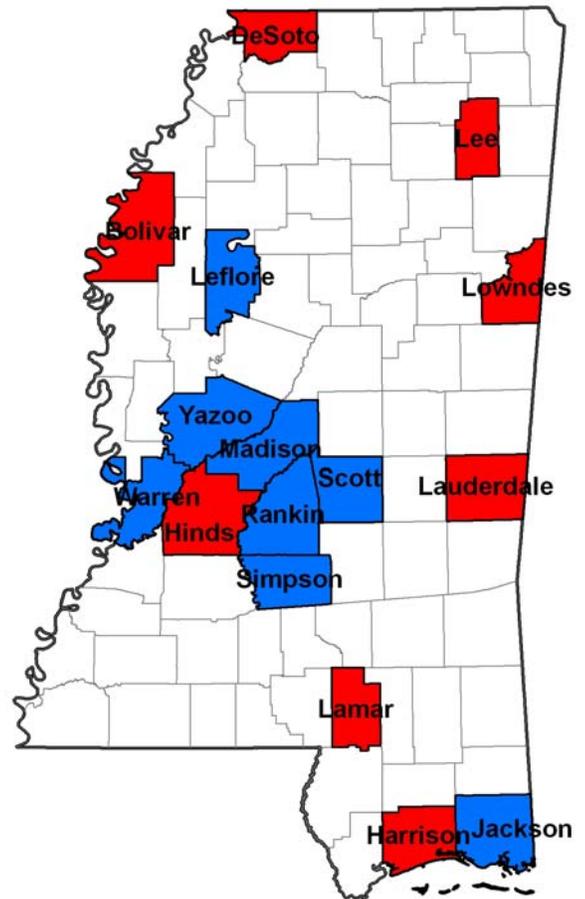


2005 Mississippi Safety Belt / Motorcycle Helmet Survey

Prepared for:
The Office of Highway Safety
Division of Public Safety Planning,
Mississippi Department of Public Safety

September 2005



Prepared by:
David R. Parrish
James W. Landrum
and
Jean A. Mann



SSRC

Social Science Research Center
Mississippi State University



INTRODUCTION

Vehicle crashes, the leading killer of persons age 2 to 33 years of age, has claimed many lives over the years and continues to claim many lives each and every day. On the American road network, 42,643 people lost their lives in motor vehicle crashes in 2003. That is an average of 117 people dying each day during the year, or one every 12 minutes. A great number of these fatalities may have been avoided if proper vehicle restraints would have been used at the time of the crashes. The National Highway Traffic Safety Administration (NHTSA) estimated, from 1975 to 2003, safety belts saved 179,756 lives on American roads. Also, an estimated 7,020 children under age 5 were saved from 1975 to 2003 due to vehicle restraints being used.¹

In 2003, Mississippi's traffic fatality rate of 2.32 fatalities per 100 million miles of travel was 57 percent higher than the national average of 1.48. This rate is reflected by the 871 lives lost in Mississippi in 2003.² Not surprisingly, the high fatality rate for this state is accompanied by one of the nation's lowest seat belt usage rates. Only New Hampshire (50%) trailed Mississippi and Massachusetts (both 62%) as having the lowest percentage of seat belt use in the country in 2003.³ The following year (2004) showed Mississippi at virtually the same usage rate (63%).

For the past five years, Mississippi, along with other southeastern states and other states around the country, participated in a major effort conducted under the term "Click It or Ticket" during Memorial Day mobilizations. This year Mississippi also targeted those drivers and passengers in pickup trucks with a campaign labeled "Buckle Up in Your Truck." The "Buckle Up in Your Truck" effort immediately preceded the "Click It or Ticket" mobilization and was initiated due to pickup truck occupants being over-represented in motor vehicle crashes and fatalities in the South. Both of these efforts were an attempt to increase seat belt awareness and use. The project included a number of phases. The first of these phases was an earned media phase including public service announcements, brochures, and newspaper articles that were introduced to the Mississippi public. After two weeks of earned media, an extensive paid media campaign began (second phase). Lastly a statewide law enforcement blitz (third phase) increased the intensity of seatbelt law enforcement throughout the state. All law enforcement agencies participated in this increased level of enforcement by using road blocks as well as saturated patrolling efforts.

In 2004, two observational surveys were conducted by the Social Science Research Center at Mississippi State University. One was conducted prior to media and law enforcement intervention on a sub-sample of 64 sites in 8 Mississippi counties (henceforth referred to as "mini survey"). The official follow-up survey, using all 409 survey sites in 16 counties, was completed following all law enforcement and media interventions.

¹ NHTSA Traffic Safety Facts 2003 – Overview (DOT HS 809 767)

² NHTSA State Traffic Information – Mississippi – August 2004

³ NHTSA Traffic Safety Facts 2003 – Occupant Protection (DOT HS 809 765)



SEATBELT SURVEY METHODOLOGY

The Seat belt and motorcycle survey for Mississippi uses a multistage area probability approach. In the first stage, an appropriate number of sampling units are randomly selected. The primary sampling unit for the Mississippi survey is the county. The least populated counties, approximately 15% of the State's population, are excluded from the sampling process. The survey was conducted in 16 Mississippi Counties containing approximately 46% of the State's population.

Summary of Sampling Methodology

- I. Three counties were selected as certainty counties because of having populations much larger than other Mississippi Counties. The certainty counties were Harrison, Hinds, and Jackson.
- II. Thirty-two of the least populated counties, whose combined population accounted for only 15% of the state's population, were eliminated from sampling.
- III. Sampling was done with replacement. In addition to the three certainty counties, 13 other counties were chosen, thus the sample consists of 16 counties.
- IV. The sample includes 409 forty-minute observation periods. The three certainty counties were allotted 28 observation periods, while the remaining 13 counties were allotted 25 observation periods each.
- V. The Mississippi Department of Transportation (MDOT) provided information for all road segments which Average Daily Travel (ADT) was equal to or exceeded 500 miles. Through a random variable generated by the computer program Statistical Program for the Social Sciences (SPSS), all road segments in each of the counties were randomly selected.
- VI. The roads were then sorted by county and functional road classification. The functional road classifications of the road were re coded into six functional classes.
- VII. Total Vehicle Miles Traveled (VMT) per year for each county was calculated by multiplying ADT by road segment length. A similar statistic was calculated for each of the functional road classes. This figure was divided by the total county VMT and then multiplied by the number of observation time periods. For example, there are 3,860 road segments in Hinds County with a VMT of 5,905,627.26. Functional road Class 1 had a VMT of 640,676. The 640,676 was then divided by 5,905,627.26 equaling .1084857 which was in turn multiplied by 28 or the number of observation periods allotted to Hinds County. Thus 3.0375991, or three observation periods were allotted to Class 1 roads in Hinds County, etc. The first six segments from road Class 1 in Hinds County were chosen for the sample, were roads for each road class for the remaining five road classes.
- VIII. All road segments were randomly selected and sorted by functional class. The number of roads to be sampled in each class was selected in the order that they were chosen in the random sampling process. For example, if Hinds County needed to sample three Class 1 roads, the first three Class 1 roads plus several back up selections were chosen. The TP number or location designation was then sent to MDOT to be placed on maps and sent back to Mississippi State.



- IX. Sites for each county were then clustered according to geographical proximity.
- X. For each cluster and each site a day of the week was randomly chosen. All days of the week were eligible for selection.
- XI. Once a site was assigned a day of the week, observation times between 8:00 a.m. and 6:00 p.m. were randomly chosen in hourly increments. One hour for lunch was randomly chosen from the hours from 11:00 a.m. to 2:00 p.m.
- XII. Direction of observation was randomly assigned for all 409 sites using random assignment procedure generated by SPSS.
- XIII. Observers were instructed to observe from a site using the assigned direction for a period of 40 minutes. Interstate sites were surveyed on off ramps.
- XIV. The sampling frame includes counting all passenger vehicles, sports utility vehicles, vans and pickup trucks not exempted by state law. Two observers are used at each observation site. One observer counts the driver and outside passengers on the front seat of passenger cars, sport utility vehicles and vans. The other observer counts the driver and outside passenger in pickup trucks.

Further details on the sampling methodology of the survey
“DOCUMENTATION OF MISSISSIPPI OBSERVATIONAL SURVEYS OF SEAT BELT AND MOTORCYCLE HELMET USE” prepared by Dr. Stephen H. Richards Director, Transportation Center of the University of Tennessee and Dr. Tommy Wright Adjunct professor of Statistics of the University of Tennessee, and can be obtained from the Social Science Research Center at Mississippi State University, Box 5287 Mississippi State, MS 39762, or by calling Mr. David Parrish a 662-325-8116.



DESCRIPTION OF 2005 SURVEYS

This report will be divided into four sections.

Section I will compare seat belt use prior to project intervention and seat belt use following intervention. Only the mini survey (64 location sub-sample) sites in eight counties are compared. This sample consists of the same sites used for the mini surveys conducted in 2001 and 2002.

Section II will compare seat belt use prior to project intervention and seat belt use following intervention *for pickup trucks only*. Again, only the mini survey (64 location sub-sample) sites in eight counties are compared.

Section III will include the analysis of the complete 2005 Mississippi observational seat belt survey of 409 sites in 16 Mississippi counties. This survey was conducted after project implementation between the dates of Monday June 6, 2005 and Thursday June 30, 2005. Only one day of counts occurred past this deadline. One day of observations was made in Hinds County on July 1, 2005.

Section IV will include short analysis of Motorcycle Helmet Use in Mississippi.



SECTION I:
MINI SEAT BELT SURVEY COMPARISONS

Prior to any media or law enforcement efforts encouraging seat belt usage, a mini survey of 64 observation locations in 8 Mississippi counties was conducted as baseline information. These data – observations from eight sites in each of the eight counties – were collected between mid-April and early May of 2005. These counties, as can be seen in *Figure 1*, include a mixture of different geographical regions where both rural and urban counties are represented. The counties are **Bolivar County** in the Mississippi Delta; **Desoto County**, located in the Northwest corner of the State near Memphis; **Lee County**, in Northeast Mississippi; **Lowndes County**, in the Northeast; **Lauderdale County**, in East Central Mississippi; **Lamar County**, in Southeast Mississippi; **Harrison County**, on the Mississippi Gulf Coast; and **Hinds County**, in West Central Mississippi, where the Capital of Mississippi is located. Desoto, Harrison, Hinds, and Lamar are located in standard metropolitan areas. The observation sites within each of these counties are identical to the collection in years 2001 and 2002.

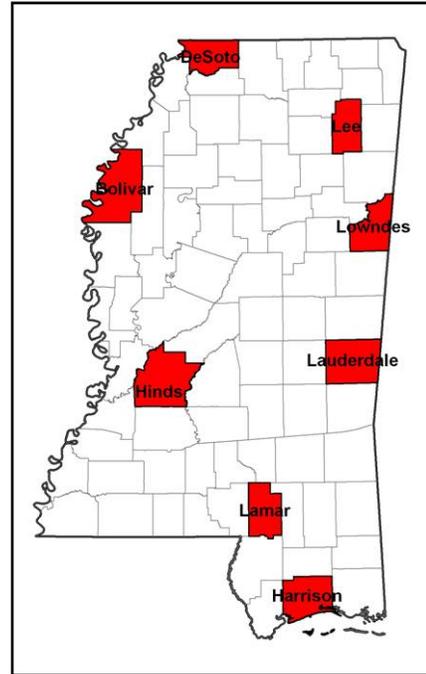


Figure 1: Mini Survey Counties

The percentage of sites drawn from each of the road types is roughly the same as the overall sample of 409 sites. It may be observed that the mini sample is slightly under represented in rural interstate sites and slightly over represented in urban interstate sites. See *Table 1* for a comparison of type of roads for mini survey sites versus overall survey sites.

Table 1: Counts and Percentage Breakdown of Type of Roads for Mini Survey and Overall Survey

Type of Road	Mini Survey Frequency	Mini Survey Percent	Overall Survey Frequency	Overall Survey Percent
Rural Interstates	7	10.9 %	58	14.2 %
Rural Major and Collector Roads	17	26.6 %	113	27.6 %
Rural Local Roads	9	14.1 %	61	14.9 %
Urban Interstates and Expressways	9	14.1 %	38	9.3 %
Urban Major Roads and Collector Roads	14	21.9 %	87	21.3 %
Urban Local Roads	8	12.5 %	52	12.7 %



Again, using the sub sample of 64 site locations, a comparison of 2005 seat belt usage rates before and after intervention shows a slight usage increase of 2.1%. *Table 2* illustrates the 63.4% post intervention usage rate compared to the 61.3% pre-intervention usage rate. The confidence interval bounds and actual number of observations are also included in the same table below.

Table 2: Pre- and Post-Intervention Seat Belt Usage Rate for Mini Surveys in 2005 (includes confidence intervals and actual number of observations)

Counted:	Weighted Percent Seat Belt Use (%)	Bound (%)	Actual Number of Observations
Survey Prior to Intervention	61.3 %	± 3.2 %	17,481
Survey After Intervention	63.4 %	± 2.7 %	18,431

Separating the data by type of vehicle, it can be seen in *Table 3* that both car and pickup truck belt usage increased after the intervention phase of the campaigns. Although Pickup truck belt usage lags behind passenger car usage in Mississippi, the observational data indicates there was a slightly higher percent increase in belt usage (+4.3%) for pickup trucks.

Table 3: Pre- and Post-Intervention Seat Belt Usage by Type of Vehicle

Type of Vehicle	Belt Use: Before Intervention (%)	Belt Use: After Intervention (%)	Percent Change (%)	Percent Increase or Decrease (%)
Car	63.7 %	65.1 %	+ 1.4 %	+ 2.2 %
Pickup Truck	58.0 %	60.5%	+ 2.5 %	+ 4.3 %
Total	61.3 %	63.4%	+ 2.1 %	+ 3.4 %

Note:

RED cells indicate a decrease in belt use

GREEN cells indicate an increase in belt use



Seatbelt use increased in most of the sub sample survey counties with the exception of Hinds and Lamar as can be seen in *Table 4*. Significant percent increases occurred only in Harrison County (+15%). Other counties displaying minor increases were Bolivar (+3%), Desoto (+2%), Lauderdale (+5%), Lee (+8%), and Lowndes (+4%). The minor decreases occurred in two counties Hinds (-6%) and Lamar (-4%), and as mentioned previously, there was a slight overall increase of 3 percent in seatbelt use in the mini surveys.

Table 4: Pre- and Post-Intervention Seat Belt Usage by County Surveyed

County	Belt Use: Before Intervention (%)	Belt Use: After Intervention (%)	Percent Change (%)	Percent Increase or Decrease (%)
Bolivar	54.4 %	56.3 %	+ 1.9 %	+ 3 %
Desoto	59.3 %	60.5 %	+ 1.2 %	+ 2 %
Harrison	65.1 %	74.8 %	+ 9.7 %	+ 15 %
Hinds	65.6 %	61.7 %	- 3.9 %	- 6 %
Lamar	68.4 %	65.9 %	- 2.5 %	- 4 %
Lauderdale	47.9 %	50.2 %	+ 2.3 %	+ 5 %
Lee	47.6 %	51.6 %	+ 4 %	+ 8 %
Lowndes	55.6 %	58.0 %	+ 2.4 %	+ 4 %
Total	61.3 %	63.4 %	+ 2.1 %	+ 3 %

Note:

RED cells indicate a decrease in belt use

GREEN cells indicate an increase in belt use



Not only did seatbelt use increase in most of the counties in the sub sample, seat belt use also increased on all types of roads surveyed. In *Table 5* comparisons of baseline and follow-up seatbelt use by road category are presented. Notice the largest percentage increases occurred on Rural Interstates (+12.8%) and Urban Local Roads (11.1%). The other four type of roads experienced slight to moderate positive changes in seat belt usage.

Table 5: Pre- and Post-Intervention Seat Belt Usage by Type of Road

Type of Road	Belt Use Before Intervention (%)	Belt Use After Intervention (%)	Percent Change (%)	Percent Increase or Decrease (%)
Rural Interstates	65.4 %	73.8 %	+ 8.4 %	+ 12.8 %
Rural Major and Collector Roads	58.4 %	61.4 %	+ 3.0 %	+ 5.1 %
Rural Local Roads	56.9 %	57.7 %	+ 0.8 %	+ 1.4 %
Urban Interstates and Expressways	66.5 %	66.9 %	+ 0.4 %	+ 0.6 %
Urban Major Roads and Collector Roads	59.1 %	63.4 %	+ 4.3 %	+ 7.3 %
Urban Local Roads	52.3 %	58.1 %	+ 5.8 %	+ 11.1 %
Total	61.3 %	63.4 %	+ 2.1 %	+ 3.4 %

Note:

RED cells indicate a decrease in belt use

GREEN cells indicate an increase in belt use



For an additional accuracy check of the survey results, un-weighted belt usage rates were analyzed. The last three columns in *Table 6* demonstrate the precision that can be attained using mini survey results. The follow-up mini survey locations, follow-up non-mini locations and the overall sample had 65.0%, 63.9%, and 64.1% un-weighted belt usage rates, respectively. The closeness of these values seems to indicate the use of mini surveys is a very good approximation to the overall sample.

Table 6: Un-weighted Seat Belt Usage Rates for Mini and Non-Mini Observations in the Baseline and Follow-up Surveys

	Baseline Mini Sites N = 64	Follow-up Mini Sites N = 64	Follow-up Non-Mini Sites N = 345	Combined Mini and Non-Mini Sites N = 409
Using Seat Belts	10,564	13,101	55,420	68,521
Percent Using Seat Belts	60.4 %	65.0 %	63.9 %	64.1 %
Not Using Seat Belts	6,917	7,067	31,311	38,378
Percent Not Using Seat Belts	39.6 %	35.0 %	36.1 %	35.9 %
Total	17,481	20,168	86,731	106,899



**SECTION II:
MINI SEAT BELT SURVEY COMPARISONS – PICKUP TRUCKS**

In 2005, the State of Mississippi initiated a “Buckle Up in Your Truck” campaign that accompanied the “Click It or Ticket” effort. Obvious by the title, this seat belt encouragement thrust focused on drivers and passengers in pickup trucks in Mississippi. Given the year’s emphasis on trucks, this section of the report analyzes some before and after intervention statistics pertaining only to pickup trucks. The sample population for this analysis remains the 64 site locations in the 8 Mississippi counties identical to those described in Section I.

Table 7 illustrates pickup truck belt use by county. A majority of the eight counties increased their belt usage after the intervention phase of the campaign. Bolivar County stayed the same with a 50.9% usage rate before and after the intervention. However, Desoto and Hinds counties experienced a decrease in belt use, post campaign. It should be especially noted that Hinds County fell from 63.5% to 51.6% usage for an 18.7% drop. Also, attention should be given to Lauderdale County due to its low baseline figure (33.6%) and Harrison County for its exemplary +25.9% increase to a post campaign usage rate of 75.9%. At present there appears to be no answers as to why the counts in these counties deviate so far from average.

Table 7: Pre- and Post-Intervention Seat Belt Usage for Pickup Trucks by County

County	Pickup Truck Belt Use: Before Intervention (%)	Pickup Truck Belt Use: After Intervention (%)	Percent Change (%)	Percent Increase or Decrease (%)
Bolivar	50.9 %	50.9 %	+ 0.0 %	+ 0.0 %
Desoto	62.9 %	57.5 %	- 5.4 %	- 8.6 %
Harrison	60.3 %	75.9 %	+ 15.6 %	+ 25.9 %
Hinds	63.5 %	51.6 %	- 11.9 %	- 18.7 %
Lamar	60.6 %	67.6 %	+ 7.0 %	+ 11.6 %
Lauderdale	33.6 %	40.1 %	+ 6.5 %	+ 19.3 %
Lee	43.2 %	47.5 %	+ 4.3 %	+ 10.0 %
Lowndes	54.8 %	59.7 %	+ 4.9 %	+ 8.9 %
Total	57.3 %	59.6 %	+ 2.3 %	+ 4.0 %

Note:

RED cells indicate a decrease in belt use

GREEN cells indicate an increase in belt use



Analysis of pickup truck belt use by type of road is shown in *Table 8*. With the exception of Urban Interstates and Expressways, all road segment types show an increase in pickup truck belt usage for 2005. Proportional to the combined car and truck statistics seen before by road type (*Table 5*), it seems that an overwhelming majority of drivers and passenger of pickup trucks (70.5%) choose to buckle up on rural interstates.

Table 8: Pre and Post Intervention Seat Belt Usage for Pickup Trucks by Type of Road

Type of Road	Pickup Truck Belt Use Before Intervention (%)	Pickup Truck Belt Use After Intervention (%)	Percent Change (%)	Percent Increase or Decrease (%)
Rural Interstates	61.1 %	70.5 %	+ 9.4 %	+ 15.4 %
Rural Major and Collector Roads	56.7 %	62.2 %	+ 5.5 %	+ 9.7 %
Rural Local Roads	50.0 %	50.9 %	+ 0.9 %	+ 1.8 %
Urban Interstates and Expressways	62.3 %	59.6 %	- 2.7 %	- 4.3 %
Urban Major Roads and Collector Roads	57.3 %	62.6 %	+ 5.3 %	+ 9.2 %
Urban Local Roads	50.8 %	52.8 %	+ 2.0 %	+ 3.9 %
Total	57.3 %	59.6 %	+ 2.3 %	+ 4.0 %

Note:

RED cells indicate a decrease in belt use

GREEN cells indicate an increase in belt use



SECTION III: COMPLETE OBSERVATIONAL SEAT BELT SURVEY RESULTS

This Section provides a results summary of the complete 2005 Mississippi Seat Belt / Motorcycle Helmet Survey of 409 sites in 16 Mississippi counties. This survey was conducted after project implementation between the dates of Monday June 6, 2005 and Thursday June 30, 2005. Only one day of counts occurred past this deadline. One day of observations was made in Hinds County on July 1, 2005.

The methodology used for the survey was previously described in this report (pages 2 and 3). There were 409 sites surveyed rather than 64 with the sites being located in 16 Mississippi Counties rather than 8. In addition to sites used in the sub sample (Bolivar, Desoto, Harrison, Hinds, Lamar, Lauderdale, Lee and Lowndes - **Red Counties**) sites in eight other counties were included (Leflore, Jackson, Madison, Rankin, Scott, Simpson, Warren and Yazoo - **Blue Counties**). See *Figure 2*.

The percentage of road classes counted was very similar to those counted in the sub sample with two exceptions. There was a lower percentage of rural interstates in the sub sample than in the complete survey and a higher percentage of urban interstate sites in the sub sample. If rural and urban interstate sites are combined the percentage of sites counted in the sub sample with the overall sample are almost identical. See Table 1.

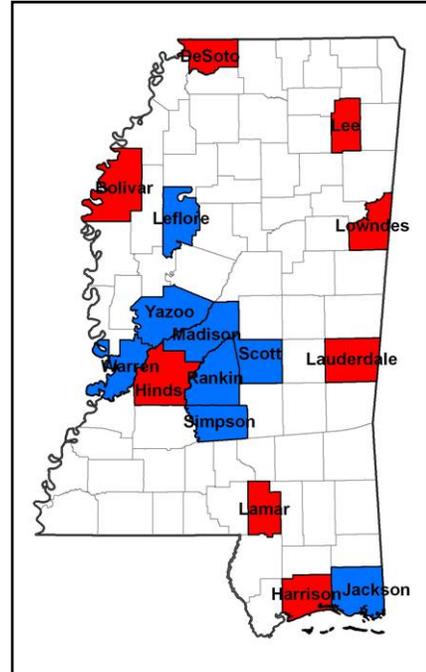


Figure 2: All Surveyed Counties



In 2005 Mississippi experienced a minor and almost negligible decrease in overall seat belt usage rate from last year's result. The 2004 survey resulted in an official seat belt usage rate of **63.16% ± 3.17%** and the 2005 results are slightly lower at **60.80% ± 3.43%**. To better illustrate the minor degree of variation between these results and give a glimpse into the past 12 years of seat belt usage in Mississippi, see *Figure 3*. This graph illustrates a gradual increase in belt usage rates from 1994 to 1998 and a slight dip the next two years (1999 and 2000). However, since the *Click It or Ticket* campaigns began in 2001, we have witnessed usage rates in the low 60 percentile range with very minimal change in belt usage the past five years. Upper and lower bounds of the 95% confidence intervals are shown to reemphasize the relative likeness among these figures.

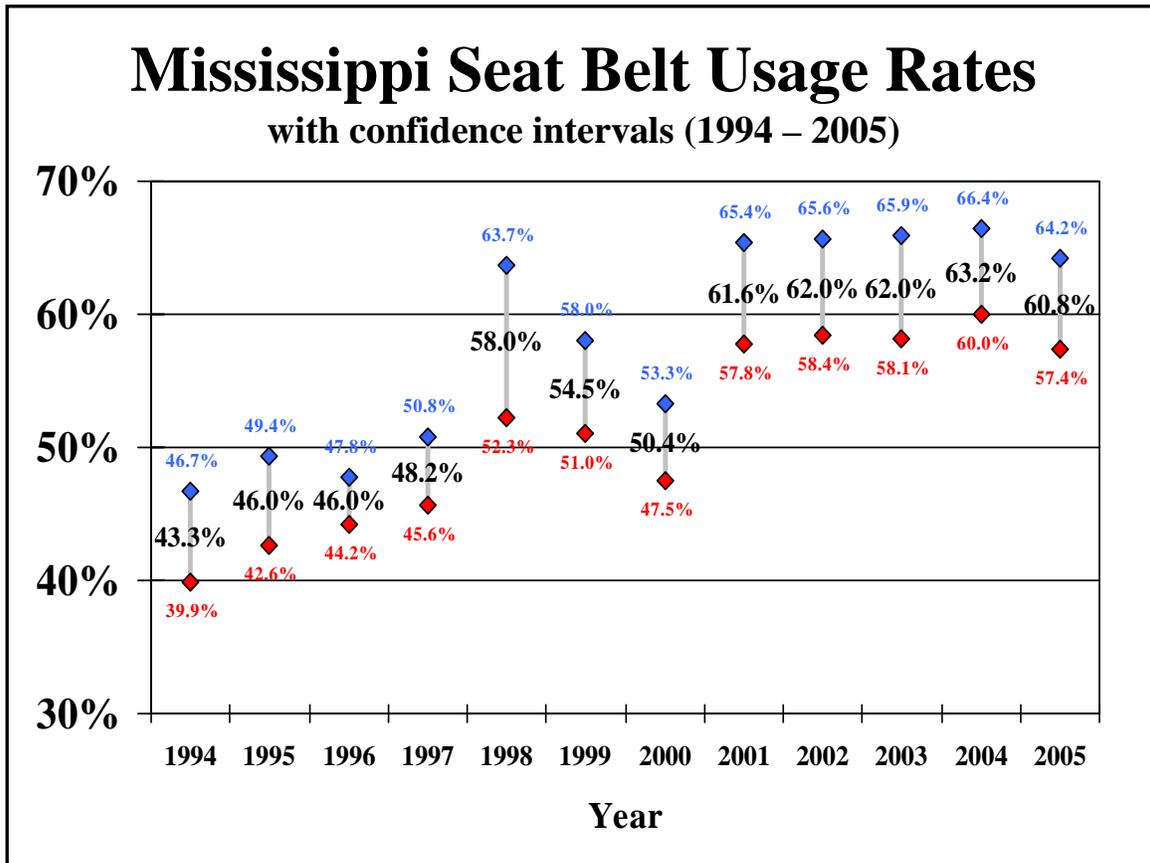


Figure 3: Twelve years of seat belt survey results including 95% confidence intervals



As can be observed in *Table 9*, there is considerable disparity of seatbelt use in the surveyed counties. Column 1 shows usage rates range from 74.0% in Harrison County to only 35.5% in Leflore County. Also presented in column 2 of *Table 9* is a comparison of seatbelt usage in the 8 sub sample counties compared to seatbelt use in the same counties gathered in the complete survey. As can be seen, the sub sample sites are very representative of the overall counts for each respective county.

Table 9: Seat Belt Usage by County

County	Belt Use – All Sites (%) N = 409	Belt Use – Mini Sites (%) N = 64
Bolivar	57.1 %	56.3 %
Desoto	62.3 %	60.5 %
Harrison	74.0 %	74.8 %
Hinds	61.5 %	61.7 %
Jackson	66.3 %	n/a
Lamar	64.5 %	65.9 %
Lauderdale	51.9 %	50.2 %
Lee	52.5 %	51.6 %
Leflore	35.5 %	n/a
Lowndes	56.4 %	58.0 %
Madison	63.0 %	n/a
Rankin	67.6 %	n/a
Scott	37.6 %	n/a
Simpson	66.2 %	n/a
Warren	58.8 %	n/a
Yazoo	52.3 %	n/a
Total	60.8 %	63.4 %

Note:

RED cells indicate a decrease in belt use

GREEN cells indicate an increase in belt use

The following three pages presents information by county on overall seat belt use, passenger car belt use, and pickup truck belt use. *Figure 4* graphically represents the information in column 1 above. *Figures 5* and *Figure 6* illustrate belt usage rates by county for passenger cars and pickup trucks separately. Note the counties highlighted in red are counties which have a count below the average usage rate of their respective grouping.

Overall Seat Belt Usage Rates (Cars and Trucks) by County

Average Usage Rate: 60.8%

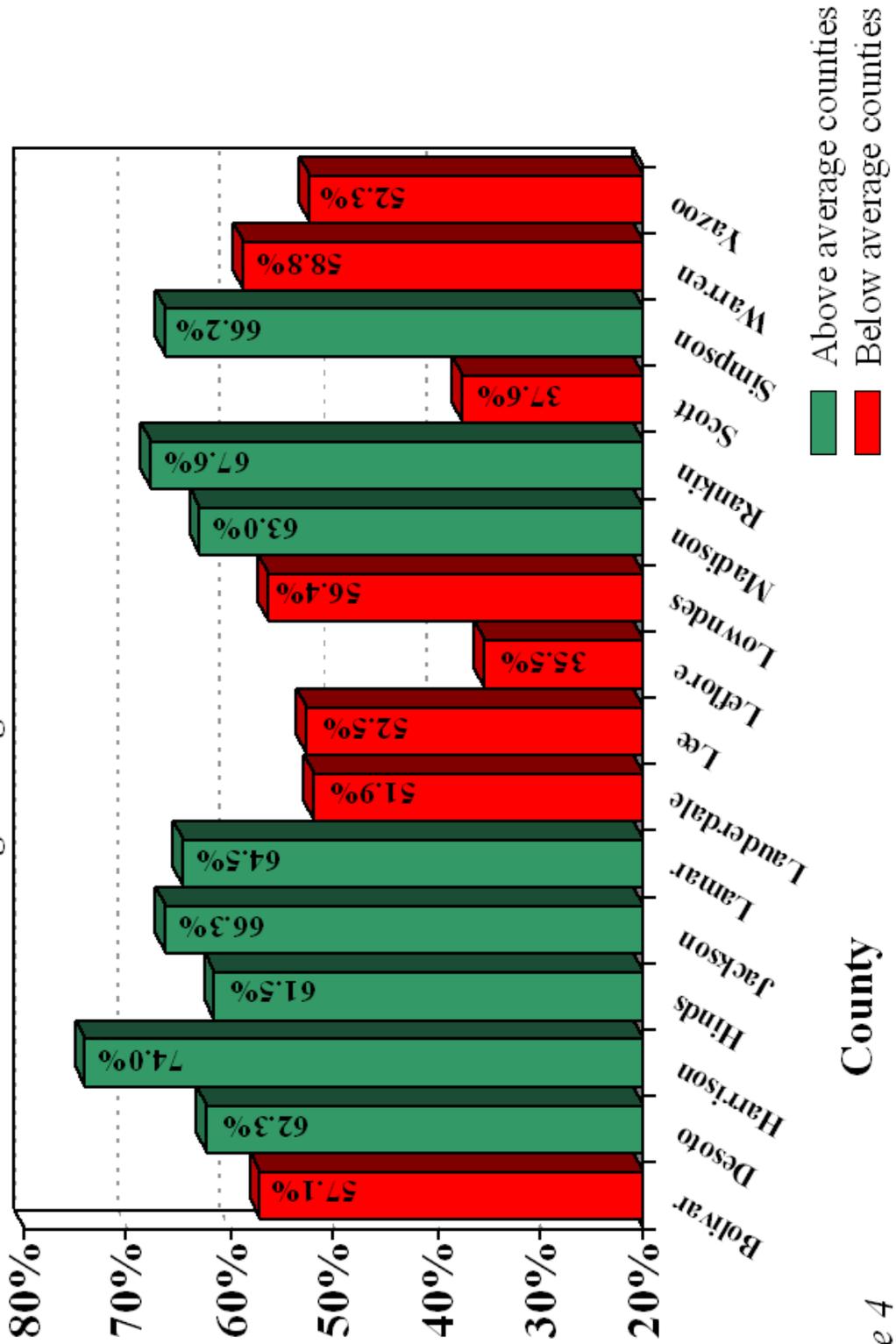


Figure 4



Passenger Car Seat Belt Usage Rates by County

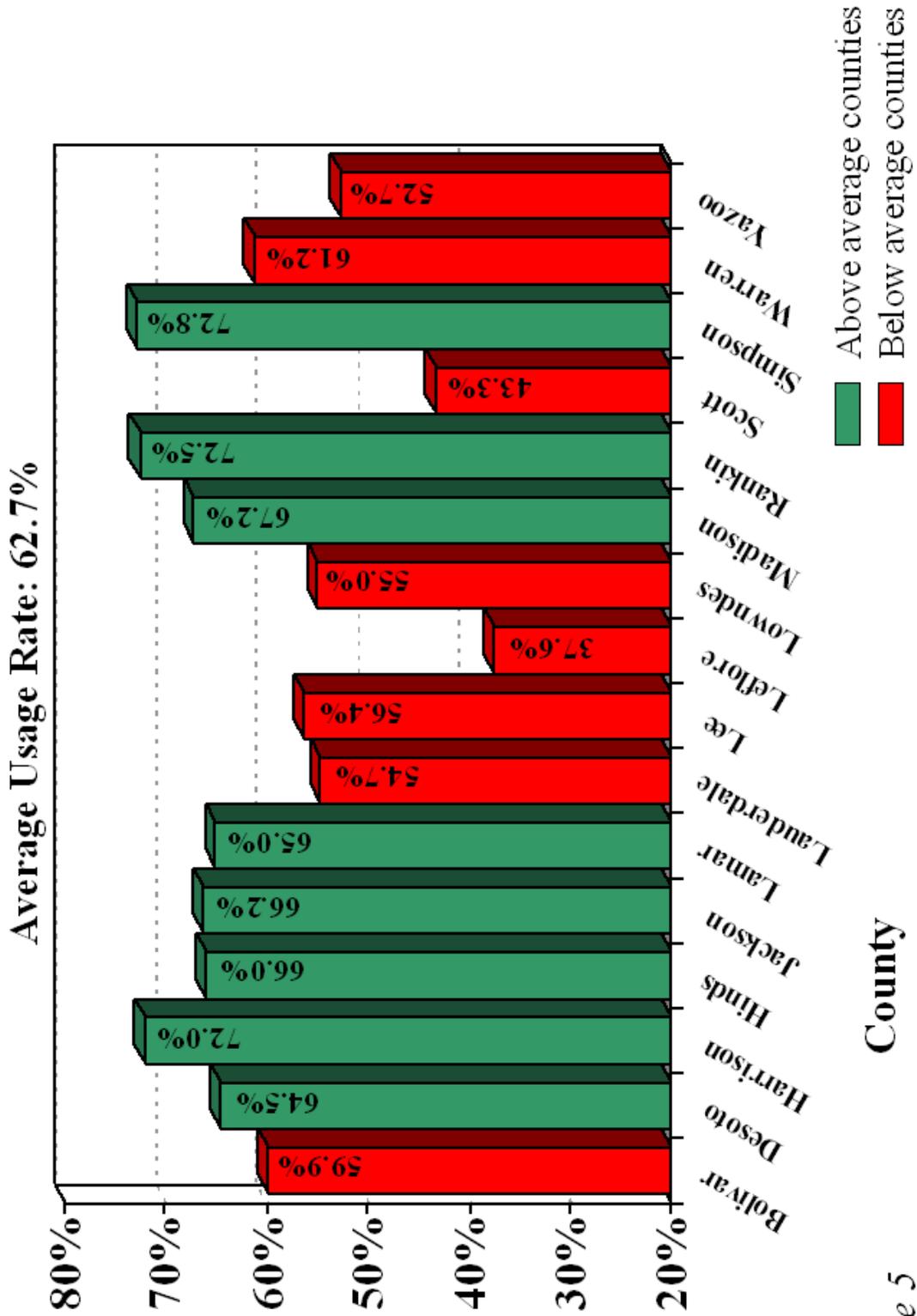


Figure 5

Truck Seat Belt Usage Rates by County

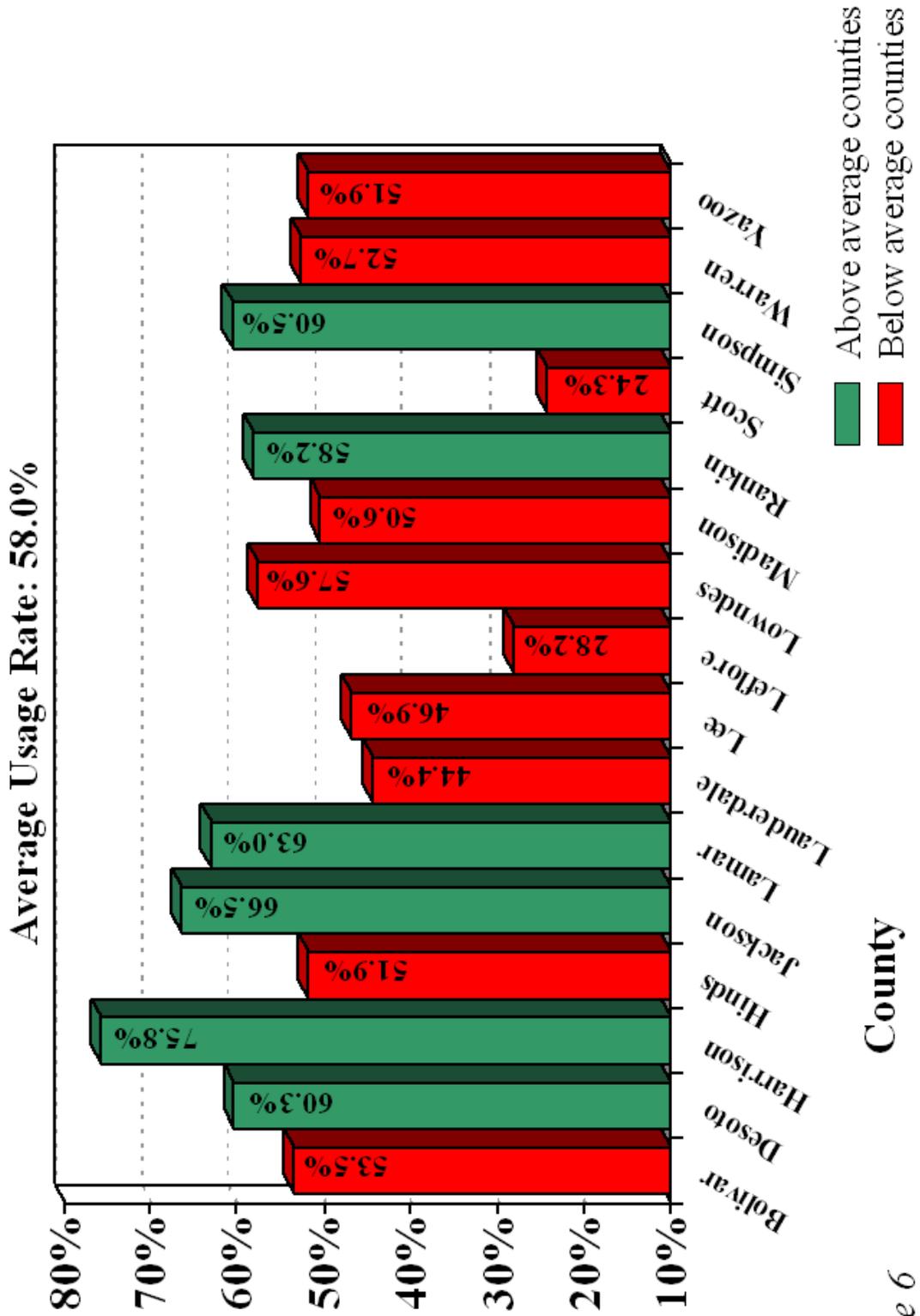


Figure 6





Presented in *Table 10* is a breakdown of seat belt usage rates by type of road. It can clearly be seen that drivers and passengers in motor vehicles are more likely to utilize their restraints on rural interstates (74.7%) than any other type of road. Urban interstate traffic also shows strong use of belt use (68.6%). However, rural and urban local roads continue to show lower percentages of seat belt usage as they linger around the low-to-mid 50 percentile range.

Table 10: Seat Belt Usage by Type of Road

Type of Road	Seat Belt Use (%)
Rural Interstates	74.7 %
Rural Major and Collector Roads	60.8 %
Rural Local Roads	51.1 %
Urban Interstates and Expressways	68.6 %
Urban Major Roads and Collector Roads	60.2 %
Urban Local Roads	56.3 %
Total	60.8 %

A summary of *total seat belt use for 2005 in Mississippi* is presented in *Table 11* below. Despite the dedicated effort of the “Buckle Up in Your Truck” campaign, seat belt use by occupants in pickup trucks (58.0%) continues to lag behind the use of seat belt in occupants of passenger cars (62.7%). Overall seatbelt use in Mississippi for the year 2005 is 60.8% ± 3.4%.

Table 11: Seat Belt Usage by Type of Vehicle

Type of Vehicle	Weighted Belt Use (%)	Bound (%)
Car	62.7 %	± 3.6 %
Pickup Truck	58.0 %	± 4.0 %
Total	60.8 %	± 3.4 %

SECTION IV: MOTORCYCLE HELMET USE

The final segment to be discussed concerns the motorcycle helmet use in Mississippi. As a part of the Seat Belt Survey, motorcycle helmets are also counted. Mississippi is fortunate to have an excellent Motorcycle Helmet law. Mississippi has a primary law in regards to motorcycle helmet use. All motorcycle riders must wear helmets or receive a ticket.

Whereas motorcycle helmet use has shown a sharp decline in use in the U.S., Mississippi has maintained a consistently high percentage of use. A number of studies (Arkansas, Texas to name two) have consistently and very strongly, shown that helmet use is directly correlated with having a primary law. It is hoped that the legislature will continue to resist efforts to roll back the primary law.



Motorcycle helmet use in 2005 in Mississippi was is 99.35% ± 1.05%

Table 12 provides a summary on the 2005 Motorcycle Helmet Survey in Mississippi. There was no attempt in the survey to judge whether the helmet was legal or illegal.

Table 12: Mississippi 2005 Un-weighted Motorcycle Helmet Usage

	Counts	Percentage (%)
Using Helmet	532	99.07 %
Not Using Helmet	5	0.93 %
Total	537	100.00 %



SUMMARY

For the past five years, intense media and enforcement campaigns have been directed towards Mississippians with the intent of increasing seat belt use. The newest of these, Buckle Up in Your Truck, accompanied Click It or Ticket and other seatbelt awareness campaigns. The effectiveness of these efforts was evaluated by several types of surveys managed by the Social Science Research Center at Mississippi State University.

The 2005 mini survey of 64 observation locations in 8 Mississippi counties was conducted as baseline information. These data – observations from eight sites in each of the eight counties – were collected between mid-April and early May of 2005. The complete 2005 Mississippi observational seat belt survey of 409 sites in 16 Mississippi counties was conducted after project implementation during the month of June.

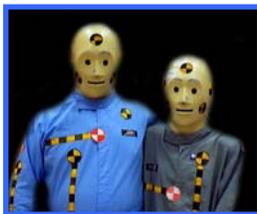
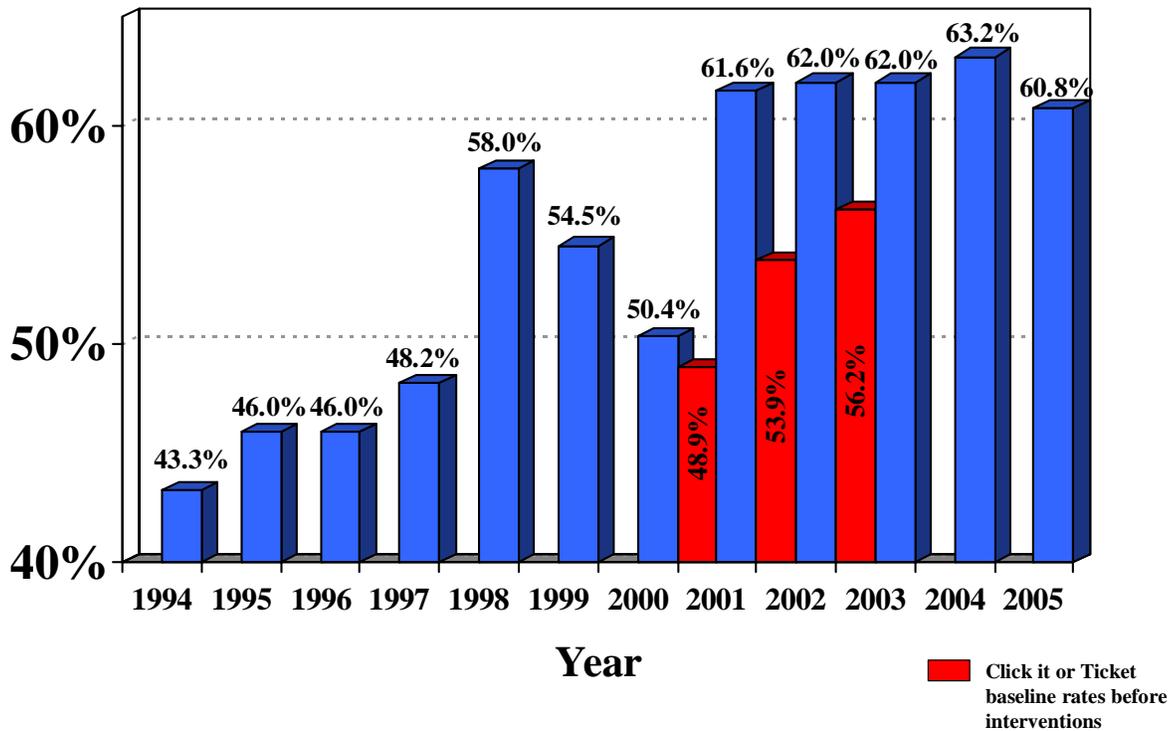
The baseline information indicated a 61.3% belt use rate and when compared to the 63.4% count in the post intervention, Mississippi increase belt usage by 2.1%. However, even though the mini sites are very representative of overall seat belt survey, these figures are not considered “official” and are not meant to mislead. They are based only on 64 observation locations in 8 counties and are meant to give a before and after snapshot of campaign effectiveness.

The official and scientifically designed 2005 Mississippi seat belt survey resulted in a lower overall count (60.8% usage rate) than the past four years, but the confidence interval of ± 3.4 % indicates that this seemingly low count is not significantly lower. ***In general the seat belt usage rate for the State of Mississippi has remained relatively flat for the past five years.***

Finally, as is evident by the survey numbers, Mississippi has an excellent usage rate for motorcycle helmets. For a number of years, the helmet use rate has been over 99%.

Mississippi Seat Belt Usage Rates

1994 – 2005



Please Buckle Up



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