



FACT SHEET



Click It or Ticket National Mobilization Launches May 18, 2009 Enhance **Your Enforcement Efforts With National Data and Trends**

Riding Unbuckled in 2009 — Who Is Most at Risk?

- **Nighttime drivers** — Of the 14,464 passenger vehicle occupants who died in motor vehicle crashes between the nighttime hours of 6 p.m. to 5:59 a.m. in 2007, nearly *two-thirds* (63%) were **NOT** wearing seat belts — compared to less than *half* (45%) of the passenger vehicle occupants killed during the daytime hours of 6 a.m. to 5:59 p.m.
- **Young adults and teens** — Young people 16 to 24 years old were again reported to have the lowest observed seat belt usage rate of any other age group. In 2007, 63 percent of passenger vehicle occupants 16 to 24 killed in fatal crashes were **NOT** wearing seat belts.
- **Men** — Men are less likely than women to buckle up. This is especially true of young men. In 2007, 66 percent of male drivers and 73 percent of male passengers 18 to 34 killed in passenger vehicles were **NOT** wearing their seat belts.
- **Pickup truck drivers and passengers** — Drivers and passengers of pickup trucks, particularly young males, continue to have lower seat belt usage rates than occupants of other passenger vehicles. In 2008, the observed seat belt use rate was only 74 percent in pickup trucks, compared to 84 percent in passenger cars. In 2007, 67 percent of pickup truck drivers and 71 percent of pickup truck passengers who were killed in traffic crashes were **NOT** buckled up.
- **African Americans** — Observed seat belt usage rates among African Americans continue to trend downward. In 2004, observed usage rates among African Americans and Caucasians were equal at 80 percent each; in 2007 the observed usage rate for Caucasians was 83 percent, compared to 75 percent for African Americans.

Buckling Up — Proven Lifesaving Benefits

- **Significantly reducing risk** — Worn correctly, seat belts have proven to reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent — and by 60 percent in pickups, SUVs, and minivans.
- **Staying inside the vehicle** — 76 percent of passenger vehicle occupants who were totally ejected from their vehicles in 2007 were killed. But only three percent of passenger vehicle occupants killed in fatal crashes who were wearing seat belts were totally ejected.
- **Surviving rollovers** — A motorist can increase the odds of survival in a rollover crash in a light truck by nearly 80 percent by wearing a seat belt.
- **Coming through a crash alive** — In 2007, 72 percent of the passenger vehicle occupants who were involved in fatal crashes **and** were buckled up, survived the crashes.

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Click It or Ticket 2009 — Taking Success to the Next Level

- **National belt use now the highest ever** — The 2008 observed national belt usage rate rose 1 percentage point, to 83 percent, the highest national rate ever achieved. With your help, we can raise the bar in 2009 — and save even more lives.
- **High-visibility enforcement at work** — The proven power of high-visibility belt law enforcement, including seat belt checkpoints, will take center stage during the 2009 *Click It or Ticket* mobilization, which runs May 18 – May 31.
- **A “round the clock” campaign** — To convince more nighttime drivers to buckle up, the 2009 mobilization will include both day and night enforcement activities.
- **Local efforts and national reach** — Thousands of State and local law enforcement agencies across the Nation will participate in *Click It or Ticket 2009*. Together we can enforce seat belt laws, convince more Americans to buckle up — and ultimately save more lives.

Find out more about seat belt safety and *Click It or Ticket 2009* at www.nhtsa.gov

