

# FIELD OBSERVATION OF SEATBELT USE IN WISCONSIN

## July, 2002

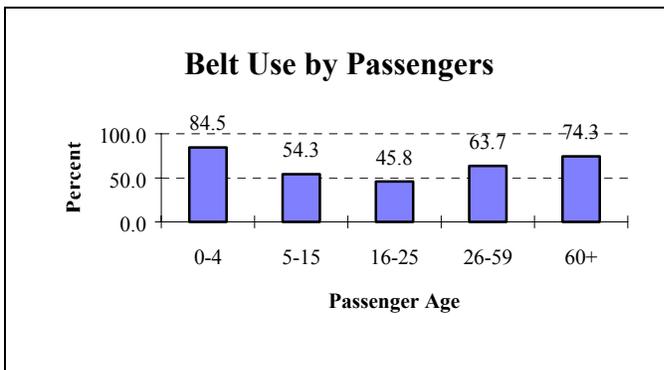
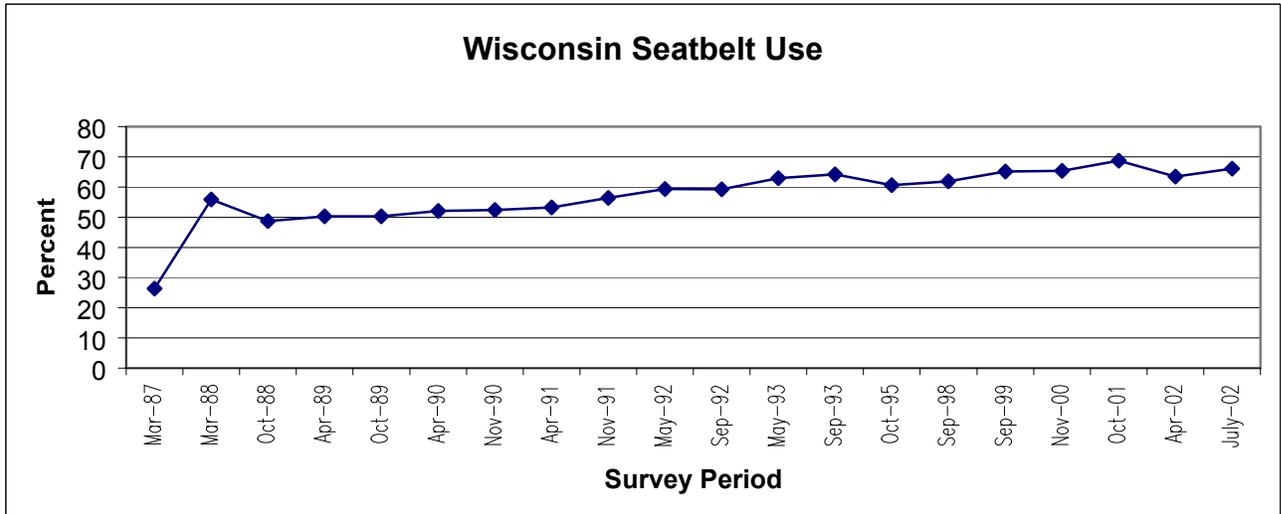


Since March 1987, the Wisconsin Department of Transportation has conducted periodic statewide observation surveys of seatbelt use. Wisconsin enacted a mandatory seatbelt law in December 1987 and a mandatory child safety seat law in May 1992.

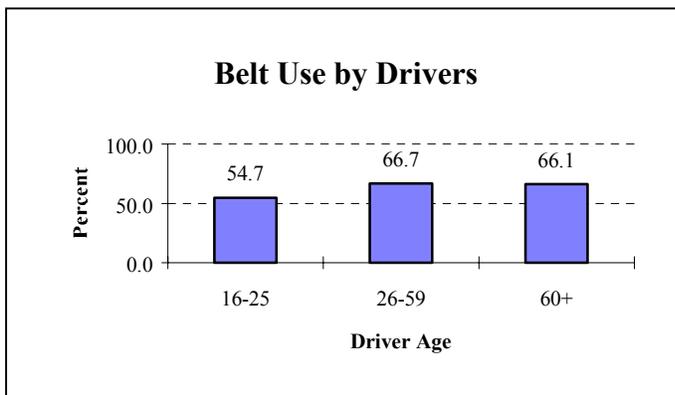
### RESULTS

In July 2002, **66.1%** of passenger vehicle occupants (front outboard) used their seatbelts.

(Note: The chronology on the graph is not to scale due to irregularity in collection dates.)

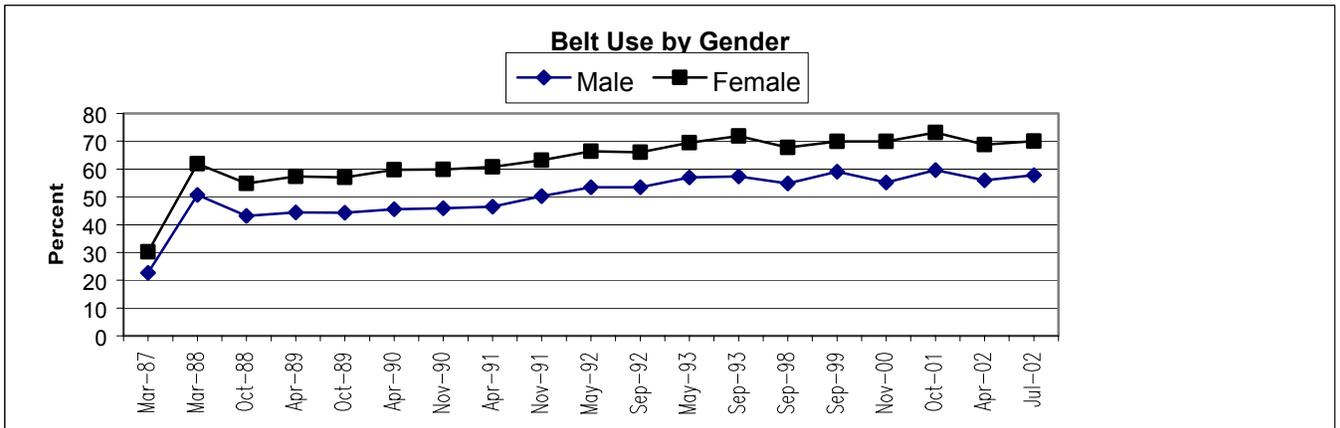


**Belt use is highest among children 0-4 years of age (84.5%). This includes child safety seat use.** However, a 16-month, nationwide study completed in 2002 by the National Safe Kids Campaign showed that approximately 82% of child safety seats are used improperly in the vehicle, creating a situation where a child would be at increased risk of injury in the event of a crash.



**Belt use is the lowest among drivers ages 16-25 (54.7%).** This group represents 16.5% of licensed drivers, yet accounted for 29.0% of drivers involved in crashes in 2001.

**Wisconsin has consistently displayed a gender difference of more than 10% in safety belt use.**  
 In the most recent survey, 70.1% of females wore their belts, while only 57.8% of males did.

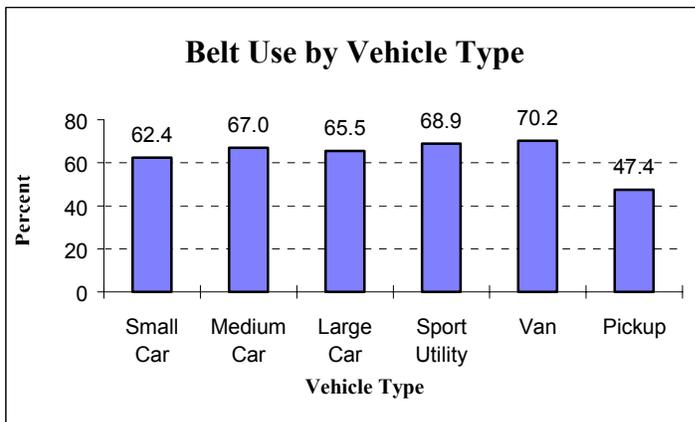
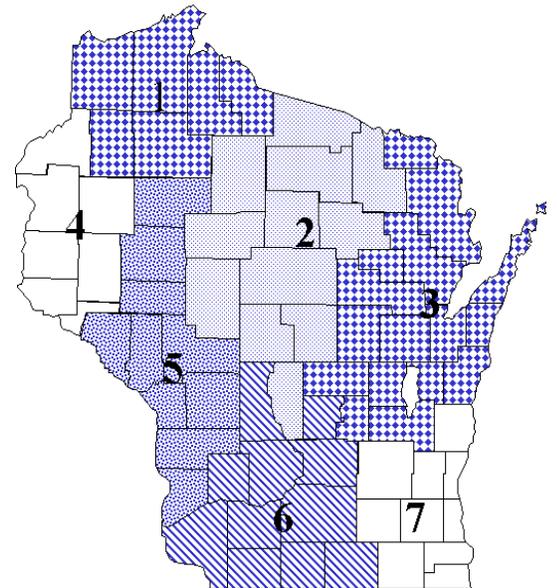


**Belt Use by Region**

**Belt use varies by more than 15% across the state.** The Madison area is highest at 73.4%, and the Duluth/Superior area is lowest at 57.8%.

Media Market	Belt Usage 2002 (%)
1 Duluth/Superior	57.8
2 Wausau/Rhineland	62.7
3 Green Bay/Appleton	67.3
4 Minneapolis/St. Paul	63.6
5 La Crosse/Eau Claire	67.9
6 Madison	73.4
7 Milwaukee	62.4

**WISCONSIN MEDIA MARKETS**



**Occupants of vans were most likely to be wearing their seatbelts.** 70.2% of van occupants wore safety belts.

**Occupants of pickup trucks were least likely to use their belts.** Fewer than half (47.4%) of the occupants of pickup trucks wore safety belts.