

North Carolina  
DEPARTMENT OF TRANSPORTATION



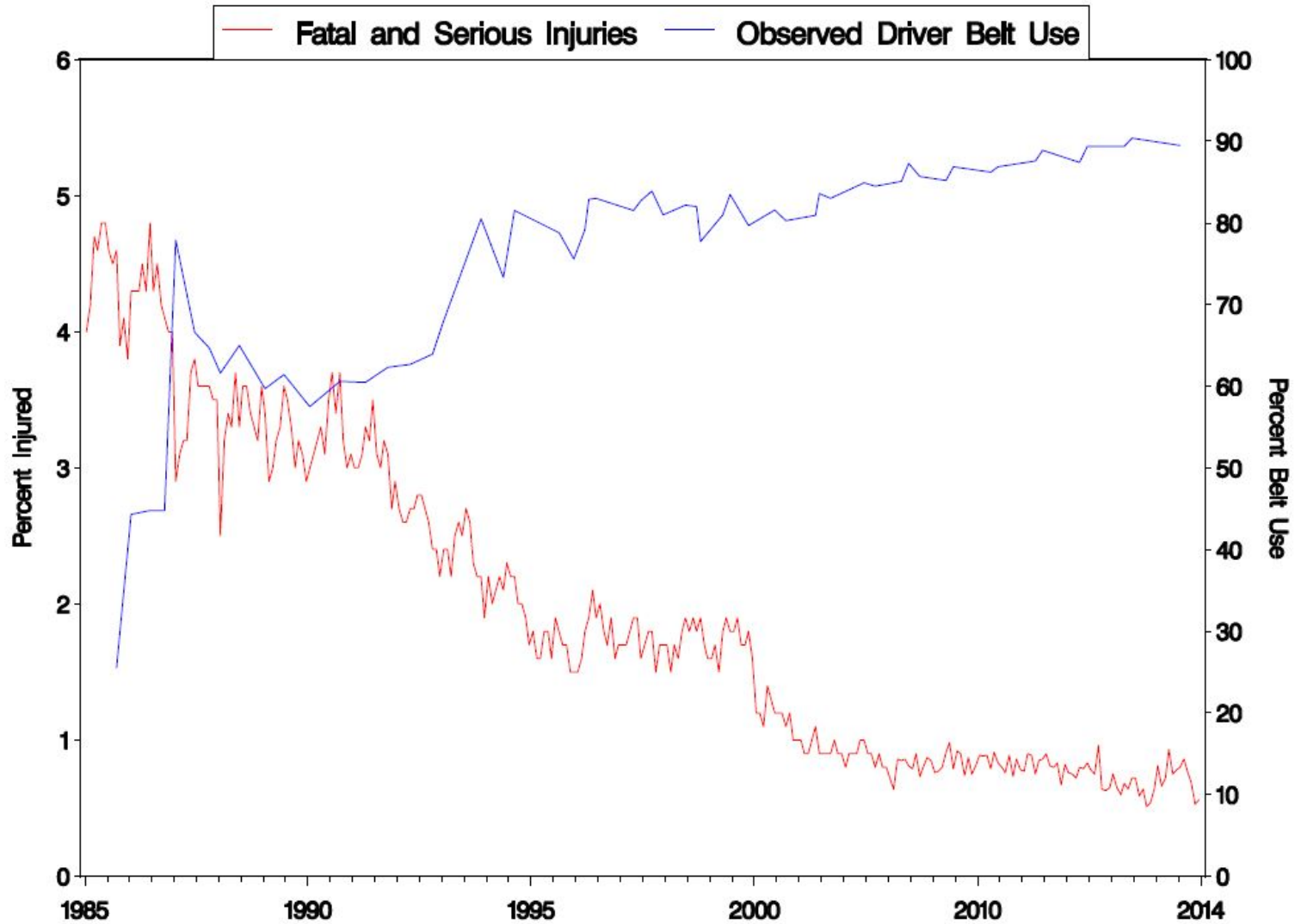
## 2015 North Carolina Seat Belt Survey Update

Don Nail, Director

Joshua DeFisher, Occupant Protection Program Manager

*North Carolina Governor's Highway Safety Program*

# Seat Belt Use vs. Injuries (K+A)



Source: Injury rates – DOT, Seat Belt Use – RTI



# North Carolina Crash Costs

## \$\$ Comprehensive Crash Cost \$\$

(Based on a 3 Year Average of All Reported Crashes in 2012 Dollars)

Average Annual Cost	\$10,640,079,200
Average Cost Per Crash	\$36,965
Average Cost Per Person	\$1,090
Average Cost Per Vehicle	\$1,234
Average Cost / 100 Miles Traveled	\$10.19

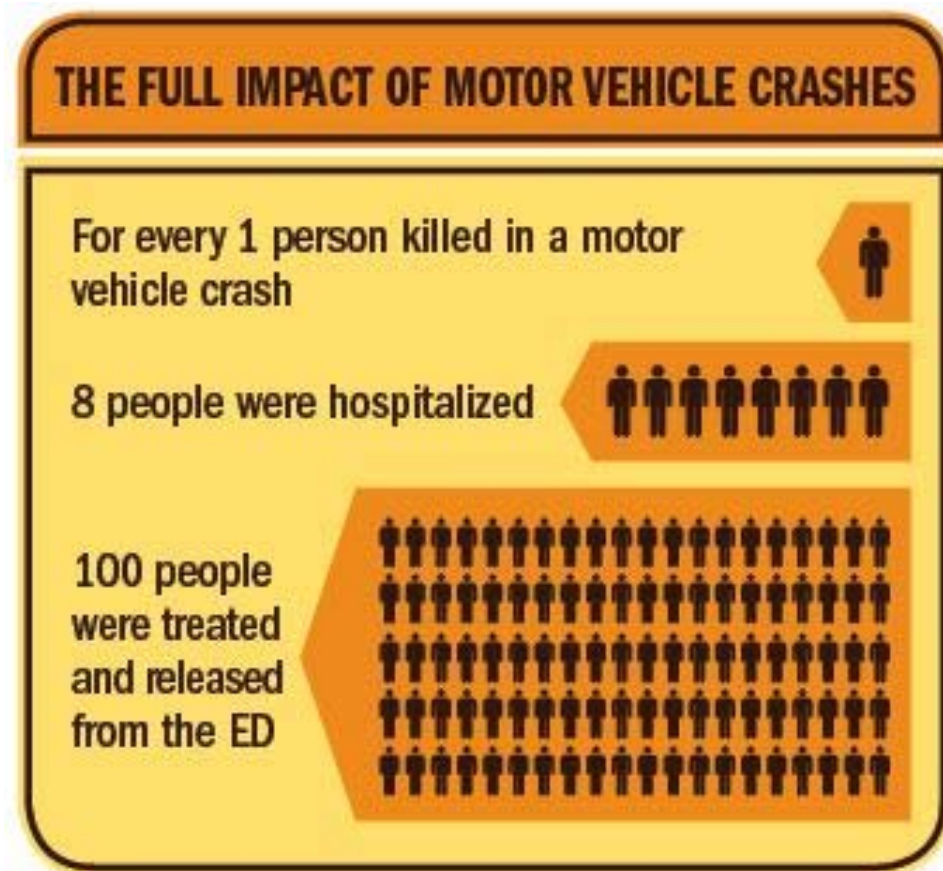
## Time To Next....

Crash	0.0 Hours
Fatal Injury	6.8 Hours
Injury	0.1 Hours
Crash Cost Per Hour	\$1,214,621

Table 1a Cost per Crash – Total Crashes

Crash Type	Cost Per Crash 2013 Dollars
Fatal Crash	\$10,133,000
A Injury Crash	\$564,000
B Injury Crash	\$176,000
C Injury Crash	\$96,000
Property Damage Only Crash	\$6,700
Average Crash	\$99,000
Injury Crash (F+A+B+C)	\$293,000
Non-Fatal Injury Crash (A+B+C)	\$128,000
Severe Injury Crash (F+A)	\$4,451,000
Moderate Injury Crash (B+C)	\$117,000

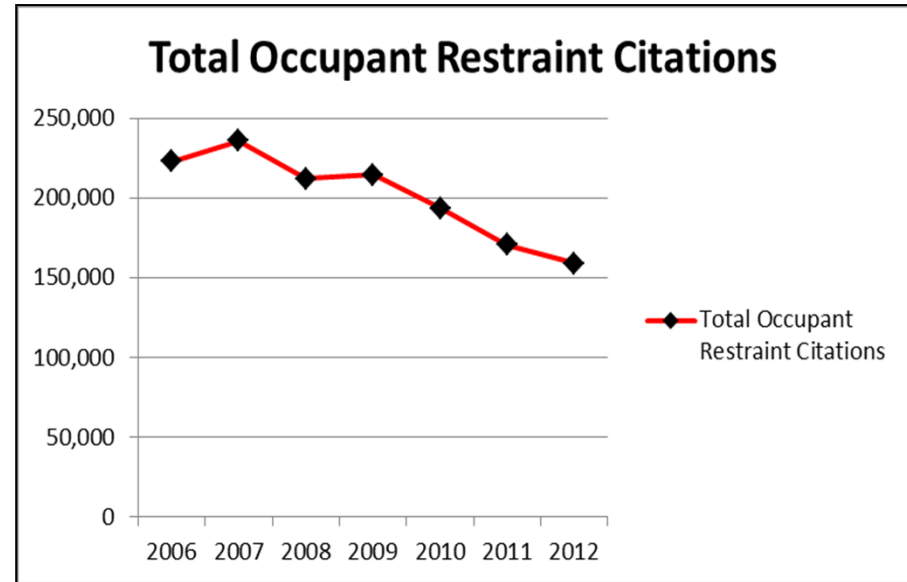
Rounded to nearest thousand (with exception of PDO)



SOURCE: CDC WISQARS (Web-based Injury Statistics Query and Reporting System), 2012

# What's the Problem?

	Seat Belt Usage Rate
2006	88.5%
2007	88.8%
2008	89.8%
2009	89.5%
2010	89.7%
2011	89.5%
2012	87.5%



2006	2007	2008	2009	2010	2011	2012
223,236	236,307	212,278	215,039	193,938	171,110	159,167

**DECREASING AN AVERAGE OF 10,678 PER YEAR (2006-2012)**

# NC Occupant Protection Data 2009 – 2014

County	Description	2009	2010	2011	2012	2013	2013 vs 2012	2013 Usage	2013 Change	5 Year Average	2013	2014	2014 vs 2013	2014 vs 5YA	2014 Usage	2014 Change
Statewide	FAIL TO WEAR SEAT BELT-DRIVER	175,030.0	154,451	134,412	121,788	125,433	3645			142,223	125,433	113,806	-11,627	-28,417		
Statewide	FAIL TO SECURE PASSENGER UNDER 16	24,297.0	23,421	21,183	19,900	20,506	606			21,861	20,506	18,988	-1,518	-2,873		
Statewide	FAIL WEAR SEAT BELT-FRONT SEAT	12,556.0	12,602	11,314	11,269	14,071	2802			12,362	14,071	13,629	-442	1,267		
Statewide	FAIL WEAR SEAT BELT-REAR SEAT	3,436.0	3,464	4,201	6,210	9,186	2976			5,299	9,186	12,723	3,537	7,424		
Statewide	<b>TOTAL CHARGES</b>	<b>215,319</b>	<b>193,938</b>	<b>171,110</b>	<b>159,167</b>	<b>169,196</b>	<b>10029</b>	<b>88.6%</b>	<b>1.1%</b>	<b>181,746</b>	<b>169,196</b>	<b>159,146</b>	<b>-10,050</b>	<b>-22,600</b>	<b>90.6%</b>	<b>2.0%</b>
Statewide	MV Fatalities w/ Restraints	1,018	962	890	882	905	23			931	905	908	3	-23		
Statewide	Unrestrained Fatalities	431	427	400	370	366	-4			399	366	374	8	-25		
Statewide	% That Were Unrestrained	42.3%	44.4%	44.9%	42.0%	40.4%	-1.6%			42.8%	40.4%	41.2%	0.8%	-1.6%		
Statewide	<b>TOTAL FATALITIES</b>	<b>1,347</b>	<b>1,328</b>	<b>1,226</b>	<b>1,271</b>	<b>1,251</b>	<b>-20</b>			<b>1,285</b>	<b>1,251</b>	<b>1,239</b>	<b>-12</b>	<b>-46</b>		

## 25 Occupant Protection Focus County Highlights – 2014

- **Down 1,193 Citations (Up 7,283 in 2013)**
- **Down 44 Motor Vehicle Fatalities (with restraints)**
- **Down 30 Unrestrained Fatalities**
- **Down 2.7% of Unrestrained Fatalities**
- **Down 51 Total Motor Vehicle Fatalities**

**NC CITATIONS UP  
3,807 DURING 1ST  
SIX MONTHS**

## 2014 North Carolina Seat Belt Survey Summary *Vs. 2013 Seat Belt Survey*

**90.6%**

**Combine Usage Rate (+2.0%)**

**90.9%**

**Driver Usage Rate (+1.3%)**

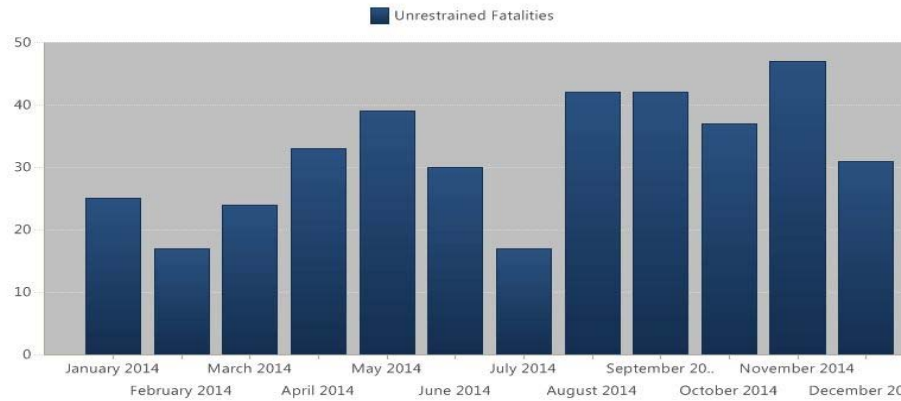
**89.7%**

**Passenger Usage Rate (+4.8%)**

# 2015 North Carolina Analysis (1<sup>st</sup> Six Months)

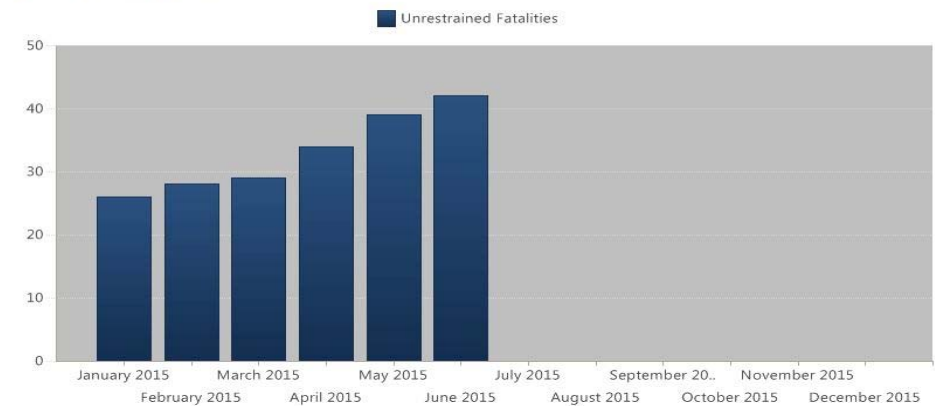
Unbelted Fatalities by Month

Time Year: **Calendar 2014**



Unbelted Fatalities by Month

Time Year: **Calendar 2015**



GHSP Scorecard

	Year to Date	Year to Date
	Year-to-Date Fatalities	Year-to-Date Target and Status
Fatalities	622	508.48 <span style="color:red">◆</span> 22%
Alcohol-impaired Fatalities	164	153.44 <span style="color:yellow">▲</span> 7%
Unrestrained Fatalities	198	162.75 <span style="color:red">◆</span> 22%
Speed-related Fatalities	109	97.35 <span style="color:red">◆</span> 12%
Young Drivers (16-20) Involved in Fatal Crashes	69	70.05 <span style="color:green">●</span> -1%
Motorcycle Fatalities	88	61.12 <span style="color:red">◆</span> 44%
Older Drivers (65+) Involved in Fatal Crashes	146	80.64 <span style="color:red">◆</span> 81%
Pedestrian Fatalities	75	56.48 <span style="color:red">◆</span> 33%
Pedalcyclist Fatalities	6	7.2 <span style="color:green">●</span> -17%

**85,491  
Citations:  
7,647 less  
vs. 2014**

**198 UR  
Fatalities:  
39 more  
vs. 2014**



EVERY SEAT. EVERY TIME.



**NC Governor's Highway Safety Program**  
Posted by Heather O. Jeffreys (1) · 7 hrs

Did you know over 15% of front seat passengers still don't buckle up? It's North Carolina law to buckled no matter where you sit:

- Driver
- Front seat passenger
- Back seat passenger

Every Seat. Every Time.

**ClickItorTicket.org**  
Promote highway safety awareness and reduce the number of traffic crashes in the state of North Carolina through the planning and execution of safety programs.

Like · Comment · Share

Jason Brews, Scott Eichelberger, Tahiruj Lis and 10 others like this.

8 shares

**Pat McCrory** @PatMcCroryNC

Be safe as you enjoy the holiday weekend – remember to #ClickItorTicket #EverySeat #EveryTime clickitorticket.org

Retweets: 12 Favorites: 8

3:56 PM - 23 May 2014

Verizon 12:16 PM 76%

Imagine Dragons  
Bleeding Out  
Night Visions

**IMAGINE DRAGONS**  
BLEEDING OUT  
NIGHT VISIONS

Every Seat. Every Time.

CLICK IT OR TICKET.  
ClickItorTicket.org

0:04 - 3:36

Stay Connected

Every Seat. Every Time.

CLICK IT OR TICKET.  
Every Seat. Every Time.

**\$161 fine**  
Buckle Up or Pay

In North Carolina, it is the law to buckle up no matter where you sit.  
Not wearing a seat belt can cost up to \$161 in fines.  
More than 15% of front seat passengers don't wear their belt.  
In a crash, wearing a seat belt reduces your chances of suffering critical injuries or even death by 50%.  
87.3% of men buckle up versus 52% of women.  
In 1993, North Carolina became the first state to implement "Click It or Ticket".

**Carolina Hurricanes** @NHLCanes

Are you hitting the road for the long weekend? The #Canes & @NCDOT remind you to buckle up & be safe! #EverySeat #EveryTime #ClickItorTicket

Retweets: 39 Favorites: 16

10:00 AM - 23 May 2014





# North Carolina “Click It or Ticket” Enforcement Summary

*vs. 2014 “Click It or Ticket”*

## Law Enforcement Participation

 **73% (435) of Agencies Reported (419 in 2014)**

 **Average Reporting Rate for FY2015 = 67%**

 **25 Focus Counties = 83% Reporting**

 **NCSHP Overtime Enforcement in Priority Counties**

## Charges by Participating Agencies

 **12,056 Seat Belt Charges – 7% Decrease**

 **1,152 Child Passenger Safety Charges – 17% Decrease**

 **13,208 Total OP Charges – 10% Decrease**

 **1,845 DWI Charges – 7% Decrease**

 **11,217 Criminal Charges – 17% Decrease**

 **89,467 Traffic & Criminal Charges – 5% Decrease**

## 2015 North Carolina Seat Belt Survey *Vs. 2014 Seat Belt Survey*

**89.9%**

**Combine Usage Rate (-0.7)**

**89.8%**

**Driver Usage Rate (-1.1%)**

**90.3%**

**Passenger Usage Rate (+0.6%)**

## 2015 North Carolina Seat Belt Survey *Vs. 2014 Seat Belt Survey*



**10 Counties over 90%**



**Johnston (95.5%) Nash (95.1%) and Alamance (93.8%) were the highest**



**Columbus/Rowan (88.2%), Harnett (86.4%) and Robeson (83.3%) were the lowest**



**Urban vs Rural – 91.5% to 84.6%**

## 2015 North Carolina Seat Belt Survey (Expanded) *Vs. 2014 Seat Belt Survey*

**90.1%**

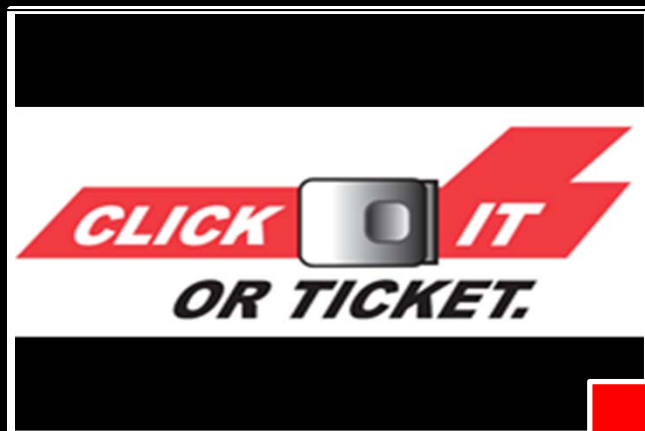
**Combine Usage Rate (-0.5%)**

**90.0%**

**Driver Usage Rate (-0.9%)**

**90.5%**

**Passenger Usage Rate (+0.8%)**



2009 - 2011

- 2,870 MV/R Fatalities
- 1,258 UR Fatalities
- 43.8% Unrestrained



# IMPACT

2012 - 2014

Down...

175 MV/R Fatalities

148 UR Fatalities

2.6 Percentage Points

- 2,695 MV/R Fatalities
- 1,110 UR Fatalities
- 41.2% Unrestrained

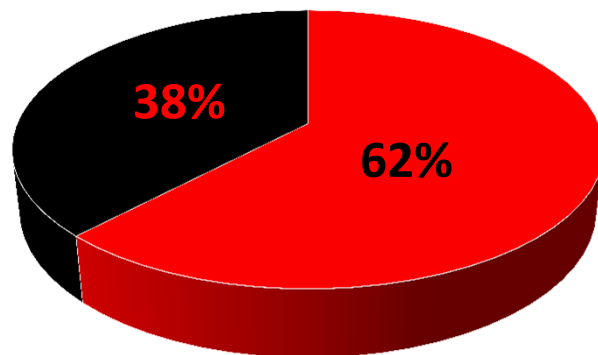
# Moving Forward...

## 2010-2014 - Unbelted Fatalities by Time of Day

Time of Day	Total Fatalities	Unbelted Fatalities	% Unbelted	% of Total Unbelted Fatalities	% of Total Fatalities
3:00 pm - 2:59 am	2513	1172	46.64%	62.11%	56.79%
3:00 am - 2:59 pm	1912	715	37.40%	37.89%	43.21%
<b>Total</b>	<b>4425</b>	<b>1887</b>	<b>42.64%</b>	<b>100.00%</b>	<b>100.00%</b>

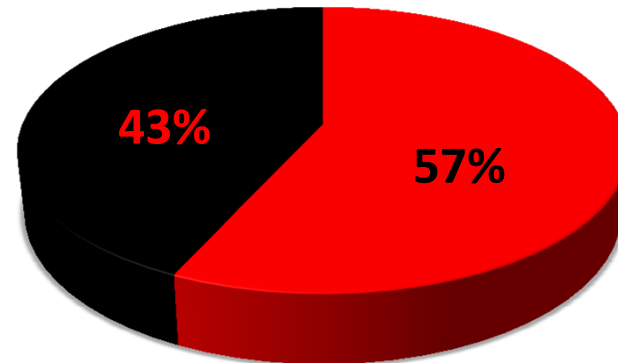
2010-2014 - Percentage of Unbelted Fatalities by Time of Day

■ 3:00 pm - 2:59 am ■ 3:00 am - 2:59 pm



2010-2014 - Percentage of Total Fatalities by Time of Day

■ 3:00 pm - 2:59 am ■ 3:00 am - 2:59 pm



# Who's Unbelted at Night?

## Based on Evaluation of Washington State Night Time Seat Belt Enforcement

Of the drivers who were stopped and cited during  
the NTSBE enforcement activities...

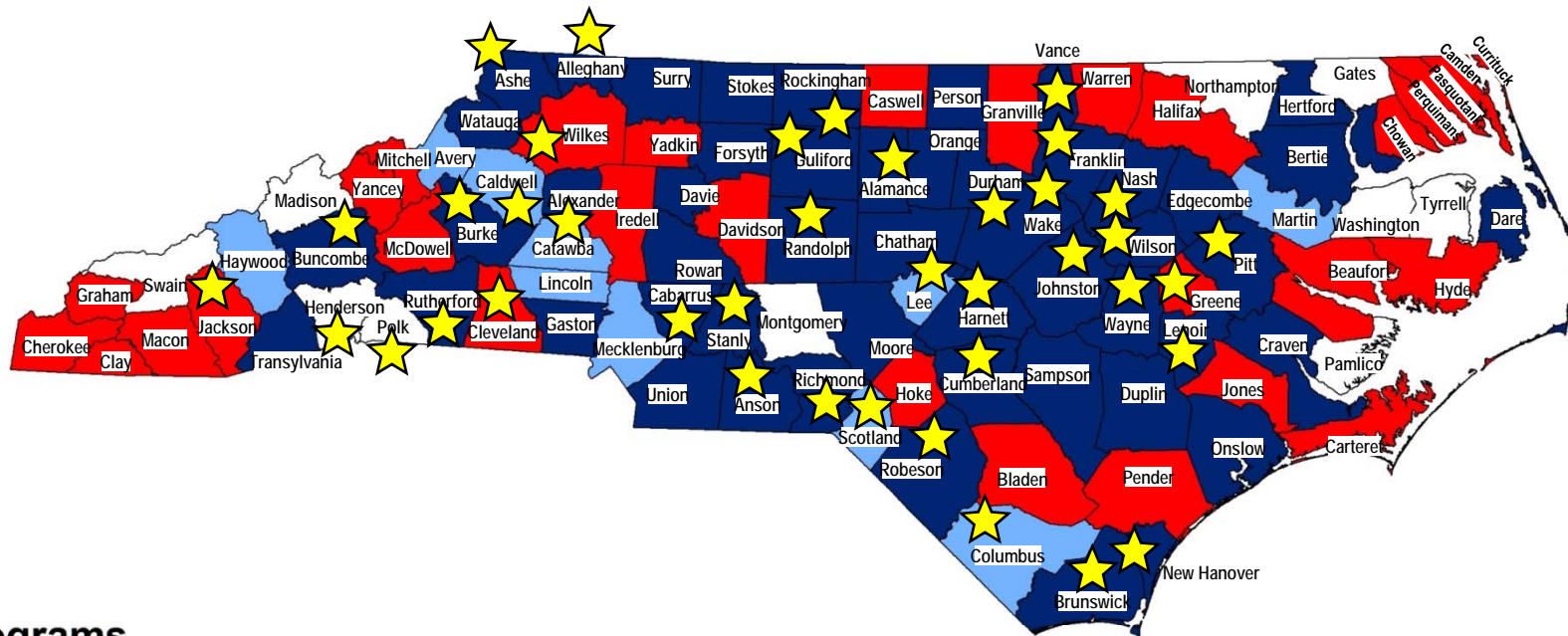
*60.9% had a moving violation on their records*

*7.9% had an alcohol-related citation on their records*






*48.4% had a speeding citation on their records*



# Current Child Passenger Safety Programs in NC



## Programs

-  Buckle Up Kids and Permanent Check Stations
-  Only Buckle Up Kids
-  Only Permanent Check Stations
-  No Programs
-  CPS Diversion Programs

[www.buckleupnc.org](http://www.buckleupnc.org)



From 2009-2013, on average, 48 of 92 teen fatalities\* (15-19) were unrestrained - **That is 52%!**

The rate for all unrestrained fatalities was 43%. Agencies will be able to register local high schools in the program for each school year.

**Contact Ashley Wade at GHSP.  
919-733-3083 or [aewade1@ncdot.gov](mailto:aewade1@ncdot.gov)**

\* Motor vehicle crashes with restraint systems

