

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 18 – 31, 2015. 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 May, and the post-campaign wave in June. 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 2015 survey results showed a pre-campaign usage rate of 90.5%, 90.6% during the enforcement period, and 90.9% post campaign. Safety belt use increased 0.4 percentage points from the pre-campaign period to the post-campaign period. Safety belt use among pickup occupants increased more than for car occupants. Pickup driver belt use increased from a pre-campaign rate of 87.7% to 90.2% during the campaign, and pickup passenger use increased from 84.8% pre-campaign to 87.7% post-campaign. The age groups with the largest increases in safety belt use were teenage drivers from a pre-campaign rate of 92.0% to 94.1% during the enforcement period, and passengers over the age of 60, with increases from 87.2% pre-campaign to 90.0% both during and after the campaign period.

Table 1: Click It or Ticket Survey Results

Survey Wave	% Seat Belted
Baseline – Pre-campaign (April)	90.5%
Enforcement Period (May)	90.6%
Post-campaign (June)	90.9%

What This Means

The CIOT surveys show the effectiveness of targeted enforcement periods for increasing safety belt use. The increased awareness and enforcement during the Click It or Ticket campaign continues to positively affect safety belt use behavior in general as well as among higher risk subgroups. This evaluation component of the campaign provides evidence of the effectiveness of these efforts.

Project Director: Katie Womack

Researchers: George Cavness, Jana Childress, David Dobrovolsky, Neal Johnson, Sandra Stone, and Nada Trout.

For More Information Contact: Katie Womack, kwomack@tti.tamu.edu