### 2023 Click It or Ticket Fact Sheet

**Overview**

* The national Click It or Ticket (CIOT) mobilization returns May 22 through June 4, 2023. State and local law enforcement agencies across the nation are stepping up their enforcement efforts for drivers and passengers who are not wearing their seat belts.
* The Memorial Day holiday weekend is an especially dangerous time on the roads, as it is the first long holiday weekend of summer. The Click It or Ticket campaign aims to keep all travelers safe during this busy season.
* Seat belt use is one of the most effective ways to protect drivers and passengers from injury or death in a crash. During this year’s campaign, we hope to eliminate those risks by focusing our enforcement efforts on seat belt use, including during nighttime hours when there are typically more violations and fatal crashes.
* Wearing a seat belt is required by law in Wisconsin. Drivers who don’t wear a seat belt, or passengers who are unbelted, can be issued a $10 ticket. The driver’s penalty increases if a child passenger is not properly buckled up.
* Click It or Ticket isn’t about citations, it’s about saving lives. To help prevent crash fatalities, we need to step up seat belt enforcement, day and night.

**Statistics**

* Wisconsin’s seat belt use is dropping. The 2022 observational survey found the statewide seat belt usage rate was 87.5%. That rate dropped from 88.1% in 2021, which was down two percentage points from 2019. The national seat belt use rate in 2021 was 90.4%.
* In Wisconsin, preliminary numbers show 170 drivers and passengers who died in crashes were not wearing a seat belt. Another 2,098 unbelted occupants were injured.
* Nationally, men make up the majority of those killed in motor vehicle traffic crashes. In 2020, 67% of the 23,824 passenger vehicle occupants who were killed were men. Men also wear their seat belts at a lower rate than women do — 55% of men killed in crashes were unrestrained, compared to 43% of women killed in crashes.

**Additional Factors**

* **Vehicle type**: Larger vehicles like pickup trucks will not necessarily protect drivers and passengers better than other vehicles in a crash. Regardless of vehicle type, seat belt use is the single most effective way to stay alive in a crash.
* **Seating position**: Too many people wrongly believe they are safe in the back seat without a seat belt. Unbelted passengers can be injured or killed in a crash no matter their location in the vehicle.
* **Rural versus urban locations across the U.S.**: People who live in rural areas might believe their crash exposure is lower, but in 2020, there were 11,922 passenger vehicle fatalities in rural locations, compared to 11,683 fatalities in urban locations.
* **Day and night**: High-visibility seat belt enforcement is important 24 hours a day, but nighttime is especially deadly for unbuckled occupants. Nationally, in 2020, 58% of passenger vehicle occupants killed at night (6 p.m.–5:59 a.m.) were not wearing their seat belts.

Learn more about the Click It or Ticket mobilization at [www.nhtsa.gov/ciot](https://www.nhtsa.gov/ciot).