

2011 Click It Or Ticket Campaign Safety Belt Data

Attached is current safety belt data for you to use during the 2011 Click It Or Ticket Campaign. Page 1 data came from DHSMV 2009 Crash Facts Report and page 2 came from Seat Belt Use in Florida 2009 and 2010 Survey Results from Preusser Research Group, Inc.

SAFETY BELT USAGE (2009)

- 1,555 people were killed in vehicles equipped with safety belts.
- 59% (917) of those killed were not wearing safety belts.
- 50% (44 of 88) of the children ages 0 to 17 years old killed were not using safety equipment.

SAFETY BELT USE BY DRIVERS (2009)

- 232 drivers not wearing their seat belts were killed in traffic crashes.
- 9,580 drivers not wearing their safety belts were injured in traffic crashes.
- 15,727 drivers involved in traffic crashes were not wearing their seat belts.

DAY AND TIME OF CRASHES (2009)

- Friday, during the 4 p.m. hour, had the highest number of all types of crashes (2,921).
- Sunday, during the 12:00 midnight hour, had the highest number of fatal crashes (33).

AGE OF FLORIDA RESIDENT DRIVERS IN CRASHES (2009)

- Drivers in the age group 15-19 had the highest rate of crash involvement 381.34 per 10,000 licensed drivers.
- Drivers in the age group 20-24 had the highest rate of fatal crashes 3.46 per 10,000 licensed drivers.

2011 Click It Or Ticket Campaign Safety Belt Data

SAFETY BELT USAGE IN 12 SURVEY COUNTIES:

<u>County</u>	<u>2009</u>	<u>2010</u>
Leon	80.6%	89.4%
Duval	79.5%	88.9%
Marion	85.2%	81.5%
Pinellas	85.7%	88.5%
Hillsborough	87.3%	85.6%
Orange	84.3%	83.8%
Polk	86.4%	87.1%
Collier	91.0%	93.7%
Broward	87.0%	87.0%
Lee	90.0%	93.0%
Palm Beach	87.6%	89.2%
Miami Dade	87.1%	85.9%

SAFETY BELT USE BY GENDER:

<u>Gender</u>	<u>2009</u>	<u>2010</u>
Female	89.3%	90.7%
Male	83.9%	84.2%

SAFETY BELT USE BY RACE:

<u>Race</u>	<u>2009</u>	<u>2010</u>
White	88.1%	89.2%
Hispanic	86.6%	86.6%
Black	79.3%	81.2%
Other	88.7%	94.1%

SAFETY BELT USE BY VEHICLE TYPE:

<u>Vehicle</u>	<u>2009</u>	<u>2010</u>
Van	88.3%	90.4%
SUV	88.6%	89.2%
Car	86.7%	87.7%
Pickup	79.8%	79.9%