### 2025 Click It or Ticket Talking Points

**Overview**

* The national Click It or Ticket (CIOT) mobilization returns May 19 through June 1, 2025. 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 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 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**

* The number of motorists wearing seatbelts decreased in 2024. According to a 2024 survey, approximately 11% of Wisconsin motorists do not wear a seat belt.
* In Wisconsin, preliminary numbers show 175 drivers and passengers who died in crashes in 2024 were not wearing a seat belt. An average of more than 2,100 unbelted occupants are injured in crashes every year in Wisconsin.
* Nationally, men make up the majority of those killed in motor vehicle traffic crashes. Men also wear their seat belts at a lower rate than women do — 53% of men killed in crashes were unrestrained, compared to 41% of women killed in crashes in 2023.

**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 low, but in 2023, there were 11,755 passenger vehicle occupant fatalities in rural locations and 12,081 fatalities in urban locations. Out of those fatalities, 50% of those killed in the rural locations were known to be not wearing their seat belts, compared to 48% 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 2023, 56% of passenger vehicle occupants killed at night (6 p.m.–5:59 a.m.) were not wearing their seat belts.
* **Age groups:** Nationally, among young adults 18 to 34 killed while riding in passenger vehicles in 2023, more than half (60%) were completely unrestrained — one of the highest percentages for all age groups.

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