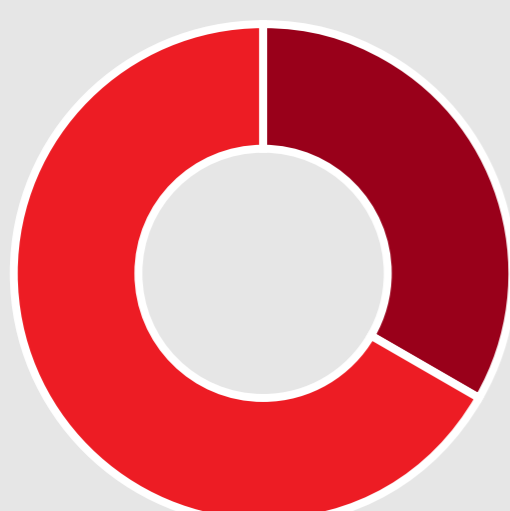


Fundación MAPFRE

CHILDREN SHOULD ALWAYS BE SNUGLY BUCKLED IN

In developed countries, traffic accidents are the leading cause of child death



33%

One-third of children that die in car accidents were not in restraint devices or wearing seat belts



25%

1 of every 4 parents admits to having allowed their children to ride without being buckled in



"I was in a hurry"

"We weren't going that far"

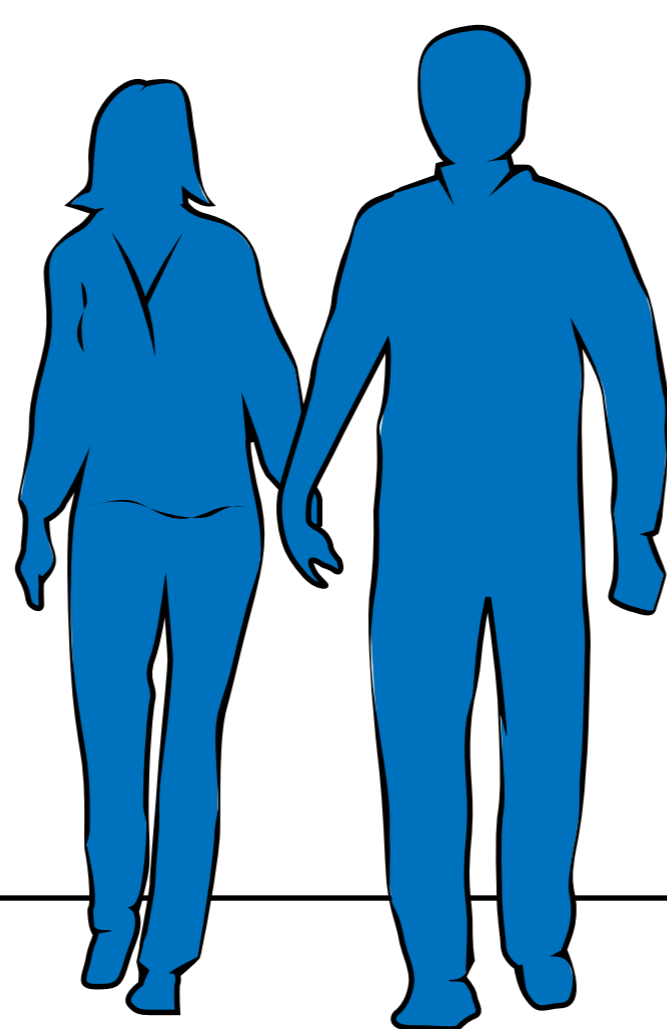
"It was a long, overnight trip"

The three most common common excuses are:

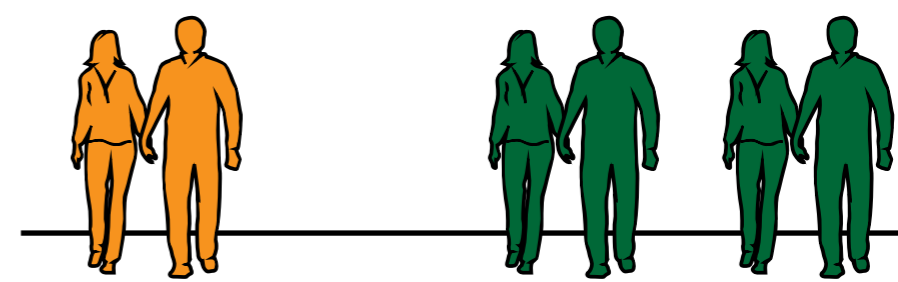
As surprising as it may be:

23%

of young parents (up to age 29) think it is acceptable for children to not be in restraint devices if it is an overnight trip

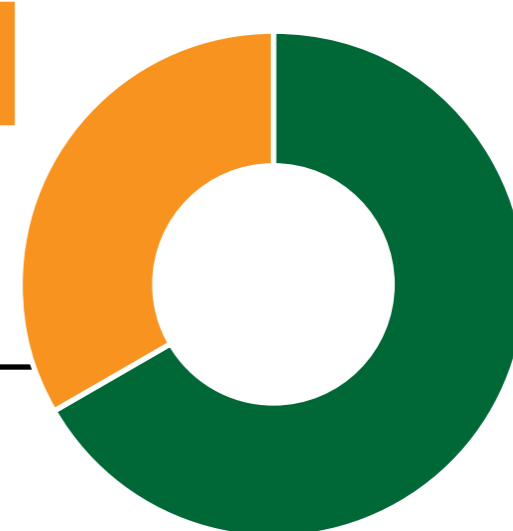


Twice as many parents with college degrees believe it is okay for children to not be in restraint devices when the parents are in a hurry, than parents without college degrees



1

2



The truth refutes all these excuses



60%

of traffic accidents involving children happen in short trips (less than 10 minutes)

Children are more likely to be injured in a car accident **at night**

When we're in a hurry, we drive less carefully and we are more likely to have a car accident

