

## EXECUTIVE SUMMARY

### Texas Click It or Ticket Surveys

#### **Background**

The Click It or Ticket (CIOT) Texas mobilization for increased safety belt enforcement was conducted during the 14-day period of May 23 – June 5, 2016. This was a statewide mobilization, with heavy concentrations of publicity and enforcement throughout Texas. Each year, the Texas A&M Transportation Institute (TTI) conducts observational surveys of seat belt use in three waves to capture shifts in safety belt use behavior before, during and after the campaign activity.

#### **What the Researchers Did**

The researchers conducted observational surveys of occupant restraint use for front seat occupants. The baseline, pre-campaign wave was conducted in April, the enforcement period wave was conducted in late May and early June, and the post-campaign wave took place in June immediately after the campaign ended. Surveyors recorded the safety belt use, gender, approximate age, and race/ethnicity of drivers and front seat outboard passengers. The survey was conducted at six sites in ten cities with 200 observations per site, for a total sample size target of 12,000 vehicles per survey wave.

#### **What They Found**

The 2016 survey results showed a pre-campaign usage rate of 91.1%, 91.0% during the enforcement period, and 91.1% post-campaign. Overall safety belt use remained relatively constant from the pre-campaign period to the post-campaign period; however, there were some differences among user subgroups. Passenger belt use increased from 88.7% pre-campaign to 90.4% post-campaign. Passengers under the age of 15 showed increased usage from 77.4% pre-campaign to 84.1% after the campaign period; teen passengers (15-19 years old) increased from 88.4% to 91.4% pre- to post-campaign; and passengers over age 60 increased seat belt use from 90.9% to 95.4% pre- to post-campaign.

#### **Click It or Ticket Survey Results**

<b>Survey Wave</b>	<b>% Seat Belted</b>
Baseline – Pre-campaign	<b>91.1%</b>
Enforcement Period	<b>91.0%</b>
Post-campaign	<b>91.1%</b>

#### **What This Means**

The CIOT surveys show the effectiveness of targeted enforcement periods for increasing safety belt use especially among user subgroups. The increased awareness and enforcement during the Click It or Ticket campaign has a positive effect on seat belt use behavior. This evaluation component of the campaign provides evidence of the effectiveness of these efforts.

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