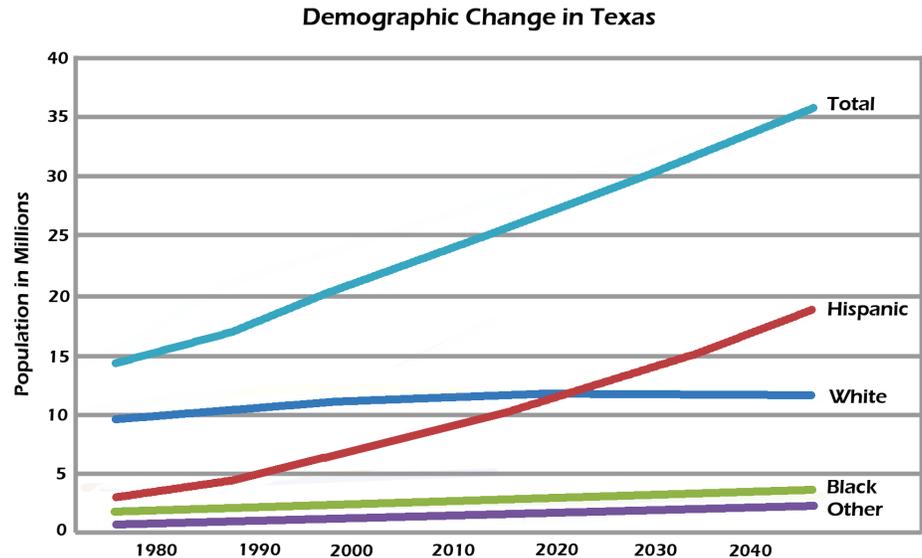


Latino Traffic Safety Initiative

Latinos are more likely to be killed or injured in traffic crashes than non-Latino whites, and the Latino population in Texas is growing faster than any other segment – so much so that Latinos will outnumber Caucasians in Texas by 2020. These converging realities underscore the need for a traffic safety focus on the future majority population.

Demographics

Latinos in Texas currently represent 37.6 percent of the population (2010 US Census). By 2020, the Latino population will exceed the Caucasian population in Texas.



Statistics

Nationally, Latinos experience disproportionate risks of dying or being injured in traffic accidents compared to non-Latino whites. Aside from any other factors, this one factor points to the need for a traffic safety focus on the future majority population.

- Motor vehicle traffic crashes are the leading cause of death for Hispanics ages 1-34. (NHTSA).
- Hispanic children ages 5-12 are 72% more likely to die in a motor vehicle crash than non-Hispanic children.
- Hispanic children under 13 years old have lower restraint use rates (use of child safety seats, booster seats, and seat belts) than non-Hispanic children.
- Hispanics are disproportionately represented in arrests for driving under the influence of alcohol and other drugs.
- Hispanics have the second highest alcohol-related fatality rate (after Native Americans) among all four types of road users: drivers, passengers, pedestrians, and cyclists.
- Hispanic drivers killed are less likely to have valid driver licenses than other groups.
- Motorcycle helmet use is lower among fatally-injured Hispanic motorcycle riders (47%) compared to non-Hispanic whites (51%).

Initiative Goals

- Assess traffic safety needs specific to Texas Latino population.
- Identify best approaches or new ideas with greatest potential.
- Guide policy and make recommendations.

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