportation – State Highway Administration estimates the jurisdiction level vehicle miles traveled (VMT) for each jurisdiction by functional class. Sample proportions within each jurisdiction were based on the jurisdictional VMT estimates applied in the creation of the 2022-2026 sample and partitioned relative to the three-

way functional class grouping of Primary (interstate highways), Secondary (numbered arterial roadways), and Local/City roads using the TIGER Feature Class Code (MTFCC).

Table 1. Maryland Average Motor Vehicle Crash-Related Fatalities by Jurisdiction 2017-2019

Jurisdiction	Average Fatality Counts (2017-2019)	Fatality Percentage Within Maryland	Cumulative Fatality Percentage
NHTSA Defined			
Prince George's	57.0	18.7	18.7
Baltimore County	35.3	11.6	30.2
Anne Arundel	25.0	8.2	38.4
Charles	17.0	5.6	44.0
Baltimore City	17.0	5.6	49.6
Cecil	16.3	5.3	54.9
Howard	15.0	4.9	59.8
Montgomery	14.0	4.6	64.4
Frederick	13.7	4.5	68.9
St. Mary's	12.7	4.1	73.0
Carroll	12.0	3.9	77.0
Harford	11.0	3.6	80.6
Washington	10.0	3.3	83.8
Caroline	7.3	2.4	86.2
Non-NHTSA Defined			
Wicomico	6.7	2.2	88.4
Queen Anne's	5.7	1.9	90.3
Talbot	5.0	1.6	91.9
Worcester	5.0	1.6	93.6
Calvert	4.3	1.4	95.0
Allegany	4.0	1.3	96.3
Garrett	4.0	1.3	97.6
Dorchester	3.0	1.0	98.6
Somerset	2.7	0.9	99.5
Kent	1.7	0.5	100.0

A listing of the sample size allocation by jurisdiction and MTFCC classification, along with partitioned VMT estimates obtained as of January 1, 2024, for use as computation weights, is displayed in Table 2.

Table 2. Roadway Functional Strata by Jurisdiction, Road Segments Population (N), 2025 VMT, and Number of Segments Selected (n)

Jurisdiction	Segment	MTFCC Strata			
		Primary	**Secondary**	**Local**	**Total**
Anne Arundel	Frequency (N)	992	3,154	27,553	31,699
	VMT	2,987	2,480	460	5,927
	Sample (n)	5	4	1	10
Baltimore County	Frequency (N)	1,152	4,305	36,898	42,355
	VMT	4,329	3,287	651	8,267
	Sample (n)	5	4	1	10
Caroline*	Frequency (N)	0	1,549	4,124	5,673
	VMT	21	316	67	404
	Sample (n)	0	9	1	10
Carroll	Frequency (N)	13	2,384	13,429	15,826
	VMT	40	1,122	133	1,295
	Sample (n)	1	8	1	10
Cecil	Frequency (N)	131	2,061	8,815	11,007
	VMT	554	641	144	1,339
	Sample (n)	4	5	1	10
Charles	Frequency (N)	0	2,983	13,093	16,076
	VMT	0	1,192	124	1,316
	Sample (n)	0	9	1	10
Frederick	Frequency (N)	563	3,013	17,874	21,450
	VMT	1,843	1,064	326	3,233
	Sample (n)	6	3	1	10
Harford	Frequency (N)	136	2,828	12,716	15,680
	VMT	882	1,409	226	2,517
	Sample (n)	4	5	1	10
Howard	Frequency (N)	498	1,749	13,247	15,494
	VMT	2,453	1,290	357	4,100
	Sample (n)	6	3	1	10
Montgomery	Frequency (N)	929	4,602	33,277	38,808
	VMT	2,977	3,783	544	7,304
	Sample (n)	4	5	1	10
Prince George's	Frequency (N)	968	5,898	34,689	41,555
	VMT	4,548	3,787	652	8,987
	Sample (n)	5	4	1	10

*Although VMT data were reported for Primary roads in Caroline County, TIGER road segment data did not identify any road segment in the county as a Primary roadway. Thus, no Primary roads were sampled for observation in Caroline County.

Table 2 Continued - Roadway Functional Strata by Jurisdiction
Road Segments Population (N), 2024 VMT, and Number of Segments Selected (n)

Jurisdiction	Segment	MTFCC Strata			
		Primary	Secondary	Local	Total
St. Mary's	Frequency (N)	0	1,953	9,304	11,257
	VMT	0	789	122	911
	Sample (n)	0	9	1	10
Washington	Frequency (N)	502	2,576	11,132	14,210
	VMT	1,093	777	234	2,104
	Sample (n)	5	4	1	10
Baltimore City	Frequency (N)	747	2,780	25,752	29,279
	VMT	1,224	1,833	233	3,290
	Sample (n)	3	6	1	10

The jurisdictional and functional class specific proportions were merged by MTFCC (Primary, Secondary and Local) with the TIGER data containing road segments within each jurisdiction and corresponding segment length. The list of eligible road segments in each jurisdiction was then sorted by segment length within MTFCC group to obtain an ordered list. Road segments were selected within each jurisdiction and MTFCC functional class with PPS using length as the MOS. Let $c = 1, 2, \ldots C$ be the jurisdiction strata, h = 1, 2, …H be the MTFCC strata, v_{chi} be the length for road segment i in stratum h in jurisdiction c, and $v_{ch} = \sum_{all\ i\ in\ ch} v_{chi}$ be the total length for all road segments in stratum h within jurisdiction c. Then the road segment inclusion probability is: $\pi_{chi} = n_{ch} v_{chi} / v_{ch}$, where $n_{ch}$is the sample size for the roadway stratum h that was allocated within jurisdiction c. In Maryland, there were no roadway segments whose MOS was equal to or exceeded v_{ch}/n_{ch}; therefore, no roads were selected with certainty. SAS procedure SURVEYSELECT, with MOS and probability vector as described above, was used to obtain the road segment samples with PPS by three-way functional class grouping within each jurisdiction.

Reserve Site Selection

Maryland also identified reserve data collection sites. These sites were used in the event that a pre-identified site was unavailable due to temporary or permanent circumstances. Reserve road segments consisted of up to five additional road segments per original road segment selected,

resulting in a reserve sample of 210 road segments. The reserve segments were also selected with PPS, stratifying by MTFCC within jurisdiction and using segment length as MOS; this was the same approach that was used to select all other roadway segments. Thus, for the purposes of data weighting, the reserve road segment inherited all probabilities of selection and weighting components up to and including the road segment stage of selection from the original road segments actually selected. Probabilities and weights for any subsequent stages of selection (e.g., the sampling of vehicles) were determined by the reserve road segment itself.

Table 3 outlines the survey methodology details used in Maryland in 2025.

Table 3 - Methodology Summary Chart

Methodology	Multistage Stratified Cluster Design with Probability Proportional to Size Sampling	
Sources of Samples	2022 revised methodology, approved by Maryland Highway Safety Office (MHSO) and NHTSA; 2020 TIGER data developed by the U.S. Census Bureau based on the MAF/TIGER Feature Class Code (MTFCC)	
Geographic Coverage	State of Maryland	
Site Roadway Classification	Based on the VMT estimate for each jurisdictional roadway type: Primary, Secondary, Local	
Number of Sites	*Primary*	48
	Secondary	78
	Local/City	14
	TOTAL	140
Survey Period	June 2, 2025 – June 15, 2025	
Observation Duration Per Site	*Primary*: 20-minute survey *Secondary*: 40-minute survey *Local/City*: 60-minute survey	
Sample Size	29,835 vehicles	

Sampling Weights

The following is a summary of the notation used in this section:

c – Subscript for jurisdiction (PSU)
h – Subscript for road segment strata
i – Subscript for road segment
j – Subscript for time segment
k – Subscript for road direction
l – Subscript for lane
m – Subscript for vehicle
n – Subscript for front seat occupant

Under this stratified multistage sample design, the inclusion probability for each observed vehicle was the product of selection probabilities at all stages: π_c for jurisdiction, $\pi_{hi|c}$ for road segment, $\pi_{j|chi}$ for time segment, $\pi_{k|chij}$ for direction, $\pi_{l|chij}$ for lane, and $\pi_{m|chijl}$for vehicle. The overall vehicle inclusion probability was:

$$\pi_{chijklm} = \pi_c \pi_{hi|c} \pi_{j|chi} \pi_{k|chij} \pi_{l|chij} \pi_{m|chijl}$$

The sampling weight (design weight) for vehicle *m* was:

$$w_{chijklm} = \frac{1}{\pi_{chijklm}}$$

Non-response Adjustment

Given the data collection protocol described in this plan, including the provision for the use of alternate observation sites, road segments with nonzero eligible volume and yet zero observations conducted should be a rare event. Nevertheless, if eligible vehicles passed an eligible site or an alternate eligible site during the observation time but no usable data were

collected for some reason, then this site was considered as a "non-responding site." The weight for a non-responding site was distributed over other sites in the same road type in the same PSU.

Let:

$$\pi_{chi} = \pi_c \pi_{hi|c}$$

be the road segment selection probability, and

$$w_{chi} = \frac{1}{\pi_{chi}}$$

be the road segment weight. The non-responding site non-response adjustment factor

$$f_{ch} = \frac{\sum_{all\ i} w_{chi}}{\sum_{responding\ i} w_{chi}}$$

would be multiplied by all weights of non-missing road segments of the same road type in the same jurisdiction and the missing road segments would be dropped from the analysis file. However, if no vehicles passed the site during the selected observation time (either 20, 40 or 60 minutes), then this site was simply an empty block; the site would not be considered as a non-responding site and would not require non-response adjustment.

Estimators

Noting that all front seat occupants were observed, let the driver/passenger seat belt use status be:

$$y_{chijklmn} = \begin{cases} 1, & if\ belt\ used \\ 0, & otherwise \end{cases}.$$

VMT data were available for Maryland jurisdictions at the functional class level. Hence, the seat belt use rate estimator was a ratio estimator with VMT weights:

$$p_{VMT} = \frac{\sum_c \sum_h VMT_{ch} p_{chi}}{\sum_c \sum_h VMT_{ch}}$$

Here VMT_{ch} is the VMT for functional class h in jurisdiction c. Assuming that all vehicles observed at the same road segment i have equal probability for being selected, then the road segment level seat belt use rate p_{chi} can be reduced to the following:

$$p_{chi} = \frac{\sum_{all\ i\ in\ ch} w_{chi} y_{chijklmn}}{\sum_{all\ i\ in\ chi} w_{chi}}$$

where w_{chi} is the road segment selection weight.

Sample Size

A standard error of less than 2.5% for the seat belt use estimates is required by NHTSA Uniform Criteria. From 1999-2011, Maryland conducted the Annual Seat Belt Use Study and historically obtained standard errors well below this threshold (e.g., 0.4%, 0.4% and 0.5% in the most recent three years) via observed sample sizes of approximately 58,000-73,000 motor vehicle front seat occupants. These observed sample sizes were obtained from previous sample designs using 12 jurisdictions and 1-16 road segments per jurisdiction. The roadway set was revised in 2012, five years later in 2017, and again in 2022, as required by the Uniform Criteria. From 2017 to 2021, the average annual number of observed occupants with known seat belt use hovered just below 47,000, with an average standard error of 0.7%. In 2024, 32,593 front seat occupants with known belt use were observed with a standard error of 0.9%. Thus, the sample size with known belt use for the 2025 seat belt use survey sample was projected to be approximately 35,000 occupants.

DATA COLLECTION

Data Collection Team Training and Quality Control

In FFY2025, the NSC conducted in-person training sessions for the Data Collection Teams and Quality Control monitors. The training PowerPoint presentation included an interactive classroom period describing the observation process and a tutorial detailing the use of an iPad to collect data in the field. Each observer was provided a training manual containing a description of data collection techniques and GPS locations of all observation sites. Training also consisted of an outdoor session, where each counter was provided the opportunity to perform the Data Observer and Data Recorder roles while using the iPads. Quality control site visits were conducted by NSC and MHSO staff during the observation period.

Data Collection Teams

The professional transportation survey company Traffax conducted the data collection. Each Data Collection Team (DCT) was comprised of a Data Observer and a Data Recorder. The Data Observer was responsible for observing the flow of traffic and spotting, or calling out, vehicle seat belt observation information. The Data Recorder was responsible for recording the data as observed on the iPad. Observation at each site was conducted by a complete DCT consisting of both members.

Data Collection Lanes

Before starting the actual data collection at a particular site or Observation Post, the DCT determined, through observation, the traffic flow and number of lanes that could be observed without error. The Data Observer observed, at a minimum, the right-most lane on the roadway. If traffic was light enough to survey an additional lane(s), the team may have done so, provided that 100% of the traffic in the observed lanes was recorded for the duration of the survey at that site. Each DCT was requested to observe more than one lane when possible.

Only one direction of traffic was observed at any given site unless otherwise noted on the Site Assignment Sheet (pre-determined roads may have required observation in both directions of travel). The direction of travel was pre-determined and identified on the Site Assignment Sheet.

If an intersection contained a turning lane, the DCT was instructed to strategically move its location so that the traffic in the turning lane could be included in the count. Should the site not allow for the collection team to move due to safety concerns, the DCT observed both the turn lane and the next right-most lane.

Vehicles and Occupants

Directions given to the DCT to observe belt usage included:

- Stand on the right-hand curb or roadside of the selected roadway as directed on the Site Assignment Sheet
- Face the assigned direction of traffic
- Never stand in any traffic lane
- Look for the vehicle "B-pillar," integrated seat belt or seat back mount to determine if the belt is being utilized.

All passenger vehicles with a gross vehicle weight up to 10,000 pounds were observed in the survey. The target population included all drivers and right front seat passengers.

The only right front seat occupants excluded from this study were child passengers who were traveling in child passenger safety seats with harness straps. If a child in the right front seat was in a child passenger safety seat, the DCT did not record anything, treating the observation as if that seat was empty. If there was more than one front seat passenger, only the driver and the outboard passenger seating positions were observed.

If the vehicle was equipped with shoulder belts, but they appeared to be improperly used, the person was considered to be NOT belted.

Unknowns

Maryland developed a structure for the inclusion of unknowns in its observation counts. Data Observers and Recorders were instructed to report known belt use only if they were absolutely sure that the occupant was or was not wearing his/her seat belt; otherwise, belt use was to be

reported as unknown. Unknowns included any individual in the front seat of a motor vehicle who could not be identified as being properly or improperly restrained.

Classic cars were counted only if the DCT could directly observe the use of a lap belt, as these vehicles were manufactured prior to the legislative mandate requiring vehicles to have both lap and shoulder belt harness systems. If the lap belt could not be seen, these vehicles were excluded and not documented as unknowns.

Site Locations

Maps displaying the locations of all observation sites, known as Site Assignment Sheets, were emailed to each DCT and Quality Control (QC) Monitor for use in the field. A Site Assignment Sheet was created for each jurisdictional Site Set with an overview of all five sites within that set. Site Assignment Sheets indicated the observed road name, the crossroad included within the road segment (or nearest crossroad), assigned date, assigned time, and written directions. A detailed map was included for the observation teams, marking the Observation Post and the direction of traffic to be observed. In addition, each DCT was provided with XY coordinates indicating where to stand to conduct the observations.

Sites within relatively close geographic proximity were assigned as data collection clusters (Site Set). Each data collection cluster was assigned a random day of the week and a random time (between 7 am – 7pm) for completion. The observation schedule included the day and the time. If the observation day was Monday and scheduled time was 7 am then the first site was assigned at 7 am and the other sites within the cluster were assigned to minimize travel distance between sites.

Scheduling and Rescheduling

All seat belt observations were conducted during daylight hours. The schedule included rush hour (before 9:30 AM, after 3:30 PM) and non-rush hour observation times. It was anticipated that fewer than 60 minutes of observation would provide sufficient sample sizes for highways and arterial roads. Thus, data collection was conducted for 20 minutes (Primary), 40 minutes

(Secondary), or 60 minutes (Local) at each site, depending on the road classification. Multiple sites were scheduled each day. In 2025, the observations were conducted beginning Monday, June 2nd through Sunday, June 15th, with several sites rescheduled for the following week due to adverse weather conditions and temporary construction.

DATA COLLECTION ON iPADS

Seat Belt Data Collection Form

Upon arrival at the designated observation site, each DCT was required to log into their iPad, open the data collection app and tap the Seat Belt Data Collection Form. The top of the Seat Belt Data Collection Form located on the iPad is designed to allow for documentation of descriptive site information, such as date, site location, jurisdiction, start and end times for observations, and weather conditions. It was completed once by the Data Recorder at each site before data collection began.

The bottom of the form contains fields that were filled in when vehicle observation began. As each vehicle passed, the Data Recorder selected the applicable option (Yes/No/Unknown) for the "Driver Belted" and "Passenger Belted" fields. Pick-up Trucks were indicated by tapping the "Truck" field. Finally, by clicking the "Submit" button, the record was entered into the iPad record list and the fields were cleared for the next observed vehicle.

Seat Belt Comment Form

Once observation was completed at the site, the DCT was asked to fill out the Seatbelt Comment Form on the iPad. This document was used to record the number of lanes observed, whether the site was observed for its entirety at the scheduled time, and any concerns or challenges the team had while completing the survey at that site.

Quality Control

QC Monitors filled out QC forms and sent them to the NSC for review upon the completion of the site visit. During these visits, the QC Monitors used standardized paper forms to document and evaluate Maryland's process.

Data Cleaning and Aggregation

Upon completion of collecting data from site locations, the DCT was responsible for assuring that the iPad collected data was submitted online every day to the NSC in a timely manner. Once the data were received at the NSC, they were checked for accuracy and consistency. Records with unknown values were examined for possible correction or deletion. For instance, submitted records that were completely blanked were excluded from the data set. The resulting record-level data were aggregated into .CSV files for formal analysis.

FY25 OCCUPANT PROTECTION – CLICK-IT-OR-TICKET CAMPAIGN

MDOT's FY25 Occupant Protection Click-It-Or-Ticket campaign took place between May 12 and June 1 in Maryland.

Various techniques were deployed such as a surround-sound approach, leveraging multiple media channels, including video, social, and OOH to drive maximum awareness of MDOT's Occupant Protection messaging. Included in the deployment were Clear Channel billboards along strategic roadways in Baltimore, Anne Arundel, and Prince George's counties with high propensities for seatbelt-related crashes. Specifically, 14 billboards were installed along roadways throughout the state, delivering over 4.2M combined impressions (Figure 1).

Figure 1. Example of a Clear Channel Billboard.

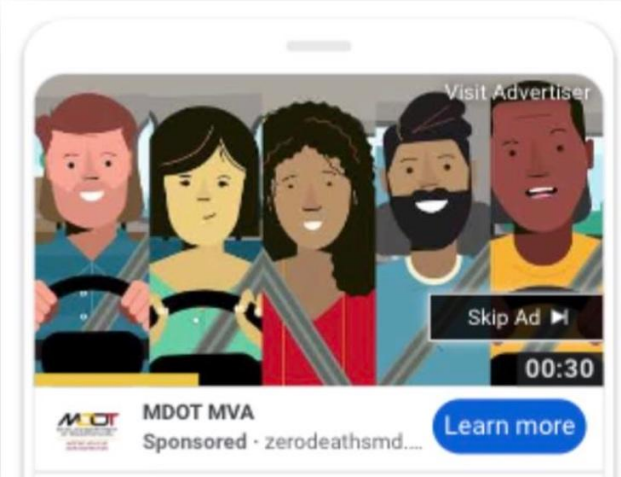
Ads were placed in social media platforms such as Facebook and Instagram (Figure 2), delivering over 7.6M impressions to Maryland drivers. Facebook outperformed Instagram across all KPIs; Facebook garnered more impressions (3.9M vs. 3.7M), clicks (9.9K vs. 5.8K), and engagements (5.6K vs 4.9K).

Figure 2. Examples of ads running on social media platforms.

"There are plenty of bad excuses for not buckling your seat belt, and one good reason why you should – it could save your life."	There was a link included as a part of the photo ad on Instagram with a link and a text box: "Learn More"
	
a. Example of an ad on Facebook.	b. Example of an ad on Instagram.

YouTube also played a key role in the 2025 CIOT campaign, driving awareness with over 3.2M total impressions (Figure 3). Both the 15- and 30-second videos performed well, each delivering around 600 clicks to the road-safety/seatbelts site with an average CTR of 0.04%. In total, 1.2M users watched one of the videos to completion, resulting in a strong 36% video completion rate.

Figure 3. Example of a YouTube video ad.



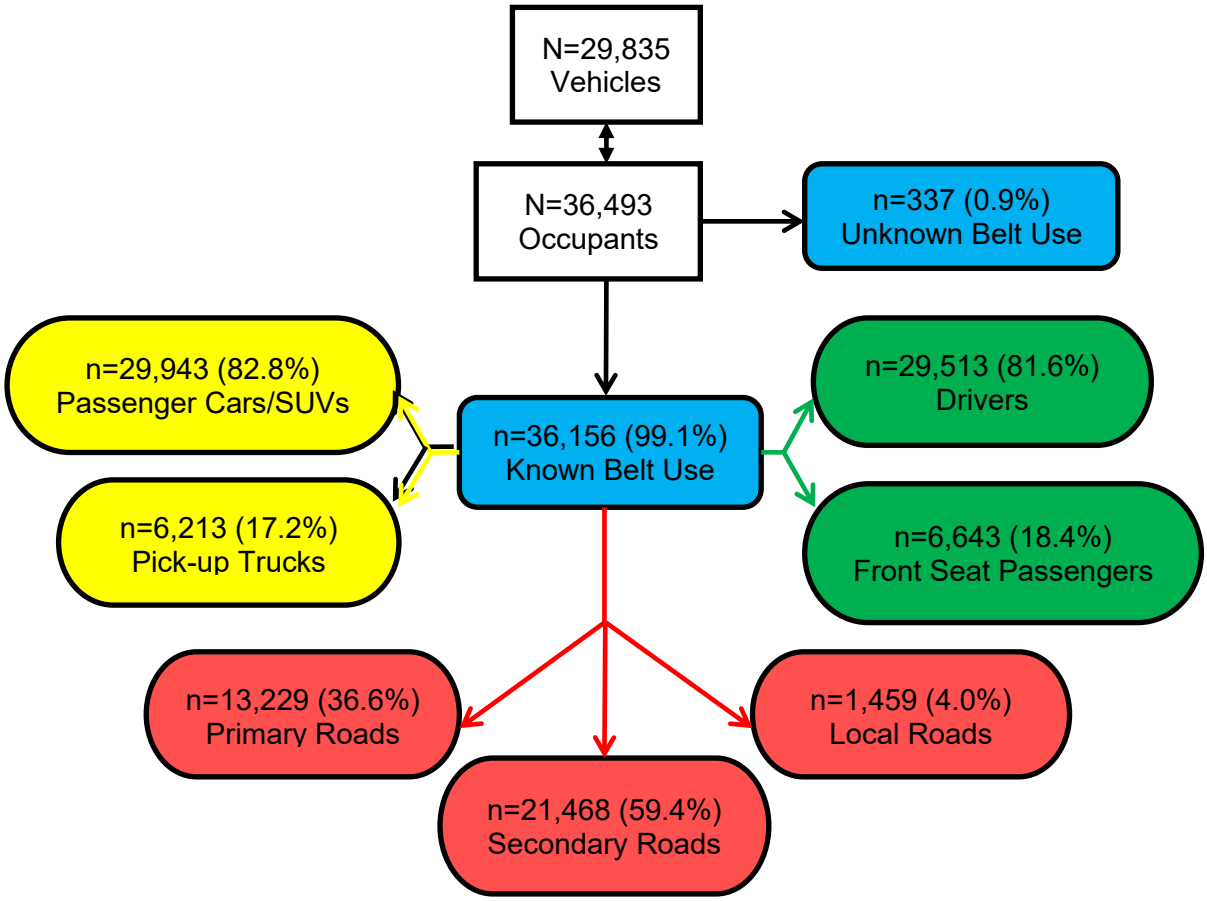
Overall, the campaign garnered over 15M impressions, 17.1K clicks to the MDOT Occupant Protection landing page, 14.8K social engagements, and a click-through rate of 0.15% across digital and social channels.

SURVEY RESULTS

NHTSA Sites – Occupants

A total of 29,835 motor vehicles (i.e., passenger cars, sport utility vehicles (SUVs), and pick-up trucks) with 36,493 front seat occupants were observed within the 14 sampled jurisdictions (Figure 4). Known seat belt use was ascertained for 36,156 (99.1%) of the occupants, of whom 29,513 (81.6%) were drivers and 6,643 (18.4%) were right front seat passengers.

Figure 4. Study Population Flowchart of Vehicle and Occupant Observations



Of the 36,156 drivers and right front seat passengers with known seat belt usage, 29,943 (82.8%) were occupants of passenger cars or SUVs and 6,213 (17.2%) were occupants of pick-up trucks. Most of the occupants were observed on arterial Secondary roadways (n=21,468, 59.4%) as opposed to Interstate/Primary roads (n=13,229, 36.6%) or Local roads (n=1,459, 4.0%).

Data collection by jurisdiction is presented in Table 4. The average number of occupants observed per jurisdiction with known seat belt usage was 2,583.

Table 4. Number of Front Seat Occupants Observed with Known Seat Belt Use by NHTSA-Surveyed Jurisdiction of Maryland

Jurisdiction	Number Observed
Anne Arundel	2,546
Charles	3,168
Prince George's	2,602
Baltimore City	1,959
Cecil	1,904
Howard	1,315
Harford	2,459
Frederick	3,120
Baltimore Co	2,624
Montgomery	3,043
Washington	2,747
St. Mary's	2,933
Caroline	3,286
Carroll	2,450

NHTSA Sites: Weighted Analysis

The overall seat belt usage rate among the 14 sampled jurisdictions for all drivers and right front seat passengers, weighted by probability of roadway selection and jurisdictional roadway specific VMT, was 93.4% (Table 5). Weighted usage rates were higher for occupants of passenger cars or SUVs (94.2%) than for occupants of pick-up trucks (88.6%). The overall weighted standard error rate of 0.6% was well below the 2.5% threshold required by NHTSA, yielding a 95% confidence interval of 92.2% to 94.6% for the combined usage rate. Relative to the data collected for passenger cars, the standard error rate for pick-up trucks was higher (1.6% vs. 0.6%) but was still well below the 2.5% NHTSA limit.

Vehicle occupants were more likely to use seat belts on Interstate/Primary roadways as opposed to Secondary roads and Local roads. Approximately 94.7% of drivers and passengers observed on Primary roadways were belted. This proportion fell to 93.4% on Secondary roads and 85.7% on Local roads.

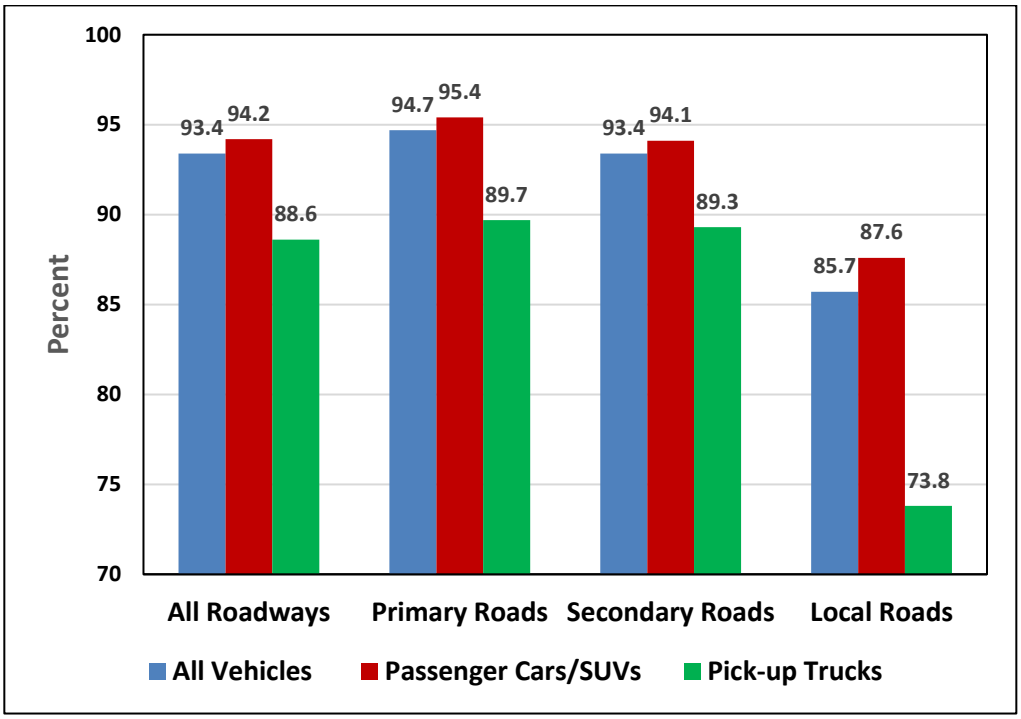
Table 5. 2024 Weighted Usage Rates in NHTSA-Surveyed Jurisdictions Overall, by Vehicle Type and by Roadway All Front Seat Occupants Combined with Known Seat Belt Use

All Vehicles	N	Usage Rate (%)	SE (%)	95% CI	
				Lower Limit (%)	Upper Limit (%)
All Roadways	36,156	93.4	0.6	92.2	94.6
Primary Roads	13,229	94.7	0.8	93.1	96.3
Secondary Roads	21,468	93.4	0.5	92.4	94.4
Local Roads	1,459	85.7	0.0*	N/A	N/A
Passenger Cars/SUVs	**N**	**Usage Rate (%)**	**SE (%)**	**95% CI**	
				Lower Limit (%)	Upper Limit (%)
All Roadways	29,943	94.2	0.6	93	95.4
Primary Roads	11,196	95.4	0.7	94	96.8
Secondary Roads	17,505	94.1	0.5	93.1	95.1
Local Roads	1242	87.6	0.0*	N/A	N/A
Pick-up Trucks	**N**	**Usage Rate (%)**	**SE (%)**	**95% CI**	
				Lower Limit (%)	Upper Limit (%)
All Roadways	6,213	88.6	1.6	85.4	91.8
Primary Roads	2,033	89.7	1.8	86.1	93.3
Secondary Roads	3,963	89.3	1.6	86.1	92.5
Local Roads	217	73.8	0.0*	N/A	N/A

* Standard Error = 0 because no more than 1 Local Road was observed per jurisdiction, thus no variability was measured.

A more general observation about the results that should be kept in mind is that since almost 60 percent of all observations were conducted on Secondary Roads, the overall percentages are shaped mostly by the levels of seatbelt usage on Secondary Roads. Figure 5 gives a visual presentation of this pattern. There are four groups of data shown on the graph: the first group presents the results for All Roadways, the second for Primary Roads, the third for Secondary Roads, and the last group for Local Roads. Three bars in each group represent All Vehicles (yellow bar), Passenger Cars/SUVs (blue bar), and Pick-up Trucks (red bar).

Figure 5. Usage Rate by Vehicle Type and Roadway Following Adjustment for Probability of Road Segment Selection and Vehicle Miles Traveled (VMT)



As the figure demonstrates, the average usage rates in the All Roadways group match closely the pattern for Secondary Roads. What is also clearly shown in Figure 2 is that among all four groups the occupants of pick-up trucks exhibit the lowest overall level of usage rate, which falls below 90%. The usage rate of pick-up trucks is very different vis-à-vis the occupants of cars/SUVs. For example, on Primary roads the average usage rate among occupants of cars/SUVs is 95.4%, whereas for pick-up trucks it is 89.7%. The difference becomes very stark on Local roads, even though the overall rate falls for all vehicle occupants: for cars/SUVs the rate falls to 87.6% while for pick-up trucks it falls to 73.8%.

Therefore, in general, two main factors contribute to bringing down the overall usage rate: (1) front seat occupants tend to buckle up less frequently on local roads; (2) front seat occupants of pick-up trucks tend to buckle less frequently compared to those traveling in passenger cars/SUVs.

There are both good and bad news related to occupants traveling in pick-up trucks when the 2025 usage rates are compared to the usage rates in 2023 and 2024. Table 6 shows the usage rates for the last three years, 2023, 2024, and 2025, for the entire state and the rate calculated separately by the type of road. The good news about front seat occupants of pick-up trucks is that there was a significant increase in the average rate between 2024-2025: by 6 percentage points. At the same time, there was a slight decrease compared to 2023: of less than a half percentage point (0.4).

The overall usage rate for the state of Maryland increased in 2025 by 2.8 percentage points compared to 2024, and by 1.3 percentage points compared to 2023.

Table 6. Change From 2023 to 2025 in Weighted Seat Belt Usage by Vehicle Type & Roadway

Type of vehicle and Type of Road	Usage Rates (%)			Change in Rate 2024-2025	Change in Rate 2023-2025
	2023	2024	2025		
All Vehicles	92.1	90.6	93.4	2.8	1.3
Cars/SUVs	92.6	91.7	94.2	2.5	1.6
Trucks	89.0	82.6	88.6	6.0	-0.4
Primary Roads	93.6	91.3	94.7	3.4	1.1
Secondary Roads	92.6	90.8	93.4	2.6	0.8
Local Roads	81.3	85.2	85.7	0.5	4.4

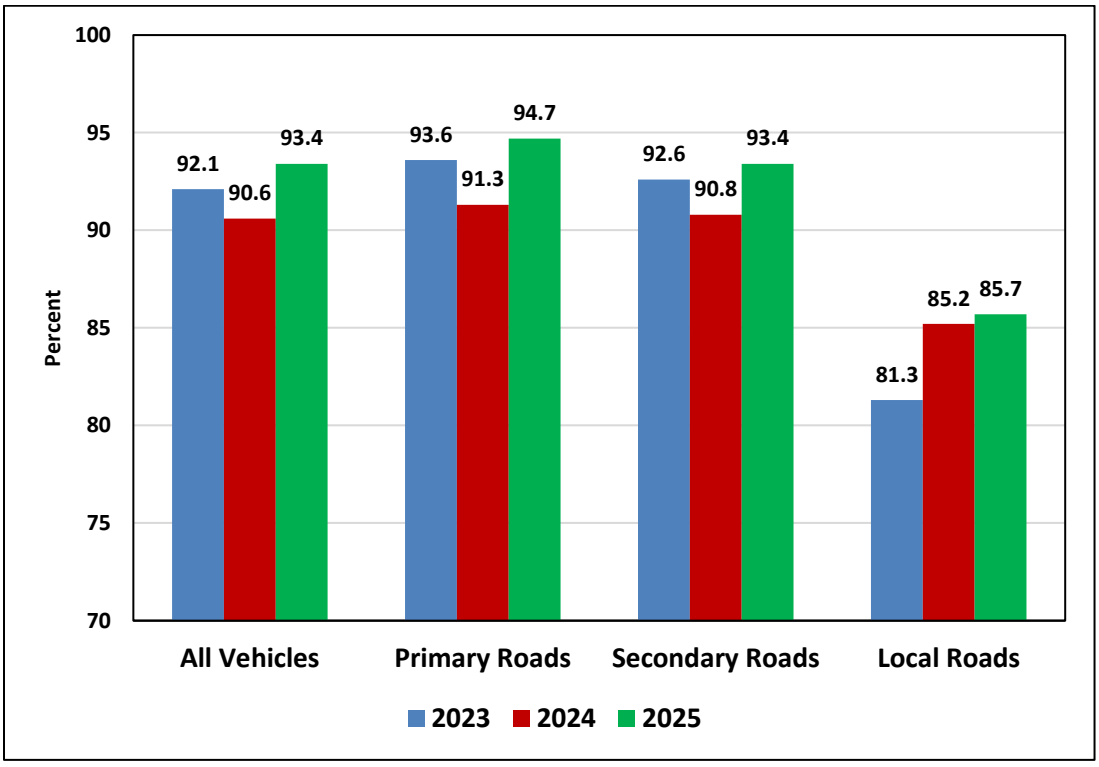
Table 6 also displays how the rates changed based on the type of road. There have been increases by road type across the board between 2023-2025, as well as between 2024-2025. The largest increase was recorded for front seat occupants of passenger cars/SUVs traveling on Primary roads, between 2024-2025: 3.4 percentage points. The lowest increase was recorded on Secondary roads between 2023-2025: a little less than a percentage point (0.8).

A visualization of the usage rate by year and by road type is presented in Figure 6. There are four groups of bars shown in the figure: the first one for all vehicles, the second one for vehicles traveling on Primary roads, the third one for Secondary roads and the fourth – for Local roads. Within each group, the blue bar corresponds to the usage rate in 2023, the red bar – for 2024 and

the green bar – for 2025. As pointed out earlier, the overall patterns for all vehicles correspond closest to the patterns shown for Secondary roads. Here we can see that the pattern is replicated for each of the last three years, not only for 2025.

It is very encouraging to see that although the average usage rates on Local roads remain the lowest for all three years compared to Primary and Secondary roads, there has been a steady increase from 2023 to 2024, as well as from 2024 to 2025. This is one of the positive trends to note in this year's report.

Figure 6. Weighted Seat Belt Usage Rates by Roadway Type 2023, 2024, and 2025



While there was an across-the-board decline in usage rates between 2023-2024 among front seat occupants traveling on all roads, that trend has been reversed between 2024-2025. Ans as pointed out above, the trend was reversed in such a significant way that it led to overall increases between 2023 and 2025.

Figure 7 visualizes the weighted usage rate by year and by vehicle type. There are three groups of bars shown in the figure: the first one for all vehicles, the second one for cars/SUVS and the third one for pick-up trucks. Within each group, the blue bar corresponds to the usage rate in 2023, the red bar – for 2024 and the green bar – for 2025.

Figure 7. Weighted Seat Belt Usage Rates by Vehicle Type 2023, 2024, and 2025

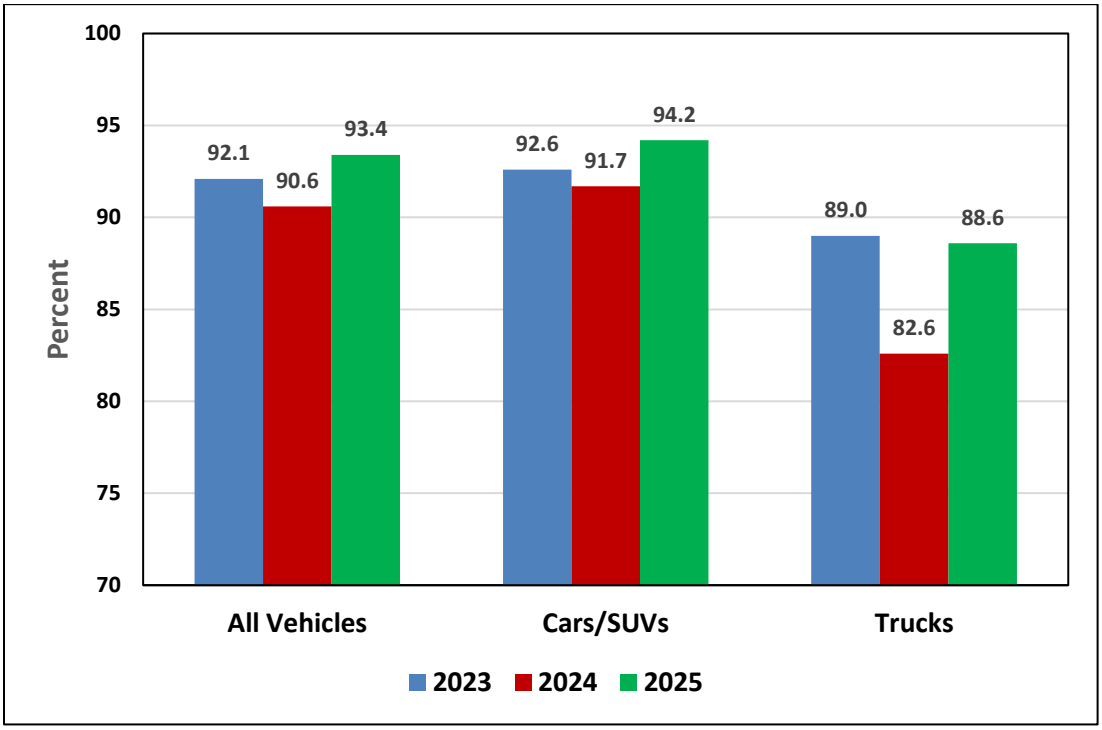


Table 7 contains a list of weighted belt use and standard error rates by jurisdiction for all vehicles combined. All 14 jurisdictions had seat belt usage rates of at least 92%. Several jurisdictions had the highest seat belt usage rate of 93.5%: Anne Arundel, Baltimore County, Howard, and Prince George's County. The lowest rate of 92.1% was observed in Caroline County.

All jurisdictional usage rates of occupants observed in passenger cars or SUVs were at least 93%. The highest rates of 94.3% were observed in Anne Arundel, Baltimore County, Howard, and Prince George's County. The lowest rate of 93.0% was observed in Caroline County.

For front seat occupants of pick-up trucks, all jurisdictions had usage rates below 90%. The lowest rate was observed again in Caroline County, and the highest rate in two counties: Baltimore County and Prince George's County.

Table 7. Weighted Usage Rates* in NHTSA-Surveyed Jurisdictions by Jurisdiction and Vehicle Type All Front Seat Occupants Combined with Known Seat Belt Use

NHTSA Jurisdictions	VMT (millions)	All Vehicles		Passenger Cars/SUVs		Pick-up Trucks	
		Usage Rate (%)	SE (%)	Usage Rate (%)	SE (%)	Usage Rate (%)	SE (%)
All jurisdictions	50,358	93.4	0.6	94.2	0.6	88.6	1.6
Anne Arundel	5,899	93.5	0.5	94.3	0.3	88.3	1.0
Baltimore Co	8,157	93.5	0.4	94.3	0.5	89.5	1.6
Howard	4,084	93.5	0.5	94.3	0.4	88.2	0.9
Prince George's	8,952	93.5	0.9	94.3	0.8	89.5	2.2
Baltimore City	3,242	93.4	0.9	94.2	0.8	88.4	1.5
Frederick	3,158	93.4	0.5	94.2	0.6	88.0	0.7
Montgomery	7,206	93.4	0.7	94.2	0.6	88.3	2.7
Harford	2,517	93.2	0.3	94.0	0.3	88.1	0.6
Washington	2,047	93.2	0.2	94.1	0.2	87.8	0.4
Cecil	1,300	93.1	0.5	94.0	0.5	87.8	1.0
Carroll	1,264	92.7	0.3	93.5	0.3	87.7	0.6
Charles	1,264	92.7	0.4	93.5	0.2	87.9	1.8
St. Mary's	884	92.4	0.7	93.3	0.7	87.2	1.0
Caroline	384	92.1	0.9	93.0	1.0	86.6	0.9

* Jurisdictional usage rates are sorted in descending order for all vehicles combined.

A color-coded map of the average weighted rates by NHTSA jurisdiction is displayed in Figure A of the Appendix. Jurisdictional changes in weighted rates over time are documented in Table 8 and visualized in Figure 8.

The majority of the 14 jurisdictions (nine or 64.3%) experienced an increase in usage rate over the previous year. The biggest increase was observed in Baltimore County (+6.8 percentage points) and the biggest decline was in Cecil County (-4.9 percentage points).

Table 8. Weighted Seat Belt Usage by Jurisdiction*
and by seat belt survey year: 2023, 2024 and 2025

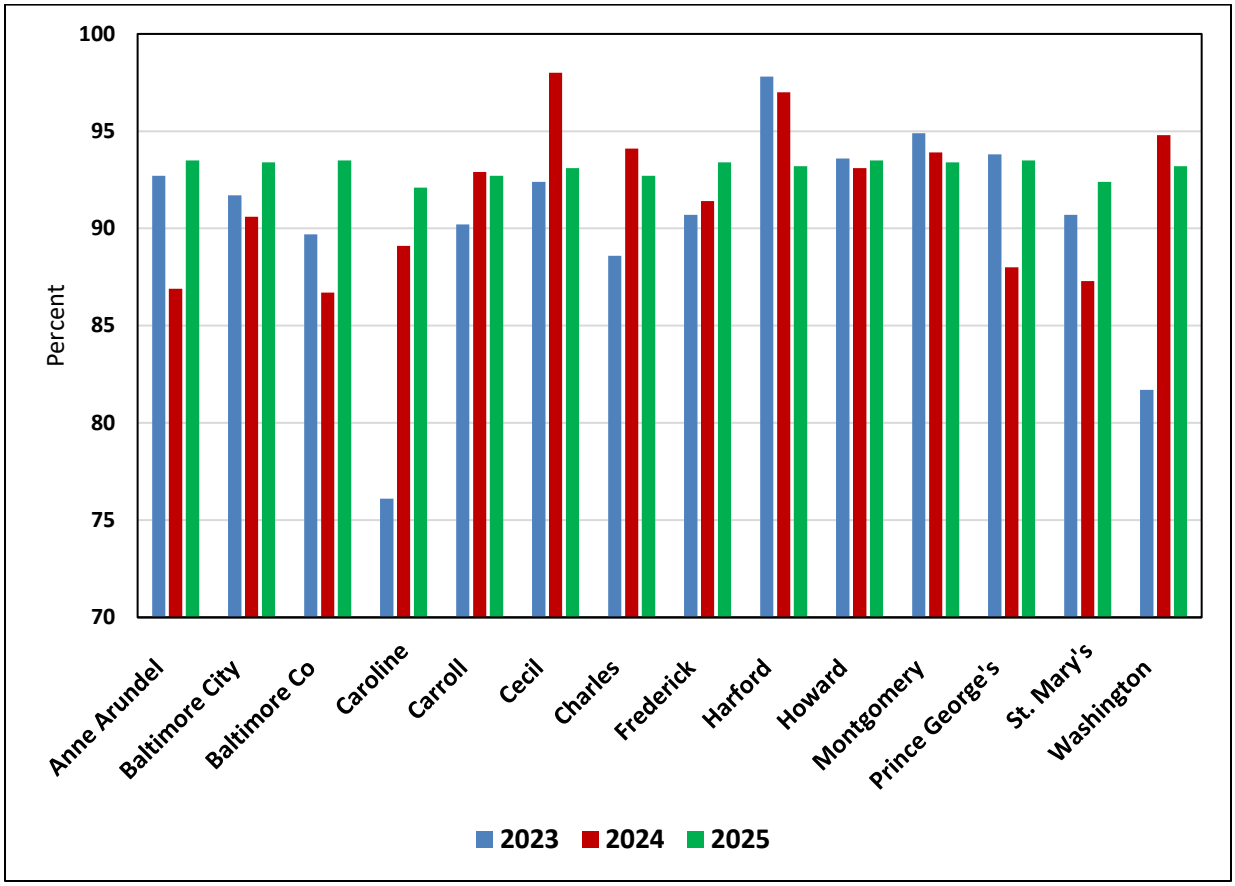
NHTSA Jurisdictions	Usage Rates (%) by Survey Year			Change in Rate 2024-2025	Change in Rate 2023-2025
	2023	2024	2025		
All Jurisdictions	92.1	90.6	93.4	2.8	1.3
Anne Arundel	92.7	86.9	93.5	6.6	0.8
Baltimore City	91.7	90.6	93.4	2.8	1.7
Baltimore Co	89.7	86.7	93.5	6.8	3.8
Caroline	76.1	89.1	92.1	3.0	16.0
Carroll	90.2	92.9	92.7	-0.2	2.5
Cecil	92.4	98.0	93.1	-4.9	0.7
Charles	88.6	94.1	92.7	-1.4	4.1
Frederick	90.7	91.4	93.4	2.0	2.7
Harford	97.8	97.0	93.2	-3.8	-4.6
Howard	93.6	93.1	93.5	0.4	-0.1
Montgomery	94.9	93.9	93.4	-0.5	-1.5
Prince George's	93.8	88.0	93.5	5.5	-0.3
St. Mary's	90.7	87.3	92.4	5.1	1.7
Washington	81.7	94.8	93.2	-1.6	11.5

* Jurisdictions are sorted alphabetically.

Figure 8 offers a visualization of the changes by jurisdiction from year to year for the last three years of conducting the seat belt observational survey. All jurisdictions are displayed along the x-axis, and there are three bars for each jurisdiction. The blue bar corresponds to the average usage rate for 2023, the red bar – for 2024, and the green bar – for 2025.

As the figure shows, there is not one overwhelming pattern of change. Rather, overall usage rates vary quite a bit across NHTSA jurisdictions and across the last three years.

Figure 8. Comparison of Weighted Seat Belt Usage Rate by NHTSA Jurisdiction and by Year



NHTSA Sites – Unweighted Analysis

An unweighted analysis of seat belt rates was conducted for subgroups of the observed sample that were not examined by probability of selection and VMT weights. These subgroups included drivers only, passengers only, and jurisdiction-specific roadway types.

Approximately 93.4% of all drivers were belted (Table 9). Belt use among drivers was more likely to occur in passenger cars or SUVs (94.3%) than in pick-up trucks (88.9%). Drivers were more likely to be belted on Primary roads (95.3%) than on Secondary roads (92.2%) or Local roads (93.3%).

A higher proportion of passengers than drivers were belted overall (94.1%). Passengers had a higher usage rate in passenger cars/SUVs (94.7%) than in trucks (90.9%). Passengers were more

likely to be belted on Primary roads (94.8%) than on Secondary (93.6%) or on Local roads (94.5%).

Table 9. Unweighted Usage Rates in NHTSA-Surveyed Jurisdictions of Maryland Overall, by Vehicle Type and by Roadway Classification, Known Seat Belt Use by Front Seat Occupant Status

Drivers vs. Passengers by Road Type	All Vehicles		Passenger Cars/SUVs		Pick-up Trucks	
Drivers	**N**	**Usage Rate (%)**	**N**	**Usage Rate (%)**	**N**	**Usage Rate (%)**
All Roadways	29,513	93.4	24,396	94.3	5,117	88.9
Primary Roads	10,736	95.3	9,055	95.8	1,681	92.7
Secondary Roads	17,574	92.2	14,320	93.3	3,254	87.2
Local Roads	1,203	93.3	1,021	95.0	182	84.1
Passengers	**N**	**Usage Rate (%)**	**N**	**Usage Rate (%)**	**N**	**Usage Rate (%)**
All Roadways	6,643	94.1	5,547	94.7	1,096	90.9
Primary Roads	2,493	94.8	2,141	94.8	352	94.9
Secondary Roads	3,894	93.6	3,185	94.6	709	89.1
Local Roads	256	94.5	221	95.9	35	85.7

Seat belt usage rates by jurisdiction are presented on Table 10. In a few cases on Local roads no trucks were observed so the usage rate cannot be calculated (N/A).

NHTSA Sites – Unknown Observations

Seat belt usage could not be determined for 0.9% of all front-seat occupants, differing between drivers (1.1%) and passengers (0.2%). Unknown belt use was more prevalent in pick-up trucks (1.3%) than in passenger cars (0.8%). Unknown belt use was similar for different types of road: Primary (1.0%), Secondary roads (0.9%), and Local roads (1.0%). Unknown observations were primarily attributed to glare (caused by bright sunny skies), extensive window tinting, and light rain.

Table 10. Unweighted Usage Rates in NHTSA-Surveyed Jurisdictions of Maryland by Vehicle Type and Roadway Classification Within Jurisdiction All Front Seat Occupants Combined with Known Seat Belt Use

Jurisdiction	# of Sites	Roadway Classification	Unweighted Seat Belt Usage Rates (%)		
			All Vehicles	Passenger Cars/SUVs	Pick-up Trucks
Anne Arundel	5	Primary	91.4	92.7	83.5
Anne Arundel	4	Secondary	97.1	96.9	98.3
Anne Arundel	1	Local	57.1	66.7	N/A
Baltimore City	3	Primary	98.3	98.4	97.6
Baltimore City	6	Secondary	91.1	91.2	89.2
Baltimore City	1	Local	92.5	94.7	66.7
Baltimore Co	5	Primary	96.1	96.8	91.9
Baltimore Co	4	Secondary	94.4	94.8	92.2
Baltimore Co	1	Local	80.0	80.0	N/A
Caroline	9	Secondary	88.0	90.0	84.1
Caroline	1	Local	89.5	100	71.4
Carroll	1	Primary	83.7	83.3	85.4
Carroll	8	Secondary	96.4	97.0	94.2
Carroll	1	Local	72.2	92.3	N/A
Cecil	4	Primary	93.3	94.2	89.2
Cecil	5	Secondary	91.9	92.7	88.8
Cecil	1	Local	92.2	92.9	88.9
Charles	9	Secondary	94.9	94.9	94.4
Charles	1	Local	66.7	50.0	N/A
Frederick	6	Primary	96.5	96.9	93.8
Frederick	3	Secondary	96.8	97.1	94.9
Frederick	1	Local	95.8	98.0	86.0

Table 10 (cont'd). Unweighted Usage Rates in NHTSA-Surveyed Jurisdictions of Maryland by Vehicle Type and Roadway Classification Within Jurisdiction All Front Seat Occupants Combined with Known Seat Belt Use

Jurisdiction	# of Sites	Roadway Classification	Unweighted Seat Belt Usage Rates (%)		
			All Vehicles	Passenger Cars/SUVs	Pick-up Trucks
Harford	4	Primary	97.5	97.6	96.9
Harford	5	Secondary	97.4	97.8	96.0
Harford	1	Local	97.9	97.1	100.0
Howard	6	Primary	97.6	97.7	97.3
Howard	3	Secondary	92.8	93.8	87.4
Howard	1	Local	97.0	96.4	100.0
Montgomery	4	Primary	92.2	92.8	85.0
Montgomery	5	Secondary	93.1	93.3	91.4
Montgomery	1	Local	93.0	92.7	100.0
Prince George's	5	Primary	92.3	92.7	90.0
Prince George's	4	Secondary	91.9	92.3	88.9
Prince George's	1	Local	92.7	92.7	N/A
St. Mary's	9	Secondary	85.8	89.1	76.6
St. Mary's	1	Local	69.2	100.0	55.6
Washington	5	Primary	99.7	99.9	99.1
Washington	4	Secondary	94.7	96.5	90.0
Washington	1	Local	92.9	83.3	100.0

CONCLUSION

The overall observed seat belt usage rate for drivers and right front seat passengers observed in the State of Maryland in June 2025, after weighting by probability of roadway selection and jurisdictional roadway specific VMT, was 93.4%. The 2025 usage rate represented a 2.8 percentage point increase from the previous year. The Statewide standard error of 0.6% was well below the NHTSA threshold of 2.5%, yielding a 95% confidence interval of 92.2% to 94.6% for the combined usage rate. These rates were based on observation of 29,835 vehicles and 36,493 occupants.

Belt use was highest among passenger cars and SUVs relative to pick-up trucks (94.2% vs. 88.6%, respectively). Seat belt usage was also highest among all front seat occupants traveling on Primary roads relative to Secondary and Local roads (94.7% vs. 93.4% and 85.7%).

Even though the usage rates of occupants of pick-up trucks remain much lower compared to occupants of cars/SUVs, the good news is that there was a significant increase for this group in the average rate between 2024-2025: by 6 percentage points.

Another positive trend was observed for occupants of all vehicles driving on Local roads. Although the average usage rates on Local roads remain the lowest for all three years compared to Primary and Secondary roads, there has been a steady increase from 2023 to 2024, as well as from 2024 to 2025. These two positive trends, among occupants of pick-up trucks and of all occupants traveling on Local roads, is very encouraging because traditionally these groups have contributed in negative ways to the overall usage rate for Maryland.

All 14 NHTSA jurisdictions had seat belt use rates over 92%. Overall, eight of the 14 jurisdictions experienced an increase in combined usage rates over the past year. For occupants of passenger cars or SUVs, all 14 jurisdictions had usage rates of at least 93%. Among occupants of pick-up trucks, all 14 jurisdictions had a usage rate below 90%.

Seat belt usage could not be ascertained for 0.9% of all drivers and passengers. Unknown belt use was more prevalent in pick-up trucks (1.3%) than in passenger cars (0.8%), higher for drivers (1.1%) than for passengers (0.2%), and about the same (1.0%) for all road types.

Appendix

Figure A

Maryland Seat Belt Usage Rates for NHTSA Jurisdictions 2025